

ALAGAPPA UNIVERSITY, KARAIKUDI
SYLLABUS UNDER CBCS PATTERN FOR AFFILIATED COLLEGES
WITH EFFECT FROM THE ACADEMIC YEAR 2022-23 ONWARDS

BBA
Programme Structure

Sem.	Part	Course Code	Courses	Title of the Paper	T/P	Credit	Hours\Week	Max. Marks		
								Int.	Ext.	Total
I	I	2211T	T/OL	Tamil/Other Languages-I	T	3	6	25	75	100
	II	712CE	E	Communicative English -I	T	3	6	25	75	100
	III	22BBA1C1	CC	Financial Accounting	T	5	5	25	75	100
		22BBA1C2	CC	Managerial Economics	T	4	4	25	75	100
		-	AL-IA	Computer Science/ History/ English / Tamil/Commerce	T	5	5	25	75	100
	IV	22BVE1	SEC -I	Value Education	T	2	2	25	75	100
				Library		--	2	--	-	-
Total						22	30	150	450	600
I	I	2221T	T/OL	Tamil / Other Languages-II	T	3	6	25	75	100
	II	722CE	E	Communicative English-II	T	3	6	25	75	100
	III	22BBA2C1	CC	Cost Accounting	T	5	5	25	75	100
		22BBA2C2	CC	Business Correspondence	T	4	4	25	75	100
		-	AL-IB	Computer Science/ History/ English / Tamil/Commerce	T	5	5	25	75	100
	IV	22BES2	SEC -II	Environmental Studies	T	2	2	25	75	100
				Library		--	2	--	-	-
Total						22	30	150	450	600
III	I	2231T	T/OL	Tamil/ Other Languages-III	T	3	6	25	75	100
	II	2232E	E	English for Enrichment – I	T	3	6	25	75	100
	III	22BBA3C1	CC	Business Statistics	T	5	5	25	75	100
		22BBA3C2	CC	Principles of Management	T	4	4	25	75	100
		-	AL-IIA	Computer Science/ History/ English / Tamil/Commerce	T	5	5	25	75	100
	IV	22BE3	SEC-III	Entrepreneurship	T	2	2	25	75	100
		-	NME-I	Adipadai Tamil/ Advance Tamil/ IT skills for Employment / MOOC'S	T	2	2	25	75	100
Total						24	30	175	525	700
IV	I	2241T	T/OL	Tamil / Other Languages-II	T	3	6	25	75	100
	II	2242E	E	English for Enrichment–II	T	3	6	25	75	100
	III	22BBA4C1	CC	Business Mathematics	T	5	5	25	75	100
		22BBA4C2	CC	Computer Application in Business	T	4	4	25	75	100
		22BBA4IV/ 22BBA4MP	CC	Industry Visit Report / Mini Project	T	2	2	25	75	100
		-	AL-IIB	Computer Science/ History/ English / Tamil/Commerce	T	5	5	25	75	100
	IV	-	NME-II	Adipadai Tamil/ Advance Tamil/ Small Business Management /	T	2	2	25	75	100

				MOOC'S						
				Total		24	30	175	525	700
V	III	22BBA5C1	CC	Production and Operations Management	T	4	6	25	75	100
		22BBA5C2	CC	Organizational Behaviour	T	5	6	25	75	100
		22BBA5C3	CC	Human Resource Management.	T	5	5	25	75	100
		22BBA5C4	CC	Marketing Management.	T	5	5	25	75	100
		22BBA5C5	CC	Research Methodology.	T	5	5	25	75	100
			others	Library//Yoga etc.,		-	3	-	-	-
				Total		24	30	125	375	500
		22BBA6I		Internship		24	30	150	250	400
				Or Students have to select any four Theory Papers from the following.						
VI		22BBA6E1	DSE	Investment Management	T	6	6	25	75	100
		22BBA6E2		Management Accounting	T	6	6	25	75	100
		22BBA6E3		Business Law	T	6	6	25	75	100
		22BBA6E4		Tourism Management.	T	6	6	25	75	100
		22BBA6E5		Financial Management	T	6	6	25	75	100
		22BBA6E6		Service Marketing	T	6	6	25	75	100
			Others	Library/ Yoga etc.,		-	2	-	-	-
				Career development /employability skills/Field trip		-	4	-	-	-
				Total		24	30	100	300	400
				Or Students have to select any three Theory Papers from the following and the Project paper is compulsory.(3 theory +1 Project)						
		22BBA6PR		Project		6	10	25	75	100
		22BBA6E1	DSE	Investment Management	T	6	6	25	75	100
		22BBA6E2		Management Accounting.	T	6	6	25	75	100
		22BBA6E3		Business Law	T	6	6	25	75	100
		22BBA6E4		Tourism Management	T	6	6	25	75	100
		22BBA6E5		Financial Management	T	6	6	25	75	100
		22BBA6E6		Service Marketing	T	6	6	25	75	100
			others	Library/ Yoga etc.,		-	2	-	-	-
				Total		24	30	100	300	400
				Grand Total		140	--	-	-	3500

Sem.	Part	Course Code	Title of the Paper	Credit	Hours/Week	Marks		
						Int.	Ext.	Total
I	III	71BEPC	Professional English for Commerce and Management-I	4	5	25	75	100
II		72BEPC	Professional English for Commerce and Management-II	4	5	25	75	100
III		*	Professional English for Commerce and Management-III	4	5	25	75	100
IV			Professional English for Commerce and Management-IV	4	5	25	75	100

*The Syllabus of Professional English for III & IV Semester will be provided after Receiving the syllabus from TANSCHÉ.

As per TANSICHE, the Professional English book will be taught to all four streams apart from the existing hours of teaching/additional hours of teaching (1hour/day) as a 4 credit paper as an add on course on par with Major paper and completion of the paper is a must to continue his/her studies further.

- TOL-Tamil/Other Languages,
- E-English
- CC-Corecourse–
Corecompetency,criticalthinking,analyticalreasoning,researchskill&teamwork
- Allied –Exposure beyond the discipline
- AECC- Ability Enhancement Compulsory Course (Professional English & Environmental Studies) -Additional academic knowledge, psychology and problem solving etc.,
- SEC-Skill Enhancement Course-Exposure beyond the discipline
(Value Education, Entrepreneurship Course, Computer application for Science, etc.,
- NME -Non Major Elective–Exposure beyond the discipline
- DSE– Discipline specific elective –Student choice– either or
 - Internship
 - Internship–Marks=Internal=150 (75+75) two midterm evaluation through Viva-voce and External 250 marks (Report=150+VivaVoce=100) =Total 400 marks
 - Theory papers (or)
 - Project +3 theory papers.
- MOOCs – Massive Open Online Courses
- T-Theory, P- Practical

I SEMESTER				
Course code: 22BBA1C1	Core Course - I	T/P	C	H/W
	FINANCIAL ACCOUNTING	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To explain the concept and role of accounting and financial reporting in the modern market economy. ➤ To explain the regulatory frame work for the operation of accounting activities. ➤ To understand the basic accounting concepts, accounting principles and techniques of posting basic business changes. ➤ To explain the structure and content of financial statements. 			
Unit-I	Introduction to Financial Accounting – Book Keeping – Meaning - Objectives – Scope – Importance – Advantages – Limitations – Rules - Journal - Ledger – Trial Balance.			
Unit-II	Subsidiary Books – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book - Different Types of Cash Books – Bills Payable – Bills Receivable – Petty Cash Book.			
Unit- III	Bank Reconciliation Statement – Reason for Preparing Bank Reconciliation – Difference between Cash Book and Pass Book – Rectification of Errors.			
Unit- IV	Depreciation – Meaning – Objectives - Causes – Needs.			
Unit- V	Final Accounts – Preparation of Trading Account - Profit & Loss Account - Balance Sheet Preparation.			
(Note: Questions must be asked 60% on Problems and 40% on Theory parts)				
Text and Reference Books:				
Arulanantham M.A.&K.S.Raman, <i>Advanced Accountancy</i>				
Gupta R.L, <i>Advanced Accountancy</i>				
Jain S.P.&K.L.Narang, <i>Advanced Accountancy</i>				
Pillai R.S.N.&Bagavathi, <i>Advanced Accountancy</i>				
Shukla M.C.&T.S.Grewal, <i>Advanced Accountancy</i> S.Chand, New Delhi				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Understand the concept of financial accounting. ➤ Prepare the purchase and sales book. ➤ Prepare the Bank Reconciliation statement. ➤ Understand the Depreciation concept and its accounting benefits ➤ Prepare the balance sheet for any company. 			

I SEMESTER				
Course code: 22BBA1C2	Core Course - II	T/P	C	H/W
	MANAGERIAL ECONOMICS	T	4	4
Objectives	The main objective of this course is to learn, how the techniques and theories of managerial economics can be used to apply in the practical business activities.			
Unit-I	Managerial Economics: Meaning, Nature and Scope ; Managerial Economics and Business Decision Making - Demand analysis – Types of Demand – Determinants of Demand – Why the Law of demand – Reasons for Demand curve sloping downward – Law of diminishing Marginal Utility – Concept of Consumer Surplus.			
Unit- II	Elasticity of Demand – Types – Indifference curve analysis – Returns to Scale – Increasing returns to scale – Diminishing and constant returns to scale.			
Unit- III	Concept of Cost – Break Even Point – National Income – Measurement and its difficulties.			
Unit- IV	Concept of Normal Profit – Scales maximization Principle. Monopoly – Monopolistic Competition – Economics of Bulk Purchase. Perfect competition – Imperfect Competition, Oligopoly.			
Unit- V	Functions of Money – Role of Commercial Banks – RBI – Methods of credit control – Monetary and Fiscal Policies.			
SUGGESSTED READING:				
Ishwar C.Dhingra, <i>The Indian Economics</i>				
Jhingan M.L. <i>Principles of Economics</i>				
Jorl Dean, <i>Managerial Economics</i>				
Seth M.L., <i>Micro Economics</i>				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Understand the concept of managerial economics. ➤ Understand the concept - Break Even Point, National Income ➤ Understand the techniques and theories of Perfect competition, Imperfect Competition and Oligopoly. 			

II SEMESTER				
Course code: 22BBA2C1	CORE COURSE-III	T/P	C	H/W
	COST ACCOUNTING	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies. ➤ To define the costs and their impact on value creation in the manufacturing and non-manufacturing companies. ➤ To understand the cost accounting methods for cost calculation. 			
Unit-I	Cost Accounting – Meaning – Objectives – Functions – Costing – Cost –Cost Control – Characteristics of Cost Control – Steps involved in Cost Control – Advantages - Methods – Financial Accounting Vs Cost Accounting.			
Unit-II	Material Control : Definition – Scope - Objectives - Advantages – Techniques – EOQ – Levels of Inventory – Store Ledger – Pricing of Materials : FIFO – LIFO – HIFO – Simple Average – Weighted Average.			
Unit -III	Labour Control – Direct – Indirect – Labour Cost Control – Methods – Bonus & Incentive Systems – Labour Turnover Ratio.			
Unit -IV	Overheads – Definition – Scope - Classification of Overheads.			
Unit -V	Cost Sheet : Preparation – Percentage of General Overheads – Profit – Sales – Production – Wages.			
SUGGESSTED READING:				
Iyengar SP. <i>Cost Accounting</i>				
Jain S.P.and K.L.Narang, <i>Cost Accounting</i>				
Pillai RSN and Mrs.Bhagavathi, <i>Cost Accounting</i>				
Ramasamy T. <i>Cost Accounting</i>				
Reddy T.S. and A.Murthy, <i>Cost Accounting</i> Margham Publishers.				
(Note: Questions must be 60% of problems and 40% of theory parts)				
Outcomes	The students shall be able to: <ul style="list-style-type: none"> ➤ Know the role of cost accounting in the modern economic environment. ➤ Interpret the impact of the selected costing methods. ➤ Prepare the cost sheets. 			

II SEMESTER				
Course code: 22BBA2C2	CORE COURSE-IV	T/P	C	H/W
	BUSINESS CORRESPONDENCE	T	4	4
Objectives	<ul style="list-style-type: none"> ➤ The main goal of this course is to help the students to improve their report writing skills and to enable them to communicate more effectively in English. ➤ To familiarize the students with the fundamentals of communication for professional purposes and to enable them to write and speak well. 			
Unit- I	Business Communication - Definition, Objectives of communication - Characteristics of Effective Organizational Communication. Process of Communication - Channels of Communication - Verbal & Non Verbal Communication - Principles of Effective Business Communication - Barriers to Communication and ways to overcome them.			
Unit- II	Job Application Letters – Resume - Bio-data – Testimonials – Interview call letter – Appointment order – Office Memorandums – Office circulars – Letters of confirmation, promotion, termination and resignation.			
Unit- III	Introduction: Need for developing report writing skill – Business Reports: Meaning and characteristics – Kinds of Business Reports – Steps in drafting formal business reports – Structure of a business report. Press Reports – importance -Market Reports – writing simple market reports – exercises.			
Unit -IV	Report by individuals – situations – points to be considered in writing individual reports – Routine, Analytical and investigative reports - Committee Reports – reports on problems / opportunities in business.			
Unit -V	Meeting - Definition -Importance of business Meetings -opening and closing meetings – Writing agenda and minutes – essentials in writing minutes – minutes of various meetings – exercises. – Email – Guidelines in managing Emails.			
SUGGESSTED READING:				
<p style="margin-left: 40px;">Krishna Mohan & Meera Banarji, <i>Developing Communication Skills</i></p> <p style="margin-left: 40px;">Matthukutty M. Monipally, <i>Business Communication Strategies</i></p> <p style="margin-left: 40px;">Rajendra Pal & J.S.Korlahalli, <i>Essentials of Business Communication</i></p> <p style="margin-left: 40px;">Ramesh & Pattanshetti, <i>Effective Business English Correspondence</i></p> <p style="margin-left: 40px;">Sharma R C and Krishna Mohan, <i>Business Correspondence and Report Writing</i></p> <p style="margin-left: 40px;">Trevor Bentley, <i>Report Writing in Business</i></p>				
Outcomes	<p>Upon successful completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> ➤ Plan their reports using the tools covered. ➤ Organise their ideas in to a clear, logical structure before they write. ➤ Write a clear, focused executive summary before planning a report. 			

III SEMESTER				
Course code: 22BBA3C1	CORE COURSE-V BUSINESS STATISTICS	T/P T	Credits 5	H/W 5
Objectives	The objective of this course is to explain basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data, measures of central tendency, dispersion and asymmetry, correlation and regression analysis, time series analysis and to frame business problems using appropriate statistical tools in order to process the data to make better business decisions.			
Unit-I	Introduction to statistics – Definition – use of statistics in business – Limitations – Types of Series– Formulation of frequency distribution – diagrammatic and graphic presentation – significance of diagrams and graphs.			
Unit-II	Measures of central value – average – meaning – objectives of average – types of average – limitations of averages - Arithmetic Mean – Median – Mode – Geometric Mean – Harmonic Mean – relationship among averages.			
Unit- III	Dispersion – Definition – Methods of Measuring Dispersion – Range – Quartile Deviation – Mean Deviation, Computation of Mean Deviations– Calculation of Standard Deviation – Comparison between Mean Deviation and Standard Deviation.			
Unit -IV	Correlation – definition – Correlation analysis – types of correlation – methods of studying correlation, Karl Pearson’s coefficient correlation – Rank correlation – uses of correlation analysis – Regression Analysis – definition – methods of studying Regression - regression equations.			
Unit -V	Index Numbers – Definition and meaning – uses, types of Index Number – cost of living index – limitations of index numbers – Time Series – Definition and Meaning - components – measurement of trend – graphic method, semi average method, Moving averages method, method of least squares, Uses of time series.			
SUGGESSTED READING: Bose, <i>Business statistics</i> Gupta S.P, <i>Statistical Methods</i> Gupta S.P. & M.P.Gupta, <i>Business Statistics</i> Pillai R.S.N. & V.Bagavathi, <i>Statistics</i> Shukla M.C. & S.C.Gulshan, <i>Statistics Theory and Practice</i>				
Outcomes	The students will learn to make data analysis with the help of basic statistical inference and regression analysis and they will develop critical and integrative thinking in order to communicate the results of the analysis clearly in the context of the problem. The students will learn to unambiguously articulate the conclusions and limitations of the analysis with a clear separation between data and judgment.			

III SEMESTER				
Course code: 22BBA3C2	CORE COURSE-VI	T/P	C	H/W
	PRINCIPLES OF MANAGEMENT	T	4	4
Objectives	To make the students: <ul style="list-style-type: none"> ➤ To understand the basic concepts of management. ➤ To identify the key competencies needed to be an effective manager. ➤ To apply theoretical knowledge in simulated and real-life settings. ➤ To develop their ability to work in teams. 			
Unit-I	Nature and evolution of Management – Meaning and Definition of Management – Contributions of Taylor, Fayol, Mayo and Peter Drucker – Functions of management – Management: Art, Science and Profession – Administration Vs Management – Functional areas of management – Managerial skills: Technical, Human, Conceptual and decision making – Levels of management.			
Unit-II	Planning: Meaning and Definition, importance and characteristics – Planning process – types of plans – Merits and demerits of planning – concept of MBO – Business Forecasting: Definition and methods of forecasting – Decision Making: Nature, importance and steps in Decision making– Decision making techniques.			
Unit- III	Organising: Meaning, definition and Principles, Formal and Informal Organisation – Organisation structure – Line and staff organization – Groups-Types of Groups – Formal and Informal Groups – Merits and demerits of the groups			
Unit- IV	Directing: Meaning and Definition of Directing – Motivation: Meaning, nature and importance – Maslow, McGregor, Herzberg and Alderfer theories of motivation–Staffing: meaning and importance of staffing –Process of staffing, Recruitment, selection, training of staff. On –the-Job training, Off the job training.			
Unit- V	Controlling : Meaning, definition and need – Principles of controlling – Controlling techniques. Co-ordination: Meaning, need and features – Techniques – Problems in coordination.			
SUGGESTED READING:				
Gupta .C.B, <i>Management: Theory and practice</i> Pandi Sakthiraja .S, <i>Principles of Management</i> Prasad .L.M., <i>Principles of Management</i> Sundar. K, <i>Principles of Management</i> Venkatesan G. Dr., R.K.Sharma & Shashi K.Gupta, <i>Principles of Management</i>				
Outcomes	The students will be able to <ul style="list-style-type: none"> ➤ Identify and explain the importance of the management process and identify some of the keys skills required for the contemporary management practice. ➤ Assess managerial practices and choices relative to ethical principles and standards. ➤ Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances. 			

IV SEMESTER				
Course code:	CORE COURSE-VII	T/P	C	H/W
22BBA4C1	BUSINESS MATHEMATICS	T	5	5
Objectives	To make the students to understand the usage of core mathematical tools and its application in real business situations.			
Unit-I	Analytical geometry – distance between two points in a plane – slope of a straight line – equation of the straight line – point of intersection – demand and supply curves (linear) – market equilibrium – break even analysis.			
Unit-II	Set theory – definition – types – union, intersection, difference, and complement of sets – De Morgan’s Law – Venn diagram – simple set applications – Cartesian product			
Unit-III	Matrices – definition – types – addition, subtraction, multiplication of matrices – inverse matrix – solving a system of simultaneous linear equations using matrix inversion technique – rank of a matrix.			
Unit -IV	Differential calculus – derivative of a function – differentiation – standard forms – sum, product, quotient rule – differential coefficients of simple functions (trigonometric functions excluded) – function of a function rule – simple application to economics using marginal concept (Elasticity of demand – Excluded)			
Unit -V	Higher order derivatives – maxima and minima – simple marketing models using profit maximization, fencing and container problems only – Integral calculus – standard forms – rules of integration – integration by substitution (Trigonometric functions, integration by parts, method of partial fractions are Excluded) – Definite integral – simple applications – finding total and average cost function – producer surplus and consumer surplus.			
SUGGESSTED READING:				
V.Sundaresan and S.D.Jeyaseelan, <i>Business Mathematics</i>				
Outcomes	The students shall be able to: <ul style="list-style-type: none"> ➤ Apply the geometric models and understand Break-even point. ➤ Use the simple set applications and solve the linear equation using matrix. ➤ Apply the differential and integral calculus concepts to solve the real business problems. 			

IV SEMESTER				
Course code: 22BBA4C2	CORE COURSE-VIII	T/P	C	H/W
	COMPUTER APPLICATION IN BUSINESS	T	4	4
Objectives	To make the students: <ul style="list-style-type: none"> ➤ To gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications. ➤ To explore various methods where Information Technology can be used to support existing businesses and strategies. ➤ To investigate emerging technology in shaping new processes strategies and business models. ➤ Achieve hands- on experience with productivity/application software to enhance business activities. 			
Unit-I	Meaning of computer – Characteristics – Area of application cycle – components – Memory unit – Input and Output devices – Hardware and Software operation system – Introduction to Windows 2007 logging on Desk top and task Icons on desk top – Start menu options - Creations of files and folders. Windows explorer. Find options shortcuts – briefcase running applications and customization.			
Unit-II	Introduction to MS word - Short cut for MS word – Creating word documents – Business letters using wizards – Editing, inserting objects and formatting documents – Spelling and grammar check – Word count – Thesaurus - Auto correct - Working with tables – Saving, opening and closing documents – Mail merge.			
Unit- III	Introduction to MS Excel and its features – Programmes and applications - spread sheets – Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rule saving, opening and closing of work books.			
Unit -IV	Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company and groups – Editing and deleting ledgers – Introduction to vouchers – Entry, payment, receipt, sales, purchase, contract and Journal vouchers- Editing and deleting vouchers.			
Unit- V	Introduction to inventories – Creation of stock categories – Stock groups – Stock items – Configuration and features of stock item – Editing and deleting stocks – Day books - Trial balance – Profit and loss account – Balance sheet.			
SUGGESSTED READING:				
Microsoft office for windows 2007				
TIAL smart account book SMW deva publication, AVC Deva publication				
Computerized accounting under Tally publication, Deva publication				
Implementing Tally 5-4 Author K.K.Nadhani Publication BPB Publication.				
Outcomes	The students shall be able to: <ul style="list-style-type: none"> ➤ Apply computer resources in business and academics. ➤ Construct business and academic documents using Microsoft Word. ➤ Create spreadsheets with formulas and graphs using Microsoft Excel. ➤ Integrate Microsoft Office applications for use in business. 			

IV SEMESTER										
Course code:	CORE COURSE -IX	T/P	C	H/W						
22BBA4IV/22BBA4MP	Industry Visit Report / Mini Project		2	2						
Objectives	<ul style="list-style-type: none"> ➤ To equip the students to study the profile of the organization, entrepreneur and the industry. ➤ To develop the ability of the student to understand about the plant and machinery, products, sources of finance etc. ➤ To appreciate and understand the working of industries and to study the influence of various economic and social forces on the functioning of the industries. ➤ To provide opportunities for developing the ability to apply the theoretical knowledge for solving practical problems of the industries. 									
Methodology	<p>Each student shall visit / student has to take up a project working the Business Enterprises / Industries/field work for a short period during the Fourth Semester .This may be carried out either individually or by a group of students (Maximum 5 students) under the supervision of a faculty member of the Department and the students have to submit a report. The report shall not exceed 40 pages- neatly typed and bound along with the endorsement of the authorities of the Institution/Officer where he/She/ they have visited/ project work carried out in the industry.</p>									
Scheme of Evaluation	<p>Industry visit /Mini project/Field work report will be assessed by the Internal and the External Examiners.</p> <p>The weightage of marks for Report will be:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Evaluation of Report(Internal Examiner)</td> <td style="text-align: right; width: 20%;">25</td> </tr> <tr> <td>Evaluation of Report(External Examiner)</td> <td style="text-align: right;"><u>75</u></td> </tr> <tr> <td>Total Marks</td> <td style="text-align: right;">100</td> </tr> </table>				Evaluation of Report(Internal Examiner)	25	Evaluation of Report(External Examiner)	<u>75</u>	Total Marks	100
Evaluation of Report(Internal Examiner)	25									
Evaluation of Report(External Examiner)	<u>75</u>									
Total Marks	100									
Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand about plant and machinery, products, sources of finance etc. ➤ Understand the working of industries and to know the influence of various economic and social forces on the functioning of the industries. ➤ Understand the opportunities for solving the practical problems of the industries. 									

V SEMESTER				
Course code: 22BBA5C1	CORE COURSE-X PRODUCTION AND OPERATIONS MANAGEMENT	T/P T	C 4	H/W 6
Objectives	This course aims to improve students understanding about the concepts, principles, problems, and practices of operations management.			
Unit-I	Operations management – Definition, objectives and functions – Plant location – factors influencing plant location – urban and rural plant sites – multiple location. Plant layout – objectives, principles, different types of layout – their merits and demerits and suitability.			
Unit-II	Work study: Definition, meaning Advantages of work study- Method study, objectives of method study. Work measurement- meaning and objectives-Time study and Motion study.			
Unit-III	Production planning and control – need, functions – planning, routing, scheduling. Material handlings – Functions and principles – various types of material handling equipment's.			
Unit-IV	Quality control: Need for Quality control, Objectives.–Inspection-Methods of inspection- Samples- sampling techniques. Steps in quality control, benefits of quality control.			
Unit-V	Inventory control – importance, objectives – Stock levels– EOQ, ABC analysis. Automation – Introduction – Types – Computer Integrated Manufacturing – Reasons of Automation.			
SUGGESTED READING: Chary S.N, <i>Production/operation management</i> Elwood Buffa, <i>Production/operation management</i> Gopalakrishnan P. and M.Sunderesan, <i>Materials Management– an integrated approach</i> Lamar Lee Jr. and Donald W.Dobler. <i>Purchasing and material Management–Text and cases</i> Varma M.M, <i>Materials Management</i>				
Outcomes	The students will be able to: ➤ Identify and articulate how operations management contributes to the achievement of an organization's strategic objectives. ➤ Critically evaluate the operational functions in manufacturing and service industries.			

V SEMESTER					
Course code: 22BBA5C2	CORE COURSE–XI			C	H/W
	ORGANIZATIONAL BEHAVIOUR			5	6
Objectives	To make the students: <ul style="list-style-type: none"> ➤ To familiarize the important concepts and features of Organizational Behaviour. ➤ To have an overview of how the internal and External forces drive <ul style="list-style-type: none"> i) An individual behavior ii) A team’s behavior 				
Unit-I	Organisational Behaviour: Meaning and Scope of Organisational Behaviour – Features of Organisational Behaviour – Individual behaviour and Group behaviour.				
Unit-II	Personality: Meaning – Determinants – Personality Traits Perception: Meaning and Importance – Factors influencing perception – Perception in individual decision making – Meaning and techniques of Group Decision Making.				
Unit-III	Communication: Meaning, functions and process of Communication – Barriers to effective communication and methods of overcoming – Leadership: Meaning and types – Importance– Trait theories – behavioural theories – Managerial Grid.				
Unit-IV	Conflict: Meaning and types of conflict – Negotiation process. Stress: Stress and behaviour – Sources of stress — Effects of job stress – Individual and Organisational strategies in managing stress.				
Unit-V	Organisational Change: Meaning, need and significance – External and internal forces – Resistance to change – Steps in managing change. Organisational Development: Objectives of OD program				
SUGGESSTED READING:					
Jit.S. Chandan, <i>Organisational Behaviour</i> Justin T. ,Dr.S.Amutha&D.Suja, <i>Organisational Behaviour</i> Prasad L.M. <i>Organisational Behaviour</i> Stephen P. Robbins, <i>Organisational Behaviour</i> Sundar.K, <i>Organisational Behaviour Text and Cases</i>					
Outcomes	The students will be able to study the behaviour of individuals and groups as part of the social and technical system in the workplace. They will be able to examine individual and group behaviour, communication, conflict and motivational techniques in the work environment and apply these concepts to the development of an organization's human resources.				

V SEMESTER				
Course code: 22BBA5C3	CORE COURSE–XII	T/P	C	H/W
	HUMAN RESOURCE MANAGEMENT	T	5	5
Objectives	Make the students: <ul style="list-style-type: none"> ➤ To understand the HR Management practices at various levels in General and in certain specific industries or organizations. ➤ To help the students to analyse the issues and strategies required to Select and develop manpower resources. ➤ To develop relevant skills necessary for application in HR related issues. ➤ To enable the students to understand the various HR concepts along with the domain concept in order to take correct business decisions. 			
Unit-I	HRM: Meaning and Definition of HRM — HRM: Objectives – Scope – functions- Difference between Human Resource Management and personnel management.			
Unit-II	Recruitment: Meaning – sources – Recruitment process – Selection: Meaning, procedure – Types of tests – Advantages and disadvantages – Types of Interview. Placement and induction – Job analysis – Job description:– Job specification - Job evaluation: Objectives – methods of job evaluation .			
Unit -III	Training and development: meaning, need, importance – types of training. Executive development: meaning, objective and importance of executive development – Methods of executive development.			
Unit- IV	Wage and Salary Administration: Objectives and principles of wages and salary administration – Components and methods of wage payment, Promotion, Transfer and Demotion. Performance Appraisal: Meaning, Methods of Performance Appraisal.			
Unit- V	Industrial Relations: meaning, objective and importance of IR – Causes for poor industrial relations-Workers’ participation in management – concept need and forms of workers’ participation in management.			
SUGGESSTED READING:				
Khanka S.S, <i>Human Resource Management</i>				
Memoria C.B, <i>Human Resource Management</i>				
Shashi K. Gupta, <i>Human Resource Management</i>				
Sundar.K, <i>Human Resource Management: Text and Cases</i>				
Tripathi and Reddy, <i>Personnel Management and Industrial Relations</i>				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Critically assess existing theory and practice in the field of HRM. ➤ Respond positively to problems in unfamiliar contexts. ➤ Work effectively with colleagues with diverse skills, experience and way of thinking. ➤ Evaluate HRM related issues in a national and global context. 			

V SEMESTER				
Course code: 22BBA5C4	CORE COURSE–XIII	T/P	C	H/W
	MARKETING MANAGEMENT	T	5	5
Objectives	<ul style="list-style-type: none"> ➤ To make the students to understand the basic marketing concepts and the importance of knowing the consumer behavior. ➤ To understand the basic pricing strategies for existing and new products that is available in the market. ➤ To get the clarity about the sales promotional techniques adopted by the business organizations to capture the market. 			
Unit-I	Marketing Management – meaning – functions – distinction between marketing and selling – marketing environment – organization of marketing department.			
Unit-II	Market – classification of market – bases of Market segmentation – buyer decision behaviour – types– determinants of consumer behavior – Marketing Mix – elements.			
Unit -III	Product Planning – meaning – product features – classification of products – product line and product mix decision – New product development – product life cycle – Branding – brand name, brand mark, trademark and labeling – Packaging – types.			
Unit -IV	Pricing – meaning and objectives – strategies –methods of pricing. Distribution planning – structure, types and levels of channels – wholesaling – retailing – functions.			
Unit- V	Sales Promotion – techniques – Sales forecasting – Personal selling – sales quotas – AIDA model of selling – procedure in effective selling.			
SUGGESTED READING:				
Memoria C.B, <i>Principles and Practice of Marketing in India</i>				
Philip Kotler, <i>Marketing Management</i>				
Richard R.Still, Edward W. Cundiff& Norman AP Gowani, <i>Sales Management</i>				
Sundar.K, <i>Essentials of Marketing</i>				
Varshney R.K. Dr. &Dr.S.L.Gupta, <i>Marketing Management:Text and Cases–an Indian Perspective</i>				
William J. Standon, <i>Fundamentals of Marketing</i>				
Outcomes	After attending this course, students will: <ul style="list-style-type: none"> ➤ Develop an ability to understand basic marketing concepts and understand the marketing mix of an organisation. ➤ Develop an ability to assess the impact of the environment on marketing function. ➤ Be able to develop suitable marketing strategies in light of the environment ➤ Be able to look for business opportunities beyond national boundaries. 			

V SEMESTER				
Course code: 22BBA5C5	CORE COURSE–XIV	T/P	C	H/W
	RESEARCH METHODOLOGY	T	5	5
Objectives	<p>The primary objective of this course is</p> <ul style="list-style-type: none"> ➤ To develop an understanding about the basic frame work of research process. ➤ To develop an understanding about the various research designs and techniques. ➤ To identify the various sources of information for literature review and data collection. ➤ To develop an understanding about the ethical dimensions of conducting an applied research. ➤ To develop the components of scholarly writing and evaluate its quality. 			
Unit-I	Business Research – Meaning –Scope and significance – Utility of business research – Qualities of good researcher - Types of Research, Research process Problems Encountered by the Researcher - Problems and Precautions to the Researchers- Characteristics of Good Research.			
Unit-II	Problem identification, selection and formulation of research problems Steps Research Design-features of good design - Various Methods of Research Design- Hypothesis-meaning and significance.			
Unit III	Sampling- meaning, methods of sampling - Sample Size and Sampling Procedure, Various Types of Sampling Techniques. Types of Data: Secondary and Primary, Various Methods of Collection and Data.			
Unit IV	Analysis of Data: Measurement and scaling techniques – Rating scales – attitude scales – Likert, Guttman scales. Processing and analysis of data - Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams.			
Unit V	Interpretations and report writing- types of reports- steps in writing a report- Evolution of report, Techniquis of Interpretation, Components and Format of Research Reports, Guidelines for Writing Research Reports.			
SUGGESSTED READING:				
Bhattacharyya, <i>Research Methodology</i>				
Cooper and Schindler, <i>Business Research Methods</i>				
Gravetter, <i>Research Method for Behaviourial Sciences</i>				
Kothari C R, <i>Research Methodology Methods & Techniques</i>				
Murthy C, <i>Research Methodology</i>				
Panneer Selvam, <i>Research Methodology</i>				
Outcomes	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand some basic concepts of research and its methodologies. ➤ Identify appropriate research topics. ➤ Select and define appropriate research problem and its parameters. ➤ Prepare and defend a research proposal. ➤ Organize and conduct a scientific research in a more appropriate manner. ➤ Write and defend a research thesis. 			

VI SEMESTER				
Course code:	DSE-I	T/P	C	H/W
22BBA6E1	INVESTMENT MANAGEMENT	T	6	6
Objectives	The objective of this course is to introduce the concepts of Investments and portfolio management. The students will be able to understand the allocation and selection of investment assets based on the trade-off between risk and return, availability of the risk mitigating tools and investment horizon with other parameters.			
Unit-I	Investment Management – meaning – nature – scope – Investment process – gambling – Difference between Investment and gambling – speculation.			
Unit-II	Security Market – New Issue Market (NIM) – Parties involved in the NIM – Functions of NIM – Secondary Market – Functions – Listing of Securities – Methods of Trading.			
Unit- III	Risk – Types of Risk – Risk and Return Analysis – Fundamental Analysis – Technical Analysis – Efficient Market Theory.			
Unit -IV	Portfolio Management – meaning and definition - portfolio construction – selection of portfolio – Markowitz model – Sharpe model – Capital asset pricing model – Arbitrage pricing theory.			
Unit -V	Portfolio Evaluation – meaning – needs – Sharpe’s performance measures – Treynor’s Performance Index – Jensen’s Performance Index – Portfolio revision – Formula plans, constant rupee value plan – constant ratio and variable ratio plan.			
SUGGESSTED READING:				
Rustogi R.P, <i>Investment Analysis and Portfolio Management</i>				
Balla V.K, <i>Investment Management</i>				
Preethi Singh, <i>Investment Management</i>				
Punithavathi Pandian, <i>Security Analysis and Portfolio Management</i>				
Outcomes	<p>The students will be able to:</p> <ul style="list-style-type: none"> ➤ Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks. ➤ Know how to buy and sell financial assets in equity markets. ➤ Understand the benefits of diversification of a portfolio. ➤ Know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks. 			

VI SEMESTER				
Course code: 22BBA6E2	DSE- II	T/P	C	H/W
	MANAGEMENT ACCOUNTING	T	6	6
Objectives	<ul style="list-style-type: none"> ➤ To enhance the abilities of students to develop the concept of management accounting and its significance in the business. ➤ To enhance the abilities of students to analyze the financial statements. ➤ To enable the students to understand, develop and apply the techniques of management accounting in the financial decision making in the business houses. 			
Unit-I	Management Accounting – Meaning – Nature, scope, functions, advantages and disadvantages – Management Accounting Vs Financial Accounting and Cost Accounting – Financial statement analysis – comparative, common size and trend analysis.			
Unit-II	Ratio analysis – merits and demerits – classification of ratios – Dupont control chart.			
Unit -III	Fund flow statement and cash flow statement – meaning, merits and demerits – preparation of fund flow and cash flow statements.			
Unit- IV	Marginal costing – meaning, merits and demerits – cost volume profit analysis – break even analysis.			
Unit- V	Application of marginal costing – make or buy decision, shut down or continue decision and selection of sales mix.			
SUGGESTED READING:				
Gupta S.P. <i>Management Accounting</i>				
Pillai RSN and Mrs Bagavathi, <i>Management Accounting</i>				
Maheswari S.N .Dr., <i>Management Accounting</i>				
Reddy T.S. and A.Murthy, <i>Management Accounting</i>				
(Note : Questions must be 60% of problems and 40% of theory parts)				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Explain the application of management accounting and the various tools used. ➤ Make inter-firm and inter-period comparison of the financial statements. ➤ Analyse the financial statement using various ratios. ➤ Prepare Fund Flow Statement and Cash Flow Statement. 			

VI SEMESTER				
Course code: 22BBA6E3	DSE- III	T/P	C	H/W
	BUSINESS LAW	T	6	6
Objectives	This course is designed to provide the students with the knowledge of the legal environment in which a business operates, and to provide the students with knowledge of legal principles pertaining to business.			
Unit-I	Meaning of Law – Importance – Commercial Law – Meaning – Importance – Law of Contracts –Contract – Meaning – Types – Essentials of a valid Contract – Offer – Acceptance– Consideration– Capacity of Parties			
Unit-II	Free Consent – Misrepresentation – Fraud – Coercion – Undue Influence – Breach of Contract – Discharge of Contract – Contract of Indemnity and Guarantee.			
Unit- III	Sale of Goods Act,1930 – Essentials of a Contract of Sale – Conditions and warranties – Transfer of Property – Unpaid seller – rights.			
Unit -IV	Law of Agency – Agent –meaning, Types – Duties, Liabilities and rights of agent and Principal – creation and Termination of Agency.			
Unit -V	Companies Act 1956 – Company: Meaning – Types – Characteristics of a Company – Formation of a Company – Necessary Documents – Memorandum and Articles – Introduction about Capital and Shares – Brief Introduction about company Management.			
SUGGESSTED READING: Kapoor N.D. <i>Commercial Law</i> Shukla M.C. <i>A Manual of Mercantile law</i> Sethna M.J. <i>Mercantile law</i> Pillai R.S.N.&Bagavathi, <i>Business law</i>				
Outcomes	On completion of this course, students will be able to: <ul style="list-style-type: none"> ➤ Understand the relevance of the business law to the corporates in an economic, political and social context. ➤ Identify the fundamental legal principles behind the contractual agreements. ➤ Examine how businesses can be held liable in tort for the behavior of their employees. ➤ Acquireproblemsolvingtechniquesandbeabletopresentcoherent,concise legal arguments. 			

VI SEMESTER				
Course code: 22BBA6E4	DSE- IV TOURISM MANAGEMENT	T/P T	C 5	H/W 5
Objectives	To enable the students to understand : <ul style="list-style-type: none"> ➤ The tourism products in India and abroad. ➤ The meaning, types and concepts of itinerary and methods to develop an ideal itinerary. ➤ The functions of the tour managers. ➤ The concept of tour packages, types of tour, tour designing process and its importance. 			
Unit-I	History of Travel – Ancient, Medieval and Contemporary Periods – Tourism – Definition – Forms – Motivation for Travel – Barriers to Travel – Tourism Product – Travel Industry Network.			
Unit-II	International Tourism – Domestic Tourism –Tourist Attractions – Factors Influencing Tourism Development – Social, Economic and Environmental Impact on Tourism.			
Unit III	National Tourism Administration (NTA) – Department of Tourism Activities – India Tourism Development Corporation (ITDC) – State Tourism Development Corporations (STDCs) – Tourism Planning – Process.			
Unit IV	Surface Transport – Airline Industry – Travel Agents – Functions – Computerised Reservation System – Importance of CRS for Travel Agents – World Tourism Organisation.			
Unit V	Hotel Industry –Tourist Accommodations –Finance, Concessions & Incentives by the Government – Major Hotel Chains of India – Tourism Promotion – Role & Importance – Advertising & Publicity.			
SUGGESTED READING:				
Bhatia A.K. <i>International Tourism Management</i>				
Jha S.M. <i>Tourism Marketing</i>				
Pran Seth, <i>Successful Tourism Management (Vol.: I) – Fundamentals of Tourism</i>				
Pran Seth, <i>Successful Tourism Management (Vol.: II) – Tourism Practices</i>				
Scheme of Examination				
1. External Examination 75 marks				
2. Internal Examination 15 marks				
3. Educational Tour Report [Compulsory] 10 marks				
(Note: An educational tour to a prominent tourism place in India is mandatory. Students have to submit a report and the report has to be evaluated by the internal examiner for 10 marks)				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Understand and explore the tourism products in India and abroad. ➤ Provide information about tour packages. ➤ Assert and apply the methods to develop an ideal itinerary and functions of tour managers. 			

VI SEMESTER				
Course code: 22BBA6E5	DSE-V FINANCIAL MANAGEMENT	T/P T	C 6	H/W 6
Objectives	To make the students: <ul style="list-style-type: none"> ➤ Understand about the tools used to value the investment projects. ➤ Understand the basic issues involved in fund raising by the firms for their real investments. ➤ Understand about the concept of Capital Budgeting and capital budgeting appraisal methods. 			
Unit-I	Financial Management: meaning, objectives, functions and limitations – Responsibilities of financial manager – Capital Structure: meaning – Factors determining capital structure (Theory only).			
Unit-II	Source of Finance: Long term, medium term and short term – Types of securities – Debt, Equity and Preference stock – Working Capital Management: techniques of forecasting working capital – Simple problems.			
Unit- III	Cost of capital – concept – importance – classification – Determination of cost of capital – Simple problems.			
Unit- IV	Budget and Budgetary control – meaning, characteristics – Advantages – classification of budgets – preparation of production, sales and cash budgets – Simple problems.			
Unit- V	Capital Budgeting – meaning, importance – factors affecting capital investment proposals – capital budgeting appraisal methods – payback – ARR – NPV – IRR methods – Simple problems.			
SUGGESTED READING: Maheswari S.N. <i>Principles of Financial Management</i> Khan M.Y. & P.K. Jain, <i>Financial Management</i> Gupta S.P. <i>Financial Management</i> Pandey I.M. <i>Financial Management</i>				
(Note: Questions must be 40% of problems and 60% of theory parts)				
Outcomes	The students will be able to: <ul style="list-style-type: none"> ➤ Explain the concept of Financial Management and the managerial decisions relating to Corporate Capital Structure. ➤ Analyse the complexities associated with management of cost of funds in the capital Structure. ➤ Demonstrate the concepts of financial management, investments, financing and dividend policy decisions. 			

VI SEMESTER				
Course code: 22BBA6E6	DSE- VI	T/P	C	H/W
	SERVICE MARKETING	T	6	6
Objectives	<ul style="list-style-type: none"> ➤ To understand the concepts of Service marketing. ➤ To understand the unique challenges of marketing and managing services and delivering quality service to customers. ➤ To equip the students with concepts and techniques that help in taking decisions relating to various services marketing situations. ➤ To understand the tools used by service marketing managers in decision making and to understand the service marketing environment. 			
Unit-I	Meaning and definition of Services Marketing- Components of a service – difference between goods and service – characteristics of services. Evolution and growth of service sector.			
Unit-II	Service design – guiding principles in service design -factors to be considered in designing service process – Blue printing –components and uses - Service layout – types - service benchmarking.			
Unit III	Service marketing mix —Definition- Characteristics of service marketing mix process of service mix – Service product –Core concept of service-Service Offer, service delivery system, Branding of services- Stages in developing new services.			
Unit IV	Pricing of services- Meaning of price-objectives of pricing-factors affecting pricing decisions-Types of pricing in services. Service Promotion – Advertising-definition-steps in advertising process, objectives of advertising-sales promotion-personal selling-Directing marketing.			
Unit V	Location- factors to be considered in choosing a service location- Methods of distributing services- delivery of services through intermediaries. Service personnel- Contract people- Strategies for creating customer-oriented service delivery. Physical evidence – services gap - service process			
SUGGESSTED READING:				
Balaji, <i>Services Marketing</i> Himalya Publications				
Jha S.M., <i>Services Marketing</i> Himalaya Publications				
Dr.L.Natarajan, <i>Services Marketing</i> Margham Publications				
Thomson, Hoffman, <i>Services Marketing</i> South Western Publications				
Outcomes	At the end of this course, students will be able to: <ul style="list-style-type: none"> ➤ Have a strong conceptual knowledge in the functional areas of Service marketing . ➤ Examine the characteristics of the services industry and the modus operandi. ➤ Analyse the role and relevance of Quality in Services. ➤ Visualise future changes in the Services Industry. 			

Semester VI

Course code: 22BBA6PR	DSE-VII	T/P	C	H/W
	PROJECT	PR	6	10

Objectives ➤ The objective of this course is to enable the students to explore the research field and report the general functioning of a selected Industrial unit/Institution.

Methodology Every student has to take up a project work in the field of any Industry/MSME organizations/field work during their sixth semester. This may be done either individually or by group of students (not exceeding five) under the supervision of a faculty member in the Department. At the end of the course, students have to submit a project report not less than 60 pages as per the university norms.

The Steps of Project Work

Step I: Selection of the topic for the project should be carried out by considering the following points.

- ✓ Suitability of the topic.
- ✓ Relevance of the topic
- ✓ Time available at the disposal.
- ✓ Feasibility of data collection within the given time limit.
- ✓ Challenges involved in the data collection (time & cost involved in the data collection, possibility of getting responses, etc.)

Step II: Finalization of the Topic and the preparation of Project Proposal in Consultation with the Supervisor.

Step III: Collection of information and data relating to the topic and Analyzing the same.

Step IV : Writing the report with suitable chapters, viz.,
 Chapter 1: Introduction,
 Chapter 2: Conceptual Framework/National & International Scenario
 Chapter 3: Research methodology
 Chapter 4: Analysis and Interpretations
 Chapter 5: Findings, Suggestions & Conclusion.
 Annexure: References/ Bibliography.

Step V: The following documents are to be attached with the Final Project Report.

- ✓ Approval letter from the supervisor.
- ✓ Student's declaration.
- ✓ Certificate from the Competent Authority of the Organization / Institution, if the student undertakes the Project Work in any Organization/Institution.

Scheme of Evaluation

The Staff who serves as supervisor/guide will evaluate the report for 25 marks (Internal) and the faculty member who serves as external member of the evaluation board will evaluate the report for 75 marks (External-Viva voce). The project report will be evaluated by the internal and external examiner as per the university norms.

The weightage of marks for Report will be:

Evaluation of Report (Internal Examiner)	25
Evaluation of Report (External Examiner)	<u>75</u>
Total Marks	100

Outcomes

The students will be able to:

- Make a research study of a current problem in Industry/ institution and prepare a report.
- Enable the students to understand day to day affairs of an organization and correlate the theoretical learning with the field reality.
- Prepare a project report based on the field study
- Apply the research methodology
- Apply appropriate statistical tools for analysis of data.