



**SENGAMALA THAYAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS)**

(Affiliated to Bharathidasan University)

(Accredited with "A" grade by NAAC | An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI – 614 016,

TAMILNADU, INDIA.

DEPARTMENT OF BBA

**VALUE ADDED COURSE
SYLLABUS**



SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE

(Autonomous)

SUNDARAKKOTTAI, MANNAGUDI.

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DEPARTMENT OF BUSINESS ADMINISTRATION
VALUE ADDED COURSE

S.No.	Title of the Course	Course Code	Hours
1.	Indian Constitution	U24BBVA21	30
2.	Business Ethics	U23BBVA32	30
3.	Campus to Corporate	23BBVA2	30



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DEPARTMENT OF BUSINESS ADMINISTRATION**

VALUE ADDED COURSE

Indian Constitution

Instruction Hours: 30

Course Code: U24BBVA21

OBJECTIVE

- To study the structure & significance of Indian Constitution
- To create awareness of fundamental rights and duties.
- To be aware of state policies
- To know the judicial system.
- To understand constitution amendment and provisions

UNIT – I: Introduction to Indian Constitution

(6 Hours)

Indian Constitution: Necessity of the Constitution, Societies before and after the Constitution adoption. Introduction to the Indian constitution, Making of the Constitution, Role of the Constituent Assembly.

UNIT – II: Preamble of Indian Constitution

(6 Hours)

Salient features of India Constitution. Preamble of Indian Constitution & Key concepts of the Preamble. Fundamental Rights (FR's) and its Restriction and limitations in different Complex Situations. building.

UNIT – III: Union Government, political structure & codes, procedures

(6 Hours)

Directive Principles of State Policy (DPSP's) and its present relevance in Indian society. Fundamental Duties and its Scope and significance in Nation, Union Executive : Parliamentary System, Union Executive – President, Prime Minister, Union Cabinet.

UNIT – IV: Judicial system

(6 Hours)

Parliament - LS and RS, Parliamentary Committees, Important Parliamentary Terminologies. Judicial System of India, Supreme Court of India and other Courts, Judicial Reviews and Judicial Activism.

UNIT – V: Constitution Amendment

(6 Hours)

State Executive and Governor, CM, State Cabinet, Legislature - VS & VP, Election Commission, Elections & Electoral Process. Amendment to Constitution, and Important Constitutional Amendments till today. Emergency Provisions.

Total Lectures Hour: 30

COURSE OUTCOME

CO1: Analyse the basic structure of Indian Constitution.

CO2: Remember their Fundamental Rights, DPSP's and Fundamental Duties (FD's) of our constitution.

CO3: Know about our Union Government, political structure & codes, procedures.

CO4: Understand our State Executive & Elections system of India.

CO5: Remember the Amendments and Emergency Provisions, other important provisions given by the constitution.

TEXT BOOK(S)

1. Durga Das Basu "Introduction to the Constitution of India", (Students Edition.) (DD Basu): Prentice –Hall, 2008.
2. "Constitution of India" (for Competitive Exams) - Published by Naidhruva Edutech Learning Solutions, Bengaluru. – 2022.
3. P M Bakshi, "Constitution of India" **ISBN : 9789395116640, EDITION : 19th**
4. Dr.Abhinav, The Indian Constitution, Shashwat Publication, 2023,ISBN: 8119084136, 9788119084135.
5. DR. DYAVAPPA L. PAWAR, Textbook of India Constitution and Government, ISBN: 9789391542641

REFERENCE BOOK(S)

1. Shubham Singles, Charles E. Haries, and et al "Constitution of India, Professional Ethics and Human Rights": published by Cengage Learning India, Latest Edition – 2019.
2. Merunandan K B: "The Constitution of India" published by Merugu Publication, Second Edition,Bengaluru.
3. Justice HN Nagamohan Dhas, Sahayaa, kerekon "Samvidhana Odu" - for Students & Youths.
4. M.Govindarajan, S.Natarajan, V.S.Senthilkumar, "Engineering Ethics", Prentice –Hall, 2004.
5. Dr. Avasthi, Indian Constitution – Agarwal Publications,ISBN Code – 978-81-89770-40-2

E- RESOURCES

1. <https://www.constitutionofindia.net/read/>
2. <https://iddashboard.legislative.gov.in/sites/default/files/COI...pdf>
3. <https://www.constitutionofindia.net/>
4. <https://www.india.gov.in/topics/governance-administration/constitution>



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DEPARTMENT OF BUSINESS ADMINISTRATION**

VALUE ADDED COURSE

Business Ethics

Instruction Hours: 30

Course Code: U23BBVA32

OBJECTIVE

- To introduce the concept and importance of the course in business.
- To know the facets of its application in management.
- To be aware of the ethical values.
- To know the philosophy in Management.
- To familiarize with the applications of the concepts in management

UNIT – I: Business Ethics:

(6 Hours)

Meaning – Definition – Nature – Importance –Ground Rules – myths – Methodology – Characteristics of Managerial Ethics.

UNIT – II: Ethics Management

(6 Hours)

Ethical Dilemma – Ethical Decision Making– Ethical Reasoning – Ethical issues – Ethics - Management – Key roles and responsibilities – Ethics Management Programmes –Benefits - of Managing Ethics in Work Place – Organization Ethics Development System (OEDS) – Organizational culture – Ethics Tools: Code of ethics – Guidelines for developing code of ethics –Value based leadership.

UNIT – III: Ethical Values

(6 Hours)

Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.

UNIT – IV: Indian Ethos In Management (6 Hours)

Basic Principles of Management as per ancient Indian wisdom and insight – Work life in – Indian philosophy – Indian ethos for the work life – Quality of Work Life – Strategies for - Work Life.

UNIT – V: Corporate Governance And Business Ethics:

(6 Hours)

Corporate governance and the good company- Corporate governance and the social responsibility of business - Corporate governance and the environment responsibility of - business - corporate governance and business ethics - Business Ethics Sustainability.

Total Lectures Hour: 30

COURSE OUTCOME

CO1. Understand the concept and importance of the ethics in business.

CO2. Apply the ethical values in business

CO3. Evaluate the values in work environment

CO4. Able to understand the philosophy in Management

CO5. Application of concepts in corporate governance and social responsibility

TEXT BOOK(S)

1. Gaur R.R, Sangal R, (2010), A Foundation Course in Human Values and Professional Ethics, Excel Books, New Delhi.
2. Naagarazan R.S., (2006), A Textbook on Professional Ethics and Human Values', New Age International Publishers, New Delhi.
3. Srinivasan S., (2005), Value Based Management', Jaico Books, Mumbai.
4. Gogate S.B, (2010), Human Values and Professional Ethics, Human Values and Professional Ethics, Vikas Publishing House; First edition, New Delhi.
5. Lucjan Klimsza ,Business Ethics: Introduction to the Ethics of Values, ISBN 978-87-403-0690-3

REFERENCE BOOK(S)

1. Chakraborty, S.K.,(2005), Management by Values, Oxford Univ. Press
2. Bhatia, S.K.,(2015), Business Ethics and Corporate Governance
3. Bowie Norman,(2012), Business Ethics, Prentice Hall.
4. Fernando A.C ,· Business Ethics and Corporate Governance, ISBN-10. 9354497632 · ISBN-13. 978-9354497636 · Edition. Third · Publisher. Pearson Education.
5. C.S.V. Murthy. Business ethics ,ISBN. 978-93-5202-601-2., Himalaya Publishing House

E- RESOURCES

1. <https://edge.sagepub.com/spinello>
2. <https://suffolk.libguides.com/BusinessEthics>
3. <https://guides.library.iit.edu/businessethics>
4. <https://www.jstor.org/stable/25482143>
5. <https://openstax.org/details/books/business-ethics>



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DEPARTMENT OF BUSINESS ADMINISTRATION**

VALUE ADDED COURSE

Campus to Corporate

Instruction Hours: 30

Course Code: 23BBVA2

OBJECTIVE

- To equip the students towards corporate life
- To enhance the presentation skills
- To develop the students to prepare resume
- To build the students interview skills
- To make the students towards positive environment

UNIT – I: College Life and Corporate life

(6 Hours)

Learning from College. What is corporate life? Significance of corporate life – Making ourselves to face the challenges

UNIT – II Presentation Skills

(6 Hours)

Planning and organizing presentation Making of presentation- overcoming fear- Overcoming fear- Presenting with confidence – Handling questions- How to open and close presentation? Body language-voice modulation

UNIT – III: Resume Building

(6 Hours)

Content of Resume – Planning of Resume – Making Resume – Types of Resume -Dos and Don'ts- Structure of Resume –Tips for writing an impressive Resume

UNIT – IV: Interview Skills:

(6 Hours)

Importance of interview – Types of interview- Preparing to face interview – Rules for before after and during the interview – Being positive – How to face the questions confidently – body language – Dressing and grooming

UNIT – V: Attitude and Etiquette

(6 Hours)

Understanding attitude – Importance of creating positive attitude – Impact of positive attitude on our lives – Significance of Etiquette -Personal grooming and hygiene

Total Lectures Hour: 30

COURSE OUTCOME

- CO1 Prepare students for campus to corporate transition
- CO2 Equipment of presentation skills towards current business challenges
- CO3 Make the students to prepare their own resume
- CO4 Impart career specific practical input along with corporate expectations
- CO5 Learn corporate etiquette and build positive attitude

TEXT BOOK(S)

1. Adler, Principles and Practices for Business and the Professions, The McGraw Hill Company, 9th Edition.
2. Dr.K. Alex, Soft skills, S.Chand and company private limited new delhi. 3rd revised Edition 2016
3. Robert M. Sherfield, Rhonda J., Patricia J. Moodi, Developing Soft Skills, Cornerstone Publications
4. MANMOHAN JOSHI, Soft Skills 1st edition, ISBN 978-87-403-1905-7
5. CA. M K Sridhar, Soft Skills And Personality Development, Southern India Regional Council, The Institute of Chartered Accountants of India ICAI Bhawan

REFERENCE BOOK(S)

1. Biswajit Das, Business Communication and Personality Development, ISBN: 9788174465047, 8174465049, Excel Publications, 1st Edition
2. Hynes, Managerial Communication – Strategies and Applications, The McGraw Hill Company, 4th Edition, ISBN-10 : 8174465049
3. Murphy, Effective Business Communication, The McGraw Hill Company, 7th Edition, ISBN, 0070440948, 9780070440944
4. Edger Thorpe, Showik Thorpe, Winning at Interviews, Pearson Publications, 1st Edition, ISBN: 9789332508019, 9789332508019
5. Aruna Koneru, Professional Communication, ISBN, 0070660026, 9780070660021, The McGraw Hill Company

E- RESOURCES

- <https://www.icsi.edu>
- <https://www.centennialcollege.ca>
- <https://www.ignouhelp.in>
- <https://management.org/organizationalbehavior/index.htm>
- <https://management.org/organizationalbehavior/index.htm>