

**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S
COLLEGE**

**(AUTONOMOUS),
SUNDARAKKOTTAI, MANNARGUDI - 614016.**



DEPARTMENT OF BUSINESS ADMINISTRATION

**PO, PSO, COURSE STRUCTURE & SYLLABUS
2022-2023**

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE



(AUTONOMOUS),

SUNDARAKKOTTAI, MANNARGUDI - 614016.

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Vision

Empowering the women students with Professional and Managerial Skills through Higher Education.

Mission

- To prepare the students for complex management positions and enables them to perform with ethical and social values
- To Foster excellence by providing the Quality Education in Business Administration
- To Train the women students to become a truly global personality, well equipped to deal with competitive world & its challenges
- To create a vibrant learning platform to enhance the entrepreneurial skills among the students.

PROGRAMME OUTCOMES

Upon completion of the B.B.A., degree requirements, students will be able to

PO1: Disciplinary Knowledge

Demonstrate comprehensive knowledge and understanding, apply skills and attitudes creatively and systematically the principles and practices of Management, Accountancy, Finance, Business Law, Statistics, Human Resource and Operations to management problems and work effectively in modern day business and non-business organizations.

PO2: Critical Thinking and Problem Solving

Think critically about the issues and identify, critically analyze and solve problems on data-based decision making and also apply knowledge of management theories and practices to solve business problems with minimum resource utilization, and extrapolate the same to real life situations.

PO3: Digital Literacy and Effective Communication

Use software for variety of learning situations and speak, read, write and listen clearly in person and through electronic media in English and in one or more Indian languages, and make meaning of the world by connecting people, ideas, books, media and technology.

PO4: Leadership Readiness/Qualities

Map out the tasks of a team or an organization, and set direction, formulate an inspiring vision, build a team who can help achieve the vision, motivate and inspire team members to engage with that vision, and use management skills to guide people to the right destination, in a smooth and efficient way.

PO5: Individual and Team Work

Effectively accomplish tasks individually as well as work effectively and respectfully as member or leader with diverse teams, facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO6: Moral and Ethical Awareness

Embrace moral / ethical values in conducting one's life formulate a position / argument about an ethical issue from multiple perspectives, and use ethical practices in all work.

PO7: Human values and gender issues

Understand major ideas, values, beliefs, the nature of the individual and the relationship between self and the community and aware of the various issues concerning women and society.

PO8: Self directed and lifelong learning

Acquire knowledge and skills, including learning "how to learn", that are necessary for participating in learning activities throughout life and to engage in independent and life-long learning in the broadest context of socio-technological changes.

PROGRAMME SPECIFIC OUTCOMES

PSO1: Understand the corporate world by applying theoretical knowledge with the practical aspects of Management

PSO2: Apply conceptual and analytical abilities required for effective decision making.

PSO3: Create Business Research in the area of Marketing, Human Resource and Finance.

PSO4: Apply the various Management Concept and Accounting techniques in business.

PSO5: Determine the functional areas of Management such as Production, Purchasing, Marketing, Sales, Advertising, Finance, Human resource system.

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TAMILNADU, INDIA.

**B.B.A.
COURSE STRUCTURE & SYLLABUS UNDER CBCS**

(For the Candidates admitted in the academic year 2022 - 2023)

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B.B.A., COURSE STRUCTURE UNDER CBCS
(For the Candidates admitted in the academic year 2022 – 2023)

ELIGIBILITY: Those who have completed +2 examinations with Commerce and Accountancy as two of the core subjects

Sem.	Part	Nature of the Course	Course Code	Course Title	Inst. Hour / Week	Credit	Exam Hours	Marks		
								CIA	ESE	TOTAL
I	I	Language Course(LC) –I– Tamil */Other Languages **#	22LC101	Ikkala Ilakkiyam	6	3	3	25	75	100
	II	English Language Course (ELC) - I	21ELC101	Language Through Literature– I (Prose and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - I	22BB101	Principles and Practices of Management	6	5	3	25	75	100
		Core Course (CC) - II	22BB102	Fundamentals of Accounting	6	5	3	25	75	100
	IV	Allied Course (AC) - I	22ABB101	Managerial Economics	4	3	3	25	75	100
	IV	Value Education	22UGVED	Value Education	2	2	3	25	75	100
	Total					30	21		-	-
II	I	Language Course(LC) –II– Tamil */Other Languages **#	22LC201	Idaikkala Ilakkiyamum Puthinamum	6	3	3	25	75	100
	II	English Language Course (ELC) - II	21ELC201	Language Through Literature – II (Poetry and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - III	22BB203	Marketing Management	6	5	3	25	75	100
		Core Course (CC) - IV	22BB204	Business Mathematics & Statistics for Managers	6	5	3	25	75	100
	IV	Allied Course (AC) - II	22ABB202	Business Environment	4	3	3	25	75	100
	IV	Environmental Studies	22UGCES	Environmental Studies	2	2	3	25	75	100
	Total					30	21		-	-

III	I	Language Course(LC) –III– Tamil */Other Languages **#		Kapiyamum Nadagamum	6	3	3	25	75	100
	II	EnglishLanguageCourse (ELC) -III		Language through Literature – III (Drama and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - V		Business Communication	6	5	3	25	75	100
		Core Course (CC) - VI		Business Law	6	5	3	25	75	100
		Allied Practical (AP) - I		Computer Application in Business (Practical)	4	3	3	40	60	100
IV	Non-Major Elective (NME) – I - for those who studied Tamil under Part-I a) Basic Tamil for Other Language Students b) Special Tamil those who studied Tamil upto 10 th and +2 but option for other Languages in Degree Programme			2	2	3	25	75	100	
Total					30	21	-	-	-	600
IV	I	Language Course(LC) –IV– Tamil */Other Languages ** #		Pandaya Illakkiyam	6	3	3	25	75	100
	II	EnglishLanguage Course (ELC) -IV		Language through Literature – IV (Short stories and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - VII		Organizational Behaviour	5	5	3	25	75	100
		Core Course (CC) -VIII		Operations Research	5	5	3	25	75	100
		Allied Course (AC) - III		Production and Material Management	4	3	3	25	75	100
IV	Non Major Elective (NME) - II- for those who studied Tamil under Part-I a) Basic Tamil for Other Language Students b) Special Tamil those who studied Tamil upto 10 th and +2 but option for other Languages in Degree Programme			2	2	3	25	75	100	
	Skill Based Elective (SBE) - I			2	2	3	25	75	100	
	Extra Credit Activity***		Summer Training Project***							
Total					30	23				700

V	III	Core Course (CC) - IX		Cost Accounting	5	5	3	25	75	100
		Core Course (CC) - X		Financial Management	5	5	3	25	75	100
		Core Course (CC) - XI		Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course (CC) - XII		Research Methods for Business	5	4	3	25	75	100
		Major Based Elective (MBE) – I		Strategic Management	4	4	3	25	75	100
	IV	Skill Based Elective (SBE) - II			2	2	3	25	75	100
		Skill Based Elective (SBE) - III			2	2	3	25	75	100
		Soft Skills Development			2	2	3	25	75	100
	Total				30	29	--	--	--	800
VI	III	Core Course (CC) -XIII		Human Resource Management	6	5	3	25	75	100
		Core Course (CC) -XIV		Management Accounting	6	5	3	25	75	100
		Core Course (CC) -XV		Entrepreneurial Development	6	5	3	25	75	100
		Core Course (CC) - XVI		Group Project	6	4	3	25	75	100
		Major Based Elective (MBE) -II		Customer Relationship Management	5	4	3	25	75	100
	V	Extension Activities**				1		--	--	--
		Gender Studies			1	1	3	25	75	100
Total				30	25				600	
	Extra Credit Papers	Model Paper for Competitive Examination***			2				100	
	Extra Credit Activity	Summer Training Project***			2				100	
Grand Total				180	140		--	--	3900	

CURRICULAM

DESIGNLIST OF

COURSES

<i>Subject</i>	<i>No. of Courses</i>	<i>Total Credits</i>
Language Part – I	4	12
English Part –II	4	12
Core Course	15	74
Allied Course	3	09
Allied Practical	1	03
Non-Major Elective	2	04
Skill Based Elective	3	06
Major Based Elective	2	08
Project	1	04
Environmental Studies	1	02
Value Education	1	02
Soft Skills Development	1	02
Gender Studies	1	01
Extension Activities	-	01 (Credit Only)
Total	39	140

* For those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

Those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be outside instruction hours

*** Extra Credit Activities Summer Training Project

*** Extra Credit Papers: This paper is optional. Students may or may not select this paper. If she select this paper and if She passes the paper, then 2 extra credits will be added in her total credit to the degree, even otherwise, it won't affect the completion of degree. The title of the paper is Model paper for Competitive Examination, Examination for this paper held at the end of the Sixth Semester Examination. There is no internal examination and only external examination for this paper.

Note:	CIA	ESE
1. Theory	25	75
2. Practical	40	60
3. Project	25	75

Separate Passing Minimum is prescribed for CIA and ESE

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 Marks [i.e. 10 marks] The passing minimum for ESE shall be 40% out of 75 Marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 Marks [i.e. 16 marks]

The passing minimum for ESE shall be 40% out of 60 Marks [i.e. 24 marks]

NON MAJOR ELECTIVE (NME) OFFERED BY THE DEPARTMENT

Semester	Part	Nature of the Course	Course Code	Title of the Course
III	IV	NME –I		Personality Development
IV	IV	NME –II		Interview Skills

SKILL BASED ELECTIVE (SBE) OFFERED BY THE DEPARTMENT (HUMAN RESOURCE MANAGEMENT)

Semester	Part	Nature of the Course	Course Code	Title of the Course
IV	IV	SBE-I		Knowledge Management
V	IV	SBE-II		Industrial Relation
V	IV	SBE-III		Leadership and Communicative Skills

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

(For the Candidates admitted in the academic year 2022 – 2023)

Question Paper Pattern – (Theory)

Max. Time: 3Hours

Max. Marks: 75

Section - A (10 x 2 = 20)

Answer all the Questions

Answer in One or Two Sentence each

1. }
2. } **Unit –I**
3. }
4. } **Unit-II**
5. }
6. } **Unit-III**
7. }
8. } **Unit –IV**
9. } **Unit-V**

Section – B (5x 5 = 25)

Answer all the Questions

Each answer should not exceed 500 words

10. a. (or) }
- b. } **Unit –I**
11. a. (or) }
- b. } **Unit-II**
12. a. (or) }
- b. } **Unit-III**
13. a. (or) }
- b. } **Unit –IV**
14. a. (or) }
- b. } **Unit -V**

Section - C (3x 10 = 30)

Answer any THREE Questions in 1200 words

15. **Unit–I**
16. **Unit–II**
17. **Unit–III**
18. **Unit–IV**
19. **Unit-V**

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B.B.A.
COURSE STRUCTURE WITH REVISED SYLLABUS UNDER CBCS
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SEMESTER-I



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: I-CC-I: PRINCIPLES AND PRACTICES OF MANAGEMENT

Ins. Hrs./Week: 6

Course Credit: 5

Course Code: 22BB101

OBJECTIVES

- To develop the knowledge of Management and promote decision thinking and problem Solving skills
- To study Organization and Organization Structure and teach a sense of responsibility and a capacity for Management
- To acquire skill how to meet the challenges of Modern Management and stimulate them to become a Successful Manager in Future

UNIT-I: Introduction

(20 Hours)

Nature and Scope of Management – Function – Evolution of Management Thoughts – F.W. Taylor's Scientific Management – Fayol's Theory of Management – Various Approaches to Management – Management Vs Administration – Management as a Science, an Art or a Profession – Process – Levels of Management.

UNIT-II: Planning

(20 Hours)

Planning–Meaning & Definition, Importance, Steps in Planning, Characteristics, Types of Plans – Objectives, Strategies, Policies, Procedures, Rules, Programme and Budgets – Relationship between Planning and Controlling – Limitations of Planning – Decision Making – Meaning & Definition, Objectives, Steps in Rational Decision Making, Types of Decisions, Difficulties in Decision Making.

UNIT-III: Organizing

(15 Hours)

Organizing–Meaning, Importance, Process of Organizing, Organizations Structure, Types of Organization Structure–Line Organizations, Line and Staff Organizations, Functional Organization, Committees – Delegation of Authority – Significance of Delegation – Process of Delegation – Centralization & Decentralization of Authority – Centralization – Advantages and Disadvantages– Decentralization–Importance, Advantages Disadvantages - Difference between Centralization and Decentralization.

UNIT-IV: Staffing and Direction

(20 Hours)

Recruitment – Definition - Sources of Recruitment–Training – On the Job Training and Off the Job Training –Direction–Scope, Techniques–Consultative, Free Rein and Autocratic –Supervision– Motivation– Motivation Theories –Motivational Techniques–Job Satisfaction–Job Enrichment

UNIT– V: Controlling

(15 Hours)

Co-ordination–Need for Co-ordination–Meaning and Importance of Controls–Control Process
– Budget–Types–Budgetary and Non-Budgetary Controls - Use of Computers and IT in
Management Control – Recent Trends in Management.

Dynamic Component for Continuous Internal Assessment only:

Prepare Business Plan with suitable Organization Structure for Small Scale Business

Total Lectures Hour: 90

COURSE OUTCOMES

The Students will be able to,

1. Understand the Fundamental Concepts of Management
2. Apply the Strategies for Planning and Decision Making
3. Analyze & Evaluate Organization Structure and its Outcome
4. Acquire the knowledge from HRM Practices - Recruitment, Selection and Training
5. Compare the targeted performance with actual performance

TEXT BOOK(S)

1. L.M. Prasad, 2018, Principles of Management, ISBN-13: 978-9351611110, Sultan Chand & Sons.
2. T. Ramasamy, 2010, Management Principles, ISBN-13: 978-8184888713, Sultan Chand & Sons.
3. Jayasankar.2009, Principles of Management, 1st Edition, ISBN-10: 9381430284, Margham Publications.
4. Pany Tushar K, 2016, Management Principles and Application, 1st Edition, ISBN -13: 978-9327262537, Kalyani Publications.
5. Peter F. Ducker, 2006, The Practice of Management, ISBN-13: 9780060878979, Harper Business.

REFERENCE BOOK(S)

1. C.B.Gupta , 2017, Management Theory and Practice, ISBN-13: 978-9351610939, Sultan Chand & Sons
2. Koontz and O'donnell, 2015, Essentials of Management, 10th Edition, McGraw Hill Educations.
3. Sharma Gupta, 2013, Management Principles and Application, ISBN:9789327235135, 9327235134, Kalyani Publishers.
4. Sherlekar. S.A, 2017, Principles of Management, 1st Edition, Himalaya Publishing House,
5. P.C.Tripathi & P.N. Reddy, Principles of Management, 6th Edition, ISBN: 9789352605354. Mc. Graw Hill Educations.

E-RESOURCES

1. www.exed.hbs.edu
2. www.hbr.org
3. www.businessideas.com
4. www.managementconcept.com
5. www.wikipedia.org
6. www.linkedin.com
7. www.tutorialspoint.com



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: I-CC-II-: FUNDAMENTALS OF ACCOUNTING

Ins. Hrs./Week:6

Course Credit: 5

Course Code: 22BB102

OBJECTIVES

- To give an insight into the basics of Accounting Concepts and Principles and Prepare the students to have the foothold in Accounts
- To know the purpose of Double Entry System through which apply the accounting system properly
- To collect accounting information for planning and control and also for the evaluation of Finance

UNIT-I: Introduction

(15 Hours)

Accounting – Meaning & Definition, Objectives, Scope, Accounting Principles, Branches of Accounting, Uses & Limitations of Accounting, Concepts & Conventions, Accounting Information, Accounting Equations – Meaning of Accounting Equation, Compensation of Accounting – Effects of Transactions – Systems of Accounting – Single Entry System – Double Entry System – Its Advantage – Double Entry Vs Single Entry.

UNIT-II: Basic Accounting Procedure

(20 Hours)

Accounting Cycle: Journal – Rules of Debit & Credit, Method of Journalizing, Advantage, Ledger – Meaning, Utility, Posting Entries. Practical System of Book Keeping – Cashbook – Types of Cash Book, Single Column, Double Column Entries – Trial Balance – Objective, Preparation.

UNIT-III: Preparation of Final Accounts

(20 Hours)

Statements of Final Accounts – Meaning, Need & Objectives, Types – Trading Account – Meaning, Need & Preparation, Profit & Loss Account – Meaning, Need & Preparation, Balance Sheet – Meaning, Need & Preparation, Final Accounts with adjustment entry.

UNIT-IV: Concept of Depreciation

(15 Hours)

Nature of Depreciation – Accounting Concept of Depreciation, Factors in the measurement of Depreciation, Methods of Computing Depreciation: Straight Line Method and Diminishing Balance Method, Change of Method.

UNIT-V: Accounts of Non-Trading Organization and BRS

(20 Hours)

Capital and Revenue Accounts of Non-Trading Organization – Difference between Capital Receipt and Revenue Receipt – Income and Expenditure Accounts – Receipts and Payment – Bank Reconciliation: Meaning, Causes of Differences, Need & Importance, Preparation & Presentation of BRS Accounts.

Dynamic Component for Continuous Internal Assessment only:

Analysis of Balance Sheet and Profit & Loss Account and submit the Financial Report

Total Lectures Hour: 90

COURSE OUTCOMES

The Students will be able to,

1. Understand the Accounting Concepts and Conventions in the Business
2. Apply the Basic Accounting Procedure in Business
3. Evaluate the financial position through Final Accounts
4. Compare the various methods of Depreciation while preparing Final Accounts
5. Analyze the accounting applications relating to Non-Trading Concern and BRS

TEXT BOOK(S)

1. Gupta,R.L. and RadhaswamyM, 2014, Financial Accounting, ISBN:81-8054-775-1. Sultan and Chand Sons, NewDelhi.
2. S.P.Jain & K.L.Narang, 2013, Advanced Accountancy, Kalyani Publishers.
3. Maheswari. S.N and MaheshwariS.K, 2012, Financial Accounting, ISBN: 9789325956186, VikasPublications.
4. Dr. Shukla& DrGrewal , 2017, Advanced Accounting, ISBN: 9789352533145, S.Chand Publishing.
5. P.C.Tulsian, 2017, Financial Accounting, ISBN: 9789352533336, Sultan and Chand Sons, NewDelhi.

REFERENCE BOOK(S)

1. T.S.Reddy and A.Murthy, 2017, Financial Accounting, Margham Publications, Chennai-17.
2. R.L.Gupta and Radhasamy , 2018, Advanced Accountancy , Sultan Chand &Sons, NewDelhi
3. Vinayakam,ManiandNagarajan,2017,Principles of Accountancy, Sultan Chand & Sons
4. Jawaharlal and Seema Srivastava, 2014, Financial Accounting, HPH
5. S.Parthasarathy and A.Jaffarulla , 2015, Financial Accounting, Kalyani Publishers , NewDelhi.

E-RESOURCES

1. www.accountingcoach.com
2. www.coursera.com
3. <http://accountingplay.com>
4. <http://www.investopedia.com>
5. <http://www.accountancyknowledge.com>
6. <http://www.accountingtools.co>

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: I-AC-I: MANAGERIAL ECONOMICS

Ins. Hrs./Week:4

Course Credit: 3

Course Code: 22ABB101

OBJECTIVES

- To study the nature of managerial economics and how it would enable a decision maker to take optimal decisions and how they are applied in different decisional situations
- To know the different demand situations and critical variables determining the demand and how to estimate the demand and finally how elasticity of demand can be applied in taking the pricing decisions
- To learn the conceptual framework of National Income and Inflation Trends in the economy

UNIT-I: Introduction

(10 Hours)

Managerial Economics – Nature and Characteristics – Scope– Relationship with other Disciplines
Demand Analysis Introduction to Law of Demand, Types of Demand, Individual and Market
Demand, Curves & Schedule, Demand Determinants, Importance in Decision Making.

UNIT-II: Utility Concept and Demand

(12 Hours)

Concept of Utility, Types of Utility–Law of Diminishing Marginal Utility, Meaning, Definition–
Concept of Consumer Surplus–Equilibrium–Marginal Utility–Demand Forecasting: Meaning
and Methods – Elasticity of Demand– Meaning, Types, Measurement and Significance and
Supply Analysis.

UNIT-III: Production Function and Cost Analysis

(13 Hours)

Production Function– Meaning & Definition, Objectives– Factors of Production – Law of Returns
– Law of Variable Proportions – Law of Returns to Scale – Cost Analysis – Concept, Importance,
Types – Real Opportunity, Money, Fixed, Variable, Direct, Indirect, Explicit, Implicit, Past, Future,
Controllable and Uncontrollable, Escapable, Inescapable, Urgent, Post able Cost, Replacement and
Historical Cost, Total, Average and Marginal Cost in Short Run and Long Run Curve.

UNIT-IV: Market Structure

(15 Hours)

Meaning of Market – Types and Market Structures – Perfect Competition, Characteristics, Price
and Output determination under Perfect Competition – Monopoly, Features of Monopoly,
Monopolistic Competition, Characteristics, Short Run and Long Run Equilibrium – Oligopoly,
Characteristics, Kinked Demand Curve.

UNIT- V: National Income

(10 Hours)

National Income – Meaning, Concepts of GNP, GDP, NNP, Personal Income, Disposable Income, Measurement and Difficulties in Measurement – Inequalities of Income – Causes, Inflation and Deflation: Inflation–Meaning and Kinds, Measures to Control Inflation and Deflation.

Dynamic Component for Continuous Internal Assessment only:

Government Current Budget and the Economy an analysis - Group Presentation topic on economical issues.

Total Lectures Hour: 60

COURSE OUTCOMES

The Students will be able to,

1. Understand the role of business economics in decision making
2. Analyze the demand determinants and measuring price elasticity of demand
3. Determine the peculiarities of factors of production and evaluate the supply and cost analysis of Total, Average and marginal curves
4. Identify Equilibrium, price and output decisions in various market form
5. Apply knowledge of macroeconomics such as national income and its determinants besides implications of inflation, trade cycle on the business prospects of the Firm.

TEXT BOOK(S)

1. R.L.VarshneyandK.L.Maheshwari,2013, Managerial Economics, ISBN:9788121914611.
2. Sultan Chand & Sons.
3. S.SankaraN, Managerial Economics, ISBN:7087391782, Margham Publications.
4. T.R.Jain, 2013,Managerial Economics, ISNB:9789381420515, VK Global Publications Pvt.Ltd.
5. Deepakshi Gupta, 2019, Managerial Economics, ISBN: 9389447968, Dream tech Press.
6. DN.D. wivedi, 2015, Managerial Economics, ISBN: 9789325986688, Vikas Publishing House.

REFERENCE BOOK(S)

1. P.L.Meht, .2017, Managerial Economics Analysis, Problems & Cases, ISBN: 9780470003374, Sultan Chand & Sons.
2. V.Lokanath, 2016, Principles of Economics, Economic Analysis, ISBN: 9781946135162, Sultan Chand & Sons.
3. K.P.M.Sundharam&E.N.Sundharam, 2015, Economic Analysis, .ISBN:9789385401749, Sultan Chand & Sons.
4. Cauvery,Sudhanaya k,Girija, 2018, Managerial Economics, ISNB:978812191461, Sultan Chand & Sons.
5. Dr. V.C. Sinha and Dr. RitikaSinha, 2020, Managerial Economics, ISBN:978-93-88117-08, SBPD Publishing House.

E-RESOURCES

1. www.theinvestorsbook.com
2. www.tutorialspoint.com
3. www.managementstudyguide.com
4. www.your.articlelibrary.com
5. www.geektonight.com

SEMESTER-II



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: II-CC-III-: Marketing Management

Ins. Hrs./Week: 6

Course Credit:5

Course Code: 22BB203

OBJECTIVES

- To emphasize importance of understanding External Environment in marketing decision making
- To develop skills to analyze and synthesize information and derive insights related to Marketing Management from several perspectives
- To expose students to a systematic framework of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers

UNIT-I: Concept of Marketing (20 Hours)

Marketing – Definition, Nature & Scope of Marketing –Definition of Market–Types of Market– Distinction between Marketing and Selling–Marketing Management – Objectives, Importance – Marketing Concept – Production Concept, Selling Concept, Societal Marketing Concept–Selling Vs Marketing, Promotion–Mix–Marketing Environment and Scanning.

UNIT-II: Market Segmentation and Consumer Behavior (15 Hours)

Market Segmentation: Criteria of Effective Segmentation – Benefits – Bases for Market Segmentation – Factors influencing Consumer Behavior – Buyer Motives – Buying Process -

UNIT-III: Marketing Mix (20 Hours)

Marketing Mix: Introduction – The Traditional 4Ps, the Modern Components of the Mix – Buying Roles in Industrial Marketing, Factors that Influence Business Buyer, Steps in Business – Buying Process – Product Planning and Development: New Product Development – Product Life Cycle and Strategies–Pricing–Meaning, Objectives and Pricing Methods.

UNIT-IV: Marketing Channels & Sales Promotion (15 Hours)

Marketing Channels – need and importance, Classification – Personal Selling – Process – Advertising – Objectives and Types – Sales Promotion – Objectives and Methods – Publicity and Public Relations– Direct Marketing.

UNIT-V: Services Marketing & E-Marketing (20 Hours)

Contemporary Issues in Marketing: Social Actions Affecting Buyer – Seller Relationships – Rural Marketing – Services Marketing – E-Marketing or Online Marketing – Tele Marketing – Mobile Business–Case Study–Recent Trends in Marketing.

Dynamic Component for Continuous Internal Assessment only:

Evaluate how well the product or service meets the needs of customers and determine the best price for the product or service

Select the best way to distribute the product and create new ways to promote the business

Total Lectures Hour: 90

COURSE OUTCOMES

1. Identify conceptual knowledge in the functional area of Marketing Management
2. Understand the role and significance of various elements of Marketing Segments
3. Execute to make a New Product Development
4. Identify and make a promotional strategy
5. Acquire Knowledge towards the various concept of Services Marketing and E-Marketing

TEXTBOOK(S)

1. Dr. C.B Gupta and Dr.N.Rajan Nair, 2013, Marketing Management, Text & Case, ISBN: 978-93-5161-121-9, S.Chand.7361,Ram Nagar, New Delhi,110055.
2. RSN.Pillai and Bagavathi, 2010, Modern Marketing Principles and Practices, ISBN:9788121916974, S.Chand.736,RamNagar,New Delhi,110055.
3. Ramaswamy and Nama kumari, 2018, Marketing Management, 5th Edition, ISBN:978-0230637290, MacMillan Private Ltd., MS Complex, 14/45,Giriyappa Road, Dreiver Colony, T.Nagar,Chennai,600017.
4. Dr.R.B Rudani, 2014, Basics of Marketing Management Theory and Practice, S.Chand &Companyltd,7361,RamNagar,NewDelhi,110055
5. RajanSaxena, 2019, Marketing Management, ISBN: 9789339223304, McGraw Hill Education ,4/12,AsatAliRoad,NewDelhi.

REFERENCE BOOK(S)

1. PhilipKotler, 2019, Marketing Management, 15thEdition, ISBN: 9789332557185, Pearson Education,India.
2. S.A.Sherlekar, 2019, Marketing Management, 13thEdition, I SBN: 978933922330 , Himalaya Publishing House, Ramdoot Building Ground Floor,Girgaon, Mumbai.
3. Vasanthi and Venugopal Raghu V.N., 2019, Services Marketing, ISBN: 9788178661797, Himalaya Publishing House, Ramdoot Building Ground Floor,Girgaon,Mumbai.
4. Dr.N.Mishra,2015, Marketing Management, ISBN:9350472805, Sathiya Bhawan Publishers and Distributors Pvt. Ltd., 3/20B, Sanjay Nager, Pashupati Colony, Khandari, Agra, UttarPradesg282002.
5. Dr.Aniul Kumar and Dr.B .Jagdish Rao, 2019, Marketing Management, ISBN:9788192457383, Sathiya Bhawan Publishers and Distributors Pvt.Ltd., 3/20B, Sanjay Nager, Pashupati Colony, Khandari,Agra,UttarPradesg282002.

E-RESOURCES

1. www.ecoussion.com
2. www.mbacentral.org
3. www.tutorialspoint.com
4. www.yourarticlelibrary.com
5. www.topmanagementdegrees.com

**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS),**



SUNDARAKKOTTAI, MANNARGUDI - 614016.

(For the Candidates admitted in the academic year 2022 - 2023)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: II-CC-IV-: BUSINESS MATHEMATICS AND STATISTICS FOR MANAGERS

Ins. Hrs./Week:6

Course Credit: 5

Course Code: 22BB204

OBJECTIVES

- To familiarize the students with the basic Mathematical Tools and Statistical Techniques with emphasis on applications to business situations
- To estimate the mean and standard deviation of the marginal distribution of the response variable and use this information to inform a business decision
- To use correlation and regression analysis to estimate the relationship between two variables

UNIT-1: Matrix

(20 Hours)

Matrix – Definition – Basic Concepts – Types – Equal Matrices, Diagonal Matrix, Scalar Matrix, Unit Matrix, Null Matrix, Row Matrix, Column Matrix, Determinants Matrix and Determinants– Addition, Subtraction and Multiplication of Matrix – Elementary Operations: Transpose of a Matrix, Inverse, and Solving Equations by Matrix Method–Determinants and Solution of Simultaneous Linear Equations.

UNIT-II: Applications of Differentiation

(20Hours)

Applications of Differentiation- Product Rule, Quotient Rule, and Function - Applications of differentiation function in Economics and Commerce – Demand Function – Supply Function – Maxima and Minima - Applications of Maxima & Minima in Business.

UNIT- III: Fundamentals of Statistics

(10 Hours)

Statistics – Meaning & Definition ,Scope, Limitation – Need for Data – Sources of Data – Principles of Measurement – Classification and Tabulation – Diagrams – One Dimensional, Two Dimensional and Three Dimensional Diagrams –Graphical Representation–Histogram, Frequency Polygon and Curve–Advantages and Limitations of Graphs.

UNIT-IV: Measures of Central Tendency and Dispersion

(20 Hours)

Measures of Central Tendency – Mean– Weighted Arithmetic Mean –Frequency Distribution – Properties of AM – Combination Mean – Median – Mode – Geometric Mean & Harmonic Mean – Measures of Dispersion –Range–Quartile Deviation –Mean Deviation ,Standard Deviation and Co-efficient of Variation.

UNIT-V: Correlation and Regression Analysis

(20 Hours)

Correlation – Meaning & Definition – Types – Positive Correlation, Negative Correlation, No Correlation – Methods – Scatter Diagram – Karl Pearson Co-efficient of Correlation – Numerical Value of the Correlation Coefficient– Concurrent Deviation Method– Rank Correlation – Properties of Correlation Coefficient – Limitation – Uses of Correlation in Business – Simple Regression Analysis–Application of SPSS–Uses of SPSS–Advantages–Limitations

Dynamic Component for Continuous Internal Assessment only:

Construction of Discrete and continuous frequency distribution, Construction of Bar Diagram, Histogram, Pie Diagram, Frequency curve and Frequency polygon.

Total Lectures Hour: 90

(Marks: Theory 40% and Problems 60%)

COURSE OUTCOMES

The Students will be able to,

1. Understand the basic concepts of Mathematical Tools and Techniques
2. Analyze the nature of Maximum and Minimum in Business
3. Apply the relevant statistical tool of tabulation and graphical representation
4. Remember the application of Central Tendency and Dispersion
5. Acquire the knowledge from Correlation and Regression

TEXT BOOK(S)

1. Prof.A.V.Rayarikar,P.G.2017, Dixit Business Mathematics and Statistics, ISBN:9789351640813, Kindle Edition
2. Dr. P.R. Vittal, 2012, Business Mathematics and Statistic, ISBN-13: 9789381430552, Margham Publications.
3. Agarwal B.M, 2009, Business Mathematics & Statistics., ISBN: 978-818052285, Ane Books Pvt Ltd.
4. S.P.Rajagopalan , Business Statistical and Operations Research, 2nd Edition ,
5. Tata McGraw Hill Publishing Co.Limited, NewDelhi.
6. P.A.Navanitham, 2017, Business Mathematics and Statistics, Jai Publisher, Trichy

REFERENCE BOOK(S)

1. Gupta S.C, 2019, Fundamental of Statistics., 7th Edition., ISBN: 978-93-5051-769-7, Himalaya Publishers House.
2. Gupta S.P, 2012, Statistical Methods, ISBN - 13: 978-818054931, Sulthan Chand & Sons, NewDelhi.
3. HPH Arora, PN, Arora, Sumeet and AroraAmit, 2009, Managerial Statistics, ISBN-9788121930727, S.Chand.
4. JK. Singh, 2018, Business Mathematics, ISBN-13:[9789351420170](https://doi.org/10.1007/9789351420170). Himalaya Publishers House.
5. Stafford, 2012, Business Mathematics, ISBN(Online):9789332510319, Tata McGraw Hill.

E-RESOURCES

1. <https://www.researchgate.net/publication/316507362> Business Mathematics
2. <https://www.economicdiscussion.net>
3. <https://www.investopedia.com>
4. <https://link.springer.com>
5. <https://link.springer.com>

**SENGAMALA THAYAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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(For the Candidates admitted in the academic year 2022-2023)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: II-AC-II: BUSINESS ENVIRONMENT

Ins. Hrs./Week: 4

Course Credit: 3

Course Code: 22ABB202

OBJECTIVES

- To understand the concept of Business Environment Component likes internal and external
- To examine how different factors and trends in the external environment are likely to impact upon a proposed business Venture
- To analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position

UNIT-I: Introduction

(10 Hours)

Business – Concept, Scope & Characteristics, Goals, Criticisms–Business Environment–Meaning & Definition –Objectives –importance – Types – Micro Environment – Suppliers, Customers, Labour, Business Associates, Competitors–Macro Environment–Economic Environment, Political Environment, Natural Environment, Demographic Environment – Merits and Demerits –Impact of Business Environment on Business Decision.

UNIT-II: Economic Environment

(15 Hours)

Economic Environment–Concept, Factors–Basic Economic System–Capitalism, Socialism, and Mixed Economy– Characteristics– Merits& Demerits– Effects of New Economic Policy – Process and Limitations of Environmental Analysis–Economic Planning–Five Year Plan.

UNIT-III: Political Environment and Legal Environment

(10 Hours)

Components of Political and Legal Environment–Political Institutions Legislature ,Executives andJudiciary–GovernmentinBusiness–Regulatory,InterventionandParticipatory Roles–Role of Government in India–Responsibility of Business towards Government – Government towards Business – Business Risks posed by the Indian Political System.

UNIT-IV: Financial Environment

(10 Hours)

Financial System – Components of Financial System – International Economic Institutions – World Bank – IMF– WTO – Financial Institutions and their Roles – Financial Institutions in India.

UNIT-V: Social and Cultural Environment

(15 Hours)

Impact of Culture on Business–People's Attitude to Business and Work– Business and Society– Components of Socio-Cultural Environment and Legal Environment–Social Responsibility of Business–Ethics in Business–CSR–Elements of Technological Environment, Technology and Society – Economic effect of Technology – New Technology Policy.

Dynamic Component for Continuous Internal Assessment only:

Analyze selected firms environment by mapping out main areas of micro economic forces, macro-economic forces.

Total Lectures Hour: 60

COURSE OUTCOME

The Students will be able to

1. Define various elements of Internal as well as External factors affecting Business Environment
2. Find the relationship between Economic Environment and Business and also the Challenges faced by different Economic System
3. Understand Policies and Legal legislations laid by the Government
4. Analysis the benefits of various Financial Institutions in India
5. Acquire in depth knowledge about Socio- Cultural and Technological Environment

TEXT BOOK(S)

1. Agarwal, Dr. Rishishwar. 2020. Business Environment. ISBN: 9789351671145. SBPD Publication No. 8, 3rd Cross St, CIT Colony, Mylapore, Chennai, Tamil Nadu 600004
2. Aswathappa K. 2019. Essentials of Business Environment. ISBN: 9789352021819. Himalaya Publishing House Pvt. Ltd. Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai-400004, Maharashtra, India.
3. Francis Cherunilam. 2019. Business Environment. ISBN: 9352994426. 27th Revised Edition. Himalaya Publishing House Pvt. Ltd. 'Ramdoot', Dr. Bhalerao Marg, Girgaon, Mumbai - 400004, Maharashtra, India
4. Justin Paul. 2018. Business Environment., 4th Edition. ISBN: 9353162491. McGraw Hill India Publication, 3A, Namdeo Smruti, Shivprasad Society, 5, Panmala, Dattavadi, Dattavadi, Pune, Maharashtra 411030
5. Sinha Dr. V. C. 2020. Business Environment. New Edition- 2021 ASIN : B084G4ZR87 SBPD Publishing House, No. 8, 3rd Cross St, CIT Colony, Mylapore, Chennai, Tamil Nadu 600004.

REFERENCE BOOK(S)

1. Amit Kumar Dr. 2019. Business Environment. ASIN: B07SKHJRCG. DDSahitya Bhawan. Publications. DD, 3/20B, Near Tulsi Cinema, Sanjay Nagar, Pashupati Colony, Khandari, Agra, Uttar Pradesh 282002.
2. Pailwar V. K. 2015. Business Environment. ISBN: 978-8120348905. Prentice Hall India Learning Private Limited, Rimjhim House, 111, Patparganj Industrial Estate, Delhi - 110092, India.
3. Rajesh Srivastava. 2019. The New Rules of Business Portfolio. ISBN: 9780143446927. Penguin Publishing, 25 December, C, 1, Infinity Tower, 7th Floor, DLF Cyber City, DLF Phase 2, Sector 24, Gurugram, Haryana 122002.
4. Shaikh Saleem . 2020. Business Environment. 4th Edition. ISBN: 978-9353948160. Pearson Education, Indian Branch, 15th Floor, Tower-B, World Trade Tower Plot-C01, Sector-16 Noida 201301 India.
5. Sinha Dr. V. C. 2021. Economics Environment: Revised Edition (2021). ISBN: 978-9351676034 .SBPD Publishing House, No. 8, 3rd Cross St, CIT Colony, Mylapore, Chennai, Tamil Nadu 600004.

E-RESOURCES

1. <https://smallbusiness.chron.com/factors-influencing-decision-making-business-environment-65082.html>
2. <https://transportgeography.org/contents/chapter7/freight-transportation-value-chains/economicsystem-2/>
3. <https://www.economicdiscussion.net/business-environment/components-of-business-environment/31805>
4. <https://www.investopedia.com/ask/answers/061615/what-are-major-categories-financial-institutions-and-what-are-their-primary-roles.asp>
5. https://link.springer.com/chapter/10.1007/978-3-319-32754-9_3