

# MUTHAYAMMAL COLLEGE OF ARTS AND SCIENCE

(An Autonomous College)

Affiliated to Periyar University, Salem | Accredited by NAAC with 'A' Grade

Recognized by UGC under Section 2(f) & 12 (B)



ESTD-1994

**MUTHAYAMMAL  
COLLEGE OF ARTS  
AND SCIENCE**

(Autonomous)

A UNIT OF VANETRA GROUP

| Learn.  
Lead

## DEGREE OF BACHELOR OF ARTS

Learning Outcomes - Based Curriculum Framework  
- Choice Based Credit System

### Syllabus for B.B.A., Bachelor of Business Administration (Semester Pattern)

(For Candidates admitted from the academic year  
2023-2024 and onwards)

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## **Regulation and Syllabus for BBA**

*(With effect from the Academic Year 2023-24)*

### **Vision**

To redefine the scope of higher education by infusing into each of our pursuits, initiatives that will encourage intellectual, emotional, social and spiritual growth, thereby nurturing a generation of committed, Knowledgeable and socially responsible citizens.

### **Mission:**

- \*To Ensure State of the world learning experience
- \*To Espouse value based Education
- \*To Empower rural education
- \*To Instill the sprite of entrepreneurship and enterprise
- \*To create a resource pool of socially responsible world citizens

### **QUALITY POLICY**

To Seek – To Strive – To Achieve greater heights in Arts and Science, Engineering, Technological and Management Education without compromising on the Quality of Education.

### **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Vision:**

To redefine the scope of higher education by infusing into each of our pursuits, initiatives that will encourage intellectual, emotional, social and spiritual growth, thereby nurturing a generation of committed, Knowledgeable and socially responsible citizens.

- \*To Ensure State of the world learning experience
- \*To Espouse value based Education
- \*To Empower rural education
- \*To Instill the sprite of entrepreneurship and enterprise
- \*To create a resource pool of socially responsible world citizen

### **PREAMBLE**

The Department of Business Administration was incepted in **1996**. The department is highly qualified and dedicated faculty members who have guided and motivated the students with polite advice and unharmed words. The main objective of this course is to know the basic business process in management as well as how the administration effectively done in the organization. Our department has mainly encouraged our students to hone up their ideas in order to make them better business magnet in this highly competitive world.

### **PROGRAMME LEARNING OUTCOME NATURE AND EXTENT OF THE PROGRAMME**

The undergraduate programme in BBA is the first level of college our university degree in the country as in several other parts of the world. After obtaining this degree, an administrator may enter into the job market or opt for under taking further higher studies in the subject. After graduation the students may join industry, academia, or public sector enterprises and play their role as administrator in a useful manner contributing their knowledge to the welfare of the society. Thus the undergraduate level degree in BBA must prepare the students for all these objectives. The LOCF curriculum has been developed encompassing all the diversified aspects of BBA with reasonable depth of knowledge and skills as to specialize them in the various aspects of the subject. It also equips them with the expected professional expertise.

## **AIM OF THE PROGRAM**

The aim of the undergraduate degree in BBA is to make students knowledgeable about the various basic concepts in a wide ranging context which involve the use of knowledge and skills of Business. Their understanding, knowledge and skills in BBA needs to be developed through a through teaching learning process in the class, practical skills through the laboratory work, their presentation and business skills, exposure to industry and interaction with industry experts.

## **GRADUATE ATTRIBUTES**

Graduate attributes for a Bachelor of Business Administration (BBA) typically encompass a broad range of skills, knowledge, and qualities that students are expected to develop throughout their academic journey. These attributes are designed to prepare graduates for success in the business world. Here are some common graduate attributes for a BBA program are Business Knowledge, Critical Thinking, Communication Skills, Ethical Awareness, Global Perspective, Teamwork and Leadership, Technological Proficiency, Entrepreneurial Mindset, Continuous Learning and Professionalism.

These attributes collectively aim to equip graduates with the knowledge, skills, and attitudes necessary to succeed in various business roles and industries, and to contribute effectively to organizational success and societal well-being.

- GA1 Analytical Reasoning
- GA2 Critical Thinking
- GA3 Problem Solving Skills
- GA4 Communication Skills
- GA 5 Leadership Quality
- GA 6 Teamwork
- GA 7 Lifelong Learning

### **PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):**

**PEO1:** Graduates will be able to promote learning environment to meet the industry expectation.

**PEO2:** Graduates will be incorporated the critical thinking with good Communication and Leadership skills to become a self-employed

**PEO3:** Graduates will be uphold the human values and environmental sustenance for the betterment of the society.

### **PROGRAMME OUT COMES(POs)**

**PO1:** Graduates will acquire dynamic skills through proper perception of the course objectives that leads to scientific and analytical comprehension of the concepts;

**PO2:** Graduates will focus on sustainable goals that might bring about spherical developments

**PO3:** Graduates will infuse a spirit converging on bricking a team work, interpersonal and administrative skills to think critically and execute effectively

**PO4:** Graduates will apply reasoning appropriately to scale the humps in learning and solute them to the core.

**PO5:** Graduates will engage the skills obtained in independent and collaborative learning as a perennial process.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

**PSO1:** Enhance the leadership and administrative skills to make them noble lead.(Create)

**PSO2:** Develop entrepreneurial ability among the students to establish business opportunity and make them better business man.(Evaluate)

**PSO3:** Acquire employability skills includes problem solving, creative, critical thinking and personality development.(Analyses)

**PSO4:** Provide practical exposure like internship training, field Visit, campus to Corporate and project to help them to hone up their mind and socially responsible to the society. (Applying)

**PSO5:** Improve upon the multidimensional skills in various fields. (Understanding)

## **REGULATIONS (2023-2024)**

### **1. DURATION OF THE PROGRAMME**

**1.1.** Three years (six semesters)

**1.2.** Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from June to November of each year and the even semesters from December to May of each year.

**1.3.** There shall be not less than 90 working days for each semester.

### **2. ELIGIBILITY FOR ADMISSION**

**2.1.** Candidates seeking admission to the first year of the degree of Bachelor of Business Administration shall be required to have passed in +2 Examination conducted by the Government of Tamil Nadu or any examination accepted as equivalent thereto by the Periyar University.

### **3. CREDIT REQUIREMENTS AND ELIGIBILITY FOR AWARD OF DEGREE**

**3.1.** A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years and passed the examinations of all the Six Semesters prescribed earning a minimum of 140 credits as per the distribution given in Regulation for Part I, II, III, IV & V and also fulfilled such other conditions as have been prescribed there of.

#### 4. COURSE OF STUDY, CREDITS AND SCHEME OF EXAMINATION

4.1. The Course Components and Credit Distribution shall consist of the following: (Minimum Number of Credits to be obtained)

Part Wise Distribution	Study Components	Credit Distribution
PART I	Tamil or Other Languages	12
PART II	English	12
PART III	Core, Allied, Elective and Project Courses	91
PART IV	i. Basic Tamil / Advanced Tamil / NME	04
	ii. Soft Skill Courses/SBEC	10
	iii. Environmental Studies	02
	iv. Value Education	02
	v. Internship	02
	vi. Foundation Course	02
	vii. Professional Competency Skills	02
PART V	Extension Activity	01
Total Credits		140



## **4.2 DETAILS OF COURSE OF STUDY OF PARTS I – V**

**4.2.1 PART I :** Tamil and Other Languages Hindi or French at the option of candidates and according to the syllabus and text-books prescribed from time to time:

**4.2.2 PART II :** English: According to the syllabus and text-books prescribed from time to time

**4.2.3 PART III :** Core, Allied Project and Elective Courses: As prescribed by the concerned Board of Studies

**4.2.4 PART IV :**

### **i. Basic Tamil/Advanced Tamil/NME :**

- a. Students who have not studied Tamil up to XIISTD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of Two Courses (level will be at 6<sup>th</sup> Standard).
- b. Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part – I shall take Advanced Tamil comprising of Two Courses.
- c. Students who have studied Tamil up to XII STD and also have taken Tamil in Part–I shall take Non-Major Elective comprising of Two Courses.
  - i. Soft Skill Courses/SBEC
  - ii. Environmental Studies
  - iii. Value Education
  - iv. Internship
  - v. Foundation Course
  - vi. Professional Competency Skills(Online)

### **4.2.5 PART V:Extension Activity:**

Students shall be awarded a maximum of 1 Credit for Compulsory Extension Service. All the Students shall have to enroll for NSS /NCC/ NSO (Sports & Games) Retract / Youth Red Cross or any other Service Organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College

before 31st March in a year. If a student lacks 40 hours attendance in the first year, he or she shall have to compensate the same during the subsequent years.

Those students who complete minimum attendance of 40 hours in one year will get 'half-a-credit and those who complete the attendance of 80 or more hours in Two Years will get 'one credit'. Literacy and Population Education and Field Work shall be compulsory components in the above extension service activities.

### **4.3. Inclusion of the Massive Open Online Courses (MOOCs) available on SWAYAM and NPTEL**

**4.3.1** Students can choose the MOOC Course Available on SWAYAM and NPTEL under Core, Elective or Soft skill category. He/ she will be awarded degree only after producing valid certificate of the MOO

**4.3.2** C course for credit Mobility

## **5. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER**

**5.1. Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed by the Periyar University.

**5.2. Attendance:** All Students must earn 75% and above of attendance for appearing for the End Semester Examination.(Theory/Practical)

**5.3. Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the Principals shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee for Theory/Practical examination separately, towards the Condonation of shortage of attendance. Such fees collected and should be remitted to the University.

**5.4. Non-eligibility for Condonation of shortage of attendance:** Students who have secured less than 65% but more than 50% of attendance are NOT ELIGIBLE for Condonation of shortage of attendance and such students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year / next semester of the program and they may be permitted to take next University examination by paying the prescribed Condonation fee.

**5.5. Detained students for want of attendance:** Students who have earned less than 50% of attendance shall not be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the College from time to time.

**5.6. Condonation of shortage of attendance for married women students:** In respect of married women students undergoing UG programs, the minimum attendance for Condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the Doctor (D.G.O) from the Government Hospital and the prescribed fee along with attendance details shall be forwarded to the college to consider the Condonation of attendance mentioning the category

**5.7. Zero Percent (0%) Attendance:** The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the College / University immediately to rejoin the program.

**5.8 Transfer of Students and Credits:** The strength of the credits system is that it permits inters Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities by obtaining necessary permission from the university.

**5.8.1** Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature. Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested. Provided the Student should have passed all the courses in the Institution from where the transfer is requested.

**5.8.2** The mark so obtained in the courses will be converted and grades will be assigned as per the College norms.

**5.8.3** The transfer students are eligible for classification.

**5.8.4** The transfer students are not eligible and Medals.

**5.8.5** Students who want to go to foreign Universities up to two semesters or Project Work with

the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted in to Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.

**5.9** Students are exempted from attendance requirements for online courses of the College and MOOC's.

## **6. EXAMINATION AND EVALUATION**

**6.1. Register for all subjects:** Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

**6.2.** Marks for Internal and End Semester Examinations for PART I, II, III, and IV

Category	Theory	Practical
Internal Assessment	25	40
End Semester Examination	75	60

**6.3. Procedure for Awarding Internal Marks Internal Examination Marks–Theory**

Components	Marks
CIA I & II	15
Attendance	5
Assignment/Quiz	5
Total	25

**6.4 Awarding Marks for Attendance (out of 5)**

Percentage of Attendance	Marks
Below 60%	0 marks
60% to 75%	3 marks
75% to 90%	4 marks
Above 90%	5 marks

### 6.5 Components for Practical CIA.

Components	Marks
CIA-I	15
CIA- II	15
Observation Note	05
Attendance	5
<b>Total</b>	<b>40</b>

### 6.6 Components for Practical ESE.

Components	Marks
Completion of Experiments	50
Record	05
Viva voce	05
<b>Total</b>	<b>60</b>

### 6.7 Guidelines for Value Education Yoga and Environmental Studies(Part IV)

**6.7.1.** The Course Value Education Yoga is to be treated as 100% CIA course which is offered in V Semester for I year UG students.

**6.7.2.** The Course Environmental Studies is to be treated as 100% CIA course which is offered in IV Semester for I year UG students.

**6.7.3.** Total Marks for the Course =100

Components	Marks
Two Tests (2x30)	60
Field visit and report (10+10)	20
Two assignments (2x10)	20
<b>Total</b>	<b>100</b>

The passing minimum for this course is 40%

**6.7.4.** In case, the candidate fails to secure 40% passing minimum, he/she may have to reappear for the same in the subsequent odd/even semesters.

### 6.8 Internship/Industrial Training, Mini Project and Major Project Work

Internship/Industrial Training		Mini Project	Major	Project Work	
Components	Marks	Marks	Components		Marks
CIA* <sup>2</sup>			CIA Attendance Review /Work Diary* <sup>1</sup>	10Marks 30Marks	<b>40</b>
Work Diary	25	-			
Report	50	50			
Viva-voce	25	50			
Examination					
Total	<b>100</b>	<b>100</b>	<b>ESE*<sup>2</sup></b>		
			a) Final Report 40 Marks b)Viva-voce20Marks		<b>60</b>
			Total		100

\*1.Review is for Individual Project and Work Diary is for Group Projects (Group consisting of

minimum 3 and maximum 5)

\*2Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

**6.9 Guidelines for Professional Competency Skill-Online Mode (Part IV)- Online Exam 3hours**

Components	Marks
100 Objective Type Questions 100*1=100Marks	100

Objective type Questions from Question Bank.

- The passing minimum for this paper is 40%
- In case, the candidate fails to secure 40% passing minimum, he/ she may have to reappear for the same in the subsequent semesters.

QUESTION PAPER PATTERN FOR CIA I, II AND ESE	
(3HOURS )	MAXIMUM:75Marks
<b>SECTION-A (Objective Type)</b>	
<b>Answer ALL Questions</b>	
ALL Questions Carry EQUAL Marks	(10x1=10marks)
<b>SECTION-B(Either or Type)</b>	
<b>Answer ALL Questions</b>	
ALL Questions Carry EQUAL Marks	(5x5=25marks)
<b>SECTION-C (Either or Type)</b>	
<b>Answer ALL Questions</b>	
ALL Questions Carry EQUAL Marks	(5x8=40marks)
(Syllabus for CIA-I 2.5 Unit, Syllabus for CIA-II All 5 Unit)	

## **6.10 PASSING MINIMUM**

- 6.10.1.** There shall be no passing minimum for Internal.
- 6.10.2.** For external examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the course for each Course / Practical / Project and Viva-Voce.
- 6.10.3.** In the aggregate [External/Internal] the passing minimum shall be of 40%.
- 6.10.4.** He/She shall be declared to have passed the whole examination, if He/she passes in all the Courses and Practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree.

## **6.11 SUPPLEMENTARY EXAMINATION:**

Supplementary Examinations is conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

- 6.11.1. Eligibility:** A Student who is having arrear of only one theory course in any of the semester or two theory course in the Final semester of the UG degree programme alone is eligible for Supplementary Examinations.
- 6.11.2. Non-eligibility for those completed the program:** Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

## **6.12 RETOTALLING, REVALUATION AND PHOTO COPY OF THE ANSWER SCRIPTS:**

- 6.12.1. Re-totalling:** All UG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.
- 6.12.2. Revaluation:** All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.
- 6.12.3. Photo copy of the answer scripts:** Students who have applied for revaluation can apply for the Photocopy of answer scripts by paying prescribed fee.



## 7. CLASSIFICATION OF SUCCESSFUL STUDENTS

RANGE OF MARKS	GRADEPOINTS	LETTERGRADE	DESCRIPTION
90-100	9.0 - 10.0	O	Outstanding
80-89	8.0 - 8.9	D+	Excellent
75-79	7.5 - 7.9	D	Distinction
70-74	7.0 - 7.4	A+	Very Good
60-69	6.0 - 6.9	A	Good
50-59	5.0 - 5.9	B	Average
40-49	4.0 - 4.9	C	Satisfactory
00-39	0.0	U	Re-appear
<b>ABSENT</b>	0.0	AAA	<b>ABSENT</b>

### 7.1 Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester:  $= \frac{\sum C_i G_i}{\sum C_i}$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

CGPA for the entire programme:  $= \frac{\sum C_i G_i}{\sum C_i}$  That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Where,

$C_i$  = Credits earned for course in any semester,

$G_i$  = Grade Points obtained for course in any semester = Semester in which such courses were credited.

## 7.2 Letter Grade and Classification

CGPA	GRADE	CLASSIFICATION OFFINAL RESULT
9.5-10.0	O+	<b>First Class-Exemplary*</b>
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	<b>First Class with Distinction*</b>
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	<b>First Class</b>
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	<b>Second Class</b>
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	<b>Third Class</b>
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	<b>Re-appear</b>

\*The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective course sonly) are eligible.

## 8. RANKING

Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking I, II and III.

## 9. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAM TO QUALIFY FOR A DEGREE

**9.1.** A Student who for whatever reasons is not able to complete the program within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the back log to be qualified for the degree. (Time Span=N+2 years for the completion of programme.)

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Department of Business Administration  
BBA Abstract under LOCF-CBCS Pattern with effect from 2023 - 2024 Onwards

**Structure of Credit Distribution as per the TANSICHE / UGC Guidelines**

S.No.	Study Components	Part	Sem I		Sem II		Sem III		Sem IV		Sem V		Sem VI		Total No. of Paper	Total Credit
			No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit	No. of Paper	Credit		
1	LANGUAGE - I	I	1	3	1	3	1	3	1	3					4	12
2	LANGUAGE - II	II	1	3	1	3	1	3	1	3					4	12
3	DISCIPLINE SPECIFIC COURSES(DSC)-THEORY	III	2	10	2	10	2	9	2	9	4	16	3	12	15	66
4	DSC - PRACTICAL	III													0	0
5	GENERIC ELECTIVE COURSES(GEC)-THEORY	III	1	3	1	3	1	3	1	4					4	13
6	GEC PRACTICAL	III													0	0
7	DISCIPLINE SPECIFIC ELECTIVE COURSES(DSE)	III									1	3	2	6	3	9
8	PROJECT WORK	III											1	3	1	3
9	INTERNSHIP	IV									1	2			1	2
10	PROFESSIONAL COMPETENCY SKILLS	IV											1	2	1	2
11	SKILL ENHANCEMENT COURSES(SEC)-SBEC	IV			1	2	1	2	2	4					4	8
12	SEC PRACTICAL	IV					1	2							1	2
13	NON MAJOR ELECTIVE COURSES(NMEC)	IV	1	2	1	2									2	4
14	ABILITY ENHANCEMENT COMPULSORY COURSES(AECC)-EVS	IV							1	2					1	2
15	ABILITY ENHANCEMENT COMPULSORY COURSES (AECC) - VALUE EDUCATION - YOGA	IV									1	2			1	2
16	FOUNDATION COURSE	IV	1	2											1	2
17	EXTENSION ACTIVITY	V											1	1	1	1
	<b>Cumulative Credits</b>		<b>7</b>	<b>23</b>	<b>7</b>	<b>23</b>	<b>7</b>	<b>22</b>	<b>8</b>	<b>25</b>	<b>7</b>	<b>23</b>	<b>8</b>	<b>24</b>	<b>44</b>	<b>140</b>

Total No. of Subjects	44
<b>Marks</b>	<b>4300</b>

<b>PART</b>	<b>No. of Credits</b>
PART - I	12
PART - II	12
PART - III	91
PART - IV	24
PART - V	1
<b>Grand Total</b>	<b>140</b>

Extra Credit	2
Value Added Course	2
	<b>144</b>

MUTHAYAMMAL COLLEGE OF ARTS & SCIENCE(Autonomous) - Rasipuram - 637 408										
Scheme of Examinations - CBCS Pattern										
(for the Students Admitted Academic Year:2023-2024 Onwards) TANSCHÉ										
Programme Name: BBA										
S.No.	PART	STUDY COMPONENTS	COURSE_CODE	TITLE OF THE COURSE	Hrs./W		CREDIT POINTS	MAX.MARKS		
					Lect.	Lab.		CIA	ESE	TOTAL
<b>SEMESTER - I</b>										
1	I	LANGUAGE - I	23M1UFTA01	TAMIL - I	6		3	25	75	100
2	II	LANGUAGE - II	23M1UFEN01	ENGLISH - I	6		3	25	75	100
3	III	DSC THEORY - I	23M1UBAC01	PRINCIPLES OF MANAGEMENT	5		5	25	75	100
4	III	DSC THEORY - II	23M1UBAC02	ACCOUNTING FOR MANAGERS - I	5		5	25	75	100
5	III	GEC THEORY - I	23M1UECA03	MANAGERIAL ECONOMICS	4		3	25	75	100
6	IV	NMEC - I	NMEC - I	NMEC - I	2		2	25	75	100
7	IV	FC - I	23M1UBAFC1	MANAGERIAL COMMUNICATION	2		2	25	75	100
				<b>TOTAL</b>	<b>30</b>		<b>23</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER - II</b>										
1	I	LANGUAGE - I	23M2UFTA02	TAMIL - II	6		3	25	75	100
2	II	LANGUAGE - II	23M2UFEN02	ENGLISH - II	6		3	25	75	100
3	III	DSC THEORY - III	23M2UBAC03	MARKETING MANAGEMENT	5		5	25	75	100
4	III	DSC THEORY - IV	23M2UBAC04	ACCOUNTING FOR MANAGERS - II	5		5	25	75	100
5	III	GEC THEORY - II	23M2UECA04	INTERNATIONAL BUSINESS	4		3	25	75	100
6	IV	NMEC - II	NMEC - II	NMEC - II	2		2	25	75	100
7	IV	SEC THEORY - I	23M2UBAS01	BUSINESS ETIQUETTE AND CORPORATE GROOMING	2		2	25	75	100
				<b>TOTAL</b>	<b>30</b>		<b>23</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER - III</b>										
1	I	LANGUAGE - I	23M3UFTA03	TAMIL - III	6		3	25	75	100
2	II	LANGUAGE - II	23M3UFEN03	ENGLISH - III	6		3	25	75	100
3	III	DSC THEORY - V	23M3UBAC05	ORGANISATIONAL BEHAVIOUR	5		5	25	75	100
4	III	DSC THEORY - VI	23M3UBAC06	FINANCIAL MANAGEMENT	5		4	25	75	100
5	III	GEC THEORY - III	23M3USTA01	BUSINESS STATISTICS	4		3	25	75	100
6	IV	SEC PRACTICAL - I	23M3UBASP1	COMPUTER APPLICATIONS IN BUSINESS	1	1	2	40	60	100
7	IV	SEC THEORY - II	23M3UBAS02	ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT	2		2	25	75	100
				<b>TOTAL</b>	<b>29</b>	<b>1</b>	<b>22</b>	<b>190</b>	<b>510</b>	<b>700</b>



SEMESTER - IV										
1	I	LANGUAGE - I	23M4UFTA04	TAMIL - IV	6		3	25	75	100
2	II	LANGUAGE - II	23M4UFEN04	ENGLISH - IV	6		3	25	75	100
3	III	DSC THEORY - VII	23M4UBAC07	BUSINESS ENVIRONMENT	5		4	25	75	100
4	III	DSC THEORY - VIII	23M4UBAC08	BUSINESS REGULATORY FRAME WORK	5		5	25	75	100
5	III	GEC THEORY - IV	23M4USTA02	OPERATIONS RESEARCH	4		4	25	75	100
6	IV	SEC THEORY - III	23M4UBAS03	TALLY	2		2	25	75	100
7	IV	SEC THEORY - IV	23M4UBAS04	INTELLECTUAL PROPERTY RIGHTS	2		2	25	75	100
8	IV	*AECC ENVIRONMENTA STUDIES	23M4UEVS01	ENVIRONMENTAL STUDIES			2	25	75	100
		<b>*Self Study</b>		<b>TOTAL</b>	<b>30</b>	<b>0</b>	<b>25</b>	<b>200</b>	<b>600</b>	<b>800</b>
SEMESTER - V										
1	III	DSC THEORY - IX	23M5UBAC09	HUMAN RESOURCE MANAGEMENT	5		4	25	75	100
2	III	DSC THEORY - X	23M5UBAC10	RESEARCH METHODOLOGY	6		4	25	75	100
3	III	DSC THEORY - XI	23M5UBAC11	BUSINESS TAXATION	6		4	25	75	100
4	III	DSC THEORY - XII	23M5UBAC12	MANAGEMENT INFORMATION SYSTEM	6		4	25	75	100
5	III	DSE THEORY - I		ELECTIVE - I	5		3	25	75	100
6	IV	INTERNSHIP	23M5UBAIS1	INTERNSHIP	-	-	2	100	-	100
7	IV	AECC VALUE EDUCATION	23M5UVED01	YOGA	2		2	25	75	100
				<b>TOTAL</b>	<b>30</b>	<b>0</b>	<b>23</b>	<b>250</b>	<b>450</b>	<b>700</b>
SEMESTER - VI										
1	III	DSC THEORY - XIII	23M6UBAC13	ENTREPRENEURIAL DEVELOPMENT	5		4	25	75	100
2	III	DSC THEORY - XIV	23M6UBAC14	SERVICES MARKETING	5		4	25	75	100
3	III	DSC THEORY - XV	23M6UBAC15	PRODUCTION AND MATERIALS MANAGEMENT	5		4	25	75	100
4	III	DSE THEORY II		ELECTIVE - II	5		3	25	75	100
5	III	DSE THEORY - III		ELECTIVE - III	5		3	25	75	100
6	III	PROJECT WORK	23M6UBAPR1	PROJECT WORK	3		3	40	60	100
7	V	Professional Competency Skill	23M6UBAOE1	BBA FOR COMPETITIVE EXAMINATION	2		2	100		100
8	V	EXTENSION ACTIVITY	23M6UEXA01	EXTENSION ACTIVITY	-	-	1	-	-	-
				<b>TOTAL</b>	<b>30</b>	<b>0</b>	<b>24</b>	<b>265</b>	<b>435</b>	<b>700</b>
				<b>OVERALL TOTAL</b>	<b>179</b>	<b>1</b>	<b>140</b>	<b>1255</b>	<b>3045</b>	<b>4300</b>

The students should undergo compulsory 2 weeks internship programs during the IV Semester vacation. The students should submit the report at the end of the V semester

**HOD**

**MEMBER SECRETARY ACADEMIC COUNCIL**

**PRINCIPAL**

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M1UBAC01	PRINCIPLES OF MANAGEMENT	DSC THEORY - I	I	5	5			5
Objective	Students to impart the basic knowledge pertaining to functions on Management and Planning skills to students to formulate long- term and short term objectives of the organisation through tools and processes.							
Unit	Course Content					Knowledge Levels	Sessions	
I	<b>Management:</b> Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.					K1	12	
II	<b>Planning:</b> Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.					K2	12	
III	<b>Organizing:</b> Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.					K3	12	
IV	<b>Direction</b> – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Coordination – Controlling – Meaning and Importance – Control Process.					K4	12	
V	<b>Definition of Business ethics</b> - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business.					K4	12	
Course Outcome	<b>CO1:</b> Define the concept of Management, its levels and functions.					K1		
	<b>CO2:</b> Describe the planning process, its types and various decision making models.					K2		
	<b>CO3:</b> Demonstrate the nature of organization structure, and its different types explaining Span of Control.					K3		
	<b>CO4:</b> Categories the Direction, Co-ordination & Control mechanisms of the organisation.					K4		
	<b>CO5:</b> Examine the directing principles, its components and apply the controlling methods.					K4		

Learning Resources	
Text Books	C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
Reference Books	L.M. Prasad, Principles of Management, Sultan Chand & Sons. Dingar Pagare, Business Management, Sultan Chand & Sons Tripathi P.C. & P.N. Reddy, Principles of Management, TMH Bhusan Y.K. Business Organization and Management, McGraw Hill
Website Link	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a> <a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a> <a href="https://open.umn.edu/opentextbooks/textbooks/344">https://open.umn.edu/opentextbooks/textbooks/344</a> <a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a> <a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>
L-Lecture                      T-Tutorial                      P-Practical      C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
21M1UBAC01	PRINCIPLES OF MANAGEMENT					CORE THEORY - I	I	5	5			4
CO-PO Mapping												
CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	L	S	S	S	S	M	S	M	L		
CO2	M	S	S	S	M	M	L	S	M	S		
CO3	M	S	S	M	S	S	M	S	S	M		
CO4	S	M	S	S	S	S	L	S	L	L		
CO5	M	S	S	S	S	S	M	S	S	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
Tutorial Schedule			Group Discussion, Problem Solving & Quiz.									
Teaching and Learning Methods			Chalk and talk, Smart Class.									
Assessment Methods			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE									
Designed By			Verified By				Approved By Member Secretary					
Mrs.P.Suba			Mr. C.SRINIVASAN				Dr. S.SHAHITHA					



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M1UBAC02	ACCOUNTING FOR MANAGERS - I	DSC THEORY - II	I	5	5			5
<b>Objective</b>	Students can understand the conceptual knowledge of accounting and its procedures to apply the methods in practical life.							
Unit	Course Content				Knowledge Levels	Sessions		
<b>I</b>	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance				K1	12		
<b>II</b>	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account				K2	12		
<b>III</b>	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.				K3	12		
<b>IV</b>	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.				K3	12		
<b>V</b>	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method				K4	12		
<b>Course Outcome</b>	<b>CO1:</b> Define basic concepts of accounting its applications.				K1			
	<b>CO2:</b> Summaries the financial report of a company.				K2			
	<b>CO3:</b> Compute the gross profit and net profit earned by organization.				K3			
	<b>CO4:</b> Illustrate the Depreciation Accounting.				K3			
	<b>CO5:</b> Examine the procedures of Accounting under Single entry system.				K4			
<b>Learning Resources</b>								
<b>Text Books</b>	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition. Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition							
<b>Reference Books</b>	1.TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019 2.David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017 3.M N Arora; Accounting for Management- Himalaya Publications House 2019. 4.SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018. 5.T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.							

<b>Website Link</b>	<a href="https://ebooks.lpu.de.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf">https://ebooks.lpu.de.in/management/mba/term_1/DMGT403_ACCOUNTING FOR MANAGERS.pdf</a>
	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>
	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>
	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a>
	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>
L-Lecture                      T-Tutorial                      P-Practical                      C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M1UBAC02	ACCOUNTING FOR MANAGERS - I					DSC THEORY - II	I	5	5			5
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	M	M	M	M	S	L	M	M	M		
CO2	S	M	M	M	M	S	L	S	M	L		
CO3	S	M	M	M	M	S	L	S	S	S		
CO4	S	M	M	M	M	S	L	M	S	M		
CO5	S	M	M	M	M	S	L	M	M	S		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
Tutorial Schedule				Group Discussion, Problem Solving & Quiz.								
Teaching and Learning Methods				Chalk and talk, Smart Class.								
Assessment Methods				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
Designed By				Verified By				Approved By Member Secretary				
Mrs.P.GOMATHI				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M2UBAC03	MARKETING MANAGEMENT	DSC THEORY - III	II	5	5			5
<b>Objective</b>	Students to know the basic knowledge on the concepts of marketing and apply in day to day life.							
Unit	Course Content	Knowledge Levels	Sessions					
<b>I</b>	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	K1	12					
<b>II</b>	Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.	K2	12					
<b>III</b>	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	K3	12					
<b>IV</b>	A Brief Overview of Communication Mix Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.	K4	12					
<b>V</b>	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits.	K4	12					
<b>Course Outcome</b>	CO1: Identify the Consumer Behaviour and Strategies of Market Segmentation.	K1						
	CO2: Discuss the Challenges and Opportunities in Digital Marketing.	K2						
	CO3: Illustrate the Pricing strategies for new products.	K3						
	CO4: Analyse the knowledge of Promotion and Physical Distribution.	K4						
	CO5: Separate the sales force management from personal selling.	K4						
Learning Resources								
<b>Text Books</b>	Marketing management – C.B.Gupta and Rajan nair, Sulthanchand and sons Ltd.							
<b>Reference Books</b>	1. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI. 2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.							

<b>Website Link</b>	<a href="https://www.slideserve.com/quinta/marketing-nections">https://www.slideserve.com/quinta/marketing-nections</a>
	<a href="https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar">https://www.slideshare.net/DevikaAntharjanam/abhinv-kumar</a>
	<a href="https://youtu.be/ZaKbhKN93Yw">https://youtu.be/ZaKbhKN93Yw</a>
	<a href="https://youtu.be/TL0K0AhI7kE">https://youtu.be/TL0K0AhI7kE</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards													
Course Code	Course Title					Course Type		Sem	Hours	L	T	P	C
23M2UBAC03	MARKETING MANAGEMENT					DSC THEORY - III		II	5	5			5
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	S	S	M	M	M	S	M	M	M	L			
CO2	S	S	M	S	M	S	M	S	M	S			
CO3	S	S	M	M	M	S	M	S	S	M			
CO4	S	S	M	M	M	S	M	M	L	L			
CO5	S	S	M	M	M	S	M	S	S	M			
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.								
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>					<b>Verified By</b>			<b>Approved By Member Secretary</b>					
Dr.M.RAMAMOORTHY					Mr. C.SRINIVASAN			Dr. S.SHAHITHA					

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M2UBAC04	ACCOUNTING FOR MANAGERS -II	DSC THEORY - IV	II	5	5			5
<b>Objective</b>	Students to gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios.							
Unit	Course Content						Knowledge Levels	Sessions
<b>I</b>	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation.						K1	12
<b>II</b>	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.						K3	12
<b>III</b>	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.						K4	12
<b>IV</b>	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget						K4	12
<b>V</b>	Marginal Costing – CVP analysis – Break even analysis						K4	12
<b>Course Outcome</b>	CO1: Define the cost sheet, quotation and tender						K1	
	CO2: Apply the management accounting and its financial report						K3	
	CO3: Categories the Ratio Analysis, Liquidity, Profitability.						K4	
	CO4: Analyse the budgetary control						K4	
	CO5: Examine the procedures of CVP analysis, Break even analysis.						K4	
<b>Learning Resources</b>								
<b>Text Books</b>	1. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016. 2. T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007							
<b>Reference Books</b>	1. Dr.K.Ganesan& S. Ushena Begam, Accounting for Managers – Volume II, charulatha Publications, Chennai 2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016 3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting,							

	<p>Pearson Publications, 2015.</p> <p>4. HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.</p> <p>5.Rajiv Kumar Goel &amp; Ishaan Goel, Concept Building Approach to Management Accounting ,2019</p>
<b>Website Link</b>	<p>1 <a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a></p> <p>2 <a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a></p> <p>3 <a href="http://www.accountingnotes.net/management-accounting/managementaccountingmeaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/managementaccountingmeaning-limitations-and-scope/5859</a></p>
<p>L-Lecture                      T-Tutorial                      P-Practical    C-Credit</p>	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M2UBAC04	ACCOUNTING FOR MANAGERS -II					DSC THEORY - IV	II	5	5			5
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	M	M	M	M	S	M	M	M	L		
CO2	S	M	S	M	M	S	M	S	M	S		
CO3	S	M	M	S	S	M	S	S	S	M		
CO4	M	M	S	S	M	S	L	M	M	L		
CO5	S	M	M	M	M	S	L	M	S	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
Tutorial Schedule						Group Discussion, Problem Solving & Quiz.						
Teaching and Learning Methods						Chalk and talk, Smart Class.						
Assessment Methods						Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE						
Designed By				Verified By				Approved By Member Secretary				
Mrs.P.GOMATHI				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M3UBAC05	ORGANISATIONAL BEHAVIOUR	DSC THEORY - V	III	5	5			5
<b>Objective</b>	Students to have extensive knowledge on OB and the scope of OB. Students to understand Organizational Change, Conflict and Power							
Unit	Course Content	Knowledge Levels	Sessions					
I	<b>INTRODUCTION :</b> Concept of Organizational Behavior (OB): Nature, Scope and Role of OB; Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	K2	12					
II	<b>INDIVIDUAL BEHAVIOUR:</b> 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:	K3	12					
III	<b>GROUP BEHAVIOUR :</b> 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);	K3	12					
IV	<b>ORGANISATIONAL CULTURE AND STRUCTURE :</b> Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options	K3	12					
V	<b>ORGANISATIONAL CHANGE, CONFLICT AND POWER:</b> Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organizational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.	K4	12					



	<b>Current trends:* Budgeting Impact on Organizational Behavior*</b>		
	*.....* Self Study.		
<b>Course Outcome</b>	<b>CO1:</b> Define Organizational Behaviour, Understand the opportunity through OB.	K1	
	<b>CO2:</b> Apply self-awareness, motivation, leadership and learning theories at workplace.	K2	
	<b>CO3:</b> Analyse the complexities and solutions of group behaviour.	K3	
	<b>CO4:</b> Impact and bring positive change in the culture of the organization.	K3	
	<b>CO5:</b> Create a congenial climate in the organization.	K4	
<b>Learning Resources</b>			
<b>Text Books</b>	<p>1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.</p> <p>2. Fred Luthans, Organizational Behaviour, Tata McGraw Hill, 2017.</p> <p>3. Ray French, Charlotte Rayner, Gary Rees &amp; Sally Rumbles, Organizational Behaviour, John Wiley &amp; Sons, 2011</p> <p>4. Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)</p> <p>5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).</p>		
<b>Reference Books</b>	<p>Uma Sekaran, Organizational Behaviour Text &amp; cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd</p> <p>Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition</p> <p>S.S. Khanka, Organizational Behaviour, S. Chand &amp; Co, New Delhi.</p> <p>J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.</p> <p>ohnNewstrom, Organizational Behaviour: Huma Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)</p>		
<b>Website Link</b>	<p><a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a></p> <p><a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf</a></p>		
<b>Self-Study Material</b>	<p><a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=120752">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=120752</a></p>		
<p>L-Lecture                      T-Tutorial                      P-Practical    C-Credit</p>			





**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title		Course Type			Sem	Hours	L	T	P	C
23M3UBAC05	ORGANISATIONAL BEHAVIOUR		DSC THEORY - V			III	5	5			5
CO-PO Mapping											
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	M	S	M	M	S	S	M	M	M	S	
CO2	S	S	M	S	S	S	M	S	S	S	
CO3	S	M	M	M	S	S	M	S	S	M	
CO4	S	S	M	M	S	S	M	M	S	S	
CO5	S	S	M	M	S	S	M	M	S	S	
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG		
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.								
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>				
SUBA P			Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M3UBAC06	FINANCIAL MANAGEMENT	DSC THEORY - VI	III	5	3	2		4
<b>Objective</b>	Students to understand the basics of finance and roles of finance manager. Students to evaluate Capital structure & Cost of capital							
Unit	Course Content			Knowledge Levels	Sessions			
I	<b>Introduction:</b> Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.			K2	12			
II	<b>Capital structures planning:</b> Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)			K3	12			
III	<b>Capital Budgeting:</b> ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.			K3	12			
IV	<b>Dividend policies:</b> Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)			K4	12			
V	<b>Working capital:</b> Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements. <b>Current trends:* Accelerate Crypto adoption*.</b>			K4	12			
	*.....* Self Study.							
<b>Course Outcome</b>	CO1:Understand the basics of finance and roles of finance manager			K2				
	CO2:Evaluate Capital structure & Cost of capital			K3				
	CO3: Evaluate Capital budgeting			K3				
	CO4: Assessing dividends			K4				
	CO5: Appraise Working Capital			K4				
<b>Learning Resources</b>								
<b>Text Books</b>	Dr Kulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011.							
<b>Reference Books</b>	1. Dr. K. Ganesan&S.UshenaBegam, Financial Management, Charulatha Publications, Chennai. 2. Financial Management - I.M.Pandey, 2009 Vikas Publishing. 3. Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi. 4. Financial Management – S.N.Maheswari. 5. Financial Management – A. Murthy.							
<b>Website Link</b>	1. <a href="https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/">https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/</a> . 2. <a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_1020">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_1020</a>							

	1_Financial_Management_up201904181129_1555567170_5654.pdf. 3. Journal of Financial Management (esciencepress.net).
<b>Self Study Material</b>	<a href="https://www.fintechweekly.com/magazine/articles/trends-that-will-accelerate-crypto-adoption-in-2024">https://www.fintechweekly.com/magazine/articles/trends-that-will-accelerate-crypto-adoption-in-2024</a> <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=861778">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=861778</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M3UBAC06	FINANCIAL MANAGEMENT					DSC THEORY - VI	III	5	3	2		4
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	M	M	M	M	S	L	M	S	M		
CO2	S	S	M	M	M	S	M	S	M	S		
CO3	S	S	M	M	M	S	L	M	S	M		
CO4	S	S	M	M	M	S	M	M	S	S		
CO5	S	S	M	M	M	S	L	M	M	S		
Level of Correlation between CO and PO				L-LOW			M-MEDIUM			S-STRONG		
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.								
<b>Assessment Methods</b>				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
Mrs. P.GOMATHI				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M4UBAC07	BUSINESS ENVIRONMENT	DSC THEORY - VII	IV	5	3	2		4
<b>Objective</b>	Students to impart knowledge on the concept of business environment & its significance Students to know the political environmental factors and its impact on business.							
Unit	Course Content	Knowledge Levels	Sessions					
<b>I</b>	<b>The concept of Business Environment:</b> Nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions	K1	12					
<b>II</b>	<b>Political Environment:</b> Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention	K2	12					
<b>III</b>	<b>Economic Environment:</b> Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalisation, privatisation, and globalisation	K3	12					
<b>IV</b>	<b>Social environment;</b> cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation	K3	12					
<b>V</b>	<b>Technology environment</b> – Industry 4.0-Meaning-Features- basic Applications and Uses- Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics . <b>Current trends: *Economic resources in India*</b>	K4	12					
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1-</b> Understand the concepts of Business Environment.	K1						
	<b>CO2-</b> Apply knowledge in the business and strategic decisions.	K2						
	<b>CO3-</b> Analyze the importance of business in various social groups.	K3						
	<b>CO4-</b> Evaluate the types of economic environment and its impact on business.	K3						
	<b>CO5-</b> Construct and assess the environment for real-time business	K4						
<b>Learning Resources</b>								
<b>Text Books</b>	<ol style="list-style-type: none"> <li>Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition</li> <li>Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand &amp; Sons. Eleventh Revised Edition</li> <li>K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing</li> </ol>							



	House, 6th Edition, India 4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana
<b>Reference Books</b>	1. Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan 2. Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd. 2019 3. Business Environment, Fourth Edition, By Pearson 4. Business Environment Indian And Global Perspective 3rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning
<b>Website Link</b>	1. <a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a> 2. <a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a> 3. <a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgchapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgchapter2.pdf</a>
<b>Self-Study Material</b>	1. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=2030577">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=2030577</a> 2. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=2030577&amp;query=BUSINESS%20ENVIRONMENT#">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=2030577&amp;query=BUSINESS%20ENVIRONMENT#</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C	
23M4UBAC07	BUSINESS ENVIRONMENT					DSC THEORY - VII	IV	5	3	2		4	
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	S	S	M	S	S	M	M	S	S	S			
CO2	S	S	M	S	S	M	M	S	S	S			
CO3	S	S	M	S	S	M	M	S	S	S			
CO4	S	S	M	S	S	M	M	S	S	S			
CO5	S	S	M	S	S	M	M	S	S	S			
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG				
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.									
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.									
<b>Assessment Methods</b>				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE									
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>						
SUBA P			Mr. C.SRINIVASAN				Dr. S.SHAHITHA						

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M4UBAC08	<b>BUSINESS REGULATORY FRAMEWORK</b>	<b>DSC THEORY - VIII</b>	IV	5	5			5
<b>Objective</b>	Students to Understand Sales of goods act& contract of agency Students to Understand Indian Companies Act 1956							
Unit	Course Content	Knowledge Levels	Sessions					
I	Brief outline of Indian Contracts Act - Special Contracts Act	K1	12					
II	Sale of Goods Act - Contract of Agency	K3	12					
III	A brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors-Duties-Meeting- Resolutions-Winding up -	K3	12					
IV	Consumer Protection Act – RTI	K3	12					
V	A brief outline of Cyber laws – IT Act 2000 & 2008 <b>Current trends:* Cyber security Regulations in India*</b>	K3	12					
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Explain Indian Contracts Act	K1						
	<b>CO2:</b> Understand Sales of Goods Act and Contract of Agency	K3						
	<b>CO3:</b> Understand Indian Companies Act 1956	K3						
	<b>CO4:</b> Understand Consumer Protection Act – RTI	K3						
	<b>CO5:</b> Understand Cyber law	K3						
Learning Resources								
<b>Text Books</b>	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons Constitutional Law – Dr. M.R. Sreenivasan&Ananda Krishna Deshkulkarni Business Law (Commercial Law) – Dr. M.R. Sreenivasan							
<b>Reference Books</b>	Business Regulatory Framework, SahityaBhawan Publications. Revised, 2022. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013 Business Regulatory Framework Pearson Education India, 2011 Bare Acts- RTI, Consumer Protection Act Business Regulatory Framework ,Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015							
<b>Website Link</b>	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html</a> <a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a> <a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>							

	International Journal of Law (lawjournals.org) <a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework</a>
<b>Self Study Material</b>	<a href="https://www.upguard.com/blog/cybersecurity-regulations-india">https://www.upguard.com/blog/cybersecurity-regulations-india</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards													
Course Code	Course Title					Course Type		Sem	Hours	L	T	P	C
23UBAC008	<b>BUSINESS REGULATORY FRAME WORK</b>					<b>DSC THEORY - VIII</b>		IV	5	5			5
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	S	M	M	M	S	M	S	M	S	M			
CO2	S	M	M	S	M	S	M	S	M	M			
CO3	M	S	M	M	S	M	M	S	S	M			
CO4	S	M	S	M	M	S	S	M	M	S			
CO5	S	M	M	M	S	M	M	S	S	M			
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.								
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>			<b>Verified By</b>			<b>Approved By Member Secretary</b>							
B GOPALAKRISHNAN			Mr. C.SRINIVASAN			Dr. S.SHAHITHA							



BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAC09	HUMAN RESOURCE MANAGEMENT	DSC THEORY - IX	III	5	3	2		4
<b>Objective</b>	Students to gain knowledge and skills in managing human resources in various organizations and familiarize the students with the concepts of human resource practices of organization and techniques of Human Resource Management.							
Unit	Course Content	Knowledge Levels	Sessions					
I	<b>Introduction:</b> Human Resources Management- Meaning, Definition, Nature and Scope – Roles & responsibilities of HR Manager - HR Policies & procedures - Differences between Personnel Management and HRM – Environment of HRM - Concept & scope of Strategic Human Resource Management (SHRM) - HRM as a competitive advantage in the VUCA world.	K1	12					
II	<b>Human Resource Planning, Job Analysis, Job Description:</b> Human Resource Planning - Job Evaluation - methods - Job analysis - Job description, Job specification. Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.	K2	12					
III	<b>Training and Performance Appraisal:</b> Training and Development, Training Process, Methods, Training Need Assessment, Career Development. Transfer and Promotion. Performance Management – Meaning- Process - Performance appraisal methods-Performance Monitoring and review.	K3	12					
IV	<b>Employee Engagement:</b> Employee Engagement - Meaning - Importance- evaluation - measuring employee, employee engagement - Employee Compensation - components - incentives - benefits - welfare and social security measures.	K4	12					
V	<b>Human Resource Audit:</b> Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS, Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM . <b>Current trends:*</b> Recent Trends in Human Resource Management*	K4	12					
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Define the concepts, functions, and processes of HRM	K1						
	<b>CO2:</b> Understand the process of selection and placement	K2						
	<b>CO3:</b> Identify the training and performance appraisal	K3						

	<b>CO4:</b> Analyze the employee engagement and compensation	K4	
	<b>CO5:</b> Examine the recent trends in HR	K4	
<b>Learning Resources3</b>			
<b>Text Books</b>	L M Prasad, Human Resource Management, Sultan Chand and Sons 3rd Edition, 2014		
<b>Reference Books</b>	1. V S P Rao, Human Resource Management: Text & Cases, Excel Books, 3rd Edition, 2010 2. K. Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition 3. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017		
<b>Website Link</b>	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a> <a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf</a> <a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf</a> <a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835</a> <a href="http://14.139.185.6/website/SDE/SLM-II%20Sem%20BBA%20Human%20Resource%20Management.pdf">http://14.139.185.6/website/SDE/SLM-II%20Sem%20BBA%20Human%20Resource%20Management.pdf</a>		
<b>Self-Study Material</b>	<a href="https://www.selecthub.com/hris/hr-trends/">https://www.selecthub.com/hris/hr-trends/</a>		
L-Lecture                      T-Tutorial                      P-Practical    C-Credit			

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M5UBAC09	<b>HUMAN RESOURCE MANAGEMENT</b>					<b>DSC THEORY - IX</b>	<b>III</b>	<b>5</b>	<b>3</b>	<b>2</b>		<b>4</b>
<b>CO-PO Mapping</b>												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
<b>CO1</b>	S	M	S	M	M	S	M	M	S	S		
<b>CO2</b>	S	S	M	M	M	S	M	M	M	S		
<b>CO3</b>	S	S	M	M	M	S	M	S	S	M		
<b>CO4</b>	M	S	M	M	S	S	M	M	S	S		
<b>CO5</b>	S	S	M	M	M	S	M	M	S	S		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.								
<b>Assessment Methods</b>				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
<b>Mr. C.SRINIVASAN</b>				<b>Mr. C.SRINIVASAN</b>				<b>Dr. S.SHAHITHA</b>				

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAC10	RESEARCH METHODOLOGY	DSC THEORY - X	V	6	3	3	-	4
<b>Objectives</b>	Students to Understand the Basic Theoretical Ideas and Logic of Research							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>Introduction to Business Research</b> - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.				K2	12		
II	<b>Research Design</b> - Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics-process- techniques.				K3	15		
III	<b>Sources and Collection of Data</b> - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules				K3	15		
IV	<b>Data Analysis and Preparation</b> - Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.				K3	15		
V	<b>Presenting results and writing the report:</b> - The written research Report & Research Ethics – Plagiarism. <b>Current trends:</b> * preparation of questionnaire*.				K3	15		
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Understand the concepts and principles of Research.				K2			
	<b>CO2:</b> Comprehend and decide the usage of design and formulate hypothesis.				K3			
	<b>CO3:</b> Analyze data collection sources and tools				K3			
	<b>CO4:</b> Summarize and establish solutions through data analysis				K3			
	<b>CO5:</b> Compare and justify the process of writing and organizing a research report.				K3			
Learning Resources								
<b>Text Books</b>	1.W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014 1.Mark Saunders,Philip Lewis. AdrainThornhill” Research Methods for Business Students” 5th Edition Pearson India 2011 3. John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014							
<b>Reference</b>	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition,							



<b>Books</b>	New Age International Publisher 2019. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011
<b>Website Link</b>	1.https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf 2.https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf 3.https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
<b>Self Study Material</b>	<a href="https://www.waldenu.edu/online-bachelors-programs/bs-in-business-administration/resource/five-great-case-studies-in-business-management">https://www.waldenu.edu/online-bachelors-programs/bs-in-business-administration/resource/five-great-case-studies-in-business-management</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M5UBAC010	<b>RESEARCH METHODOLOGY</b>					DSC THEORY - X	V	6	3	3	-	4
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	M	M	M	L	M	M	S	S		
CO2	S	S	M	M	M	S	S	M	M	M		
CO3	S	S	M	M	M	L	M	M	S	S		
CO4	S	S	M	M	M	S	S	S	S	M		
CO5	S	S	S	S	S	M	S	S	M	M		
Level of Correlation between CO and PO				L-LOW		M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.							
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.							
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE							
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
A.KARTHIGAISELVAM				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAC11	BUSINESS TAXATION	DSC THEORY - XI	V	6	3	3		4
<b>Objective</b>	Students to understand the basic concepts of Taxes. Students to provide insights on the Income Tax Act.							
Unit	Course Content				Knowledge Levels	Sessions		
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.				K2	12		
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assesses, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure.				K2	15		
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.				K3	15		
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.				K4	15		
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions. <b>Current Trends: *Study and analysis of financial Budget (state. Govt / Central .Govt)*</b>				K4	15		
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Define and understand the basic concepts of tax.				K2			
	<b>CO2:</b> Examine and apply GST rules in real-time business situations.				K2			
	<b>CO3:</b> Analyse the elements of the GST mechanism in India.				K3			
	<b>CO4:</b> Evaluate the rules of Income Tax and methods of valuation for customs.				K4			
	<b>CO5:</b> Prepare the needed documents under GST Compliance.				K4			
Learning Resources								

<b>Text Books</b>	1. V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy. 2. Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013.
<b>Reference Books</b>	1. Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition 2. Vinodk. Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013. 3. Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020 4. DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, Aadhya Prakasam Allahabad 2018. 5. T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation, Margham Publications, Chennai 2018.
<b>Website Link</b>	1. <a href="https://www.gst.gov.in/">https://www.gst.gov.in/</a> 2. <a href="https://gstcouncil.gov.in/">https://gstcouncil.gov.in/</a> 3. <a href="https://taxguru.in/custom-duty/types-duties-customs.html">https://taxguru.in/custom-duty/types-duties-customs.html</a> 4. <a href="https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901">https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901</a> 5. <a href="https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/">https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/</a>
<b>Self Study Material</b>	1. <a href="https://www.capgemini.com/insights/expert-perspectives/2022-key-trends-in-tax/">https://www.capgemini.com/insights/expert-perspectives/2022-key-trends-in-tax/</a> 2. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=408486">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=408486</a>

L-Lecture

T-Tutorial

P-Practical C-Credit



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M5UBAC11	BUSINESS TAXATION					DSC THEORY - XI	V	6	3	3		4
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	M	S	S	L	M	M	S	S		
CO2	S	S	M	S	M	S	S	M	M	M		
CO3	M	S	M	S	S	L	M	M	S	S		
CO4	S	S	S	M	S	S	S	S	S	M		
CO5	S	S	M	S	M	M	S	S	M	M		
Level of Correlation between CO and PO						L-LOW	M-MEDIUM	S-STRONG				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.							
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.							
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE							
<b>Designed By</b>					<b>Verified By</b>				<b>Approved By Member Secretary</b>			
Mrs. P.GOMATHI					Mr. C.SRINIVASAN				Dr. S.SHAHITHA			



BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAC12	MANAGEMENT INFORMATION SYSTEM	DSC THEORY - XII	V	6	3	3		4
<b>Objective</b>	Students to understand MIS in decision making, functions of BPO, Data mining and the recent trends in information management.							
Unit	Course Content			Knowledge Levels	Sessions			
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues.			K2	12			
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage.			K3	15			
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.			K3	15			
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.			K3	15			
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data. <b>Current Trends:- : *Real-time Data analysis*.</b>			K4	15			
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Understand MIS in decision making.			K2				
	<b>CO2:</b> Explain MIS, its structure and role in management functions.			K3				
	<b>CO3:</b> Classify & discuss information system categories, Database Management systems.			K3				
	<b>CO4:</b> Discuss SDLC and functional information system categories.			K3				
	<b>CO5:</b> Outline functions of BPO, Data mining and the recent trends in information management.			K4				
Learning Resources								
<b>Text Books</b>	1. Dr. S.P. Rajagopalan, “Management Information Systems and EDP”, Margham Publications, Chennai. 2. Management Information System by Jawadekar, Tata McGraw hill Publication, 2nd Edition.							

<b>Reference Books</b>	1. Mudrick& Ross, "Management Information Systems", Prentice - Hall of India. 2. Management Information System by Concise study by Kelkhar S A 3. CSV Murthy -"Management Information Systems" Himalaya publishing House. 4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts 5. Management Information System by Oka MM.
<b>Website Link</b>	1. <a href="https://www.tutorialspoint.com/management_information_system/management_information_system.htm">https://www.tutorialspoint.com/management_information_system/management_information_system.htm</a> 2. <a href="http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf">http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf</a> 3. JMIS - Journal of Management Information Systems (jmis-web.org) 4. <a href="https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes">https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes</a>
<b>Self-Study Material</b>	1. <a href="https://estuary.dev/what-is-real-time-processing/">https://estuary.dev/what-is-real-time-processing/</a> 2. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=5121172">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=5121172</a> 3. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=5121172">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=5121172</a>
L-Lecture                      T-Tutorial                      P-Practical      C-Credit	

### BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C	
23M5UBAC12	MANAGEMENT INFORMATION SYSTEM					DSC THEORY - XII	V	6	3	3		4	
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	S	M	S	S	S	M	S	M	S	S			
CO2	M	S	S	S	M	S	M	M	S	M			
CO3	S	M	M	S	S	M	S	L	S	S			
CO4	M	S	S	S	M	S	S	M	S	M			
CO5	S	M	S	S	S	M	M	M	S	S			
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.								
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>					<b>Verified By</b>			<b>Approved By Member Secretary</b>					
Mrs. P.GOMATHI					Mr. C.SRINIVASAN			Dr. S.SHAHITHA					

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAC13	ENTREPRENEURSHIP DEVELOPMENT	DSC THEORY - XIII	VI	5	3	2	-	4
<b>Objectives</b>	Students to impart knowledge on the concept of Entrepreneur and Entrepreneurship. Students to know the various ideas and implementation of business plan.							
Unit	Course Content					Knowledge Levels	Sessions	
I	<b>Entrepreneur-</b> Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. <b>Entrepreneurship-</b> Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.					K3	12	
II	<b>Generating innovative ideas</b> of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,.					K3	12	
III	<b>Business Plan Development-</b> Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models - Dealing with basic and initial problems of setting up of enterprises.					K3	12	
IV	<b>Awareness of various government schemes</b> for a start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA, CIBIL.					K4	12	
V	<b>Role of Women Entrepreneurs</b> in Economic Development. - Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI, and MDI. <b>Current trends:</b> * Business Model Canvas Template*					K4	12	
	*.....* Self Study.							
	CO1: Understand the concepts of Entrepreneurship development.					K3		
	CO2: Apply knowledge in the business plans and implementation.					K3		
	CO3: Analyze the various analyses of business in setting up of enterprises.					K3		
	CO4: Create awareness about various schemes and subsidies of government for entrepreneurial development.					K4		
	CO5: Evaluate and assess the various problems and remedies of entrepreneurship					K4		
Learning Resources								
<b>Text Books</b>	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016. Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi. Leach/Melicher, Entrepreneurial Finance – Cengage K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.							



	<p>K.anka S.S., Entrepreneurial Development, S.Chand &amp; Co. Ltd., New Delhi, 2001.</p>
<p><b>Reference Books</b></p>	<p>Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.          The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries  <a href="http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/">http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/</a>          Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker          Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.          Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010          Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010</p>
<p><b>Website Link</b></p>	<p><a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf</a>  <a href="https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf">https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf</a>  <a href="https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf">https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf</a>  <a href="http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf">http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf</a></p>
<p><b>Self study Material</b></p>	<p><a href="https://corporatefinanceinstitute.com/resources/management/business-model-canvas-template/">https://corporatefinanceinstitute.com/resources/management/business-model-canvas-template/</a></p>

### BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C	
23M6UBAC13	ENTREPRENEURSHIP DEVELOPMENT					DSC THEORY - XIII	VI	5	3	2	-	4	
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	M	S	M	S	S	S	M	S	S	M			
CO2	S	S	M	S	S	S	M	S	S	S			
CO3	S	S	M	S	S	S	M	S	S	S			
CO4	S	S	M	S	S	S	M	S	S	S			
CO5	M	S	M	S	M	S	M	S	M	M			
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG				
Tutorial Schedule				Group Discussion, Problem Solving & Quiz.									
Teaching and Learning Methods				Chalk and talk, Smart Class.									
Assessment Methods				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE									
Designed By				Verified By				Approved By Member Secretary					
Mr. A.KARTHIGAISELVAM				Mr. C.SRINIVASAN				Dr. S. SHAHITHA					



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAC14	SERVICES MARKETING	DSC THEORY - XIV	VI	5	3	2		4
<b>Objective</b>	Students to recall the basic concepts of Services Marketing. Students to know the Marketing Mix in Service Marketing.							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>Marketing Services:</b> Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service, designing of the service, blueprinting using technology, developing human resources, building service aspirations.				K1	12		
II	<b>Marketing Mix in Service Marketing:</b> The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.				K2	12		
III	<b>Effective Management of Service Marketing:</b> Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.				K3	12		
IV	<b>Delivering Quality Service:</b> Causes of service - quality gaps- SERVQUAL - SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.				K4	12		
V	<b>Marketing of Service With Special Reference To:</b> 1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services. <b>Current trends:* Service Performance *</b>				K4	12		
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Understand the concepts of Services Marketing.				K1			
	<b>CO2:</b> Examine and apply Marketing Mix in Service Marketing.				K2			
	<b>CO3:</b> Analyze and design various strategies in the field of Services Marketing.				K3			
	<b>CO4:</b> Evaluates the role of delivering Quality Service.				K4			
	<b>CO5:</b> Design the tools of Marketing				K4			
Learning Resources								
<b>Text Books</b>	1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication 2. Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World							



	<p>Scientific Publisher</p> <ol style="list-style-type: none"> <li>The Journal Of Services Marketing</li> <li>Valarie A Zeithmal and Mary JO Bitner, Services Marketing: Integrating Customer Focus across the firm, Tata Mc Graw Hill New Delhi</li> <li>C. Bhattacharjee, Services Marketing, Excel Books, New Delhi</li> </ol>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>Dr. B. Balaji, Services Marketing and Management, S. Chand &amp; Co, New Delhi.</li> <li>S.M. Jha, Services marketing, Himalaya Publishers, India</li> <li>Baron, Services Marketing, Second Edition. Palgrave Macmillan</li> <li>Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.</li> <li>Thakur.G.S. Sandhu supreet &amp; Dogra Babzan, Services marketing, Kalyani Publishers, Ludhiana.</li> </ol>
<b>Website Link</b>	<p><a href="https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875">https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875</a>  <a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a>  <a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a>  <a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a></p>
<b>Self Study Material</b>	<p><a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3045437">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3045437</a>  <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3045437&amp;query=SERVICES%20MARKETING#">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3045437&amp;query=SERVICES%20MARKETING#</a></p>
<p>L-Lecture                      T-Tutorial                      P-Practical    C-Credit</p>	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards													
Course Code	Course Title					Course Type		Sem	Hours	L	T	P	C
23M6UBAC14	SERVICES MARKETING					DSC THEORY - XIV		v	5	3	2		4
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	M	S	S	M	S	M	S	M	M	S			
CO2	S	M	S	M	S	M	M	M	S	M			
CO3	S	S	S	M	M	M	S	S	S	S			
CO4	S	M	S	S	S	S	M	S	S	M			
CO5	M	S	M	S	M	S	S	M	M	S			
Level of Correlation between CO and PO					L-LOW		M-MEDIUM		S-STRONG				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.								
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>					<b>Verified By</b>			<b>Approved By Member Secretary</b>					
P.SUBA					Mr. C.SRINIVASAN			Dr. S. SHAHITHA					



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAC15	PRODUCTION AND MATERIALS MANAGEMENT	DSC THEORY - XV	VI	5	3	2		4
<b>Objective</b>	Students to provide comprehensive outlook on basic concepts and practices of production Students to understand types of layout facilities.							
Unit	Course Content	Knowledge Levels	Sessions					
<b>I</b>	<b>Introduction</b> – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.	K1	12					
<b>II</b>	<b>Layout of manufacturing facilities:</b> Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	K2	12					
<b>III</b>	<b>Methods Analysis and Work Measurement:</b> Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.	K3	12					
<b>IV</b>	<b>Integrated materials management-</b> the concept- service function advantages- Inventory Control- Function of Inventory - Importance- Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions	K4	12					
<b>V</b>	<b>Purchase Management-</b> Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution -, Vendor rating and Management <b>Current Trends:</b> Modern trends in material management	K5	12					
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Provide a comprehensive outlook on basic concepts and practices of production	K1						
	<b>CO2:</b> Identify the right plant location and plant layout of the factory	K2						
	<b>CO3:</b> Know work study & method study, its procedure & quality control techniques in production.	K3						
	<b>CO4:</b> Outline inventory control concepts and their replenishment to manage inventory	K4						
	<b>CO5:</b> Discuss purchase management procedure and identify vendor rating mechanisms	K5						
<b>Learning Resources</b>								
<b>Text Books</b>	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015							



<b>Reference Books</b>	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004 P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
<b>Website Link</b>	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf</a> <a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a> <a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a> <a href="https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf</a> <a href="https://examupdates.in/materials-management-notes/">https://examupdates.in/materials-management-notes/</a>
<b>Self Study Material</b>	<a href="https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operational-management">https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operational-management</a> <a href="https://www.qmhinc.com/top-10-material-handling-trends-changing-industry/">https://www.qmhinc.com/top-10-material-handling-trends-changing-industry/</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M6UBAC15	PRODUCTION AND MATERIALS MANAGEMENT					DSC THEORY - XV	VI	5	3	2		4
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	M	M	M	M	S	M	S	M	S		
CO2	S	S	M	M	S	S	M	S	S	M		
CO3	S	S	M	M	M	S	M	S	M	S		
CO4	S	S	M	M	M	S	M	S	M	S		
CO5	S	S	M	M	M	S	M	S	S	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.									
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.									
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE									
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>					
Dr. M.RAMAMOORTHY			Mr. C.SRINIVASAN				Dr. S. SHAHITHA					

**LIST OF FOUNDATION COURSE (FC) OFFERED BY THE BBA  
SYLLABUS - LOCF-CBCS Pattern  
EFFECTIVE FROM THE ACADEMIC YEAR 2023-2024 Onwards**

<b>S.No.</b>	<b>SEM</b>	<b>COURSE CODE</b>	<b>TITLE OF THE COURSE</b>
1	I	23M1UBAFC1	MANAGERIAL COMMUNICATION

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M1UBAFC1	MANAGERIAL COMMUNICATION	FC - I	I	2	2			2
<b>Objective</b>	Students to educate students role & importance of communication skills							
Unit	Course Content	Knowledge Levels	Sessions					
<b>I</b>	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	K1	5					
<b>II</b>	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.	K2	5					
<b>III</b>	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language.	K3	5					
<b>IV</b>	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing.	K3	5					
<b>V</b>	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites.	K4	5					
<b>Course Outcome</b>	<b>CO1:</b> Find the communication process and its barriers.	K1						
	<b>CO2:</b> Understanding the business letters in different scenario.	K2						
	<b>CO3:</b> Implementing the oral communication skills & conducting interviews.	K3						
	<b>CO4:</b> Practice the managerial writing for business communication.	K3						
	<b>CO5:</b> Probe the modern communication tools & its significance for managers.	K4						
Learning Resources								
<b>Text Books</b>	1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017							
<b>Reference Books</b>	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017 R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006 Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010 4. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015							



<b>Website Link</b>	1. <a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>
	2. <a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>
	3. <a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>
	4. <a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>
	5. <a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M1UBAFC1	MANAGERIAL COMMUNICATION					FC - I	I	2	2			2
<b>CO-PO Mapping</b>												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	M	S	M	S	S	S	M	L		
CO2	S	S	S	S	S	S	M	M	M	S		
CO3	M	S	S	S	S	S	S	M	S	M		
CO4	S	S	M	S	S	S	M	S	L	L		
CO5	M	M	S	S	S	S	S	S	S	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
Tutorial Schedule					Group Discussion, Problem Solving & Quiz.							
Teaching and Learning Methods					Chalk and talk, Smart Class.							
Assessment Methods					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE							
<b>Designed By</b>					<b>Verified By</b>				<b>Approved By Member Secretary</b>			
<b>Mr.A.KARTHIGAISELVAM</b>					<b>Mr. C.SRINIVASAN</b>				<b>Dr. S.SHAHITHA</b>			

**List of Elective Course (DSE) Details for the BBA  
SYLLABUS - LOCF-CBCS Pattern  
EFFECTIVE FROM THE ACADEMIC YEAR 2023-2024 Onwards**

S.No.	SEM	COURSE CODE	TITLE OF THE COURSE
1	V	23M5UBAE01	DIGITAL MARKETING
		23M5UBAE02	INDUSTRIAL RELATIONS
		23M5UBAE03	FINANCIAL SERVICES
2	VI	23M6UBAE04	CONSUMER BEHAVIOUR
		23M6UBAE05	INNOVATION MANAGEMENT
		23M6UBAE06	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
		23M6UBAE07	FUNDAMENTALS OF LOGISTICS
		23M6UBAE08	E-BUSINESS
		23M6UBAE09	STRATEGIC MANGEMENT

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAE01	DIGITAL MARKETING	DSE THEORY - I	V	5	2	3		3
<b>Objective</b>	Students to understand the basic knowledge about digital marketing. Students to know the digital analytics and measurement tools used for digital marketing.							
Unit	Course Content				Knowledge Levels	Sessions		
<b>I</b>	<b>Introduction:</b> Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.				K1	12		
<b>II</b>	<b>Content Marketing:</b> Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.				K3	12		
<b>III</b>	<b>Social Media Marketing:</b> Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowd sourcing – Lead generation & sales in social media.				K3	12		
<b>IV</b>	<b>Online Reputation Management:</b> Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing, Influencer Marketing				K4	12		
<b>V</b>	<b>Digital Analytics &amp; Measurement:</b> Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value) <b>*Current Trends in Digital Marketing*</b>				K4	12		
	<b>*.....* Self Study.</b>							
<b>Course Outcome</b>	<b>CO1:</b> Define the digital marketing and its framework				K1			
	<b>CO2:</b> Identify, use appropriately, and explain digital marketing tools				K3			
	<b>CO3:</b> Apply social media marketing and crowd-sourcing				K3			
	<b>CO4:</b> Examine the online reputation management and its influence				K4			
	<b>CO5:</b> Categorize the various data analytics and measurement tools in digital marketing				K4			

**Learning Resources**

<b>Text Books</b>	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
<b>Reference Books</b>	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016. Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
<b>Website Link</b>	<a href="https://www.soravjain.com/ebook/ebook.pdf">https://www.soravjain.com/ebook/ebook.pdf</a> <a href="https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners">https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners</a> <a href="https://www.optron.in/blog/digital-marketing/">https://www.optron.in/blog/digital-marketing/</a> <a href="https://www.tutorialsduniya.com/notes/digital-marketing-notes">https://www.tutorialsduniya.com/notes/digital-marketing-notes</a> <a href="https://digitalmarketinginstitute.com/resources/ebooks">https://digitalmarketinginstitute.com/resources/ebooks</a>
<b>Self-Study Material</b>	<a href="https://www.simplilearn.com/online-digital-marketing-trends-article">https://www.simplilearn.com/online-digital-marketing-trends-article</a> <a href="https://www.constantcontact.com/blog/digital-marketing-trends/">https://www.constantcontact.com/blog/digital-marketing-trends/</a>
L-Lecture                      T-Tutorial                      P-Practical                      C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Se m	Hour s	L	T	P	C
23M5UBAE02	DIGITAL MARKETING					DSE THEORY - II	V	5	2	3		3
CO-PO Mapping												
CO Number	P01	P02	P03	P04	P05	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	M	S	S	S	S	S	M	M	S		
CO2	M	M	S	M	S	M	S	S	S	M		
CO3	S	M	S	M	S	M	S	M	S	M		
CO4	M	M	S	S	S	M	S	M	M	M		
CO5	M	M	S	S	S	M	S	M	S	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.							
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.							
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE							
<b>Designed By</b>			<b>Verified By</b>			<b>Approved By Member Secretary</b>						
Mr. C.SRINIVASAN			Mr. C.SRINIVASAN			Dr. S.SHAHITHA						

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAE02	INDUSTRIAL RELATIONS	DSE THEORY - II	V	4	2	2		3
<b>Objectives</b>	Students to educate about the Industrial legislation in India. Students to provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>Industrial Relations:</b> Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.				K2	10		
II	<b>Industrial Dispute:</b> Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Meditation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders				K2	10		
III	<b>Labour Legislation:</b> Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923 ,Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972				K2	10		
IV	<b>Workers’ participation in management:</b> Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process &Importance.				K3	10		
V	<b>Trade Unions</b> – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social relevance of trade union. <b>Current Trends:</b> *Industrial relations and technological change*.				K3	10		
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Understand the role and importance of Industrial Relations				K2			
	<b>CO2:</b> Understanding the concepts of industrial Disputes and settlement.				K2			
	<b>CO3:</b> Understanding the concepts of Labour legislation.				K2			
	<b>CO4:</b> Identifying the concepts of Workers Participation in Management				K3			
	<b>CO5:</b> Understanding the concepts of Trade Union				K3			
Learning Resources								
<b>Text Books</b>	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018 Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020. Chris Hall; Trade Union and its State, Princeton University, 2017							





	<p>S C Shrivastava, Industrial Relations &amp; Labour Laws, Vikas Publishing, 2022 R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016</p>
<b>Reference Books</b>	<p>Dr.CBMamoria, Satish Mamoria, PSubba Rao, Dynamics of Industrial Relations, Himalaya Publishing house, 16 e, 2022 Arun Monappa, Industrial Relations &amp; Labour laws, Tata McGraw Hill, 2012 C S Venkata Ratnam, Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition P R N Sinha, InduBalaDinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 3e.</p>
<b>Website Link</b>	<p><a href="https://labour.gov.in/industrial-relations">https://labour.gov.in/industrial-relations</a> <a href="https://www.srcc.edu/e-resources?field_e_resources_tid=447">https://www.srcc.edu/e-resources?field_e_resources_tid=447</a> <a href="https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union">https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union</a> <a href="https://theintactone.com/2022/08/17/joint-management-councils/">https://theintactone.com/2022/08/17/joint-management-councils/</a> <a href="https://labourlawreporter.com/">https://labourlawreporter.com/</a></p>
<b>Self Study Material</b>	<p><a href="https://theintactone.com/2018/12/06/irll-u4-topic-1-industrial-relations-and-technological-change/">https://theintactone.com/2018/12/06/irll-u4-topic-1-industrial-relations-and-technological-change/</a></p>
<p>L-Lecture                      T-Tutorial                      P-Practical    C-Credit</p>	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M5UBAE02	INDUSTRIAL RELATIONS					DSE THEORY - II	V	4	2	2		3
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	M	M	M	S	S	M	M	M		
CO2	S	S	M	M	S	S	S	M	M	S		
CO3	M	M	S	M	M	M	M	S	M	M		
CO4	S	S	S	M	S	S	S	S	M	S		
CO5	S	M	M	M	S	S	M	M	M	S		
Level of Correlation between CO and PO					L-LOW		M-MEDIUM		S-STRONG			
Tutorial Schedule				Group Discussion, Problem Solving & Quiz.								
Teaching and Learning Methods				Chalk and talk, Smart Class.								
Assessment Methods				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
Designed By				Verified By				Approved By Member Secretary				
A.KARTHIGAISELVAM				Mr. C.SRINIVASAN				Dr. S. SHAHITHA				

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M5UBAE03	FINANCIAL SERVICES	DSE THEORY - III	V	4	2	2		3
<b>Objective</b>	Students to understand the types of financial services and its environment. Students to recognize the role and functions of merchant bankers and the capital market.							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>Meaning and importance of financial services</b> – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs).				K1	10		
II	<b>Merchant Banking</b> : Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI.				K2	10		
III	<b>Leasing and Hire purchase</b> – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor.				K3	10		
IV	<b>Venture Capital</b> – Credit Rating – Consumer Finance.				K3	10		
V	<b>Mutual Funds</b> : Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency. <b>Current Trends: * Digital Currencies, Cyber security Risk Management*</b>				K3	10		
	* .....* Self Study.							
<b>Course Outcome</b>	CO1: List types of financial services and their role.				K1			
	CO2: Recognize role and functions of merchant banker and capital market.				K2			
	CO3: Compare and contrast factoring, leasing, hire purchase and consumer Finance.				K3			
	CO4: Understand Consumer Finance, Venture capital and credit rating.				K3			
	CO5: Understand mutual funds and its functions.				K3			
Learning Resources								
<b>Text Books</b>	1. Management of Banking and financial services by Padmalatha suresh and Justin Paul. 2. Financial markets and services By E.Gordon and K. Natarajan. 3. Financial services and Markets By Dr Punithavathy pandian.							
<b>Reference Books</b>	1. Financial Services –M.Y.Khan 2. Financial Services –B.Santhanam 3. Law of Insurance – Dr.M.N.Mishra 4. Indian Financial System – H.r.Machiraju 5. A Review of Current Banking Theory and Practice – S.K.Basu.							
<b>Website Link</b>	1. <a href="http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf">http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf</a> 2. <a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf</a> 3. <a href="https://academyfinancial.org/journal">https://academyfinancial.org/journal</a>							



	4. Financial Remedies Journal 5. <a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf</a>
<b>Self-Study Material</b>	1. <a href="https://www.investopedia.com/terms/d/digital-currency.asp">https://www.investopedia.com/terms/d/digital-currency.asp</a> 2. <a href="https://www.ibm.com/topics/cyber-risk-management">https://www.ibm.com/topics/cyber-risk-management</a> 3. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3021396">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=3021396</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards													
Course Code	Course Title					Course Type		Sem	Hours	L	T	P	C
23M5UBAE03	FINANCIAL SERVICES					DSE THEORY - III		V	4	2	2		3
CO-PO Mapping													
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	S	M	M	M	S	S	S	M	S	M			
CO2	S	S	S	S	S	S	S	M	S	S			
CO3	S	S	M	M	S	S	M	S	M	M			
CO4	M	S	S	S	S	M	S	M	S	S			
CO5	S	M	S	S	M	S	M	S	S	M			
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG				
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.										
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.										
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE										
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>						
Mrs. P.GOMATHI			Mr. C.SRINIVASAN				Dr. S. SHAHITHA						

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAE04	CONSUMER BEHAVIOR	DSE THEORY IV	VI	5	3	2		3
<b>Objective</b>	1. Students to understand the different concepts relating to nature, scope and application of consumer behaviour 2. Students understand the various internal influences on consumer behaviour							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>Introduction to Consumer Behavior:</b> Nature, scope & application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; role of consumer research; consumer behaviour interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying.				K2	12		
II	<b>Internal Influences on Consumer Behavior:</b> Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.				K3	12		
III	<b>Consumer Personality- theories of personality-</b> Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organisation & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model.				K3	12		
IV	<b>External Influences on Consumer Behavior:</b> Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialisation process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behaviour: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.				K4	12		
V	<b>Consumer Decision Making:</b> Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation. <b>Current trends: *Increased Demand for Ethical and Sustainable Products*.</b>				K4	12		

	*.....* Self Study.		
<b>Course Outcome</b>	<b>CO1:</b> Explain the concept of Consumer Behaviour & describe the Consumer research process in detail.	K2	
	<b>CO2:</b> Interpret psychological and environmental influences that are relevant for understanding consumer behavior.	K3	
	<b>CO3:</b> Analyze the consumer decision process.	K3	
	<b>CO4:</b> Assess the impact of consumer's motivation, and personality on buying behaviour.	K4	
	<b>CO5:</b> Determine customer satisfaction and consequent post-purchase behavior.	K4	
<b>Learning Resources</b>			
<b>Text Books</b>	1. Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006 2. Leon G Schiffman, Joseph WesenBlit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015 3. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai.		
<b>Reference Books</b>	1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India. 2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited 3. M Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi 4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi 5. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.		
<b>Website Link</b>	1. <a href="https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457">https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457</a> 2. <a href="https://issuu.com/thenappanganesen/docs/e-book__consumer_behaviour_11th_edition">https://issuu.com/thenappanganesen/docs/e-book__consumer_behaviour_11th_edition</a> 3. <a href="https://www.youtube.com/watch?v=ssexfXwoeuc&amp;list=PLGqT-AqQhjQ3NAgn9jcA18W5hPFeeuDr">https://www.youtube.com/watch?v=ssexfXwoeuc&amp;list=PLGqT-AqQhjQ3NAgn9jcA18W5hPFeeuDr</a> 4. <a href="https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf">https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf</a> 5. <a href="https://www.iedunote.com/attitude-and-consumer-behavior">https://www.iedunote.com/attitude-and-consumer-behavior</a> .		
<b>Self-Study Material</b>	1. <a href="https://www.nsf.org/knowledge-library/consumer-demand-sustainability">https://www.nsf.org/knowledge-library/consumer-demand-sustainability</a> 2. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=418811">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=418811</a>		

L-Lecture      T-Tutorial      P-Practical      C-Credit

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M6UBAE04	CONSUMER BEHAVIOR					DSE THEORY IV	VI	5	3	2		3
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	M	S	S	M	M	M	M	S	S		
CO2	M	S	M	S	S	M	M	M	M	S		
CO3	S	S	M	M	S	M	S	M	M	S		
CO4	M	S	M	S	S	M	M	S	S	S		
CO5	M	M	M	S	S	M	M	M	M	S		
Level of Correlation between CO and PO						L-LOW	M-MEDIUM	S-STRONG				
Tutorial Schedule		Group Discussion, Problem Solving & Quiz.										
Teaching and Learning Methods		Chalk and talk, Smart Class.										
Assessment Methods		Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE										
Designed By			Verified By				Approved By Member Secretary					
Mrs. P.GOMATHI			Mr. C.SRINIVASAN				Dr. S. SHAHITHA					

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAE05	INNOVATION MANAGEMENT	DSE THEORY -V	VI	5	3	2		3
<b>Objective</b>	Students to have a broad understanding on the concept innovation management Students to familiarize the students about the creativity and innovation in product development.							
Unit	Course Content	Knowledge Levels	Sessions					
I	<b>Innovation Management:</b> Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.	K1	12					
II	<b>Tools for Innovation</b> Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.	K2	12					
III	<b>Areas of Innovation Product Innovation :</b> Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering	K3	12					
IV	<b>Marketing strategy :</b> Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.	K4	12					
V	<b>Need and importance of technical innovation:</b> continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process. <b>Current Trends: *Creative Processes and Design Thinking,*.</b>	K4	12					
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Understand the concepts of Innovation management.	K1						
	<b>CO2:</b> Apply knowledge new business plans and strategy.	K2						
	<b>CO3:</b> Demonstrate the value of customers in increasing the profitability ratio.	K3						
	<b>CO4:</b> Impart knowledge about the need and importance of technical innovation.	K4						
	<b>CO5:</b> In short the goal of this study is to understand the current state of your business.	K4						
<b>Text Books</b>	<ol style="list-style-type: none"> <li>Innovation and Entrepreneurship, Peter F. Drucker</li> <li>The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen</li> <li>"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis</li> </ol>							



	<p>4. "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen</p> <p>5. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand &amp; Sons</p>
<b>Reference Books</b>	<p>1. Innovation Management by C S G Krishnamacharyulu &amp; Lalitha R, Himalaya Publishing House</p> <p>2. James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000</p> <p>3. Paul Trott, "Innovation Management &amp; New Product Development", published by Pitman, 2000.</p> <p>4. Kelley, Tom, JonathnLittmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001</p> <p>5. Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.</p>
<b>Website Link</b>	<p><a href="https://www.coursera.org/learn/innovation-management">https://www.coursera.org/learn/innovation-management</a></p> <p><a href="https://sloanreview.mit.edu/tag/innovation-management/">https://sloanreview.mit.edu/tag/innovation-management/</a></p> <p><a href="https://www.worldscientific.com/worldscinet/ijim">https://www.worldscientific.com/worldscinet/ijim</a></p> <p><a href="https://innovationmanagementsystem.com">https://innovationmanagementsystem.com</a></p> <p><a href="https://www.scribd.com/document/">https://www.scribd.com/document/</a></p> <p><a href="https://sushantuniversity.edu.i">https://sushantuniversity.edu.i</a></p>
<b>Self-Study Material</b>	<p><a href="https://sushantuniversity.edu.i/ebookcentral.proquest.com/">https://sushantuniversity.edu.i/ebookcentral.proquest.com/</a><a href="https://ebookcentral.proquest.com">https://ebookcentral.proquest.com</a></p> <p><a href="https://ebookcentral.proquest.com/lib/inflibnet-">https://ebookcentral.proquest.com/lib/inflibnet-</a></p>

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M6UBAE05	INNOVATION MANAGEMENT					DSE THEORY V	VI	5	3	2		3
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	M	M	M	S	M	S	S	S		
CO2	S	S	M	M	S	S	M	S	S	S		
CO3	S	S	S	M	S	M	M	M	S	S		
CO4	S	S	M	M	S	S	M	S	S	S		
CO5	S	S	M	M	M	M	M	M	S	S		
Level of Correlation between CO and PO				L-LOW			M-MEDIUM			S-STRONG		
<b>Tutorial Schedule</b>		Group Discussion, Problem Solving & Quiz.										
<b>Teaching and Learning Methods</b>		Chalk and talk, Smart Class.										
<b>Assessment Methods</b>		Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE										
<b>Designed By</b>		<b>Verified By</b>					<b>Approved By Member Secretary</b>					
P.SUBA		Mr. C.SRINIVASAN					Dr. S. SHAHITHA					



**Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAE06	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	DSE THEORY VI	VI	5	2	3	-	3
<b>Objectives</b>	Students to understand the basic concepts and terminologies relating to stock market Students evaluate the value of different equity and debt instruments							
Unit	Course Content	Knowledge Levels	Sessions					
<b>I</b>	<b>Theory:</b> Meaning, objectives, classification of investment. Investment versus speculation. Security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk. <b>Problem:</b> Measurement of risk and return	K1	12					
<b>II</b>	<b>Equity and bond valuation</b> <b>Theory:</b> Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity. <b>Problem:</b> Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return	K2	12					
<b>III</b>	<b>Security analysis</b> <b>Theory:</b> Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels <b>Problems:</b> Relative Strength Analysis, Moving Averages, breadth of market.	K3	12					
<b>IV</b>	<b>Portfolio management</b> <b>Theory:</b> steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory <b>Problems:</b> Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model	K3	12					
<b>V</b>	<b>Derivatives</b> Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options. <b>Current Trends:</b> *Indian financial markets and securities market* 50% problems 50% theory	K3	12					
	*.....* Self Study.							



<b>Course File</b>	<b>CO1:</b> Recall the meaning of the basic terminologies used in stock market.	K1
	<b>CO2:</b> Explain and infer the final worth of various investment processes	K2
	<b>CO3:</b> Solve problems relating to various investment decisions	K3
	<b>CO4:</b> Analyze theories and problems relating to stock market	K3
	<b>CO5:</b> Interpret the various investment models that aid in investment decision making	K3

### Learning Resources

<b>Text Books</b>	<p>Punithavathy Pandian (2012), Security Analysis &amp; Portfolio Management, Vikas Publishing 2nd edition</p> <p>Prasanna Chandra, (2021) Investment Analysis &amp; Portfolio Management, McGraw Hill 6th edition.</p> <p>E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis &amp; Portfolio Management, Pearson 7th edition.</p> <p>S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition.</p> <p>L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai</p>
<b>Reference Books</b>	<p>Reilly &amp; Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, Chennai.</p> <p>Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.</p> <p>V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.</p> <p>V.K.Bhalla, Investment Management, S.Chand&amp; Company Ltd., 2012</p> <p>Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press</p>
<b>Website Link</b>	<p><a href="http://www.stock-trading-infocentre.com">www.stock-trading-infocentre.com</a></p> <p><a href="http://www.sebi.gov.in">www.sebi.gov.in</a></p> <p><a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a></p> <p><a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a></p> <p><a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</a></p>
<b>Self Study Material</b>	<p><a href="https://www.tradebulls.in/learn-stock-market/investment-advisor/financial-markets-securities">https://www.tradebulls.in/learn-stock-market/investment-advisor/financial-markets-securities</a></p>

L-Lecture

T-Tutorial

P-Practical

C-Credit

<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>												
<b>Course Code</b>	<b>Course Title</b>					<b>Course Type</b>	<b>Sem</b>	<b>Hours</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
23M6UBAE06	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT					DSE THEORY VI	VI	5	2	3	-	3
<b>CO-PO Mapping</b>												
<b>CO Number</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
<b>CO1</b>	S	M	M	M	M	S	M	M	M	M		
<b>CO2</b>	M	S	M	M	M	M	S	M	M	M		
<b>CO3</b>	M	S	M	S	M	M	S	M	S	M		
<b>CO4</b>	M	M	M	M	M	M	M	M	M	M		
<b>CO5</b>	M	S	M	M	M	M	S	M	M	M		
Level of Correlation between CO and PO						L-LOW	M-MEDIUM	S-STRONG				
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.									
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.									
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE									
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
A KARTHIGAISELVAM				Mr. C.SRINIVASAN				Dr. S. SHAHITHA				

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAE07	FUNDAMENTALS OF LOGISTICS MANAGEMENT	DSE THEORY - VII	VI	5	2	3		3
<b>Objective</b>	Students to understand the various basic concepts and terms relating to Logistics Students to comprehend the importance of customer service and outsourcing relevant to logistics							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>Introduction to Logistics:</b> History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy.				K1	12		
II	<b>Customer Service and outsourcing</b> Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Definition of Procurement/Outsourcing. Benefits of Outsourcing. Critical Issues in Outsourcing.				K2	12		
III	<b>Global Logistics Global Supply Chain.</b> Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL.				K3	12		
IV	<b>Key logistics activities</b> Warehousing: Meaning, Types and Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.				K3	12		
V	<b>Technology &amp; Logistics:</b> Informatics, using logistics systems to support time-based competition- Bar coding, GPS, Point of sale data. Electronic data interchange-types-benefits. <b>Current Trends:</b> *Identification of logistics partners*.				K4	12		
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Explain the basic concepts relating to logistics				K1			
	<b>CO2:</b> Analyse the role of outsourcing and customer service in logistics				K2			
	<b>CO3:</b> Appraise the needs, modes and issues relating to global logistics				K3			
	<b>CO4:</b> Describe about the different activities allied to logistics				K3			
	<b>CO5:</b> Identify the various areas of logistics where technology can be applied				K4			

### Learning Resources

<b>Text Books</b>	<p>Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited</p> <p>Logistics Management for International Business: Text and Cases, Sudalaimuthu &amp; Anthony Raj, PHI Learning, First Edition, 2009</p> <p>Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012</p> <p>Satish C. Ailawadi, Rakesh P. Singh, Logistics &amp; Supply Chain Management, HI Learning Private Limited, 2011</p> <p>Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012</p>
<b>Reference Books</b>	<p>Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.</p> <p>Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.</p> <p>Logistics Management, Ismail Reji, Excel Book, First Edition, 2008</p>
<b>Website Link</b>	<p><a href="https://www.techtargert.com/searcherp/definition/logistics-management">https://www.techtargert.com/searcherp/definition/logistics-management</a></p> <p><a href="https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/">https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/</a></p> <p><a href="https://www.track-pod.com/blog/functions-of-logistics/">https://www.track-pod.com/blog/functions-of-logistics/</a></p> <p><a href="https://www.projectmanager.com/blog/logistics-management-101">https://www.projectmanager.com/blog/logistics-management-101</a></p> <p><a href="https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf">https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf</a></p>
<b>Self study Material</b>	<p><a href="https://timesofindia.indiatimes.com/blogs/voices/how-recent-changes-in-logistics-related-policies-booming-the-industry/">https://timesofindia.indiatimes.com/blogs/voices/how-recent-changes-in-logistics-related-policies-booming-the-industry/</a></p>

L-Lecture

T-Tutorial

P-Practical

C-Credit

<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>													
<b>Course Code</b>	<b>Course Title</b>					<b>Course Type</b>		<b>Sem</b>	<b>Hours</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
23M6UBAE07	FUNDAMENTALS OF LOGISTICS MANAGEMENT					DSE THEORY - VII		VI	5	2	3		3
<b>CO-PO Mapping</b>													
<b>CO Number</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>			
<b>CO1</b>	M	M	M	S	M	M	M	M	S	M			
<b>CO2</b>	S	M	M	M	M	S	M	M	M	M			
<b>CO3</b>	S	S	M	S	M	S	S	M	S	M			
<b>CO4</b>	M	M	M	S	M	M	M	M	S	M			
<b>CO5</b>	M	M	M	M	M	M	M	M	M	M			
<b>Level of Correlation between CO and PO</b>					<b>L-LOW</b>		<b>M-MEDIUM</b>		<b>S-STRONG</b>				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.								
<b>Assessment Methods</b>					Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>					<b>Verified By</b>			<b>Approved By Member Secretary</b>					
A KARTHIGAISELVAM					Mr. C.SRINIVASAN			Dr. S. SHAHITHA					

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAE08	E-BUSINESS	DSE THEORY - VIII	VI	5	2	3		3
<b>Objective</b>	Students to understand the basic concepts of electronic business. Students to identify web-based tools.							
Unit	Course Content						Knowledge Levels	Sessions
I	<b>Introduction to electronic business</b> - meaning - value chains - the Internet and the web - infrastructure for e-business						K1	12
II	<b>Web based tools</b> for e - business - e - business software - overview of packages						K2	12
III	<b>Security threats</b> to e - business - implementing security for e - commerce and electronic payment systems.						K3	12
IV	<b>Strategies for marketing</b> , sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals						K3	12
V	<b>The environment of e-business</b> - international - legal ethical - tax issues - business plan for implementing e-business <b>Current Trends: *Trend and growth pattern of ERP software packages*</b>						K3	12
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Define and understand the basic concepts of business done through web						K1	
	<b>CO2:</b> Examine and apply web tools in real-time business situations.						K2	
	<b>CO3:</b> Analyze the security threats in e-business.						K3	
	<b>CO4:</b> Evaluate strategies for marketing.						K3	
	<b>CO5:</b> Prepare the environment for e-business.						K3	
Learning Resources								
<b>Text Books</b>	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000 Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business Kosivr, David - Understanding E-Commerce Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi. C S Rayudu, E Commerce E Business, HPH							
<b>Reference Books</b>	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi. SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore. David Whitely, E Commerce Strategy, Technology and Applications, TMH J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press							

<b>Website Link</b>	<a href="https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf">https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf</a> <a href="https://www.techtarget.com/searchcio/definition/e-business">https://www.techtarget.com/searchcio/definition/e-business</a> <a href="https://www.britannica.com/technology/e-commerce">https://www.britannica.com/technology/e-commerce</a> <a href="https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/">https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/</a> <a href="https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf">https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf</a>
<b>Self Study Material</b>	<a href="https://www.netsuite.com/portal/resource/articles/erp/erp-trends.shtml">https://www.netsuite.com/portal/resource/articles/erp/erp-trends.shtml</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards											
Course Code	Course Title		Course Type			Sem	Hours	L	T	P	C
23M6UBAE08	E-BUSINESS		DSE THEORY - VIII			VI	5	2	3		3
CO-PO Mapping											
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	S	M	M	M	S	M	S	M	M	S	
CO2	M	S	S	M	S	M	S	M	S	M	
CO3	S	S	M	S	M	S	M	S	M	S	
CO4	M	M	S	S	M	M	S	M	S	M	
CO5	S	M	S	M	S	M	M	M	M	S	
Level of Correlation between CO and PO					L-LOW		M-MEDIUM		S-STRONG		
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.								
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE								
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>				
A KARTHIGAISELVAM			Mr. C.SRINIVASAN				Dr. S. SHAHITHA				



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAE09	STRATEGIC MANAGEMENT	DSE THEORY - IX	VI	5	3	2		3
<b>Objective</b>	Students understand the strategic decisions that organisations make and have an ability to engage in strategic planning. Students to create awareness of evolving business environment.							
Unit	Course Content			Knowledge Levels	Sessions			
<b>I</b>	<b>Introduction to Strategic Management</b> -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition			K1	12			
<b>II</b>	<b>External Environment Appraisal</b> using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis			K2	12			
<b>III</b>	<b>Strategic alternatives at corporate level:</b> concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies			K4	12			
<b>IV</b>	<b>Strategic Implementation:</b> Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control			K3	12			
<b>V</b>	<b>Concept of Balanced Scorecard approach.</b> Use of Big data for Balanced scorecard Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability. <b>Current Trends: Strategic Issues SMEs and Non Profit Org *</b>			K3	12			
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1-</b> To develop an understanding of the strategic management process and the complexities of business environment.			K1				
	<b>CO2-</b> To analyze the external environmental and internal organizational factors influencing strategy formulation.			K2				
	<b>CO3-</b> To demonstrate the skills required for selection of the most suitable strategies for a business organization.			K4				
	<b>CO4-</b> To demonstrate the skills required for selection of the most suitable strategies for a business organization.			K3				
	<b>CO5-</b> To familiarize with current developments			K3				

### Learning Resources

<b>Text Books</b>	<ol style="list-style-type: none"> <li>4. Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 4th Edition (2017)</li> <li>5. AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)</li> <li>6. AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)</li> <li>7. AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)</li> <li>8. AzharKazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)</li> </ol>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Thomson &amp; Strickland, (2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)</li> <li>2. N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)</li> <li>3. Ireland, Hoskisson &amp; Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)</li> <li>4. Dr.LM.Prasad, Strategic Management, Sultan Chand &amp; Sons</li> <li>5. Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press(2019)</li> </ol>
<b>Website Link</b>	<ol style="list-style-type: none"> <li>3. Strategic management journal <a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a></li> <li>4. <a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a></li> <li>5. <a href="https://online.hbs.edu/courses/business-strategy/">https://online.hbs.edu/courses/business-strategy/</a></li> <li>6. <a href="https://ebooks.inflibnet.ac.in/mgmt03/chapter/strategic-issues-in-small-business/">https://ebooks.inflibnet.ac.in/mgmt03/chapter/strategic-issues-in-small-business/</a></li> </ol>
<b>Self Study Material</b>	<ol style="list-style-type: none"> <li>1. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=282919">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=282919</a></li> <li>2. <a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=282919&amp;query=STRATEGIC%20MANAGEMENT%20#">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=282919&amp;query=STRATEGIC%20MANAGEMENT%20#</a></li> </ol>

L-Lecture

T-Tutorial

P-Practical C-Credit

### BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M6UBAE09	STRATEGIC MANAGEMENT					DSE THEORY - IX	VI	5	3	2		3
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	M	M	M	M	S	M	S	S	M		
CO2	S	S	S	M	S	S	M	S	S	S		
CO3	M	S	M	M	S	M	M	M	M	S		
CO4	S	S	M	M	S	S	M	S	S	M		
CO5	M	M	S	M	M	M	M	M	M	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.									
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.									
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE									
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>					
SUBA P			Mr. C.SRINIVASAN				Dr. S. SHAHITHA					

**List of Skill Based Elective Course (SEC) for BBA  
LOCF-CBCS Pattern  
EFFECTIVE FROM THE ACADEMIC YEAR 2023-2024 Onwards**

S.No.	SEM	COURSE CODE	TITLE OF THE COURSE
1	II	23M2UBAS01	BUSINESS ETIQUETTE AND CORPORATE GROOMING
2	III	23M3UBAS02	ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT
3	IV	23M4UBAS03	TALLY
4	IV	23M4UBAS04	INTELLECTUAL PROPERTY RIGHTS
5	III	23M3UBASP1	COMPUTER APPLICATIONS IN BUSINESS

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M2UBAS01	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC THEORY - I	II	2	2			2
<b>Objective</b>	Students to impart knowledge about basic etiquettes in professional conduct and understanding about the workplace courtesy and ethical issues involved.							
Unit	Course Content	Knowledge Levels	Sessions					
I	<b>Introduction to Business Etiquette:</b> Introduction- ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.	K1	5					
II	<b>Workplace Courtesy and Business Ethics:</b> Workplace Courtesy-Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real life work place scenarios –company policy for business etiquette	K2	5					
III	<b>Telephone Etiquette</b> , email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the work place, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	K4	5					
IV	<b>Diversity and Cultural Awareness</b> at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication	K4	5					
V	<b>Business Attire</b> and Professionalism Business style and professional image-dress code-guidelines for appropriate e-business attire-grooming for success.	K4	5					
<b>Course Outcome</b>	<b>CO1:</b> Define the basic concepts of business etiquette and corporate grooming.	K1						
	<b>CO2:</b> Explain the etiquette and grooming standards followed in business environment and the significance of communication.	K2						
	<b>CO3:</b> Examine the cultural awareness and moral practices in real life workplace scenarios.	K4						
	<b>CO4:</b> Analyze the workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success.	K4						
	<b>CO5:</b> Examine the professionalism in the workplace considering diversity and courtesy.	K4						
Learning Resources								

<b>Text Books</b>	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
<b>Reference Books</b>	Indian Business Etiquette, Raghu Palat, JAICO Publishers Nina Kochhar,—At Ease with Etiquette, B. Jain Publisher, 2011 Nimeran Sahukar, Prem P. Bhalla,—The Book of Etiquette and Manners, Pustak Mahi Publishers, 2004 Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education
<b>Website Link</b>	<a href="http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf">http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf</a> <a href="https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf">https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf</a> <a href="https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professionalwardrobe-nbsp-.pdf">https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professionalwardrobe-nbsp-.pdf</a>
L-Lecture                      T-Tutorial                      P-Practical                      C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M2UBAS01	BUSINESS ETIQUETTE AND CORPORATE GROOMING					SEC THEORY - I	II	2	2			2
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	M	S	S	S	M	M	S	M	S		
CO2	M	M	S	S	S	M	M	S	S	M		
CO3	M	M	S	S	S	M	M	S	M	S		
CO4	M	M	S	S	S	S	M	S	M	M		
CO5	M	M	M	S	S	S	M	S	S	M		
Level of Correlation between CO and PO						L-LOW		M-MEDIUM		S-STRONG		
<b>Tutorial Schedule</b>						Group Discussion, Problem Solving & Quiz.						
<b>Teaching and Learning Methods</b>						Chalk and talk, Smart Class.						
<b>Assessment Methods</b>						Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE						
<b>Designed By</b>						<b>Verified By</b>			<b>Approved By Member Secretary</b>			
Dr.M.RAMAMOORTHY						Mr. C.SRINIVASAN			Dr. S. SHAHITHA			

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M3UBAS02	ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT	SEC THEORY - II	III	2	2	-	-	2
<b>Objectives</b>	Students to generate and evaluate new business ideas Students to understand sources who lend for new ventures							
Unit	Course Content	Knowledge Levels	Sessions					
<b>I</b>	<b>Concept of Entrepreneurship</b> – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organizational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.	K2	5					
<b>II</b>	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.	K3	5					
<b>III</b>	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	K4	5					
<b>IV</b>	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.	K4	5					
<b>V</b>	<b>Financing the New Venture:</b> Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions. <b>Current Trends:</b> *Market analysis of competitors*	K4	5					
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Understand the concept of entrepreneurship and skill sets of an entrepreneur.	K2						
	<b>CO2:</b> Assess new venture opportunities & analyze strategic choices in relation to new ventures	K3						
	<b>CO3:</b> Develop a credible business plan for real life situations.	K4						
	<b>CO4:</b> Coordinate a team to develop and launch and manage the new venture through the effective leadership.	K4						
	<b>CO5:</b> Evaluate different sources for financing new venture	K4						
<b>Learning Resources</b>								

<b>Text Books</b>	Journal of Business Venturing – Elsevier Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
	Entrepreneurship and New Venture Creation; ArunSahay, V. Sharma; Excel Book (2008)
	Entrepreneurship , 11 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd , Sabyasachi Sinha , McGraw Hill
<b>Reference Books</b>	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
	The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, McGraw Hill Publication
<b>Website Link</b>	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>
	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>
	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>
	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>
	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>
<b>Self Study Material</b>	<a href="https://masteringbusinessanalysis.com/mba111-design-thinking-is-good-ba/">https://masteringbusinessanalysis.com/mba111-design-thinking-is-good-ba/</a>
L-Lecture                      T-Tutorial                      P-Practical                      C-Credit	





<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>												
<b>Course Code</b>	<b>Course Title</b>					<b>Course Type</b>	<b>Sem</b>	<b>Hours</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
23M3UBAS02	Entrepreneurial Skill New Venture Management					SEC THEORY - II	III	2	2			2
<b>CO-PO Mapping</b>												
<b>CO Number</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>		
CO1	M	S	M	S	S	S	S	M	M	S		
CO2	S	S	M	S	S	S	S	S	M	M		
CO3	S	S	M	S	S	S	S	S	S	S		
CO4	S	S	M	S	S	M	S	M	M	S		
CO5	M	S	M	S	L	M	S	M	S	M		
<b>Level of Correlation between CO and PO</b>			<b>L-LOW</b>			<b>M-MEDIUM</b>			<b>S-STRONG</b>			
<b>Tutorial Schedule</b>				<b>Group Discussion, Problem Solving &amp; Quiz.</b>								
<b>Teaching and Learning Methods</b>				<b>Chalk and talk, Smart Class.</b>								
<b>Assessment Methods</b>				<b>Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE</b>								
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
<b>A KARTHIGAISELVAM</b>				<b>Mr. C.SRINIVASAN</b>				<b>Dr. S.SHAHITHA</b>				

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M4UBAS03	Tally	SEC THEORY - III	IV	2	2			2
<b>Objective</b>	Students to impart knowledge about basic use of Tally and its functions Students to understand the process of GST, EPF etc.							
Unit	Course Content					Knowledge Levels	Sessions	
<b>I</b>	<b>Accounting:</b> Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.					K1	5	
<b>II</b>	<b>Accounting Master in Tally.</b> ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.					K2	5	
<b>III</b>	<b>Vouchers Entries &amp; Advance Accounting in Tally.</b> ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.					K2	5	
<b>IV</b>	<b>Advance Inventory &amp; Taxes in Tally.</b> ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.					K3	5	
<b>V</b>	<b>Technologies:</b> Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9					K4	5	
<b>Course Outcome</b>	<b>CO1:</b> Understand about the basic accounting and Tally. ERP 9					K1		
	<b>CO2:</b> Identify the maintained of Ledger and inventory system					K2		
	<b>CO3:</b> Creation of various vouchers and bill wise details					K2		
	<b>CO4:</b> Understand various taxes returns and filing					K3		
	<b>CO5:</b> Relate and infer various reports generated in Tally. ERP 9					K4		
Learning Resources								
<b>Text Books</b>	Journal of Emerging Technologies and Innovative Research Global Journal for Research Analysis Simple Steps by DT Editorial Services, Dreamtech Press Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017 Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications							
<b>Reference Books</b>	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015 Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition							

	2020
<b>Website Link</b>	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a> <a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a> <a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a> <a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a> <a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>
<b>L-Lecture                      T-Tutorial                      P-Practical      C-Credit</b>	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards											
Course Code	Course Title		Course Type			Sem	Hours	L	T	P	C
23M4UBAS03	Tally		SEC THEORY - III			IV	2	2			2
CO-PO Mapping											
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	S	M	M	M	M	S	S	M	M	S	
CO2	S	M	M	M	M	S	S	S	M	M	
CO3	S	M	M	M	M	S	S	S	S	S	
CO4	M	M	M	M	M	M	S	M	M	S	
CO5	M	S	M	M	S	M	S	M	S	M	
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG		
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.								
<b>Assessment Methods</b>			Practical (CIA I, CIA II, and ESE)								
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>				
Mrs. P GOMATHI			Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M4UBAS04	INTELLECTUAL PROPERTY RIGHTS	SEC THEORY - IV	IV	2	2			2
<b>Objective</b>	Students to disseminate knowledge on patents, patent regimen India and a broad and registration aspects							
Unit	Course Content				Knowledge Levels	Sessions		
I	<b>IPR Introduction:</b> and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights .By Licensing –Intellectual Property Rights in the Cyber World.				K1	5		
II	<b>Patent :</b> Classification–Importance–Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable.				K2	5		
III	<b>Trademarks</b> Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non - Registrable Trademarks -Industrial Designs –Need for Protection of Industrial Designs.				K3	5		
IV	<b>Copyright</b> – Conceptual Basis –Copyright and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copyright-Registration – Transfer –Infringement–Copyright pertaining to Software / Internet and other Digital media.				K4	5		
V	<b>GEOGRAPHICAL INDICATIONS:</b> Concept, Protection & Significance. <b>Current Trends:</b> * Trade-Related Aspects of Intellectual Property Rights*				K4	5		
	*.....* Self Study.							
<b>Course Outcome</b>	<b>CO1:</b> Imbibe the knowledge of IPR through various laws				K1			
	<b>CO2 :</b> Apply the knowledge of patents				K2			
	<b>CO3 :</b> Understand the process of acquiring a trademark				K3			
	<b>CO4 :</b> Create an awareness about copyrights				K4			
	<b>CO5 :</b> Understand geographical indicators				K4			
Learning Resources								
Text Books	Journal of Intellectual Property Rights Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian Intellectual Property Patents,TradeMarks, And Copy Rights–RichardStim Intellectual Property Rights by Asha Vijay Durafe and DhanashreeK.Toradmalle, Wiley							

	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS
<b>Reference Books</b>	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis. Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House. Introduction To Intellectual Property Rights by Chawkam H.S, Oxford & Ibh. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain.
<b>Website Link</b>	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a> <a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a> <a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>
<b>Self-Study Material</b>	<a href="https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=467809">https://ebookcentral.proquest.com/lib/inflibnet-ebooks/detail.action?docID=467809</a> <a href="https://ebookcentral.proquest.com/lib/inflibnet-">https://ebookcentral.proquest.com/lib/inflibnet-</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M4UBAS05	<b>INTELLECTUAL PROPERTY RIGHTS</b>					<b>SEC THEORY - V</b>	<b>IV</b>	<b>2</b>	<b>2</b>			<b>2</b>
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
<b>CO1</b>	M	M	M	S	M	M	M	M	M	M		
<b>CO2</b>	M	S	M	M	S	M	S	M	M	S		
<b>CO3</b>	M	S	S	S	M	S	S	M	M	S		
<b>CO4</b>	M	M	M	M	M	M	M	M	M	M		
<b>CO5</b>	M	M	M	M	S	M	S	M	M	M		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.							
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.							
<b>Assessment Methods</b>					Class test, CIA-I, CIA-II, Assignment and End Semester Exam							
<b>Designed By</b>					<b>Verified By</b>			<b>Approved By Member Secretary</b>				
P.SUBA					Mr. C.SRINIVASAN			Dr. S.SHAHITHA				

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M3UBASP1	COMPUTER APPLICATIONS IN BUSINESS	SEC Practical - I	III	2	1	-	1	2
<b>Objective</b>	Students to understand the basics of tally and to build skills in Ms-Word, Ms-Excel, and Ms- PowerPoint and they can familiarize with Google forms for students with relevance in business scenarios and its applications.							
<b>Experiment</b>	<b>Course Content</b>				<b>Knowledge Levels</b>	<b>Sessions</b>		
<b>1</b>	<b>Introduction to MS – Word:</b> Home menu, Insert menu, Page Layout menu, Reference Menu, Mailing menu, View menu.				K1	3		
<b>2</b>	<b>Creating and Editing of word document:</b> Create New word document – Edit document using Paragraph, Numbering, Space alignment, Find and Replace.				K2	3		
<b>3</b>	<b>Working with Insert menu:</b> Insert Table, Border, Alignments, Merging, Splitting, Sorting of row and columns – Insert Picture, formatting, grouping.				K2	3		
<b>4</b>	<b>Mail Merge and document printing</b>				K3	3		
<b>5</b>	<b>Introduction to MS – Excel:</b> Home menu, Insert menu, Page Layout menu, Reference Menu, Mailing menu, View menu.				K2	3		
<b>6</b>	<b>Creating and Editing Database in MS – Excel:</b> Create new Database - Editing Data- Copy, cut, paste, undo, redo, find, search, replace.				K2	3		
<b>7</b>	<b>Using Arithmetic, Mathematic and logical Function in MS – Excel:</b> Using SUM, AVERAGE, COUNT, MIN, MAXIMUM, AND, IF, OR, NOT, TRUE.				K4	3		
<b>8</b>	<b>Introduction to MS – Power Point:</b> Presentation templates, presentation layout, Creating Presentation- Setting presentation style - Adding Graphics-Inserting pictures, movies, tables, Adding Effects - Setting animation and transition effects.				K4	3		
<b>9</b>	<b>Introduction to Tally :</b> Features of Tally, Company creation – Ledger Creation, Single and Multiple – Voucher Entry(Accounts Only)				K4	3		
<b>10</b>	<b>Reports - Profit and Loss A/C, Balance Sheet.</b>				K4	3		
<b>Course Outcome</b>	CO1: Demonstrate hands-on experience with Ms-word for business activities.				K1			
	CO2: Demonstrate hands-on experience with Ms-Excel for business activities.				K3			
	CO3: Demonstrate hands-on experience with Ms-power points for business activities.				K3			
	CO4: Demonstrate hands-on experience with Tally for business activities.				K4			
	CO5: Demonstrate hands-on experience with Tally for reporting in business.				K4			
<b>Learning Resources</b>								
<b>Text Books</b>	1.P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019. 2. Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran.							

<b>Reference Books</b>	1. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman. 2. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
<b>Website Link</b>	1. <a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a> . 2. <a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a> . 3. <a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a> . 4. <a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a> . 5. <a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a> .

<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M3UBASP1	COMPUTER APPLICATIONS IN BUSINESS					SEC Practical - I	III	2	1		1	2
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	S	M	M	S	M	L	S	M		
CO2	S	M	S	M	S	S	S	M	L	M		
CO3	S	M	M	S	M	M	M	S	S	L		
CO4	S	S	M	M	M	S	S	M	M	S		
CO5	S	S	M	S	M	M	M	S	S	L		
Level of Correlation between CO and PO				L-LOW		M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.								
<b>Assessment Methods</b>				Practical (CIA I, CIA II, and ESE)								
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
Mrs. P.GOMATHI				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

List of NMEC Details for BBA  
SYLLABUS - LOCF-CBCS Pattern  
EFFECTIVE FROM THE ACADEMIC YEAR 2023-2024 Onwards

S.No.	SEM	COURSE CODE	TITLE OF THE COURSE
1	I	23M1UBAN01	BASICS OF EVENT MANAGEMENT
2	II	23M2UBAN02	MANAGERIAL SKILL DEVELOPMENT





BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M1UBAN01	BASICS OF EVENT MANAGEMENT	NMEC	I	2	2			2
<b>Objective</b>	<b>Students to acquire the basics of interpersonal, communication, business communication and soft skills as per the requirement of the corporate world.</b>							
Unit	Course Content						Knowledge Levels	Sessions
<b>I</b>	Introduction: Event Management – Definition, Need, Importance, Activities.						K2	6
<b>II</b>	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design						K3	6
<b>III</b>	Event Feasibility: Resources – Feasibility, SWOT Analysis						K3	6
<b>IV</b>	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations						K3	6
<b>V</b>	Event Budget – Financial Analysis – Event Cost – Event Sponsorship						K4	6
<b>Course Outcome</b>	<b>CO1:</b> Define the basics of event management.						K2	
	<b>CO2:</b> Explain the event design and developing mechanism.						K3	
	<b>CO3:</b> Illustrate the feasibility of an event and SWOT Analysis						K3	
	<b>CO4:</b> Apply the marketing strategy in event management.						K3	
	<b>CO5:</b> Analyse the event budget.						K4	
Learning Resources								
<b>Text Books</b>	1.Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd. 2.Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009 . 3.Event Management & Public Relations by Savita Mohan - Enkay Publishing House.							
<b>Reference Books</b>	1. Event Management By Chaudhary, Krishna, Bio-Green Publishers 2. Successful Event Management By Anton Shone & Bryn Parry 3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid 4.Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers. 5. Start and run event planning business by cindy lemaire mardi foster walker- self counsekl press sep-2004 Event pranning Your Step-bv-Step Guide to Success -Entrepreneur press cheryl Kimball (Author) - Publication Date: June 13,2011.							
<b>Website Link</b>	<a href="https://www.brightonsbm.com/news/top-10-tips-successful-event- management/">https://www.brightonsbm.com/news/top-10-tips-successful-event- management/</a> <a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT</a> <a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management <a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management <a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a> <a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>							



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M1UBAN01	BASICS OF EVENT MANAGEMENT					NMEC	I	2	2			2
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	S	S	M	M	M	S	M	M	S	L		
CO2	S	S	M	S	M	S	M	S	M	S		
CO3	S	S	M	M	M	S	M	S	S	M		
CO4	S	S	M	M	M	S	M	M	M	L		
CO5	S	S	M	M	M	S	M	S	S	L		
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG			
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.								
<b>Assessment Methods</b>				Class test, CIA-I, CIA-II, Assignment and End Semester Exam.								
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
Dr.M.RAMAMOORTHY				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M2UBAN02	MANAGERIAL SKILL DEVELOPMENT	NMEC	II	2	2			2
<b>Objective</b>	Students to improve the self-confidence, groom the personality and build emotional competence							
Unit	Course Content			Knowledge Levels	Sessions			
<b>I</b>	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self -confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills			K2	6			
<b>II</b>	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our selfesteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.			K3	6			
<b>III</b>	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.			K3	6			
<b>IV</b>	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.			K3	6			
<b>V</b>	Communication related to course: How to make oral Presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.			K4	6			
<b>Course Outcome</b>	<b>CO1:</b> Define the concept of self and its components			K2				
	<b>CO2:</b> Describe the self esteem and personality mapping			K3				
	<b>CO3:</b> Practice the emotional intelligence and stress management			K3				
	<b>CO4:</b> Apply the thinking skills and idea generation			K3				
	<b>CO5:</b> Examine the oral presentation, meeting, report and professional etiquette			K4				
<b>Learning Resources</b>								

<b>Text Books</b>	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
<b>Reference Books</b>	1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication 2. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited. 3. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012 4. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseela.
<b>Website Link</b>	1. <a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a> 2. <a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a> 3. <a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a> 4. <a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf</a> 5. <a href="https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%20I/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%20I/MBA-1-MSD(Managerial%20skill%20development).pdf</a>
L-Lecture                      T-Tutorial                      P-Practical    C-Credit	

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards												
Course Code	Course Title					Course Type	Sem	Hours	L	T	P	C
23M2UBAN02	MANAGERIAL SKILL DEVELOPMENT					NMEC	II	2	2			2
CO-PO Mapping												
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	M	S	S	S	M	M	S	M	S		
CO2	S	S	M	S	M	S	M	S	S	M		
CO3	M	M	S	S	S	M	S	S	M	S		
CO4	M	M	S	S	M	S	M	S	M	S		
CO5	M	S	M	S	S	S	M	S	S	M		
Level of Correlation between CO and PO				L-LOW			M-MEDIUM		S-STRONG			
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.								
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.								
<b>Assessment Methods</b>				Class test, CIA-I, CIA-II, Assignment and End Semester Exam.								
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>				
Mr.A.KARTHIGAISELVAM				Mr. C.SRINIVASAN				Dr. S.SHAHITHA				

**Allied Course for any Degree offered by the BBA  
LOCF-CBCS Pattern  
EFFECTIVE FROM THE ACADEMIC YEAR 2023-2024 Onwards  
LIST OF GEC - ALLIED COURSES**

<b>S.No.</b>	<b>SEM</b>	<b>COURSE CODE</b>	<b>TITLE OF THE COURSE</b>
1	I	23M1UECA03	MANAGERIAL ECONOMICS
2	II	23M2UECA04	INTERNATIONAL BUSINESS

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M1UBAE01	MANAGERIAL ECONOMICS	GEC THEORY - I	I	4	2	2		3
<b>Objective</b>	<b>To make the students to get basic knowledge about the economic concepts and theories and help them to apply the same in business management.</b>							
Unit	Course Content					Knowledge Levels	Sessions	
<b>I</b>	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.					K2	10	
<b>II</b>	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.					K3	10	
<b>III</b>	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.					K3	10	
<b>IV</b>	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination					K3	10	
<b>V</b>	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly					K4	10	
<b>Course Outcome</b>	<b>CO1:</b> Define the various managerial economic concepts in individual & business decisions.					K2		
	<b>CO2:</b> Explain demand concepts, underlying theories and identify demand forecasting techniques.					K3		
	<b>CO3:</b> Apply the production, cost and supply analysis for business decision making					K3		
	<b>CO4:</b> Analyse the pricing strategies					K3		
	<b>CO5:</b> Categories the market structures under competitive scenarios.					K4		

### Learning Resources

<b>Text Books</b>	Economic Analysis – Sankaran, Margham Publications, 2016th edition Publishers and Book Sellers, Chennai.
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Managerial Economics – R.L. Varshney and K.L. Maheshwari, 2014 Sultan Chand, New Delhi.</li> <li>2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.</li> <li>3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.</li> <li>4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.</li> <li>5. Dominick Salvatore; Managerial Economics: Principles and Worldwid Applications, Oxford University Press, Eighth edition, 2016</li> </ol>
<b>Website Link</b>	<ol style="list-style-type: none"> <li>1 <a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a></li> <li>2 <a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a></li> <li>3 <a href="http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a></li> <li>4 <a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a></li> <li>5 <a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a></li> </ol>

L-Lecture

T-Tutorial

P-Practical C-Credit

<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>											
<b>Course Code</b>	<b>Course Title</b>		<b>Course Type</b>			<b>Sem</b>	<b>Hours</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
23M1UBAE01	MANAGERIAL ECONOMICS		GEC THEORY - I			I	4	4			3
<b>CO-PO Mapping</b>											
<b>CO Number</b>	<b>P01</b>	<b>P02</b>	<b>P03</b>	<b>P04</b>	<b>P05</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO3</b>	<b>PSO 4</b>	<b>PSO 5</b>	
<b>CO1</b>	M	S	M	M	M	S	L	M	S	L	
<b>CO2</b>	S	L	M	M	S	M	M	S	M	S	
<b>CO3</b>	S	S	M	M	M	M	S	M	S	M	
<b>CO4</b>	S	S	M	M	S	S	L	M	M	L	
<b>CO5</b>	S	S	M	M	M	S	S	S	L	M	
Level of Correlation between CO and PO				L-LOW		M-MEDIUM			S-STRONG		
<b>Tutorial Schedule</b>				Group Discussion, Problem Solving & Quiz.							
<b>Teaching and Learning Methods</b>				Chalk and talk, Smart Class.							
<b>Assessment Methods</b>				Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE							
<b>Designed By</b>				<b>Verified By</b>				<b>Approved By Member Secretary</b>			
Mr.A.KARTHIGAISELVAM				Mr. C.SRINIVASAN				Dr. S.SHAHITHA			



BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M2UBAE02	INTERNATIONAL BUSINESS	GEC THEORY - II	II	4	2	2		3
<b>Objective</b>	Familiarize the students with basic concepts of International Business and impart knowledge about theories of international trade							
Unit	Course Content				Knowledge Levels	Sessions		
<b>I</b>	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.				K1	10		
<b>II</b>	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.				K2	10		
<b>III</b>	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.				K5	10		
<b>IV</b>	Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.				K5	10		
<b>V</b>	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.				K5	10		
<b>Course Outcome</b>	<b>CO1:</b> Identify the modes of entry to International Business				K1			
	<b>CO2:</b> Explain international trade theories, Porter's Diamond Competitive Advantage.				K2			

	<b>CO3:</b> Assess the Foreign exchange market and FDI.	K5
	<b>CO4:</b> Justify the global environment, World trade and protectionism.	K5
	<b>CO5:</b> Validate the international institutions and trading blocs. BREXIT, IMF, World Bank, ILO, WTO.	K5
<b>Learning Resources</b>		
<b>Text Books</b>	Gupta CB, International Business, S Chand & Co. Ltd, 2014	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.</li> <li>2. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017</li> <li>3. AswathappaK , International Business , 7th Edition, McGraw-Hill, 2020</li> <li>4. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016</li> </ol>	
<b>Website Link</b>	<ol style="list-style-type: none"> <li>1 <a href="https://online.hbs.edu/blog/post/international-business-examples">https://online.hbs.edu/blog/post/international-business-examples</a></li> <li>2 <a href="https://saylordotorg.github.io/text_international-business">https://saylordotorg.github.io/text_international-business</a></li> <li>3 <a href="https://www.imf.org/en/home">https://www.imf.org/en/home</a></li> <li>4 <a href="https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/">https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/</a></li> <li>5 <a href="http://www.simplynotes.in/e-notes/mbabba/international-business-manageme">http://www.simplynotes.in/e-notes/mbabba/international-business-manageme</a></li> </ol>	
<b>L-Lecture                      T-Tutorial                      P-Practical    C-Credit</b>		

<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>													
<b>Course Code</b>	<b>Course Title</b>					<b>Course Type</b>		<b>Sem</b>	<b>Hours</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
23M2UBAE02	INTERNATIONAL BUSINESS					GEC THEORY - II		II	4	2	2		3
<b>CO-PO Mapping</b>													
<b>CO Number</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>			
<b>CO1</b>	S	M	M	M	S	S	M	M	S	S			
<b>CO2</b>	M	M	S	S	S	S	M	S	M	M			
<b>CO3</b>	S	S	M	M	M	S	M	M	M	M			
<b>CO4</b>	S	S	M	S	S	S	M	S	S	L			
<b>CO5</b>	M	M	M	M	M	M	S	S	S	M			
Level of Correlation between CO and PO		L-LOW			M-MEDIUM			S-STRONG					
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.										
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.										
<b>Assessment Methods</b>			Class Test, Unit Test, Assignment, CIA-I, CIA-II and ESE.										
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>						
Mr.A.KARTHIGAISELVAM			Mr. C.SRINIVASAN				Dr. S.SHAHITHA						

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards									
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C	
23M5UBAIS1	INTERNSHIP	INTERNSHIP	V	2			2	2	
<b>Objective</b>	Students to provide practical exposure through industrial training and gain knowledge of organisation.								
S.No.	List of Experiments / Programmes					Knowledge Levels	Sessions		
<b>I</b>	The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.					<b>K2</b>	5		
<b>II</b>	He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourism industries and financial institutions. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.					<b>K3</b>	5		
<b>III</b>	Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.					<b>K3</b>	5		
<b>IV</b>	Industrial training report must contain the following: • Cover page • Copy of training certificate • Profile of the business unit • Report about the work undertaken by them during the tenure of training • Observation about the concern • Findings Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.					<b>K4</b>	5		
<b>V</b>	Practical viva – voce examination will be conducted with internal & external examiners at the end of the 5th semester and the credits will be awarded.					<b>K4</b>	5		



<b>Course Outcome</b>	<b>CO1:</b> Students can Understand the work and its function in Industrial training	<b>K2</b>
	<b>CO2:</b> Students can Identify the knowledge about the Industry	<b>K3</b>
	<b>CO3:</b> Students can apply the functional areas of business management in their training period.	<b>K3</b>
	<b>CO4:</b> Simplify the communication, interpersonal, and other critical skills in the job interview process	<b>K4</b>
	<b>CO5:</b> Classify the work habits and attitudes necessary for job success	<b>K4</b>
<b>Learning Resources</b>		
<b>Text Books</b>	-	
<b>Reference Books</b>	-	
<b>Self-Study Material</b>	<a href="https://youtu.be/0oSDa2kf5I8">https://youtu.be/0oSDa2kf5I8</a> <a href="https://youtu.be/ezbMw_30jm8">https://youtu.be/ezbMw_30jm8</a> <a href="https://youtu.be/9L1RfR6mQaw">https://youtu.be/9L1RfR6mQaw</a> <a href="https://youtu.be/_3fhFR862ow">https://youtu.be/_3fhFR862ow</a>	
L-Lecture                      T-Tutorial                      P-Practical                      C-Credit		

<b>BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards</b>										
Course Code	Course Title		Course Type	Sem	Hours	L	T	P	C	
23M5UBAIS1	INTERNSHIP		INTERNSHIP	V	2			2	2	
<b>CO-PO Mapping</b>										
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	M	M	S	S	M	M	S	S	S
<b>CO2</b>	M	S	S	S	M	M	S	M	M	S
<b>CO3</b>	S	M	S	M	S	S	M	S	M	M
<b>CO4</b>	M	S	S	M	S	M	M	M	S	S
<b>CO5</b>	M	M	S	M	S	M	S	S	M	M
Level of Correlation between CO and PO			L-LOW			M-MEDIUM			S-STRONG	
<b>Tutorial Schedule</b>			Group Discussion, Problem Solving & Quiz.							
<b>Teaching and Learning Methods</b>			Chalk and talk, Smart Class.							
<b>Assessment Methods</b>			End Semester Exam VIVA							
<b>Designed By</b>			<b>Verified By</b>				<b>Approved By Member Secretary</b>			
Mr. C.SRINIVASAN			Mr. C.SRINIVASAN				Dr. S. SHAHITHA			

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards								
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAPR1	PROJECT WORK	PROJECT	VI	3			3	3
<b>Objective</b>	Students to Give Idea about Research Project, To identify the research problem, To review Literature, To give knowledge on Data Collection and Analysis, To Learn Project Preparation.							
S.NO	PROJECT DESCRIPTION / GUIDELINES					Knowledge Levels	Sessions	
1	Project report is to bring out the scientific way of doing research					K3	2	
2	The project work should be prepared neatly and presented in systematic way with in 50 pages; Paper Size should be A4 sheet only.					K3	4	
3	Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.					K3	4	
4	The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text with 1.5 spacing line.					K4	4	
5	The candidate should submit periodical report of the project to the supervisor.					K4	4	
6	Two reviews will be conducted before the Viva Voce Examination					K3	4	
7	Evaluation of the project report one hard copy will be returned to the candidate.					K3	4	
8	Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.					K3	4	
<b>Course Outcome</b>	<b>CO1:</b> Develop the knowledge about Research Project					K3		
	<b>CO2:</b> Identify the knowledge to find out the research problem					K3		
	<b>CO3:</b> Develop practice in review of literature					K3		
	<b>CO4:</b> Examine the knowledge on Data Collection and Analysis					K4		
	<b>CO5:</b> Assume Proficient in Project Preparation					K4		
Learning Resources								
<b>Text Books</b>	Mark Saunders, Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011							
<b>Reference Books</b>	S.M.Venkatachalam & M.Murali, “Basics of Business Research”, Mithila Publications							
<b>Website Link</b>	<a href="https://youtu.be/cQJwdYSDsS0">https://youtu.be/cQJwdYSDsS0</a> <a href="https://youtu.be/0oSDa2kf5I8">https://youtu.be/0oSDa2kf5I8</a>							



**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C
23M6UBAPR1	PROJECT WORK	PROJECT	VI	3			3	3

**CO-PO Mapping**

CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	S	S	M	S	M	M	S	M	S	S
<b>CO2</b>	M	S	M	M	S	S	M	S	S	M
<b>CO3</b>	S	S	M	S	M	M	S	S	M	S
<b>CO4</b>	M	M	S	M	M	S	S	M	S	M
<b>CO5</b>	M	S	S	M	S	S	S	S	S	M

Level of Correlation  
between CO and PO

L-LOW

M-MEDIUM

S-STRONG

**Tutorial Schedule**

Group Discussion, Problem Solving & Quiz.

**Teaching and Learning  
Methods**

Chalk and talk, Smart Class.

**Assessment Methods**

End Semester Exam VIVA

**Designed By**

**Verified By**

**Approved By Member Secretary**

**Mr. C.SRINIVASAN**

**Mr. C.SRINIVASAN**

**Dr. S. SHAHITHA**

BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards									
Course Code	Course Title	Course Type	Sem	Hours	L	T	P	C	
23M6UBAOE1	BBA FOR COMPETITIVE EXAMINATION	Self study Online -Competitive Examination	VI	-	-	-	-	2	
<b>Objective</b>	Students to learn fundamental ideas and enhance knowledge on their chosen field that would be helpful to appear for competitive examination in an effective way.								
Course Content					Knowledge Levels	Sessions			
<p>Assemblage of different topics related to Business Administration in particular principles of management, business communication, HRM, Finance., Marketing, Insurance, EDP, Business Law, Banking, Sales and advertisement, international business, production and material management, life skill management, economics, O.B., personality development, IPR, basics of research methodology, financial market and basics of statistics including ICT i.e., computer and internet aspects.</p> <p>Major emphasis has been put forth to include recent developments in the subjects. This course aims to give a holistic view of all the topics which comprised of some factual text points, multiple choice questions (MCQ), it is extremely suitable for students pursuing their higher degree in University/institute for their -entrance exams, students preparing for various national and state level competitive entrance exams such as TANCET, CAT, MAT, TNPSC, UPSC, IBPS, RRC etc.</p>					K5	<b>Self study</b>			
<p><b>Rules for creating MCQ pattern.</b></p> <ol style="list-style-type: none"> <li>Objective type online examination will be conducted at the end of 6<sup>th</sup> semester.</li> <li>Questions must be taken from all previous question papers of, UPSC, IBPS and Common Entrance Test for MBA Programme.</li> <li><b>Testing critical thinking.</b> Multiple choice questions to test the superficial knowledge. Learners to interpret facts, evaluate situations, explain cause and effect, make inferences, and predict results.</li> <li><b>Emphasize Higher-Level Thinking</b> Use memory-plus application oriented questions. These questions require students to recall principles; rules or facts in a real life context.MCQ it contains matching type, fill in the blanks and true and false pattern etc.</li> </ol> <p><b>Eg.1</b> Ability to Justify Methods and Procedures Management is_____.</p> <p>A. an art. B. a science. C. an art and a science. D. an art not science.</p> <p>Ability to Interpret Cause-and-Effect Relationships Why does investing money in common stock protect against loss of assets during inflation?</p> <ol style="list-style-type: none"> <li>It pays higher rates of interest during inflation.</li> <li>It provides a steady but dependable income despite economic conditions.</li> <li>It is protected by the Federal Reserve System.</li> <li>It increases in value as the value of a business increases.</li> </ol> <p><b>5. Mix up the order of the correct answers</b> Keep correct answers in random positions and don't let them fall into a pattern that can be detected</p> <p><b>6. Use a Question Format</b> Multiple-choice items to be prepared as questions (rather than incomplete statements) The capital of California is in Direct Question Format----- Less effective. In which of the following cities is the capital of California? -This is Best format.</p> <p><b>7. Keep Option Lengths Similar</b> Avoid making your correct answer the long or short answer</p>									



<p><b>8. Avoid the “All the Above” and “None of the Above” Options</b> Students merely need to recognize two correct options to get the answer correct</p> <p>9. HOD’s instruct to the faculty to prepare minimum 500 questions booklet (cumulatively for each programme) with solutions and circulate among the students.</p> <p>10. Each Department to prepare the Questions (MCQ pattern with four answers) and submit to ICT.</p>		
<b>Course Outcome</b>	<b>CO1:</b> Students can understand the basic concepts of various discipline	<b>K2</b>
	<b>CO2:</b> Apply the in-depth knowledge of their stream.	<b>K3</b>
	<b>CO3:</b> Create awareness among the students about the pattern of competitive exams	<b>K6</b>
	<b>CO4:</b> Develop the critical thinking, higher-level thinking and empowering the imagination skills.	<b>K6</b>
	<b>CO5:</b> Make the student to prepare for corporate placements.	<b>K6</b>
<b>Learning Resources</b>		
<b>Reference Books</b>	<p>1. TS Reddy &amp; amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019 2.David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017 3. Event Management By Chaudhary, Krishna, Bio-Green Publishers 4. R C Sharma &amp; Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006 5. Philip Kotler, Marketing Managemetn, Millennium Edition, PHI. 6. AswathappaK , International Business , 7th Edition, McGraw-Hill, 2020 7. Dr.K.Arul &amp; Dr. S.Karthick, Production and Materials Management, Shanlax Publication. Madurai. 8. Khanka, S.S. (2005), Entrepreneurial Development, S.Chand &amp; Co., New Delhi. 9. Indian Economy – S.K.Misra and V.K.Puri, Himalaya, Mumbai. 10. C.R.Kothari.” Research Methodology”. New Age International(P) Ltd Publishers Re-print 2017 11. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.</p>	
<b>Website Link</b>	<p><a href="http://www.nptel.ac.in">http://www.nptel.ac.in</a>, <a href="https://www.mbaskool.com">https://www.mbaskool.com</a> <a href="http://www.simplynotes.in">http://www.simplynotes.in</a>, <a href="https://www.indeed.com">https://www.indeed.com</a> <a href="https://www.youtube.com">https://www.youtube.com</a>, <a href="https://slideplayer.com">https://slideplayer.com</a> <a href="https://www.slideshare.net">https://www.slideshare.net</a>, <a href="https://www.slideshare.net">https://www.slideshare.net</a> <a href="https://www.cbic-gst.gov.in">https://www.cbic-gst.gov.in</a>, <a href="https://gurukpo.com">https://gurukpo.com</a></p>	
<p>L-Lecture                      T-Tutorial                      P-Practical                      C-Credit</p>		

**BBA Syllabus LOCF-CBCS with effect from 2023-2024 Onwards**

Course Code	Course Title					Course Type			Sem	Hours	L	T	P	C
23M6UBAOE1	BBA FOR COMPETITIVE EXAMINATION					Self study Online -Competitive Examination			VI	-	-	-	-	2
CO-PO Mapping														
CO Number	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5				
CO1	S	M	S	S	M	S	M	M	S	L				
CO2	M	M	S	M	S	S	M	M	S	S				
CO3	S	S	M	M	S	S	S	S	M	L				
CO4	M	S	M	M	L	S	M	M	S	S				
CO5	S	M	M	L	S	M	S	S	M	L				
Level of Correlation between CO and PO					L-LOW			M-MEDIUM		S-STRONG				
<b>Tutorial Schedule</b>					Group Discussion, Problem Solving & Quiz.									
<b>Teaching and Learning Methods</b>					Chalk and talk, Smart Class.									
<b>Assessment Methods</b>					Online Exam (CIA I, CIA II and ESE)									
<b>Designed By</b>					<b>Verified By</b>					<b>Approved By Member Secretary</b>				
Mr. C.SRINIVASAN					Mr. C.SRINIVASAN					Dr. S. SHAHITHA				