

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Affiliated to Thiruvalluvar University**

**PROGRAMME HAND BOOK**

**CURRICULUM AND SYLLABUS UNDER CBCS**

**WITH EFFECT FROM 2017-2018**



**DON BOSCO COLLEGE (CO-ED)**

**GUEZOU NAGAR,**

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## PROGRAMME OVERVIEW:

The three-year Bachelor's programme in Business Administration (BBA) provides foundation in Business practices and Management education. The Programme prepares students to pursue higher education in disciplines covering International Business, Financial Management, Marketing Management, Human Resource Management and Information Technology. This programme also equips students with requisite practical knowledge to engage in entrepreneurship or be employed in the corporate world.

## UNIVERSITY REGULATIONS – DEFINITIONS:

Programme:

“Programme” means a course of study leading to the award of a degree in a discipline.

Course:

- ) “Course” refers to a paper / practical / subject / Project offered under the degree programme.
- ) Each Course is to be planned under LC - Lectures, TT - Tutorial, SM – Seminar, PW - Paper Works, TX - [THEX] Take Home Exercises, QZ - Quiz, OL - Online Lesson (Moodle), DF - Discussion Forum
- ) Field work / seminar / practical training / assignments / Report writing etc., to meet effective teaching and learning needs.

## UNIVERSITY REGULATIONS - DEFINITIONS

PROGRAM - “Programme” means a course of study leading to the award of a degree in a discipline.

PROGRAM DURATION - It shall extend over a period of three years comprising of six semesters with two semesters in one academic year.

COURSE - “Course” refers to a paper / practical / subject offered under the degree programme. Each Course is to be designed with lectures / tutorials/Laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

CREDITS - The weightage given to each course of study (subject) by the experts of the Board of Studies concerned. The total minimum credits, required for completing a UG program is 140.

CHOICE BASED - All Undergraduate Programmes offered by Thiruvalluvar University are under Choice Based Credit System. This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

ELIGIBILITY FOR ADMISSION - Candidate seeking admission to the first year of the UG Degree Course should have passed the Higher Secondary Course Examination (Academic or Vocational) Conducted by the Govt. of Tamil Nadu with Mathematics as a subject or any other Examination accepted as equivalent thereto by the Syndicate subject to such other conditions as may be prescribed.

## PATTERN OF STUDY

The pattern of study for all UG Programs in Thiruvalluvar University consists of the following:

**PART-I:** Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject is offered during the first two semesters with one examination at the end of each semester (2 courses:  $2 \times 4 = 8$  credits).

**PART-II:** English - The subject shall be offered during the first two semesters with one examination at the end of each semester (2 courses:  $2 \times 4 = 8$  credits).

### **PART-III**

(i) **Core Subjects** - Core papers including practicals wherever applicable are offered as prescribed in the scheme of examination, by the Board of Studies of respective subject. There are 13 Core papers, 8 core practical papers, 4 allied and 3 electives constituting 80 credits for theory and 22 for practicals.

(ii) **Allied Subjects** - Allied papers including practicals wherever applicable are offered as prescribed in the scheme of Examination by the Boards of Studies of different subjects. There shall be 4 papers, one each in I, II, III and IV semester, for all UG Courses except for Science courses with practicals. For all the 4 semesters, the total number of credits for Allied courses shall be 20 only.

(iii) **Electives Courses** - Three elective courses with ( $3 \times 3 =$ ) 9 credits are to be offered one in the V Semester and two in the VI Semester. Elective subjects are selected from the list of electives prescribed by the Board of Studies concerned, as given below. Colleges can choose any one of the papers, given below, as an elective for a particular semester whether 5<sup>th</sup> semester or 6<sup>th</sup> semester. Elective paper for a particular semester once chosen by a particular college, should not be changed without getting prior permission and approval of the University.

### **PART-IV**

i) Basic Tamil / Advanced Tamil (OR) Non-major Elective - Those who have not studied Tamil upto XII std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses with 2 credits each ( $2 \times 2 = 4$  credits). The course content of which shall be equivalent to that prescribed for the 6th standard by the Board of Secondary Education and they shall be offered in the third and fourth semesters. (OR)

b. Those who have studied Tamil upto XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses with 2 credits each ( $2 \times 2 = 4$  credits) in the third and fourth semesters. (OR) c. Others who do not come under the above a/b categories can choose the offered non-major electives comprising of two courses with ( $2 \times 2 =$ ) 4 credits, in the third and fourth semesters.

ii) **Skill Based Subjects** All the UG Programmes shall offer four courses of skill based subjects one each in III, IV, V & VI semester with 3 credits each ( $4 \times 3 = 12$  credits) for which examination shall be conducted at the end of the respective semesters.

iii) Foundation Courses - There are 3 Foundation Courses offered.

1. Environmental Studies - offered in 1<sup>st</sup> Semester, under Part IV of the programme.

2. Value Education - offered in 2<sup>nd</sup> Semester under Part IV of the programme.

3. Soft Skill - offered in 2<sup>nd</sup> Semester under Part IV of the programme

(a) Environmental Studies - All UG Programmes shall offer a course in Environmental Studies subject and it shall be offered in the first semester as one paper with 2 credits. Examination shall be conducted at the end of the first semester.

(b) Value Education - All UG Programmes shall offer a course in "Value Education" and it shall be offered in the second semester as one paper with 2 credits. Examination shall be conducted at the end of second semester.

(c) Soft Skill - All the UG Programmes shall offer a course in "Soft Skill" subject and it shall be offered in the Second Semester by the Department of English, as one paper with 1 credit. Examination shall be conducted at the end of the 2<sup>nd</sup> semester.

The assessment for the course in Part IV namely (i) (a) alone, shall be only through CIA and not through external (University) examination for the total marks prescribed.

The assessment for the courses in Part IV namely (i) (b) & (i) (c) and (ii), (iii) (a), (iii) (b) and (iii) (c), shall be through CIA as well as external (University) examination for the total marks prescribed.

#### **PART V**

Extension Activities - Proper relevant records shall be maintained by the respective departments and if necessary it may be verified by the university authority at any time. The extension activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. This grading shall be incorporated in the mark sheet to be issued at the end of the semester for which students shall pay the fee for one theory paper. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

Marks to be awarded as follows:

1. 20% of marks for Regularity of attendance.

2. 60% of marks for Active Participation in classes/camps/games/special Camps/Programmes in the college/ District / State/ University activities.

3. 10% of marks for Exemplary awards/Certificates/Prizes

4. 10% of marks for Other Social components such as Blood Donations, Fine Arts, etc

#### **PASSING MINIMUM**

1. A candidate shall be declared to have passed the whole examination, if the candidate passes in all the theory papers and practical wherever prescribed as per the scheme of examinations by earning 140 credits in Part I, II, III, IV and V. He / She shall also fulfill the extension activity prescribed by earning 1 credit to qualify for the degree.

2. A candidate should get not less than 40% in the University (external) Examination, compulsorily, in any course of Part I, II, and III& IV papers. Also the candidate who secures not less than 40% marks in the external as well as internal (CIA)

examinations put together in any course of Part I, II, III & IV shall be declared to have successfully passed the examination in the subject in theory as well as Practical.

### **DISTRIBUTION**

Table - 1(A): The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for theory papers of UG Programmes.

UNI. EXAM TOTAL (ESE)	PASSING MINIMUM FOR UNI.EXAM	CIA TOTAL	PASSING MINIMUM FOR CIA	TOTAL MARKS ALLOTTED	PASSING MINIMUM (UNI.EXAM+CIA)
75	30	25	0	100	40

Note: ESE - End Semester Examination

Table - 1(B): The following are the Distribution of marks for Continuous Internal Assessment in the theory papers of UG Programmes.

S.No	For Theory - UG courses	Distribution of Marks	
		Assignments	Tests
1	Assignment-1 (First 2 Units of the Syllabus)	10	-
2	Test-1 (First 2 Units of the Syllabus for 1 Hour duration)	-	50
3	Assignment-2 (3 <sup>rd</sup> & 4 <sup>th</sup> Units of the Syllabus)	10	
4	Test-2 (First 4 Units of the Syllabus for 2 Hours duration)	-	50
5	Assignment-2 ( 5 <sup>th</sup> Unit of the Syllabus)	10	-
6	Test-3 (Entire Syllabus for 3 Hours duration)	-	100
	<b>TOTAL MARKS</b>	<b>30</b>	<b>200</b>
	Marks to be converted to	5	20
	<b>Total Maximum Marks for CIA</b>	<b>25</b>	

Table – 2(A): The following are the distribution of marks for University (external) examinations and continuous internal assessments and passing minimum marks for the practical courses of UG Programmes.

UNI. EXAM TOTAL (ESE)	PASSING MINIMUM FOR UNI.EXAM	CIA TOTAL	PASSING MINIMUM FOR CIA	TOTAL MARKS ALLOTTED	PASSING MINIMUM (UNI.EXAM+CIA)
75	30	25	0	100	40

Table – 2(B): The following are the distribution of marks for the Continuous Internal Assessment in UG practical courses.

S.No.	For Practical - UG courses	Distribution of Marks	
		Assignments	Tests
1	Regular maintenance of the Observation note book-1 (Up to the end of I-Semester)	10	-
2	Test-1 (Up to the end of I-Semester for 2 Hours duration)	-	25
3	Regular maintenance of the Observation note book-2 (Up to the end of II-Semester)	10	
4	Test-2 (Up to the end of II-Semester for 2 Hours duration)	-	25
5	Regular maintenance & proper completion of the Record note book	10	-
6	Test-3 (Entire Syllabus following University examination pattern)	-	25
	<b>TOTAL MARKS</b>	<b>30</b>	<b>75</b>
	Marks to be converted to	10	15
	Total Maximum Marks for CIA	25	

### QUESTION PAPER PATTERN

The following question paper patterns shall be followed for CBCS pattern syllabi for the candidates admitted from the academic year 2017-2018 onwards.

External Maximum 75 Marks – wherever applicable (Ext.75 + Int.25 = Total. 100)

Section A	Very short answer questions	10X 2=20	10 questions – 2 from each unit
Section B	Short answer questions of either / or type (like 1a (or) 1b)	5X5=25	5 questions – 1 from each unit
Section C	Essay-type questions / Problem ( Answer any 3 out of 5)	3X10=30	5 questions – 1 from each unit

NOTE: In Section “C” one of the questions shall be application oriented or a problem, wherever applicable.

## GRADING

Once the marks of the CIA and end-semester examinations for each of the course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:

Conversion of Marks to Grade Points and Letter Grade (Performance in a Course/Paper)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Distinction
75-79	7.5-7.9	D	
70-74	7.0-7.4	A+	First Class
60-69	6.0-6.9	A	
50-59	5.0-5.9	B	Second Class
40-49	4.0-4.9	C	Third Class
00-39	0.0	U	Re-appear
Absent	0.0	AAA	Absent

## PROGRAMME STRUCTURE

Part	Subject	Papers	Credit	Total credits	Marks	Total Marks
Part-I	Languages(Two Semester)	2	4	8	100	200
Part-II	English (Two Semester)	2	4	8	100	200
Part-III	Allied (Odd Semester)	2	4	8	100	200
	Allied (Even Semester)	2	6	12	100	200
	Electives	3	3	9	100	300
	Core	19	(3-7)	73	100	1900
Part-IV	Environmental Science	1	2	2	100	100
	Soft Skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Lang. & Others/NME	2	2	4	100	200
	Skill Based	4	3	12	100	400
Part-V	Extension	1	1	1	100	100
	Total	40		140		4000

#	SEM	PART	CT	COURSE CATEGORY	HW	CR	CODE	TITLE
1	1	I	T	Language	6	4	BLT10	Tamil I
2		II	T	English	6	4	BLE10	English I
3		III	T	Core	6	4	BBA11	Principles of Management
4		III	T	Core	4	3	BBA12	Business Statistics and Mathematics-1
5		III	T	Allied-1	6	4	BABA13A	Business Organization
6		IV	T	Environment Studies	2	2	BES10	Environmental Studies
7	2	I	T	Language	6	4	BLT20	Tamil II
8		II	T	English	4	4	BLE20	English II
9		III	T	Core	6	4	BBA21	Financial Accounting
10		III	T	Core	6	3	BBA22	Business Statistics and Mathematics-2
11		III	T	Allied-2	6	6	BABA23B	Principles of Banking
12		IV	T	Value Education	2	2	BGA20	Value Education
13		IV	T	Soft Skill	2	1	BSS20	Soft Skill
14	3	III	T	Core	5	4	BBA31	Production Management
15		III	T	Core	5	4	BBA32	Management Accounting
16		III	T	Core	5	4	BBA33	Strategic Management
17		III	T	Core	4	3	BBA34	Managerial Economics
18		III	T	Allied	6	4	BABA35A	Office Management
19		IV	T	Skill Subject	3	3	BSBA36	Customer Relationship Management
20		IV	T	NME	2	2	BNBA37	Management Concepts
21	IV	T	NME ***	2	2	BNEN35	Language Skills and Communication I	



22	4	III	T	Core	5	3	BBA41	Material Management
23		III	T	Core	5	4	BBA42	Management Accounting-2
24		III	T	Core	5	3	BBA43	Business Environment
25		III	T	Core	4	3	BBA44	Operation Research
26		III	T	Allied-2	6	6	BABA45A	Organizational Behavior
27		IV	T	NME ***	2	2	BNEN45	Language Skills and Communication II
28		IV	T	Skill Subject	3	3	BSBA46	Total Quality Management
29		IV	T	NME***	2	2	BNBA47	Training and Development
30		5	III	T	Core	6	4	BBA51
31	III		T	Core	6	4	BBA52	Business Law
32	III		T	Core	5	4	BBA53	Cost Accounting
33	III		T	Core	5	4	BBA54	Computer Application in Business
34	III		T	Elective-1	5	3	BEBA 55A	Human Resource Management***
							BEBA 55B	Reward Management
		BEBA 55C					Change Management	
35	IV	T	Skill Subject	3	3	BABA56	E-Business	
36	6	III	T	Core	6	4	BBA61	Industrial Relation Labour Law
37		III	T	Core	6	4	BBA62	Entrepreneurship Development
38		III	T	Elective-2	5	3	BEBA63A	Financial Management
							BEBA63B	Financial Services
							BEBA63C	Investment Management***
39	III	T	Elective-3	5	3	BEBA64A	Marketing Research***	
						BEBA64B	Rural Marketing Management	

							BEBA64C	Export Management
40		IV	T	Skill Subject	3	3	BSBA65	Creative Innovative Management
41		V	F W	Extension Activities	0	1	BEA60	Extension Activities

INTERNAL MARK: 25 EXTERNAL MARK: 75

FOR EXTENSION ACTIVITIES: EXTERNAL MARK: 100

Note: T-Theory, P-Practical, FW-Field Work

Part	Subject	Papers	Credit	Total Credits	Marks	Total Marks
I	Languages	2	4	8	100	200
II	English	2	4	8	100	200
III	Allied(Odd Semester)	2	4	8	100+100	200
	Allied(Even Semester)	2	6+6	12	100+100	200
	Electives	3	3	9	100	900
	Core	13	(3-6)	51	100	1300
	Core Practical	8	(2-3)	22	100	800
IV	Environmental Science	1	2	2	100	100
	Soft Skill	1	1	1	100	100
	Value Education	1	2	2	100	100
	Languages & Others/NME	2	2	4	100	200
	Skill Based	4	3	12	100	400
V	Extension	1	1	1	100	100
	Total	42		140		4200

\*\*\* NON-MAJOR ELECTIVES (Semesters 3 & 4)

SEM	PART	CODE	TITLE	TYPE	HRS	CREDIT
3	IV	BNEN35	Language Skills and Communication I	T	2	2
		BNBA37	Management Concepts	T		
4	IV	BNEN45	Language Skills and Communication II	T		

		BNBA47	Training and Development	T		
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LIST OF ELECTIVE PAPERS

Semester 5 - Paper 1		
A	BEBA 55A	Human Resource Management***
B	BEBA 55B	Reward Management
C	BEBA 55C	Change Management
Semester 6 - Paper 2		
A	BEBA 63A	Financial Management
B	BEBA 63B	Financial Services
C	BEBA 63C	Investment Management***
Semester 6 - Paper 3		
A	BEBA 64A	Marketing Research***
B	BEBA 64B	Rural Marketing Management
C	BEBA 64C	Export Management

## **PROGRAMME EDUCATION OBJECTIVE**

PE01: Education: Graduates can pursue professional careers or undergo programme such as MBA, and study related management studies

PE02: Research- Graduates will be able to work in a research team to provide business models or solutions with innovation.

PE03: Innovation and Entrepreneurship- Graduates will be able to acquire competencies of innovative thinking to pursue entrepreneurship and /or entrepreneurship

PE04: Ethical and Professional- Graduates will be able to develop skills in articulating their own value system and live by the values and in one's profession.

## **PROGRAMME OUTCOME**

PO1: Problem solving: Ability to use appropriate knowledge and skills to identify, formulate, analyses, and solve problems related to Business, Life and Career.

PO2: Individual & Team Work: Ability to work effectively as a member and leader in a team, preferably in any setting.

PO3: Communication skill: Ability to communicate within the profession and with society at large. Such abilities include reading, writing, speaking, listening, the ability to comprehend and write effective reports and documents.

PO4: Professionalism: Understand the professional ethics and apply the same for public and the public interest.

PO5: Ethics and Equity: Ability to apply ethics, accountability, and equity in all dealings

PO6: Lifelong Learning: Ability to identify and to address one's educational needs in the changing world in ways sufficient to maintain one's competence and to allow him/her to contribute to the advancement of selected domains

## **PROGRAMME SPECIFIC OUTCOME**

At the end of this programme the students will be able to:

PSO1: Acquire basic knowledge and skills in the field of management, marketing and human relation studies.

PSO2: Apply the knowledge and skills of accounting and finance in all areas of business operations

PSO3: Utilize with the basic statistical and linear programming techniques and quantitative tools in business decision making

PSO4: Evaluate the managerial economics concepts and techniques in making decisions pertaining to different business situations.

PSO5: Apply entrepreneurial and managerial skills for effective decision making in their business.

PSO6: Develop employability skills through the practical awareness on business and applicable software for management.

**MAPPING OF INSTITUTION OBJECTIVES WITH PEOs**

COLLEGE / PROGRAMME	Education	Research	Innovation & Entrepreneurship	Ethics & Professional
OB1 : Education				
OB2 : Research				
OB3 : Innovation & Entrepreneurship				
OB4 : Ethical & Professional				

**MAPPING PEOs WITH POs / PSOs**

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1: Education												
2: Research												
3: Innovation & Entrepreneurship												
4: Ethical & Professional												

**MAPPING COURSE OUTCOMES WITH POS / PSOS**

SEM	CODE	COURSE	PO1	PO2	PO3	PO4	PO5	PO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12
1	BLT10	Tamil I												
	BLE10	English I												
	BBA11	Principles of Management												
	BBA12	Business Statistics and Mathematics-1												
	BABA13 A	Business Organization												
	BES10	Environmental Studies												
2	BLT20	Tamil II												
	BLE20	English II												
	BBA21	Financial Accounting												
	BBA22	Business Statistics and Mathematics-2												
	BABA23 B	Principles of Banking												
	BGA20	Value Education												
	BSS20	Soft Skill												
3	BBA31	Production Management												
	BBA32	Management Accounting												
	BBA33	Strategic Management												
	BBA34	Managerial Economics												

	BABA 35A	Office Management												
	BSBA 36	Customer Relationship Management												
	BNBA 37	Management Concepts												
	BNEN 35	Language Skills and Communication- 1												
4	BBA41	Material Management												
	BBA42	Management Accounting-2												
	BBA43	Business Environment												
	BBA44	Operation Research												
	BABA 45A	Organizational Behavior												
	BNEN45	Language Skills and Communication II												
	BSBA 46	Total Quality Management												
	BNBA 47	Training and Development												
5	BBA51	Marketing Management												
	BBA52	Business Law												
	BBA53	Cost Accounting												
	BBA54	Computer Application in Business												

	BEBA 55A	Human Resource Management												
	BABA56	E-Business												
6	BBA61	Industrial Relation Labour Law												
	BBA62	Entrepreneurshi p Development												
	BEBA 64A	Marketing Research												
	BSBA65	Creative Innovative Management												
	BPBA66	Group Project												
	BEA60	EXTENSION ACTIVITIES												



Course Syllabus:

<b>Sem-1</b>	<b>Subject Name</b>	<b>Hrs./W</b>	<b>Cr</b>	<b>Study Components</b>
<b>BES10</b>	<b>Environmental Studies</b>	<b>2</b>	<b>2</b>	<b>Environmental Studies</b>

Course Objective:

To ensure the students are aware of the environment and impact and history of environmental issues

Learning Objectives:

- Ñ Explain the super senses and unusual features (sight, smell, hear, sleep, sound, etc.) of animals and their responses to light, sound, food etc.
- Ñ Establishes linkages among terrain, climate, resources (food, water, shelter, and livelihood) and cultural life. (E.g. life in distant/difficult areas like hot/cold deserts)
- Ñ Suggests ways for hygiene, health, managing waste, disaster/emergency situations and protecting/saving resources (land, fuels, forests, etc.) and shows sensitivity for the disadvantaged/deprived.

**UNIT-I: INTRODUCTION TO ENVIRONMENTAL SCIENCES: NATURAL RESOURCES:**

Environmental Sciences - Relevance - Significance - Public awareness - Forest resources- Water resources - Mineral resources - Food resources - conflicts over resource sharing-Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems- Case studies

**UNIT-II: ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION:**

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.

**UNIT-III: ENVIRONMENTAL POLLUTION AND MANAGEMENT**

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies

**UNIT-IV: SOCIAL ISSUES - HUMAN POPULATION**

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental production Act 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

**UNIT-V: FIELD WORK**

Visit to a local area / local polluted site / local simple ecosystem - Report submission

Sem-1	Subject Name	Hrs./W	Cr	Study Components
BLT10	Tamil-I	6	4	Language

தமிழின் புதுக்கவிதைகள் உள்ளடக்கிய படைப்பிலக்கியங்களை இப்பாடம் அறிமுகம் செய்கிறது தமிழ் இலக்கியத்தில் தேர்ந்தெடுக்கப்பட்ட மிக முக்கியமான செய்யுட்கள், கவிதைகள், கதைகள். உரைநடை ஆகியவற்றைக்கொண்டு இப்பாடம் கட்டமைக்கப்பட்டுள்ளது. மாணாக்கரின் இலக்கியத் தேடலை உருவாக்குவதும், தற்சார்புடைய அறிவைமேம்படுத்துவதும் இப்பாடத்தின் நோக்கமாகும்.

- ) மாணவர்கள் கவிதை கற்பதின் வாயிலாக அவர்கள் கவிதை எழுத கற்றுக்கொள்கிறார்கள்
- ) உரைநடை கற்பதின் வாயிலாக வாசிக்கக் கற்றுக்கொள்கிறார்கள்
- ) நாடகம் வாசிப்பதினால் மாணவர்கள் மனம் மொழி மெய் மூலமாக தங்கள் திறன்களை வெளிப்படுகின்றனர்
- ) சிறுகதை படிப்பதினால் மாணவர்கள் வாசிக்கும் பழக்கத்தினை பெறுகின்றார்கள்
- ) மொழித்திறன் பயிற்சி பெறுவதின் மூலமாக மாணவர்கள் மொழியை பிழையின்றி பேசவும் எழுதவும் கற்றுக்கொள்கிறார்கள்.

அலகு - 1 கவிதை

1. பாரதியார் - 1. உறுதிவேண்டும், 2. புதுமைப்பெண்
2. பாரதிதாசன் - புரட்சிக்கவி “பேரன்பு கொண்டவரே” என்ற பாடல் முதல் “கவிஞனுக்கும் காதலிக்கும்” என்ற பாடல் வரை.
3. கவிமணி - ஆசியஜோதி - புத்தரும் ஏழைச் சிறுவனும்
4. கண்ணதாசன் - நீ மணி, நான் ஒலி!
5. கவிஞர் அறிவுமதி - நட்புக் காலம்
6. வைரமுத்து - தமிழுக்கு நிறமூண்டு - கூடு
7. மு. மேத்தா - வாழை மரத்தின் சபதம்
8. செ. அன்னகாமு - நாட்டுப்புறப் பாடல்கள் - தாலாட்டு, ஒப்பாரி
9. அப்துல் ரகுமான் - கனவு நாயகன் - அப்துல் கலாம்

அலகு - 2 உரைநடை

1. உள்ளூர்வாசு கனவாக வெளிப்படுகிறது - எம்.எஸ். உதயமூர்த்தி
2. வீழ்ந்த ஆலமரம் - கல்கி
3. ஏழாவது அறிவு (போரின்றி வெற்றி மட்டும்) - வெ. இறையன்பு

அலகு - 3 நாடகம்

1. மாங்கல்யப் பிச்சை - டி.என். சுகி. சுப்பிரமணியம்
2. சாபம் விமோசனம் - மு. இராமசாமி

அலகு - 4 சிறுகதை

1. வளையாத பனைகள் - இரா. நந்தகோபால்
2. ஒரு சிறு இசை - வண்ணதாசன்

அலகு - 5 மொழித்திறன்

1. அகர வரிசைப்படுத்தல்
2. ண-ன-ந, ல-ள-ழ, ர-ற வேறுபாடு அறிதல்
3. தன் விவரக் குறிப்பு தயாரித்தல்
4. கலைச் சொல்லாக்கம்
5. ஒற்றுப்பிழை, தொடர்ப்பிழை நீக்கி எழுதுதல்

இலக்கிய வரலாறு

பாடப்பகுதியை ஒட்டிய இலக்கிய வரலாறு : 20-ஆம் நூற்றாண்டுக் கவிஞர்களும் கவிதைகளும், உரைநடை, நாடகம், சிறுகதை.

Sem-1	Subject Name	Hrs./W	Cr	Subject Components
BLE10	English-I	6	4	English

#### Course Objective

To write, read, and understand any text.

- ❖ To understand English better and to attain competency in both written and spoken skills.

#### Learning Objectives

- ) Students will be able to learn new words as well their meanings with the context of literary texts.
- ) Students can understand the basic elements of poetry.
- ) Student will be able to learn about the storytelling skills
- ) Students will be able to identify the elements of a One-Act Play.
- ) Student will be able to learn to form new words, antonyms and synonyms using prefixes and suffixes
- ) Student will learn to make new dialogues, letters (formal & informal) and to write short paragraphs.

#### UNIT 1-PROSE

1. My greatest Olympic Prize -Jesse Owens
2. The Tree Speaks – Rajagopalachari.C
3. Snake in the Garden – R.K.Narayan
4. Futurology - Aldous Huxley

#### UNIT 2 -POETRY

5. The River - Parthasarathy
6. Ode to Nightingale – John Keats
7. "O Captain, My Captain - Walt Whitman
8. Paper Boat – Rabindranath Tagore

#### UNIT 3 -SHORT STORY AND ONE ACT PLAY

1. A Day's Wait – Ernest Miller Hemingway
2. Little Girls Wiser Than Men - Tolstoy One act play
3. The Bishop's Candlestick – MormanMckinnel

#### UNIT- 4 GRAMMARS AND COMPOSITION

1. Correct usage of Words
2. Vocabulary – Synonyms & Antonyms
3. Abbreviations
4. English for Excellence – Parts of Speech -Modern Avenue
5. Functional English: Creative Writing College Grammar
6. Letter of Application Writing a Resume

#### UNIT-5 COMMUNICATION SKILLS

1. Listening Conversation
2. Agreeing and Disagreeing
3. Seeking and giving permission
4. Greetings
5. Introducing oneself to others

Sem-1	Subject Name	Hrs./W	Cr	Study Components
BBA11	Principles of Management	6	4	Core Theory

Course Objective: To enable the students understand the principles of management and how to acquire skill to become a good Manager.

Courser Outcome:

- Ñ Able to outline the entire structure of management and can make a critique on its present situation
- Ñ Design different plans for their business and can identify the important methods for decision making in the volatile situation.
- Ñ Explain the different types of organization structure and can assess the need for informal organization.
- Ñ Compare authorities and responsibilities, learn about human resource management and design training and development methods for their organization.
- Ñ Apply the knowledge using the various techniques and process of controlling, budgetary and non-budgetary control techniques in present management practice.

#### UNIT-I

Management - Importance - Definition - Nature and Scope of Management -Process - Role and function of a Manager - Levels of Management -Management as an Art or Science - Management as a Profession - Contributions of Henry Fayol and F W Taylor to Management.

#### UNIT-II

Planning - Nature - Importance - Types - Steps in Planning -Objectives - Policies - Procedures - and Methods - Decision making - Process of decision making - Types of decision

#### UNIT-III

Organizing – Types of Organization structure – Span of Control - Departmentation - Informal Organization

#### UNIT-IV

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing - Sources of recruitment - Selection process - Training - Directing - Nature and purpose of Directing – Motivation (Maslow' s need hierarchy Theory only).

#### UNIT-V

Co-ordination - Need of co-ordination - Types - Techniques - Distinction between Co-ordination and Co-operation - Controlling - Meaning and importance of Controls - Control Process.

Text Books:

1. Sundar K ,principles of Management ,Vijay Nicole Imprints (P) Ltd.
2. R.N. Gupta , Principles of Management , S.Chand &Co..
3. Peter F. Drucker , Practice of Management
4. Prasad L.M. , Principles and Practice of Management

Sem-1	Subject Name	Hrs./W	Cr	Study Components
BBA12	Business Mathematics and Statistics I	4	3	Core Theory

Course Objectives: To apply the concepts of Statistics and Mathematics in Business

Learning Objectives:

- Ñ To relate the Mathematical knowledge in Business field.
- Ñ Express the knowledge of survey and properties of, statistical models and some problems.
- Ñ Designate Random Variables, Probability Generating Function and solve some problems.
- Ñ Recognize the basic principles underlying characteristic inference and solve different problems.
- Ñ Idea Concept of Distribution and Rank Correlation - Regression.
- Ñ Reveal knowledge of applicable Standard Distributions.
- Ñ Validate the basic principles of Test of significance.
- Ñ Concept tests and estimators, and derive their properties.
- Ñ Review the knowledge of large sample theory of estimators and tests.
- Ñ Progress the ideas of the analysis of variance and solve some problems.

UNIT-I

Statistics - Definition - Scope and Limitation - Presentation of Data - Diagrammatic and Graphical Representation of Data

UNIT-II

Measures of Central Tendency - Mean - Median and Mode - GM and HM

UNIT-III

Measures of Dispersion - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation.

UNIT-IV

Mathematics for Finance - Simple and Compound Interest - Annuities - Discounts and Present values

UNIT-V

Basic Calculus - Rules for Differentiation

Note: The proportion between theory and problems shall be 20:80

Text Books:

1. P.R. Vittal , Business Statistics and Mathematics, Margham Publications.
2. S P Rajagopalan and R Sattanathan , Business Mathematics , Vijay Nicole Imprints (P) Ltd
3. S P Rajagoalan and R Sattanathan ,Business Statistics-Vijay Nicole Imprints (P)Ltd.

Books for Reference:

1. J.K. Sharma , Business Statistics , Pearson Publications
2. P. Navaneetham , Business Statistics and Mathematics
3. S P Gupta , Statistical Methods, Sultan Chand & Sons
4. S G Gupta and V K Kapoor , Fundamentals of Applied Statistics , Sultan Chand & Sons

Sem-1	Subject Name	Hrs./W	Cr	Study Components
BABA13A	Business Organization	6	4	ALLIED -1

Course Objective: The course aims to provide the basic concept and knowledge with regard to business enterprises and its functional areas.

Learning Objectives:

- ) Describe the nature and scope of business organization
- ) Categories the student to various sources of finance
- ) Explain the various stock exchanges and its regulatory
- ) Justify the significance of factory location and layout.
- ) Construct the trade association and chamber of commerce

UNIT-I

Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization

UNIT-II

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises

UNIT-III

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

UNIT-IV

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

UNIT-V

Trade Associations and Chamber of Commerce –Objectives - Functions – Differences between Trade Association and Chamber of Commerce

Text Books:

1. Sundar K, Business Organisation, Vijay Nicole Imprints Pvt. Ltd.
2. G. Prasad, C.D. Balaji, Business Organization, Margham Publications.
3. Tapas Ranjan Saha, Business Organisation and Management, Vijay Nicole Imprints

Books for Reference:

1. Bhusan Y. K, Business Organization.
2. Prakesh Jagadeesh, Business Organization and Management.
3. M C. Shukla, Business Organization & Management

<b>Sem-2</b>	<b>Subject Name</b>	<b>Hrs./W</b>	<b>Cr</b>	<b>Study Components</b>
<b>BGA20</b>	<b>Value Education</b>	<b>2</b>	<b>2</b>	<b>Value Education</b>

#### UNIT-I

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self-esteem.

#### UNIT-II

Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

#### UNIT-III

Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

#### UNIT-IV

Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms

#### UNIT-V

Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism, Environmental issues - mutual respect of different cultures, religions and their beliefs

#### Reference Books

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, KrisituJyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002.

<b>Sem-2</b>	<b>Subject Name</b>	<b>Hrs./Week</b>	<b>Cr</b>	<b>Study Components</b>
<b>BSS20</b>	<b>Soft Skill</b>	<b>2</b>	<b>1</b>	<b>Soft Skill</b>

Course Objective: The course aims to provide the basic concept and knowledge with regard to Learning, Writing and Interpersonal Skills

Learning Objectives:

- ) Students can acquire a knowledge in Writing and Reading
- ) Students can obtain information from reading and transcoding
- ) Students can improve knowledge in responding to the day-to day communication
- ) Students can be familiar in basic and general grammars
- ) At the end of the course can be aware the importance of career and development.

#### UNT I

- 1.1 Skills in Listening and Writing
- 1.2. Skills in Reading and Understanding

#### UNIT II

- 2.1 Skills to Read and Respond to Instructions
- 2.2 Skills of Interpretation and Transcoding Information

#### UNIT III

- 3.1 Skills in Seeking and Responding to Information
- 3.2 Skills of Day-to-Day communication

#### UNIT IV

- 4.1 Grammatical skills and Spelling rules
- 4.2 Career skills

#### UNIT V

- 5.1 Skills of formal and in-formal rules
- 5.2 Skills of non-verbal communication



<b>Sem-2</b>	<b>Subject Name</b>	<b>Hrs./W</b>	<b>Cr</b>	<b>Study Components</b>
<b>BLE20</b>	<b>English-II</b>	<b>4</b>	<b>4</b>	<b>English</b>

**Course Objective:**

To understand English better and to improve communication both verbal and written in English language.

To analyze and understand different literary forms like drama, poetry, short-story and one-act play.

To learn and understand the elements of grammar.

**Learning Objectives:**

1. Identify the characteristics of prose through intensive reading of various texts
2. Analyze and interpret the poetical devices and critique the themes intended in the poems.
3. Identify the elements of short story and One-Act play
4. Apply the basic sentence structures and other grammatical elements in writing
5. Demonstrate basic communication skills required for professional scenario.

**UNIT – 1 PROSE**

1. Ant and Grasshopper - Somerset Maugham
2. Early Influences - A.P.J. Abdul Kalam
3. Forgetting – Robert Lynd
4. The Unity of Indian Culture – HumayanKabir

**UNIT -2 POETRY**

1. The Soul's Prayer.-Sarojini Naidu
2. The Lotus - Toru Dutt
3. Nutting – William Wordsworth
4. Ozymandias- P.B.Shelley

**UNIT-3 SHORT STORY AND ONE ACT PLAY**

1. The Doll's House - Katherine Mansfield
2. Karma - Kushwant Singh One Act Play
3. Hijack -Charles Wills

**UNIT -4 Vocabulary**

1. Functional Grammar
2. Functional English

**UNIT-5 COMMUNICATION SKILLS**

1. Making Request
2. Offering Help
3. Inviting Someone
4. Asking Permission

Sem-2	Subject Name	Hrs./W	Cr	Study Components
BLT20	Tamil-II	6	4	Language

மாணவர்கள் வாழ்க்கையில் அறநெறியுடன் வாழ்வதற்கும் மனதை ஒருமுகப்படுத்துவதற்கும் பக்தி இலக்கியங்களும் சிற்றிலக்கியங்களும் மாணவர்களுக்கு பயன்படுகிறது. பக்தி இலக்கியத்தின் வாயிலாக புராணங்களின் முக்கியத்துவத்தையும் தெய்வங்களின் பெருமைகளையும் மாணவர்கள் அறிந்துக்கொள்கிறார்கள். கடவுளர்களையும் அரசர்களையும் பேரிலக்கியங்கள் பேசிய காலங்களில் சிற்றிலக்கியங்கள் எளிய மக்களின் வாழ்க்கை முறையை பற்றிபேசுகிறது என்பதை மாணவர்கள் அறிந்துக்கொள்கிறார்கள்.

- ) மாணவர்கள் வாழ்க்கையில் அறம், ஒழுக்கம் சார்ந்த செயல்பாடுகளில் தங்களை இணைத்துக்கொள்வதற்கு பக்தி மார்க்கம் துணைப் புரிகின்றது.
- ) மாணவர்கள் நாயன்மார்களை கற்பதினால் சிவனுடைய பெருமைகளை அறிந்துக்கொள்கின்றனர்.
- ) மாணவர்கள் ஆழ்வார்களை படிப்பதனால் திருமால் பெருமைகளை தெரிந்துக்கொள்கின்றனர்.
- ) மாணவர்கள் சிற்றிலக்கியங்களை வாசிப்பதினால் 96 வகையான சிற்றிலக்கியங்களைப் பற்றி புரிந்துக்கொள்கின்றனர்.
- ) மொழித்திறன் பயிற்சி பெறுவதின் வாயிலாக மாணவர்கள் பொதுக்கட்டுரைகள் எழுதுவதற்குப் பயிற்சிப்பெறுகிறார்கள்

அலகு - 1

அ. திருஞானசம்பந்தர் - தேவாரம் - திருவீழிமிழலை - வாசிதீரவே (முழுவதும்)

ஆ. மாணிக்கவாசகர் - திருவாசகம் - பிடித்த பத்து (அம்மையே, அருளுடை, ஒப்புனக்கு, பாசவேர், பால்நினைந்து)

இ. திருமூலர் - திருமந்திரம் - (உடம்பினை முன்னம், யாவர்க்குமாம்,

ஒன்றே குலமும், உள்ளம் பெருங்கோயில், ஆர்க்கும்)

அலகு - 2

அ. ஆண்டாள் - திருப்பாவை (முதல் 5 பாடல்கள்)

ஆ. தொண்டரடிப்

பொடியாழ்வார் - திருப்பள்ளியெழுச்சி (முதல் 5 பாடல்கள்)

இ. குலசேகராழ்வார் - பெருமாள் திருமொழி, 4-ஆம் திருமொழி,

ஊனேறு செல்வம் ... (முதல் 5 பாடல்கள்)

அலகு - 3

அ. தமிழ்விடுதாது - கண்ணி 69 முதல் 90 வரை

ஆ. திருக்கயிலாய ஞான உலா - 1 முதல் 10 கண்ணிகள் வரை

இ. தஞ்சைவாணன் கோவை - 1 முதல் 5 பாடல்கள்

அலகு - 4

அ. இராமலிங்க அடிகள் - திருவருட்பா - பிள்ளைச் சிறுவண்ணப்பம்

ஆ. எச்.ஏ. கிருஷ்ணப்பிள்ளை - இரட்சண்ய யாத்திரிகம் - குமாரப்பருவம் -

இரட்சணிய சரிதப் படலம்

இ. குணங்குடி மஸ்தான்சாகிபு - மஸ்தான் சாகிபு பாடல்கள் - பராபரக் கண்ணி

(1-40 கண்ணிகள்)

ஈ. முத்தொள்ளாயிரம் - 9 பாடல்கள்

அலகு - 5

அ. நேர்காணல்

ஆ. பொதுக்கட்டுரைகள்

Sem-2	Subject Name	Hrs./W	Cr	Study Components
BBA21	Financial Accounting	6	4	Core Theory

Course Objective: The primary objective of the course is to familiar the students with basic accounting principles and techniques of preparing and presenting of accounts for user of accounting information.

Learning Objectives:

Able to overview about financial accounting and its concepts

To be able to think about management issues

To understand the financial plan and able to make changes are required

They are capable of think about financial goals

They can introduce a new techniques or idea in the management decision.

They can able to know about accounting concepts, conventions, basic rules and company accounts.

UNIT-I

Accounting Concepts - Conventions - Objectives of accounting - Rules -Principles of Double Entry System - Journal - Ledger - Subsidiary Books - Purchases Book, Sales Book, Returns Book and Cash Books

UNIT-II

Trial Balance - Depreciation - Need for depreciation - Straight Line and WDV Methods of Charging Depreciation only.

UNIT-III

Preparation of Trading, Profit and Loss Account and Balance Sheet

UNIT-IV

Accounting from incomplete records-Meaning –Features –Limitations –Differences between Single Entry System and Double Entry System – Net Worth Method only.

UNIT-V

Company Accounts - Shares - Issue, Forfeiture and Re-issue.

Note: The proportion between Theory and Problems shall be 20:80

Text Books:

1. Reddy & Murthy - Financial Accounting, Margham Publications
2. Grewal. T.S - Introduction to Financial Accounting
3. Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers
4. Murugados, Jaya, Charulatha –Financial Accounting –Vijay Nicole Imprints
5. S. Ganeson& S.R. Kalavathi - Financial Accounting.
6. R.L Gupta & V K Gupta – Financial Accounting

Sem-2	Subject Name	Hrs./W	Cr	Study Components
BBA22	Business Mathematics and Statistics-II	4	3	Core Theory

Course Objectives:

- ) To apply the concepts of Statistics and Mathematics in Business
- ) To expose Statistical Techniques for business data analysis
- ) To understand the Matrix Applications.

Learning Objectives:

- Ñ To apply the Mathematical knowledge in Business field.
- Ñ Define the knowledge of survey and properties of, statistical models and some problems.
- Ñ Describe Random Variables, Probability Generating Function and solve some problems.
- Ñ Understand the basic principles underlying characteristic inference and solve different problems.
- Ñ Construct Concept of Distribution and Rank Correlation - Regression.
- Ñ Demonstrate knowledge of applicable Standard Distributions.
- Ñ Demonstrate the basic principles of Test of significance.
- Ñ Construct tests and estimators, and derive their properties.
- Ñ Appraise the knowledge of large sample theory of estimators and tests.
- Ñ Develop the ideas of the analysis of variance and solve some problems.

UNIT-I

Matrix Theory - Operations on Determinants - Inverse of a Square Matrix (not more than 3rd order)

UNIT-II

Solving Simultaneous Equations using Matrix Method

UNIT-III

Correlation-Karl Pearson's Correlation - Concurrent Deviation Method - Rank Correlation - Uses of Correlation in Business Regression - Regression Lines - Regression Coefficients - Uses of Regression in Business Problems.

UNIT-IV

Time Series - Components of time Series - Measurement of Trend - Semi Average method - Moving Average method - Method of Least Squares - Measurement of Seasonal Variations - Simple Average Method - Ratio to Moving Average Method.

UNIT-V

Index Numbers - Weighted and UN weighted Index Numbers - Cost of Living Index Number -Test on index Numbers.

Note: The proportion between theory and problems shall be 20: 80

Text Books:

1. P.R. Vittal - Business Statistics and Mathematics, Margham Publications
2. S P Rajagopalan and R Sattanathan –Business Mathematics –Vijay Nicole Imprints (P) Ltd
3. S P Rajagopalan and R Sattanathan –Buiness Statistics-Vijay Nicole Imprints (P) Ltd

Books for Reference:

1. J.K. Sharma - Business Statistics - Pearson Publications
2. P. Navaneetham - Business Statistics and Mathematics S P Gupta –Statistical Methods- Sultan Chand & Sons
3. S G Gupta and V K Kapoor –Fundamentals of Applied Statistics –Sultan Chand & Sons

Sem-2	Subject Name	Hrs./W	Cr	Study Components
BABA23B	Principles of Banking System	6	6	ALLIED-1

Course Objectives:

To enlighten the students the functions of Modern Commercial Banks and provide the students with the latest development in the fields of Banking System

Learning Objectives:

Recognize knowledge on banking and financial system in India

Choose appropriate commercial banks and its products

Differentiate and familiarize with banking system in India

Students will analysis and understand the better customer relationship

Synthesize about modern banking services like e-banking, m-banking and internet banking

UNIT-I

Introduction - Origin of Banks - Definition of Bank - Types of Bank - Banking Systems - Unit Bank - Merits of Unit Bank - Demerits of Unit Banks - Branch Bank - Its merits and demerits -Financial System - Components of financial system.

UNIT-II

Concept of Social Responsibility of Banks - Role of banks in Primary, Secondary and Territory sector - Mixed Banking - Retail Banking - Wholesale Banking - Universal Banking.

UNIT-III

Reserve bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank

UNIT-IV

Functions of Modern Commercial Banks - Savings account - Current account - Difference between savings account and current account - Fixed Deposit - Recurring Deposit - Granting of Loan - Clean Loan - Second loan - Overdraft -Cash Credit.

UNIT-V

Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E- business - E-commerce - E-banking - Automatic Teller Machines.

Text Books:

1. Santhanam -Banking and Financial System ,Margham Publications
2. Sundharam&Varshney- Banking Theory Law and Practice
3. Gurusamy -Banking Theory Law and Practices — Vijay Nicole Imprints (P) Ltd.
4. S.N.Maheshwari -Banking Law Theory and Practice

Books for Reference:

1. Kandasami K P- Banking law and Practice
2. Varshney and Malhotra – principles of Banking – Sultan Chand & Sons

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BBA31	Production Management	5	4	Core Theory

Course Objectives:

To enable the students to understand the various process of production by that enable the students to be aware of techniques of Operations Management and familiarize students with quality control techniques used to effectively carry out Production.

Learning Objectives:

- ) Identify the production and relate with production management.
- ) Relate the quality control and quality management.
- ) Apply the learnt technique with work measure.
- ) Identification of plant location and inspection will be done
- ) Evaluate the quality of work through P chart & X Chart.

UNIT-I

Production System - Introduction - Production - Productivity - Production Management - Objectives of Production Management - Functions and scope of production management - Relationship of production with other functional areas.

UNIT-II

Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling.

UNIT-III

Plant Location - Introduction - Need for selecting a suitable location - Plant Location problem - Advantage of Urban, suburban and rural locations - Systems view of location - Factors influencing plant location. Plant layout - Plant layout problem - Objectives - Principles of plant layout - Factors influencing plant layout - Types of layout.

UNIT-IV

Work and Method Study - Importance of work study - Work study procedures - Time study - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.

UNIT-V

Quality Control - Types of inspection - Centralized and Decentralized - P chart - X chart - Construction - Control - TQM.

Text Books:

1. Saravanavel P and Sumathi S - Production and Materials Management, MarghamPublications.
2. Paneerselvam - Production and Operations Management - Prentice - Hall of India.
3. Aswathappa,K – Production and Operations Management-Himalaya Publishers

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BBA32	Management Accounting I	5	4	Core Theory

Course Objective:

The objective of the course is to familiarize the students with basic management accounting concept and their application in managerial decision making.

Learning Objectives:

- Ñ Analyze various tools and techniques of Management accounting and its importance in decision making.
- Ñ Apply ratio analysis techniques in a business
- Ñ Calculate accounting ratios and interpret them relevantly.
- Ñ Prepare Fund flow statement and cash flow statement
- Ñ Design a cash flow statement that shows how changes in balance sheet accounts and income affect

Unit-I

Management Accounting – Definition - Objectives and functions – Advantages and limitations – Distinction between Financial Accounting and Management Accounting – Meaning of Financial statements - Tools of Financial Statement Analysis – Comparative Financial Statements – Common Size Financial Statements – Trend Percentages.

Unit-II

Ratio Analysis: Meaning - Definition – Significance - Limitations – Classification – Liquidity Ratios (Short Term Solvency Ratios) and Long term Solvency Ratios.

Unit-III

Ratio Analysis: Concept of ratio, Uses of Ratio – Turnover and Profitability Ratios.

Unit-IV

Fund Flow Analysis: Meaning - Definition – .Uses of Fund Flow Statement – Limitations of Fund Flow Statement – Preparation of Fund Flow Statement.

Unit –V

Cash flow Analysis: Meaning - Definition – .Uses of Cash Flow Statement – Limitations of Cash Flow statement –Distinction between Fund Flow Statement and Cash Flow Statement – Preparation of Cash Flow Statement.

(Weightage of Marks: Problems – 80%, Theory – 20%)

Text Books:

1. T.S. Reddy & Hari Prasad Reddy – Management Accounting – Margham Publications.
2. Murthy A and Gurusamy S – Management Accounting: Theory and Practice – Vijay Nicole Imprints Private Limited
3. Manmohan & Goyal – Management Accounting – Saithya Bhavan, Agra.
4. R.S. Pillai & Bhagavathi – Management Accounting – S. Chand & Co. Ltd, New Delhi
5. S.N. Maheswarin – Management Accounting – Sultan Chand & Sons, New Delhi



Sem-3	Subject Name	Hrs./W	Cr	Study Components
BBA33	Strategic Management	5	4	Core Theory

Course Objectives:

To enable students to understand the basics of strategies adopted by business firms and help students to understand the environmental factors affecting the management of Business by which familiarize them with the formulation, implementation & evaluation of strategies

Learning Objectives:

- J Explain the need for integrating analysis and intuition in strategic management
- J Define and give examples of key terms in strategic management
- J State the nature of strategy formulation, implementation and evaluation activities
- J Describe the benefits strategic alternatives for successful business.
- J Explain the advantages and Disadvantages of entering global markets

UNIT-I

The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities

UNIT-II

Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis – SWOT

UNIT-III

Generic strategic alternatives - horizontal, vertical diversification - active and passive alternatives.

UNIT-IV

External growth strategy - merger acquisition - amalgamation - joint venture - problems organizational structure and corporate development - line and staff function - evaluation of organization structure - management of change.

UNIT-V

Implementation of strategy - elements of strategy - leadership and organizational climate - planning and control of implementation

Text Books:

1. Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.
2. Dr. S.Sankaran –Strategic Management, Margham Publications
3. S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

Books for Reference:

1. Kazmi - Business policy & Strategic Management - Tata McGraw-Hill pub.
2. Azharkazmi, Business Policy.

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BBA34	Managerial Economics	4	3	Core Theory

Course Objective:

To acquaint the students with principles of economics in managerial decision making

Learning Objectives:

- ) Investigate the concepts of managerial economic
- ) Predict the demand & supply and consumer behavior
- ) Inspect the cost concepts and production function
- ) Identify the pricing methods for products
- ) Synthesis the market structure in business unit

UNIT-I

Nature and Scope of Managerial Economics - Definition of Economics - Important concept of Economics - Basic Economic problem - Relationship between Micro and Macroeconomics - Managerial Economics - Nature and Scope - Objectives of the Firm.

UNIT-II

Theory of Consumer behaviour - Managerial Utility Analysis indifference curve and analysis Meaning of Demand - Law of Demand - Types of Demand - Determinants of demand - Elasticity of Demand - Demand Forecasting.

UNIT-III

Production and Cost Analysis - Law of returns to scale and Economies of scale - Cost analysis - different cost concepts - Cost - output relationship - Short run and long run - Revenue curves of firms - Supply Analysis.

UNIT-IV

Pricing Methods and Strategies - Objectives - Factors - General Considerations of Pricing - Methods of pricing - Role of Government - Dual pricing - price Discrimination.

UNIT-V

Market forms - Market structure - Basis of Market classification - Output determination - Perfect Competition - Monopoly - Monopolistic Competition - Duopoly - Oligopoly.

Text Books:

1. Dr. S. Sankaran – Managerial Economics –Margham Publication
2. Aryamala T – Managerial Economics – Vijay Nicole Imprints Private Limited
3. Mankar: Business Economics, Macmilan Ltd.,
4. Varshney RL and Maheshwari KL - Managerial Economics.
5. YogeshMaheshwari - Managerial Economics - Prentice-Hall of India.
6. Gupta GS - Managerial Economics.
7. Jinghan M.L. - Micro Economics, Vrinda Publications (P) Ltd. (Theory).

Books for Reference:

1. Dean - Managerial economics - Prentice-Hall of India.
2. Peterson - Managerial Economics - Prentice-Hall of India.
3. Mote Paul Gupta - Managerial Economics – MGH.
4. Mehta P.L. - Managerial Economics.

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BABA35A	Office Management	6	4	ALLIED-2

Course Objective:

To enable students to understand management of office, methods, environment and procedures

Learning Objectives:

Apply office Functions deliberately to meet organizational excellence

Design office location and manage records, files in a systematic manner

Use office appliances, equipment's and computers to maintain documents of the office

Categories internal and external communication to convey information by following management hierarchy

Invent better filing system for future evidence

UNIT-I

Office - Meaning and scope – Office Functions - Qualifications of Office Manager – Office Management – Definition – Elements of Office Management – Functions of Office Management.

UNIT-II

Location of an Office – Office Accommodation – Office Layout –Office Environment

UNIT-III

Office Furniture – Factors considered in selecting office furniture – Types of office furniture – Office Appliances and equipment's –Importance – Merits and Demerits - Typewriter - Duplicators - Photo Copier - Franking Machine - Communication equipment : Dictaphone - Intercom - Telephone - Telex - Fax - PABX - PBX - Uses of Computers in Office .

UNIT-IV

Mail service – Handling Inward Mail Service – Handling Outward Mail Service - Communications – Internal and external communication – Mechanical Devices for Oral Communication - Mechanical Devices for written Communication – Office Forms – Principles of Forms Design – Form Control – Continuous Stationery.

UNIT-V

Records Management – Objectives – Filing –Definition –Essentials of a good filing system – Centralized and Decentralized Filing System –Methods of Filing –Classification of Files – Indexing – Definition – Types.

Text Books:

1. V.Balachandran and V.Chandrasekaran –Office Management – Vijay Nicole Imprints private Limited.
2. N.S, Raghunathan – Office Management – Margham Publications
3. P.k.Ghosh – Office Management –Sultan Chand & Sons.
4. C.B.Gupta – Office Organisation and Management, Sultan Chand & Sons.
5. Pillai R.S.N, Bhagwathi. V - Office Management

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BNEN35	LANGUAGE SKILLS FOR COMMUNICATION	3	2	Non-Major elective

#### LEARNING OBJECTIVES

To make students to understand English better and to improve communication both verbal and written in English language

After completing this course, the students will be able to

- ) After completing this unit the student will be able to read and comprehend the communication. The student will get an idea about agendas and minutes.
- ) The students will get an idea to plan and prepare well for speech effectively. The students will get an idea to use body language effectively.

#### SYLLABUS

UNIT 1 - 1. Email Communications 2. Non-Verbal Communication 3. Effective Listening 4. Making Presentations

UNIT 2 - 5. Interview Techniques 6. Group Discussion 7. Preparing an Effective CV

#### REFERENCES

1. Prescribed Text: Business Communication Techniques and Methods. (Orient Black Swan) 2010 by OMP.Juneja&AaratiMujundar Rs.90/-

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BSBA36	Customer Relationship Management	3	3	Skill based Subject

Course Objective:

The objective of this course is to enable the students to understand the importance of satisfying the customer in today's competitive world.

Learning Objectives:

- ) Distinguish the layers of Customers Satisfaction and Loyalty
- ) Criticize the Key Stages of CRM, Benefits and Growth.
- ) Identify the effective use of CRM and components.
- ) Investigate the Process and Governance of performance evaluation.
- ) Organize central process and technology with CRM.

UNIT-I

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing

UNIT-II

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

UNIT-III

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

UNIT-IV

CRM Process Framework – Governance Process – Performance Evaluation Process

UNIT-V

Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

Text books:

1. Dr. P. Sheela Rani – Customer Relationship Management – Margham Publications.
2. G.Shainesh, Jagdish N Sheth – Customer Relationship Management – Laxmi Publication Pvt. Ltd.
3. K.Balasubramaniyan - Customer Relationship Management, , GIGO publication, 2005.

Books for Reference:

1. Dr.RaviKalakota E-business – Roadmap for success, , Pearson education Asia, 2000.
2. Rebecca Saunders - Business – The Dell way, India book distributors, 2000.
3. Amritiwana - The essentials guide to knowledge management – E-business and CRM application, , Pearson education, 2001.

Sem-3	Subject Name	Hrs./W	Cr	Study Components
BNBA37	Management Concepts	3	2	Non-major elective

Course Objectives:

To enable the students understand the Principles of Management and how to acquire skills to become a good manager.

Learning Objectives:

- ) Describe the concepts related to business
- ) Demonstrate the roles, skills and functions of management
- ) Analyses effective concepts of management and solve organizational problems
- ) Develop optimal managerial decisions
- ) Construct the complexities associated with the management of human resources in the organizations

UNIT-I

Management – Definition – Importance – Role and Functions of a Manager

UNIT-II

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO

UNIT-III

Organising – Purpose – Line and Staff Organisation – Committee Organisation - Departmentation – Span of Control – Delegation of Authority – Centralization and Decentralization of Authority

UNIT-IV

Directing – Leadership – Motivation – Communication - Process of Communication – Barriers of Communication

UNIT-V

Controlling – Need and Importance – Control process – Co-ordination – Need – Principles – Approaches to achieve effective Co-ordination

Text Books:

1. Sundar - Principles of Management –Vijay Nicole Private Limited
2. Dr.C.D. Balaji –Principles of Management –Margham Publications

Books for Reference:

2. L.M.Prasad – Priniciples and Practice of Management – Margham Publication.
3. R.N.Gupta – Principles of Management - S.Chand & Co.

Semester	Subject Name	Study Components	Hrs./Week
3	Entrepreneurial Development	Vocational Education	3

Course Objective:

The objective of the course is to make the students understand its concept of entrepreneurship and to give a comprehensive idea of opportunities for small enterprises.

Learning Objectives:

- Analyze to know about the insights of Entrepreneur and Entrepreneurship
- Predict the awareness about the Business opportunity Identification and Preliminary Project Report (PPR)
- Compute and showed interest and practiced Business plan from the point view of entrepreneur
- Evaluate their skills in learning Institutional Support to New Venture

UNIT-I

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs - Entrepreneurial Scene in India - Factors influencing Entrepreneurship – Functions of an Entrepreneur.

UNIT-II

Entrepreneurial growth - Role played by government and Non-Government agencies in promoting Entrepreneurship - Entrepreneurship Development Programmes - SISI, TIIC, SIDBI, DIC, NSIC, IDBI, IFCI

Problems of Entrepreneurs: Women entrepreneurs - Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs.

UNIT-III

How to enter into Market? - Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility – Technical Feasibility - Legal Feasibility.

UNIT-IV

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report

UNIT-V

Procedure for starting an enterprise – factors involved in selecting new unit - Franchising and Acquisition – Qualities of successful Entrepreneurs –Case Study

Text Books:

1. Dr. Jayshree Suresh - Entrepreneurial Development – Margham Publications
2. Raj Shankar –Essentials of Entrepreneurship – Vijay Nicole Imprints Pvt. Ltd.

Books for Reference:

1. .Saini - Entrepreneurship: Theory & Practice.
2. Gupta CB - Entrepreneurial Development.
3. Vasant Desai - Dynamics of Entrepreneurial Development and Management.

Sem-4	Subject Name	Hrs./W	Cr	Study Components
BBA41	Materials Management	5	4	Core Theory

Course Objectives:

To make the students understand the decision making process in planning, purchasing materials and to understand the inventory control techniques

Learning Objectives:

- ) Familiarize the function and importance of materials management
- ) Classify tools of inventory control in the production planning
- ) Demonstrate international purchase and import purchase procedure to purchase management
- ) Analysis the stores keeping and Materials handling in inventory planning
- ) Identify the vendor rating and ISO types

UNIT-I

Materials – Meaning – Types - Materials Management - Definition and Functions - Importance of materials Management - Integrated materials management - The concept  
-advantages

UNIT-II

Inventory control - Function of inventory - Importance - Replenishment stock - Material Demand Forecasting - Material Requirement Planning MRP - Basis - Tools of Inventory Control - ABC - VED - FSN analysis - Inventory control of spares and slow moving items - EOQ and EBQ etc - Stores planning.

UNIT-III

Purchase Management - Purchasing - Procedure - Dynamic purchasing - Principles - Import substitution - International Purchase - Import purchase Procedure.

UNIT-IV

Store Keeping and Materials Handling - Objectives - Function of store keeping - Store responsibilities - Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards – Bin card - Stock Cards.

UNIT-V

Vendor rating - Vendor development - Purchase Department - Responsibility - Buyer - Seller relationship - Value analysis - ISO – Types

Text Books:

1. Saravanavel P and Sumathi S - Production and Materials Management , Margham Publications.
2. Chunnawalla and Patel - Production and Materials Management

Books for Reference:

1. Muhdnan - Production and Operation Management MacMillan
2. Dutta - Integrated Materials Management
3. Varma - Materials Management



Sem-4	Subject Name	Hrs./W	Cr	Study Components
BBA42	Management Accounting II	5	4	Core Theory

Course Objective:

To enable the students to know the nature and scope of management accounting and gain knowledge in marginal costing, budget and standard costing.

Learning Objectives:

- J Explain the concept of Budget and Budget control to enlighten the students thought and knowledge on management accounting
- J Discuss about Ranking investment proposals in capital Budgeting
- J Use accounting knowledge to develop the know-how and concept of marginal costing with practical problems
- J Describe the foreign market offer and maintaining a desire level of profit
- J Plan to give proper idea of financial statement analysis in practical point of view.

Unit-I

Budget and Budgetary Control: Definition – Objectives – Uses and Limitations – Preparation of Materials Purchase, Production, Sales, Cash and Flexible Budget – Zero Base Budgeting.

Unit-II

Capital Budgeting: Concepts – Nature – Advantages and Limitations – Ranking investment Proposals – Payback Period, ARR, NPV ,IRR .

Unit-III

Marginal costing: Definition – Advantages and Limitation – Marginal Cost Equations - Contribution - Cost-Volume-Profit Analysis – P/V Ratio – BEP – Margin of Safety.

Unit-IV

Application of Marginal Costing Techniques Cost Control: Key factor - Make or Buy decision – Selection of Product mix – Fixation of Selling price – Closure of a Department or Discontinuing a product - Foreign market offer – Maintaining a desired level of profit.

Unit-V

Standard Costing: Definition – Features – Advantages – Limitation – Analysis of Variances – Materials Variance – Labour Variance.

(Weightage of marks: Problems – 80% Theory - 20%)

Text Books:

1. T.S. Reddy & Hari Prasad Reddy – Management Accounting – Margham Publications, Chennai.
2. Murthy A and Gurusamy S –Management Accounting: Theory & Practice –Vijay Nicole Pvt. Ltd.
3. R.S.N. Pillai & Bhagavathi – Management Accounting – S. Chand & Co. Ltd., New Delhi.
4. S.P. Jain and Narang – Cost Accounting – kalyani Publishers, New Delhi.

Sem-4	Subject Name	Hrs./W	Cr	Study Components
BBA43	Business Environment	5	3	Core Theory

Course Objectives:

To provide the students to have an overview of business environment and opportunities to analyze and approach the need for environment

Learning Objectives:

- ) Evaluate the elaboration of business environment and their impact.
- ) Analyze the relationship of Government and business to understand the political, economic, legal and social policies of the country.
- ) Explain the impact of foreign culture in the social environment.
- ) Analyze current economic conditions in developing emerging markets, with future
- ) Compile the role of NBFC'S and commercial banks in the financial environment.

UNIT-I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT-III

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT-IV

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT-V

Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non- Banking Financial Companies NBFC's

Text Books:

1. Dr. S. Sankaran - Business Environment, Margham Publications
2. NamithaGopal –Business Environment –Vijay Nicole Imprints
3. Aswathappa - Business Environment.

Sem-4	Subject Name	Hrs./W	Cr	Study Components
BBA44	Operations Research	4	3	Core Theory

Course Objective:

To make students understand the various tools and techniques like Linear Programming problems, transportation problems, assignment problems, game theory used in business decision making.

Learning Objectives:

- ) Explain basic concepts such as Linear Programming problems, Graphical method of solving LPP.
- ) To find Assignment Problems, Transportation Problems, Degeneracy, Methods of finding initial Basic Feasible Solution.
- ) To find Game Theory, Optimum Strategy with Saddle Point, without Saddle Point, Dominance Rule, Graphical Method of solving Game.
- ) To find Sequencing Problem, Processing n jobs through two machines, processing and jobs through three machines, Replacement Models.
- ) Critical Path Method (CPM), Problem Evaluation and Review Technique (PERT), Construction of Network Diagram.

UNIT - I

Operations Research – Various Models – Application and Scope – Merits and Demerits, Linear Programming Problem (LPP) – Characteristics – Formulation Graphical Method of solving LPP – Simple Problems.

Unit - II

Assignment Problems –Transportation Problems – Degeneracy –Methods of finding Initial Basic Feasible Solution – Simple Problems.

Unit - III

Game Theory –Value of Game – Optimum Strategy – with Saddle Point – without Saddle Point – Dominance Rule – Graphical Method of solving Game – Simple Problems.

Unit - IV

Sequencing Problem – Processing n jobs through two machines – processing n jobs through three machines – Replacement Models – Simple problems

Unit - V

Networking – Critical Path Method (CPM) – Problem Evaluation and Review Technique (PERT) - Basic Differences between PERT and CPM – Construction of Network Diagram – Rules – Simple Problems.

Proportion of Theory and Problem: 20:80

Text Books:

1. Dr. P. R, Vittal – Operations Research – Margham Publications.
2. Gurusamy S – Elements of Operations Research –Vijay Nichole Imprints (P) Ltd.
3. J. k. Sharma –Operations Research – Laxmi Publications pvt.Ltd.

Reference Book:

1. Gurusamy S – Operations Research – Vijay Nichole Imprints (P) Ltd.

Sem-4	Subject Name	Hrs./W	Cr	Study Components
BABA45A	Organizational Behavior	6	6	ALLIED-2

Course Objectives:

To familiarize the students with behavioral pattern of human beings at individual and group level in the context of an organization, which in its turn is influenced by the environmental enveloping it. To enhance the students well regard to knowledge, production and control of human behavior

Learning Objectives:

- ) Assess the importance of human behavior in organizations and to reason out the organizational behavior theories
- ) Analyze the formation, characteristics and theories of group dynamics.
- ) Identify various theories and styles on leadership and to motivate students to become best leaders in the society.
- ) Decipher various dimensions of organizational culture and climate and to realize the impact of organizational effectiveness and the measures to solve various conflicts.
- ) Enumerate students about the various factors of change in the organization and to realize various factors of development in the organization.

UNIT-I

Organizational behavior - meaning – Nature - importance – Role – historical development of organizational behavior - organization as a social system – socio technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance

UNIT-II

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.

UNIT-III

Leadership concept - characteristics - leadership theories - leadership styles - managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation, Morale – Meaning – Characteristics – Determinants of Morale

UNI - IV

Organizational culture –Definition – Determinants of Organizational culture– Characteristics – Types – Functions, Organisational Climate –Definition Determinants of Organisational Climate – Distinction between Organisational Culture and Organisational Climate, Organisational Effectiveness – Definition – factors influencing Organisational Effectiveness – Approaches to Organisational Effectiveness. Organisational Conflict – Definition –Features – Sources of Conflict – Different stages of conflict –Measures to stimulate conflicts.

UNIT-V

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - organizational development - meaning and process.

Text Books:

1. Dr. C.D. Balaji – Organisational Behavior –Margham Publications
2. J. Jayasankar - Organizational behavior, Margham Publications
3. Aswathappa. K. - Organizational behavior - HPH, Bombay.
4. Dr.P.K.Ghosh, ParthoGhosh –Organisation Behavior –Laxmi publications Pvt. Ltd.

<b>Sem-4</b>	<b>Subject Name</b>	<b>Hrs./W</b>	<b>Cr</b>	<b>Study Components</b>
<b>BNEN45</b>	<b>LANGUAGE SKILLS FOR COMMUNICATION</b>	<b>3</b>	<b>2</b>	<b>Non-Major elective</b>

Course Objectives:

To make students to understand English better and to improve communication both verbal and written in English language

Learning Objectives:

- ) After completing this unit the student will be able to read and comprehend the communication. The student will get an idea about agendas and minutes.
- ) The students will get an idea to plan and prepare well for speech effectively. The students will get an idea to use body language effectively.

UNIT- 1

- ) Getting people's attention and interrupting
- ) Giving instructions and seeking clarification
- ) Making requests, Asking for direction and giving directions

UNIT- 2

- ) Inviting, Accepting and refusing invitation
- ) Apologizing and responding to an apology
- ) Congratulating and responding to congratulations
- ) Asking for, Giving and refusing permission

Sem-4	Subject Name	Hrs./W	Cr	Study Components
BSBA46	Total Quality Management (SBS II)	3	3	Skill based Subject

Course Objective:

The objective of this course is to acquaint the students with the basic concept of Total Quality from design assurance to service assurance, to give emphasis on International quality certification systems – ISO 9000.

Learning Objectives:

- ) Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
- ) Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
- ) Analyze the organisational, communication and teamwork requirements for effective quality management.
- ) Compile the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation.
- ) Demonstrate critical activities of an organization by bringing together resources, equipment, people and procedures.

UNIT-I

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop

UNIT-II

Conceptual Approach to Statistical Quality Control – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement

UNIT-III

Process Capability Studies – Humanistic Aspects of TQM – Management of Quality Circle and ZD Programmes

UNIT-IV

Q-7 Tools – Taguchi Loss Function – Failure Analysis – Just in Time – JIT Pull System – JIT Purchase

UNIT-V

Optimum Maintenance Decisions – Total Productive Maintenance – Process Design – Buyer -Seller Relations – Supply Chain Management

Text Books:

1. Srinivasa Gupta & Valarmathi – Total Quality Management – Vijay Nicole Imprints
2. SubbaRao P – Total Quality Management , Tata McGrawHil
3. SridharaBhat – Total Quality Management , Himalaya Publishing House
4. P. Saranaval& S. Balakumar – Total Quality Management , Margham Publications
5. Dr. S.Kumar – Total Quality Management – Laxmi Publications Pvt. Ltd.

Books for Reference:

1. SandeepaMalhotra, Quality Management planning, Deep& Deep, 2006.

Sem-4	Subject Name	Hrs./W	Cr	Study Components
BNBA47	Training and Development (NME II)	2	2	Non-Major Elective

Course Objective:

The purpose of this paper is to provide and in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

Learning Objectives:

- ) Identify the skills which are transferable from teaching to training and describe the learning styles
- ) Define the motivation and relate it to training context
- ) Analyze the problems and provide solutions to enable effective
- ) Relate the input upon activity
- ) Evaluate the training materials for trainees of different experiential levels
- ) Compile a checklist of evaluation criteria and express valid, measurable Learning Objectives

UNIT- I

Concepts of Training and development – Identifying Training Needs – Structure and Functions of Training Department – Evaluation of Training Programme – Role, Responsibilities and Challenges to Training Managers.

UNIT-II

Techniques of on the job training – Coaching – Apprenticeship – Job Rotation – Job Instruction Training – Training by Supervisors – Techniques of off the job Training, Lecturers, Conferences, Group Discussion

UNIT-III

Concept of Career – Career Stages – Career Planning – Need – Importance - Steps in Career Planning –Career Development – Characteristics – Need - Methods of Career Planning and Development.

UNIT-IV

Management Development – Meaning – Definition – Need and importance of Management Development – Characteristics - Levels – Management Development Process and Components of MD Programme

UNIT-V

Need for Training in India – Government Policy on Training – Training Institutes in India – Management Development Institute

Text Books:

1. Thirumaran D, V.Santhosh – Training and Development, Takur Publishers Chennai.

Reference Books:

1. Aggarwala, D.V., Manpower Planning, Selection, Training and Development, New Delhi, Deep & Deep Publications (P) Ltd., 1999.



Sem-5	Subject Name	Hrs./W	Cr	Study Components
BBA51	Marketing Management	6	4	Core Theory

Course Objectives:

To enable the students to understand the elements of the complex world of Marketing which impart the students the need for marketing science in the modern business world

Learning Objectives:

- ) Analyze the various environmental factors of marketing.
- ) Apply the knowledge of market segmentation related to buyer's behavior
- ) Evaluation of Product life Cycle.
- ) Compare the knowledge of marketing channel and sales management.
- ) Outline the knowledge on advertising and sales promotion.

UNIT-I

Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product or Services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

UNIT-II

Buyer Behavior - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior  
Market segmentation - Need and basis of Segmentation - Marketing strategy - Targeting – Positioning.

UNIT-III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics -Classifications - Consumer goods - Industrial goods - New product development - process -Product Life Cycle - - Product line and product mix decisions - Branding - Packaging.

UNIT-IV

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies – Channel of distribution - importance - Various kinds of marketing channels – Factors considered in Selecting Channel of Distribution.

UNIT-V

Promotion - Advertising -- Personal Selling - Sales Promotion

Text Books:

1. J.Jayasankar – Marketing – Maargham Publications
2. C. N. Sontaki – Marketing Management

Books for Reference:

1. Philip Kotler and Armstrong - Marketing Management

Sem-5	Subject Name	Hrs./W	Cr	Study Components
BBA52	Business Law	6	4	Core Theory

Course Objective:

To enlighten the students the elements of General Contract and Special Contract and by expose the students to legislations relating to sales.

Learning Objectives:

- ) Describe capable of assessing business law related terminology
- ) Demonstrate the performance of contract in a business
- ) Compare rules and regulation of bailment, pledge and guarantee
- ) Inspect the contract of agency and plan agency business
- ) Investigate the sale of goods act 1930

UNIT-I

Formation and essential elements of contract – Types of contract and agreements - rules as to offer, acceptance and consideration – capacity to contract – lawful object and free consent.

UNIT-II

Performance of contract – Discharge of contract – Breach of contract and remedies – Quasi contract

UNIT-III

Guarantee – features and distinctions – Bailment and pledge – features difference – Rights and duties of bailor and Bailee.

UNIT-IV

Contract of agency – definition and meaning – Rights of Principal and agent – relation of Principal with third parties - personal liability of agent – termination of agency

UNIT-V

Sale of goods Act 1930 – definition – sale vs. agreement to sell – express and implied conditions and ..... Caveat ..... and exceptions – Rights of an unpaid seller.

Text Book:

1. Dr. J. Jayasankar – Business Law- Margham Publications
2. N.D. Kapoor- Business law
3. Balachandran V and Thothadri S –Business Law – Vijay Nicole Imprints (P) Ltd

Books for Reference:

1. M.C. Dhandapani - Business law
2. M.C. Shukla - Business law
3. R.S.N. Pillai & Bagavathi- Business law
4. P.C. Tulsion - Business law

Sem-5	Subject Name	Hrs./W	Cr	Study Components
BBA53	Cost Accounting	5	4	Core Theory

**Course Objectives:**

To familiarize the students on the importance of cost ascertainment, reduction and control and develop the skills needed to apply costing techniques for each element of cost by help students to understand the procedures to calculate the cost of the product and service

**Learning Objectives:**

- ) Demonstrate the concept of cost accounting
- ) Design and prepare cost sheet in its practical and business point of view
- ) Apply the accounting knowledge to facilitate the idea and meaning of material control with pricing methods
- ) Develop the knowledge about remuneration and incentives
- ) Explain the concept of overhead cost

**Unit -I**

Cost accounting: Nature and Scope – Objective, Advantages and Limitations – Financial Vs Cost Accounting - Types of Costing - Cost Classification

**Unit-II**

Cost Sheet – Meaning – Objectives – Specimen of Cost Sheet – Preparation of Cost Sheet, Tenders and Quotations.

**Unit –III**

Purchase department and its objectives – Purchase procedure – Store Records – Bin Card – Store Ledger Account - EOQ - Levels of Stock –Re-Order Level, Maximum Level, Minimum Level, Average Level - Methods of Pricing of Material Issues - FIFO, LIFO, Simple Average price and Weighted Average price methods.

**Unit-IV**

Labor Turnover: Causes, Methods of measurement and Reduction of Labor Turnover – Idle and over Time –Methods of Wage Payment – Piece Rate – Straight Piece Rate – Differential Piece Rate –Taylor’s Differential Piece Rate – Merrick’s Multiple Piece Rate – Time Rate – Incentive Plan :Halsey plan , Rowan Plan.

**Unit-V**

Overhead – Meaning - Classification of Overhead costs – Departmentalization of overheads – Allocation and Apportion of overhead costs – Primary Distribution of Overhead - Secondary distribution of overheads (Repeated Distribution Only).

**Text Books:**

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai

**Books for Reference:**

1. Murthy A & Gurusamy S – Cost Accounting – Vijay Nicole Imprints
2. S.P. Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi.

Sem-5	Subject Name	Hrs./W	Cr	Study Components
BBA54	Computer Application in Business	5	4	Core Theory

Course Objective:

The main objective of this course is to acquaint the students with special applications of IT in business. It will also familiarize students regarding IT application in documents handling and various other computer application in business.

Learning Objectives:

- ) Outline the basics of information technology in the present business
- ) Prepare a word document and can create tables and charts for business presentation.
- ) Create an excel file and that can have demonstrated for business purpose.
- ) Prepare and demonstrate a power point presentation
- ) Explain and can understand the recent development in the E-commerce Industry.

UNIT-I

Information Technology Basics - Information definition - Prerequisites of Information - need for Information - components of information Technology - Role of Information Technology in Business.

UNIT-II

Word processing with MS Word: Starting Ms word - Ms word environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing a document.

UNIT-III

Spread sheets and Ms Excel: Starting MS Excel - Ms Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

UNIT-IV

Making presentation with MS power point - starting Ms power point - Ms power point environment - working with power point - working with different views - designing presentation - printing in power point.

UNIT-V

Electronic Commerce - Types - Advantages and disadvantages - Electronic data interchange (EDI) - How EDI works - EDI benefits - EDI limitations - SMART card - SMART card applications.

Text Books:

1. Leon & Leon – Computer Application in Business – Vijay Nicole Imprints Pvt. Ltd
2. Dr.P. Rizwan Ahmed – Computer Application in Business with Tally –Margham Publications
3. Mohan Kumar – Computer Application in Business – Vijay Nicole Imprints Pvt. Ltd
4. AnanthiSheshasayee – Computer Application in Business – Margham Publications

Sem-5	Subject Name	Hrs./W	Cr	Study Components
BEBA55A	Human Resource Management	5	3	Elective

Course Objective:

The objective of the course is to familiarize students with different aspects of managing human resources in the organization through the phases of acquisition, development and retention.

Learning Objectives:

- ) Explain the importance of human resources and their effective management in organizations.
- ) Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.
- ) Describe the meanings of terminology and tools used in managing employees effectively.
- ) Record governmental regulations affecting employees and employers.
- ) Analyze the key issues related to administering the human elements such as motivation, compensation and performance appraisal.

UNIT-I

Nature and scope of HRM - Difference between Personnel Management and HRM Functions of HRM - Environment of HRM - Strategic HRM.

UNIT-II

Human Resource Planning - Recruitment - Selection - Methods of Selection - Use of various tests - Interview techniques in selection - Placement.

UNIT-III

Induction – Importance - Meaning of Training and Development - Training Methods - Techniques - Identification of Training needs.

UNIT-IV

Performance Appraisal –Definition – Need for Performance Appraisal – Objectives – Process - Methods – Compensation.

UNIT-V

Transfer - Promotion and termination of services - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope – Approaches

Text Books:

1. Dr. J. Jayasankar - Human Resource Management –Margham Publications
2. Aswathappa K - Human Resource and Personnel Management

Sem-5	Subject Name	Hrs./W	Cr	Study Components
BSBA56	E-Business (SBS III)	3	3	Skill based Subject

Course Objective:

To learn the methodology of doing Business with Internet, Also the course has been developed to introduce the concept of electronic market space and electronic commerce Infrastructure.

Learning Objectives:

- ) Explain E-Commerce Frameworks and differentiate Traditional Vs E-Business Applications
- ) Elaborate Communication system and communication processes and Explain different types of Network.
- ) Identify different layers of OSI Model and Define Protocols and Types of protocols
- ) Write various EDI Applications in Business and Explain different security tools
- ) List and demonstrate E-Payment options available.

UNIT-I: Introduction

E-Commerce Framework – Traditional vs. E-Business Applications – Architectural Framework – The Internet as Network Infrastructure – Major Categories of E- Commerce – B2C, B2B, C2B and C2C Applications

UNIT-II: Networks

Overview of Communication Network – Communication Processors – Communication Media – Communication Satellite – Types of Networks - Wireless Networks – – Wireless Internet Access ISDN – Dial-Up – Broadband – Wi-Fi.

UNIT-III: Firewalls and Securities

OSI Models – Network Security and Firewalls – Protocols – Types of Protocols – Client Server Network Security – Firewalls and Network Security – Data and Message Security – Encrypted Documents - Security Tools: Digital Signature, Digital Certificate.

UNIT-IV: EDI in Business

E-Commerce and World Wide Web – Electronic Data Interchange (EDI) – EDI Applications in Business, Intranet Application in Business

UNIT- V: E-Payment Systems

Online Payment – Payments Cards – Electronic Cash – Electronic Cheques - Electronic Wallets – Debit Cards- Credit Cards – Smart Cards – – Stored Value Cards – Banking : Net Banking, Mobile Banking - Internet Technologies .

Text Books:

1. Dr. P.RizwanAhmed , E-Business & E-Commerce, Margham Publications
2. Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce –Margham Publications
3. SrinivasaVallabhan SV, E-Commerce ,Vijay Nicole Imprints Pvt. Ltd.S.Chand, Books for

Book for Reference:

1. Pete Loshin, John Vacca – Electronic Commerce –Laxmi Publicacations
2. R.Kolkota and A.B.Whinston: Frontiers of Electronic Commerce, New Delhi, Addison Wesley.

Sem-6	Subject Name	Hrs./W	Cr	Study Components
BBA61	Industrial Relations and Labor Laws	6	4	Core Theory

Course Objectives:

To introduce the basic concepts of industrial relations to the students and make students to familiarize the terms of collective bargaining in the light of industrial conflict

Learning Objectives:

- ) Elaborate the concept of Industrial Relations.
- ) Illustrate the role of trade union in the industrial setup.
- ) Describe the important causes & impact of industrial disputes.
- ) Classify various functions of International labour organization.
- ) Summarize the important provisions of factories act, 1948.

UNIT-I

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions

UNIT - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT-III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

UNIT-IV

Indian Factories Act: Objectives – Provisions of the Act regarding Welfare – Health – Safety Measures of Workers.

UNIT-V

Workmen's Compensation Act and International Labor Organization - Role and Functions

Text Books:

1. Sreenivasan M.R - Industrial Relations & Labor Legislations, Margham Publications
2. Aswathappa K - Human Resource and Personnel Management

Reference Books:

1. Michael V Industrial Relations in India and Workers Involvement in Management
2. Cowling – Essence of Personnel Management and Industrial Relations – Prentice – Hall of India.

Sem-6	Subject Name	Hrs./W	Cr	Study Components
BBA62	Entrepreneurial Development	5	4	Core Theory

Course Objective:

The objective of the course is to make the students understand its concept of entrepreneurship and to give a comprehensive idea of opportunities for small enterprises.

Learning Objectives:

- Analyze to know about the insights of Entrepreneur and Entrepreneurship
- Predict the awareness about the Business opportunity Identification and Preliminary Project Report (PPR)
- Compute and showed interest and practiced Business plan from the point view of entrepreneur
- Evaluate their skills in learning Institutional Support to New Venture

UNIT-I

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs - Entrepreneurial Scene in India - Factors influencing Entrepreneurship – Functions of an Entrepreneur.

UNIT-II

Entrepreneurial growth - Role played by government and Non-Government agencies in promoting Entrepreneurship - Entrepreneurship Development Programmes - SISI, TIIC, SIDBI, DIC, NSIC, IDBI, IFCI

Problems of Entrepreneurs: Women entrepreneurs - Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs.

UNIT-III

How to enter into Market? - Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility – Technical Feasibility - Legal Feasibility.

UNIT-IV

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report

UNIT-V

Procedure for starting an enterprise – factors involved in selecting new unit - Franchising and Acquisition – Qualities of successful Entrepreneurs –Case Study

Text Books:

1. Dr. Jayshree Suresh - Entrepreneurial Development – Margham Publications
2. Raj Shankar –Essentials of Entrepreneurship – Vijay Nicole Imprints Pvt. Ltd.
3. Khanka - Entrepreneurial Development.

Books for Reference:

1. .Saini - Entrepreneurship: Theory & Practice.
2. Gupta CB - Entrepreneurial Development.



Sem-6	Subject Name	Hrs./W	Cr	Study Components
BEBA63C	Investment Management	5	3	Elective

Objectives:

To impart skill on the fundamentals of Investment and Security Analysis through that students can identify the risk and returns involved in managing investment.

) Learning Objectives:

Describe the investment management process to investors

) Determine the various investment alternatives an individual investor

) Identify the risk and returns for previous / future investment

) Examine the bond and equity valuation for long term investment

) Classify the fundamental and technical analysis for future investment

Unit I

Investment –Meaning – Objectives – Investment Vs. Speculation –Investment Process – Investment information – Management of Investment.

Unit II

Investment Alternatives – Meaning – variable Income Securities – Fixed Income Securities – Tax Sheltered Saving Schemes –Mutual Funds –Real Assets – Modern Investment –Arts and Techniques.

Unit III

Risks and Returns – Meaning – Systematic Risks – Unsystematic Risks – Risk Measurement – Capital Returns and Revenue Returns –Computation of Expected Risks and Returns.

Unit IV

Investment Valuation – Time Value for Money – Bond Valuation – Yield to Maturity – Equity Valuation – capital asset pricing model.

Unit V

Investment Analysis – Fundamental Analysis –Economic Analysis – Industry Analysis – Company Analysis – Financial Analysis.

Reference Book:

1. Dr. L. Natarajan-Investment Management – Margham Publications
2. V.k.Bhalla ,Investment Management
3. Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints.

Sem-6	Subject Name	Hrs./W	Cr	Study Components
BEBA64A	Marketing Research	5	3	Elective

Course Objective:

The objective of this course is to understand the various aspects of Marketing Research, identify the various tools available to a Marketing Researcher and helps in marketing decision making.

Learning Objectives:

- ) Identify and define basic terms and concepts which are needed for marketing research
- ) Define research process and Research design involved in a research.
- ) Prepare research questions and data collection methods to understand how research questions are operationalized in a marketing research.
- ) Create a suitable sampling method for his research by synthesizing the different types of sampling.
- ) Evaluate the concepts of marketing research in different fields such as product research and advertising research

UNIT- I

Introduction to Marketing Research – Definition – Objectives –Growing importance of Marketing Research – Main Divisions of Marketing Research – Uses of Marketing Research – Limitations and Threats to Marketing Research.

UNIT – II

Marketing Research Process – Problem Definition – Research Purpose – Research Objective – Research Design

UNIT – III

Data Collection – Methods of Data Collection – Secondary Data – Sources of Secondary Data – Primary Data –Collection of Primary Data – Observation – Questionnaire – Designing a Questionnaire – Interviewing – Interviewing skills on the part of the investigator.

UNIT – IV

Basics of Sampling – Advantages and Limitations of Sampling – Sampling Process – Sampling Techniques – Probability and Non-Probability Sampling

UNIT –V

Application of Marketing Research – Product Research – Advertising Research

Text Books:

1. Dr.P. Ravilochanan –Marketing Research – Margham Publications
2. Sharma D - Marketing Research
3. S.L. Gupta - Marketing Research
4. G.C. Berry - Marketing Research
5. S. S. Sumathi and P. Saranaval, Marketing Research and Consumer Behavior

Sem-6	Subject Name	Hrs./Week	Cr	Study Components
BSBA65	Creativity and Innovation Management ( SBS IV)	3	3	Skill

Course Objective:

To enable the students to learn the various aspects of creativity and innovation

Learning Objectives:

- )] Identify the creativity in themselves and others.
- )] Apply creative and design thinking to real-world business situations
- )] Understand several innovation concepts/ methodologies
- )] Explain ways for innovation to be systematically triggered.
- )] Create how to build and lead an innovation team

UNIT-I

What is Creativity – Individual and Group Creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas?

UNIT-II

Thinking Hats Methods – Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Reverse Brainstorming – Synaptic – Morphological Method

UNIT-III

Creativity Exercises – Mental Gym – The Way the Mind Works – Difference Between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions.

UNIT-IV

Innovation – Suspended judgment – Analogies – Lateral Thinking – What is a Problem – Defined Problems – Creative Problem Solving – Models of Techniques of Creative Problem Solving

UNIT-V

Comparison of Creativity Techniques – Mental Gym Quiz – Blocks of Creativity – Fears and Disabilities – Energy for your Creativity – Creative – Making Your Environment More Creative – The Creative Life Quiz – Case Study

Text Books:

1. Dr. P. Rizwan Ahmed –Creativity and Innovation Management – Margham Publications
2. NCTE Rastogi - Managing Creativity for Corporate Excellence –McMillan
3. Pradip NCTE and Khandwalla -Lifelong Creativity –Tata McGraw Hill.

Reference Books:

1. Davis Gary and Scot - Training creative Thinking - New York Pub.
2. Peter F.Drucker - Innovation and Entrepreneurship

<b>Sem-6</b>	<b>Subject Name</b>	<b>Hrs./W</b>	<b>Cr</b>	<b>Study Components</b>
<b>BPBA66</b>	<b>Group Project</b>	<b>6</b>	<b>6</b>	<b>Core</b>

Course Objective:

To give practical experience to the final students in the area they desired to work as a result this mark will be added to their curriculum and some may have option to of being placed in the same area.

Learning Objectives:

A group of not exceeding 5 students will be sent for training in business establishments for 15 days and assigned a project in the beginning of the sixth semester. The Project Report shall be submitted to the college before the end of the sixth semester.

The Project Report shall be evaluated by External Examiner. Project Report shall carry 75 Marks and Viva-Voce Examination 25 Marks. Total: 100 Marks.

If a Candidate fails to submit the project work or fails to appear for the Viva-Voce Examination then the Candidate should submit or appear only in the next Viva-Voce Examination.

## **CURRICULUM ENRICHMENT COURSES**

### **PROFESSIONAL EDUCATION COURSES:**

These courses are career-oriented which provide exposure to recent technologies inclusion in business and related works, this course is handled by the enriched knowledge faculties are offered by Department of Business Administration. All these courses are conducted from fifth semester to sixth semester, with three contact hours per week (12 weeks).

### **TALLY 9.0 (P.E)**

Tally. ERP 9 is the world's fastest and most powerful concurrent Multi-lingual Business Accounting and Inventory Management software. Tally. ERP 9 is designed to automate and integrate all your business operations, such as sales, finance, purchasing, inventory, and manufacturing.

### **ADDITIONAL ONLINE COURSES**

Course Teachers exhort the students to do additional online course or supplementary courses through various online platforms offered by Ministry of Human Resource Department,

#### **SWAYAM On-line Courses**

SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) is the online education platform <https://swayam.gov.in/>, developed by MHRD, Govt. Of India. It offers numerous courses with transferable credits. All courses are offered free of cost under this program; however, fees are levied in case the learner requires a certificate. The students register themselves in a course which they like and produce the certificate after their completion of the course. Every BBA student is asked to undertake at least a single SWAYAM course per year. UG MOOCs Students and learners can access UG courses through this link. These are learning material of the SWAYAM UG archived courses.

[http://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs\\_courses.php](http://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs_courses.php)

#### **e-PG Pathshala**

It provides great quality, curriculum-based, interactive e-content containing 23,000 modules (e-text and video) in various disciplines of social sciences, arts, fine arts and humanities, natural & mathematical sciences. <https://epgp.inflibnet.ac.in/>

#### **e-Content courseware in UG subjects**

It provides e-content in 87 UG courses with about 24,110 e-content modules.

<http://cec.nic.in/>

#### **SWAYAMPARBHA**

It is a group of 32 DTH channels delivering high quality educational curriculum based courses covering diverse disciplines such as arts, science, commerce, performing arts, social sciences & humanities subjects, engineering, technology, law, medicine, agriculture etc to all teachers, students and citizens across the country interested in lifelong learning. These channels are free to air and can also be accessed through your cable operator. The telecasted videos/lectures are also archived videos on the Swayamprabha portal.

<https://swayamprabha.gov.in/>

#### **CEC-UGC YouTube channel**

It provides free access to unlimited educational curriculum based lectures.

<https://www.youtube.com/user/cecedusat>

### National Digital Library

It is a digital repository of a vast amount of academic content in different formats and provides interface support for leading Indian languages for all academic levels including researchers and life-long learners, all disciplines, all popular form of access devices and differently-abled learners. <https://ndl.iitkgp.ac.in/>

### **BRIDGE COURSES**

Bridge Courses for first year students are conducted intensely at the beginning of every year and throughout the year. It is based on the performance of the students in CIE and Semester examinations. The main objective is to enable the students to understand the basic concepts and frameworks related to English,

The following bridge courses are conducted in the department

1. English for Life (for all first-year students, two semesters)

### **VOCATIONAL EDUCATION:**

The university curriculum may not cover all areas of importance or relevance of industry. It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes. These courses are conducted after the class hours to add value to their resume.

The following value-added courses are offered

**EQUITY SALES CERTIFICATION EXAMINATION**-National Institute of Securities Markets (NISM) Certified Course (from third semester to sixth semester)

The examination seeks to create a common minimum knowledge benchmark for all persons involved in equity sales in order to enable a better understanding of equity markets, better quality investor service, operational process efficiency and risk controls .It seeks to ensure a basic understanding of the various aspects of the equity products, the process flow involved in trading, clearing and settlement of these products and the regulatory environment under which the market operates.

**RETAIL MANAGEMENT** (from third semester to fourth semester)

This course will introduce the basic concepts of retailing to the participants. The key take away would be understanding how a retail business works; the core issues and challenges involved; the key terms and terminologies associated and an appreciation of Indian retail sector.