



VINAYAKA MISSION'S RESEARCH FOUNDATION

(DEEMED TO BE UNIVERSITY UNDER SECTION 3 OF THE UGC ACT 1956)

BOARD OF MANAGEMENT

BOARD OF STUDIES - 2019

Regulation - 2019

Course: B.B.A (Regular - 3 Years)

Branch: BUSINESS ADMINISTRATION

Choice Based Credit System (CBCS)

CURRICULUM AND SYLLABUS – 2019

BUSINESS ADMINISTRATION - PROGRAM OUTCOMES

This course is focused to demonstrate the competency across business disciplines, specifically on the administration, management, decision making and leadership skill with problem solving capacity groomed with the business acumen necessary for the development of organizational effectiveness in a dynamic and evolving workplace.

B.B.A degree program is one of the most sought after career oriented professional programs offered at the graduate level. It intends to train the students to be competent enough for the entry level management professionals. Its basic focus will aim towards attaining the fundamental and operational level knowledge of all functional areas of business administration. B.B.A degree program has diverse career options and opportunities to the aspiring business managers both at national and at international level. B.B.A degree program also provides an opportunity to start their own business as the capacity of an entrepreneur.

Upon completion of Bachelor's in Business Administration - B.B.A degree program, students are able to:

- Understand the principles, functional and technical aspects of effective administration of business enterprises.
- Understand and apply knowledge from the contribution made by business management thinkers towards the basic principles and functions of management.

- Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
- Critically analyses and interpret the management concepts and theories
- Understand and apply ethical principles at both at professional and community levels
- Understand and apply leadership skills at the individual and group levels
- Develop their entrepreneurial skills
- Develop the capacity of making decisions at personal and professional level.
- Evaluate various business problems using analytical and creative, and integrative abilities.
- Enhance the soft skill and maximize the industry interface through various initiatives
- Demonstrate effective and practical communication to business situation
- Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
- Create interest and knowledge on the global business practices.

This program could provide the job options in the following sectors:

- Advertising Agencies
- Business Administration
- Banking sector
- Business consultant
- Event Management Companies
- Human resource management
- Insurance Companies
- Market research firms
- Manufacturing industries
- Transport Agencies
- Warehousing etc.

S. No.	Nature of Course	No. of Courses	Credit / Each course	Total No. of Credits
I - CORE COURSE				
1	DSC – 1 : Discipline Specific Core Courses – 1	4	6	24
2	DSC – 2 : Discipline Specific Core Courses – 2	4	6	24
3	DSC – 3 : Discipline Specific Core Courses – 3 (Foundation Courses)	4	6	24
II - ELECTIVE COURSE				
4	DSE –1: Discipline Specific Elective Courses	2	6	12
5	DSE - 2 : Discipline Specific Elective Courses	2	6	12
6	DSE - 3 : Discipline Specific Elective Courses a). Inter- Disciplinary b). Project Work - Dissertation – (Institutional Training) – Compulsory	2	6	12
III - ABILITY ENHANCEMENT COURSE				
7	1. AECC : Ability Enhancement Compulsory Courses	2	4	8
8	2. SEC : Skill Enhancement Courses	4	4	16
IV - VALUE ADDED COURSE (Compulsory)				
9	VAC : Value Added Course	1	2	2
10	Swayam *	1	2	-
11	NSS Activity *	1	2	-
Total Credits				134

* **Non-CGPA Courses.**

* **Swayam / NSS / RRC / Sports activity based on performance and attendance, which will not be calculated for CGPA.**

Semester	Course Code	Title	Credits	Total Credit
I	DSC-3A1	Tamil - I / Hindi – I / French – I	6	28
	DSC-3B1	English I	6	
	DSC-1A	Principles of Management	6	
	DSE-1	DSE-1A-Discipline Specific Elective (Any one)	6	
	AEC - I	Environmental Science	4	
II	DSC-3A2	Tamil - II / Hindi – II / French - II	6	22
	DSC-3B2	English II	6	
	DSC-1B	Organisational Behaviour	6	
	SEC - 1	Yoga and Meditation – Lab	4	
III	DSC-1C	Production and Operations Management	6	22
	DSC-1D	Marketing Research and Consumer Behavior	6	
	DSE-2	DSE-1B -Discipline Specific Elective (Any one)	6	
	AEC - II	English Communication – Lab / Basic Tamil	4	
IV	DSC-2A	Principles of Marketing	6	18
	DSE-3	DSE-2A - Discipline Specific Elective (Any one)	6	
	SEC -2	Skill Enhancement -3	4	
	VAC	Value Added Course	2	
V	DSC-2B	Business Law	6	22
	DSC-2C	Human Resource Management	6	
	DSE-4	DSE-2B - Discipline Specific Elective (Any one)	6	
	SEC - 3	Skill Enhancement -3	4	
VI	DSC-2D	Business Environment & Ethics	6	22
	DSE – 5	DSE-3A -Discipline Specific Elective (Any one)	6	
	DSE – 6	DSE-3B Project Work - Dissertation	6	
	SEC – 4	Skill Enhancement -4	4	
TOTAL				134

I - CORE COURSE

DSC – 1: Discipline Specific Core Courses – 1

S.NO	Components	SUBJECT TITLE	CREDIT
1	DSC1 – A	Principles of Management	6
2	DSC1 – B	Organizational Behavior	6
3	DSC1 – C	Production and Operations Management	6
4	DSC1 – D	Marketing Research and Consumer Behavior	6

DSC – 2 : Discipline Specific Core Courses – 2

S.NO	Components	SUBJECT TITLE	CREDIT
1	DSC2 – A	Principles of Marketing	6
2	DSC2 – B	Business Law	6
3	DSC2 – C	Human Resource Management	6
4	DSC2 – D	Business Environment & Ethics	6

DSC – 3 : Discipline Specific Core Courses – 3 (Foundation Courses)

S.NO	Components	SUBJECT TITLE	CREDIT
1	DSC3 –A1	Tamil - I / Hindi – I / French - I	6
2	DSC3 – A2	Tamil - II / Hindi – II / French - II	6
3	DSC3 –B1	English I	6
4	DSC3 – B2	English II	6

II - ELECTIVE COURSE

DSE – 1 DISCIPLINE SPECIFIC ELECTIVE COURSE (Any Two)

S.NO	Components	SUBJECT TITLE	CREDIT
1	DSE - 1A	Financial Accounting	6
2		Financial Management	6
3	DSE -1B	Services Marketing	6
4		International Business Management	6

DSE – 2 DISCIPLINE SPECIFIC ELECTIVE COURSE (Any Two)

S.NO	Components	SUBJECT TITLE	CREDIT
1	DSE - 2A	Total Quality Management	6
2		Entrepreneurial Development	6
3	DSE -2B	Industrial Relations	6
4		Banking and financial services	6

DSE – 3 DISCIPLINE SPECIFIC ELECTIVE – INTERDISCIPLINARY

(Any One Inter- Disciplinary with Compulsory Project)

S.NO	Components	SUBJECT TITLE	CREDIT
1	DSE -3B	Project Work - Dissertation – (Institutional Training) - Compulsory	6
2	DSE -3A	Quantitative Analysis for Business	6
3		Information Technology In Business - Lab	6 (4+ 2)

III - ABILITY ENHANCEMENT COURSE

S No	Subject Code	1. Ability Enhancement Compulsory Course	Credits	Total
1	U19AE1ES	Environmental Science	4	4 x 2 = 8
2	U19AE2EC / U19AE2BT*	English Communication – Lab / Basic Tamil	4	
S No	Components	2. Skill Enhancement Course (Any Four)	Credits	Total
1	SEC – 1 SEC – 2 SEC -3 SEC - 4	Yoga and Meditation – Lab	4	4 x 4 = 16
2		Soft Skills Lab – I	4	
3		Soft Skills Lab – II	4	
4		Aptitude Enhancement - Lab	4	
5		Entrepreneurship – Lab	4	
6		Professional Skill Development - Lab	4	
S No	Components	IV - Value Added Course (Any One)	Credits	Total
1	VAC	Women Studies	2	1 x 2 = 2
2		Indian Constitution – Configurable Structure	2	
3		Basic Life Support and First Aid (Demonstration)**	2	
4		Fire Safety (Demonstration)**	2	
5		Industrial Safety	2	

NOTE:

*** If the candidate from other states they can learn the basic Tamil subject instead of English Communication.**

**** If the candidate select the Basic Life Support and First Aid (Demonstration) & Fire Safety (Demonstration) as their value added programme, the certificate obtained by candidate should be submitted to the COE to provide required 2 credits.**

BOS - 2019

B.B.A

DSC – 1 : Discipline Specific Core Courses - 1

Component : DSC 1	Subject Code : U19BBC2PM
Subject Title : Principles of Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To help the students gain understanding of the functions and responsibilities of managers.
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Outcome	:	To Enable Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Management – Concept – Nature – Management as a Science, an Art and Profession – Levels of management – Roles and Qualities of Managers

UNIT II

18 Hours

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT III

18 Hours

Organizing – Concept – Organization as a process –Types of organization – Centralization – Decentralization..

UNIT IV

18 Hours

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Principles & Techniques.

UNIT V

18 Hours

Co-ordination – Types & Techniques - Controlling – importance – Types – Control areas and Process –Budgetary Control.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

BOOKS FOR TEXT & REFERENCE:

1. Principles of Management – SHERLEKAR & Sherlekar , Himalaya Publishing house
2. Principles of Management – C. B. Gupta, Sultan Chand & Sons, New Delhi
3. Principles & Practices of Management – L.M Prasad, Sultan Chand & Sons
4. Business Management – DINKAR PAGARE, Sultan Chand & Sons
5. Principles of Management – TRIPATHI AND REDDY, TataMcGrawHill
6. Essentials of Management – KOONTZ AND O'DONNEL, McGraw Hill
7. Management Principles – T.RAMASAMY, Namakumari Publications.

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B.B.A

DSE – 1A: Discipline Specific Elective Course

Component : DSE 1A	Subject Code : U19BBC1FA
Subject Title : Financial Accounting	Pattern : Theory and Problem
No of Credits : 6	No of Hours : 90

Objective	:	To impart knowledge of accounting and cover the practical knowledge.
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Outcome	:	To provide basic knowledge about the accounting principles and procedures, concepts & conventions of accounting and accounting framework.
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L T P C
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UNIT I

18 Hours

Definition of Account – Accounting Principles – Nature of Accounting Concepts – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

UNIT II

18 Hours

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Cash Book:- Simple Cash Book and Bank Reconciliation statement (BRS)

UNIT III

18 Hours

Preparation of trading, profit and loss account and balance sheet of Sole Trading.

UNIT IV

18 Hours

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded)

UNIT V

18 Hours

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method. Departmental Accounts - Basis for allocation of expenses

NOTE: Question Paper shall cover 40% Theory and 60% Problems.

Lecture Hours	: 75
Tutorial Hours	: 15
Total Hours	: 90

TEXT BOOK RECOMMENDED:

1. Financial Accounting – A. Moorthy and T.S.Reddy – Margam Publications, VI revised edition 2011.
2. Advanced Accountancy – S.P.Jain & K.L.Narang, Kalyani Publishers. 2016

BOOKS FOR REFERENCE:

1. Advanced Accountancy – R.L.Gupta & Radhasamy. - Sultan Chand & Sons. 2013
2. Principles of Accountancy – Vinayakam, Mani & Nagarajan. – S. Chand. 2010
3. Advanced Accountancy – M.C.Shukla, T.S.Grewal & S.C.Gupta - S Chand & Sons. 2016.

**BOS - 2019
B.B.A**

DSE – 1A: Discipline Specific Elective Course

Component : DSE –1A	Subject Code : U19BBE2FM
Subject Title : Financial Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To help students achieve better financial outcomes for businesses with which they might be associated.
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Outcome	:	This course enables the students with the knowledge about the Capital budgeting, Working capital, cash management, and better financial management techniques.
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Financial Management – Meaning – Definition – Objectives – Importance – Functions – Organization – Structure of Financial Management – Role of a Financial Manager.

UNIT II

18 Hours

Capital Budgeting – Ranking of Projects – Methods of Evaluating a Project Investment Proposal – Importance of Capital Budgeting (Simple Problems Only). Leverages – Meaning - Types – Importance and Significance of Leverages (Simple Problems Only).

UNIT III

18 Hours

Capital Structure Theories – Net Income Approach – Net Operating Income Approach – Modigliani Miller Approach – Factors Determining Capital Structure (Theory Only).

UNIT IV

18 Hours

Cost of Capital – Concept of Cost Of Capital – Determinants of Cost of Capital – Simple and Weighted Average Cost of Capital (Simple Problems Only).

UNIT V

18 Hours

Working Capital Management – Meaning – Importance – Types – Factors Determining Working Capital - Estimation Of Working Capital (Simple Problems Only). Management of Cash – Inventory - Accounts Receivables and Accounts Payable (Theory Only).

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Dr. Murthy, Financial Management, Margham Publications. 2010
3. I.M. Pandey Financial Management – Vikas Publication.
4. Khan & Jain, Financial Management - Tata McGraw-Hill Education.2018

REFERENCE BOOKS:

1. M.C. Kuchal, Financial Management – Vikas Publication.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya Book House.
3. Dr. Srivastava - Financial Management, HPH.

1. AECC Ability Enhancement Compulsory Course

Component : Ability Enhancement Compulsory Course - I	Subject Code : U19AE1ES
Subject Title : Environmental Science	Pattern : Theory
No of Credits : 4	No of Hours : 60

INSTRUCTIONAL OBJECTIVES

- a) To expand awareness on the significance of natural resources and energy.
- b) To comprehend the structure and function of an ecosystem
- c) To understand an aesthetic value with respect to biodiversity, aware of the threats and its conservation and realize the concept of interdependence
- d) To identify with the source of kind of pollution and disaster management

Outcome: Students will understand key concepts in the life and physical sciences, and will apply them to environmental issues.

L	T	P	C
4	0	0	4

Unit I**4 Hours**

The multidisciplinary nature of environmental studies. Definition, scope and importance need for public awareness

Unit II Natural resources**8 Hours**

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 effect on forests and tribal people.
- b) Water resources: use and over utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems
- c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

- f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification.
Role of individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles

Unit III: Ecosystems

8 Hours

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 ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

Unit IV: Bio-diversity and its conservation

8 Hours

Introduction – definition: genetic, species and ecosystem biodiversity – biogeographical classification of India – value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and optional 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 wild life, man – wildlife conflicts – endangered and endemic species of India – conservation of biodiversity: in situ and Ex-situ conservation of biodiversity.

Unit V: Environmental pollution

8 Hours

Definition, causes, effects and control measures of;

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Thermal pollution
- g) Nuclear hazards

Solid waste management: causes, effects and control measures of urban and industrial wastes – role of an individual in prevention of pollution – pollution case studies – disaster management: floods, earthquake, cyclone and landslides.

Unit VI: Social issues and environment:

8 Hours

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 - environmental 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 VII: Human population and environment:

8 Hours

Population growth, variation among nations – population explosion – family welfare programme – environmental and human health -human rights – value education HIV/AIDS -women and child welfare – role of information technology in environment and human health – case studies.

Unit VIII: Field Works:

8 Hours

Visit to local area to document environmental assets – rivers/ forest/ grassland/ hill/ mountain – visit to local polluted site – urban/ rural/ industrial/ agricultural – study of common plants, insects, birds – study of simple ecosystems – pond, river, hill, slopes etc. (Field work equal to 5 lecture works)

Lecture Hours	: 60
Tutorial Hours	: 00
Total Hours	: 60

Recommended Books.

1. Text Book of Environmental Studies for under gradute courses By Erach Bharucha Reprinted in 2006, Orient Longman Private Limited /Universities Press India Pvt. Ltd.

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B.B.A

DSC – 3 : Discipline Specific Core Courses – 3 (Foundation Courses)

Component : DSC 3	Subject Code : U19F2BE1
Subject Title : English I	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective:

To understand the nuances of Poetry, Short stories and Plays.

To learn the grammar, this in turn enhances reading of literature.

Learning Outcomes: On successful completion of the course,

The students to be instigated to have an eminent craves on the poem

Improved Communication Skills

Confidence to deal with real life situation.

UNIT I

Hours: 18 Hours

1. Wordsworth : Solitary Reaper
2. Robert Frost : Stopping by Woods On a Snowy Evening
3. Masfield : Sea Fever
4. Shakespeare : All the World's a Stage
5. Hugh Clough : Say Not the Struggle Naught Availeth
6. Our Casuarina Tree: Toru Dutt
7. My Grandmother's House: Kamala Das

UNIT II

Hours: 18 Hours

1. Katherine Mansfield : A cup of tea
2. V.M. Basheer : The World Renowned Nose
3. R.K. Narayan : The Gateman's Gift
4. Leo Tolstoy : How Much Land Does a Man Need?
5. R.K. Narayan : An Astrologer's day
6. K. A. Abbas : Sparrows

UNIT III

Hours: 18 Hours

1. The Merchant of Venice
2. Macbeth
3. Twelfth Night
4. King Lear
5. AS You Like It

UNIT IV

Hours: 18 Hours

1. Statements and Questions
2. Determiners including Articles
3. Conjunctions and other Devices

Composition: Communication Skills For Undergraduates, Dr. T.M.Farhathulah, RBA Publications, Chennai

4. Modal verbs
5. Tenses

UNIT V

Hours: 18 Hours

1. Letter Writing
2. Telegrams
3. Writing Advertisements

REFERENCES:

1. Poetry: Harmony, ED. K.TRIPATHY – PUB. OUP, CHENNAI.
2. Grammar: Form And Function, By V.Sasikumar& V.Syamala, Emerald Publishers,Chennai-8.
3. Plays: Tales From Shakespeare Published By Madhuban Educational Books, UBS Publishers & Distributors, New Delhi.
4. Short Stories: Popular Short Stories ED. Board OF EDITORS – PUB. OUP, CHENNAI.

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B.B.A

DSC – 3: Discipline Specific Core Courses -3 (Foundation Courses)

Component : DSC 3	Subject Code : U19F1BT1
Subject Title : Tamil - I	Pattern : Theory
No of Credits : 6	No of Hours : 90

இளங்கலை - முதற் பருவம்

SUB : Foundation Course - i

Credit : 6

TITLE : (செய்யுள், உரைநடை, இலக்கியவரலாறு,
இலக்கணம், பயன்பாட்டுக்கல்வி)

hours : 90

SUB CODE : UG19FC1T1

SUB PATTERN : (THEORY)

பாட நோக்கம் :

தமிழ் மரபுக்கவிதை, புதுக்கவிதை முதலானவற்றை அறிமுகப்படுத்துதல்.

சிறுகதை, நாவல், கட்டுரை முதலான இலக்கிய வடிவங்களைக் கற்பித்தல்.

இக்கால இலக்கியத்தின் மீதான ஈர்ப்பை மிகுவித்தல்.

கற்றல் பயன் :

தமிழ் இலக்கியத்தின் மீதான ஆர்வம் மிகும்.

புதிய இலக்கிய வடிவங்களை அறிவர்

கவிதை, சிறுகதை ஆகியவற்றை படைக்க முயல்வர்.

அலகு – 1 மரபுக்கவிதைகள் (hours : 9)

1.பாரதியார் - புதுமைப்பெண்

2.பாரதிதாசன் - வான் (இயற்கை)

3.நாமக்கல் கவிஞர் - உலகம் வாழ்க

4.கண்ணதாசன் - காலக்கணிதம்

5.கவிஞர் சுரதா - கலப்பை

6.வல்லம் வேங்கடபதி - நெருப்பிலிடு.

7.கவிமணி தேசிய விநாயகம் பிள்ளை - கோவில் வழிபாடு

8.ரோடு தமிழன்பன் - மழை

அலகு - 2 புதுக்கவிதைகள் (hours:9)

- 1.சிற்பி - ஒரு விதையின் கதை
- 2.அறிவுமதி - நட்புக்காலம்
- 3.தாமரை - ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும்
- 4.ஈரோடு தமிழன்பன் - ஹைக்கு கவிதைகள் (10 கவிதைகள்)
- 5.அப்துல் ரகுமான் - ஒப்புதல் வாக்கு மூலம்
- 6.மாலதி மைத்ரி - அகதி
- 7.புதையுண்ட வாழ்க்கை - எஸ்.சுகந்தி சுப்பிரமணியம்.
- 8.கருவறை ஓலங்கள் - கவிஞர் கவிதாசன்.
- 9.அம்மா - பழமலை
- 10.காதல் உயில் - வைரமுத்து

அலகு - 3 உரைநடை (hours:9)

- 1.கவிப்பேரரசு வைரமுத்து - சிற்பியே உன்னை செதுக்குகிறேன்

அலகு - 4 இலக்கிய வரலாறு - இலக்கணம் (hours:9)

- 1.புதுக்கவிதை, ஹைக்கு கவிதை தோற்றமும் வளர்ச்சியும்
- 2.படிமம், குறியீடு பற்றிய விளக்கங்கள்
- 3.சிறுகதையின் தோற்றமும் வளர்ச்சியும்
- 4.உரைநடையின் தோற்றமும் வளர்ச்சியும்
- 5.நாட்டுப்புறப்பாடல், காதல், தாலாட்டு, திருமணம், ஒப்பாரி பற்றிய குறிப்புகள்
- 6.இலக்கணக் குறிப்பெழுதி விளக்கம் அறிதல்
- 7.கலைச்சொல்லாக்கம், எழுத்துப்பிழை நீக்கம்
- 8.தமிழ் எண்கள்

அலகு - 5

பயன்பாட்டுக்கல்வி - மொழிபெயர்ப்பு (hours:9)

- 1.கவிதை படைத்தல்
- 2.வினா விடை அமைத்தல்

- 3.கற்பனை சந்திப்பிற்கு உரையாடல் எழுதுதல்
- 4.சிறுகதைகள் குறித்த விமர்சனம்
- 5.பொதுப்பகுதி அலுவலகப்பகுதி ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்

6.தன்முனைப்பு படிப்பு - சிறுகதை

- 1.ஒரு காட்டில் ஒரு மான் - அம்பை
- 2.சுந்தரவனம் - தேவதேவன்
- 3.மவராசர்கள் - விந்தன்
- 4.ஒரு சிறு இசை - வண்ணதாசன்
- 5.மாத்திரை - நீலபத்மநாபன்
- 6.வார்த்தைகள் - சோ.தர்மன்
- 7.அறம் - ஜெயமோகன்

பார்வை நூல்கள்

- 1.இலக்கிய வரலாறு - முனைவர் பாக்யமேரி
- 2.இலக்கணமும் மொழிப்பயிற்சியும் - க.கோ.வேங்கட்ராமன்

BOS - 2019

B.B.A

DSC – 1 : Discipline Specific Core Courses - 1

Component : DSC 1	Subject Code : U19BBC3OB
Subject Title : Organizational Behavior	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain knowledge about the organization and behavior in organization
Outcome	:	To inculcate knowledge on Personality, Perception, Motivation, Job satisfaction, morale, Group dynamics, Leadership traits, Counseling and guidance, etc.

L	T	P	C
6	0	0	6

UNIT I

18 Hours

Organizational Behavior – Concept – Nature - Organizational Behavior Models and other similar fields of study – Disciplines contributing to Organizational Behavior.

UNIT II

18 Hours

Individual Behavior – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III

18 Hours

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power -Definition of Power – Types of Power

UNIT IV

18 Hours

Authority - Definition of Authority – Characteristics – Types of Authority. Morale – Concept – importance - Morale and Productivity – Steps to improve Morale in an organization.

UNIT V

18 Hours

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – Mc Gregor's theory X and Theory Y – Herzberg Two Factor Theory.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Organization Theory and Behavior – V.S.P. RAO & D.S. Narayana, Konark Publishers Pvt Ltd
2. Organizational Behavior – FRED LUTHENS, McGraw Hill

REFERENCE BOOKS:

1. Organizational Behavior – L.M. PRASAD, Excel Books, New Delhi
2. Organizational Behavior – Dr. P.C. SEKAR

BOS - 2019

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE1YL
Subject Title : Yoga and Meditation – Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To know the practical yoga and meditation.
Outcomes	:	Incorporating it into your routine can help enhance your health, increase strength and flexibility and reduce symptoms of stress, depression and anxiety.

L T P C
2 0 2 4

UNIT – I

12 Hours

Surya Namaskar and Asanas: Surya namaskar, Padmasana, Vajrasana, Bhujangasana, Tadasana, Konasana, Uttakatasana, Nindra Eka Padhasana, Pirai Asana, Padha Hasthasana, Savasana.

UNIT – II

12 Hours

Pranayama: Surya pranayama, Chandra Pranayama, Anulom Vilom, Sheetal, Sheetkari.

UNIT – III

12 Hours

Mudra: Chin mudra, Rughi mudra, Yoga mudra, Maha mudra, Shanmukhi mudra.

UNIT – IV

12 Hours

Kriya: Kapalabathi, Bhastrika.

UNIT – V

12 Hours

Meditation: Simple, Vibrational, Mantra, Yoga Nitra.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours : 30
Practical Hours : 30
Total Hours : 60

REFERENCES:

1. Dr.V.Krishnamoorthy, Simple Yoga for Health, Sri Mathi Nilayam, 2012.
2. Dr.Ananda Balayogi Bhavanani, A Primer of Yoga Theory, Dhivyananda Creations, 2008.
3. Dr.S.Hema, Easy Yoga for Beginners, Tara yoga Publications, 2008.
4. Dr.Asana Andiappan, Ashtanga Yoga, Asana Publications, 2009.
5. Yogacharya Sundaram, Sundra Yoga Therapy, Asana Publications, 2009 Dr.John B.Nayagam, Mudumaikku Mutrupulli Vaikkum Muthiraigal, Saaru Prabha Publications, 2010.

BOS - 2019

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE3S2
Subject Title : Soft Skills Lab – II	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To enhance holistic development of students and improve their employability skills.
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Outcome	:	Students will develop their social and work-life skills, as well as their personal and emotional well-being, life learning skills., etc.,
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L	T	P	C
2	0	2	4

Unit-I

12 Hours

Team Building / Coordination Skills, Team Building Practices through group exercises, team task / role play, Ability to mixing & accommodation, Ability to work together.

Unit II

12 Hours

LISTENING AND SPEAKING SKILLS:

Conversational skills (formal and informal) – group discussion and interview skills – making presentations. Listening to lectures, discussions, talk shows, news programmes, dialogues from TV/radio/Ted talk/Podcast – Debate - watching videos on interesting events on You tube

Unit III

12 Hours

Personality - Definition – Elements – Determinants. Personal Grooming - Personal Hygiene - Social Effectiveness - Business Etiquettes (Power Dressing). Body Language - Non-Verbal Communication - Types of Body Language - Functions of Body Language - Role of Body Language – Proxemics.

Unit IV

12 Hours

Interpersonal Effectiveness Managing anxiety and fear – Breathing – an antidote to stress – progressive muscle relaxation – understanding your shyness – building one’ self-esteem – avoiding self-blame – taking risks, tolerating failure, persisting and celebrating success – self talk.

Unit V

12 Hours

Interview Preparation - Introduction – Group Discussion (GD) - Role Play - Writing job applications – Cover Letter – Resume – Emails - Resume Writing - Dress Code - Mock-Interview - How to be Successful in an Interview. Telephonic Interview and Video Conferencing.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOK:

1. Soft skills: Personality development for life success-Prashant Sharma,BPB Publications, 2018.

REFERENCE BOOKS:

1. The 16 personality types – Dr. A.J. Drenth, Andrew Drenth publishers, 2017.
2. Soft Skills training: A workbook to develop skills for employment – Frederick H. Wentz, create space independent publishing platform, 2012.
3. Robert M Sherfield and et al. “Developing Soft Skills” 4th edition, New Delhi: Pearson Education, 2009.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie.

WEB SOURCES:

1. <http://www.slideshare.net/rohitjsh/presentation-on-group-discussion> http://www.washington.edu/doit/TeamN/present_tips.html
2. <http://www.oxforddictionaries.com/words/writing-job-applications> <http://www.kent.ac.uk/careers/cv/coveringletters.htm>
3. http://www.mindtools.com/pages/article/newCDV_34.htm
4. Interactive Multimedia Programs on Managing Time and Stress.

BOS - 2019

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE4AL
Subject Title : Aptitude Enhancement Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To develop the skills of students to prepare Aptitude test
Outcome	:	Students should able to score and select in interview and competitive exams

L	T	P	C
2	0	2	4

Unit-I

12 Hours

Reasoning - Number series; letter series; codes; Relationships; classification.

UNIT-II

12 Hours

Communication - Communication: Nature, characteristics, types, barriers and effective communication.

UNIT-III

12 Hours

Logical Reasoning - Understanding the structure of arguments; Evaluating and distinguishing deductive and inductive reasoning; Verbal analogies: Word analogy — Applied analogy; Verbal classification.

UNIT-IV

12 Hours

Information and Communicating Technology (ICT) - ICT: meaning, advantages, disadvantages and uses; > General abbreviations and terminology; Basics of internet and e-mailing.

UNIT-V

12 Hours

Data Interpretation - Sources, acquisition and interpretation of data. Quantitative and qualitative data; Graphical representation and mapping of data.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOKS RECOMMENDED

1. Quantitative Aptitude for Competitive Examinations R.S. Aggarwal– S.CHAND

BOS - 2019

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE6PL
Subject Title : Professional Skill Development Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To develop an understanding of the students towards career.
Outcome	:	Understood of various skills need for the professional as an employee

L	T	P	C
2	0	2	4

UNIT - I

12 Hours

Developing Professional Skills for a Range of Careers – Networking - Outreach & Communication

UNIT – II

12 Hours

Expanding your Career Planning - CV Writing - CV Peer Review

UNIT - III

12 Hours

Managerial Skills- technical – human relations – conceptual- Personal SWOT analysis

UNIT - IV

12 Hours

Stress Management - Six strategies for dealing with stress – four skills.

UNIT -V

12 Hours

Time Management – conflict resolutions – public speaking

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOK:

1. Personality development for life success-Prashant Sharma,BPB Publications, 2018.

REFERENCE BOOKS:

1. The 16 personality types – Dr. A.J. Drenth, Andrew Drenth publishers, 2017.
2. Soft Skills training: A workbook to develop skills for employment – Frederick H. Wentz, create space independent publishing platform, 2012.
3. Robert M Sherfield and et al. “Developing Soft Skills” 4th edition, New Delhi: Pearson Education, 2009.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie.

BOS - 2019

B.B.A

DSC – 3 : Discipline Specific Core Courses - 3 (Foundation Courses)

Component : DSC 3	Subject Code : U19F2BE2
Subject Title : English II	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective:

To understand the nuances of Poetry, Short stories and Plays.

To learn the grammar, this in turn enhances reading of literature.

Learning Outcome

On successful completion of the course,

The students to be instigated to have an eminent craves on the poems

Improved Communication Skills

Confidence to deal with real life situation.

Unit-I

Hours: 18 Hours

- | | | |
|--------------------|---|----------------------------|
| 1. Milton | : | On His Blindness |
| 2. G.M.Hopkins | : | Thou Art Indeed Just, Lord |
| 3. Shelley | : | Ozymandias |
| 4. W.owen | : | Anthem for Doomed Youth |
| 5. Keats | : | La Belle Dame Sans Merci |
| 6. George Herbert | : | The Pulley |
| 7. A. K. Ramanujan | : | Snakes |

Unit-II

Hours: 18 Hours

- | | | |
|---------------------------|---|-----------------------|
| 1. Sir Arthur Conan Doyle | : | The Dying Detective |
| 2. Manohar Malgonkar | : | Monal Hunt |
| 3. Ernest Hemingway | : | Old Man at the Bridge |
| 4. Guy de Maupassant | : | The Necklace |

Unit-III**Hours: 18 Hours**

1. A Midsummer Night's Dream
2. Much Ado About Nothing
3. Julius Caesar
4. Tempest

Unit-IV**Hours: 18 Hours**

1. The Active and Passive Voice
2. Reported Speech
3. Conditional Clauses
4. Simple, compound and Complex sentences.

Unit-V**Hours: 18 Hours**

1. Notices
2. Designing a Resume
3. Writing a Report
4. Writing Broacher
- 5.

REFERENCES:

1. Poetry : HarmonyEd. K.Tripathy– pub. OUP, Chennai.
2. Composition: Communication Skills for Undergraduates, Dr.T.M.Farhathulah, RBA Publications, Chennai.
3. Grammar: Form and Function, By V. Sasikumar & V. Syamala, Emerald Publishers, chennai.
4. Plays: Tales from Shakespeare, published by Madhuban educational books, UBS Publishers & Distributors, New Delhi
5. Short Stories:Popular Short Storiesed. Board of editors – pub. OUP, Chennai.

BOS - 2019

B.B.A

DSC – 3 : Discipline Specific Core Courses - 3 (Foundation Courses)

Component : DSC 3	Subject Code : U19F1BT2
Subject Title : Tamil - II	Pattern : Theory
No of Credits : 6	No of Hours : 90

இரண்டாம் பருவம்

SUB : Foundation Course - ii

Credit : 6

TITLE : செய்யுள், உரைநடை, இலக்கியவரலாறு,

hours : 90

இலக்கணம், பயன்பாட்டுக்கல்வி

SUB CODE : UG19FC1T2

SUB PATTERN : (THEORY)

பாட நோக்கம் :

தமிழ் மரபுக்கவிதை, புதுக்கவிதை முதலானவற்றை அறிமுகப்படுத்துதல்.

சிறுகதை, நாவல், கட்டுரை முதலான இலக்கிய வடிவங்களைக் கற்பித்தல்.

இக்கால இலக்கியத்தின் மீதான ஈர்ப்பை மிகுவித்தல்.

கற்றல் பயன் :

தமிழ் இலக்கியத்தின் மீதான ஆர்வம் மிகும்.

புதிய இலக்கிய வடிவங்களை அறிவர்

கவிதை, சிறுகதை ஆகியவற்றை படைக்க முயல்வர்.

அலகு – 1 – சங்க இலக்கியம் (hours:9)

1.குறுந்தொகை

- 1.குறிஞ்சி - கொங்குதேர் வாழ்க்கை (2)
- 2.முல்லை - கார் புறந்தந்த (162)
- 3.மருதம் - கழனி மா அத்து (8)
- 4.நெய்தல் - நள்ளென்றற்றே (6)
- 5.பாலை - எயும்பி அளையின் (12)

2. ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து (21)

3. புறநானூறு - பாடல் எண் : 91, 142,192,195,312.

4.நற்றிணை - பாடல் எண் : கபிலர் (முதல் ஐந்து பாடல்கள்)

அலகு - 2 நீதி இலக்கியம் (hours : 9)

- 1.திருக்குறள் - நட்பாராய்தல்
- 2.நாலடியார் - நட்பிற்பிழை பொறுத்தல்
- 3.இனியவை நாற்பது - 1,3,5,6,20
- 4.பழமொழி நானூறு - 5,27,46,73,114
- 5.முதுரை - 1,2,5,10,16,17,18,26,30

அலகு -3 - நாவல் (hours : 9)

- 1.வேரில் பழுத்த பலா - சு.சமுத்திரம்
- 2.வெக்கை (நாவல்) - பூமணி

அலகு - 4 - இலக்கிய வரலாறு (hours : 9)

- 1.பதினெண் மேற்கணக்கு நூல்கள் அறிமுகம்
- 2.பதினெண் கீழ்க்கணக்கு நூல்கள் அறிமுகம்
- 3.நாவலின் தோற்றமும் வளர்ச்சியும்

அலகு - 5 - இலக்கணம் - படைப்பாற்றல் (hours : 9)

- 1.வல்லினம் மிகும், மிகா இடங்கள்
- 2.வினா, விடை வகைகள் (அறுவகை வினா, எண்வகை விடை)
- 3.தொகை நிலைத்தொடர்
- 4.தொகா நிலைத்தொடர்
- 5.அணிகள் (உவமை, உருவகம், வேற்றுமை, வஞ்சபுகழ்ச்சி
- 6.இறைச்சி, உள்ஓற்றை விளக்கம்
- 7.மரபுக்கவிதை புதுக்கவிதை படைத்தல்
- 8.தன்முனைப்பு படிப்பு - புதினம் - 1, புதினம் - 2
(புதினத்தேர்வு மாணவர் விருப்பத்திற்குரியது)

பார்வை நூல்கள்

- 1.இலக்கிய வரலாறு – முனைவர் பாக்யமேரி
- 2.சங்க இலக்கியம் மூலமும் உரையும் - உரையாசிரியர் முனைவர் முனைவர் விநாகராசன்
- 3.பதினெண் கீழ்க்கணக்கு நூல்கள் - உரையாசிரியர் அ.மாணிக்கனார்.
- 4.வெட்கை (நாவல்) - பூமணி
5. இலக்கணமும் மொழிப்பயிற்சியும் - க.கோ.வேங்கடராமன்

BOS - 2019

B.B.A

DSC – 1 : Discipline Specific Core Courses - 1

Component : DSC 1	Subject Code : U19BBC4MM
Subject Title : Production & Operations Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.
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Outcome	:	To keep the students conversant with the ever – enlarging frontiers of cost and management accounting knowledge.
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Production Management – Scope and Significance – Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its Kinds.

UNIT II

18 Hours

Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – Types.

UNIT III

18 Hours

Production Planning and Control – Meaning – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

UNIT IV

18 Hours

Quality Control and Inspection – Meaning – Objectives and Significance – SQC – AGMARK, ISI AND ISO – Certification Marks.

UNIT V

18 Hours

Material Management – Meaning – Objectives and Significance – Purchasing – Procedure – Store Keeping – Objectives - Functions.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Saravanel P and Sumathi S - Production and Materials Management

REFERENCE:

1. Chunnawalla and Patel - Production and Materials Management
2. Muhelmann Production and Operation Management MacMillan I Ltd
3. Paneerselvam - Production and Operations Management - Prentice - Hall of India

BOS - 2019

B.B.A

II - ELECTIVE COURSE

Component : DSE –1B: Discipline Specific Elective Courses	Subject Code : U19BBE3SM
Subject Title : Service Marketing	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to acquire a deep knowledge in services marketing.
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Outcome	:	On successful completion of this course, the students should have understood the growing importance of services in every organization
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L T P C
6 0 0 6

UNIT I INTRODUCTION

18 Hours

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT II SERVICE MARKETING OPPORTUNITIES

18 Hours

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT

18 Hours

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT IV SERVICE DELIVERY AND PROMOTION

18 Hours

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES**18 Hours**

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics -
Educational – Entertainment & public utility Information technique Services

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOKS:

1. Chiristopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

REFERENCE BOOKS:

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.

BOS - 2019

B.B.A

II - ELECTIVE COURSE

Component : DSE –I B: Discipline Specific Elective Courses	Subject Code : U19BBE4IB
Subject Title : International Business Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To acquaint the students with the basic knowledge of management trade relating to foreign
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Outcome	:	The students acquires the knowledge about the Foreign trade, Foreign exchange, etc.
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L T P C
6 0 0 6

UNIT I

18 Hours

Introduction: The Globalization of the World Economy – Emergence of Global Institutions – Changing Nature of International Business – Managing in the Global Market Place

UNIT II

18 Hours

National Differences in Political Economy: Introduction – Political Systems – Economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Cultural Change– Cross-cultural Literacy – Culture and Competitive Advantage.

UNIT III

18 Hours

International Trade Theory: Introduction – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher-Ohlin Theory – The New Trade Theory – National Competitive Advantage – Porter’s Diamond – WTO & Development of World Trade – Regional Grouping of Countries and its Impact.

UNIT IV

18 Hours

Foreign Direct Investment: Introduction – FDI in the World Economy – Horizontal and Vertical Foreign Direct Investment – Advantages of Host and Home Countries.
The Global Monetary System: An Introduction to Foreign Exchange Market – Functions of Foreign Exchange Market.

UNIT V

18 Hours

International Business Strategy: Introduction – Strategy and the Firm – Profiting from Global Expansion – Pressures for Cost Reductions and Local Responsiveness – Strategic Choice. Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting an Entry Mode – Strategic Alliances – Making Alliances Work.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOK RECOMMENDED:

1. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, the Edition, Tata McGraw-Hill Education, 2008.

BOOKS FOR REFERENCE:

1. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
2. Paul, J., International Business, 5th Edition, PHI Learning, 2010.



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B.B.A

II - ELECTIVE COURSE

Component : DSE –1: Discipline Specific Elective Courses	Subject Code : U19BBE1MC
Subject Title : Marketing Research & Consumer Behaviour	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enhance the students understanding of the marketing research Industry.
Outcomes	:	understand the process of marketing research and its different processes

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UNIT I

18 Hours

Introduction to Marketing Research:

Marketing Research – Concept, Marketing research & market research – difference, scope and importance of Marketing Research, Marketing information system – concept, research process, Major techniques of Marketing research (quantitative and qualitative), research design.

UNIT II

18 Hours

Collection of Primary Data – Observation, Methods of Observation, Survey: Methods of Survey, Selection of Survey Methods, Questionnaire design, and Qualitative research: Depth interviews, Focus groups, Projective Techniques

Collection of Secondary Data – Meaning, evaluation, sources; Sampling, Sampling Designs: Census Vs Sample; Advantages & Disadvantages of Sampling.

UNIT III**18 Hours****Analytical Techniques:**

Simple Numerical on Correlation; Regression; Testing of Hypothesis for application of Marketing Research. Probability Sampling & Non-Probability sampling techniques.

UNIT IV**18 Hours****Introduction to Consumer Behaviour :**

Concept, Definition- Consumer behavior; internal & external determinants of consumer behaviour , factors affecting consumer behavior (buyer's black box & EKB Model); Consumer as an individual – Needs – wants, Perception – Marketers concern; perceptual risks; changing attitudes; how marketers influence attitudes.

UNIT V**18 Hours****Determinants of Consumer Behaviour :-**

(b) Consumers in their social & cultural settings – Reference Groups & Opinion Leader; Family (importance of family influences in consumer behavior); meaning of family & its importance in marketing decision; family life-cycle; role social class concept; characteristics and influence; concept, importance of cultures, sub-cultures, marketer's concern. Cross cultural consumers behavior.

Lecture Hours : 90**Tutorial Hours : 00****Total Hours : 90****TEXT BOOKS:**

1. Marketing Research : S.L. Gupta, Excel Books
2. Consumer Behaviour : S K Batra & S Kazmi, Excel Books

BOOKS FOR REFERENCE:

1. Marketing Research : Text & Cases by Loudon, Jaico Publication
2. Marketing Research : G.C.Beri, TMH

**BOS - 2019
B.B.A**

1. AECC Ability Enhancement Compulsory Course – II

Component : Ability Enhancement Compulsory Course - II	Subject Code : U19AE2EC
Subject Title : English Communication - Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective:

To make the students comfortable in using English Language.

To help the students gain confidence in English.

To enhance the four skills of Language.

Outcome:

After completion of the course the students will be

1. Able to understand how to use English Language comfortably
2. Able to gain confidence in English
3. Able to learn the four skills of the language

L T P C
2 0 2 4

UNIT I- Introduction:

12 Hours

Theory of Communication, Types and modes of Communication

UNIT II- Language of Communication:

12 Hours

Verbal and Non-verbal

(Spoken and Written)

Personal, Social and Business

Barriers and Strategies
Intra-personal, Inter-personal and Group communication

UNIT III- Speaking Skills:

12 Hours

Monologue
Dialogue
Group Discussion
Effective Communication/ Mis- Communication
Interview
Public Speech

UNIT IV- Reading and Understanding

12 Hours

Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation(from Indian language to English and vice-versa) Literary/Knowledge
Texts

UNIT V- Writing Skills

12 Hours

Documenting
Report Writing
Making notes
Letter writing

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

Reference:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

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1. AECC Ability Enhancement Course

Component : Ability Enhancement Course - II	Subject Code :U19AE2BT
Subject Title : Basic Tamil	Pattern : Theory
No of Credits : 4	No of Hours : 60

நோக்கம்:

மாணவர்களுக்கு அடிப்படை தமிழைப் பயிற்றுவித்து மொழி அறிவை வளர்த்தல்.

பிற மொழி மாணவர்கள் தமிழை படிக்க எழுத பயிற்றுவித்தல்.

கற்றல் பயன்கள் :

மாணவர்கள் அடிப்படைத்தமிழை அறிவர்.

மொழி வளம் உணர்ந்து பிற மொழி மாணவர்கள் கற்று தமிழ் மொழியை அறிவர்.

அலகு 1 hours:12

எழுத்துக்கள்

1.உயிர் எழுத்துக்கள்

2.மெய் எழுத்துக்கள்

3.உயிர்மெய் எழுத்துக்கள்

அலகு 2 hours:12

சொற்களை அமைத்தல்

அலகு 3 hours:12

பெயர்ச்சொற்கள்

அலகு 4 hours:12

வினைச்சொற்கள்

அலகு 5 hours:12

வாய்மொழிப்பயிற்சி : பாடல்கள்

பார்வை நூல்கள் :

1.அடிப்படை இலக்கணம் - குமரன் சந்தியா பதிப்பகம் சென்னை.

2.நற்றமிழ் இலக்கணம் - டாக்டர்.சொபரமசிவம்.

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B.B.A

DSC – 2 : Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC5PM
Subject Title : Principles of Marketing	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to understand the basics in marketing.
Outcome	:	On successful completion of this course the students should have the practical knowledge and the tactics in marketing.

L T P C
6 0 0 6

UNIT - I

18 Hours

Marketing Management – Meaning of Market, Classification – Modern Marketing Concepts – Marketing Approaches – Marketing Functions – Market Mix.

UNIT - II

18 Hours

Market Environment – Market Segmentation – Buyer Behaviour – Determinants of Buyer Behavior.

UNIT - III

18 Hours

Product Planning – Product Mix – Product Life Cycle. - Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV**18 Hours**

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels.

UNIT - V**18 Hours**

Marketing Information System and Marketing Research – Steps in Marketing Research – Marketing of Services – Service Marketing Mix.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOK:

1. Marketing Management – Rajan Nair, Sultan Chand.
2. Modern Marketing – R.S.N. Pillai & Bagavathi, S. Chand. 2010.
3. Principles and Practices of Marketing – Mamoria & Joshi, kitab mahal, 2018.

BOOKS FOR REFERENCE:

1. Marketing Management – Philip T Kotler., Pearson Education, 2015.
2. Marketing Management – S A Sherlekar & T K Pany, Himalaya Publishing House, 2017.
3. Marketing management- Rajan Saxena, ata Mc Graw Hills, 2009.

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II - ELECTIVE COURSE

Component : DSE – 2A : Discipline Specific Elective Courses	Subject Code : U19BBE5TQ
Subject Title : Total Quality Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain basic knowledge of Total Quality Management.
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Outcome	:	Adaptability to changing or emerging market conditions and to environmental and other government regulations.
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Concept Quality – Quality as customer delight – Quality as meeting Standards – Introduction to total Quality – Concept total Quality – Design, inputs, process and output – Quality as business performance – Attitude and involvement top management.

UNIT II

18 Hours

Quality Management – Fundamentals – Evolution and objectives – Planning for Quality – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management.

UNIT III

18 Hours

Quality Management System – ISO 9000 series – Techniques TQM – 5 S Concepts – 7Q tools – Cause – Effect Analysis stratification, Pareto diagram. Histogram - Control charts - SQC - check sheet - Pie Chart - Scatter diagram (Theory Only).

UNIT IV

18 Hours

Bench marking – Essence of Bench Marking – Benefits and Strategic Bench marking – Global bench marking – Business Process Re-engineering.

UNIT V

18 Hours

Core competence and strategic alliance for ensuring quality – role of MNCS, in emergence global quality – Barriers to TQM.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOKS:

1. Armond V. Feigerbaum, Total Quality Control McGraw Hill.
2. John Bark, Essence TQM, PHI, Delhi.

REFERENCE BOOKS:

1. Joel, E. Ross, Total Quality Management
2. Ron Collard, Total Quality, Jaico, Delhi
3. Willborn & T.C. Edwin Cheng, Global Management Quality Assurance systems, McGraw Hill.
4. J.M.Juran, Juran On leadership for Quality – An Executive Hand Book.
5. ISO Manuals.

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B.B.A

II - ELECTIVE COURSE

Component : DSE - 2 A: Discipline Specific Elective Courses	Subject Code : U19BBE8ED
Subject Title : Entrepreneurial Development	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	: To enable the students to gain knowledge about small business and its opportunities in the present scenario.
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Outcome	: On successful completion of this course, the student should be well versed in Concept relating to entrepreneur, Knowledge in the finance institution, project report incentives and subsidies. .
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs. Case Studies of Entrepreneurs

UNIT II

18 Hour

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

UNIT III

18 Hours

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal. Sample Projects of Entrepreneurs.

UNIT IV**18 Hours**

Entrepreneurial Development Programmes (EDP) – Role relevance, and achievements – Role of Government in organizing EDPs – Critical evaluation

UNIT V**18 Hours**

Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approach in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship

Lecture Hours : 90
Tutorial Hours : 00
Total Hours : 90

TEXT BOOKS:

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development

REFERENCE BOOK:

1. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business
2. P.C. Jain – Handbook for New Entrepreneurs

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B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE2S1
Subject Title : Soft Skills Lab – I	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To enhance holistic development of students and improve their employability skills.
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Outcome	:	Students will develop their social and work-life skills, as well as their personal and emotional well-being, life learning skills., etc.,
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L	T	P	C
2	0	2	4

UNIT - I

12 Hours

SWOT Analysis - Who am I – Attributes - Importance of Self Confidence - Self Esteem.

Creativity - Out of box thinking - Lateral Thinking. Factors influencing Attitude - Challenges and lessons from Attitude - Etiquette.

UNIT - II

12 Hours

Factors of motivation - Self-talk - Intrinsic & Extrinsic Motivators. Skills for a good Leader - Assessment of Leadership Skills.

INTERPERSONAL SKILLS - Gratitude Understanding the relationship between Leadership Networking & Team work. Assessing Interpersonal Skills Situation description of Interpersonal Skill. Team Work.

UNIT - III**12 Hours**

Goal Setting - Wish List, SMART Goals - Blue print for success - Short Term, Long Term - Life Time Goals. Career and Life Planning. Time Management Value of time, Diagnosing Time Management, Weekly Planner to do list, Prioritizing work.

UNIT - IV**12 Hours**

International English Language Testing System (IELTS) – Test of English as a Foreign Language (TOEFL) – Graduate Record Examination (GRE) – Civil Service (Language related) – Verbal ability.

UNIT - V**12 Hours**

STRESS MANAGEMENT: Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Emotional Intelligence - What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales. Managing Emotions.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOK:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.

REFERENCE:

1. Thomas A Harris, I am ok, you are ok, New York-Harper and Row, 1972.
2. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006.
3. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
4. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
5. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie.
6. Robert M Sherfield and et al. “Developing Soft Skills” 4th edition, New Delhi: Pearson Education, 2009.

WEB SOURCES:

1. <http://www.slideshare.net/rohitjsh/presentation-on-group-discussion> http://www.washington.edu/doit/TeamN/present_tips.html
2. <http://www.oxforddictionaries.com/words/writing-job-applications> <http://www.kent.ac.uk/careers/cv/coveringletters.htm>
3. http://www.mindtools.com/pages/article/newCDV_34.htm
Interactive Multimedia Programs on Managing Time and Stress.

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B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : U19VA5IS
Subject Title : Industrial Safety	Pattern : Theory
No of Credits : 2	No of Hours : 30

INSTRUCTIONAL OBJECTIVES

- To enable students to conduct safety audit reports effectively.
- To have awareness about sources of information for safety promotion and training.
- To train students with estimation of safety performance.
- To know about the different kinds of industries and their operations.
- To know the minimum requirement of the industry establishment
- To identify the sources of accidents in various places.
- To achieve and understand the principles of safety management.

SUBJECT OUTCOMES

- Design, Establish, and Implement the industrial system to improve safety.
- Manner of investigations on unwanted incidents or accidents using root cause analysis
- Achieve the comfort of industry, worker and machine safety.
- Develop communication system effectively on health and safety among the employees and with society at large.
- Demonstrate sensitivity of the safety, and legal issues regarding accidents.
- Understand the impact of Fire safety and environment safety while the productivity for society at large.

L	T	P	C
1	0	1	2

UNIT – I CONCEPTS AND TECHNIQUES

6 HOURS

Types of industries (construction, machinery, chemical, petrochemical, textile, and cracker), Evolution of modern safety concept- Safety policy - Safety Organization - line and staff functions for safety- Safety Committee. Incident Recall Technique (IRT), safety survey, safety inspection, safety sampling, evaluation of performance of supervisors on safety.

UNIT – II INDUSTRIAL SAFETY EDUCATION AND TRAINING 6 HOURS

Safety training, needs of Training methods – programme, seminars, conferences, competitions – method of promoting safe practice - motivation – communication - role of government agencies and private consulting agencies in safety training – creating awareness, awards, celebrations, safety posters, safety displays, safety pledge, safety incentive

UNIT – III HAZARDOUS WASTE MANAGEMENT 6 HOURS

Hazardous waste management in India-waste identification, characterization and classification- technological options for collection, treatment and disposal of hazardous waste, Health hazards- toxic and radioactive wastes-incineration and verification.

UNIT – IV POLLUTION CONTROL IN PROCESS INDUSTRIES 6 HOURS

Pollution control in process industries like cement, paper, petroleum-petroleum products-textile-tanneries-thermal power plants – dyeing and pigment industries - eco-friendly energy

UNIT – V INDUSTRIAL FIRE PROTECTION SYSTEMS 6 HOURS

Sprinkler – hydrants - special fire suppression systems like deluge and emulsifier, selection criteria of the above installations and maintenance – alarm and detection systems. Other suppression systems – CO₂ system, foam system, Dry chemical powder (DCP) system, halon system – need for halon replacement – smoke venting.

Lecture Hours: 15

Practical Hours: 15

Total Hours : 30

Text Book

1. Dan Petersen, “Techniques of Safety Management”, McGraw-Hill Company, Tokyo, 1981.
2. Relevant Indian Standards and Specifications, BIS, New Delhi.
3. “Safety and Good House Keeping”, N.P.C., New Delhi, 1985.
4. T Miller, Environmental Science: Working with the Earth, 11th Edition, Wadsworth Publishing Co., Belmont, CA, 2006
5. M.J Hammer,, and M.J Hammer,, Jr., Water and Wastewater Technology, Pearson Prentice Hall, 2006
6. Rao, CS, “Environmental pollution engineering” Wiley Eastern Limited, New Delhi, 1992.
7. S. P. Mahajan, “Pollution control in process industries”, Tata McGraw Hill Publishing Company, New Delhi, 1993.
8. V., Subramanian. The Factories Act 1948 with Tamilnadu factories rules 1950, Madras, Book Agency, 21st ed., Chennai, 2000.
9. C.Ray Asfahl , Industrial Safety and Health management, Pearson Prentice Hall,2003.
10. N.V Krishnan. Safety Management in Industry Jaico Publishing House, Bombay, 1997
11. R.S.Gupta., Hand Book of Fire Technology, Orient Blackswan, 2010

Reference Books

1. "Accident Prevention Manual for Industrial Operations", N.S.C.Chicago, 1982.
2. Blake R.B., "Industrial Safety" Prentice Hall, Inc., New Jersey, 1973.
3. Heinrich H.W. "Industrial Accident Prevention" McGraw-Hill Company, New York, 1980
4. John Ridley, "Safety at Work", Butterworth and Co., London, 1983



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B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : U19VA1WS
Subject Title : Women Studies	Pattern : Theory
No of Credits : 2	No of Hours : 30

Objectives:

1. This paper aims to familiarize students with key concepts, issues, and debates in Women's Studies
2. To make them aware of the Women's exclusion from knowledge and need for Women's Studies
3. As an academic discipline. It deliberates on the prevailing strategies of the growth of Women's Studies in India and abroad

Course Outcomes:

Upon successful completion of this course, students should be able to:

1. Understand and engage with central debates in the field of Women's and Gender Studies.

2. Define and apply basic terms and concepts central to this field.
3. Apply a variety of methods of analyzing gender in society, drawing upon both primary and secondary sources.
4. Apply concepts and theories of Women's and Gender Studies to life experiences and historical events and processes.
5. Communicate effectively about gender issues in both writing and speech, drawing upon Women's and Gender Studies scholarship and addressing a public audience.

L	T	P	C
2	0	0	2

Unit I – Introduction to Women’s Studies

6 Hours

Key concepts in Gender studies.

Need, Scope and challenges of Women’s Studies – Women’s Studies as an academic discipline. Women’s Studies to Gender Studies, Need for Gender Sensitization.

Women’s Movements – global and local: Pre-independence, Post-independence and Contemporary Debates.

National Committees and Commissions for Women.

Unit II – Women and Health

6 Hours

Life Cycle Approach to Women’s Health – Health status of women in India, factors influencing health and Nutritional status.

Maternal and Child Health (MCH) to Reproductive and Child health approaches.

Issues of declining Child Sex Ratio, Widowhood and old age.

Occupational and mental health.

Health, Hygiene and Sanitation.

National Health and Population Policies and Programmes.

Unit III – Women Empowerment and Development

6 Hours

Theories of Development, Alternative approaches – Women in Development (WID), Women and Development (WAD) and Gender and Development (GAD).
 Empowerment- Concept and indices: Gender Development Index (GDI), Gender Inequality Index (GII), Global Gender Gap Index (GGGI).
 Women Development approaches in Indian Five – Year Plans.
 Women and leadership– Panchayati Raj and Role of NGOs and Women Development.
 Sustainable Development Goals, Policies and Programmes.

Unit IV – Women Law and Governance

6 Hours

Rights: Gender Equality, Gender Discrimination, Women’s Rights as Human Rights.
 Constitutional provisions for Women in India.
 Personal laws, Labour Laws, Family Courts, Enforcement machinery – Police and Judiciary.
 Crime against Women and Child: Child Abuse, Violence, Human Trafficking, Sexual Harassment at Workplace Act, 2013 – Legal protection
 International Conventions and Legislations Related to Women’s Rights.

Unit V – Gender and Media

6 Hours

Discourse on Women and Media Studies- Mainstream Media, Feminist Media.
 Coverage of Women’s issues and issues of women in Mass Media and Media Organizations (Audio-Visual and Print media).
 Digital Media and legal protection.
 Alternative Media – Folk Art, Street Play and Theatre.
 Indecent Representation of Women (Prohibition) Act, 1986, Impact of media on women.

Lecture Hours	: 30
Tutorial Hours	: 00
Total Hours	: 30

Text Books

1. Khullar, Mala. Writing the Women's Movement: A Reader ed. New Delhi: Zubaan, 2005.
2. Jain, Devaki and Pam Rajput. Narratives from the Women's Studies Family: Recreating knowledge. New Delhi: Sage, 1942.
3. Programme of Women's Studies. New Delhi: ICSSR, 1977. Desai, Neera and Maithrey Krishnaraj. Women and Society in India. Delhi: Ajantha, 1987.

Reference Books

1. Women in Contemporary India. Ed. Alfred De Souza Delhi: Ajanta, 1987.
2. Mies, Maria Indian Women and Patriarchy. Delhi: Concept, 1980. Nanda, B.R. Indian Women: From Purdah to Modernity. Delhi: Vikas, 1976.
3. Women's Studies in India: A Reader. Ed. Mary John. Penguin: New Delhi, 2008.



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B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : U19VA2IC
Subject Title : Indian Constitution – Configurable Structure	Pattern : Theory
No of Credits : 2	No of Hours : 30

Objective	:	To provide the basic knowledge of the development and of principles enshrined in the Constitution of India
Outcome	:	It frames fundamental political principles, procedures, practices, rights, powers, and duties of the government

L	T	P	C
2	0	0	2

Unit – I

6 Hours

Introduction: Significance of the Constitution; Making of the Constitution- Role of the Constituent Assembly, Salient features, the preamble, Citizenship, procedure for amendment of the Constitution.

Unit – II

6 Hours

Fundamental Rights: Right to Equality, the Right to Freedom, the Right against Exploitation, the Right to Freedom of Religion, Cultural and Educational Rights and Right to Constitutional Remedies.

Unit – III

6 Hours

Nature of the Directive principles of State Policy: Difference between of Fundamental Rights and Directive Principles of State Policy – Implementation of Directive Principles of State Policy, Fundamental Duties.

Unit – IV

6 Hours

Union Government – Powers and Functions of the President, the Prime Minister, Council of Ministers. Composition, Powers and functions of the Parliament, Organisation of Judiciary, The Supreme Court: Powers and Functions. Lok Sabha and Rajya Sabha - Powers and Functions.

Unit – V

6 Hours

State Government – Powers and Functions of Governor, Chief Minister, Council of Minister. Composition, Powers and functions of state Legislature, Local Government and the Constitution, Relation between the Union and the States. The High Court: Powers and Functions.

Lecture Hours	: 30
Tutorial Hours	: 00
Total Hours	: 30

Text Books

1. M. V. Pylee – An Introduction to Constitution of India, Vikas Publications, New Delhi-2005.
2. Subhash C. Kashyap – Our Constitution: An Introduction to India's Constitution & Constitutional Law, National Book Trust, New Delhi-2000.
3. Durga Das Basu – Introduction to the Constitution of India, PHI, New Delhi-2001.
4. D. C. Gupta – Indian Government & Politics, Vikas Publications, New Delhi-1994, VIII Edition.
5. J. C. Johari – Indian Government & Politics, Sterling Publishers, Delhi-2004.

Reference Books

1. V. D. Mahajan – Constitutional Development & National Movement in India, S. Chand & Company, New Delhi.
2. Constituent Assembly Debates, Lok-Sabha Secretariat, New Delhi-1989.
3. Granville Austin – Working of a Democratic Constitution: The Indian Experience, Oxford University Press, New Delhi-1999.
4. A. P. Avasthi – Indian Government & Politics, Naveen Agarwal, Agra-2004.
5. S. A. Palekar – Indian Constitution, Serials Publication, New Delhi-2003.

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B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : *U19VA3BL
Subject Title : Basic Life Support and First Aid (Demonstration)	Pattern : (Demonstration)
No of Credits : 2	No of Hours : 30

Course Description

This course is designed to help students develop and understanding of community emergencies and be able to render first aid services as and when need arises.

General Objectives

Upon completion of this course, the students shall be able to:

1. Describe the rules of first aid.
2. Demonstrate skills in rendering first aid in case of emergencies.

Unit	Learning Objectives	Content	Hr.	Teaching learning activities	Assessment methods
I	Describe the importance and principle of first aid	Introduction a) Definition, Aims and Importance of first aid b) Rules/ General principles of First Aid c) Concept of emergency	2	Lecture cum discussions	Short answer Objective type
II	Demonstrate skill in first aid techniques	Procedures and Techniques in First Aid a) Preparation of First Aid kit. b) Dressing, bandaging and splinting(spiral, reverse spiral, figure of 8 spica, shoulder, hip, ankle, thumb, finger, stump, single	8	Lecture cum discussions Demonstration Videos Simulation exercises.	Short answer Objective type Return demonstration

		and double eye, single and double ear, breast, jaw, capelin), triangle bandage uses, abdominal binder and bandage, breast binder, T and many tail bandage, knots reef, clove. c) Transportation of the injured d) CPR : Mouth to mouth, Sylvester, Schafer, External cardiac massage			
III	Describe first aid in common emergencies	First Aid in emergencies a) Asphyxia, drowning, shock b) Wounds and Bleeding c) Injuries to the Bones, Joints and Muscle - fractures, sprains, strains, hanging, falls d) Burns and scalds e) Poisoning – ingestion, inhalation, bites and stings f) Foreign body in eye, ear, nose and throat.	6	Lecture cum discussions. Videos Demonstration	Short answer Objective type Return demonstration
IV	List various community emergencies and community resources.	Community Emergencies & Community Resources a) Fire, explosion, floods, earth-quakes, famines etc b) Role of nurses in disaster management c) Rehabilitation d) Community Resources - Police, Ambulance services - Voluntary agencies-local, state national and international	4	Lecture cum discussions. Videos Mock drill Simulation exercise Videos Field visit to voluntary agencies.	Short answer Objective type Essay type

BOS - 2019

B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : *U19VA4FS
Subject Title : Fire Safety (Demonstration)	Pattern : (Demonstration)
No of Credits : 2	No of Hours : 30

INSTRUCTIONAL OBJECTIVES

- To expand awareness on the fire accidents.
- To know the minimum requirement of the industrial establishment
- To identify the sources of fire accidents in various places

SUBJECT OUTCOMES

- Understand basic fire safety and what to do in the event of an emergency.
- Understand the values of fire risk control.
- Understand the generic necessities of a Fire Marshal
- Have the skills to initiate emergency processes and promote a positive answer from others
- Be able to detect fire safety hazards and risks in the workplace and public sector.
- Be able to ensure the availability and usage of fire safety equipment's.
- Know how to establish alternative evacuations and fire movements in the workplace and report on their effectiveness

L	T	P	C
1	0	1	2

UNIT – I INTRODUCTION ABOUT FIRE SOURCES

6 HOURS

Fire reasons and sources in institutions, shopping mall, theatres, industries, electrical and forest, types of fuels, fire safety symbols

UNIT – II IMPACT OF FIRE ACCIDENTS

6 HOURS

Various impact of fire accidents in industries, petrol bunks and public sector places (Economic loss, resettlement, and reconstruction)

UNIT – III FIRE SAFETY RULES

6 HOURS

Fire safety rules for machinery industries, schools, vehicles, commercial places, and petrochemical industries.

UNIT – IV FIRE ACCIDENTS CONTROL METHODS

6 HOURS

First aid for Industrial fire accidents, petrol bunk accidents, vehicle fire accidents, school fire accidents, complex fire accidents, and forest fire accidents

UNIT – V FIRE SAFETY LAWS

6 HOURS

Various fire safety laws for establishing academic institutions, industries, and public sector places.

Lecture Hours: 15
Practical Hours: 15
Total Hours : 30

Text Book

1. Manual of Fire Safety, Sesha prakash, cbs publishers and distributors pvt ltd.
2. Fire Safety in Buildings 2nd Edition (English, Hardcover, Shri V. K. Jain), Publisher: New Age International, ISBN: 9788122430837, 812243083X, Edition: 2ndEdition, 2010, Pages: 652.
3. Fire Safety Management Handbook, 3rd Edition, Daniel E. Della-Giustina, CRC Press, Published February 7, 2014, Reference - 279 Pages - 40 B/W, Illustrations, ISBN 9781482221220.

Reference Books

1. Evaluation of Fire Safety, Author(s): D. Rasbash, G. Ramachandran, B. Kandola, J. Watts, M. Law Publisher: Wiley, Year: 2004, ISBN: 9780471493822, 0471493821.
2. Fire Risk: Fire Safety Law and Its Practical Application, Author(s): Allan Grice, Publisher: Thorogood Publishing, Year: 2009, ISBN: 1854186035, 9781854186034.
3. Introduction to Fire Safety Management: The handbook for students on NEBOSH and other fire safety courses, Author(s): Andrew Furness, Martin Muckett, Year: 2007, ISBN: 0750680687, 9780750680684, 9780080 551 791.

BOS - 2019

B.B.A

DSC – 2: Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC6BL
Subject Title : Business Law	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To gain a comprehensive knowledge on all aspects of law as applied to business.
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Outcome	:	To inculcate knowledge on various laws relating to business such as law of contract, law of sale of goods, law of agency, Negotiable Instruments Act etc.
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT II

18 Hours

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract .

UNIT III

18 Hours

Law of Agency-Modes creation-Agency by Ratification-sub –Agent and Substituted Agency-Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

UNIT IV

18 Hours

Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT V

18 Hours

Partnership-Definition, essentials of partnership-Rights, duties and Liabilities of partners-Types of partnership - Dissolution of partnership.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOK RECOMMENDED:

1. Business law – J Jayasankar – Margham Publication. 2012
2. Legal systems in Business – Dr. T.S. Ravi – Margham Publication.
3. Business Laws – N. D. Kapoor – Sultan Chand & Sons. 2019.

BOOKS FOR REFERENCE:

1. Principles of Mercantile Law – Eastern book co, Avtar Singh, 2008.
2. Business Law – R. S. N. Pillai & Bagavathi, S. Chand. 2007
3. Business Law – V.Balachandran & S.Thothadri, Tata Mcgraw Hill Education. 2009.
4. Elements of Mercantile Law - N.D. Kapoor, Sultan Chand & Sons. 2018
5. Principles of Mercantile Law – Allahabad Law agency, Dr. R. k. Bangia, 2017.

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B.B.A

DSC – 2: Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC7HR
Subject Title : Human Resource Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.
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Outcome	:	To understand the nature of human resources and its significance to the organization.
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L T P C
6 0 0 6

UNIT - I

18 Hours

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

UNIT - II

18 Hours

Human Resource Planning - Recruitment - Selection - Methods of Selection –Types of tests - Interview techniques in selection - Placement.

UNIT - III

18 Hours

Induction - Training Methods - Techniques - Identification of Training needs - Training and Development. Development Methods.

UNIT - IV**18 Hours**

Performance Appraisal - Methods - Job Evaluation– Compensation – Objectives - Process.

UNIT – V**18 Hours**

Transfer - Promotion – Separation - HRM Audit - Nature - Benefits - Scope – Approaches.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOK:

1. Resource Management: J.Jayashankar, Margham Publications
2. Mamoria & Mamoria CB - Personnel Management – Himalaya book house.
3. Human Resource Management (Text& Cases) – K.Aswathappa – Tata Mc Graw Hill, New Delhi, 2013

REFERENCE BOOKS:

1. Human Resource Management, Dr.Radha, Prasanna Publications, Chennai 2014
2. Human Resource Management – L.M.Prasad – Sultan Chand & sons – New Delhi, 2013
3. Human Resource Management(Text & Cases) – C.B.Gupta – Sultan Chand & Sons – New Delhi, 2013
4. Subba Rao P - Human Resource Management and Industrial Relations.

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B.B.A

II - ELECTIVE COURSE

Component : DSE - 2 : Discipline Specific Elective Courses	Subject Code : U19BBE6BF
Subject Title : Banking & Financial Services	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain knowledge of business financial services and stock market dealings.
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Outcome	:	Gives understanding regarding the financial players and stock market operations.
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L	T	P	C
6	0	0	6

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

UNIT-V

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

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE5EL
Subject Title : Entrepreneurship Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To understand about planning and managing an event.
Outcome	:	Understood how to market an event, publicize it, generate interest and attract participants.

L	T	P	C
2	0	2	4

Unit-I Idea Creation: **12 Hours**

Written Assignments

UNIT-II Business Incubation **12 Hours**

Written Assignments

Invited Guest

UNIT-III Research and Development **12 Hours**

Written Assignments

Invited Guest

UNIT-IV **12 Hours**

Commercialization

Written Assignment

Invited Guest

Learning from Professionals
Written summaries
Learning from Professionals
Business Plan Development

UNIT-V

12 Hours

BUSINESS PLAN

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	:	30
Practical Hours	:	30
Total Hours	:	60

TEXT BOOKS AND REFERENCES

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development

**BOS - 2019
B.B.A**

DSC – 2: Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC8BE
Subject Title : Business Environment & Ethics	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	: To enable the students to know the intricacies of Business Environment and ethics
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Outcome	: On successful completion of this subject the students should have Knowledge on the meaning conveyed by the word 'Business', understand the various forms of business, types of business and impact of various aspects on business environment and ethics
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L	T	P	C
6	0	0	6

UNIT I

18 Hour

Business - scope - characteristics - Business Goals - criticisms - Business Environment - Objectives - types of environment.

UNIT II

18 Hours

Economic Environment-Nature-economic factors-Basic economic system economic planning-Privatization -Nature-Objectives- privatization Routes

UNIT III

18 Hours

Social and cultural environment-Nature-Impact of culture on Business Culture and Goods, services-People's attitude to Business and work-Social responsibility of Business-Business and Society

UNIT-IV

18 Hours

Ethics internal - Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation employees - Ethics External - Consumers - Fair Prices - False Claim Advertisements.

UNIT-V

18 Hours

Ethics External - Environment Protection - Natural - Physical - Society - Relationship Values and Ethics - Indian Ethos - Impact on the performance.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOKS:

1. K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House
2. Dr.S. Shankaran - Business Ethics & values – Margam Publication

BOOKS FOR REFERENCE:

1. George. Steiner & JohnF . Steiner- Business, Government and Society- Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment – Himalaya publishing House
4. Ishwar C.Dhingara.-Indian Economy-Sultan chand & company
5. Business Ethics – 5TH Edition – Joseph.W.Weiss – Thomson –South – Western

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B.B.A**

Component : DSE - 3 : Discipline Specific Elective Courses (Inter- Disciplinary)	Subject Code : U19BBE10QB
Subject Title : Quantitative Analysis for Business	Pattern : Theory and Problem
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to learn the Statistical methods and their applications in commerce.
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Outcome	:	Students will have the versatility to work effectively in a broad range of analytic, scientific, government, health and other positions.
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L T P C

5 1 0 6

UNIT - I

18 Hours

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

UNIT - II

18 Hours

Basic Calculus - Rules for Differentiation - Maxima and Minima and their Applications to Business.

UNIT - III

18 Hours Statistics - Definition -

Scope and Limitation - Presentation of Data - Diagrammatic and Graphical Representation of Data - Measures of Central Tendency - Mean - Median and Mode - Measures of Dispersion - Range - Standard Deviation - Coefficient Variation.

Unit – IV

18 Hours

Correlation Methods – Rank Correlation – Regression Analysis – Simple Problems.

Unit – V

18 Hours

Operations Research – Linear Programming Problems – Graphical Method – Transportation Problems – IBFS - Assignment Problems – Hungarian Method

NOTE: Question Paper shall cover 40% Theory and 60% Problems.

Lecture Hours	: 75
Tutorial Hours	: 15
Total Hours	: 90

TEXT BOOKS:

1. Dr. P.R.Vittal –“ Business Statistics and Mathematics”-Margam Publications, 2012.
2. Mritunjay Kumar,” Business Mathematics” – Vikas Publishing House Pvt Ltd.2017.

BOOKS FOR REFERENCE:

1. J.K. Sharma - Business Statistics - Vikas Publishing House Pvt Ltd,
2. P. Navaneetham - Business Statistics and Mathematics.

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B.B.A

II - ELECTIVE COURSE

Component : DSE - 3 : Discipline Specific Elective Courses (Inter- Disciplinary)	Subject Code : U19BBE11IL
Subject Title : Information Technology In Business - Lab	Pattern : Practical
No of Credits : 6	No of Hours : 90

Objective	:	Focuses on the practical application of computing to business problem-solving.
Outcome	:	The students know about the Application of computers and internet to store, retrieve, transmit, and manipulate data, or information.”

L	T	P	C
4	0	2	6

UNIT – I

18 HOURS

- 1) Starting MS-word, creating saving, printing (with options) closing and exiting. b) Study of word Menu/Tool Bars.
- 2) Drawing a flow chart using drawing tool bar, inserting picture and setting.

UNIT – II

18 HOURS

- 3) Mark sheet preparation using table in MS word.
- 4) Mail Merging in MS-Word.

UNIT – III

18 HOURS

- 5) Slide show presentation for a seminar in frames using MS Power Point.
- 6) Slide show presentation for an invitation in MS Power Point.

UNIT – IV

18 HOURS

- 7) Creating an organization chart in Power point.

8) Drawing a graph (Bar, Pie, Line) using own data in MS-Excel.

UNIT – V

18 HOURS

9) Create a Worksheet, moving/copying/inserting/deleting rows and columns.

10) Maths functions in MS-Excel i. SUM, COUNT, and AVERAGE ii. MAX, MIN iii. MOD, ROUND, SQRT.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 60
Practical Hours	: 30
Total Hours	: 90

TEXT BOOKS AND REFERENCES

1. Computer application in Business: R. Parameswararn, S.Chand & Company Ltd., Fifth Edition 2006.
2. Sanjay Saxena: “MS OFFICE 2000 for every one” Rikas Publishing house Pvt Ltd.
3. Computer application in Business - Dr. P. Rizwan Ahmed - Margham Publications.

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B.B.A

DSE - 3 : Discipline Specific Elective Courses

Component : DSE - 3 : Discipline Specific Elective	Subject Code : U19BBE9PW
Subject Title : Project Work - Dissertation – (Institutional Training) - Compulsory	Pattern : Project Report cum Viva-Voce
No of Credits : 6	No of Hours : 90

Objective	:	To give practical exposure regarding the Secretarial Functions relating to a Corporate Organization.
Outcome	:	Project-based learning is simply learning through projects. What is being learned and how that learning is being measured isn't strictly dictated by the project and any products or artifacts within that project.

Supervised Institutional Training shall be an integral part of B.B.A Degree Course. It is a sort of job testing programme designed to bridge the gap between theory & practice and create a natural interest in the practical aspects of the Business Administration / Managerial Skills so as to stimulate trainee's desire to face its challenges and problems.

The training should be given under the joint supervision and guidance of the Training Officer of the Institution and Faculty member of Business Administration of the college. The details of the training given and the assessment of each student in that regard should be fully documented. The duration of the training shall be for a period of 45 days during the third year. The training shall broadly relate to (a) Office Management (b) Secretarial Practice. (Including HR) The training relating to Office Management may be designed to acquaint the trainees with:

1. Company's activities, organization structure, departments and authority relationship.
2. Study of layout, working conditions, office maintenance, safety and sanitary conditions.
3. Study of the

Secretarial service, communication, equipments, postal and mailing services and equipments. 4. Acquaintance with office machines and equipments and accounting, machines. 5. Acquaintance with filing department, sales, purchases, sales accounts, salary, administration and personnel departments.

The following types of organizations may be selected for the training:

1. Public Limited Companies (Both Industrial and Commercial).
2. Statutory bodies, Public Enterprises and Public Utilities like L.I.C., Electricity Board, Housing Board and Chambers of Commerce, Cooperative Societies and banks.
3. Office Equipment Marketing Organizations.

The paper on Institutional Training shall carry hundred marks and Internal and External Viva - Voce based on a report submitted by the candidate, under the guidance of the faculty member of the respective colleges assisted by the training officers of the Institutions providing training.

The report shall be around 50 typed pages, excluding tables, figures, bibliographies and appendices. The department shall value the report. The marks shall be sent to the University after viva-voce university exam conducted at VI semester in the Third year. A candidate failing to secure the minimum for a pass (40%) shall be required to resubmit this report to the department and the marks after valuation shall be forwarded to the University after the commencement of the examination.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.