



Tamil Nadu Open University

577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

TAMIL NADU OPEN UNIVERSITY
Regulations and Overview for
Bachelor of Business Administration (BBA)
(Semester) in Distance Mode

[w.e.f Academic Year 2020-2021]



School of Management Studies
Tamil Nadu Open University
Chennai- 600 015



Tamil Nadu Open University

577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

SCHOOL OF MANAGEMENT STUDIES Bachelor of Business Administration (General)

MEMBERS OF BOARD OF STUDIES

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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.

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.



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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.



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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 Bachelor of Business Administration (B.B.A) Programme is designed to maintain quality and standard. Theory Examination 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: 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 4, then 2 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Assignment 1	Answer any one of the question not exceeding 1000 words out of three questions.	1 x 30 = 30 Marks
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Term -End 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



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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 -1
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: The candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 marks in both external and internal taken together.



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Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	25	70	40	100

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

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



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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.

PROGRAMME LEARNING OBJECTIVES (PLOs)

- 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 OUTCOMES

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

- PSO 1. Familiarize the evolution of management theory, the key contributors, and their contributions to the development of management thought.



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- PSO 2. Disseminate the basics of business organization and its forms and importance and role of Business Combinations.
- PSO 3. Analyse statistical data and Construct Index numbers and their use and test the adequacy of Index number formulae.
- PSO 4. Evaluate different business problems using analytical and creative, and integrative abilities.
- PSO 5. Analyze socio-political-economic environment of business organizations.
- PSO 6. 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
- PSO 7. 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.
- PSO 8. Evaluate and Contrast between domestic and international markets. Apply the advantage of gaining knowledge of international markets to grow the national markets.
- PSO 9. Develop in-depth knowledge of the roots, concepts, and evolution of E-Business along with its benefits and limitations.

PROGRAMME OUTCOMES

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.



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- 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.



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Mapping the Curriculum

Course Code	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		
Programme Learning Outcomes																																		
Knowledge			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	
Research			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	
Communication			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	
Problem Solving			✓	✓	✓			✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	
Science and Society																					✓	✓			✓									
Life-Long Learning																					✓													
Modern Tool Usage				✓					✓	✓					✓					✓	✓			✓									✓	
Project Management			✓		✓					✓					✓				✓	✓		✓	✓	✓	✓	✓								
Environment and Sustainability					✓									✓							✓	✓				✓			✓					



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Bachelor of Business Administration (B.B.A) - General (Distance Mode – Semester) (From Academic Year 2020-2021 onwards)

S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
First Year									
First Semester									
1	BFTMS - 11	தமிழ் - I	CC	3	3	30	70	100	40
2	BFEGB- 11	Foundation in English –I (Literature and Grammar)	CC	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
Total				16		150	350	500	
Second Semester									
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	CC	3	3	30	70	100	40
7	BFEGB - 21	Foundation in English-II (Literature and Use of English)	CC	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 - 21A	Business Statistics	DSE	3	3	30	70	100	40
Total				16		150	350	500	



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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	CC	3	3	30	70	100	40
12	BFEGS - 31	Foundation in English - III (Soft Skills)	SEC	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
Total				16		150	350	500	
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	CC	3	3	30	70	100	40
17	BFEGS - 41	Foundation in English-IV (Writing Skills)	SEC	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
Total				18		180	420	600	



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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		Learner Choice- CBCS 's	GE	2	3	30	70	100	40
Total				19		180	420	600	
Six Semester									
S No.	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	TEE		
28	BBAS - 61	Money & Banking	CC	4	3	30	70	100	40
29	BBAS - 62	International Business	CC	3	3	30	70	100	40
30	BBAS - 63	Financial Market & Services	CC	4	3	30	70	100	40
31	BBAS - 64	Introduction to Retailing	CC	3	3	30	70	100	40
32	BBAS - 65	E-Business	SEC	3	3	30	70	100	40
Total				17		150	350	500	
Grand Total				102		960	2240	3200	

Continuous Internal Assessment- (CIA) Term End Examination - (TEE)



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CATEGORY			
Abbreviation	Expansion	Explanation	Minimum No of courses
CC	Core Courses	From the Discipline of study	16+ 6 = 22 (CC+ Language)
DSE	Discipline Specific Elective	From the Discipline of study/Allied	4 (Discipline+ Interdisciplinary)
AECC	Ability Enhancement Compulsory Course	Environmental Studies	1
GE	Generic Elective	From other Disciplines/CBCS	1
SEC	Skill Enhancement courses	From the discipline of the Study	4



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BBA - I Year Syllabus

Semester – I

பாடப் பெயர் (Course Title) : தமிழ் - I (Tamil – 1)

பாடக் குறியீடு (Course Code) : BFTMS - 11

பாட கற்றல் அளவெண் (Course Credits): 3

பாட நோக்கங்கள்

CO1. தமிழ் இலக்கியங்களை அறிமுக நோக்கில் எடுத்துரைத்தல்

CO2. மொழித்திறன், மொழியறிவு, இலக்கியப் பொது அறிவு பெறும் வகையில் விவரித்தல்

பிரிவு – 1 பன்னிரு திருமுறைகள்

தமிழில் சமய இலக்கியங்கள் – சமய இலக்கியத் தோற்றம், சமணமும் பௌத்தமும், சவை சமய வளர்ச்சி, பன்னிரு திருமுறை பட்டியல் - திருஞானசம்பந்தர் தவோரம் பாடல் சிறப்புகள். - (திருநாவாக்கரசரின் மாசில் வீணையும், நம்கடம்பனைப் பெற்றவள், சூந்தரர் - பித்தா பிறசைஉடி, பொன்னார் மனேயனே, மாணிக்கவாசகர் - வானாகி மண்ணாகி, பால்நினைந்து ஊட்டும், திருமலரின் ஒன்றே காலமும் ஒருவனதேவேனும், அன்பும் சிவமும் இரண்டென்பர், காரைக்காலம்மையார் - இன்று நமக்கெளிதே மாலுக்கும், அறிவானும் தானே அறிவிப்பான் .

பிரிவு – 2 நாலாயிரத் திவ்யப் பிரபந்தம்

முதல் மூன்று ஆழ்வார்கள் – பொய்கையாழ்வார் பாடல் - வயைம் தகளியா வார்கடலே, புகுத்தாழ்வார் பாடல் - அன்பே தகளியா ஆர்வமே - பயோழ்வார் - திருக்கண்டனே பொன்மனே கண்டனே, திருமழிசை ஆழ்வார் பாடல் – அன்பாய்



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ஆரமுதம் ஆவாய், நம்மாழ்வார் - இவையும் அவையும் உவையும், மதுரகவியாழ்வார் - நன்மையால் மிக்க நான்மறை, காலசகேராழ்வார் - சல்வத்து அரம்பையர்கள், பெரியாழ்வார் - மாணிக்கம் கட்டி வயிரம் இடகைட்டி - ஆண்டாள் - மத்தளம் கொட்ட வரிசங்கம், தொண்டரபிப் பொடியாழ்வார் - பச்சமை மலபைல மனே, திருப்பாணாழ்வார் - கொண்டல் வண்ணனைக் கோவலனாய், திருமங்கையாழ்வார் - காலம்தரூம், சல்வம் தந்திடும், அடியார்.

பிரிவு - 3 சீறாப்புராணம் (கதீசா கனவு கண்ட படலம்)

சீறாப்புராணம் - காப்பிய அமைப்பு, கதீசா கனவு கண்ட படலம், காப்பிய முன்கதைச் சூருக்கம், படலக் கதைச் சூருக்கம் - கதீசா கனவு கண்டு எழுதல் - கதீசா கண்ட கனவு, கதீசாவின் ஏமாற்றம் - கதீசாவின் இயல்பு நிலையில் மாற்றம் - ஒப்பனை துறந்த விரக்தி, பஞ்சணை பொருந்தா நிலை - கதீசாவின் புலம்பல் - விதவசம் பொருந்துமோ எனல், மாதூலன் வசனம் சிதையுமோ எனல், கதீசா தமேபுதல். - மசெறாவின் மடல் வருதல் - மசெறா எழுதிய பத்திரம், சித்திர வரிதொறும் முத்தமிடாதல், கடலில் தவிப்பார்க்குக் கிடதைத் மரக்கலம்.

பிரிவு - 4 தமேபாவணி (காட்சிப் படலம்)

தமேபாவணி - காப்பிய அமைப்பு, காட்சிப் படலம், காப்பிய முன்கதைச் சூருக்கம், படலக் கதைச் சூருக்கம், - கோவர் கிட்டம் வந்து காணாதல் - கழந்தை இயசேவதைத் தொழுதல், மல்லையார் தந்த மல்லை மாலை, பரேன்பத்தால் உயிர் ஊஞ்சலாடல் - கோவலர் போற்றி வாழ்த்துதல் - நீவிப் போன ஆட்டை மீட்கவோ உதித்தனை எனல், பிணிக் காலத்தக்கது உதித்த பெற்றி போற்றல், அன்னையையும் ஆண்டவரையும் வாழ்த்துதல் - கோவலர் சலுத்திய காணிக்கை - இடசைசியர்



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மாலலை சாத்தல், இடயைர் தந்த பால் காணிக்கை, காமுந்தை இயசேவின் அருள்நோக்கு – ஓகனோடும் ஓங்குதாயும் வாழ்த்தினாள் – அன்பால் பீறிட்ட ஆனந்தக் கண்ணீர் மழை, வந்திரை நீக்கி ஆயரதைத் திரிந்ததென் எனல்.

பிரிவு – 5 முத்தொள்ளாயிரம்

(யானை மறம் - மரூப்பு ஊசி யாக, கொடிமதில் பாய்ந்துஇற்ற, அயிற்கதவம் பாய்ந்துழக்கி, கைக்கிளைப் பாடல்கள் - உழுத உழுத்தஞ்சயே, நாண் ஒருபால் வாங்க நலன் ஒருபால், ஆய்மணிப் பமைபுண் எனத் தொடங்கும் பாடல்கள்) நந்திக்கலம்பகம் (ஊசல், மறம் உறுப்பில் அமறைந்த பாடல்கள்)

தமிழில் சிற்றிலக்கியங்கள் சிற்றிலக்கியத் தோற்றம், சிற்றிலக்கிய வகைகள், கலம்பகம், பிள்ளைத்தமிழ் - முத்தொள்ளாயிரம் - நுல்பயெர் விளக்கம், அமைப்பு, யானை மறம் விளக்கம், கைக்கிளை விளக்கம், - முத்தொள்ளாயிரம் - யானை மறம் பாடல்கள் - பாண்டியன் யானை மறம் - ஒரு பாடல், சோழன் யானை மறம் - ஒருபாடல், சரேன் யானை மறம் - ஒரு பாடல் - முத்தொள்ளாயிரம் - கைக்கிளைப் பாடல்கள் - பாண்டியன் கைக்கிளை - ஒருபாடல், சோழன் கைக்கிளை ஒருபாடல், சரேன் கைக்கிளை ஒரு பாடல், - நந்திக்கலம்பகம் - ஊசல், மறம் - கலம்பக ஊறுப்புகள் 18 விளக்கம், ஊசல் உறுப்பில் அமறைந்த பாடல், மறம் உறுப்பில் அமறைந்த பாடல் - நந்திக்கலம்பகம், தலவைன் தலவை கிற்று - தலவைன் கிற்றுப் பாடல், தலவை கிற்றுப் பாடல்.

பிரிவு – 6 மீனாட்சியம்மலை பிள்ளைத்தமிழ் (அம்புலி பராவம்)

பிள்ளைத் தமிழ் விளக்கம் - பிள்ளைத் தமிழின் பத்துப் பராவங்கள், பிள்ளைத் தமிழுக்கு அம்புலி - விளக்கம், - சாமம் என்னும் வழிமுறை - சாமம் விளக்கம்,



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சாமம் வழிமுறைப்பாடல் – தானம் என்னும் வழிமுறை – தானம் விளக்கம், தானம் வழிமுறைப் பாடல் – பதேம் என்னும் வழிமுறை – பதேம் விளக்கம், பதேம் வழிமுறைப் பாடல் – தண்டம் என்னும் வழிமுறை – தண்டம் விளக்கம், தண்டம் வழிமுறைப் பாடல்.

பிரிவு – 7 இக்கால மரபுக்கவிதகைளும் பாட்டு இலக்கியமும்

மரபுக் கவிதகைளும் பாட்டு இலக்கியமும் – மரபுக் கவிதகைள் விளக்கம், பாட்டுக்கள் – வள்ளலார், பாரதியார், பாரதிதாசன் – வள்ளலார் இராமலிங்க அடிகள் பாடல் – ஒருமயையுடன் நினது திருமலரடி... - பாரதியார் – யாமறிந்த மொழிகளிலே – பாரதிதாசன் – காலனினம் பரிதியிலே... நாமக்கல் கவிஞர், கவிமணி – நாமக்கல் கவிஞர் இராமலிங்கம்பிள்ளை பாடல் – தமிழனென்று சொல்லடா... - கவிமணி தசீகவிநாயகம் பிள்ளை - பூலர்ந்து விடியும் பொழுதினிலே...சூரதா, முடியரசன் – சூரதா – சுவரின்மலே ஒட்டிக் கொண்டிருக்கும் – முடியரசன் – சாதியதைத்தான் முன்வதைத்துச் சான்றுகின்றார். கண்ணதாசன் – களேவி பிறந்தது அன்று, மருதகாசி – சமரசம் உலாவும் இடமே, பாட்டுக்களோட்டையார் – சின்னப்பயலே சின்னப்பயலே...

பிரிவு – 8 புதுக் கவிதகைளும் ஐக்கூக் கவிதகைளும்

புதுக்கவிதகைளும் ஐக்கூக் கவிதகைளும் – புதுக் கவிதகைள் விளக்கம், - நா. காமராசன் – பாற்கடல் அமுதத்தை..., அப்துல் ரகுமான்- நாற்காலியாய் இருந்தவன் ..., மீரா – மூட்டை மூட்டையாய்..., சிற்பி – அகன்ற உலக நான்..., இன்குலாப் – பதவியூர் போகும்..., மு. மத்தா – என்னுடைய சம்பளநாளில்..., அபி – பகல்வெளியில் எங்கோ..., ஈரோடு தமிழன்பன் – நீலச் சேற்றில்..., சசோலம்



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– மண்ணின் வடுபிப்பை..., வரைமுத்து – அவிழ்ந்த கடுந்தலைஅள்ளிமுடிக்க...,
ஐக்கூகக் கவிதைகள் – அப்துல் ரகூமான் – இரவெல்லாம் ..., அமுதபாரதி –
எரியும் பிணங்கள், மித்ரா – பசித்த குழந்தைகள், அறிவுமதி – மரம் வடுட்டிய...,
கழனியூரன் – அன்புடமை...

பிரிவு – 9 மு. வரதராசனாரின் “தமிழுக்கு முதல் இடம்”

தமிழில் உரைநடை வளர்ச்சி – உரைநடையின் தோற்றம், தமிழில் கட்டுரைகள்,
தமிழில் மணிப்பிரவாள நடை, தமிழில் தனித்தமிழ்நடை, - மு. வரதராசனார்
உரைநடை,- மொழிப்பற்று நூல் அறிமுகம், தமிழுக்கு முதல் இடம் – கட்டுரை
உட்பொருள் – தமிழுக்குமுதல் இடம் – தமிழ்நாட்டுக் கோயில்களில் வடமொழி,
தமிழ் இசை கருநாடக இசையாக மாறிப்போனது, தமிழ் இசைக்கு முதல் இடம்,
ஆட்சித் துறையில் தமிழுக்கு முதல் இடம், ஆட்சிமொழி எவ்வழி பிறதுறைகள்
அவ்வழி, இதழியல் துறையில் தமிழுக்கு முதல் இடம், ஆங்கிலப் பத்திரிகைகளும்
அமாவாசைச் சாமியார்களும்.

பிரிவு – 10 பாரதிதாசனின் “அமதை” நாடகம்

தமிழில் உரைநடை நாடக வளர்ச்சி, - தமிழில் நாடகங்களின் தோற்றம், 20 ஆம்
நூற்றாண்டில் தமிழ் நாடகங்களின் நிலை, முத்தமிழில் நாடகத்தமிழ் விளக்கம்,
மௌன மொழி உலகப் பொது மொழி. – பாரதிதாசன் என்னும் நாடக ஆசிரியர் –
புரட்சிக்கவிஞரின் நாடகப் புரட்சி, பிரஞ்சு நாடகத் தாக்கம், அமதையின்
சிறப்பு – அமதை நாடகக் கதைச் சூருக்கம் – அமதை களம் ஒன்று, களம் –
இரண்டு , களம் மூன்று, களம் நான்கு, களம் ஐந்து, களம் ஆறு, களம் ஏழு,
அமதை நாடகத் திறனாய்வு.



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பார்வண நூல்கள்:

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதமி, புதுடலெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.

பாடத்தினைப் படிப்பதால் விளையும் பயன்கள்

CLO1. தமிழிலுள்ள சமய இலக்கியங்கள், சிற்றிலக்கியங்கள், மரபுக் கவிதை, புதுக் கவிதை, உரநடை இலக்கியங்கள், மு.வ.வின் உரநடைச் சிறப்புகள், பாரதிதாசனின் அமதை நாடகச் சிறப்புகள் பற்றிமாணவர்கள் விரிவாக ஂடுத்துரைப்பார்கள்.



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

Course Code : BFEGS - 11

Course Credit : 3

COURSE OBJECTIVE

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

COURSE SYLLABUS

BLOCK I: Brief History of England

Tudor England- Stuart England -Restoration England -Revolutions -Eighteenth Century-19th Century Education- 20th 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 E/xpression-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.



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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/>

COURSE OUTCOME

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

COURSE OBJECTIVES

- 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.
-

COURSE SYLLABUS

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. Dinkar Pagare, (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 Wehrich, (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, 5th Edition,Tata McGraw Hill Education private limited, 7th west P atel Nagar, New Delhi.
7. Tripathi P.C,(2017),Principles of Management, 6th Edition, Tata McGraw Hill Education private limited, 7th 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

On completion of this course, the students 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

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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



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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, 19th 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>

COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

- 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.

COURSE SYLLABUS

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



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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 K Dewett & 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, 19th Edition Sultan Chand & Sons, New Delhi.

Web Resources:

1. 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

On completion of this course, the students 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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BBA - I Year Syllabus

Semester – II

பாடப் பெயர் (Course Title) : தமிழ் (Tamil)

பாடக் குறியீடு (Course Code) : BFTMS - 21

பாட கற்றல் அளவெண் (Course Credits) : 3

பாட நோக்கங்கள்

CO1. தமிழ் இலக்கியங்களான அறிமுக நோக்கில் எடுத்துரைத்தல்

CO2. மொழித்திறன், மொழியறிவு, இலக்கியப் பொது அறிவு பெறும்
வகையில் விவரித்தல்

பிரிவு – 1 ஜயெகாந்தனின் “நான் இருக்கிறேன்” – சிறுகதை

தமிழ் உரைநடையில் சிறுகதை வளர்ச்சி – தமிழில் கதை இலக்கியத் தோற்றம்,
தமிழ்ச் சிறுகதைகளின் தோற்றமும் வளர்ச்சியும், சிறுகதை இலக்கணம் – தமிழ்ச்
சிறுகதைகளில் ஜயெகாந்தன் – ஜயெகாந்தன் சிறுகுறிப்பு – கதை அரங்கம்
அறிமுகம், நான் இருக்கிறேன் கதைச் சூருக்கம் – நான் இருக்கிறேன் சிறுகதை –
வியாதிக்காரன் அனுபவங்கள், சாகக் கற்றுக்கொடுத்த நொண்டி, வாழக்
கற்றுக்கொடுத்த வியாதிக்காரன், நான் இருக்கிறேன் அம்மா, - நான் இருக்கிறேன்
– சிறுகதைத் திறனாய்வு.

பிரிவு - 2 வா.செ.குழந்தைசாமியின் அறிவியல் தமிழ் ஆக்கம் இற்றை நிலை

அறிவியல் தமிழ் - இயற்றுதல் அறிந்தோம் புனதைல் இல்லலை - தமிழில் அறிவியல்
இலக்கியம்



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படபைப்போம் - வா.செ. காமுந்தசாமி - அறிமுகம் - அறிவியல் தமிழ் - எந்தத் துறகைகளைக் குறிக்கும் - அறிவியல் தமிழை உள்ளடக்கியது - தோற்றம் - கலசைச்சொல்லாக்கப் பணி - விடுதலகைக்குமுன் - விடுதலகைக்குப்பின் - பாடநூல் நிறுவனத்தின் பங்கு - பதிப்பகங்களின் பங்கு - பல்கலகைகழகங்களின் பங்கு - இதழ்களின் பங்கு - இலங்கைத் தமிழரின் பங்கு - கருத வணேடியவகை.

பிரிவு - 3 சமய இலக்கியக் காலம் (கி.பி.700 - கி.பி 1100)

தமிழில் சமய இலக்கியங்கள் - சமண இலக்கியத் தோற்றம் - பௌத்த இலக்கியத் தோற்றம் - தமிழில் பௌத்த இலக்கியங்கள் - வணைவ இலக்கியங்கள் - சவை இலக்கியத் தோற்றம் -தமிழில் சவை இலக்கியங்கள் - வணைவ இலக்கியத் தோற்றம் - தமிழில் வணைவ இலக்கியங்கள் - தமிழில் இசுலாமிய இலக்கியங்கள் - தமிழில் கிறிஸ்தவ இலக்கியங்கள்.

பிரிவு - 4 சிற்றிலக்கியக் காலம் (கி.பி. 700 - கி.பி. 1400)

சிற்றிலக்கியத் தோற்றம் - சிற்றிலக்கிய வககைகள் - இலக்கண நூல்கள் - உலா - கலம்பகம் - பரணி - பிள்ளைத்தமிழ் - கோவகை - துது.

பிரிவு - 5 உரயைசிரியர்கள் காலம் (கி.பி. 1200 கி.பி. 1800)

உரநைநூல்களின் தோற்றம் - பயன்கள் - உரகை வககைகள் - நக்கீரர் - இளம்புரணர் - பரோசிரியர் - சனோவரயைர் - நச்சினார்க்கினியர் - கல்லாடர் - தயெவச்சிலயைர் - போன்றோர் - அடியார்க்கு நல்லார் - பரிமலேழகர் - பிரபந்த உரயைசிரியர்கள் - நன்னூல் உரயைசிரியர்கள் .



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பிரிவு - 6 புத்திலக்கியக் காலம் (கி.பி. 1800 - கிபி 2000)

தமிழில் புதினம் - தமிழில் சிறுகதை - தமிழில் புதுக்கவிதைகள் - தமிழில் உரநடை நாடகங்கள் - புதினங்கள் - சிறுகதைகள் - இலக்கியங்கள் - மரபுக் கவிதை இலக்கியங்கள் - புதுக்கவிதை இலக்கியங்கள் - தமிழில் ஐக்கூக் கவிதைகள்.

பிரிவு - 7 கருத்துப் பரிமாற்ற மொழித்திறன்

கருத்து விளக்கக் கட்டுரைகள் - செய்திக் கட்டுரைகள் - சொற்பொழிவு - குழு விவாதங்கள் - நண்பர்களிடம் உரையாடும் திறன் - கணினித் தமிழ் - கட்டுரை - பண்ணியம் - தலைப்பு - தரேந்தெடுக்கும் முறை - தகவல்கள் சேகரிக்கும் முறை - தகவல் திரட்டல் - நகைச்சுவைத் திறன் - அவை அறிதல் - உச்சரிப்புக் கவனம் - குழு விவாத அமைப்பும் குறிக்கோளும் - உரையாடலில் - சூயபுராணம் தவிர்ந்தல் - உடன்பட வகைக்கும் நாகரிக உத்தி .

பிரிவு - 8 அலுவலகத் தொடர்பு மடல்கள்

நட்புறவு மடல்கள் - வணேடுதல் மடல்கள் - குறை தெரிவிக்கும் / புகார் மடல்கள் - கருத்து மடல்கள் - விண்ணப்ப மடல்கள் - அலுவலகத் தொடர்பு மடல்கள் - விண்ணப்ப மடலின் பதிநிலைகள் - தன்குறிப்பு விவரங்கள் - விண்ணப்ப மடலின் வடிவமைப்பு - விண்ணப்ப மடல் எழுதும் முறை - குறிப்பு - வரவை - கடிதம் - குறிப்பு மடல் - அலுவலக ஆணை - நேர்முகக் கடிதம்.

பிரிவு - 9 எழுத்து - சொல் பிழைகளும் திருத்தமும்

ஒலி மயக்கம் தரும் எழுத்துக்கள் - ர, ற ஒலி மயக்கம் - ந, ன, ண ஒலி மயக்கம் - ல, ள, ழ, ஒலி மயக்கம் - சொல் முதலில் வரும் எழுத்து மரபுகள் - சொல் இடையில்



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வரும் எழுத்து மரபுகள் - சொற்களின் சந்திப்பு மரபுகள் - வற்றுமடைப்
புணர்ச்சியும் அல்வழிப் புணர்ச்சியும் - உயிர்முன் உயிர் புணர்தல் -
குற்றியலுகரப் புணர்ச்சி - வல்லின ஒற்று மிகும் இடங்களும் மிகா இடங்களும்.

பிரிவு - 10 இலக்கிய அறிவு வினா விடை

பாடப்பகுதி தொடர்பானவை - பொதுவான தமிழ் இலக்கியம் தொடர்பானவை.

பார்வை நூல்கள்:

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம்,
மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக
நிலையம், மதுரை.
4. தமிழண்ணல், இனிய தமிழ்மொழியின் இயல்புகள் 1,2,3- பகுதிகள், மீனாட்சி
புத்தக நிலையம், மதுரை.
5. முத்து – கண்ணப்பன்,தி.. தமிழில் தவறுகளைத் தவிப்போம், பாரிநிலையம்,
184, பிராட்வே, சென்னை.
6. கீ. இராமலிங்கனார், தமிழில் எழுதுவோம், கழக வளையீடு, சென்னை.
7. செ. முத்துவீராசாமி நாயுடு, ஆவணங்களும் பதிவுமுறைகளும், கழக
வளையீடு, சென்னை.
8. டாக்டர் சூ. பாலசுப்பிரமணியன், தகவல் தொடர்புக் கல்வி, மாநிலப்
பள்ளிசாராக் கல்விக் குருவூலம், சென்னை.
9. எஸ். கலைவாணி, இதழியல் உத்திகள், பராசக்தி வளையீடு, குற்றாலம்.



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10. டாக்டர் அ. சாந்தா, டாக்டர் வீ. மோகன், மக்கள் ஊடகத் தொடர்பியல் புதிய

பரிமாணங்கள், மீடியா பப்ளிக்ஷேன்ஸ், மதுரை.

11. பி.எஸ். ஆச்சார்யா, உயர்வாதரம் உரையாடல்கலை, நர்மதா பதிப்பகம்,

சென்னை.

12. மு. முத்துக்காளத்தி, பசுவது எப்படி, கண்ணம்மாள் பதிப்பகம், பாரி

நிலயம், சென்னை.

பாடத்தினைப் படிப்பதால் விளையும் பயன்கள்

CLO1. தமிழ் உரநடை பற்றியும், ஜயெகாந்தனின் சிறுகதைகள் பற்றியும்

எடுத்துரைப்பர்.

CLO2. தமிழ் பற்றியும் அலுவலகத் தொடர்பு மடல்கள் எழுதுவது எப்படி

என்பது பற்றியும், மொழியை திறம்பட எவ்வாறு பயன்டுத்துவது

என்பது பற்றியும் எடுத்துரைப்பர்.



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

Course Code : BFEGS - 21

Course Credit : 3

COURSE OBJECTIVE

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

COURSE SYLLABUS

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.



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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/>

COURSE OUTCOME

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

COURSE OBJECTIVE

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.

COURSE SYLLABUS

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



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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, 6th Edition, S. Chand Publishing, New Delhi.
5. [P.C. Tulsian](#), (2002), Business Organisation and Management, 1st 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>

COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

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

COURSE SYLLABUS

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



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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, 13th 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
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/>

COURSE OUTCOME

On completion of this course, the students 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.



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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

COURSE OBJECTIVE

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 & Measures of Dispersion and time series.

COURSE SYLLABUS

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.



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References:

1. Gupta, B.N., (2015), Business Statistics, First Revised Edition, SBPD, New Delhi.
2. S. P. Gupta, (2012), Statistical Methods, 42nd 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
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>

COURSE OUTCOME

On completion of this course, the students 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

பாடப் பெயர் (Course Title) : தமிழ் - Tamil

பாடக் குறியீடு (Course Code) : BFTMS - 31

பாட கற்றல் அளவெண் (Course Credits) : 3

பாட நோக்கங்கள்

CO1. தமிழிலுள்ள சங்க இலக்கியம், காப்பிய இலக்கியம், நீதி இலக்கியம் குறித்து அறிமுக நிலையில் மாணவர்களுக்கு அறிமுகம் செய்வதோடு, தமிழ் இலக்கிய வரலாறு குறித்தும் அறிமுகம் செய்தல்

பிரிவு - 1 எட்டுத்தொகை - புறநானூறு எட்டுத்தொகை அறிமுகம் - புறநானூறு - அதியமான் நடுமான்ஞ்சியை ஓளவையார் பாடியது (புறம். 91) - வளே பாரியகை கபிலர் பாடியது (புறம். 107) - வயாவிக்கோப்பெரும்பகேனைப் பரணர் பாடியது (புறம். 142) - பாண்டியன் ஆரியப்படகடந்த நடுஞ்செழியன் பாடல் (புறம். 183) - சரேமான் கணைக்கால் இரும்பொறை பாடல் (புறம். 74) - பொன்முடியார் பாடல் (புறம். 312) - ஓளவையார் பாடல் (புறம். 91) - பெருங்கோப்பெண்டு பாடல் (புறம். 248) - கணியன் புகுங்குன்றனார் பாடல் (புறம். 192) - நரிவெருஉத்தலையார் பாடல் (புறம். 195) - தொடித்தலை விழுத்தண்பினார் பாடல் (புறம். 243) - புகுதப்பாண்டியன் மனைவி பெருங்கோப்பெண்டு பாடல் (புறம். 248)

பிரிவு - 2 நற்றிணை, குறுந்தொகை அகத்திணை பாடல்கள் - அன்பின் ஐந்திணை - நற்றிணை - குறுந்தொகை - பாடப்பகுதி - நற்றிணையில் குறிஞ்சி (1) - மூல்லலை



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(142) - மருதம் (210) – நயெய்தல் (172) - பாலலை (284) - குறுந்தொகையில் குறிஞ்சி

(40) - முல்லலை (167) - மருதம் (8) - நயெய்தல் (290) – பாலலை(135).

பிரிவு - 3 கலித்தொகை கலித்தொகை - ஐந்திணை பாடிய புலவர்கள் -

பாலலைக்கலி (9)- பாலலைபாடிய பரௌங்கடாங்கடோ - குறிஞ்சிக்கலி கபிலர்

பாடல்(51) - நயெய்தல்கலி நல்லந்துவனார் பாடல் (133).

பிரிவு - 4 பத்துப்பாட்டு - நடுநல்வாடலை பத்துப்பாட்டு அறிமுகம் -

நடுநல்வாடலை - இரண்டுகளம் கொண்ட நாடகம் போன்றது - நடுநல்வாடலை

- அகமா புறமா? - வாடலைக்கால வருணனை - அரண்மனைத் தோற்றம் -

அந்தப்புர அமைப்பு - அரசியின் இல்லமும் படுக்கையும் - புனையா ஓவியம்

கடும்ப அரசி - தோழியர், சுவிலியர் அரசியை ஆற்றாதல் - உரோகினியை

நினைத்து அரசியின் பரௌமுச்சு - பாசறையில் அரசன் - முன்னோன்

முறமைமுறை காட்டல் - நள்ளென் யாமத்தும் பள்ளிக்கொள்ளான் - நடுபியவாடலை -

பிரிவுத்துயர்ப்படும் அரசிக்கு - பாசறையில் பணிகொட்டும் இரவிலும்

தலங்காமல் புண்பட்ட வீரரைப் பார்க்கவந்த அரசனுக்கு நடுநல்வாடலை

பயெர்ப்பொருத்தம்.

பிரிவு - 5 திருக்குறள் பதினென்கீழ்க்கணக்கு - அறிமுகம் - திருக்குறள் -

முப்பால் - பாடப்பகுதி - தீமையிலாத சொல்லுதல் வாய்மை - நடுஞ்சமும்

வாய்மையும் - வாய்மை எல்லா அறமும் தரும் - அகம் தலய்மை - முயற்சிப்பது

சிறப்பு - முயற்சியில்லாதவனது நன்மை - வறுமலைக்குக் காரணம் - முயற்சி

விடற்பாலது அன்று - தலவையின் குறிப்பினைத் தலவைன் அறிதல் - நாணமும்



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மகிழ்ச்சியும் அறிதல் - அயலவர்போல் சொல்லினும் கூறிப்பறிதல் - அவள் நகைப்பின் நன்மகைக் கூறிப்பு - தோழி தனக்குள்ளே சொன்னது.

பிரிவு - 6 நாலடியார், பழமொழி நானூறு சல்வம் சகடக்கால் போல வரும் - பண் கல்வி - கல்வி அழகே அழகு - கல்வி கரையில் கற்பவர் நாள்சில - நாய் அனையார் கணைமலை - கால்கால்நோய் காட்டுவர் பொதுமகளிர் - காலவிச்சை கல்லாமல் பாகம்படும் - நாய் பற்றை தடுக்கம் பழம் - நுணலும் தன் வாயால் கட்டும் - நிறைகூடம் நீர்த்ளும்பல் இல் - இறதைத்தோறும் ஊறும் கிணறு

பிரிவு - 7 ஏலாதி, திரிகடாகம், ஆசார்க்கோவை அன்புடையார்க்கு உள்ள ஆறு குணம் - எழுத்தின் வனப்பே வனப்பு - யாருக்கெல்லாம் ஈதல் வண்டும்? திரிகடாகம் போலும் மருந்து - இம்மூன்றும் நன்மை பயத்தல் இல் - இவர் மூவர் பெய் எனப் பெய்யும் மழை - முந்தையோர் கண்ட முறை - என்றும் அசையாத உள்ளத்தவர் - திறத்துளி வாழ்தும் என்பார் - பதேகைள் அல்லார் புகாஅர்.

பிரிவு - 8 இன்னா நாற்பது, இனியவை நாற்பது கடனுடையார் காணப் புகல் - உணர்வார் உணராக்கடை - யாம் என்பவரொடு நடுபு - இளமையுள் மூப்புப் புகல் - தொன்மை உடையார் கட்டல் - எனமைண்பும் தான் இனிது - ஈதல் எத்துணையும் ஆற்ற இனிது - திறம்தெரிந்து வாழ்தல் இனிது - அறிந்துஉரைத்தல் ஆற்ற இனிது - கற்றலின் காழ் இனியது இல்.

பிரிவு - 9 சிலப்பதிகாரம் - கனாத்திறம் உரைத்த காதலை சிலப்பதிகாரம் - அமைப்பியல் விளக்கம் - காப்பியக் கதைச் சூழல் - காதலின் கதைச்சுருக்கம் - அகனகர் வருணனை - மாலதி பாலளிக்கப் பாலகன் சோர்தல் - பாசண்டச் சாத்தற்குப் பாடும் கிடந்த மாலதி - இடபிணம் தின்னும் இடாகினிப் பெய் -



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பாசண்டச் சாத்தனின் அரூஸுதவி - தவேந்தி கதலை - கண்ணகி தான்கண்ட
கனவூரதைத்தல் - பீடூ அன்று - கஃவலன் வருகலை - சிலம்புள கஃணம்.

பிரிவூ - 10 மணிமகேலலை - ஆபுத்திரன் திறம் அறிவித்த காதலை மணிமகேலலை
கர்ப்பிய அமைப்பு - முன்கதலைச் சூருக்கம் - கதலை நிகழும் சூழல் - காதலையின்
கதலைச்சூருக்கம் - அபஞ்சிகள் மனலைவி சாலி ஈன்ற கழவி - ஆ பாலுட்டி வளர்த்தல்
- ஆ மகன் அல்லன் என் மகன் - ஆபுத்திரன் கல்வி கற்றல் - பூலசைழி வளேவி -
நள்ளிருளில் கஃண்டு நடக்குவன் - நீ மகன் அல்லாய் நிகழ்ந்ததை உரையாய் -
இதனஃடூ வந்த சற்றும் என்னலை - சிறியலை நீ, அவ ஆமகன் அதற்கூ ஒத்தலை -
ஆவஃடூ வந்த அழிகூலம் உண்டஃ?

பார்வலை நூல்கள்:

1. பூறநானூறு மூலமும் உரையும், (இரண்டு தஃகூதிகள்) ஓளவலை சூ.
தூரசாமிப்பிள்ளலை உரலை, கழக வளையீடூ, சனென்னலை.
2. நற்றிணலை மூலமும் உரையும், (இரண்டு தஃகூதிகள்) ஓளவலை சூ.
தூரசாமிப்பிள்ளலை உரலை, அரூணா பப்ளிகஷேன்ஸ், 1-13 உஸ்மான் சாலலை,
சனென்னலை.
3. கூறுந்தஃகலை மூலமும் உரையும், டாக்டர் உ.வஃ. சாமிநாதலையர் உரலை,
கவீர் அறக்கட்டளலை, சனென்னலை.
4. கலித்தஃகலை மூலமும் உரையும், பரூமழலைப்புலவர் பஃ.வஃ.
சஃாமசூந்தரனார் உரலை, கழக வளையீடூ, சனென்னலை.
5. நடுநல்வாடலை மூலமும் உரையும், பரூமழலைப்புலவர் பஃ.வஃ.
சஃாமசூந்தரனார் உரலை, கழக வளையீடூ, சனென்னலை.



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6. திருக்குறள் – பரிமலேழகர் உரையுடன், ஸ்ரீ காசி மடம், திருப்பனந்தாள்.
7. பதினென்கீழ்க்கணக்கு, நியூசுஞ்சுரி புக ஹவூஸ் பிரவைடேட் லிமிடெட், சன்னை.
8. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதமி, புதுடெல்லி,
9. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
10. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.

பாடத்தினைப் படிப்பதால் விளையும் பயன்கள்

CLO1. தமிழிலுள்ள சங்க இலக்கியம், காப்பிய இலக்கியம், நீதி இலக்கியம் குறித்து அறிமுக நிலையில் மாணவர்களுக்கு அறிமுகம் செய்வதோடு, தமிழ் இலக்கிய வரலாறு குறித்தும் எடுத்துரைப்பார்கள். அறிமுகம் செய்தல்.



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

Course Code : BFEGS - 31

Course Credit : 3

COURSE OBJECTIVES

- 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
-

COURSE SYLLABUS

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.



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Web Resources:

1. https://onlinecourses.nptel.ac.in/noc19_hs33/preview
2. <https://nptel.ac.in/courses/109/107/109107121/>

COURSE OUTCOMES

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

COURSE OBJECTIVE

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

COURSE SYLLABUS

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.



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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, 1 st 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
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

On completion of the course students 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

COURSE OBJECTIVE

- 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
-

COURSE SYLLABUS

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



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– 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*, 15th Edition, Pearson Education India, Noida
3. V S Ramaswamy & S Namakumari, (2010), *Marketing Management*, 4th 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
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/>

COURSE OUTCOME

On completion of this course, the students 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



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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

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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.



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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, 9th 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, 3rd 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

COURSE OUTCOME

On completion of this course, the students 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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BBA - II Year Syllabus

Semester – IV

பாடப் பெயர் (Course Title) : தமிழ் (TAMIL)

பாடக் குறியீடு (Course Code) : BFTMS - 41

பாட கற்றல் அளவெண் (Course Credits) : 3

பாட நோக்கங்கள்

CO1. தமிழிலுள்ள சங்க இலக்கியம், காப்பிய இலக்கியம், நீதி இலக்கியம் குறித்து அறிமுக நிலையில் மாணவர்களுக்கு அறிமுகம் செய்வதோடு, தமிழ் இலக்கிய வரலாறு குறித்தும் அறிமுகம் செய்தல்.

பிரிவு - 1 சீவகசிந்தாமணி – குணமாலையார் இலம்பகம் சீவகசிந்தாமணி - காப்பிய அமைப்பு - முன்கதைச்சுருக்கம் - இலம்பகத்தின் கதைச்சுருக்கம் - கண்ணப்பாசல் - குணமாலையும் சூரமஞ்சரியும் பொழிலாடல் - சூரமஞ்சரி சூளுரை - கண்ணப்பொடியுடன் தோழியர் - மீன்சூழ் மாமதிபோல் சீவகன் - தோழியார் வண்டல் - சீவகன் தீர்ப்புரை - வாரம் பட்டுழித் தீயவும் நல்லவாம் - வண்டுகளின் தீர்ப்பு - இடியுண்ட நாகம்போல் சூரமஞ்சரி - குணமாலையின் இனிய பண்பு.

பிரிவு 2 கம்பராமாயணம் - நகர்நீங்கு படலம் கம்பராமாயணம் - முன்கதைச்சுருக்கம் - படலத்தின் கதைச் சுருக்கம் - மகளிர் அவலம் - விலங்குகளின் அவலம் - பிற மக்களின் அவலம் - மரவூரியில் இராமன் - மனத்துயரில் சீதை - வருவென் ஈண்டு வருந்தலை நீ - தீய வெஞ்சொல் சுவெசுடத் தபேவாள் - என்னை என்னை இராத்தி என்றாய் - நின் பிரிவினுஞ்



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சுடும்மோ பரூங்காடும் - சீதயும் மரவூரி தரித்தல் - எல்லயைற்ற இடர் தரூவாய்
என்றான்.

பிரிவூ - 3 சங்க காலம் (கி.மூ. 300 – கி.பி. 100) முச்சங்க வரலாறூ - சங்கம்
இரூந்ததா? இல்லயை? ஓரூ சங்கம் இரூந்ததற்கான சான்றுகள் - எட்டூத்தொகை
நூல்கள் - பத்துப்பாட்டு நூல்கள் - சங்க காலம் ஓரூ பஊற்காலம்

பிரிவூ - 4 பதினெண் கீழ்க்கணக்குக் காலம் (கி.பி. 100 – கி.பி. 600) களப்பிரர் காலம்
- தமிழக வரலாற்றின் இரூண்ட காலம் - அகத்திணை நூல்கள் - பூறத்திணை
நூல்களில் பஊர் பற்றியதூ - அறநூல்கள்

பிரிவூ - 5 காப்பிய காலம் (கி.பி. 200 – கி.பி. 1100) தமிழின் மூதல் காப்பியம் -
இரட்டகைக் காப்பியங்கள் - ஐம்பரூங்காப்பியங்கள் - ஐஞ்சிறூங்காப்பியங்கள் -
தமிழின் பிற காப்பியங்கள்.

பிரிவூ - 6 தமிழ் இலக்கியத்தில் சமணர், பஊத்தர் சலுவாக்கு தமிழகத்தில் சமணர்
சலுவாக்கு - தமிழகத்தில் பஊத்தர் சலுவாக்கு.

பிரிவூ - 7 மரபுத் தஊடர்கள், இணமைஊழிகள் எதிர்மறகைக் கூறிப்பூத் தஊடர் -
இடக்கரடக்கல் - மங்கலவழக்குத் தஊடர் -வசமைஊழித் தஊடர் - சூவதைரூம்
வளெிப்பாட்டுத் தஊடர் - பிற மரபுத்தஊடர்கள் - ஓரூபஊரூள்
இணமைஊழிகள் - எதிர்நிலை இணமைஊழிகள் - பிற இணமைஊழிகள் - வட்டார
இணமைஊழிகள் - கிகர கீகார மஊழிகள்.

பிரிவூ - 8 சஊற்பஊழிவூத்திறன் பயிற்சி இலக்கியச் சஊற்பஊழிவூ - சமயச்
சஊற்பஊழிவூ - அரசியல் சஊற்பஊழிவூ - பிற சஊற்பஊழிவூகள் -



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கூறிப்புகள் சகேரித்தல் - களோரூம் வடேப மொழியும் திறன் - நகைச்சுவதைத்
திறன் - ஈர்ப்புத் திறன் - அவிநயமும் உச்சரிப்பும்

பிரிவு - 9 ஓரங்க நாடகம் படகைக்கும் முயற்சி ஓரங்க நாடகம் எழுதும்
பபிநிலகைள் - நாடகக் கதையை மூடிவசுசெய்தல் - களம் பிரித்தலும் நிகழ்வாக்
கூறிப்பும் - உரையாடல் எழுதுதல் - நாடகப் பிரதியைச் சபெப்பனிடுதல் -
நடிகர்கள் தரேவூ - ஒத்திகை மூறகைள் - நாடக இயக்கம் - திட்டமிடுதலும்
நிகழ்த்தலும் .

பிரிவு - 10 ஐக்கூக் கவிதை பானையும் பயிற்சி ஈற்றபி இலக்கணம் - உள்ளடக்கப்
பாடூபொரூள் இலக்கணம் - வளெிப்பாட்டு உத்தி - இயற்கையைப் பாடும் ஐக்கூ
- வாழ்வியல் ஐக்கூ - காதல் ஐக்கூ - சளெர்ரியூ -எள்ளல் அல்லது நகைச்சுவை
ஐக்கூ.

பார்வை நூல்கள்:

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதமெ, புதுடலெல்லி,
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலயைம்,
மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக
நிலயைம், மதுரை.
4. பி.எஸ். ஆச்சார்யா, உயர்வூதரூம் உரையாடல்கலை, நர்மதா பதிப்பகம்,
சளென்னை.
5. மு. முத்துக்காளத்தி, பசூவது எப்படி, கண்ணம்மாள் பதிப்பகம், பாரி
நிலயைம், சளென்னை.



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6. பரட்டை, நடிக்க நாடகம் எழுதுவது எப்படி? வகைறவைப் பதிப்பகம், திண்டிவக்கல். 1998
7. சே. இராமாணுஜம், நாடகப் படவைப்பாக்கம் அடித்தளங்கள், எட்டாம் உலகத் தமிழ் மாநாடுபதிப்புச் சமூகம் நிதி வளையீடு, தமிழ்ப்பல்கலைக்கழகம், தஞ்சாவூர், 1994.
8. சாஜாதா, ஹவைக்கலு ஒரு அறிமுகம், பாரதி பதிப்பகம், 108 உஸ்மான் சாலவை, தி. நகர், சன்னவை, 1991.
9. மஜேர் கதிர் மகாதவைன், ஐக்கலு நூறு, ஒப்பிலக்கியத்துறவை, மதுரவை காமராசர் பல்கலைக்கழகம், மதுரவை, 1994.
10. நவல்லவை சா. முத்து, தமிழில் ஹவைக்கலு, அன்னம் வளையீடு, சிவன்கலோயில் தரூ, சிவகங்கவை, 1994.
11. திரு. பட்டாபி சீத்தாரமான், ஹவைக்கலு வடிவக் கவிதைகள், காவ்யா, சன்னவை.

பாடத்தினவைப் படிப்பதால் விளவையும் பயன்கள்

- CLO1. தமிழிலுள்ள சங்க இலக்கியம், காப்பிய இலக்கியம், நீதி இலக்கியம் குறித்து அறிமுக நிலவையில் மாணவர்களுக்கு அறிமுகம் செய்வதலோடு, தமிழ் இலக்கிய வரலாறு குறித்தும் எடுத்துரவைப்பார்கள்.
- CLO2. மரபுத் தலாடர்கள், இணவை மலாழிகள் பற்றியும் எடுத்துரவைப்பதலோடு, ஓரங்க நாடகம், ஐக்கலு கவிதை படவைக்கும் முனவைப்பினவையும் பறூவார்கள்.



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COURSE TITLE : Foundation in English (Writing Skills)

COURSE CODE : BFEGS - 04

COURSE CREDIT : 3

COURSE OBJECTIVES

- 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.

COURSE SYLLABUS

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



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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 Najar 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

COURSE OUTCOMES

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

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



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Course Title : Business Communication

Course Code : BBAS - 41

Course Credit : 3

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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.



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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, V bagavathi, (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, 13th Edition, Sultan Chand & Sons, New Delhi.
6. R C Sharma Krishna Mohan, (2002), Business Correspondence and Report Writing, Tata McGraw-Hill Education, 3rd Edition, 7th 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>

COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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.



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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, 13th Edition, Pearson Education India, Noida .
2. M Y Khan, P. K Jain, (2014), Financial Management, 7th Edition, Tata McGraw-Hill Publishing Company limited, New Delhi.
3. S. C. Kuchhal, (2016), Financial Management, 15th 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, 11th Edition, Vikas Publishing House, New Delhi.
6. Prasanna Chandra, (2017), Financial Management, 9th 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>



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4. <https://archive.nptel.ac.in/courses/110/107/110107144/>

COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

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.

COURSE SYLLABUS

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.



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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, 2nd 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>

COURSE OUTCOME

On completion of this course, the students 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**

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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.



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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



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- 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.



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- 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_LLECTURE_NO_TES.pdf
2. <https://archive.nptel.ac.in/courses/127/105/127105018/>

COURSE OUTCOME

On completion of this course, the students 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.



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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

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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.



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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, 34th Edition, Sultan Chand & Sons, New Delhi.
3. M.C.Kuchhal, (2015), Modern Indian Company Law, 28th Edition Shree Mahavir Book Depot. New Delhi.
4. [M.C. Kuchhal & Vivek Kuchhal](#), (2018), Business Law, 7th 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

On completion of this course, the students 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

COURSE OBJECTIVE

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.

COURSE SYLLABUS

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



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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
3. https://www.nios.ac.in/media/documents/SrSec319NEW/319_Bus_Studies_Eng/319_Bus_Studies_Eng_Lesson3.pdf



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COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

- 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
-

COURSE SYLLABUS

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.



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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, 7th 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>



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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/>

COURSE OUTCOME

On completion of this course, the students 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 maintenance



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Course Title : Operations Management

Course Code : BBAS - 54

Course Credit : 4

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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 equipment.

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.



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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, 8th 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, 3rd Edition, PHI Learning Pvt. Ltd., New Delhi.

Web Resources:

1. https://vssut.ac.in/lecture_notes/lecture1429900757.pdf
2. 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>

COURSE OUTCOME

On completion of this course, the students 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.



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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

COURSE OBJECTIVE

- 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.

COURSE SYLLABUS

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-



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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, 5th Edition, S.Chand Publication, New Delhi.
3. NuzhathKhatoon, (2016), Entrepreneurial Development, 1st 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, 3rd 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.
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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>

COURSE OUTCOME

On completion of this course, the students 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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BBA - III Year Syllabus

Semester – VI

Course Title : Money & Banking

Course Code : BBAS - 61

Course Credit : 4

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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



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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

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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
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>

COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

- 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.

COURSE SYLLABUS

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.



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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, 7th 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.

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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/>

COURSE OUTCOME

On completion of this course, the students 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.



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- 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

COURSE OBJECTIVE

- 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 rate agencies and factoring services.
- CO5. Explain the role of merchant banking services in India as per SEBI regulations.

COURSE SYLLABUS

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.



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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. Gurusamy S,(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.

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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/>

COURSE OUTCOME

On completion of this course, the students 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



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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

COURSE OBJECTIVE

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.

COURSE SYLLABUS

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.



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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, 4th 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.

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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/>

COURSE OUTCOME

On completion of this course, the students 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

COURSE OBJECTIVE

- 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.
-

COURSE SYLLABUS

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



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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, 2nd 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.

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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/>

COURSE OUTCOME

On completion of this course, the students 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.
