



# Programme Project Report (PPR)

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தமிழ்நாடு திறந்தநிலைப் பல்கலைக்கழகம்,  
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**Tamil Nadu Open University, Chennai – 600015.**

மேலாண்மையியல்புலம்  
**School of Management Studies**

இளங்கலை வணிகநிர்வாகம்  
**Bachelor of Business Administration (BBA)**  
(From Calendar Year 2021 onwards)

பாடத்திட்ட அறிக்கை & விரிவான பாடத்திட்டம்

# TAMIL NADU OPEN UNIVERSITY

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**TAMIL NADU OPEN UNIVERSITY**  
**SCHOOL OF MANAGEMENT STUDIES**  
**Bachelor of Business Administration (B.B.A) - General**  
**(Distance Mode –Semester)**  
**Programme Project Report (PPR)**  
**(From Calendar Year 2021 onwards)**

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**Programme’s Mission and Objectives**

Under Graduate Programme in Bachelor of Business Administration (BBA) is a great platform for familiarising basic functions of management and various operational functional areas of business organisation. This program can help students to develop an understanding of business operations and practices while focusing on management principles and theories.

**Programme Learning Objectives (PLO)**

- PLO1. Impart the learners with various managerial and operative activities in functional areas of business management discipline.
- PLO2. Transfer knowledge, abilities, and attitudes towards an organization's overall vision.
- PLO3. Equip students to develop an understanding of business operations and practices while focusing on management principles and theories.
- PLO4. Develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- PLO5. Apply the various concepts, theories, and models in the area of HR, Marketing, and Finance.

**Programme Specific Objectives(PSO)**

While studying B.B.A Programme, the learners will be able to;

- PSO1. Familiarize the evolution of management theory, the key contributors, and their contributions to the development of management thought.
- PSO2. Disseminate the basics of business organization and its forms and importance and role of Business Combinations.
- PSO3. Analyse statistical data and Construct Index numbers and their use and test the adequacy of Index number formulae.

- PSO4. Evaluate different business problems using analytical and creative, and integrative abilities.
- PSO5. Analyze socio-political-economic environment of business organizations.
- PSO6. Explain the core connect of operations, its strategic importance and how it can provide a competitive advantage in the workplace and techniques of location and facility planning
- PSO7. Design, deploy and evaluate challenges involved in implementing business strategy effectively. Develop the core connect and the concept, process, design, tools and techniques of Research methods.
- PSO8. Evaluate and Contrast between domestic and international markets. Apply the advantage of gaining knowledge of international markets to grow the national markets.
- PSO9. Develop in-depth knowledge of the roots, concepts, and evolution of E-Business along with its benefits and limitations.

### **Relevance of the Programme with HEI's Mission and Goals**

BBA programme of the university is familiarising the candidates about the various managerial and operative functions of business organisation. Thus, this programme makes the candidates to recognise the dynamics and complexities in business organisation.

### **Nature of Prospective Target Group of Learners**

In this Programme the candidates will learn about various managerial and operative functions of various functional areas of business management discipline. Acquiring BBA degree will ensure that the student successfully find a proper job or advance and improve in their current job.

### **Appropriateness of Programme to be conducted in ODL Mode to Acquire Specific Skills and Competence**

Acquiring BBA degree will ensure that the student successfully find a proper job or that the advance and improve in their current job. It also aims at imparting core competencies by using appropriate techniques in business organisation of various types.

## **Instructional Design**

The Curriculum and the Syllabus for Bachelor of Business Administration (B.B.A) Programme has designed covering all the aspects of Management Concepts, Marketing, Human Resource and Financial. The duration of the Programme is Three Years and the medium of instruction is Tamil and English.

The Bachelor of Business Administration (B.B.A) Programme is offered through the Learner Support Centres established by TNOU in the affiliated Arts and Science College, where the same Programme is offered through Conventional Mode.

The Faculty Members available at School of Management Studies of Tamil Nadu Open University and the faculties approved as Academic Counselors of TNOU at Learner Support Centres will be used for delivering the Bachelor of Business Administration (B.B.A) Programme.

The credits systems suggested as per UGC-ODL Regulations-2020 have been assigned to BBA. The total number of credit assigned for the Programme is 98. The Self Learning Materials in the form of print, e-content and audio/video materials wherever required has also been developed for the Programme.

## **Procedure for Admissions, Curriculum Transaction and Evaluation**

The eligibility for Admission to the BBA is +2 pass or its equivalent. The Programme Fee is Rs.13,200/- for three years, plus Registration and other Charges. The admission are carried out by Tamil Nadu Open University and through its Regional Centres located within the State of Tamil Nadu. The Theory Counselling and the Practical Counselling (if any) will be conducted through the Learners Support Centres of Tamil Nadu Open University. The evaluation will be carried by Tamil Nadu Open University consists of Continuous Internal Assessment through Assignment and External Assessment through Term End Examination.

## **Financial Assistance**

Scholarship for SC/ST category available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.

## **Policy of Programme Delivery**

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Counselling schedule will be uploaded in the TNOU website and the same will be intimated to the students through SMS.

### **Evaluation System**

Examination to B.B.A programme is designed to maintain quality of standard. Theory will be conducted by the University in the identified Examination Centres. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

**Assignment:** 30 Marks – Through Continuous Internal Assessment (CIA)

### **Theory Examination**

Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has three Sections: A, B & C for the duration of 3 hours.

### **QUESTION PAPER PATTERN**

Time: 3 Hours

Maximum Marks: 70

#### **PART – A (3x3=9 Marks)**

Answer any three questions out of five questions in 100 words

All questions carry equal marks

Question Distribution Method:

1. From Block-I
2. From Block -II
3. From Block -III
4. From Block – IV
5. From Block – V

#### **PART – B (3X7=21 Marks)**

Answer any three questions out of five questions in 200 words

All questions carry equal marks

6. From Block -1
7. From Block -II
8. From Block – III
9. From Block –IV
10. From Block –V



**PART – C (4X10=40 Marks)**

Answer any four questions out of seven questions in 500 words

All questions carry equal marks

11. From Block -I
12. From Block -II
13. From Block – III
14. From Block –IV
15. From Block -V
16. From any Block.
17. From any Block.

**Passing Minimum**

Candidates who have secured 40 per cent of the marks in each course (Both Continuous Internal Assessment and Term End Examinations) shall be declared to have passed the examination in that course. All other candidates shall be declared to have failed in that course.

**Classification of Successful Candidate**

Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class.

**Requirement of laboratory and Library Resources**

The Programme will be offered through the Learner Support Centre (LSC) maintained by Tamil Nadu Open University. The LSC has the required infrastructural facilities to conduct the Counselling for the students who wish to clear their doubts. There is no lab component in B.B.A programme.

A well equipped Library is available in the University Headquarters and the Regional Centres with required books and research journals. The Learners Support Centre through which the Degree Programme is to be offered is also equipped with a full-fledged library having books and journals related to management discipline for students reference

**Cost Estimate of the Programme and the Provisions**

The cost estimate for development, delivery and maintenance of the BBA is provided in the following Table.

<b>S.No.</b>	<b>Details</b>	<b>Amount in (Rs.)</b>
1.	Programme Development, Delivery and Maintenance (Expenditure)	49,92,850
2.	Programme Fee Charged for 3 Years (Income)	13,200
3.	Examination Fee Charged for 3 Years (Income)	3,750
4.	Examination Expenses Per Student for 3 Years (Expenditure)	1,000

### **Quality Assurance Mechanism and expected Programme Outcome**

The Quality of the BBA programme is maintained by adopting the curriculum suggested by the UGC. As per UGC guidelines the Core courses, Elective courses, Subject specific elective courses, Skill enhancement courses are included in the Programme. The Curriculum of BBA programme was approved by the Board of Studies held on 19.06.2020.

The curriculum is developed with Thirty one courses along with Elective and Languages. The curriculum of B.B.A has been designed with a help of academia and industry and approved by the Board of Studies which includes subject experts from various Universities, Colleges and Industries. To ensure the quality of the programme curriculum will be updated once in a three year for incorporating new requirements that the programme demands. The well equipped system is evolved to obtain feedback from the learners and the academic counsellors who are the main stake holders of the B.B.A programme for appraising the effective delivery of course content of the programme.

As a part of Quality assurance the curriculum for the Programme will be updated once in three years. Necessary steps will be taken to obtain feedback from the students and the Academic Counsellors who are part of the Programme for effective delivery of the Programme.

After completion of the Bachelor of Business Administration Programme, the Learners will acquire knowledge in Business and Managerial Skills and this will in-turn help them to get employment or enabling entrepreneurial skill in the field Industry, Business Organization and Government.

**B.B.A**  
**(Distance Mode – Semester)**  
**(From Calendar Year 2021 onwards)**

S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
<b>First Year</b>									
<b>First Semester</b>									
1	BFTMS - 11	தமிழ் - I	Language I	3	3	30	70	100	40
2	BFEGS- 11	Foundation in English –I (Literature and Grammar)	Language II	3	3	30	70	100	40
3	BBAS- 11	Principles of Management	CC	3	3	30	70	100	40
4	BBAS -12	Financial Accounting	CC	4	3	30	70	100	40
5	BBASE- 11	Managerial Economics	DSE	3	3	30	70	100	40
<b>Total</b>					<b>16</b>	<b>150</b>	<b>350</b>	<b>500</b>	
<b>Second Semester</b>									
S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
6	BFTMS - 21	தமிழ்- II	Language I	3	3	30	70	100	40
7	BFEGS - 21	Foundation in English-II (Literature and Use of English)	Language II	3	3	30	70	100	40
8	BBAS - 21	Business Organisation	CC	3	3	30	70	100	40
9	BBAS - 22	Management Accounting	CC	4	3	30	70	100	40
10	BBASE - 21	Business Statistics	DSE	3	3	30	70	100	40
<b>Total</b>				<b>16</b>		<b>150</b>	<b>350</b>	<b>500</b>	

Second Year									
Third Semester									
S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
11	BFTMS - 31	தமிழ்- III	Language I	3	3	30	70	100	40
12	BFEGS - 31	Foundation in English - III (Soft Skills)	Language II	3	3	30	70	100	40
13	BBAS - 31	Organisational Behaviour	CC	3	3	30	70	100	40
14	BBAS - 32	Marketing Management	CC	3	3	30	70	100	40
15	BBASE - 31	Quantitative Methods	DSE	4	3	30	70	100	40
<b>Total</b>				<b>16</b>		<b>150</b>	<b>350</b>	<b>500</b>	
Fourth Semester									
S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
16	BFTMS - 41	தமிழ்-IV	Language I	3	3	30	70	100	40
17	BFEGS - 41	Foundation in English-IV (Writing Skills)	Language II	3	3	30	70	100	40
18	BBAS - 41	Business Communication	CC	3	3	30	70	100	40
19	BBAS - 42	Financial Management	CC	4	3	30	70	100	40
20	BBASE - 41	Computer Applications in Business	DSE	3	3	30	70	100	40
21	CCES	Environmental Studies	AECC	2	3	30	70	100	40
<b>Total</b>				<b>18</b>		<b>180</b>	<b>420</b>	<b>600</b>	

Third Year									
Fifth Semester									
S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
22	BBAS - 51	Business Law	CC	3	3	30	70	100	40
23	BBAS - 52	Business Environment	CC	3	3	30	70	100	40
24	BBAS - 53	Human Resource Management	CC	4	3	30	70	100	40
25	BBAS - 54	Operations Management	CC	4	3	30	70	100	40
26	BBAS - 55 / BBASG - 01	Entrepreneurship and Management of Small Business	SEC	3	3	30	70	100	40
27		<i>Learner 's Choice-CBCS</i>	GE	2	3	30	70	100	40
<b>Total</b>				<b>19</b>		<b>180</b>	<b>420</b>	<b>600</b>	
Six Semester									
S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
29	BBAS - 61	Money & Banking	CC	4	3	30	70	100	40
30	BBAS - 62	International Business	CC	3	3	30	70	100	40
31	BBAS - 63	Financial Market & Services	CC	4	3	30	70	100	40
32	BBAS - 64	Introduction to Retailing	CC	3	3	30	70	100	40
33	BBAS - 65	E-Business	SEC	3	3	30	70	100	40
<b>Total</b>				<b>17</b>		<b>150</b>	<b>350</b>	<b>500</b>	
<b>Grand Total</b>				<b>102</b>		<b>960</b>	<b>2240</b>	<b>3200</b>	

<b>CATEGORY</b>			
<b>Abbreviation</b>	<b>Expansion</b>	<b>Explanation</b>	<b>Minimum No of courses</b>
<b>CC</b>	Core Courses	From the Discipline of study	<b>16+ 8 = 24 (CC+ Language)</b>
<b>DSE</b>	Discipline Specific Elective	From the Discipline of study/Allied	<b>4 (Discipline+ Interdisciplinary)</b>
<b>AECC</b>	Ability Enhancement Compulsory Course	Environmental Studies	<b>1</b>
<b>GE</b>	Generic Elective	From other Disciplines/CBCS	<b>1</b>
<b>SEC</b>	Skill Enhancement courses	From the discipline of the Study	<b>2</b>

## BBA - I Year Syllabus

### Semester – I

பாடப்பெயர் (Course Title) : தமிழ் - I (Tamil – 1)

பாடக்குறியீடு (Course Code) : BFTMS - 11

பாடகற்றல்அளவெண் (Course Credits) : 3

#### பாடநோக்கங்கள்

CO1. தமிழ்இலக்கியங்களை அறிமுகநோக்கில் எடுத்துரைத்தல்

CO2. மொழித்திறன், மொழியறிவு, இலக்கியப்பொது அறிவுபெறும்வகையில் விவரித்தல்

#### பிரிவு – 1 பன்னிருதிருமுறைகள்

தமிழில் சமயஇலக்கியங்கள் – சமயஇலக்கியத்தோற்றம், சமணமும்பௌத்தமும், சைவசமயவளர்ச்சி, பன்னிருதிருமுறைபட்டியல் - திருஞானசம்பந்தர்தேவாரம்பாடல்சிறப்புகள். - (திருநாவுக்கரசரின்மாசில்வீணையும், நம்கடம்பனைப்பெற்றவள், சுந்தரர் - பித்தாபிறைசூடி, பொன்னார்மேனியனே, மாணிக்கவாசகர் - வானாகிமண்ணாகி, பால்நினைந்துஊட்டும், திருமூலரின்ஒன்றேகுலமும்ஒருவனேதேவனும், அன்பும்சிவமும்இரண்டென்பர், காரைக்காலம்மையார் - இன்றுநமக்கெளிதேமாலுக்கும், அறிவானும்தானே அறிவிப்பான் .

#### பிரிவு – 2 நாலாயிரத்திவ்யப்பிரபந்தம்

முதல்மூன்றுஆழ்வார்கள் – பொய்கையாழ்வார்பாடல் - வையம்தகளியாவார்கடலே, பூத்ததாழ்வார்பாடல் - அன்பேதகளியாஆர்வமே - பேயாழ்வார் - திருக்கண்டேன்பொன்மேனிகெண்டேன், திருமழிசைஆழ்வார்பாடல் - அன்பாய்ஆரமுதம்ஆவாய், நம்மாழ்வார் - இவையும்அவையும்உவையும், மதுரகவியாழ்வார் - நன்மையால்மிக்கநான்மறை, குலசேகராழ்வார் - செல்வத்துஅரம்பையர்கள், பெரியாழ்வார் -

மாணிக்கம்கட்டிவயிரம்இடைகட்டி - ஆண்டாள் - மத்தளம்கொட்டவரிசங்கம்,  
தொண்டரடிப்பொடியாழ்வார் - பச்சைமாமலைபோல்மேனி, திருப்பாணாழ்வார் -  
கொண்டல்வண்ணனைக்கோவலனாய்,  
திருமங்கையாழ்வார் - குலம்தரும், செல்வம்தந்திடும், அடியார்.

#### பிரிவு - 3 சீறாப்புராணம்( கதீசாகனவுகண்டபடலம்)

சீறாப்புராணம் - காப்பியஅமைப்பு, கதீசாகனவுகண்டபடலம், காப்பியமுன்கதைச்சுருக்கம்,  
படலக்கதைச்சுருக்கம் - கதீசாகனவுகண்டுஎழுதல் - கதீசாகண்டகனவு, கதீசாவின்ஏமாற்றம் -  
கதீசாவின்இயல்புநிலையில்மாற்றம் - ஒப்பனைதுறந்தவிரக்தி, பஞ்சணைபொருந்தாநிலை -  
கதீசாவின்புலம்பல் - விதவசம்பொருந்துமோஎனல், மாதுலன்  
வசனம்சிறையுமோஎனல், கதீசாதேம்புதல். - மெசறாவின்மடல்வருதல் - மைசறாஎழுதிய  
பத்திரம், சித்திரவரிதொறும்முத்தமிடுதல், கடலில்தவிப்பார்க்குக்கிடைத்தமரக்கலம்.

#### பிரிவு - 4 தேம்பாவணி (காட்சிப்படலம்)

தேம்பாவணி - காப்பியஅமைப்பு, காட்சிப்படலம், காப்பியமுன்கதைச்சுருக்கம்,  
படலக்கதைச்சுருக்கம், - கோவர்கூட்டம்வந்துகாணுதல் - குழந்தைஇயேசுவைத்தொழுதல்,  
முல்லையார்தந்தமுல்லைமாலை, பேரின்பத்தால்உயிர்ஊஞ்சலாடல் -  
கோவலர்போற்றிவாழ்த்துதல் - நீவிப்போனஆட்டைமீட்கவோஉதித்தனைஎனல்,  
பிணிக் குலத்தக்கதுஉதித்தபெற்றிபோற்றல், அன்னையையும்ஆண்டவரையும்வாழ்த்துதல் -  
கோவலர்செலுத்தியகாணிக்கை - இடைச்சியர்மாலைசாத்தல், இடையர்தந்தபால்காணிக்கை,  
குழந்தைஇயேசுவின்அருள்நோக்கு - ஓகனோடுஓங்குதாயும்வாழ்த்தினாள் -  
அன்பால்பீறிட்டஆனந்தக்கண்ணீர்மழை, வேந்தரைநீக்கிஆயரைத்தெரிந்ததென்னல்.

#### பிரிவு - 5 முத்தொள்ளாயிரம்

(யானைமறம் - மருப்புஊசியாக, கொடிமதில்பாய்ந்துஇற்ற, அயிற்கதவம்பாய்ந்துழக்கி,  
கைக்கிளைப்பாடல்கள் - உழுதஉழுத்தஞ்சேய், நாண்ஒருபால்வாங்கநலன்ஒருபால்,  
ஆய்மணிப்பைம்பூண்எனத்தொடங்கும்பாடல்கள்)



நந்திக்கலம்பகம் (ஊசல், மறம்உறுப்பில்அமைந்தபாடல்கள்)

தமிழில்சிறுநிலக்கியங்கள்சிறுநிலக்கியத்தோற்றம், சிறுநிலக்கியவகைகள், கலம்பகம், பிள்ளைத்தமிழ் - முத்தொள்ளாயிரம் - நூல்பெயர்விளக்கம், அமைப்பு, யானைமறம்விளக்கம், கைக்கிளைவிளக்கம், - முத்தொள்ளாயிரம் - யானைமறம்பாடல்கள் - பாண்டியன்யானைமறம் - ஒருபாடல், சோழன்யானைமறம் - ஒருபாடல், சேரன்யானைமறம் - ஒருபாடல் - முத்தொள்ளாயிரம் - கைக்கிளைப்பாடல்கள் - பாண்டியன்கைக்கிளை - ஒருபாடல், சோழன்கைக்கிளைஒருபாடல், சேரன்கைக்கிளைஒருபாடல், - நந்திக்கலம்பகம் - ஊசல், மறம் - கலம்பகஊறுப்புகள் 18 விளக்கம், ஊசல்உறுப்பில்அமைந்தபாடல், மறம்உறுப்பில்அமைந்தபாடல் - நந்திக்கலம்பகம், தலைவன்தலைவிகூற்று - தலைவன்கூற்றுப்பாடல், தலைவிகூற்றுப்பாடல்.

**பிரிவு - 6 மீனாட்சியம்மைபிள்ளைத்தமிழ் (அம்புலிபருவம்)**

பிள்ளைத்தமிழ்விளக்கம் - பிள்ளைத்தமிழின்பத்துப்பருவங்கள், பிள்ளைத்தமிழுக்குஅம்புலி - விளக்கம், - சாமம்என்னும்வழிமுறை - சாமம்விளக்கம், சாமம்வழிமுறைப்பாடல் - தானம்என்னும்வழிமுறை - தானம்விளக்கம், தானம்வழிமுறைப்பாடல் - பேதம்என்னும்வழிமுறை - பேதம்விளக்கம், பேதம்வழிமுறைப்பாடல் - தண்டம்என்னும்வழிமுறை - தண்டம்விளக்கம், தண்டம்வழிமுறைப்பாடல்.

**பிரிவு - 7 இக்காலமரபுக்கவிதைகளும்பாட்டுஇலக்கியமும்**

மரபுக்கவிதைகளும்பாட்டுஇலக்கியமும் - மரபுக்கவிதைகள்விளக்கம், பாட்டுக்கள் - வள்ளலார், பாரதியார், பாரதிதாசன் - வள்ளலார்இராமலிங்கஅடிகள்பாடல் - ஒருமையுடன்நினதுதிருமலரடி... - பாரதியார் - யாமறிந்தமொழிகளிலே - பாரதிதாசன் - காலைஇளம்பரிதியிலே... நாமக்கல்கவிஞர், கவிமணி - நாமக்கல்கவிஞர்இராமலிங்கம்பிள்ளைப்பாடல் - தமிழென்றுசொல்லடா... - கவிமணிதேசிகவிநாயகம்பிள்ளை - புலர்ந்துவிடியும்பொழுதினிலே...சுரதா, முடியரசன் - சுரதா -

சுவரின்மேல்ஒட்டிக்கொண்டிருக்கும் - முடியரசன் -  
சாதியைத்தான்முன்வைத்துச்சான்றுகின்றார். கண்ணதாசன் - கேள்விபிறந்ததுஅன்று,  
மருதகாசி - சமரசம்உலாவும்இடமே, பட்டுக்கோட்டையார் - சின்னப்பயலேசின்னப்பயலே...

#### பிரிவு - 8 புதுக்கவிதைகளும்ஐக்கூக்கவிதைகளும்

புதுக்கவிதைகளும்ஐக்கூக்கவிதைகளும் - புதுக்கவிதைகள்விளக்கம், - நா. காமராசன் -  
பாற்கடல்அமுதத்தை..., அப்துல்ரகுமான்- நாற்காலியாய்இருந்தவன் ..., மீரா -  
மூட்டைமூட்டையாய்..., சிற்பி - அகன்றஉலகுநான்..., இன்குலாப் - பதவியூர்போகும்..., மு.  
மேத்தா - என்னுடையசம்பளநாளில்..., அபி - பகல்வெளியில்எங்கோ..., ஈரோடுதமிழன்பன் -  
நீலச்சேற்றில்..., சேசாலம் - மண்ணின்வெடிப்பை..., வைரமுத்து -  
அவிழ்ந்தகூந்தலைஅள்ளிமுடிக்க..., ஐக்கூக்கவிதைகள் - அப்துல்ரகுமான் - இரவெல்லாம் ...,  
அமுதபாரதி- எரியும்பிணங்கள், மித்ரா - பசித்தகுழந்தைகள், அறிவுமதி - மரம்வெட்டிய...,  
கழனிபூரன் - அன்புடைமை...

#### பிரிவு - 9 மு. வரதராசனாரின் “தமிழுக்குமுதல்இடம்”

தமிழில்உரைநடைவளர்ச்சி - உரைநடையின்தோற்றம், தமிழில்கட்டுரைகள்,  
தமிழில்மணிப்பிரவாளநடை, தமிழில்தனித்தமிழ்நடை, - மு. வரதராசனார்உரைநடை,-  
மொழிப்பற்றுநூல்அறிமுகம், தமிழுக்குமுதல்இடம் - கட்டுரைஉட்பொருள் -  
தமிழுக்குமுதல்இடம் - தமிழ்நாட்டுக்கோயில்களில்வடமொழி,  
தமிழ்இசைகருநாடகஇசையாகமாறிப்போனது, தமிழ்இசைக்குமுதல்இடம்,  
ஆட்சித்துறையில்தமிழுக்குமுதல்இடம், ஆட்சிமொழிஎவ்வழிபிறகுறைகள்அவ்வழி,  
இதழியல்துறையில்தமிழுக்குமுதல்இடம்,  
ஆங்கிலப்பத்திரிகைகளும்அமாவாசைச்சாமியார்களும்.

#### பிரிவு - 10 பாரதிதாசனின் “அமைதி” நாடகம்

தமிழில்உரைநடைநாடகவளர்ச்சி, - தமிழில்நாடகங்களின்தோற்றம், 20 ஆம்நூற்றாண்டில்

தமிழ்நாடகங்களின்நிலை,

முத்தமிழில்நாடகத்தமிழ்விளக்கம்,

மௌனமொழிஉலகப்பொதுமொழி.

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பாரதிதாசன்என்னும்நாடகஆசிரியர்

-

புரட்சிக்கவிஞரின்நாடகப்புரட்சி,

பிரெஞ்சுநாடகத்தாக்கம்,

அமைதியின்சிறப்பு

-

அமைதிநாடகக்கதைச்சுருக்கம் - அமைதிகளம்ஒன்று, களம் - இரண்டு ,களம்மூன்று,

களம்நான்கு, களம்ஐந்து, களம்ஆறு, களம்ஏழு, அமைதிநாடகத்திறனாய்வு.

#### பார்வைநூல்கள்:

1. மு. வரதராசன், தமிழ்இலக்கியவரலாறு, சாகித்யஅக்காதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.
3. தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.

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#### பாடத்தினைப்படிப்பதால்விளையும்பயன்கள்

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CLO1. தமிழிலுள்ளசமயஇலக்கியங்கள், சிற்றிலக்கியங்கள், மரபுக்கவிதை, புதுக் கவிதை, உரைநடைஇலக்கியங்கள், மு.வ.வின்உரைநடைச்சிறப்புகள், பாரதிதாசனின்அமைதிநாடகச்சிறப்புகள்பற்றிமாணவர்கள்விரிவாக எடுத்துரைப்பார்கள்.

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**Course Title : Foundation in English-I (Literature and Grammar)**

**Course Code : BFEGS - 11**

**Course Credit : 3**

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**COURSE OBJECTIVE**

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CO1. To make the learners aware of the history of England

CO2. To cultivate the creativity among the learners

CO3. To improve the reading skills of the learners

CO4. To enhance the vocabulary of the learners

CO5. To make the learners read and write in English

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**COURSE SYLLABUS**

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**BLOCK I: Brief History of England**

Tudor England- Stuart England -Restoration England -Revolutions -Eighteenth Century-19<sup>th</sup> Century Education- 20<sup>th</sup> Century

**BLOCK II: Literary Texts**

R.K. Narayan- *An Astrologer's Day* and Sarojini Naidu - *Bangle Sellers*

**BLOCK III: Reading Comprehension**

Definition of Comprehension- Types of Comprehension- Reading Materials-Vocabulary- Critical Reading- Effective Reading- Exercises

**BLOCK IV: Functional Grammars and Vocabulary**

Parts of Speech- Tenses-Articles -Prepositions and Linkers –Punctuation-Common Mistakes -Polite Expression-Affixes

**BLOCK V: Language Skills**

Reading Skills: SQ3R Technique -Writing Skills -Dictionary Use

**References:**

1. Narayan R.K. *Short Story Collections*.
2. Sarojini Naidu. *Bangle Sellers*
3. Sinha C.A. Reading Comprehension. Prabhat Prakashan.
4. Xavier A.G. *An Introduction to the Social History of England*. Viswanathan S. Printers, Chennai. 2009.

**Web Resources:**

1. <https://www.digimat.in/nptel/courses/video/109106124/L01.html>
2. <https://www.digimat.in/nptel/courses/video/109106138/L46.html>
3. <https://www.coursera.org/lecture/multimodal-literacies/9-2-learning-to-read-reading-for-meaning-HdG3O>
4. <https://nptel.ac.in/courses/109/107/109107172/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Describe the history of England
- CLO2. Critically analyse the literary texts
- CLO3. Use the words correctly
- CLO4. Write in flawless English

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**Course Title : Principles of Management**

**Course Code : BBAS - 11**

**Course Credit : 3**

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### **COURSE OBJECTIVES**

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- CO1. Familiarize the students with the conceptual framework of Management and evolution of Management thoughts.
- CO2. Get insight knowledge on the concept of planning and decision making.
- CO3. Familiarize the students with principles of organization and its organization structure and applications of span of management
- CO4. Outline the manpower planning (HRP) in which to assess the sources and methods of Recruitment and Selection process.
- CO5. Provide an insight about coordination and controlling system /techniques of an organization for attaining the common goal.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Overview of Management Concepts**

Management – meaning- Features, functions – Management as an art, science, profession – Evolution of Management Thoughts

#### **BLOCK II: Planning & Decision Making**

Planning – introduction, Process, importance, nature and scope, types, steps in Planning – Types of Plan - Management By Objectives (MBO) - Decision making – Types of decisions - decision making process - difficulties in decision making.

#### **BLOCK III: Organisation**

Organising – Features, importance – Principles of organisations – types – Organisation structure – Delegation – Span of Management – Line and staff relationship – Use of staff units and committees

#### **BLOCK IV: Staffing & Directing**

Staffing – Manpower Planning – Sources and Methods of recruitment – Selection process – Training and Development - Directing – Nature and purpose – Communication process

#### **BLOCK V: Controlling& Coordination**

Controlling – Significance and limitations of Control – Control process –Types of Control - Requirements of a good Control System- Budgetary and non- budgetary control-

Coordination- Needs and Importance - Types and techniques requisites for excellence of Coordination

**References:**

1. DinkarPagare, (2015), Principles of Management, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B., (2014), Management Theory and Practice, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Harold Koontz, Cyril O'Donnell and Heinz Weihrich, (2017),Essentials of Management, 5th Revised Edition, McGraw-Hill Inc., US, (ISE Editions).
4. Prasad, L.M. (2015),Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
5. Sherlekar, S.A.&Sherlekar V.S, (2014), Principles of Business Management, 3rd Edition, Himalaya Publishing House Pvt. Ltd, Mumbai.
6. Tripathi, P C and Reddy, P N (2012),Principles of Management, 5<sup>th</sup> Edition ,Tata McGraw Hill Education private limited, 7<sup>th</sup> west P atel Nagar, New Delhi.
7. TripathiP.C,( 2017),Principles of Management, 6<sup>th</sup> Edition, Tata McGraw Hill Education private limited, 7<sup>th</sup> west Patel Nagar, New Delhi.

**Web Resources:**

1. <https://open.lib.umn.edu/principlesmanagement/>
2. <https://nios.ac.in/media/documents/VocInsServices/m1-4f.pdf>
3. <https://www.cliffsnotes.com/study-guides/principles-of-management>
4. <http://www.freebookcentre.net/business-books-download/Introduction-to-Principles-of-Management.html>
5. <https://archive.nptel.ac.in/courses/110/107/110107150/>
6. <https://archive.nptel.ac.in/courses/110/105/110105146/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Illustrate the basic concepts of management and practices.
- CLO2. Gain insight about various management styles and apply them in real business conditions and understand their implications.
- CLO3. Evaluate the HRP process, staffing, performance appraisal and training. Analyze and apply the best management practices in the organization.
- CLO4. Enumerate the organisation structure and direct the people in way of effective leadership, motivation and communications.

CLO5. Assess the various controlling measures / techniques to make corrective decision to reduce the cost and time

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**Course Title : Financial Accounting**

**Course Code : BBAS - 12**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Get insight knowledge on financial accounting in which you can learn accounting standards and occurring business transactions and recording in the books of accounts
- CO2. Explain about the book-keeping and how you can convert business transaction into journal as per the double entry systems.
- CO3. Familiarize in making journal and ledger entry in the books of accounts as per the double entry system.
- CO4. Study in preparing the final accounts of an organization
- CO5. Identify the factors to be considered when choosing a depreciation method and to find the suitable methods for the organization.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction**

Financial Accounting – meaning – objectives - scope of financial accounting. Basic Accounting concepts and conventions – Accounting Transactions - kinds of Accounts

#### **BLOCK II: Book-Keeping**

Book Keeping – Meaning, Objectives and Types of Book Keeping - difference between single & double entry system – Single entry system – Meaning – definition – salient features –Types of Single entry system - Double Entry System – Accounts and it's Classification

#### **BLOCK III: Journalising Posting & Balancing**

Journal - Ledger and Subsidiary books – cash book-purchase book – sales book- sales returns book - purchase returns book.

#### **BLOCK IV: Financial Statements**

Preparation of Trial Balance - Rectification of errors –Trading Account and Profit and Loss Account – Balance Sheet – Distinguish between Trail Balance and Balance Sheet-preparation of final accounts

#### **BLOCK V: Depreciation**

Depreciation - Meaning – Need – Causes - Methods of Depreciation - Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method

**References:**

1. R.L.Gupta&V.K.Gupta, (2011) Advanced Accounting, Sultan Chand & Sons, New Delhi.
2. S.P Jain & K.L. Narang,(2016), Advanced Accountancy Principles of Accounting, Kalyani Publishers / Lyall Bk Depot, New Delhi.
3. S.P.Jain& K.L. Narang, (2018), Financial Accounting, Kalyani Publishers, New Delhi.
4. Nirmal Gupta, (2012), Financial Accounting, Ane Books India, New Delhi.
5. M C Shukla, S C Gupta & T S Grewal , (2016), Advanced Accounts, 19<sup>th</sup> Edition, Volume I, S. Chand Publishing, New Delhi.

**Web Resources:**

1. <https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/financial-accounting-bba-ist-sem/2592625>
2. <https://ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
3. <http://www.freebookcentre.net/business-books-download/Financial-Accounting.html>
4. <https://digimat.in/nptel/courses/video/110101131/L24.html>

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**COURSE OUTCOME**

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***On successful completion of the Course, the learners will be able to:***

- CLO1. Gain knowledge on fundamentals of accounting and its standards and to records the business transactions in the books of accounts
- CLO2. Illustrate the book-keeping system and to apply the double entry system while business transactions transform into journal and ledger accounts
- CLO3. Prepare the various books of accounts in applying the system of journal and ledger
- CLO4. Apply the concept in preparing final accounts by which to find the profit and loss of an organization and financial soundness of the business.
- CLO5. evaluate the various methods of depreciation as per the standards and its applications

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**Course Title : Managerial Economics**

**Course Code : BBASE - 11**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Gain knowledge on concept of managerial economics and its business applications and to describe about the law demand and how we can forecast the demand for appropriate business decisions
- CO2. Explain the concept of production laws in which we learn to combine the various factors of productions to attain desirable outputs
- CO3. Realise the supply law match with demand for fixing the price on a commodity and to explain the concept of cost analysis
- CO4. Discuss the market structure and to fix the price on commodity in various competitive markets
- CO5. Point out the various pricing strategies and pricing output decisions under market structure.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction & Demand Analysis**

Definition and Scope of Managerial Economics – Relationship between Micro, Macro and Managerial Economics - Role and responsibility of Managerial Economist - Demand Analysis –Law of demand – Price, Income and Cross Elasticity of demand - Demand Forecasting - meaning and methods

#### **BLOCK II: Production Function**

Factors of Production – Law of Production Function - Law of increasing returns – Law of constant returns - Law of diminishing returns – Least combination – Economics of Scale

#### **BLOCK III: Supply & Cost Analysis**

Supply – Law of Supply - Supply determinants – Elasticity of supply – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms

#### **BLOCK IV: Market Structure**

Market Structure and it's classifications – Pricing under perfect competition – Pricing under monopoly – Comparison of perfect competition and monopoly – Features of Monopolistic Competition –Pricing under Monopolistic competition – Oligopoly

## **BLOCK V: Pricing & Profit Analysis**

Pricing Policy and Methods — General consideration of pricing – methods of pricing – Dual pricing – Pricing in different stages of life cycle of a Product - Price discrimination - Profit - Nature of Profit - Profit Planning - Break Even Analysis- Concept of Profit Maximisation - Profit Forecasting

### **References:**

1. K KDewett & M H Navalur, (2006), Modern Economic Theory, S. Chand Publishing, New Delhi.
2. P L Mehta, (2016), Managerial Economics .Analysis , Problems and Cases, Sultan Chand & Sons, New Delhi .
3. V Mote, Samuel Paul , G. Gupta, (2017), Managerial Economics : Concepts & Cases, Tata McGraw-Hill Publishing Company limited, New Delhi.
4. Dr.S.Sankaran, (2012), Business Economics, 3rd Edition, Margham Publications, Chennai.
5. R.L. Varshney , K.L. Maheshwari, (2014), Managerial Economics, 19<sup>th</sup> Edition Sultan Chand & Sons, New Delhi .

### **Web Resources:**

1. [https://www.tutorialspoint.com/managerial\\_economics/managerial\\_economics\\_tutorial.pdf](https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf)
2. <https://www.geektonight.com/business-economics-notes-pdf/>
3. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
4. <http://www.freebookcentre.net/business-books-download/Managerial-Economics.html>
5. <https://www.digimat.in/nptel/courses/video/110101005/L01.html>
6. <https://archive.nptel.ac.in/courses/110/101/110101149/>

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## **COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Gain knowledge on the applications of managerial economics in terms of business decision and forwarded planning and to analysis the law demand and assess the demand forecast
- CLO2. Apply the concept of production laws by which to identify marginal product and price so as to reach equilibrium
- CLO3. Divulge the supply law and how the supply intersect with the demand so as to fix the price on a commodity.
- CLO4. Explore the market structure and to assess the various competitive positions in the market structure.
- CLO5. Find the pricing strategies which are adopted by the organisations in the different situations.

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## Semester - II

பாடப்பெயர் (Course Title) : தமிழ் (Tamil)

பாடக்குறியீடு (Course Code) : BFTMS - 21

பாடகற்றல்அளவெண் (Course Credits) : 3

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### பாடநோக்கங்கள்

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CO1. தமிழ்இலக்கியங்களைஅறிமுகநோக்கில்எடுத்துரைத்தல்

CO2. மொழித்திறன், மொழியறிவு, இலக்கியப்பொதுஅறிவுபெறும்வகையில்  
விவரித்தல்

### பிரிவு - 1 ஜெயகாந்தனின் "நான்இருக்கிறேன்" - சிறுகதை

தமிழ்உரைநடையில்சிறுகதைவளர்ச்சி - தமிழில்கதைஇலக்கியத்தோற்றம்,  
தமிழ்ச்சிறுகதைகளின்தோற்றமும்வளர்ச்சியும், சிறுகதைஇலக்கணம் -  
தமிழ்ச்சிறுகதைகளில்ஜெயகாந்தன் - ஜெயகாந்தன்சிறுகுறிப்பு - கதைஅரங்கம்அறிமும்,  
நான்இருக்கிறேன்கதைச்சுருக்கம் - நான்இருக்கிறேன்சிறுகதை -  
வியாதிக்காரன் அனுபவங்கள், சாகக்கற்றுக்கொடுத்தநொண்டி,  
வாழக்கற்றுக்கொடுத்தவியாதிக்காரன், நான்இருக்கிறேன்அம்மா, - நான்இருக்கிறேன் -  
சிறுகதைத்திறனாய்வு.

### பிரிவு - 2 வா.செ.குழந்தைசாமியின்அறிவியல்தமிழ்ஆக்கம்இற்றைநிலை

அறிவியல்தமிழ் - இயற்றுதல்அறிந்தோம்புனைதல்இல்லை - தமிழில்அறிவியல்இலக்கியம்  
படைப்போம் - வா.செ. குழந்தைசாமி - அறிமுகம் - அறிவியல்தமிழ் -  
எந்தத்துறைகளைக்குறிக்கும் - அறிவியல்தமிழைஉள்ளடக்கியது - தோற்றம் -  
கலைச்சொல்லாக்கப்பணி - விடுதலைக்குமுன் - விடுதலைக்குப்பின் -  
பாடநூல்நிறுவனத்தின்பங்கு - பதிப்பகங்களின்பங்கு - பல்கலைக்கழகங்களின்பங்கு -  
இதழ்களின்பங்கு - இலங்கைத்தமிழரின்பங்கு - கருதவேண்டியவை.

### பிரிவு - 3 சமயஇலக்கியக்காலம் (கி.பி.700 - கி.பி 1100)

தமிழில்சமயஇலக்கியங்கள் - சமணஇலக்கியத்தோற்றம் - பௌத்தஇலக்கியத்தோற்றம்

- தமிழில்பௌத்தஇலக்கியங்கள் - வைணவஇலக்கியங்கள் - சைவஇலக்கியத்தோற்றம் -  
தமிழில்சைவஇலக்கியங்கள் - வைணவஇலக்கியத்தோற்றம் - தமிழில்வைணவஇலக்கியங்கள்  
- தமிழில்இசுலாமியஇலக்கியங்கள் - தமிழில்கிறிஸ்தவஇலக்கியங்கள்.

**பிரிவு - 4 சிற்றிலக்கியக்காலம் (கி.பி. 700 - கி.பி. 1400)**

சிற்றிலக்கியத்தோற்றம் - சிற்றிலக்கியவகைகள் - இலக்கணநூல்கள் - உலா - கலம்பகம் -  
பரணி - பிள்ளைத்தமிழ் - கோவை - தூது.

**பிரிவு - 5 உரையாசிரியர்கள்காலம் (கி.பி. 1200 கிபி. 1800)**

உரைநூல்களின் தோற்றம் - பயன்கள் - உரைவகைகள் - நக்கீரர் - இளம்பூரணர் -  
பேராசிரியர் - சேனாவரையர் - நச்சினார்க்கினியர் - கல்லாடர் -  
தெய்வச்சிலையார்போன்றோர் - அடியார்க்குநல்லார் - பரிமேலழகர் -  
பிரபந்தஉரையாசிரியர்கள் - நன்னூல்  
உரையாசிரியர்கள் .

**பிரிவு - 6 புத்திலக்கியக்காலம் (கி.பி. 1800 - கிபி 2000)**

தமிழில்புதினம் - தமிழில்சிறுகதை - தமிழில்புதுக்கவிதைகள் - தமிழில்உரைநடைநாடகங்கள் -  
புதினங்கள் - சிறுகதைகள் - இலக்கியங்கள் - மரபுக்கவிதைஇலக்கியங்கள் -  
புதுக்கவிதைஇலக்கியங்கள் - தமிழில்ஐக்கூக்கவிதைகள்.

**பிரிவு - 7 கருத்துப்பரிமாற்றமொழித்திறன்**

கருத்துவிளக்கக்கட்டுரைகள் - செய்திக்கட்டுரைகள் - சொற்பொழிவு - குழுவிவாதங்கள் -  
நண்பர்களுடன்உரையாடும்திறன் - கணினித்தமிழ் - கட்டுரை - பெண்ணியம் - தலைப்பு -  
தேர்ந்தெடுக்கும்முறை - தகவல்கள்சேகரிக்கும்முறை - தகவல்திரட்டல் - நகைச்சுவைத்திறன் -  
அவைஅறிதல் - உச்சரிப்புக்கவனம் - குழுவிவாதஅமைப்பும்குறிக்கோளும் - உரையாடலில் -  
சுயபுராணம்தவிர்த்தல் - உடன்படவைக்கும்நாகரிகஉத்தி .

**பிரிவு - 8 அலுவலகத்தொடர்புமடல்கள்**

நட்புறவுமடல்கள் - வேண்டுதல்மடல்கள் - குறைதெரிவிக்கும் / புகார்மடல்கள் - கருத்து  
மடல்கள் - விண்ணப்பமடல்கள் - அலுவலகத்தொடர்புமடல்கள் - விண்ணப்பமடலின்  
படிநிலைகள் - தன்குறிப்புவிவரங்கள் - விண்ணப்பமடலின்வடிவமைப்பு - விண்ணப்ப  
மடல்எழுதும்முறை - குறிப்பு - வரைவு - கடிதம் - குறிப்புமடல் - அலுவலகஆணை -  
நேர்முகக்கடிதம்.

#### பிரிவு - 9 எழுத்து - சொல்பிழைகளும்திருத்தமும்

ஒலிமயக்கம்தரும்எழுத்துக்கள் - ர,றஒலிமயக்கம் - ந, ன,ணஒலிமயக்கம் - ல,ள,ழ,ஒலிமயக்கம் -  
சொல்முதலில்வரும்எழுத்துமரபுகள் - சொல்இடையில்வரும்எழுத்துமரபுகள் -  
சொற்களின்சந்திப்புமரபுகள் - வேற்றுமைப்புணர்ச்சியும்அல்வழிப்புணர்ச்சியும் -  
உயிர்முன்உயிர்புணர்தல் - குற்றியலுகரப்புணர்ச்சி -  
வல்லினஒற்றுமிகும்இடங்களும்மிகாஇடங்களும்.

#### பிரிவு - 10 இலாக்கியஅறிவுவினாவிடை

பாடப்பகுதிதொடர்பானவை - பொதுவானதமிழ்இலக்கியம்தொடர்பானவை.

#### பார்வைநூல்கள்:

1. மு. வரதராசன், தமிழ்இலக்கியவரலாறு, சாகித்யஅக்காடெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.
3. தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.
4. தமிழண்ணல், இனியதமிழ்மொழியின்இயல்புகள் 1,2,3- பகுதிகள்,  
மீனாட்சிபுத்தகநிலையம், மதுரை.
5. முத்து - கண்ணப்பன்,தி..தமிழில்தவறுகளைத்தவிப்போம், பாரிநிலையம், 184, பிராட்வே,  
சென்னை.
6. கீ. இராமலிங்கனார், தமிழில்எழுதுவோம், கழகவெளியீடு, சென்னை.
7. செ. முத்துவீராசாமிநாயுடு, ஆவணங்களும்பதிவுமுறைகளும், கழகவெளியீடு, சென்னை.



8. டாக்டர்சு. பாலசுப்பிரமணியன், தகவல்தொடர்புக்கல்வி,  
மாநிலப்பள்ளிசாராக்கல்விக்குருவூலம், சென்னை.
9. எஸ். கலைவாணி, இதழியல்உத்திகள், பராசக்திவெளியீடு, குற்றாலம்.
10. டாக்டர் அ. சாந்தா, டாக்டர்வீ. மோகன், மக்கள்ஊடகத்தொடர்பியல்புதியபரிமாணங்கள்,  
மீடியாபப்ளிகேஷன்ஸ், மதுரை.
11. பி.எஸ். ஆச்சார்யா, உயர்வுதரும்உரையாடல்கலை, நர்மதாபதிப்பகம், சென்னை.
12. மு. முத்துக்காளத்தி, பேசுவதுஎப்படி, கண்ணம்மாள்பதிப்பகம், பாரிநிலையம், சென்னை.

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**பாடத்தினைப்படிப்பதால்விளையும்பயன்கள்**

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- CLO1. தமிழ்உரைநடைபற்றியும், ஜெயகாந்தனின்சிறுகதைகள்பற்றியும்  
எடுத்துரைப்பர்.
- CLO2. தமிழ்பற்றியும்அலுவலகத்தொடர்புமடல்கள்எழுதுவதுஎப்படிஎன்பது  
பற்றியும், மொழியைதிறம்படஎவ்வாறுபயன்டுத்துவதுஎன்பதுபற்றியும்  
எடுத்துரைப்பர்.

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**Course Title : Foundation in English-II (Literature and Use of English)**

**Course Code : BFEGS - 21**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. To cultivate the creativity among the learners
- CO2. To improve the reading skills of the learners
- CO3. To enhance the vocabulary of the learners
- CO4. To develop pronunciation skills
- CO5. To imbibe the use of internet for developing language skills

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### **COURSE SYLLABUS**

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#### **BLOCK I: Literary Texts**

Rabindranath Tagore's *Sacrifice* and John Donne's *The Sun Rising*

#### **BLOCK II: Reading Comprehension**

Reading passages-Preparing a glossary from passage- reading the meaning- respond to questions

#### **BLOCK III: Vocabulary and Grammar**

Synonyms and Antonyms- Homophones-Making of Nouns-Making of Adjectives-Compound Words-Phrases and Idioms-Words often confused-Spelling- Tenses

#### **BLOCK IV: Pronunciation and Spoken English**

Importance of English-Pronunciation: An Exposition-Speech Sounds-Sounds and Spelling: The Relationship-Attributes of Good Speech-Dialogue Situations/ Situational Dialogues

#### **BLOCK V: The Internet English**

Email-Chat Groups-Virtual Words-The Web-Commentary

#### **References:**

1. Balasubramanian T. *English Phonetics for Indian Students - A Workbook*. 2016.
2. Daniel Jones. *Cambridge English Pronouncing Dictionary*. Cambridge University Press, 2011.
3. Tagore, Rabindranath. *Sacrifice and Other Plays*. Niyogi Books, 2012.

#### **Web Resources:**

1. <https://www.poetryfoundation.org/podcasts/75363/the-sun-rising>
2. <https://nptel.ac.in/courses/109/103/109103135/>
3. <https://nptel.ac.in/content/storage2/courses/109106085/downloads/03-%20Phonetics%20and%20Phonology-%20week%203.pdf>
4. <https://nptel.ac.in/courses/109/106/109106085/>
5. <https://nptel.ac.in/courses/109/107/109107172/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Critically evaluate the literary texts
- CLO2. Read the passages effectively
- CLO3. Speak with good accent
- CLO4. Communicate through online

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**Course Title : Business Organisation**

**Course Code : BBAS - 21**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Gain knowledge on basic concept of business and its evolution.
- CO2. Identify the house the location of business and to find the various factors which influence the location of a business.
- CO3. Discuss the differentiate forms of business in the present scenario
- CO4. Narrate the Business combination and its types in the current scenario
- CO5. Get an insight knowledge on Government and business interface for helping to expand the wings of business.

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### **COURSE SYLLABUS**

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#### **BLOCK I: The Foundation of Business**

Business – meaning – types of business – business and profession – requirements of a successful business – Organisation – meaning – importance of business organisation.

#### **BLOCK II: Location of Business**

Location of industry – factors influencing location, size and scale of operation – optimum firm – Advantages of large scale operations – limitations - Small scale operations – advantages – Industrial estates and District Industries Centres.

#### **BLOCK III: Various Forms of Business**

Forms of business organisation – Sole trader- Partnership – Joint Hindu family firm- Joint stock companies & Co-operatives - Public & Private Limited Companies

#### **BLOCK IV: Business Combination**

Business combination – causes – types – effects of combination in India - Trade association – Chamber of Commerce – Insurance – Principles and types.

#### **BLOCK V: Government & Business Interface**

Government and business interface - stock exchange in India- chambers of commerce and industries in India – FICCI, CII Association

#### **References:**

1. Y.K.Bhushan, (2016), Fundamentals of Business Organisation and Management, Sultan Chand & Sons Pvt. Ltd., New Delhi.
2. Colin Combe, (2016), Introduction to E-Business: Management and Strategy, Taylor& Francis Group
3. Jagdish Prakash, (2014), Business Organisation And Management, Kitab mahal Publication, Mumbai.
4. P N Reddy, (2005), Principles of Business Organisation and Management, 6<sup>th</sup> Edition, S. Chand Publishing, New Delhi.
5. P.C. Tulsian, (2002), Business Organisation and Management, 1<sup>st</sup> edition, Pearson Education, Noida.

**Web Resources:**

1. <https://theintactone.com/2019/09/01/ccsubba-101-business-organization/>
2. <https://nios.ac.in/media/documents/VocInsServices/m1-3f.pdf>

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**COURSE OUTCOME**

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***On successful completion of the Course, the learners will be able to:***

- CLO1. Imbibe the basic concept of business and its evolution so as to identify the new ways to travel the business
- CLO2. Explore to identify the suitable location of business for which to reach the customers and suppliers early
- CLO3. Assess the suitable forms of business in the current situation according to the idea and investment.
- CLO4. Disseminate making decisions regarding the business integration at the different situation
- CLO5. Evaluate the various bodies of government and private for providing the support to the business.

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**Course Title : Management Accounting**

**Course Code : BBAS - 22**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Gain knowledge on management accounting and preparing the financial accounting statement for business decisions making.
- CO2. Describe the various type of Ratio Analysis
- CO3. Discuss the fundamental concept of funds flow and cash flow statement and its applications
- CO4. Study the basic concept of marginal costing and its applications for business decision making
- CO5. Explain about budgetary control techniques and list out its types

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction of Management Accounting**

Management Accounting – Meaning and scope - Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. -Financial statement Analysis – Comparative, Common Size Statements and Trend Analysis

#### **BLOCK II: Ratio Analysis**

Ratio analysis – Nature of analysis – Classification of ratios – Liquidity, Profitability, Turnover and Capital structure ratio – Interpretations

#### **BLOCK III: Fund Flow & Cash Flow Analysis**

Fund flow analysis – Concept of funds – Schedule of changes in working capital - Sources and Application of funds – Preparation of funds flow statements- Cash flow analysis - Cash from operations – Cash flow statements – preparation of Cash flow statements - difference between fund flow and cash flow statement

#### **BLOCK IV: Marginal Cost**

Marginal cost – Cost-volume-Profit (CVP) relationship – Break-even analysis - Margin of safety – Applications of marginal costing - Fixation of selling price - Make or Buy decision – Key factor - Maintaining a desired level of profit

#### **BLOCK V: Budgeting**

Budget and budgetary control – advantages and limitations – Classification and preparation of budgets

#### **References:**

1. Horngren Sunderu Stratton, (2014), Introduction to Management Accounting 16th Edition, Pearson Education, India
2. Jhamb,(2016) Fundamentals of Management Accounting, 3rd Edition, AneBooks India, New Delhi.

3. Dr.S.N.Maheswari, (2016),Management Accounting and Financial Control, Sultan Chand & Sons Pvt. Ltd., New Delhi.
4. Shashi K. Gupta & R.K. Sharma, 13<sup>th</sup> Revised Edition, (2016), Management Accounting Principles & Practice, Kalyani Publishers / Lyall Bk Depot, New Delhi.
5. T. S. Reddy and Hari Prasad Reddy, (2000), Management Accounting, Maegham Publication, Chennai.

**Web Resources:**

1. <https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes.html>
2. [https://www.tutorialspoint.com/accounting\\_basics/management\\_accounting\\_ratio\\_analysis.htm](https://www.tutorialspoint.com/accounting_basics/management_accounting_ratio_analysis.htm)
3. <https://www.dynamictutorialsandservices.org/2018/10/management-accounting-notes-marginal.html>
4. <http://kamarajcollege.ac.in/Department/Commerce/III%20Year/e002%20Core%2018%20-%20Management%20Accounting%20-%20VI%20Sem.pdf>
5. <http://www.freebookcentre.net/business-books-download/Management-Accounting.html>
6. <https://archive.nptel.ac.in/courses/110/101/110101003/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Familiarize the fundamental concept of management accounting and prepare the financial statement analysis which are suitable in making decision according to the requirements.
- CLO2. Interpret the performance of a business by using simple accounting ratios to identify the financial position of the business.
- CLO3. Evaluate the concept of fund flow and cash flow analysis which are using to make business decisions
- CLO4. Apply the concept of marginal costing and to make the decision to fix the price of a commodity, attain the expected sales volume and to go for make or buy decisions.
- CLO5. Demonstrate the process of budgeting and illustrate the various types of budgets suitable for a business concern

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**Course Title : Business Statistics**

**Course Code : BBASE - 21**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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CO1. Describe the fundamentals of Statistics and its application in the field of Business.

CO2. Explain and evaluate about measures of central tendency.

CO3. Discuss the basic concepts of Correlation and Regression.

CO4. Clarify the concepts and purpose of Index Numbers.

CO5. Study about averages and time series.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Statistics on Overview**

Statistics: meaning, nature and scope - Use of statistics in business – Primary data and secondary data – Frequency distribution – Histogram; Graphs and diagrams.

#### **BLOCK II: Measures of Central Tendency**

Measures of central tendency – Arithmetic mean, mode, median, geometric and harmonic mean - measures of dispersion – range, quartile deviation, mean deviation and standard deviation – coefficient of variation.

#### **BLOCK III: Correlation & Regression**

Correlation – Types of Correlation – Measures of Correlation - Karl Pearson's Co-efficient of Correlation – Spearman Rank Correlation Co-efficient.

Simple regression analysis – Regression equation, Fitting of Regression lines – Relationship between Regression Co-efficient and Correlation Co-efficient.

#### **BLOCK IV: Index Numbers**

Index Number - Definition of Index Numbers, Uses – Problems in the construction of index numbers - Simple and Weighted index numbers - Chain and Fixed base index – Cost of living index numbers.

#### **BLOCK V: Time Series**

Analysis of Time Series – Definition – Components of Time Series, Uses - Measures of Secular Trend - Measure of Seasonal Variation - Method of simple average only.

#### **References:**

1. Gupta, B.N., (2015), Business Statistics, First Revised Edition, SBPD, New Delhi.
2. S. P. Gupta, (2012), Statistical Methods, 42<sup>nd</sup> Revised Edition Sultan Chand & Sons Pvt. Ltd., New Delhi.
3. Pillai, R.S.N. & Bagavathi, V., (2012), Statistics – Theory & Practice, 5th Revised Edition, S.Chand & Co., New Delhi.
4. Sinha, V.C. & Gupta, A., (2015), Business Statistics, First Edition, SBPD, New Delhi.



**Web Resources:**

1. <https://bbamantra.com/business-statistics-formulas-guide/>
2. [https://www.gurukpo.com/Content/BBA/BBA\\_III\\_sem\\_Statistical\\_Methods.pdf](https://www.gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf)
3. <https://ddegjust.ac.in/studymaterial/mcom/mc-106.pdf>
4. <http://www.freebookcentre.net/business-books-download/Business-Statistics.html>
5. <https://www.digimat.in/nptel/courses/video/110107114/L01.html>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Get insight knowledge on basic concepts of business statistics and its applications.
- CLO2. Apply the statistical tools in measuring the central tendency
- CLO3. Gain knowledge in the application of Correlation and Regression for business decisions making
- CLO4. Develop the concepts Index Numbers which is used for business taking making
- CLO5. Illustrate the methods of statistical tools and apply various techniques of time series models.

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## BBA - II Year Syllabus

### Semester - III

பாடப்பெயர் (Course Title) : தமிழ் - Tamil

பாடக்குறியீடு (Course Code) : BFTMS - 31

பாடகற்றல்அளவெண் (Course Credits) : 3

#### பாடநோக்கங்கள்

CO1. தமிழிலுள்ளசங்கஇலக்கியம், காப்பியஇலக்கியம், நீதிஇலக்கியம்குறித்து அறிமுகநிலையில்மாணவர்களுக்குஅறிமுகம்செய்வதோடு, தமிழ்இலக்கிய வரலாறுகுறித்தும்அறிமுகம்செய்தல்

**பிரிவு - 1** எட்டுத்தொகை - புறநானூறுஎட்டுத்தொகைஅறிமுகம் - புறநானூறு -  
அதியமான்நெடுமானஞ்சியைஒளவையார்பாடியது (புறம். 91) -  
வேள்பாரியைக்கபிலர்பாடியது (புறம். 107) -  
வையாவிக்கோப்பெரும்பேகனைப்பரணர்பாடியது (புறம். 142) -  
பாண்டியன்ஆரியப்படைகடந்தநெடுஞ்செழியன்பாடல் (புறம். 183) -  
சேரமன்கணைக்கால்இரும்பொறைபாடல் (புறம். 74) - பொன்முடியார்பாடல் (புறம். 312) -  
ஒளவையார்பாடல் (புறம். 91) - பெருங்கோப்பெண்டுபாடல் (புறம். 248)-  
கணியன்பூங்குன்றனார்பாடல் (புறம். 192) - நரிவெருஉத்தலையார்பாடல் (புறம். 195) -  
தொடித்தலைவிழுத்தண்டினார்பாடல் (புறம். 243) -  
பூதப்பாண்டியன்மனைவிபெருங்கோப்பெண்டுபாடல் (புறம். 248)

**பிரிவு - 2** நற்றிணை, குறுந்தொகைஅகத்திணைபாடல்கள் - அன்பின்ஐந்திணை - நற்றிணை -  
குறுந்தொகை - பாடப்பகுதி - நற்றிணையில்குறிஞ்சி (1) - முல்லை (142) - மருதம் (210) -  
நெய்தல் (172) - பாலை (284) - குறுந்தொகையில்குறிஞ்சி (40) - முல்லை (167) - மருதம் (8) -  
நெய்தல் (290) - பாலை(135).

**பிரிவு - 3** கலித்தொகைகலித்தொகை - ஐந்திணைபாடியபுலவர்கள் - பாலைக்கலி (9)-  
பாலைபாடியபெருங்கடுங்கோ - குறிஞ்சிக்கலிகபிலர்பாடல்(51) -  
நெய்தல்கலிநல்லந்துவனார்பாடல் (133).

**பிரிவு - 4** பத்துப்பாட்டு - நெடுநல்வாடைபத்துப்பாட்டுஅறிமுகம் - நெடுநல்வாடை -  
இரண்டுகளம்கொண்டநாடகம்போன்றது - நெடுநல்வாடை - அகமாபுறமா? -  
வாடைக்காலவருணனை - அரண்மனைத் தோற்றம் - அந்தப்புரஅமைப்பு -  
அரசியின்இல்லமும்படுக்கையும் - புனையாஓவியம்கடுப்பரசி - தோழியர்,

செவிலியர் அரசியை ஆற்றுதல் - உரோகினியை நினைத்து அரசியின் பெருமுச்சு -  
பாசறையில் அரசன் - முன்னோன் முறை முறை காட்டல் -  
நள்ளென்யாமத்தும் பள்ளிக்கொள்ளான் - நெடியவாடை - பிரிவுத்துயர்ப்படும் அரசிக்கு -  
பாசறையில் பணிகொட்டும் இரவிலும் தூங்காமல் புண்பட்ட வீரரைப் பார்க்கவந்த அரசனுக்கு நெ  
டுநல்வாடை பெயர்ப்பொருத்தம்.

**பிரிவு - 5** திருக்குறள் பதினென்கீழ்க்கணக்கு - அறிமுகம் - திருக்குறள் - முப்பால் - பாடப்பகுதி -  
தீமையிலாத சொல்லுதல்வாய்மை - நெஞ்சமும்வாய்மையும் - வாய்மை எல்லா அறமும் தரும் -  
அகம்தாய்மை - முயற்சிப்பது சிறப்பு - முயற்சியில்லாதவனது நன்மை - வறுமைக்குக்காரணம் -  
முயற்சிவிடற்பாலது அன்று - தலைவியின் குறிப்பினைத்தலைவன் அறிதல் -  
நாணமும் மகிழ்ச்சியும் அறிதல் - அயலவர் போல் சொல்லினும் குறிப்பறிதல் -  
அவந்நகைப்பின் நன்மைக்குறிப்பு - தோழிதனக்குள்ளே சொன்னது.

**பிரிவு - 6** நாலடியார், பழமொழி நானூறு செல்வம் சகடக்கால் போலவரும் - பெண்கல்வி -  
கல்வி அழகே அழகு - கல்விகரையிலகற்பவர் நாள்கில - நாய் அனையார்கேண்மை -  
கால்கால் நோய்காட்டுவர்பொதுமகளிர் - குலவிச்சை கல்லாமல்பாகம்படும் -  
நாய்பெற்ற தெங்கம்பழம் - நுணலும் தன்வாயால் கெடும் - நிறைகுடம் நீர்த் தரும்பல்இல் -  
இறைத்தோறும் ஊறும் கிணறு

**பிரிவு - 7** ஏலாதி, திரிகடுகம், ஆசாரக்கோவை அன்புடையார்க்கு உள்ள ஆறுகுணம் -  
எழுத்தின் வனப்பே வனப்பு - யாருக்கெல்லாம் ஈதல் வேண்டும்? திரிகடுகம் போலும் மருந்து -  
இம்முன்றும் நன்மையத்தல்இல - இவர் மூவர்பெய் எனப்பெய்யும் மழை -  
முந்தையோர்கண்ட முறை - என்றும் அசையாத உள்ளத்தவர் - திறத்துளி வாழ்தும் என்பார் -  
பேதைகள் அல்லார்புகாஅர்.

**பிரிவு - 8** இன்னாநாற்பது, இனியவை நாற்பது கடனுடையார்காணப்புகல் -  
உணர்வார் உணராக்கடை - யாம் என்பவரொடு நட்டி - இளமையுள் மூப்புப்புகல் -  
தொன்மை உடையார்கெடல் - எனைமாண்பும் தான் இனிது - ஈதல் எத்துணையும் ஆற்ற இனிது -  
திறம் தெரிந்து வாழ்தல் இனிது - அறிந்து உரைத்தல் ஆற்ற இனிது - கற்றலின்காழ் இனியது இல்.

**பிரிவு - 9** சிலப்பதிகாரம் - கனாத்திறம் உரைத்த காதை சிலப்பதிகாரம் - அமைப்பியல் விளக்கம் -  
காப்பியக்கதைச் சூழல் - காதையின்கதைச்சுருக்கம் - அகனகர் வருணனை -  
மாலதிபாலளிக்கப்பாலகன்சோர்தல் - பாசண்டச்சாத்தற்குப்பாடுகிடந்தமாலதி -  
இடுபிணம்தின்னும் இடாகினிப்பேய் - பாசண்டச்சாத்தனின் அருளுதவி - தேவந்திகதை -  
கண்ணகி தான்கண்ட கனவுரைத்தல் - பீடு அன்று - கோவலன் வருகை - சிலம்புளகொண்ம்.

**பிரிவு - 10** மணிமேகலை - ஆபுத்திரன் திறம் அறிவித்த காதை மணிமேகலை கர்ப்பிய அமைப்பு -  
முன்கதைச்சுருக்கம் - கதைநிகழும் சூழல் - காதையின்கதைச்சுருக்கம் -  
அபஞ்சிகன்மனை விசாலி ஈன்ற குழவி - ஆ பாலுட்டி வளர்த்தல் - ஆ மகன் அல்லன் என்பான் -  
ஆபுத்திரன் கல்வி கற்றல் - புலை சூழவேள்வி - நள்ளிருளில் கொண்டு நடக்குவன் -

நீமகன் அல்லாய்நிகழ்ந்ததை உரையாய் - இதனொடுவந்தசெற்றம்என்னை - சிறியைநீ,  
அவஆமகன் அதற்கு ஒத்தனை - ஆவொடுவந்த அழிகுலம் உண்டோ?

**பார்வைநூல்கள்:**

1. புறநானூறுமூலமும் உரையும், (இரண்டு தொகுதிகள்) ஒளவைசு.  
துரைசாமிப்பிள்ளை உரை, கழகவெளியீடு, சென்னை.
2. நற்றிணைமூலமும் உரையும், (இரண்டு தொகுதிகள்) ஒளவைசு.  
துரைசாமிப்பிள்ளை உரை, அருணாபப்ளிகேஷன்ஸ், 1-13 உஸ்மான்சாலை, சென்னை.
3. குறுந்தொகைமூலமும் உரையும், டாக்டர் உ.வே. சாமிநாதையர் உரை,  
கவீர் அறக்கட்டளை, சென்னை.
4. கலித்தொகைமூலமும் உரையும், பெருமழைப்புலவர் பொ.வே. சோமசுந்தரனார் உரை,  
கழகவெளியீடு, சென்னை.
5. நெடுநல்வாடைமூலமும் உரையும், பெருமழைப்புலவர் பொ.வே. சோமசுந்தரனார் உரை,  
கழகவெளியீடு, சென்னை.
6. திருக்குறள் - பரிமேலழகர் உரையுடன், ஸ்ரீகாசிமடம், திருப்பனந்தாள்.
7. பதினென்கீழ்க்கணக்கு, நியூசெஞ்சரிபுக்ஹவுஸ்பிரைவேட்லிமிடெட், சென்னை.
8. மு. வரதராசன், தமிழ்இலக்கியவரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி,
9. மது. ச. விமலானந்தன், தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.
10. தமிழண்ணல், புதியநோக்கில் தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம்,  
மதுரை.

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**பாடத்திணைப்படிப்பதால் விளையும் பயன்கள்**

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- CLO1. தமிழிலுள்ள சங்கஇலக்கியம், காப்பியஇலக்கியம், நீதிஇலக்கியம் குறித்து அறிமுகநிலையில் மாணவர்களுக்கு அறிமுகம் செய்வதோடு, தமிழ்இலக்கிய வரலாறு குறித்தும் எடுத்துரைப்பார்கள். அறிமுகம் செய்தல்.

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**Course Title** : **Foundation in English-III (Soft Skills)**

**Course Code** : **BFEGS - 31**

**Course Credit** : **3**

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### **COURSE OBJECTIVES**

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- CO1. To cultivate the positive mind
- CO2. To improve body language
- CO3. To develop interview skills
- CO4. To prepare a comprehensive CV
- CO5. To enhance interpersonal skills

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### **COURSE SYLLABUS**

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**Block 1** Introduction to Soft Skills Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development- Self-Discovery: Discovering the Self; Setting Goals; Beliefs, Values, Attitude, Virtue. 3. Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels.

**Block 2** Body Language & Etiquettes Non-Verbal Communication: Importance and Elements; Body Language- Social and Business.

**Block 3** Group Discussion & Interview Skills Interviewer and Interviewee - in-depth perspectives- Before, During and After the Interview- Tips for Success Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills

**Block 4** Preparation of Curriculum Vitae' (CV) Definition of CV and its purposes- CV versus Resume- Rules- Covering Letter

**Block 5** Emotional Intelligence Skills Meaning, History, Features, Components, Intrapersonal and Management Excellence; Strategies to enhance Emotional Intelligence.

#### **References:**

1. Dhanavel S.P. English and Soft Skills. Orient Blackswan India, 2010.
2. Ghosh B.N. (Ed.) Managing Soft Skills for Personality Development. McGraw Hill India, 2012.

#### **Web Resources:**

1. [https://onlinecourses.nptel.ac.in/noc19\\_hs33/preview](https://onlinecourses.nptel.ac.in/noc19_hs33/preview)
2. <https://nptel.ac.in/courses/109/107/109107121/>

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**COURSE OUTCOMES**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Approach the life positively
- CLO2. Communicate in good manner
- CLO3. Join in a team in working place
- CLO4. Develop an impressive CV
- CLO5. Express managerial skills

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**Course Title : Organisational Behaviour**

**Course Code : BBAS - 31**

**Course Credit : 3**

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**COURSE OBJECTIVE**

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- |      |   |   |
|------|---|---|
| CO1. | Learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.        | L |
| CO2. | Study how individual behaviour have impacts on the organizational effectiveness and efficiency                  | S |
| CO3. | Analyze the various aspects of group behaviour which have impacts on group decision making towards the problems | S |
| CO4. | Gain insight knowledge on various theories of motivation and leadership styles.                                 | G |
| CO5. | Discuss the complexities associated with organizational change and development.                                 |   |

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**COURSE SYLLABUS**

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**BLOCK I: Introduction**

Organisational Behaviour - meaning, need, scope and objectives - Theories of Organisation - various approaches to study of OB

**BLOCK II: Foundations of Individual Behaviour**

Personality - Meaning, formation and traits of personality - personality attributes influencing OB- Attitude - Formation, components of attitudes - Perception -Process of perception, factors influencing perception- Emotions - Emotional Intelligence, Self-Awareness, Self-Management, Social Awareness, Relationship Management.

**BLOCK III: Group Behaviour**

Definition – types of groups - theories of group formation - group norms – Group cohesiveness – five stages of group development – meaning and nature of group decision making - Conflict -nature, types, process of conflict, conflict resolution - Power and politics - Basis of power, effectiveness of power tactics.

**BLOCK IV: Motivation and Leadership**

Motivation - Financial and non -Financial motivational techniques - Theories of Motivation - Leadership - styles of leadership - leadership theories - transactional and transformation leadership.

**BLOCK V: Organisational Change and Development**

Organisational change–Meaning, forces for changes types of changes–managing planned change - planning, assessing and implementing the change – Organisational Development – meaning – characteristics – need – benefits – limitations – steps in OD.

**References:**

1. Aswathappa K., (2016), Organisational Behaviour, 12th Revised Edition, Himalaya Publishing House, New Delhi.
2. Gangadhar Rao, Narayana, V.S.P Rao, (2000), Organisational Behaviour, 1st Edition, Konark Publishers Pvt.Ltd ,
3. Khanka, S.S., (2013), Organisational Behaviour, Fourth Edition, S.Chand, New Delhi.
4. Luthans, F., (2014), Organisational Behaviour – An Evidence Based Approach, Twelfth Edition, Tata McGraw Hill. New Delhi.
5. Prasad, L.M., (2014), Organisational Behaviour, Fifth Edition, Sultan & Chand, New Delhi.
6. Uma Sekaran, (2004), Organisational Behaviour Text & cases, 2nd Edition, Tata McGraw Hill Publishing Co.Ltd

**Web Resources:**

1. <https://www.geektonight.com/organisational-behaviour-notes-pdf/>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/004%20Core%208%20-%20Organizational%20Behaviour%20-%20III%20Sem%20BBA.pdf>
3. [https://backup.pondiuni.edu.in/storage/dde/dde\\_ug\\_pg\\_books/Organisational%20Behaviour.pdf](https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Organisational%20Behaviour.pdf)
4. <https://freebookcentre.net/business-books-download/Organizational-Behavior.html>
5. <https://archive.nptel.ac.in/courses/110/106/110106145/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Explore the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- CLO2. Deeply assess the role of individual behaviour in achieving organizational goals effectively and efficiently.
- CLO3. Assess the group behaviour and the factors that cause stress and conflicts to avoid or minimise them.
- CLO4. Identify the various motivation theories and leadership styles and the role of leaders in a decision-making process.
- CLO5. Discuss the implementation of organizational change.

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**Course Title : Marketing Management**

**Course Code : BBAS - 32**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Introduce the fundamental concept of Marketing Management and Marketing Mix as a framework for Marketing Decision making
- CO2. Explain the buying behaviour of consumer and the strategies followed by marketer in segmenting the market.
- CO3. Describe the stages of the product life cycle and identify an appropriate marketing mix for a particular product or service.
- CO4. Familiarize the different pricing policy and chosen the appropriate channels of distribution.
- CO5. Discuss the framework of promotional policy adopted by the organisation to popularise its product and services

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction to Marketing management**

Marketing: Meaning, Nature and Scope – Marketing Management – Functions of Marketing – Types of Markets - Difference between Marketing and Selling -Various Environmental Factors affecting Marketing Function

#### **BLOCK II: Buying Behaviour & Market Segmentation**

Buyer behaviour – Factors influencing buyer behaviour – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.

#### **BLOCK III: The Product**

Product – Definition – Classification – Consumer Goods – Industrial goods – Product Life Cycle – Product Mix – Product Planning – Branding – Packaging – Developing new Products

#### **BLOCK IV: Pricing & Physical Distribution**

Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing.

Physical distribution – Channels of distribution – Types of Channel – Channel Policy – Wholesalers, Retailers and Middle men and their functions.

#### **BLOCK V: Promotion**

Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.

#### **References:**

1. Gupta C.B. Nair N. Rajan,( 2020 ), *Marketing Management - Text & Cases,19th edition*, Sultan Chand & Sons, New Delhi .
2. Philip Kotler &Kevin Lane Keller, (2016), *Marketing Management*, 15<sup>th</sup> Edition, Pearson Education India, Noida

3. V S Ramaswamy & S Namakumari, (2010), Marketing Management, 4<sup>th</sup> Edition, Om Books International, New Delhi.
4. Rustom S. Davar, (1993), Modern Marketing Management, Ubs Publishers' Distributors Pvt.Ltd, New Delhi.
5. S.A. Sherlekar & R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd., Mumbai.

**Web Resources:**

1. <https://www.geektonight.com/marketing-management-pdf>
2. [https://www.academia.edu/32346771/MARKETING\\_MANAGEMENT\\_NOTES\\_pdf](https://www.academia.edu/32346771/MARKETING_MANAGEMENT_NOTES_pdf)
3. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/002%20Core%2014%20-%20Marketing%20Management%20-%20V%20Sem.pdf>
4. <http://www.freebookcentre.net/business-books-download/Marketing-Management.html>
5. <https://archive.nptel.ac.in/courses/110/104/110104068/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Illustrate key marketing concepts, theories, and techniques for analysing a variety of marketing situations
- CLO2. Identify the various steps towards the buying behaviour of a consumer and to explore the market segmentation.
- CLO3. Demonstrate the product mix and to assess every stage of PLC and planning for introduce new product in the market.
- CLO4. Assess and conclude the pricing policies of the business concern and how to distribute the commodities and find out the suitable channels.
- CLO5. Explore a suitable promotion mix which is a key component of the business to reach the ultimate consumers

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**Course Title : Quantitative Methods**

**Course Code : BBASE - 31**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Explain the fundamental concepts and tools of operations research for decision making
- CO2. Familiarize in formulating transportation models with a view reducing the transportation cost.
- CO3. Describe the queuing theory and its business applications.
- CO4. Identify the mathematical models in the network analysis such as PERT, CPM.
- CO5. Gain knowledge on Game Theory and decision tree and its applications.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction to Operation Research & Linear Programming**

Definition of operations research – OR models , scope and importance of operations research in decision making, limitations of OR - Linear programming – Graphical method – Simplex method.

#### **BLOCK II: Transportation Model**

Transportation Model – North West Corner Rule – VAM – Least Cost method – MODI method – Assignment model – Hungarian method.

#### **BLOCK III: Queuing Theory**

Queuing theory - Elements of Queuing system – Characteristics of Queuing System – Single channel - Single server system – Application - Simple Problems.

#### **BLOCK IV: Network Analysis**

Network Analysis – Rules for constructing a network – Numbering the events – Different time calculations – Calculation of critical path, slack and float – Merits and demerits of CPM & PERT- difference between PERT and CPM.

#### **BLOCK V: Introduction to Game Theory**

Game theory – Saddle point - Algebraic method – Arithmetic method – Graphical method (Excluding L.P.P. Method) – Applications of Game theory -Decision theory – statement of Baye's theorem application - decision trees.

#### **References:**

1. Hamdy A. Taha, (2010), Operations Research, 9<sup>th</sup> Edition, Pearson Education India, Noida.
2. Kanti Swarup, P. K. Gupta, Man Mohan, (2017), Operations Research, Sultan Chand & Sons, New Delhi .
3. C.R. Kothari, ( 2013), Quantitative Techniques, Vikas Publishing House, New Delhi.
4. S.D.Sharma, (2012), Operations Research, *Kedar Nath* Ram Nath, Book Publishers, Meerut.

5. U.K. Srivastava ,G.V. Shenoy, S.C. Sharma , (2011), Quantitative Techniques for Managerial Decisions, 3<sup>rd</sup> Edition, New Age International Private Limited, New Delhi.

**Web Resources:**

1. <https://www.geektonight.com/operation-research-notes-pdf/>
2. <https://www.hhrc.ac.in/ePortal/Business%20Administration/III.BBA.B%20-18UAD9-OPERATIONS%20RESEARCH-K.H,V.A.pdf>
3. <https://www.studocu.com/row/document/kenya-methodist-university/business-information-technology/operations-research-notes/7381343>
4. [https://onlinecourses.nptel.ac.in/noc20\\_ma23/preview](https://onlinecourses.nptel.ac.in/noc20_ma23/preview)

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Evaluate the applications of operation research for making business decisions
- CLO2. Interpret the various transportation models which are reduced to time, cost and risk in the business world
- CLO3. Explore the various elements and characteristics of Queuing Theory and its business uses
- CLO4. Apply the concept of network analysis for attaining the organisational goals
- CLO5. Demonstrate the Skill of using Game Theory and decision tree analysis for taking right decisions making

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## Semester - IV

பாடப்பெயர் (Course Title) : தமிழ்( TAMIL )

பாடக்குறியீடு (Course Code) : BFTMS - 41

பாடகற்றல்அளவெண் (Course Credits) : 3

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### பாடநோக்கங்கள்

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CO1. தமிழிலுள்ளசங்கஇலக்கியம், காப்பியஇலக்கியம், நீதிஇலக்கியம்குறித்துஅறிமுகநிலையில்மாணவர்களுக்குஅறிமுகம்செய்வதோடு, தமிழ்இலக்கியவரலாறுகுறித்தும்அறிமுகம்செய்தல்.

**பிரிவு - 1** சீவகசிந்தாமணி - குணமாலையார்இலம்பகம்சீவகசிந்தாமணி - காப்பியஅமைப்பு - முன்கதைச்சுருக்கம் - இலம்பகத்தின்கதைச்சுருக்கம் - கண்ணப்பூசல் - குணமாலையும்சுரமஞ்சரியும்பொழிலாடல் - சுரமஞ்சரிசூளுரை - கண்ணப்பொடியுடன்தோழியர் - மீன்குழ்மாமதிபோல்சீவகன் - தோழியார்வேண்டல் - சீவகன்தீர்ப்புரை - வாரம்பட்டுழித்தீயவும்நல்லவாம் - வண்டுகளின்தீர்ப்பு - இடியுண்டநாகம்போல்சுரமஞ்சரி - குணமாலையின்இனியபண்பு.

**பிரிவு 2** கம்பராமாயணம் - நகர்நீங்குபடலம்கம்பராமாயணம் - முன்கதைச்சுருக்கம் - படலத்தின்கதைச்சுருக்கம் - மகளிர்அவலம் - விலங்குகளின்அவலம் - பிறமக்களின்அவலம் - மரவுரியில்இராமன் - மனத்துயரில்சீதை - வருவென்ஈண்டுவருந்தலைநீ - தீயவெஞ்சொல்செவிசுடத்தேபுவாள் - என்னைஎன்னைஇருத்திஎன்றாய் - நிற்பிரிவினுஞ்சுடுமோபெருங்காடு - சீதையும்மரவுரிதரித்தல் - எல்லையற்றஇடர்தருவாய்என்றான்.

**பிரிவு - 3** சங்ககாலம் (கி.மு. 300 - கி.பி. 100) முச்சங்கவரலாறு - சங்கம்இருந்ததா? இல்லையா? ஒருசங்கம்இருந்ததற்கானசான்றுகள் - எட்டுத்தொகைநூல்கள் - பத்துப்பாட்டுநூல்கள் - சங்ககாலம்ஒருபொற்காலம்

**பிரிவு - 4** பதினெண்கீழ்க்கணக்குக்காலம் (கி.பி. 100 - கி.பி. 600) களப்பிரர்காலம் - தமிழகவரலாற்றின்இருண்டகாலம் - அகத்திணைநூல்கள் - புறத்திணைநூல்களில்போர்பற்றியது - அறநூல்கள்

**பிரிவு - 5** காப்பியகாலம் (கி.பி. 200 - கி.பி. 1100) தமிழின்முதல்காப்பியம் - இரட்டைக்காப்பியங்கள் - ஐம்பெருங்காப்பியங்கள் - ஐஞ்சிறுங்காப்பியங்கள் - தமிழின்பிறகாப்பியங்கள்.

**பிரிவு - 6** தமிழ்இலக்கியத்தில்சமணர், பௌத்தர்செல்வாக்குதமிழகத்தில்சமணர்செல்வாக்கு - தமிழகத்தில்பௌத்தர்செல்வாக்கு.

**பிரிவு - 7** மரபுத்தொடர்கள், இணைமொழிகள்எதிர்மறைக்குறிப்புத்தொடர் - இடக்கரடக்கல் - மங்கலவழக்குத்தொடர் - வசைமொழித்தொடர் - சுவைதரும்வெளிப்பாட்டுத்தொடர் - பிறமரபுத்தொடர்கள் - ஒருபொருள்இணைமொழிகள் - எதிர்நிலைஇணைமொழிகள் - பிறஇணைமொழிகள் - வட்டாரஇணைமொழிகள் - கிகரகீகாரமொழிகள்.

**பிரிவு - 8** சொற்பொழிவுத்திறன்பயிற்சிஇலக்கியச்சொற்பொழிவு - சமயச்சொற்பொழிவு - அரசியல்சொற்பொழிவு - பிறசொற்பொழிவுகள் - குறிப்புகள்சேகரித்தல் - கேளாரும்வேட்பமொழியும்திறன் - நகைச்சுவைத்திறன் - ஈர்ப்புத்திறன் - அவிநயமும்உச்சரிப்பும்

**பிரிவு - 9** ஓரங்கநாடகம்படைக்கும்முயற்சிஓரங்கநாடகம்எழுதும்படிநிலைகள் - நாடகக்கதையைமுடிவுசெய்தல் - களம்பிரித்தலும்நிகழ்வுக்குறிப்பும் - உரையாடல்எழுதுதல் - நாடகப்பிரதியைச்செப்பணிடுதல் - நடிகர்கள்தேர்வு - ஒத்திகைமுறைகள் - நாடகஇயக்கம் - திட்டமிடுதலும்நிகழ்த்தலும் .

**பிரிவு - 10** ஐக்கூக்கவிதைபுனையும்பயிற்சிஈற்றடிஇலக்கணம் - உள்ளடக்கப்பாடுபொருள்இலக்கணம் - வெளிப்பாட்டுஉத்தி - இயற்கையைப்பாடும்ஐக்கூ - வாழ்வியல்ஐக்கூ - காதல்ஐக்கூ - சென்றியூ - எள்ளல்அல்லதுநகைச்சுவைஐக்கூ.

#### **பார்வைநூல்கள்:**

1. மு. வரதராசன், தமிழ்இலக்கியவரலாறு, சாகித்யஅக்காடெமி, புதுடெல்லி,
2. மது. ச. விமலானந்தன், தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.
3. தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.
4. பி.எஸ். ஆச்சார்யா, உயர்வுதரும்உரையாடல்கலை, நர்மதாபதிப்பகம், சென்னை.
5. மு. முத்துக்காளத்தி, பேசுவதுஎப்படி, கண்ணம்மாள்பதிப்பகம், பாரிநிலையம், சென்னை.
6. பரட்டை, நடிக்நாடகம்எழுதுவதுஎப்படி? வைகறைப்பதிப்பகம், திண்டுக்கல். 1998
7. சே. இராமாணுஜம், நாடகப்படைப்பாக்கம்அடித்தளங்கள், எட்டாம்உலகத்தமிழ்மாநாடுபதிப்புச்சூழல்நிதிவெளியீடு, தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர், 1994.
8. சுஜாதா, ஹைக்கூஒருஅறிமுகம், பாரதிபதிப்பகம், 108 உஸ்மான்சாலை, தி. நகர், சென்னை, 1991.
9. மேஜர்கதிர்மகாதேவன், ஐக்கூநூறு, ஒப்பிலக்கியத்துறை, மதுரைகாமராசர்பல்கலைக்கழகம், மதுரை, 1994.

10. நெல்லைசு. முத்து, தமிழில்ஹைக்கூ, அன்னம்வெளியீடு, சிவன்கோயில்தெரு, சிவகங்கை, 1994.
11. திரு. பட்டாபிசீத்தாரமான், ஹைக்கூவடிவக்கவிதைகள், காவ்யா, சென்னை.

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**பாடத்திணைப்படிப்பதால்விளையும்பயன்கள்**

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- CLO1. தமிழிலுள்ளசங்கஇலக்கியம், காப்பியஇலக்கியம்,  
நீதிஇலக்கியம்குறித்துஅறிமுகநிலையில்மாணவர்களுக்குஅறிமுகம்செய்வதோடு,  
தமிழ்இலக்கியவரலாறுகுறித்தும்எடுத்துரைப்பார்கள்.
- CLO2. மரபுத்தொடர்கள், இணைமொழிகள்பற்றியும்எடுத்துரைப்பதோடு, ஓரங்கநாடகம்,  
ஐக்கூகவிதைபடைக்கும்முனைப்பினையும்பெறுவார்கள்.

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**COURSE TITLE : Foundation in English (Writing Skills)**

**COURSE CODE : BFEGS - 04**

**COURSE CREDIT : 3**

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**COURSE OBJECTIVES**

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- CO1. Train the learners to write the academic essays
- CO2. To make them learn different steps of writing
- CO3. To develop the learners' creativity
- CO4. To distinguish between fact and opinion, cause and effect, problem and solution, similarities and differences, general and specific ideas, and relevant and irrelevant information.
- CO5. To convey information through written language
- CO6. To involve in note-taking, gathering information, drafting, free-writing, revising, proofreading, and editing when engaged in writing.

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**COURSE SYLLABUS**

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**BLOCK 1 Basic Writing Skills** Learn the basic paragraph structure: main idea, supporting sentences, use of examples, conclusion- Use basic sentence structures to write a paragraph; use cohesive devices to connect sentences in a paragraph; use transitional devices for cohesion and for contrast paragraph internally and between paragraphs (The above structures and devices to be consciously used in all writing tasks)- Understand and use text structures in paragraphs: sequencing, comparing and contrasting, relating cause and effect, problems and problem solving

**BLOCK 2 Informal and Formal Communication** Write informal letters, applications, and official letters of request and denial- Write official e-mails, memos and notices

**BLOCK 3 Note-Making and Summarising** Prepare notes from reading texts- Take notes from spoken texts-Summarize key ideas and information in organized points developed from the notes prepared.

**BLOCK 4 Study Skills (Information Transfer, Reference Skills)** Use charts, tables, other graphics and multimedia, as appropriate for the written texts; present summary to a group

**BLOCK 5 Technical Editing** Technical Editing – The Big Picture- Working Collaboratively- Organization: The Architecture of Information- Visual Design and Font Selection- Editing Methods – Then and Now- The Power of Grammar, Punctuation and Spelling Basic Copyediting- proofreading -Ethical and Legal Issues.

**References:**

1. Graham King. Collins Improve your writing skills
2. Norman Coe and Robin Rycroft. Writing Skills A Problem Solving Approach. CUP.
3. Robyn Najjar and Lesley Riley. Developing Academic Writing Skills.Macmillan Publications.
4. Scheraga, Mona. Practical English Writing Skills: A Complete Guide to Writing in English

**Web Resources:**

1. <https://nptel.ac.in/courses/109/107/109107172/>
2. <https://nptel.ac.in/courses/109/104/109104031/>
3. [https://onlinecourses.swayam2.ac.in/cec20\\_ma04/preview](https://onlinecourses.swayam2.ac.in/cec20_ma04/preview)

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**COURSE OUTCOMES**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Write without mistakes
- CLO2. draft formal and informal letters
- CLO3. Take notes for writing purpose
- CLO4. Explain the tables/ pictures in words
- CLO5. Edit the written matters

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**Course Title : Business Communication**

**Course Code : BBAS - 41**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Provide an overview of prerequisites to Business Communication and its importance in commerce and trade.
- CO2. Plan and develop writing competency strategies: Letters-Parts, Structure, Types, Statement of Purpose
- CO3. Gain knowledge about the various types of business and bank and insurance correspondences.
- CO4. Discuss the different types of reports and their purposes.
- CO5. Explain the correct practices of the strategies of Effective business writing and E-Communication.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Business Communication**

Business Communication – Meaning – Objective and scope – Methods of communication – Types – Barriers – Principles of communication – communication process.

#### **BLOCK II: Business Correspondence**

Layout of a letter – Business Inquiries and Replies – Quotations – Order – Execution of orders – Cancellation of orders – Claims – Adjustments and settlement of accounts – Sales letters – Circular letters.

#### **BLOCK III: Banking and Insurance Correspondence**

Collection letters – Application letters – Import Export correspondence – Bank Correspondence – Insurance correspondence.

#### **BLOCK IV: Report Writing**

Report writing – Reports by Individual – Committees – Annual Report – Press report – Speeches – Preparation of Agenda – Quorum - Minutes.

#### **BLOCK V:E-Communication**

Strategic Importance of E-Communication - Email, Text Messaging, Slide or Visual Presentation - Internet - Video conferencing - Group Discussion – Social Networking.

#### **References:**

1. Lesikar, R.V. & Flatley, M.E., (2002) Basic Business Communication Skills for Empowering Internet Generation, 9th Edition, Tata Mc Graw Hill Publishing Company Ltd, New Delhi.
2. Pattan Shetty C.S & Ramesh M.S., (1999), Effective Business English and correspondence, R. Chand & Company, New Delhi.

3. R S N Pillai, Vbagavathi, (2010), Modern Commercial Correspondence, S. Chand Publishing, New Delhi.
4. N.S.Raghunathan & B.Santhanam, (2013), Business Communication, Margham Publications, Chennai.
5. Rajendra Pal, J. S. Korlahalli, (2015), Essentials of Business Communication, 13<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
6. R C Sharma Krishna Mohan, (2002), Business Correspondence and Report Writing, Tata McGraw-Hill Education, 3<sup>rd</sup> Edition, 7<sup>th</sup> West Patel Nagar, New Delhi.
7. Robert L. Shurter, (1948), Effective letters and Business, McGraw Hill Co, US.

**Web Resources:**

1. <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
2. <https://dreamtopper.in/bba-business-communication-notes/>
3. <https://www.geektonight.com/business-communication-pdf-notes/>
4. <https://freebookcentre.net/business-books-download/Business-Communication.html>
5. <https://nptel.ac.in/courses/109104031>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Provides basic knowledge and clarity about communication and overcome the communication barrier in the business world.
- CLO2. Identify the appropriate usage of informative business messages /letters and write an informative business message as per the layout of a letter.
- CLO3. Design banking and insurance correspondence that would be required in their professional lives
- CLO4. Compose effective report writing and business proposals
- CLO5. Identify social media platforms and common types of tools for audio, video, and web sharing tools that are typically less frequently used by businesses

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**Course Title : Financial Management**

**Course Code : BBAS - 42**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Observe the techniques of financial management and their applications for business decision making
- CO2. Analyze the importance of cost of capital and capital structure in financial decision making.
- CO3. Enumerate the significance of capital budgeting and process of capital budgeting and to Calibrate the various factors influencing dividend policy
- CO4. Examine various factors that determine the working capital and operating cycles.
- CO5. Analyse and plan for a receivable and inventory management.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Overview of Financial Management**

Financial management: Definition and scope – objectives of Financial Management – Profit Maximization Vs Wealth maximization - functions and role of finance manager.

#### **BLOCK II: Cost of Capital & Capital Structure**

Cost of capital – Cost of debt – Cost of preference share capital – Cost of Equity – Cost of retained earnings – Weighted average cost of capital - Capital structure – Meaning – Factors affecting capital structure – Optimal capital structure- Theories of capital structure: Net income approach -Net operating income approach - MM approach and Traditional approach

#### **BLOCK III: Capital Budgeting & Dividend Policy**

Capital Budgeting – Capital Budgeting process – Methods of Ranking investment proposals – Payback method – Internal Rate of Return method – Net present value method. Dividend and Dividend policy – Forms of dividends – Determinants of dividend policy.

#### **BLOCK IV: Working Capital Management - I**

Working capital Management–Concept of working capital–Kinds of working capital - Determinants of working capital – Estimation of Working Capital (Problem) - Cash Management - Motives for holding cash – Managing cash inflows and cash outflows – Monitoring collections & Disbursements.

#### **BLOCK V: Working Capital Management - II**

Receivables management – Objectives – Factors influencing size of receivables – Credit policy – Credit standard – Credit term – Collection policy – Incremental analysis - Inventory management – Meaning – Types of inventory – Purpose of holding inventory – Excess or inadequate inventory – EOQ – Levels of stock: reorder level, minimum level and maximum level – Techniques – ABC, VED, FSN and HML analysis.

**References:**

1. James C. VanHorne, John M. Wachowicz, (2015), Fundamentals of Financial Management, 13<sup>th</sup> Edition, Pearson Education India, Noida .
2. M Y Khan, P. K Jain, (2014), Financial Management, 7<sup>th</sup> Edition, Tata McGraw-Hill Publishing Company limited, New Delhi.
3. S. C. Kuchhal, (2016), Financial Management, 15<sup>th</sup> Edition, Chaitanya Publishing House, Allahabad.
4. Maheswari, S. N. (2013), Financial Management: Principles and Practice, Sultan Chand and Sons, New Delhi.
5. I.M. Pandey, (2016), Financial Management, 11<sup>th</sup> Edition, Vikas Publishing House, New Delhi.
6. Prasanna Chandra, (2017), Financial Management, 9<sup>th</sup> Edition, Tata McGraw-Hill Publishing Company limited, New Delhi.
7. G. Sudarsana Reddy, (2017), Financial Management Principles and Practice, Third Revised edition, Himalaya Publishing House, Mumbai.

**Web Resources:**

1. <https://www.geektonight.com/financial-management-pdf/>
2. <http://www.freebookcentre.net/business-books-download/Financial-Management.html>
3. <http://sim.edu.in/wp-content/uploads/2018/11/FM-BBA-IV-SEM.pdf>
4. <https://archive.nptel.ac.in/courses/110/107/110107144/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Describe both theoretical and practical role of financial management in business corporations.
- CLO2. Compute the cost of capital of specific sources of capital and the problems in capital structure
- CLO3. Estimate the required return on projects of differing risk and evaluate different investment decision and explain the various types of policies in dividend.
- CLO4. Evaluate the importance of working capital management and its role in meeting firm's strategic objectives and its impact in value creations.
- CLO5. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory

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**Course Title : Computer Applications in Business**

**Course Code : BBASE - 41**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Impart knowledge about the structure, elements and functions of a computer system.
- CO2. Gets insight knowledge in the basic concepts computer applications using MS-Office applications for the business transactions.
- CO3. Get the knowledge application on effective Power Point Presentation.
- CO4. Gain knowledge in programs in MS-Excel for business purpose
- CO5. Discuss the internet, web design and database maintenance in every type of applications.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction of Computers**

Introduction to Computers – Characteristics of a Computer - Types of Computers - Applications of computers – Merits and Demerits of Computer - Hardware & Software - System Software: Operating system, interpreter, compiler - Application software: General Purpose Packaged Software and tailor made software.

#### **BLOCK II: MS Word**

MS Word – Introduction to Word – Creating Word Document – Formatting – Spell Check – Grammar Check – Working with Tables – Saving, Opening and Closing Document – Mail Merge.

#### **BLOCK III: MS Power Point**

MS Power Point – Creation – Insert Picture – Animation – Creating Multimedia Presentations – Insert Tables and Graphs.

#### **BLOCK IV: MS Excel**

MS Excel – Introduction – Spread Sheet – Entering data in Working sheets – Editing and Formatting Work sheets – Charts – Functions like Saving, Opening and Closing Work book.

#### **BLOCK V: Introduction to Internet**

Introduction to Internet – Browsers – Search Engine – WWW – Internet Protocols – FTP – TELNET – HTTP – E-mail – How to create E-mail – Internet Vs Intranet – Webpage – URL.

#### **References:**

1. Gini Courter&Annette Marquis, (1999),Mastering Microsoft Office 2000 Professional Edition,Sybex, US.
2. Joan Lambert and Joyce Cox, (2013), Microsoft Word 2013Step by Step, Microsoft Press, Washington.
3. Dr.R. Parameswaran, (2010), Computer Application in Business, S Chand & Company Ltd, New Delhi.

4. Ravi Taxali, (2017),Pc Software for Windows 98 Made Simple, 2<sup>nd</sup> Edition, McGraw Hill Education, New Delhi.
5. Stephen L. Nelson, (1999), Office 2000: The Complete Reference, McGraw Hill Professional,US.

**Web Resources:**

1. <http://www.freebookcentre.net/business-books-download/Computer-Applications-in-Business.html>
2. <https://drive.google.com/file/d/1NyIN-iGNtcHEdR0nfHIN0GsWX7kVvCPP/view>
3. <http://eazynotes.com/pages/ms-office/ms-word-notes.html>
4. <https://gacbe.ac.in/pdf/ematerial/18BCS5EL-U5.pdf>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Acquire and apply the computer applications in different aspects of business
- CLO2. Evaluate the database using MS-Word and its components
- CLO3. Illustrate the effective presentation for the business meeting using power point presentation.
- CLO4. Develop the programs in MS-excel for business transaction
- CLO5. Explore the internet protocol, security and the web

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**Course Title : Environmental Studies**

**Course Code : CCES**

**Course Credit : 2**

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### **COURSE OBJECTIVE**

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- CO1. Develop a comprehensive understanding of the concept, scope of environment studies and public awareness about environment collective response for its protection.
- CO2. Provide a dynamic window onto the changing natural and social environments that comprises our world.
- CO3. Describe and identify the organisms with similar needs that compete for resources.
- CO4. Engage directly with key contemporary issues - such as globalisation, climate change, environmental management and cultural transformation - whilst also developing valuable analytical and communication skills.
- CO5. Determine the flexibility to tailor your module choices to your academic interests.

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### **COURSE SYLLABUS**

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**Unit 1:Multidisciplinary nature of environmental studies:** Definition, scope and importance - Need for public awareness

**Unit 2:Natural Resources:**

- Renewable and non-renewable resources: Natural resources and associated problems.
  - a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
  - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
  - e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
  - f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

**Unit 3: Ecosystems**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.

- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem: - a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **Unit 4: Biodiversity and its conservation:**

- Introduction – Definition: genetic, species and ecosystem diversity.
- Bio- geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **Unit 5 : Environmental Pollution:**

- Definition
- Cause, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution
- Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

#### **Unit 6: Social Issues and the Environment:**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust- Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

#### **Unit 7: Human Population and the Environment:**

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.

- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

**Unit: 8 Field Work Visit:**

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

**References**

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). Environmental Law and Policy in India: Cases, Material & Statutes, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
5. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. (pp.1-842)

**Web Resources:**

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_ENS\\_LECTURE\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_ENS_LECTURE_NOTES.pdf)
2. <https://archive.nptel.ac.in/courses/127/105/127105018/>

**COURSE OUTCOME**

*On successful completion of the Course, the learners will be able to:*

- CLO1. Acquiring wide knowledge on natural processes and resources that sustain life and govern economy.
- CLO2. Appreciate the consequences of human actions on the web of life, global economy, and quality of human life.
- CLO3. Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
- CLO4. Inculcate values and attitudes towards understanding complex environmental economic- social challenges, and active participation in solving current environmental problems and preventing the future ones.
- CLO5. Adopt sustainability as a practice in life, society, and industry.

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## **BBA - III Year Syllabus**

### **Semester - V**

**Course Title : Business Law**

**Course Code : BBAS - 51**

**Course Credit : 3**

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#### **COURSE OBJECTIVE**

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- CO1. Get an insight knowledge on basic tools for understanding law and basic concepts of Contract Law.
- CO2. study contract of sale, rights of unpaid seller, Conditions and Warranties
- CO3. Learn about Contract of agency in which identify the agent's relationship of principal with third parties
- CO4. Gain knowledge on Insurance Contract which is a boom service sectors in the industries
- CO5. Study law of negotiable instruments, their liabilities, and parties. And also advantages and privileges of using.

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#### **COURSE SYLLABUS**

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##### **BLOCK I: Law of Contract**

Law of contract - Meaning and Essentials of contract – Void - Agreement voidable and illegal contracts – Express and Implied contract – Offer and Acceptance - valid offer – Lapse of an offer – Acceptance and rules as to acceptance Revocation of offer and acceptance – capacities of parties to create contract – consideration – contract without consideration – Rights and obligations of parties to contract not enforceable – Assignment, breach, performance and discharge.

##### **BLOCK II: Law of Sale of Goods**

Law of sale of goods - Formation of contract of sale – Agreement to sell and sale – Hire purchase agreements – sale and bailment – capacity to buy and sell – subject matter of contracts of sale – Effect of destruction of goods – Document of title to goods – conditions and warranties – Rules of caveat emptor – Exceptions – Transfer of property to the buyer – Goods sent on approval – FOB, CIF, FOR and ex-ship contracts of sale – Sale by non – owners – right of stoppage in transit unpaid vendor is right.

##### **BLOCK III: Law of Agency**

Law of Agency- Agent and principal Nature and kinds of agency – Right and duties of agent – Relationship of principal with third parties – Termination of agency.

##### **BLOCK IV: Law of Insurance**

The Insurance Act, 1938- General Insurance Business Nationalization Act, 1972- Motor Vehicles Act, 1988- Marine Insurance Act, 1963- Public Liability Insurance Act, 1991- Consumer Protection Act, 1986.

##### **BLOCK V: Law of Negotiable Instruments**

Law of Negotiable Instruments - Negotiable Instruments – Characteristics – kinds – Promissory notes – Bills of Exchange – cheques – Acceptance – Presentment – Payment – Dishonour - Discharge from liability – crossing of cheques.

**References:**

1. Avtar Singh, (2018), Law of Insurance, 3rd Edition, Eastern Book Company, Luknow.
2. N. D. Kapoor, (2014), Elements of Mercantile Law, 34<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
3. M.C. Kuchhal, (2015), Modern Indian Company Law, 28<sup>th</sup> Edition Shree Mahavir Book Depot. New Delhi.
4. M.C. Kuchhal & Vivek Kuchhal, (2018), Business Law, 7<sup>th</sup> Edition, Vikas Publishing House, New Delhi.
5. Maheshwari, S.N. and S.K. Maheshwari, (2012) A Manual of Business Law, Himalaya Publishing House, New Delhi.
6. B.N. Tandon, (1983), Principles of Mercantile law, S. Chand Publishing, New Delhi.

**Web Resources:**

1. <https://www.iare.ac.in/sites/default/files/Business%20Law%20%26Ethics%20Noes.pdf>
2. <https://freebookcentre.net/law-books-download/Foundations-of-Business-Law-and-the-Legal-Environment.html>
3. <https://archive.nptel.ac.in/courses/110/105/110105159/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Gain knowledge on the scope of Business Law, have a good grip on various contractual concepts.
- CLO2. Describe specific application of Contract law in sale and purchase of Good
- CLO3. Contrast the relationship between Agent and Principal.
- CLO4. Apply relevant legislative rules and general law principles to solve legal problems involving the rights and liabilities of parties to insurance contracts.
- CLO5. Explore and appreciate application of contract law in Negotiable instruments

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**Course Title : Business Environment**

**Course Code : BBAS - 52**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Evaluate the overall business environment and to evaluate its various components in business decision making
- CO2. Understand the legal and political issues associated with national and international business.
- CO3. Describe the Social and Cultural environment along with Business ethics & values.
- CO4. Outline how an entity operates in an Economic Environment
- CO5. Study the impact of technology on business environment and globalization.

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### **COURSE SYLLABUS**

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#### **BLOCK I: An Overview of Business Environment**

Business Environment - Nature, Objectives and Uses of Study of Business Environment - Types of Business Environment - Micro Environment - Macro Environment - Environmental Analysis - Managing Diversity - Nature and scope of business

#### **BLOCK II: Political and Legal Environment**

The Constitutional Environment - Functions and Role of the State - Legal Environment - scope and objectives

#### **BLOCK III: Social and Cultural Environment**

Demographic Environment - Culture & Business - Business and Society - Social Responsibilities of Business - Business Ethics & Values - Corporate Governance

#### **BLOCK IV: Economic Environment**

Economic Systems - Economic Planning - Economic Parameters - Economic Policies - Consumer Protection Act and Competition Act, 2008 - Liberalisation, Privatisation and Globalisation of Indian Economy.

#### **BLOCK V: Natural and Technological Environment**

Natural Environment: Meaning and Components of Natural Environment - Impact of Natural Environment on Business - Guidelines for Development of Natural Resources - Sustainable Development - Green Index. Technological Environment: Meaning, Factors Governed and Impact of Technological Environment - Indicators of Technological Progress - Technology as a Source of Competitive Advantage - Sources of Technological Dynamics - Time Lags in Technology Introduction - Impact of Technology on Globalisation.

#### **References:**

1. K. Aswathappa, (2011), Business Environment For Strategic Management, Himalaya Publishing House, New Delhi.
2. Dhanabhakiam. M & Kavitha. M.,(2014), Business Environment, Vijay Nicole Imprints Private Ltd., Chennai.,

3. Francis Cherunilam, (2018), Business Environment, Text and Cases, 26th Edition, Himalaya Publishing House, New Delhi.
4. Gaurav Datt, Ashwani Mahajan (2016), Indian Economy, 72nd Edition, S Chand Publishing, New Delhi.
5. Gupta C.B., (2018), Essentials of Business Environment, First Edition, Sultan & Chand Publications, New Delhi..
6. V P Michael, (2000), Business Policy and Environment, 2nd Edition, S. Chand Publishing, New Delhi.
7. Dr.S. Sankaran, (2013), Business Environment, Margham Publications. Chennai
8. B. C. Tandon, (1975), Environment and Entrepreneur, Chugh Publications, Allahabad.

**Web Resources:**

1. <http://www.freebookcentre.net/business-books-download/Business-Environment.html>
2. [https://ebooks.lpude.in/commerce/mcom/term\\_1/DCOM105\\_DCOM402\\_DMGT105\\_DMGT401\\_BUSINESS\\_ENVIRONMENT.pdf](https://ebooks.lpude.in/commerce/mcom/term_1/DCOM105_DCOM402_DMGT105_DMGT401_BUSINESS_ENVIRONMENT.pdf)
3. [https://www.nios.ac.in/media/documents/SrSec319NEW/319\\_Bus\\_Studies\\_Eng/319\\_Bus\\_Studies\\_Eng\\_Lesson3.pdf](https://www.nios.ac.in/media/documents/SrSec319NEW/319_Bus_Studies_Eng/319_Bus_Studies_Eng_Lesson3.pdf)

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Perceive the internal and external environment which affects the business organization.
- CLO2. Analyse various political and legal environment in the business Develop the Economic environment.
- CLO3. Explore the interconnectedness between these and the socio and cultural environments in which expanding companies operate
- CLO4. Assess the economic environment for drawing business plan and expanding the business to globe
- CLO5. Demonstrate and develop conceptual framework of natural and technological environment and generate interest in international business.

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**Course Title : Human Resource Management**

**Course Code : BBAS - 53**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Describe the fundamental concepts, functions and evolution of human resource management
- CO2. Gain knowledge on HRP and procedures and practices used for recruiting and selecting suitable employees.
- CO3. Study the training requirements and design a successful orientation and training progress
- CO4. Discuss the appropriate policies and practices involved the performance discipline process
- CO5. State the significance of employee benefits to both employers and employees

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction to Human Resource Management**

HRM Concept and Functions, Role, Status and competencies of HR Manager - HR Policies - Evolution of HRM - HRM vs HRD - Evolution of HRM - Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment - Human Resource Information System.

#### **BLOCK II: Acquisition of Human Resource**

Human Resource Planning- Quantitative and Qualitative Dimensions - job analysis – job description and job specification - Recruitment and Selection – meaning – process of requirement – sources and techniques of Recruitment – Meaning and Process of Selection – Selection Tests and Interviews – placement, induction, socialisation and Retention.

#### **BLOCK III: Training and Development**

Concept and Importance -Training and development methods –Identifying Training and Development Needs - Designing Training Programmes - Role Specific and Competency Based Training - Evaluating Training Effectiveness - Training Process Outsourcing - Management Development - Career Development.

#### **BLOCK IV: Performance Appraisal**

Nature, objectives and importance - Modern Methods and techniques of performance appraisal - potential appraisal and employee counselling - job changes - transfers and promotions -Problems in Performance Appraisal – Essentials of Effective Appraisal System – Job Evaluation – Concepts, Process and Objectives – Advantages and Limitations – Methods.

#### **BLOCK V: Compensation and Maintenance**

Compensation - Concept and policies- wage and Salary administration -Methods of wage payments and incentive plans - Fringe benefits - Performance linked compensation - Employee health, welfare and safety social security - Employer-Employee relations- grievance handling and redressal.



## References:

1. K.Aswathappa, (2013), Human Resource Management: Text and Cases, 7<sup>th</sup> Edition, McGraw-Hill Education, New Delhi.
2. Gupta, C.B., (2013), Human Resource Management, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Khanka, S.S., (2007), Human Resource Management- Text and Cases, First Reprint Edition, S. Chand& Co., Ltd., New Delhi.
4. Prasad, L.M., (2014), Human Resource Management, Third Edition, Sultan Chand & Sons, New Delhi.
5. V.S.P. Rao,(2016),Human Resource Management,Taxmann Publications Pvt. Ltd., Mumbai.
6. SubbaRao, P., (2011), Essentials of Human Resource Management and Industrial Relation, Second Edition Reprint, Himalaya Publishing House, Mumbai.
7. Tripathi, P.C., (2010), Human Resource Management, Sixth Edition, Sultan Chand and Sons, New Delhi.

## Web Resources:

1. <http://www.freebookcentre.net/business-books-download/Lecture-Notes-On-Human-Resource-Management.html>
2. <https://www.devensharmaclassroom.in/2022/07/human-resource-development-hrd-bba-mba.html>
3. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
4. <https://archive.nptel.ac.in/courses/122/105/122105020/>

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## COURSE OUTCOME

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Demonstrate the importance of human resources and their effective management in organizations.
- CLO2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs and assess recruitment and selection process.
- CLO3. Describe appropriate implementation, monitoring and assessment procedures of training and development
- CLO4. Explain the importance of the performance management system in enhancing employee performance
- CLO5. Interpret a market comparison as part of compensation analysis and maintainance

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**Course Title : Operations Management**

**Course Code : BBAS - 54**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Discuss the role of operations management in achieving organizational competitiveness and the factors determining plant location and plant layout
- CO2. Enumerate a good plant layout and its types with material handling principal equipment's.
- CO3. Describe the master production schedule and inventory management in aggregate planning
- CO4. Impart the basic concepts related to the Work Study, Method Study and Work Measurement.
- CO5. Provide with the concepts and tools necessary to effectively manage field service operations.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction& Plant Location**

Operations Management–Meaning, objectives, functions–Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages.

#### **BLOCK II: Layout of manufacturing facilities**

Plant layout–Introduction–features of a good plant layout–factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.

#### **BLOCK III: Production and Inventory Control**

Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP) - JIT.

#### **BLOCK IV: Method Study & Work Measurement**

Method Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

#### **BLOCK V: Service Operations Management**

Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

**References:**

1. Chary, S.N., (2012), Production and Operations Management, Fifth Edition, McGraw-Hill Education, New Delhi.
2. Chunawalla, S. A., (2012), Production and Operations Management, Fourth Edition, Himalaya Publishing House, New Delhi.
3. Elwood S. Buffa&Rakesh K. Sarin, (1994),Modern Production/Operations Management, 8<sup>th</sup> Revised Edition , John Wiley & Sons Inc; Hoboken.
4. B S Goel, (2011),Production Operations Management, Pragati Prakashan, Meerut.
5. P. Gopalakrishnan,(2017),Purchasing and Materials Management, Tata McGraw-Hill Education, New Delhi.
6. R. Panneerselvam, (2012), Production and Operations Management,3<sup>rd</sup> Edition , PHI Learning Pvt. Ltd.,New Delhi.

**Web Resources:**

1. [https://vssut.ac.in/lecture\\_notes/lecture1429900757.pdf](https://vssut.ac.in/lecture_notes/lecture1429900757.pdf)
2. [https://agri-bm.kkwagh.edu.in/uploads/department\\_course/NOTES\\_OF\\_ABM-357.pdf](https://agri-bm.kkwagh.edu.in/uploads/department_course/NOTES_OF_ABM-357.pdf)
3. <https://freebookcentre.net/business-books-download/Lectures-notes-On-Production-and-Operation-Management.html>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Demonstration the concept of operations management in production unit and to select right location of housing the plant.
- CLO2. Illustrate the various factors affecting the plant layout decisions.
- CLO3. Summarize the knowledge in production methods and importance of production planning.
- CLO4. Apply the work measurement techniques in time and motion study.
- CLO5. Demonstrate the concepts and tools necessary to effectively manage field service operations.

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**Course Title : Entrepreneurship & Management of Small Business**

**Course Code : BBAS– 55 / BBASG - 01**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Provide an overview of the competences needed to become an entrepreneur
- CO2. Inculcate the entrepreneur's skill in which need to instil innovation and creativity
- CO3. Provide an overview of the competencies needed to become an entrepreneur.
- CO4. Apply the steps required for the registration of SSI and to discuss about the other financial Institutions.
- CO5. Describe the setting up of a Micro, Small and Medium enterprises

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### **COURSE SYLLABUS**

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#### **BLOCK I: Introduction to Entrepreneurship**

The Entrepreneur – Meaning and Importance– Evolution -- Factors influencing Entrepreneurship: Psychological, Social, Economic, And Environmental Factors - Characteristics of an entrepreneur – Types of Entrepreneur: based on Type of Business, Use of Technology, Motivation, Growth, Stages – New Generation of Entrepreneur.

#### **BLOCK II: Innovation and Creativity**

Innovation and creativity: Innovation and Inventions – creativity and entrepreneurship - steps in creativity – skill of an entrepreneur – decision making and problem solving.

#### **BLOCK III: Entrepreneurial Competency & Mobility**

Meaning and Concept of Entrepreneurial Competency - Developing Entrepreneurial Competencies - Entrepreneurial Mobility - Factors Affecting Entrepreneurial Mobility - Types of Entrepreneurial Mobility-Barriers to Entrepreneurship.

#### **BLOCK IV: Assistance to an Entrepreneur**

Assistance to an entrepreneur - New Ventures - Industrial Park / Estate (Meaning, features, & examples) -SSI – Procedure to Start SSI - MSME Policy in India- National Small Industries Corporation (NSIC) - STEP – STED – Nationalised Banks, EXIM Bank and New Generation Banks – Other Financial Institutions –SIDBI — NABARD – IDBI - Modernisation assistance to small scale unit - Special Economic Zone (Meaning, features & examples).

#### **BLOCK V: Management of Small Business**

Definition and concept of Small Business - Importance of Small Business - Strategic Frameworks for Decision - Vision, Mission, Objective and Goal - Meaning and significance of a business plan - components of a business plan, and feasibility study.

#### **References:**

1. David.H. Holt, (2016), Entrepreneurship – New Venture Creation, Prentice Hall of India, New Delhi.
2. Khanka.S.S, (2014), Entrepreneurial Development, 5<sup>th</sup> Edition, S.Chand Publication, New Delhi.
3. NuzhathKhatoon, (2016), Entrepreneurial Development, 1<sup>st</sup> Edition, Himalaya Publishing House, New Delhi.

4. Patrick Dawson, (2014), *Managing Change, Creativity and Innovation*, SAGE Publications Ltd; Second edition
5. Dr. P. Rizwan Ahmed, (2015), *Creativity and Innovation Management*, Margham Publications, Chennai.
6. Steven Rogers, (2014), *Entrepreneurial Finance*, 3<sup>rd</sup> edition, McGraw Hill Education, New Delhi.
7. Srinivasan.N.P, Gupta.C.B, (2015), *Entrepreneurial Development*, Sultan chand publications, New Delhi.
8. Taylor, E. (1996) 'Introduction to innovation', in *Innovation, Design, Environment and Strategy*, Buckingham, Open University Press.
9. Vasant Desai, (2012), *Entrepreneurial Development*, (2012), *Entrepreneurial Development*, Himalaya Publishing House, New Delhi.
10. Dr.P.T. Vijayashree&M.Alagammal, (2016), *Entrepreneurial Development & Small Business Management*, Margham Publication, Chennai.

#### **Web Resources:**

1. <https://www.geektonight.com/entrepreneurship-and-small-business-notes/>
2. <https://desklib.com/document/entrepreneurship-small-management-business/>
3. <https://theintactone.com/2019/08/31/ccsubba-501-entrepreneurship-small-business-management/>
4. <http://www.freebookcentre.net/business-books-download/Entrepreneurship-Development-and-Small-Business-Management.html>

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#### **COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Have knowledge about the Emergence of Entrepreneurial Class and various Theories of Entrepreneurship.
- CLO2. Create an innovative and creative skills for penetrating in the market as an entrepreneur
- CLO3. Interpret overview of the competences needed to become an entrepreneur and mobility.
- CLO4. Analyse the institutional support and incentives available to entrepreneur in India.
- CLO5. Built insights into the Management of Small Family Business and formulating the business plan

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## Semester - VI

**Course Title : Money & Banking**

**Course Code : BBAS - 61**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Describe the basic functions of money and banking system in the modern business context.
- CO2. Discuss the working of gold standard, principles and method of currency note issue in the India's present currency system.
- CO3. Study the importance and various roles played by the Indian banks for business and economic growth
- CO4. Describe the procedure and practices in the banking institutions.
- CO5. Explain the E – Banking methods and procedures in technological scenario

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### **COURSE SYLLABUS**

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#### **BLOCK I: Money**

Definition of money–difficulties of barter system - Kinds of money–commodity money, metallic money, paper money and credit money - Functions of money–primary, secondary and contingent functions

#### **BLOCK II: Gold Standard**

Gold standard–definition–types–characteristics–working of gold standard–principles and methods of note issue - India's present currency system.

#### **BLOCK III: Banking**

Banking - meaning and definition - role of banks in business - structure of commercial banking in India - public sector and private sector banks - scheduled banks - foreign banks - new generation banks – functions of commercial banks - RBI – functions.

#### **BLOCK IV: Banking Practice**

Banker and Customer definition - relationship between banker and customer - Types of Bank Accounts – Fixed Deposit Account – Savings – Current and Recurring Account – Features – Benefits - Account Opening Formalities - KYC Norms – Fixed Deposit Receipts – Non Residence Deposit Account – Currency ( Domestic) Account – Senior Citizen Deposit Account – Flexi Deposit Account.

#### **BLOCK V: E- Banking**

E-Banking - Tele Banking - Centralised Online Real Time Electronic Banking (CORE) - Electronic Clearing Service (ECS)-Electronic Fund Transfer (EFT) - Real Time Gross Settlement (RTGS) - National Electronic Fund Transfer (NEFT) - bank Financial Telecommunications (SWIFT)-E-Cheque – Any Time Money - ATMs - Credit Cards - Debit Cards - Smart Cards - Internet Banking

**References:**

1. Gorden&Nataraj, (2016), Banking Himalaya Publication, New Delhi.
2. Mithani, D.M. (2014), Money, Banking, International Trade, and Public Finance, Himalaya Publishing House, New Delhi.
3. Panikar, KK., (2015), Banking –Theory System, S.Chand& Co., New Delhi.
4. Sundaram, K.P.M. (2009), Money, banking and international trade, Sultan Chand & Sons, New Delhi.
5. Tannan, ML., (2015), Banking Law & Practice in India, Indian Law House, New Delhi

**Web Resources:**

1. <https://freebookcentre.net/business-books-download/Money-and-Banking-Lecture-Notes.html>
2. [https://www.academia.edu/6953105/Lecture\\_Notes\\_on\\_MONEY\\_BANKING\\_AND\\_FINANCIAL\\_MARKETS](https://www.academia.edu/6953105/Lecture_Notes_on_MONEY_BANKING_AND_FINANCIAL_MARKETS)
3. <https://kamarajcollege.ac.in/Department/BBA/II%20Year/006%20Skill%20Based%20Core%20I%20-%20Introduction%20to%20Banking%20-%20III%20Sem.pdf>
4. <https://archive.nptel.ac.in/courses/110/106/110106040/>
5. <https://www.youtube.com/watch?v=AffhWkHYqJY>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Impart knowledge on money and its function to scale up the nation growth
- CLO2. Get insight knowledge on working of gold standard, principles and method of currency note issue.
- CLO3. Appraise the knowledge on contemporary development in banking sectors
- CLO4. Equip practical knowledge on the banking functions and its transactions
- CLO5. Summarize the concept of E- Banking system in the present scenario

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**Course Title : International Business**

**Course Code : BBAS - 62**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Explain the concepts in international business with respect to foreign trade/international business.
- CO2. Equip themselves in understanding the different agencies involved in EXIM process and their role in the international trade
- CO3. Highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India
- CO4. Impart knowledge on international capital and foreign exchange market.
- CO5. Familiarize with export and import policy, procedures and documentation relating to foreign trade operations.

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### **COURSE SYLLABUS**

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#### **BLOCK I: International Business**

Introduction - Definition of International Business - difference between international and domestic business - Advantages and Disadvantages of International Business - Approaches to International Business - Changing Environment of International Business

#### **BLOCK II: Globalisation of Markets**

Globalisation - Trends in Globalisation - Effects and Benefits of Globalisation -balance of payment and foreign exchange - Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Export Promotion in Export Credits Guarantee Corporation (ECGC) – Export Promotion Councils (EPCS) & Commodity Boards (CB) – Export promotion schemes.

#### **BLOCK III: International Institution**

UNCTAD - Principles and Major Achievements - IMF - Role of IMF - IBRD, Features of IBRD - WTO, Role, , objectives and Advantages of WTO - Regional Economic Integration: EU, NAFTA, ASEAN, SAARC.

#### **BLOCK IV: Foreign Exchange**

Foreign Exchange - Various types of Exchange Rate Regimes – Floating Rate Regimes - Managed Fixed Rate Regime - Factors Affecting Exchange Rates - Brief History of Indian Rupees Exchange Rates.

#### **BLOCK V: Import & Export Documentation**

Import and export documentation – Frame work – Standardised pre-shipment Export documents – Commercial and regulatory documents

#### **References:**

1. K Aswathappa,(2017), International Business,6th Edition, Tata McGraw Hill Education private limited, 7<sup>th</sup> west Patel Nagar, New Delhi.
2. Bimal Jaiswal,(2017), International Business, 2nd revised Edition, Himalaya Publication, New Delhi.



3. Devendra Thakur, (2009), Globalisation and International Business ,Balaji World of Books, New Delhi.
4. Francis Cherunilam,(2011), International Business, 5th Edition, PHI Learning, New Delhi.

**Web Resources:**

1. <http://www.fimt-ggsipu.org/study/bba308.pdf>
2. <https://www.geektonight.com/international-business-management-pdf/>
3. <http://freebookcentre.net/business-books-download/International-Trade-and-Finance-by-Prof.-P.-Natarajan.html>
4. <https://archive.nptel.ac.in/courses/110/107/110107145/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Demonstrate the concept of International Business, its origin and the Drivers to International Business
- CLO2. Apply the basics of global trade and import and export policies and markets.
- CLO3. List out importance of regulatory framework within which international financial transactions can take place, with special reference to India.
- CLO4. Identify risk relating to exchange rate fluctuations and develop strategies to deal with them.
- CLO5. Handle import and export documentation procedures during International business

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**Course Title : Financial Markets & Services**

**Course Code : BBAS - 63**

**Course Credit : 4**

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### **COURSE OBJECTIVE**

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- CO1. Describe the meaning, importance and features of the money market in india
- CO2. Discuss about the functions of NBFIs and how these act as financial intermediaries
- CO3. Gain knowledge on new issue markets and functions of Stock exchanges in India
- CO4. Explain the new and innovative financial services of India and analyse the role of credit rating agencies and factoring services
- CO5. Explain the role of merchant banking services in India as per SEBI regulations

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### **COURSE SYLLABUS**

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#### **BLOCK I: Concept and Meaning of Money Market**

Money Market - Call Money Market - Treasury Bills Market - Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits - The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market.

#### **BLOCK II: An Introduction to Financial Intermediaries**

Non-Banking Financial Intermediaries – Investment Companies – Hire Purchase Finance – Venture Capital Funds - Small Savings and Provident Funds - Unit Trust of India and Mutual Funds

#### **BLOCK III: New Issues Market and Secondary Markets**

New Issue Market – Meaning and Advantages– General Guidelines for New Issue – Methods of Floating – Players – Recent Trends. Secondary Market: Stock Exchanges - Functions – Role of Securities and Exchange Board of India – Reforms in Secondary Market – Efficient Market Theory.

#### **BLOCK IV: Financial Services**

Financial Service - Meaning- Important and its Types - Factoring– Meaning, Functions, Types, Cost and Benefit of Factoring – Factoring in India and Abroad - Credit Rating - Mechanism, Role of CRISIL - ICRA Limited and CIBIL.

#### **BLOCK V: Merchant Banking**

Merchant Banking – Definition, Origin of Merchant Banking – Merchant Banking in India - Merchant Banks and Commercial Banks – Services of Merchant Bankers – Qualities required for Merchant Bankers - Problems and Scope of Merchant Banking in India.

#### **References:**

1. Bhole L.M, (2016) Financial Institutions and Markets, , Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Gordon and Natarajan, (2011) Financial Markets and Services, Himalaya Publishing House.Mumbai.
3. GurusamyS,( 2015) Financial Markets and Institutions, S. Vijay Nicole Imprints (P) Ltd Chennai.

4. Jeff Madura, (2011) Financial Markets and Institutions, 5th Ed., South-Western College Publishing.
5. Khan, M.Y, (2012) Financial Services, Tata McGraw Hill. Publishing Company Limited, New Delhi.
6. Nalini Prava Tripathy, (2015) Financial Instruments and Services, Prentice Hall of India, New Delhi.

**Web Resources:**

1. <https://www.geektonight.com/financial-markets-and-services-notes/>
2. <http://14.139.185.6/website/SDE/sde168.pdf>
3. <https://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
4. <https://freebookcentre.net/business-books-download/An-Introduction-to-Financial-Market.html>
5. <https://archive.nptel.ac.in/courses/110/105/110105121/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Get insight knowledge on functioning of the money market and will also be able to compare it with capital market.
- CLO2. Distinguish among various financial intermediaries and markets.
- CLO3. Illustrate the New Issue market and to know the activities of stock exchanges in India
- CLO4. Gain knowledge on financial services including the factoring services and its importance and to understand the role of credit rate agencies in India.
- CLO5. Examine origin and the role of merchant banking services in India

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**Course Title : Introduction to Retailing**

**Course Code : BBAS - 64**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Get insight on basic knowledge on retailing concept and its relevance in Indian retail market.
- CO2. Explain the understanding of retail management and types of retailers
- CO3. Familiarize the students with retail services and operations
- CO4. Explain the retail location choices and their effectiveness in Indian context.
- CO5. Create awareness about emerging trends in retail management.

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### **COURSE SYLLABUS**

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#### **BLOCK I: Overview**

Retailing - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing-Stores Location – Steps in choosing a retail location.

#### **BLOCK II: Classification**

Retail outlets by Ownership & Organisation - Retail categories - Types of business organisation- Types of Retail store ownership - Classification on the basis of ownership - Classification on the basis of Merchandise mix, Non store retailing - Other retail models.

#### **BLOCK III: Retail service**

Services & Quality in Retailing - Factors constituting retailing - The service – product concept - The intangible-tangible product continuum - A classification of service and quality - Implementation of service management - Growing emphasis on control of quality - Key terms of quality - Characteristics of quality and Long term Benefit.

#### **BLOCK IV: Retail Location**

Retail in India - The origin of retail in India - Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location- Drivers of retail change in India - Changing income profiles - Difference between rural and urban India - Changes in consumption patterns - Foreign direct investment in retail.

#### **BLOCK V: Emerging Trends in Retailing**

Modern retail formats- Organised retailing-The size of retail in India - Clothing, textiles and fashion accessories - Food and food services - Books and music - Other emerging sectors - Retail realities - Challenges to retail development in India- E-tailing.

**References:**

1. Gibson G. Vedamani, (2012), Retail Management: Functional Principles and Practices, 4<sup>th</sup> Edition, Jaico Publishing, Bengaluru.
2. Michael Levy and Barton AWeitz, (2019), Retailing Management, 10th Revised edition, McGraw-Hill Inc., US, (ISE Editions).
3. R. Sudharshan, S. Ravi Prakash and M. SubrahmanyaSarma, (2007), Retail Management: Principles & Practices, 1st Edition, New Century Publications, New Delhi.

**Web Resources:**

1. <http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf>
2. <http://www.freebookcentre.net/business-books-download/Retail-Marketing.html>
3. <https://www.geektonight.com/retail-management-pdf/>
4. <https://archive.nptel.ac.in/courses/110/105/110105158/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Impart knowledge on Retailing as an important field of practice
- CLO2. Recognize about the understanding of retail management and types of retailers.
- CLO3. Summarize the concept of retailing services and control of quality.
- CLO4. Evaluate the types of retail locations and effective category management.
- CLO5. Analyze perceive about the retail management and aware of the latest trends in retail industry

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**Course Title : E-Business**

**Course Code : BBAS - 65**

**Course Credit : 3**

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### **COURSE OBJECTIVE**

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- CO1. Acquire the knowledge of recent trends in e-commerce / business.
- CO2. Discuss how the business strategy works on e-commerce to maintain cordial relation with customers
- CO3. Explain the concepts of Business to Business and latest development of M-Commerce
- CO4. Discuss electronic mode of payment system for business augmentation
- CO5. Study the e-business environment and the legal & ethical aspects of e-business

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### **COURSE SYLLABUS**

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#### **BLOCK I: Doing Business Online**

Definition of E-Business - objectives of E-Business - Evolution of E-Business - History of the Internet- internet revolution and its implications in the business - E-Business Opportunities - E-Business vs the Traditional Business Mechanism - merits and demerits of E-Business

#### **BLOCK II: Business Strategy in New Economy**

Key features of Internet economy – Redefining the borders of the firm – Building a successful e-business – Adopting the Internet in an established business – E-retailing – The elements of business to consumer (B2C) strategy – Marketing on the internet – Emerging trends in e-commerce.

#### **BLOCK III: Business – to – Business**

An introduction to Business – to – Business (B2B) e-commerce – Organisation of B2B marketplace – B2B marketing and the internet – Opportunities and challenges in B2B – Economics of online advertising: portals and search engine – Concept of M-Commerce.

#### **BLOCK IV: Money on the Net**

Overview of the electronic payment systems – Using credit cards on line – Smart cards, electronic cash and other payment systems – Implications of innovative online payment systems – Rights and obligations in the world of e-commerce – Third-Party Payment Processing - Electronic Payment Gateway–Security Standard for Electronic Payment System.

#### **BLOCK V: Environment of E-Business**

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business.

#### **References:**

1. Alexi Leon and Mathews Leon, (2004), Introduction to Information Systems, McGraw-Hill Education (India) Pvt Limited, New Delhi.
2. Anup K. Ghosh, (2012), E-Commerce Security and Privacy, Kindle Edition

3. Peter G W Keen, (1994), Every Manager's Guide to Information Technology, 2<sup>nd</sup> Edition, Harvard Business School Press, Boston.
4. Rajesh Chakrabarti and Vikas Kardile, (2002), The Asian Manager's Handbook of E-Commerce (paperback edition), Tata McGraw – Hill Publishing Company Limited, New Delhi.

**Web Resources:**

1. <http://www.freebookcentre.net/Business/E-Business-Books.html>
2. <https://freebookcentre.net/business-books-download/E-Business-Lecture-Notes.html>
3. <https://www.toppr.com/guides/business-studies/emerging-modes-of-business/e-business/>
4. <https://archive.nptel.ac.in/courses/110/105/110105083/>

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**COURSE OUTCOME**

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*On successful completion of the Course, the learners will be able to:*

- CLO1. Develop an understanding of the global E-Business Concepts and the collaborations that are taking place.
- CLO2. Analyze the impact of E-commerce on business and applying new strategies
- CLO3. Develop the concepts of Business to Business and discover the economics of online advertising works.
- CLO4. Assess the E-payment system in the existing business scenario
- CLO5. Develop entrepreneurial approach and environment in current market scenario of e-commerce.

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## PROGRAMME OUTCOMES(POC)

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*After completion of the B.B.A Programme, the learners will be able to;*

- POC1. Impart the evolution of management theory/thoughts and functions of management and the roles and responsibilities associated with managerial functions.
- POC2. Apply accounting rules in determining financial results and preparation of financial statement and methods of charging depreciation and valuation of stock.
- POC3. Examine the applications of economic concepts and review the concepts of business organisations and various combinations of business.
- POC4. Analyse the financial statement for profit Maximization and Explain changes in financial position of corporate entity and solve complex managerial problems.
- POC5. Interpret the results of statistical analysis for improved managerial decision making by acquainting adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- POC6. Analyse various political, technological and economic environment in the business and evaluate the major factors which affect the business.
- POC7. Demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management
- POC8. Recognise strategy implementation alternatives for effective decision making and different alternative strategies for effective decision making.
- POC9. Acquire in-depth knowledge of various fundamentals, theories and principles related to the research and apply the acquired knowledge in carrying out research studies for decision making.
- POC10. Integrate concepts related to entrepreneurship development programs, motivation; rural and small-scale enterprise.
- POC11. Review transactions of money and banking system in the modern business context and analyse the nature and functioning of foreign exchange markets.
- POC12.** Inculcate market information to assess the retailing environment and formulate effective retail strategies and comprehend the concepts of Business to Business and the economics of e-business advertising works.



## Programme Mapping

Course Code	Programme Learning Outcomes																															
	BFTMS- 11	BFEGS- 11	BBAS -11	BBAS- 12	BBASE- 11	BFTMS- 21	BFEGS- 21	BBAS- 21	BBAS- 22	BBASE- 21	BFTMS- 31	BFEGS- 31	BBAS -31	BBAS- 32	BBASE - 31	BFTMS - 41	BFEGS- 41	BBAS -41	BBAS -42	BBASE- 41	CCES	BBAS -51	BBAS -52	BBAS -53	BBAS- 54	BBAS -55 / BBASG -01	Learner 's Choice- CBCS	BBAS- 61	BBAS -62	BBAS -63	BBAS -64	BBAS -65
Knowledge			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Research			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Communication			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Problem Solving			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Science and Society																					✓	✓				✓						
Life-Long Learning																						✓										
Modern Tool Usage				✓					✓	✓					✓				✓	✓	✓	✓		✓								✓
Project Management			✓		✓					✓					✓				✓	✓		✓	✓	✓	✓	✓	✓					
Environment and Sustainability					✓									✓							✓	✓				✓			✓			
<b>Relevances</b>																																
Local			✓	✓				✓	✓				✓	✓				✓			✓	✓	✓	✓		✓				✓		
Reginal			✓	✓				✓	✓				✓	✓				✓			✓	✓	✓	✓		✓				✓		
National			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
International			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓