

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
(AUTONOMOUS)



(Affiliated to Bharathidasan University)

(Accredited by NAAC; An ISO 9001:2015 Certified Institution)

SUNDARAKKOTTAI, MANNARGUDI – 614016.

TAMILNADU, INDIA.

B.B.A.,

COURSE STRUCTURE WITH SYLLABUS UNDER CBCS

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



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**SUNDARAKKOTTAI, MANNARGUDI – 614016.
TAMILNADU, INDIA.**

B.B.A.

COURSE STRUCTURE WITH REVISED SYLLABUS UNDER CBCS

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

**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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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
	Core Course (CC) - II		22BB102	Fundamentals of Accounting	6	5	3	25	75	100
	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		-	-	600
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
	Core Course (CC) - IV		22BB204	Business Mathematics & Statistics for Managers	6	5	3	25	75	100
	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		-	-	600

III	I	Language Course(LC) –III– Tamil */Other Languages **#	22LC301	Kapiyamum Nadagamum	6	3	3	25	75	100
	II	EnglishLanguageCourse (ELC) –III	22ELC301	Language through Literature – III (Drama and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - V	23BB305	Business Communication	6	5	3	25	75	100
		Core Course (CC) - VI	23BB306	Business Law	6	5	3	25	75	100
		Allied Practical (AP) - I	23ABB303P	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	23NMEEC31	Rural Economics	2	2	3	25	75	100	
Total					30	21	-	-	-	600
IV	I	Language Course(LC) –IV– Tamil */Other Languages ** #	22LC401	Pandaya Illakkiyam	6	3	3	25	75	100
	II	EnglishLanguage Course (ELC) –IV	22ELC401	Language through Literature – IV (Short stories and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - VII	23BB407	Organizational Behaviour	5	5	3	25	75	100
		Core Course (CC) -VIII	23BB408	Operations Research	5	5	3	25	75	100
		Allied Course (AC) - III	23ABB404	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	23NMEEC42	Demography	2	2	3	25	75	100
	Skill Based Elective (SBE) - I	23SBEBB1	Knowledge Management	2	2	3	25	75	100	
	Extra Credit Activity***		Summer Training Project***							
Total					30	23				700

V	III	Core Course (CC) - IX	R23BB509	Cost Accounting	5	5	3	25	75	100
		Core Course (CC) - X	R23BB510	Financial Management	5	5	3	25	75	100
		Core Course (CC) - XI	R23BB511	Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course (CC) - XII	R23BB512	Research Methods in Management	5	4	3	25	75	100
		Major Based Elective (MBE) – I	R23MBEBB1	Customer Relationship Management	4	4	3	25	75	100
IV	Skill Based Elective (SBE) – II	R23SBEBB2	Industrial Relation	2	2	3	25	75	100	
	Skill Based Elective (SBE) – III	R23SBEBB3	Leadership and Communicative Skills	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	R23BB613	Human Resource Management	6	5	3	25	75	100
		Core Course (CC) -XIV	R23BB614	Management Accounting	6	5	3	25	75	100
		Core Course (CC) -XV	R23BB615	Entrepreneurial Development	6	4	3	25	75	100
		Core Course (CC) -XVI	R23BBPW	Group Project	6	4	3	25	75	100
		Major Based Elective (MBE) –II	R23MBEBB2	Global Business Management	5	4	3	25	75	100
V	Extension Activities**				1		--	--	--	
	Gender Studies	23UGGS		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 DESIGN

LIST 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-core	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 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	23NMEBB31	Personality Development
IV	IV	NME –II	23NMEBB42	Interview Skills

SKILL BASED ELECTIVE (SBE) OF THE DEPARTMENT

(HUMAN RESOURCE MANAGEMENT)

Semester	Part	Nature of the Course	Course Code	Title of the Course
IV	IV	SBE-I	23SBEBB1	Knowledge Management
V	IV	SBE-II	R23SBEBB2	Industrial Relation
V	IV	SBE-III	R23SBEBB3	Leadership and Communicative Skills

SEMESTER V



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: V - CC- IX: COST ACCOUNTING

Ins. Hrs. /Week: 5 Course Credit: 5 Course Code:R23BB509

OBJECTIVES

- To recognize and apply appropriate theories, principles and concepts relevant to Cost Accounting
- To learn the various method of pricing the Material Issues
- To enhance the students knowledge in Allocation, Apportionment and Absorption of Overheads Cost
- To understand the various methods of Costing

UNIT – I: Introduction to Cost Accounting

(15 Hours)

Nature and Scope of Cost accounting: Meaning – Importance & Limitations of Cost Accounting, Concept and Classification of Cost – Elements and Methods of Cost – Costing – an aid to Management – distinction between Cost and Financial Accounting – Costing System – Characteristics of an ideal Costing System, Steps for installation, difficulties while installation and how to overcome these difficulties, Role of Cost Accountant – Preparation of Cost Sheet.

UNIT – II: Material Cost

(15 Hours)

Materials – EOQ – Levels of Stock – Receipts and Issues of Materials – ABC Analysis – Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average, Base Stock and HIFO

UNIT – III: Labour Cost

(15 Hours)

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive – Time Wage System, Piece Rate System – Taylor's Differential Piece Rate System, Merrick's Multiple Piece Rate System, Halsey Premium Plan and Rowan Plan – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

UNIT – IV: Overhead Cost

(15 Hours)

Overheads – Meaning and Definitions – Collection, Classification – Overheads Classifications – Elements, Function, Variability and Controllability – Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption – Machine Hour Rate.

UNIT – V: Methods of Costing (15 Hours)

Job Costing – Contract Costing – Batch Costing – Operating Costing – Process Costing: Normal Loss, Abnormal Loss and Abnormal Gains (Excluding Equivalent Production and Inter process).

(Marks: Theory 40% and Problems 60%)

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to,

1. Prepare a Cost Sheet to find out Cost and Net Profit/Net Loss of a particular product.
2. Acquaint with the procedure of store-keeping and documentation of material receipt and issue
3. Learn the methods of labour turnover and remuneration and bonus methods and also calculate Labour Cost
4. Understand the different types of overheads and its classification into various heads and to be able to calculate under and over absorption of overheads and calculation of machine hour rate.
5. Calculate Contract Costing and Process Costing

TEXT BOOKS

1. S.P. Gupta and A.Sharma . 2020.Cost Accounting.ISBN-13 : 978-9388893619, V.K. Global Publishing Pvt. Ltd.
2. Jawahar Lal.2019.Cost Accounting.6th Edition.ISBN: 9353168384, 9789353168384.Tata McGraw Hill Publishing Co., New Delhi.
3. Jain, S.P. & Narang.K.L. 2013. Cost Accounting - Principles & Methods.23rd Edition, ISBN: 9789327218374, 9789327218374. Kalyani Publishers.
4. A.Murthy, S. Gurusamy. 2014. Cost Accounting. ISBN -13:978-8182092006.Vijay Nicole Imprints Private Limited.
5. R.S.N. Pillai and V. Baghavathi .2019.Cost Accounting. ISBN: 9788121904933, 9788121904933. S. Chand & Company Ltd.

REFERENCE BOOKS

1. S.N. Maheshwari and S.N. Mittal. 2012. Cost Accounting - Theory & Problems. 26th Edition. ISBN-10: 9381580235, ISBN-13: 978-9381580233. Mahavir Publications.
2. S.P.Iyengar. 2005.Cost Accounting. ISBN: 139788180547966.Sultan Chand & Sons.
3. N.K. Prasad. Principles and Practice of Cost Accounting. Digital Library of India Item 2015.460233. Book Syndicate Pvt. Ltd
4. M.N. Arora . 2021.A Text Book of Cost Accountancy. ISBN: 9789390470501.Vikas Publishing Pvt. Ltd.
5. B.K.Bhar .2012. Cost Accounting Method & Problems. ISBN-10: 9380599617, ISBN-13 : 978-9380599618 .Academic Publishers. New Delhi

E-RESOURCES

1. www.investopedia.com/terms/c/cost-accounting.asp
2. www.icsi.edu/WebModules/Publications
3. <https://www.freebookcentre.net>
4. <http://icmai.in>
5. www.geektonight.com

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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V - CC- X: FINANCIAL MANAGEMENT

Ins. Hrs./Week:5

CourseCredit:5

Course Code:R23BB510

OBJECTIVES

- To help the students to develop recognizance of the importance of Financial Management In Corporate valuation
- To enable students to describe how people analyze the corporate leverage under different conditions and understand why people valueate different corporate in different manner.
- To enhancing student's ability in short-term dealing with day-to-day working capital decision; and also longer-term dealing which involves major Capital Investment Decisions and raising Long-Term Finance

UNIT- I: Introduction to Financial Management

(15Hours)

Financial Management – Meaning and Scope –Traditional Approach, Modern Approach – Finance Function – Aim, Objectives of Financial Management – Profit Maximization and Wealth Maximization – Difference between Profit Maximization and Wealth Maximization – Function of Financial Management – Organization of the Finance Function – Financial Decisions –Sources of Finance – Short Term – Bank Sources – Long term – Shares – Debentures –Preferred Stock – Debt.

UNIT – II: Capital Structure

(15Hours)

Capital Structure Planning – Meaning and Scope – Approaches: Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Factors determine Capital Structure – Optimum Capital Structure – Characteristics – EBIT and EPS Analysis.

UNIT – III: Cost of Capital and Leverage

(15Hours)

Cost of Capital – Concept – Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares – Cost of Retained Earnings – Weighted Average Cost of Capital – Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages.

UNIT – IV: Capital Budgeting

(15Hours)

Capital Budgeting (Investment Decisions) – Concept and Importance – Appraisal Methods: Pay Back Method, Discounted Cash Flow Method, Net Present Value Method, Excess Present Value Index, Internal Rate of Return, Accounting Rate of Return and Return on Investment

UNIT – V: Working Capital Management and Dividend

(15Hours)

Management of Working Capital: Concepts, Components, Determinants and need of Working Capital – Computation of Working Capital for a Company – Dividend – Forms of Dividend – Factors determining Dividend – Dividend Theories and Dividend Policies- Digital Finance.

(Marks: Theory 40% and Problems 60%)

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to

1. Demonstrate the applicability of the concept of Financial Management to understand the managerial decisions and Corporate Capital Structure
2. Apply the Leverage and EBIT- EPS Analysis associate with Financial Data in the corporate
3. Analyze the complexities associated with management of cost of funds in the Capital Structure
4. Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification
5. Computation of Working Capital for a Company

TEXT BOOKS

1. M.Y.Khan and P.K.Jain . 2018. Financial Management. 8th Edition.ISBN: 9789353162184. Mc Graw Hill Publication, 7, West Portel Nagar, New Delhi – 110008.
2. Dr.S.N.Maheswari. 2019.Elements of Financial Management.ISBN:9351611547.Sultan Chand and Sons,7361, Ram Nagar, New Delhi.
3. I.M.Pandey. 2018.Financial Management.11th Edition. ISBN: 9789325982291. Vikas Publication, E-28, Sector-8, Noida.
4. Prasanna Chandra. 2019.Financial Management Theory and Practice .10th Edition. ISBN: 93- 5316-652-7. Mc Graw Hill Publication4/12, Asolt Ali Road, New Delhi.
5. Dr. F.C.Sharma and Dr.R.U.Singh Rachit. 2019.Financial Management.ISBN:978-93-88724- 72-2. SBPD Publication, 3/20B Agra Mathura Bye Pass Road, Agra.

REFERENCE BOOKS

1. Dr.S.P.Gupta. 2019.Financial Management. 989351736004. Sathiya Bhawan Publication, 3/20B, New Tulst Cinema, Uttar Pradesh.
2. C.Paramasivan and S.Subramanian. 2019.Financial Management.978-8122425734. New Age International Golden House, Ansari Road, Daryagani, New Delhi – 110002.
3. Dr.Poornam Gupta.2019.Fundamentals of Financial Managementet.1stEdition.978- 9387684461. JSR Publication, 15, BFF, Block Blod, Janki,
4. Dr.F.C.Sharma Rachit Mittal.2019.Financial Management.978-93-88724-72-2.SBPD Publication, 3/20B Agra Mathura Bye Pass Road, Agra.
5. R.K.Sharma and Shanshis K.Gupta. 2019. Financial Management. 9788127242350. Kalyani Publication, 4779/23, Ansari Road, Daryagani, New Delhi – 110002.

E – RESOURCES

1. www.mamagementstudyguide.com
2. www.toppr.com
3. www.businessmanagementideas.com
4. www.gladtutor.com
5. www.geektonight.com



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V - CC- XI: COMPANY LAW AND SECRETARIAL PRACTICE

Ins. Hrs./Week:5 Course Credit:5 Course Code:R23BB511

OBJECTIVES

- To study the procedure for Company formation and Promotion
- To impart knowledge about Prospectus and Directors
- To understand the significant of Long-Term Securities such as Shares and Debentures
- To learn the duties & responsibilities of Company Secretary
- To learn the procedure for conducting Business Meetings

UNIT- I: Formation and Promotion of Companies (20 Hours)

Formation and Promotion of Companies: Incorporation – Meaning – Certification of Incorporation – Companies Act 2013 – Types of Companies – Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultra Virus – Articles of Association – Meaning – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum.

UNIT –II: Prospectus and Directors (15Hours)

2013 Act – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in Prospectus – Directors including Women Directors Types of Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's Managerial Remuneration – Powers of Directors – Duties and Liabilities of Directors.

UNIT- III: Shares & Debentures (15Hours)

Shares – Meaning & Definition – Kinds – Equity Shares, Preference Shares – Premium and Discount – Allotment – Minimum Subscription – Forfeiture of Shares – Share Capital – Types of Share Capital – Debentures – Types – Dividend – Meaning –Types.

UNIT- IV: Company Secretary (10 Hours)

2013 Act Company Secretary: Qualifications – Appointments and Removal– Duties and Liabilities of a Company Secretary.

UNIT- V: Company Meetings (15Hours)

2013 Act – Kinds of Company Meetings – Proxy –Quorum – Chairman – Notice – Agenda – Minutes – Meetings through Video Conferencing – Resolution by Circulation – Postal Ballot Electronic Voting.

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to,

1. Understand the Formation and Promotion of Companies
2. Communicate the knowledge about the Prospects and Types of Directors
3. Enhance knowledge in Shares, Share Allotment and Forfeiture of Shares
4. Familiar with the Qualifications, Duties and Liabilities of a Company Secretary
5. Arranging Company Meeting

TEXT BOOKS

1. Kapoor, N.D. 2020. Company Law and Secretarial Practice. ISBN: 93-5161-167-7. S.Chand & Co.
2. Kapoor, N.D. 2020. Elements of Mercantile Law. 34th Edition .ISBN:93-5161-156-1. S.Chand & Co, Ltd., NewDelhi.
3. Prof. N.V. Paranjape. 2019. Company Law. 18th Edition. 9789384852641, 9384852643. Central Law Publications.
4. Taxmann. 2021. Companies Act 2013. 5th Edition. ISBN-10 :9390585945. Taxmann
5. Mr. Rakesh Bhargava. 2021. Company Law. 9th Edition. ISBN-10: 939058552X, Taxmann.

REFERENCE BOOKS

1. Tandon. 2015. Company Law and Secretarial Practice. ISBN-10: 9350472252. SBPD Publishing House
2. P.K. Ghosh. Company Law and Secretarial Practice. ISBN: 9788177372113. S.Chand & Sons.
3. Gopal V. S. & Sumathi, G. 2014. Industrial Law. 1st Edition. ISBN: 10 : 9351491765. Seth Publishers, NewDelhi.
4. Gogna, P.P.S. 2010. A Textbook of Business and Industrial Laws. 1st Edition. ISBN-10: 8121928303. S.Chand and Co Ltd, NewDelhi.
5. L.C.B Gower. 2012. Principles of Modern Company Law. ISBN- 13: 9780420426505. Stevens & Sons Ltd, London.

E-RESOURCES

1. indianlegalsolution.com
2. ncert.nic.in
3. www.companylawclub.co.
4. www.companyformations247.co
5. www.legalserviceindia.com



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V - CC- XII: RESEARCH METHODS IN MANAGEMENT
Ins. Hrs./Week:5 CourseCredit:4 Cours Code:R23BB512

OBJECTIVES

- To understand some basic concepts of research and its methodologies
- To develop an understanding of various research designs and techniques
- To identify various sources of information for literature review and data collection
- To organize and conduct research in a more appropriate manner
- To write a research report and research Proposal

UNIT- I: Introduction to Research Methodology (15Hours)

Meaning and Definition of Research, Nature and Importance of Research – Role of Business Research – Aims of Social Research – Research Process – Quantitative and Qualitative Research, Types of Research: Basic and Applied, Exploratory, Descriptive and Causal – Pilot Study and Case Study – Concepts of a Research plan – Induction and Deduction Method.

UNIT –II: Formulation of Research Problem and Sampling (15Hours)

Process and Formulation of Research Problem – Sources – Identification – Selection – Criteria of a Good Research Problem – Research Design – Meaning – Essential Stages in the preparation of Research Design – Evaluation of the Research Design – a Model Design – Sampling – Concept – Types of Sampling – Probability Sampling – Simple Random Sampling, Systematic Sampling, Stratified Random Sampling, Cluster Sampling – Non Probability Sampling – Convenience Sampling – Judgmental Sampling, Snowball Sampling, Quota Sampling – Errors in Sampling.

UNIT- III: Sources of Data (15Hours)

Primary and Secondary Data – Primary Data Collection Methods – Observations, Survey, Interview and Questionnaire, Qualitative Techniques of Data Collection, Questionnaire – Design – Meaning – Process of Designing Questionnaire – Secondary Data – Sources – advantages and disadvantages – Presentation – Coding, Data Entry and Tabulation.

UNIT –IV: Analysis and Interpretation of Data (15Hours)

Analysis and Interpretation of Data – (Frequency Tables, Bar Charts, Pie Charts, Percentages) Hypothesis – Characteristics of Good Hypothesis – Types – Procedure for Hypothesis – Various Hypothesis Tests – T- Test, Z - test, Chi- Square Test, ANOVA – One-Way and Two-Way Classification (Theory Only).

UNIT –V: Research Report

(15Hours)

Research Report – Concept – Types – Steps in Organization of Research Report – Significance of Report Writing – Mechanics and Precautions for writing Research Report-Contents of a Report – Appendix: norms for using Index and Bibliography – Ethics in Research.

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to,

1. Articulate a clear research question or problem and formulate a hypothesis
2. Identify and demonstrate appropriate research methodologies and know when to use them
3. Define, articulate and use terminology, concepts, and theory in their field and know how to use them.
4. Use library and other tools to search for existing body of research relevant to their topic
5. Know existing body of research relevant to their topic and explain how their project fits
6. Identify and practice research ethics and responsible conduct in research

TEXT BOOKS

1. O. R. Krishnaswami, M. Ranganathan, P. N. Hari Kumar. 2019. Research Methodology. ISBN: 978-93-5262-331-0, Himalaya Publication, Balerao Mary, Girgaon, Mumbai, 400004.
2. C. R. Koothari . 2018. Research Methodology. ISBN: 9789386649225. Himalaya Publication, Balerao Mary, Girgaon, Mumbai, 400004.
3. Shradha M. Bhome, Nikita Prajapati, Charanjit kaur Banga, Swati S, Desai. 2016. Research Methodology. ISBN: 78-93-5202-063-8. Himalaya Publication, Balerao Mary, Girgaon, Mumbai, 400004.
4. Kirti Gupta-Nirali Prakashan. 2013. Research Methodology. 9789383525546. Nirali Prakashan Publication, 157, Budhwar Prth, Opp. Ratan talkies, Next to Balaji Mandir, Pune 411002.
5. Dr. Vijayupagade, Dr. Arvind shend. 2010. Research Methodology. 9788121932226 S. Chand, 7361, Ram Nagar, New Delhi, 110 055, Chennai.

REFERENCE BOOKS

1. Donald R. Cooper and Pamela S. Schindler .2018. Business Research Methods. International Editions, Latest Edition. ISBN: 1-25-900185-7. McGraw-HILL, 4/12, Asat Ali Road, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Reside & David White. 2014. Research Methods for Graduate Business and Social Science Students, Response Books. ISBN; 9788132108498. SAGE Publication, 1, Oliver's yard, 55 City Road London.
3. Kothari C.R. 2014. Research Methodology Methods & Techniques". 2nd Edition. ISBN: 978-81-224-2488-1. New Age International Publisher, 4835/24, Ansari Road, Daryagam, New Delhi, 110002.
4. R. Paneerselvan 2014. Research Methodology. ISBN: 8120349466. Prentice-Hall of India, Rimjhim House, 111, Patparganj Industrial Estate, New Delhi, 110092.
5. Sachdeva J.K. 2011. Business Research Methodology. 3rd Edition. ISBN: 978818488b1622. Himalya Publishing, Balerao Mary, Girgaon, Mumbai, 400004.

E – RESOURCES

1. www.ccsuniversity.ac.in
2. www.investopedia.com
3. www.questionpro.com
4. www.scribbr.com
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**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: VI – MBE- I: CUSTOMER RELATIONSHIP MANAGEMENT

Ins. Hrs./Week:4 CourseCredit:4 Course Code:R23MBEBB1

OBJECTIVES

- To understand and describe a customer relationship management application
- To learn how it has been successfully implemented in various organizations and what does it takes to ensure a successful implementation
- To participate and interact meaningfully in a corporation where CRM has been implemented

UNI: I Introduction to CRM

(15 Hours)

CRM- Definition, , Components of CRM- Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM

UNIT II: Concepts and Planning of CRM

(15 Hours)

Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support. Steps in Planning- Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan,

UNIT III: CRM and Marketing Strategy

(10 Hours)

Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications

UNIT IV: Implementation of CRM

(10 Hours)

Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.

UNIT – V CRM Links in E-Business

(10 Hours)

CRM Links in E-Business - E-Commerce and Customer Relationships on the Internet

Total Lecture Hours 60

COURSE OUTCOME

The students will be able:

1. Understand a customer relationship management application
2. Impart the basic knowledge of the Role of CRM in increasing the sales of the company
3. Analyze the CRM link with the other aspects of marketing
4. Make the students aware of the implementation of CRM
5. Analyze the CRM Links in E-Business

TEXT BOOKS

1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2015
2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2014

REFERENCE BOOKS

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH.
2. Dilip Soman & Sara N-Marandi,” Managing Customer Value” 1st edition, 2014, Cambridge.
3. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
4. Ken Burnett, the Handbook of Key “Customer Relationship Management”, 2010, PearsonEducation.
5. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management- An Indian Perspective”, 2010 Excel Books, 2nd edition

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2. <https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf>
3. <https://www.himpub.com/documents/Chapter2556.pdf>
4. <https://www.studocu.com/in/document/padmashree-dr-dy-patil-vidyapith/mba-online/notes-of-crm-study-material/34474273>
5. <https://examupdates.in/customer-relationship-management>

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: V – SBE – II: Industrial Relations

Ins. Hrs./Week:2

CourseCredit:2

Course Code:R23SBEBB2

OBJECTIVES

- To study about the concept of Industrial Relations and its overview.
- To understand the management of trade union and the role of trade unions in changing environment.
- To comprehend Employee Discipline, Grievance Handling and also Industrial Relations in India.

UNIT 1: Concept of Industrial Relations

(5 Hours)

Concept and Determinants of Industrial Relations – Industrial Relations in India – Managing IR Changes – IR and Productivity – Technology and IR -Effective Communication Systems and IR Management – Indian Culture & IR.

UNIT II: Trade Union

(7 Hours)

Trade Union- Purpose, Functions and Structure of Trade Unions – Trade Union Legislation – Multiplicity of Trade Unions – Conflict Resolutions – Industrial Relations – Welfare and Productivity – Social Responsibility of Trade Unions – IR Management and Management of Trade Unions.

UNIT III: Employee Counseling

(8 Hours)

Employee Counseling - Types – Methods – Problems – Consultative Bodies (Bipartite, Tripartite) – IR Strategies – Workers Development and Participation.

UNIT IV: Discipline and Grievance Redressal Machinery

(5 Hours)

Discipline - Meaning- Purposes and Procedures of Disciplinary Action – Grievance Redressal Procedures – Conciliation – Arbitration and Adjudication – Collective Bargaining – The Bargaining Process – Strengths and Skills.

UNIT V: Labour Administration

(5 Hours)

ILO, ILC and Indian Constitutional Provisions in Relation to Labour Administration – Central Machinery of Labour Administration – Labour Administration at the State, District and Local Levels – Contemporary Trends and Future of Industrial Relations in India.

Total Lectures Hour: 30

COURSE OUTCOME

The Students will be able to,

1. Understand the key participants, institutions, relationships and processes in employment relations
2. Relate the concepts of Industrial relations to Trade union, Collective Bargaining, Workers participation in Management.
3. Discuss about the Industrial Dispute Settlement Machinery
4. Learners will comprehend Employee Discipline and Grievance Handling
5. Understand the various processes and procedures of handling Employee Relations.

TEXT BOOKS

1. Dr. Satish Kumar Saha (Author), Anju Agarwal 2019, Industrial Relation & Labour Law, ISBN-13 978-9389585384 , SPBD Publications.
2. Dabscheck; John Niland , 2018, Industrial Relations in Australia, ISBN- 13: 9780868613383 ,Publisher Allen & Unwin.
3. Ron Callus, Alison Morehead, Mark Cully, John Buchanan, Industrial Relations at Work, ISBN- 13 9780644134293, Australian Government Publishing Service
4. Dr N K Ramachandra Gowda, Dr YT Krishne Gowda, Fundamentals of Industrial Relations, 2019 ,New Age International (P) Ltd Publishers
5. Dr. Bhagyashree A. Deshpande's Textbook on New Labour and Industrial Laws, ISBN No :978-9390735570, Central Law Publications

REFERENCE BOOKS

1. Meenu Paul, Labour and Industrial Laws, 9th Edition, 2016, ISBN: 9788189530730, Publisher Allahabad Law Agency
2. Taxmann, 2022, Labour Laws, ISBN 9789393656377 , Taxmann Publications.
3. R.C. Sharma, **2016**, Industrial Relations and Labour Legislation, ISBN 9788120352216
Publisher: PHI Learning
4. S.C. Srivastava ,Industrial Relations and Labour Laws, 6th Edition ,Kindle Edition ,Vikas publication, ISBN 13978-9325955400.
5. R. Sivarethinamohan, 2019, Industrial Relations and Labour Welfare, PHI Publication
ISBN 13 978-8120339736

E RESOURCES

1. <https://www.amazon.in/Personnel-Management-Industrial-Relations-Davar/dp/0706999053>
2. <https://sscbs.du.ac.in/course/management-of-industrial-relations>
3. <https://www.business.unsw.edu.au/degrees-courses/course-outlines/MG...>
4. <https://vedantu.com>
5. <https://unacademy.com>.

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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V – SBE –III: Leadership and Communicative Skills

Ins. Hrs. /Week: 2 Course Credit: 2 Course Code:R23SBEBB3

OBJECTIVE

- To develop in students active, critical and constructive analytical abilities towards leading characters' performance.
- To analyze the concept of leadership from multivariate perspectives and define common grounds for the construction of Authentic Leadership
- To carry out reflective understanding of the cultural, moral and ethical aspects of the Leadership phenomenon in diverse contexts

UNIT – I Concept of Leadership

(5 Hours)

Introduction to Leadership: Leadership Fundamentals- Distinguishing Leadership and Management- Leadership Theories- Leadership Skills.

UNIT -II Leadership Style

(8 Hours)

Leadership Styles-Approaches to defining leaders and leadership: Trait, Behavioral Approach, Skills approach.

UNIT- III Leadership Development

(7 Hours)

Leadership Development- Leadership and Performance Management: Tools for analysis of Leadership Styles and 360-degree feedback. Coaching and Mentoring.

UNIT – IV Creative Leadership

(5 Hours)

Creative Leadership - Influence on the creative potential of Work Groups and Teams; Formation of Innovative Climate in Organizations.- Leadership and Power.

UNIT - V Leadership and Organization Culture

(5 Hours)

Leadership and Organization Culture - Link between leadership and activities leading to the formation - assertion or changes in Organization Culture.

Total Lectures Hours: 30

COURSE OUTCOME

The Students will be able to,

1. Know leadership models are put into practice personally, locally, and globally.
2. Gain knowledge of diverse cultures, cross-cultural communication.
3. Understand how ethics, morals, and values relate to their leadership dilemmas.
4. Able to integrate their lived experiences into their leadership development process.
5. Understand of their own personal identities and how their identities shape their leadership and followership.

TEXT BOOKS

1. Alen Basker - Improve your Communication Skills-Kogen page- 9780749486273-2019.
2. E.Bruce Harrison,Judith Muwberg- Leadership Communication-BEP Business Express press- 978-160649-808-8
3. Peter G.Neethouse-Leadership Theory &practices- Sage Publication - 978-1544397566.2021
4. Rasmus Hougaard & Jacqueline Carter-The mind of the leader-Hardward business Review press-978-1633693425.2018.
5. Nira Kumar-Communication skill for professionals-PHI Learning Pvt.Ltd.,-9788120344204.
6. Hitt,Miller,Colella,Wiley, Organizational Behaviour, Wiley India Publishing.

REFERENCE BOOKS

1. KumkumMukherjee, Principles of Management and Organizational Behaviour, The McGraw-Hill,Second Edition.
2. JaiB.P.Sinha ,Culture and Organizational Behaviour,Sagepublications,First Edition.
3. Organisational Behavior,FredLuthans,McGraw Hill Education,Twelth Edition.
4. The John Adari Handbook of Management and Leadership,NeilThomas,Viva books Publishing.
5. E.H.McGrath,S.J Prentice, Training for life and Leadership in Industry, Hall Publishing,Fourth Edition.
6. NormandL,Frigon,Sr.& Harry K.Jackson The Leader, Jr,Manga Publishing.
7. V Michealc.Harris Prentice, Leadersip, Hall Publishing

E-RESOURCES

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2. <https://online,hbs.edu>
3. <https://sgindeed.com>
4. <https://sverigeskommunikatore>
5. <https://www.communication.directior.com>

SEMESTER- VI

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DEPARTMENT OF BUSINESS ADMINISTRATION
BBA

Semester: VI - CC XIII: HUMAN RESOURCE MANAGEMENT

Ins. Hrs./Week:6

Course Credit:5 Course Code:R23BB613

OBJECTIVES

- To understand and apply key Human Resource Management Perspectives
- To strengthen organizational effectiveness by applying Job Description, Human Resource Planning, Recruiting and Selection factors that meet company Human Resources Requirements
- To develop Processes and Policies to ensure that organizations effectively encourage desired outcome and align HRM processes to support Strategic Organizational Goals
- To incorporate and articulate effective methods of Training and Developing Employees

UNIT- I: Perceptive in Human Resource Management (15Hours)

Human Resource – Definition – Characteristics and Objectives – Importance – Nature – Principles of HRM – Distinction between HRM and Personnel Management – Functions of Personnel Department – Managerial and Operative Functions – Role of Human Resource Manager – Human Resource Policies – Computer Applications in Human Resource Management – Human Resource Accounting and Audit.

UNIT- II: Concept of Best Fit Employee (20Hours)

HR Planning – Basics and Needs – Importance – Characteristics – Objectives – Steps in HR Planning – Analyzing the Organizational Plans – Forecasting the Demand for HR – Forecasting Supply – Making an estimate of Net Human Resource Requirements – Limitations – Job Analysis –Advantages – Job Description and Job Specification – Recruitment – Internal and External – Selection – Interviews and Tests – Placement – Induction and Socialization.

UNIT- III: Training and Executive Development (20Hours)

Training – Definition – Importance – Advantage – Objectives – Process – Essential of a Good Training Programme – Methods – On the Job Training and Off the Job Training – Executive Development – Meaning – Process – Methods – Promotion – Criteria and Types – Demotion – Transfer– Separations – Career Planning .

UNIT- IV: Sustaining Employee Interest (15Hours)

Job Evaluation – Importance – Methods – Ranking Method, Classification Method, Point Method, Factor Comparison Methods – Methods of Payment of Wages –Time Wages – Merits and Demerits and Piece Rate System – Merits and Demerits – Incentive Schemes

– Financial and Non- Financial Incentives – Various Individual and Group Incentive Plans – Fringe Benefits-Importance.

UNIT- V: Performance Evaluation and Control Process (20 Hours)

Performance Appraisal – Characteristics – Advantages – Methods – Discipline and Disciplinary Procedure – Grievances – Steps in Grievance Handling – Meaning of HRD, Difference between HRM and HRD- Impact of Globalization on Human Resource Management – Problems in relation to Transnational and Multinationals.

Total Lectures Hour – 90

COURSE OUTCOME

The Students will be able to,

1. Incorporate themselves in the changing environment of HRM
2. Apply right recruitment and selection process in business scenario
3. Analyze the training needs, apply the right training method and evaluate the Same
4. Understand the Compensation Management and the different incentives applicable at various levels of Management
5. Develop the knowledge, skills and concepts needed to resolve actual Human Resource Management problems or issues.

TEXTBOOKS

1. K.K.Ahuja 2013. Personnel Management. 4th Edition. ISBN: 8127206157. Kalyani Publications, 4779/23, Ansari Road, Daryagani, New Delhi –110002.
2. K.Aswathappa. 2010. Human Resource Management. 7th Edition. ISBN: 9780070682139. Mc Graw Hill Publication 4/12, Azad Ali Road, New Delhi,
3. C.B.Gupta. 2017. Human Resource Management. ISBN: 978-93-5161-123-3. Sultan Chand and Sons, 7361, Ram Nagar, New Delhi.
4. Dr.J.Jayasankar. 2020. Human Resource Management. ISBN-13:978, 9381430316. Margham Publications, 24, Ground Floor, Rameswaram Road, T.Nagar, Chennai 600017.
5. P.Subba Rao. 2016. Human Resource Management. ISBN: 9781441678423. Himalaya Publishing House, 108/4, Beliagha, Main Road, Near ID Hospital, Kolkata 700010

REFERENCE BOOKS

1. R.C.Agarwal and Suresh Fauzdar 2015. Human Resource Management. ISBN: 9350472775. SBPD Publication, 3/20B Agra Mathura Bye Pass Road, Agra.
2. Gary Dessler and Biju Varkkey. 2017. Human Resource Management. ISBN: 978-9352862658. Pearson, India, 7th Floor, Knowledge Boulevard, A-8(A) Sector 62, Noida 201 309, U.P. India.
3. Gary Dessler. 2020. Human Resource Development. ISBN: 9789352862658. Pearson India, India, 7th Floor, Knowledge Boulevard, A-8(A) Sector 62, Noida 201 309, U.P. India.
4. V.S.P.Rao. 2020. Human Resource Management. Taxmann Publications, West Punjabi Bagh, Delhi.
5. C.B. Matoria. 2020. Personnel Management. 9788178669953. Himalaya Publishing House, 108/4, Beliagha, Main Road, Near ID Hospital, Kolkata 700010.

E-RESOURCES

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2. www.olxpeople.com
3. www.investopedia.com
4. www.tutorialspoint.com
5. www.geektonight.com



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: VI - CC XIV: MANAGEMENT ACCOUNTING
Ins. Hrs./Week:6 Course Credit: 5 Course Code:R23BB614

OBJECTIVES

- To prepare the student to be a competent manager by introducing them to the basics of Management Accounting.
- To impart the knowledge about preparation of Fund Flow and Cash Flow Statements
- To understand the application of Marginal Cost Techniques and the preparation of various budgets

UNIT- I: Focus on Decision Making (15 Hours)

Management Accounting – Definition – Objectives – Nature - Management Process – Management Vs Financial Accounting– Management Vs Cos accounting– Merits and Limitations – Role and Responsibilities of Management Accountant–

UNIT –II: Financial Statement Analysis (20 Hours)

Financial Statement Analysis – Comparative Statements – Common Size Statements – Trend Analysis-Ratio Analysis–Construction of Balance Sheet (Simple Problems).

UNIT- III Fund Flow& Cash Flow Analysis (20Hours)

Meaning and Concept of Fund – Meaning and Definition of Fund Flow Statement –Uses and Limitations of Fund Flow Statement – Statement of Sources and Application of Funds – Problems- Cash Flow Statement -Meaning and Definition – Differences between Cash Flow Statement and Fund Flow Statement.

UNIT- IV: Marginal Costing (15Hours)

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis – Break Even Analysis – Merits and Demerits – Margin of Safety – Marginal Costing and Profit Planning – Costing as a Tool for Decision Making; Make or Buy Decision, Change in Product Mix, Pricing Marginal Decisions, Exploring a New Market, Shut-down Decisions.

UNIT –V:Budgetary Control**(20Hours)**

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets – Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets,

(Marks: Theory 40% and Problems 60%)

Total Lectures Hour – 90**COURSE OUTCOME**

The Students will be able to,

1. Recognize the importance of the application of Management Accounting concepts in various managerial decision making process
2. Apply various tools and techniques of Management Accounting in order to take appropriate Financial Decisions
3. Give proper idea on Financial Statement Analysis in practical point of view
4. Use Cost-Volume-Profit Analysis in decision Making and Familiar in BEP analysis
5. Improve knowledge about Budget Control keeping in mind the scope of the concept

TEXT BOOKS

1. S.N. Maheswari. 2018. Management Accounting. ISBN:9789352716166. Vikas Publications.
2. Dr. S.P. Gupta and Dr .K.L. Gupta.2019. Management Accounting. ISBN:9351735745. Sahitya Bhawan Publications.
3. Horngren Sunderu Stratton. 2018. Introduction to Management Accounting ISBN: 978812335684,. Pearson Education.
4. T. S. Reddy and Hari Prasad Reddy.2019.Management Accounting.ISBN: 9789381430545. Margham Publication.
5. H.V. Jhamb. 2013. Fundamentals of Management Accounting. ISBN: 1906403422. Global Professional Publication.

REFERENCE BOOKS

1. R.S.N. Pillai & Bhagavathi. 2019. Management Accounting. ISBN:978812190620. Sultan Chand & Sons.
2. R.K. Sharma & Shashi .K. Gupta. Management Accounting - Principles and Practice. ISBN: 978-9327244649. Kalyani Publishers.
3. N. Vinayakam and I.B. Sinha. 2019. Management Accounting – Tools and Techniques. ISBN: 978-8174939944. Himalaya Publishing House.
4. S.K.R.Paul. 2021. Management Accounting. ISBN: 978-9354282706. New Central Book Agency, Calcutta.
5. Moorthy and S. Gurusamy. 2016. Management Accounting Theory & Practice. ISBN: 9780070085794. McGraw Hill Education.

E-RESOURCES

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2. <https://www.icsi.edu>
3. <https://www.oreilly.com>
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5. www.freebookcentre.net

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DEPARTMENT OF BUSINESS ADMINISTRATION
BBA

Semester: VI - CC XV: ENTERPRENERIAL DEVELOPMENT

Ins. Hrs./Week:6 Course Credit: 5 Course Code:R23BB615

OBJECTIVES

- To understand the basic development of entrepreneurship as a profession
- To identify and implement systems for collecting and analyzing information to monitor the performance of a new firm
- To understand the critical roles of marketing research, competitive analysis, consumer-value proposition, and market-entry strategy in the development of a business plan
- To promote the knowledge and skills to become a Successful Entrepreneurs

UNIT –I: Concept of Entrepreneurial Development (20 Hours)

Entrepreneurship – Evolution – Characteristics – Traits of an Entrepreneur – Functions – Types – Role of Entrepreneurship in Economic Development – Concepts – Growth of Women Entrepreneurship – Need for Rural Entrepreneurship – Distinction between Entrepreneur, Intrapreneur – Entrepreneurship Startup Business Loans – Entrepreneur Development Scheme in India -Issues and Problems faced by Entrepreneurs.

UNIT- II: Entrepreneurial Environment (20 Hours)

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Economic Factors – Non Economic Factors – Government Actions – Entrepreneurial Motivation – Need for Achievement Motivation -Motivating Factors – Internal Factors – External Factors – Motivation Barriers to Entrepreneurship Development –Ethics and Social Responsibility of Entrepreneurs.

UNIT- III: Entrepreneurship Development Programme (20 Hours)

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP– Problems of Women Entrepreneurs – EDP Institutions in India, their functions and financial support for Entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI, Industrial Development Corporation (IDC), State Financial Corporation (SFCs), Commercial Banks Small Scale Industries Development Corporations (SSIDCs), Khadi and Village Industries Commission (KVIC), National Small Industries Corporation(NSIC).

UNIT- IV: Project Management (15Hours)

Project Management – Concept of Project and Classification – Sources of a Business Idea – Project Identification – Project Formulation – Project Appraisal Methods – Preparation of Project Reports – Planning Commission's Guidelines for formulating a Project Report – Project Appraisal – Methods of Project Appraisal – Economic Analysis – Financial Analysis – Market Analysis-Technical Feasibility .

UNIT –V: Incentives and Subsidies**(15 Hours)**

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business – Benefits to Industrial Units located in Backward Areas – Government policy for Small Scale Industries – Industrial Estates.

Total Lectures Hours – 90**COURSE OUTCOME**

The Students will be able to,

1. Apply knowledge of key leadership concepts and business concepts and functions in an integrated manner.
2. Learn and evaluate business opportunities and trends.
3. Identify potential start-up models and resources given trends and opportunities
4. Describe examples of entrepreneurial business and actual practice, both successful and unsuccessful, and explain the role and significance of entrepreneurship as a career, in the firm, and in society.
5. Understand the importance and role of ethical, sustainability, innovation and global Issues for strategic decision making.
6. Know the Incentives and Subsidies available for SSI and also the institutional facilities available to an entrepreneur in India

TEXT BOOK(S)

1. Arati Oturkar Gandhali Divekar. Entrepreneurship Development. 2017. ASIN: B07GNH8CS6, Nirali Prakashan, 119 , BudhwarPeth, JogeshwariMandir Lane, Narayan Peth, Pune, Maharashtra411002.
2. Charantimath Poornima M. 2018. Entrepreneurship Development and Small Business Enterprises.ISBN: 978-9353066260. Pearson Education, Indian Branch15th Floor, Tower-B, World Trade Tower, Plot–C01, Sector-16, Noida20130,1India.
3. Gupta C.B. and Srinivasan N.P. 2020. Entrepreneurial Development. ISBN : 9351611329, Sultan Chand & Sons, 4859/24, Ansari Road, Dariya Ganj, New Delhi- 110002.
4. Robert D. Hisrich , Michael P. Peters , A. Shepherd. 2018. Entrepreneurship. ISBN: 3978-1259001635. McGraw Hill Education, Namdeo Smruti, Shivprasad Society, 5, Panmala, Dattavadi, Dattavadi, Pune, Maharashtra411030.
5. VasantDessai. Entrepreneurship Development. 2011.ISBN: 9350973839. Himalaya Publishing House Pvt. Ltd. Ramdoot', Dr. BhaleraoMarg, Girgaon,Mumbai - 400 004, Maharashtra,India.

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1. Charantimath Poornima M. 2018. Entrepreneurship Development and Small Business Enterprises. 3rd Edition, ISBN: 978-9353066260. Pearson Education, Indian Branch 15th Floor, Tower-B, World Trade Tower Plot–C01, Sector-16 Noida 201301 India.
2. Gupta C.B. 2018. Business Management. ISBN: 978-9351611318, Sultan Chand and Sons, 4859/24, Ansari Road, Dariya Ganj New Delhi-110002.
3. Khanka S. S. 2020. Entrepreneurial Development. Edition: Revised Edition. ISBN: 8121918014. S Chand & Co Ltd, 4859/24, Ansari Road, Dariya Ganj New Delhi-110002.
4. Khanka S.S. 2016. Business Ethics and Corporate Governance (Principles & Practice). ISBN: 978-8121942867. S Chand & Company. 4859/24, Ansari Road, Dariya Ganj New Delhi-110002.
5. Sangeeta Sharma. Entrepreneurship Development. Kindle Edition. ASIN: B01M0S9ZUT. PHI Publications. Rimjhim House, 111 Patparganj Industrial Area, New Delhi, Delhi 110092

E – RESOURCES

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2. <https://www.scribd.com/doc/32063138/15-Factors-Affecting-Entrepreneurial-Growth>
3. <https://www.yourarticlelibrary.com/entrepreneurship/entrepreneurship-development-programmes-meaning-need-and-objectives-of-edp/40707>
4. <https://www.yourarticlelibrary.com/project-management/5-methods-of-project-appraisal-explained/40771>
5. <https://www.yourarticlelibrary.com/tax/10-tax-benefits-available-to-small-scale-industries-in-india/41023>



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: VI – MBE- II: GLOBAL BUSINESS MANAGEMENT
Ins. Hrs./Week:5 CourseCredit:4 Course Code:R23MBEBB2

OBJECTIVES

- To become familiar with the theoretical background of global business
- To promote knowledge in Trade Promotions in India and Analyze the role of various Financial Institutions
- To gain broad knowledge on Global Liberalization and WTO Agreements
- To understand the economic, cultural and ethical issues relating to Global Business

UNIT-I: Concept of International Business (15Hours)

International Business – Nature, Importance and Scope; Modes of entry into International Business; Frame work for analyzing International Business Environment; Economic, Technological, Socio-cultural, Political and Legal Environment; International Economic Environment – International Financial System; Institutional support to International Business – Significance –Types.

UNIT- II: Export Houses (20Hours)

Indian Export Performance – Problems in Export Trade – Export Promotion in India – Export Promotion Incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses – Trading Houses – Super Star Trading Houses – EXIM Policy – FERA Act.

UNIT- III: Regulatory Framework of WTO (15Hours)

Basic Principles and Charter of GATT/WTO; GATT/WTO Provisions relating to Preferential Treatment of Developing Countries; Regional Groupings, Subsidies, Technical Standards, Anti-Dumping Duties and Other Non-Tariff Barriers, Custom Valuation and Dispute Settlement;

UNIT- IV: Multinational Corporations (15Hours)

Multinational Corporations: Conceptual Frame work of MNCs; MNCs and Host and Home Country Relations; International Technology Transfers – Importance and Types, Foreign Technology Acquisition – Dominance of MNCs – MNCs and International Trade – Models – MNCs in India.

UNIT–V: Globalization of Business**(10Hours)**

Globalization of Business – Meaning – Definition – Recent Trends – Impact – Liberalization and Integration with the Global Economy – Difference between Globalization & Liberalization – Privatization – Impact of Privatization in India.

Total Lectures Hours – 75**COURSE OUTCOME**

The Students will be able to,

1. Critically assess costs and benefits of doing business internationally
2. Demonstrate familiarity with international business practices and select strategies suitable for firms entering and operating in global markets
3. Assess the impact of international business activities on functional departments within a firm
4. Identify risks associated with global operations and strategies for managing those risks
5. Demonstrate the ability to manage cultural and ethical challenges related to international business

TEXT BOOK(S)

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