

**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.**

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**B.B.A.,  
COURSE STRUCTURE WITH SYLLABUS UNDER CBCS - LOCF**  
*(For the candidates admitted in the academic year 2024–2025)*



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE  
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**SUNDARAKKOTTAI, MANNARGUDI-614016.**  
**TAMILNADU, INDIA.**

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**B.B.A**  
**CHOICE BASED CREDIT SYSTEM– LEARNING OUTCOMES BASED**  
**CURRICULUM FRAME WORK (CBCS–LOCF)**  
*(For the candidates admitted in the academic year 2024–2025)*

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**CHOICE BASED CREDIT SYSTEM**

The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. Our College has moved to CBCS and implemented the grading system.

**OUTCOME-BASED EDUCATION (OBE)**

**LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)**

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications are awarded on the basis of demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes and values) and academic standards expected of graduates of a programme of study. Learning outcomes specify what graduates completing a particular programme of study are expected to know, understand and be able to do at the end of their programme of study. The expected learning outcomes are used as reference points that would help to formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn will help in curriculum planning and development, and in the design, delivery and review of academic programmes. They provide general guidance for articulating the essential learnings associated with programmes of study and courses within a programme, maintain national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility and provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic

review of programmes and academic standards.

**Some important aspects of the Outcome Based Education Course:** It is defined as a theory, practical or theory cum practical subject studied in a semester.

**Course Outcomes (COs):** are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage.

**Programme:** is defined as the specialization or discipline of a Degree.

**Programme Outcomes (POs):** Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation.

POs are expected to be aligned closely with Graduate Attributes.

**Programme Specific Outcomes (PSOs):** PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.

**Some important terminologies repeatedly used in LOCF.**

**Core Courses (CC)** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the said academic program.

**Discipline Specific Elective Courses (DSE)** Elective course may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature.

**Generic Elective Courses** An elective course chosen generally from an **unrelated discipline/subject**, with an intention to seek exposure is called a Generic Elective. Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

**Non Major Elective (NME).** A student shall choose at least two Non – major Elective Courses (NME) from outside his /her department. Non –Major Elective I – Those who choose Tamil in Part I can choose a non –major elective course offered by other departments. Those who do not choose Tamil in Part I must choose either a) Basic Tamil if Tamil language was not studied in school level

or b) Special Tamil if Tamil language was studied upto 10<sup>th</sup>& 12<sup>th</sup> std.

**Skill Enhancement Courses (SECs)** These courses focus on developing skills or proficiencies in the student, and aim at providing hands-on training. Skill enhancement courses can be opted by the students of any other discipline, but are highly suitable for students pursuing their academic programme. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

**Field Study/Industrial Visit/Case Study:** It has to be completed during the fifth semester of the degree programme. Credit for this course will be entered in the fifth semester's marks statement.

**Internship:** Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester. Credit for internship will be entered in the fifth semester's mark statement.

**Extra Credit Courses:** In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, the extra credit are at three semesters after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL etc.

**Non Extra Credit Course:** Additional **DSE** as an Audit Course

**Undergraduate Programme:**

**Programme Pattern:** The Under Graduate degree programme consists of **FIVE** vital components.

They are as follows:

Part -I : Languages (Tamil / Hindi / French / Sanskrit)

Part-II : General English

Part-III: Core Course (Theory, Discipline Specific Elective courses, Compulsory Allied courses, Project )

Part-IV: Non Major Elective, Ability Enhancement Course, Value Education, Environmental studies, Skill Enhancement Courses/ Soft Skills, Internship / Field Visit / Industrial Visit/ Case Study), Professional Competency Course

Part –V

Extension Activity, Gender Studies

## EXAMINATION

### Continuous Internal Assessment (CIA):

#### UG - Distribution of CIA Marks

#### Passing Minimum: 40 %

Assignment-3	=	30%
Test-2	=	50%
Seminar	=	10%
Attendance	=	10%

#### Question Paper Pattern

##### Part A:

##### Part A 1 (10X1=10 marks)

One word question/ Fill in/ True or False/ Multiple Choice Questions

Two Questions from Each unit

##### Part A 2 (5X2=10 marks)

Short Answers

Match the following

One question from Each unit

##### Total Marks – 20

##### Part B: (5X5=25 marks)

Paragraph Answers

Either/ or type, One Question from each unit

##### Part C: (10X3=30)

Essay Type Answers

Answer 3 out of 5 Questions

One Question from each unit

##### Part A: K1 Level

##### Part B: K2, K3 and K4 Level

##### Part C: K5 and K6 Level

#### Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S.No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/ Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in anyway
4	K4	Analysis/Analyzing	The learner distinguishes among different parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis/Creating	The learner creates a new product or point of view

**WEIGHTAGE of K –LEVELS IN QUESTION PAPER**

(Cognitive Level) K-LEVELS →	Lower Order Thinking			Higher Order Thinking			Total
	K1	K2	K3	K4	K5	K6	
<b>END SEMESTER EXAMINATIONS (ESE)</b>	20	25			30		<b>75</b>
<b>Continuous Internal Assessment (CIA)</b>	20	25			30		<b>75</b>
<b>QUESTION PATTERN FOR END SEMESTER EXAMINATION/Continuous Internal Assessment</b>							
<b>PART</b>							<b>MARKS</b>
<b>PART –A I.</b> (No choice, One Mark) <b>TWO</b> questions from each unit					(10x1=10)	20	
<b>II.</b> (No choice, Two Mark) <b>ONE</b> question from each unit					(5x2=10)	20	
<b>PART -B</b> (Either/ or type, 5-Marks) <b>ONE</b> questions from each unit					(5x5=25)	25	
<b>PART -C</b> (3 out of 5) (10 Marks) <b>ONE</b> question from each unit					(3x10=30)	30	
	<b>Total</b>						<b>75</b>

**BLUEPRINT OF QUESTION PAPER FOR END SEMESTER EXAMINATION**

<b>DURATION: 3.00 Hours.</b>		<b>Max Mark : 75</b>						
<b>K-LEVELS</b>		<b>K1</b>	<b>K2</b>	<b>K3</b>	<b>K4</b>	<b>K5</b>	<b>K6</b>	<b>Total Marks</b>
<b>PART</b>								
<b>PART –A</b> (One Mark, No choice) (10x1=10)		10						10
(2-Marks, No choice) (5x2=10)		10						10
<b>PART –B</b> (5-Marks) (Either/or type) (5x5=25)			5	10	10			25
<b>PART -C</b> (10 Marks) (3 out of 5) (3x10=30) Courses having only <b>K5, K6</b> levels, K5 level- 3 Questions, K6 level- 2 Questions ( <b>One K6 level question is compulsory</b> )						20	10	30
<b>Total</b>		<b>20</b>	<b>05</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>75</b>

## EVALUATION

### GRADING SYSTEM

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added and converted as final mark. The marks thus obtained will then be graded as per the scheme provided in Table-1.

Grade Point Average (GPA) will be calculated from the first semester onwards for all semester. From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA), respectively. These two are calculated by the following formulae:

$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$\text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
<p>Where,</p> <p style="margin-left: 40px;"><math>C_i</math> is the Credit earned for the Course <math>i</math>  <math>G_i</math> is the Grade Point obtained by the student for the Course <math>i</math>  <math>M_i</math> is the marks obtained for the course <math>i</math> and  <math>n</math> is the number of Courses Passed in that semester.</p>	

**CGPA: Average GPA of all the Courses starting from the first semester to the current semester.**

### CLASSIFICATION OF FINAL RESULTS:

1. For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.
2. For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in all the Five parts of the Programme.
3. Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.
4. A Pass in PART- V will be mandatory although the marks will not count for the calculation of the CGPA.
5. Absence from an examination shall not be taken as an attempt.

**Table-1:GradingoftheCourses - UG**

<b>MarksRange</b>	<b>GradePoint</b>	<b>CorrespondingGrade</b>
90andabove	10	O
80andaboveandbelow90	9	A+
70andaboveandbelow80	8	A
60andaboveandbelow70	7	B+
50andaboveandbelow60	6	B
40andaboveandbelow50	5	C
Below40	NA	RA

The candidate's performance in every current semester is indicated by **Semester Grade Point Average (SGPA)** and from the second semester onwards, the continuous performance including pervious semester /s is indicated by **Cumulative Grade Point Average (CGPA)**.

**Table-3:FinalResult**

<b>CGPA</b>	<b>Corresponding Grade</b>	<b>Classification of FinalResult</b>
9.00andabove	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	VeryGood
6.00 to 6.99	B+	Good
5.00 to 5.99	B	AboveAverage
4.00 to 4.99	C	Average
Below4.00	RA	Re-appearance

**The candidates who have passed in the first appearance and within the prescribed duration of the UG programme are eligible. If the candidate's Grade is O/A+ with more than one attempt, the performance is fixed as "Very Good".**

**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.

### **PO9: Analytical and Scientific reasoning**

Ability to evaluate the reliability and relevance of evidence, identify logical flaws and holes in the arguments of others, analyze and synthesize data from a variety of sources, draw valid conclusions from quantitative/qualitative data, and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

### **PO10: Research related Skills**

A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating, ability to recognize cause-and-effect relationships, define problems, formulate hypothesis, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships, ability to plan, execute and report the results of an experiment or investigation.

## **PROGRAMMESPECIFICOUTCOMES**

**PSO1:** Understand the corporate world by applying the or ethical 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.



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**DEPARTMENT OF BUSINESS ADMINISTRATION  
CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMES BASED CURRICULUM  
FRAMEWORK (CBCS – LOCF)**

*(For the Candidates admitted from the academic year 2024 – 2025)*

**ELIGIBILITY:** Those who have completed +2 examinations,

- a. 80% for Students, who have Studied Commerce and Accountancy,
- b. 10% for students who have Studied other Subjects and Meritorious
- c. 10% for commerce Vocational Stream.

Sem	Part	Nature of the Course	Course Code	Title of the Paper	Ins. Hrs / Week	Ins. Hrs/week				Credits	Exam Hours	Marks		Total	
						L	T	P	O			CIA	ESE		
I	I	Language Course – I (Tamil*/Other Languages +#)	U24LC101	General Tamil – I Tamil Ilakkiya Varalaru-1	6	6				3	3	25	75	100	
	II	English Language Course-I	U24ELC101	General English –I	6	6				3	3	25	75	100	
	III		Core Course – I (CC- I)	U24BB101	Principles & Practices of Management	5	4	1			4	3	25	75	100
			Core Course-II (CC-II)	U24BB102	Financial & Management Accounting	5	4	1			4	3	25	75	100
			Allied Course-I (AC-I)/MDE-I	U24ABB101	Business Economics	4	4				3	3	25	75	100
	IV		NME-I			2	1		1		2	3	25	75	100
			AEC	U24AEBB11	Business Communication	2	2				2	3	25	75	100
<b>Total</b>					<b>30</b>	<b>27</b>	<b>2</b>	<b>1</b>		<b>21</b>				<b>700</b>	

II	I	Language Course - II (Tamil*/Other Languages +#)	U24LC202	General Tamil – II Tamil Ilakkiya Varalaru-2	6	6				3	3	25	75	100	
	II	English Language Course-II	U24ELC202	General English -II	6	6				3	3	25	75	100	
	III	Core Course – III (CC-III)	U24BB203	Marketing Management	5	4	1				5	3	25	75	100
		Core Course-IV (CC-IV)	U24BB204	Business Statistics & Logic	5	4	1				5	3	25	75	100
		Allied Course-II (AC-II)/MDE-II	U24ABB202	International Business	4	4					3	3	25	75	100
	IV	NME- II			2	2					2	3	25	75	100
		Skill Enhancement Course –I (SEC1)	U24SEBB21	Emerging Technologies and Application in Business	2	1		1			2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>27</b>	<b>2</b>	<b>1</b>			<b>23</b>				<b>700</b>	
III	I	Language Course - III (Tamil*/Other Languages +#)		General Tamil – III Tamizhaga Varalarum Tamizhaga Panpaadum	6	6				3	3	25	75	100	
	II	English Language Course-III		General English –III	6	6				3	3	25	75	100	
	III	Core Course-V(CC- V)			Legal & Ethical Issues in Business	5	4	1			5	3	25	75	100
		Core Course-VI (CC-VI)			Project Management	5	4	1			5	3	25	75	100
		Allied Course-III (AC-III)/MDE-III			Computer Applications In Business	4	4				3	3	25	75	100
	IV	Skill Enhancement Course –2 (SEC2)			Management Information System	2	2				2	3	25	75	100
		Skill Enhancement Course –3 (SEC3)			Enterprise System and Platforms	2	1		1		2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>27</b>	<b>2</b>	<b>1</b>			<b>23</b>				<b>700</b>	
IV	I	Language Course - IV (Tamil*/Other Languages +#)		General Tamil – IV Tamizhum Ariviyalum	6	6				3	3	25	75	100	

	II	English Language Course-IV		General English –IV	6	6				3	3	25	75	100	
	III	Core Course – VII (CC-VII)		Entrepreneurship & Start Up Eco System	5	4	1			5	3	25	75	100	
		Core Course-VIII (CC-VIII)		Operation Management	5	4	1			5	3	25	75	100	
		Allied Course-IV (AC-IV)		Operation Research	4	4				3	3	25	75	100	
	IV	Skill Enhancement Course 4 (SEC4)		Design Thinking and Innovation	2	1	1			2	3	25	75	100	
		Skill Enhancement Course 5 (SEC5)		Corporate Governance	2	2				2	3	25	75	100	
					<b>Total</b>	<b>30</b>	<b>27</b>	<b>3</b>			<b>23</b>				<b>700</b>
V	I	Core Course-IX (CC-IX)		Strategic Management	5	4	1			4	3	25	75	100	
	II	Core Course-X (CC-X)		Logistics & Supply Chain Management	5	4	1			4	3	25	75	100	
	III	Core Course-XI (CC-XI)		Business Research Methodology	5	4	1			4	3	25	75	100	
		Core Course-XII(CC-XII)		Business Taxation	5	5				4	3	25	75	100	
		Elective Course-I (EC -I)		(A)Digital Marketing	4	3	1				3	3	25	75	100
				(B)Training & Development											
				(C) Financial Analytics											
	Elective Course-II (EC -II)		(A)Consumer Behaviour	4	3	1				3	3	25	75	100	
			(B)Compensation Management												
(C)Investment Analysis and Portfolio Management															
IV	EVS		Environmental Studies	2	2				2	3	25	75	100		
			Internship/Industrial Visit/Field Visit						2						
			<b>Total</b>	<b>30</b>	<b>25</b>	<b>5</b>			<b>26</b>					<b>700</b>	
VI	III	Core Course-XIII (CC-XIII)		Financial Management	6	5	1			4	3	25	75	100	
		Core Course XIV (CC-XIV)		Human Resource Management & Organizational Behavior	6	5	1			4	3	25	75	100	
	Core Project		Project with Viva Voce	5			5		5	3	25	75	100		
	Elective Course-III (EC -III)		(A)Marketing of Services	4	3	1				3	3	25	75	100	
(B)Employee Life Cycle Management															
(C) Strategic Corporate Finance															

		Elective Course-IV (EC -IV)	(A)B2B Marketing											
			(B)Change Management & Organizational Development	4	3	1			3	3	25	75	100	
			(C) Business Analysis & Valuation											
IV		Value Education	Value Education	2	2			2	3	25	75	100		
		PCE	Professional Competency Enhancement	2	2			2	3	25	75	100		
V		Gender Studies	Gender Studies	1	1			1	3	25	75	100		
		Extension Activities						1	-	-	-			
		<b>Total</b>		<b>30</b>	<b>21</b>	<b>4</b>	<b>5</b>	<b>25</b>				<b>800</b>		
<b>Grand Total</b>				<b>180</b>				<b>141</b>				<b>4300</b>		
Extra Credit Courses			Value Added Courses*					2						
			Add on Courses MOOC/NPTEL/SW AYAM					2						
Non-Extra Credit Course			Additional DSE as an Audit Course**											

**\*VAC –One for Each Year Compulsory**

**\*\*Additional DSE as an Audit Course\*\*** (Non Credit but Compulsory) can be opted by the Student.

**LIST OF VAC**

1. Indian Constitution
2. Business Environment and Public Policy
3. International Business
4. Geo Political and Impact on Business
5. Public Health and Management

**SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMME – BBA**

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits
1.	I	Language Courses	4	12
2.	II	English Courses	4	12
3.	III	Core Courses	14	62
4.		Core Project	1	5
5.		Allied Courses /MDE	4	12
6.		Elective Courses	4	12
7.	IV	Non –Major Elective	2	4
8.		Skill Enhancement Course	5	10
9.		AEC	1	2
10.		Value Education	1	2
11.		Environmental Studies	1	2
12.		Internship/Industrial visit/Field trip	1	2
13.		Professional Competency Enhancement	1	2
14.	V	Extension Activities	1	1
15.		Gender Studies	1	1
		<b>Total</b>	<b>45</b>	<b>141</b>

**NME OFFERED BY THE DEPARTMENT**

**NON MAJOR ELECTIVE (NME) OFFERED BY THE DEPARTMENT**

Semester	Part	Course	Course Code	Title of the Paper
I	IV	NME-I	U24NMEBB11	Basics of Event Management
II		NME-II	U24NMEBB22	Managerial Skill Development

# **SEMESTER - I**





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

**SUNDARAKKOTTAI, MANNARGUDI - 614016.**

*(For the Candidates admitted in the academic year 2024-2025)*

**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

**Semester: I - CC- I: Principles and Practices of Management**

**Ins. Hrs. /Week:5**

**Course Credit: 4**

**Course Code:U24BB101**

**UNIT – I Concept of Management**

**(15 Hours)**

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches

**UNIT – II Planning**

**(15 Hours)**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of decision

**UNIT – III Organization**

**(15 Hours)**

Organizing: Types of Organizations – Organization Structure –Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility-Communication-Types-Formal Communication- Informal Communication- – Process- Barriers to Communication

**UNIT – IV Direction**

**(15 Hours)**

Direction – Nature and Purpose Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

**UNIT – V: Business Ethics**

**(15 Hours)**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics Internal - Ethics External - Environment Protection - Responsibilities of Business.

**Total Lectures Hour – 75**

## COURSE OUTCOME

The Students will be able to,

1. Describe nature, scope, role, levels, functions and approaches of management
2. Apply planning and decision making in management
3. Identify organization structure and various organizing techniques
4. Understand Direction, Co-ordination & Control mechanisms
5. Relate and infer ethical practices of organization

### 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. 1<sup>st</sup> Edition. ISBN-10: 9381430284. Margham Publications.
4. Pany Tushar K. 2016. Management Principles and Application. 1<sup>st</sup> Edition. ISBN -13: 978- 9327262537. Kalyani Publications.
5. Peter F. Ducker. 2006. The Practice of Management. ISBN-13: 978-0060878979. Harper Business.

### REFERENCE BOOK(S)

1. C.B. Gupta . 2017. Management Thoery and Practice. ISBN-13: 978-9351610939. Sultan Chand & Sons.
2. Koontz and O'donnel. 2015. Essentials of Management. 10<sup>th</sup> 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. 1<sup>st</sup> Edition. Himalaya Publishing House.
5. P.C Tripathi & P.N Reddy. 2017. Principles of Management. 6<sup>th</sup> Edition. ISBN 9789352605354. McGraw Hill Educations.

### E – RESOURCES

1. <https://www.toolshero.com/management/14-principles-of-management>
2. <https://open.umn.edu/opentextbooks/textbooks/693>.
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	3	2	3	1	3	2	2	3	3	1	3	2
CO2	3	1	2	2	1	1	1	2	2	1	3	3	1	2	2
CO3	1	2	1	1	2	1	1	1	1	1	2	1	1	1	1
CO4	3	2	1	3	2	1	3	2	2	1	1	2	1	2	1
CO5	3	1	1	1	2	3	2	1	1	1	3	2	1	1	1

**Strong-3 Medium-2 Low-1**



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE**  
**(AUTONOMOUS),**  
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*(For the Candidates admitted in the academic year 2024-2025)*

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA**

**Semester: I - CC- II: Financial and Management Accounting**

**Ins. Hrs./Week: 5**

**Course Credit:4**

**Course Code: U24BB102**

**UNIT- I Introduction to Accounting (15Hours)**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping– Journal, Ledger, Preparation of Trial Balance.

**UNIT – II Single Entry &Subsidiary Book (15Hours)**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method-Subsidiary book – Preparation of cash Book.

**UNIT – III Final Accounts (15Hours)**

Preparation of Final Accounts – Trading Account-Profit & Loss Account-Balance Sheet with Simple Adjustments.

**UNIT – IV Management Accounting (15Hours)**

Management accounting- Meaning- Nature- Scope and functions-Need-Importance and limitations –Management Accounting Vs Cost Accounting-Management Accounting Vs Financial Accounting-Analysis and Interpretation of Financial Statements-Nature- objectives-Essentials and tools -Methods- Comparative Statements, Common Size Statement and Trend analysis.

**UNIT – V Ratio Analysis (15Hours)**

Ratio Analysis- Interpretation, benefits and limitation. Classification of ratios-Liquidity, Profitability, turnover.

**Total Lectures Hour – 75**

## COURSE OUTCOME

The Students will be able to,

1. Prepare Journal, Ledger, Trial Balance and Cash Book
2. Prepare single and double entry system of accounting.
3. Prepare Final Accounts with adjustments
4. Understand the basic concepts of financial statement analysis.
5. Evaluate the profitability, liquidity and turnover Ratio.

## TEXT BOOKS

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition
2. R. Narayanaswamy., Financial Accounting: A Managerial Perspective, - ISBN-13 : 978-9354437656PHI Learning; 7th edition, 1 January 2022
3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition
4. T. S. Reddy and Hari Prasad Reddy.2019.Management Accounting.ISBN: 9789381430545. MarghamPublication.
5. S.N. Maheswari. 2018. Management Accounting. ISBN:9789352716166.Vikas Publications.

## REFERENCE BOOKS

1. TS Reddy & A.Murthy; Financial Accounting -Margham Publications , 6th Edition,
2. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017C
3. M N Arora; Accounting for Management- Himalaya Publications House 2019.
4. S.K.R.Paul. 2021. Management Accounting. ISBN: 978-9354282706. New Central Book Agency, Calcutta.
5. R.S.N. Pillai & Bhagavathi. 2019. Management Accounting. ISBN:978812190620. Sultan Chand & Sons.

## E – RESOURCES

1. [https://ebooks.lpude.in/management/mba/term\\_1/DMGT403\\_ACCOUNTING\\_FOR MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf)
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>.
3. [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
4. <https://www.profitbooks.net/what-is-depreciation>

## Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	1	1	1	1	1	2	1	3	2	2	2	1
CO2	3	2	1	1	1	1	1	1	1	1	3	2	2	2	1
CO3	3	2	1	1	1	1	1	1	2	1	2	3	2	1	1
CO4	3	2	1	1	1	1	1	1	2	2	2	2	3	2	1
CO5	2	3	1	1	1	1	1	1	2	2	1	2	2	2	2

**Strong-3 Medium-2 Low-1**



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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA**

**Semester: I - AC- I/MDE-I :Business Economics**

**Ins. Hrs./Week:4**

**Course Credit:3**

**Course Code: U24ABB101**

**UNIT- I Concept of Business Economics**

**(12Hours)**

Nature and scope of Business economics – definition of economics – important concepts of economics – relationship between micro, macro and Business-economics– objectives of firm.

**UNIT –II Demand Analysis**

**(12Hours)**

Demand analysis – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

**UNIT- III Production and Cost Analysis**

**(12Hours)**

Production and cost Analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply.

**UNIT –IV: Pricing Strategies**

**(12Hours)**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination.

**UNIT –V Market Classification**

**(12Hours)**

Market Classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

**Total Lectures Hour – 60**

## COURSE OUTCOME

The Students will be able to,

1. Analyze & apply the various economic concepts in individual & business decisions
2. Explain demand concepts, underlying theories and identify demand forecasting techniques
3. Employ production, cost and supply analysis for business decision making
4. Identify pricing strategies
5. Classify market under competitive scenarios

### TEXT BOOK(S)

1. Dr. J.P. Mishra. Business Economics-2023. ISBN: 9789389797732. Sahitya Bhawan Publications
2. S.Sankaran. Business Economics. ISBN: 7087391782. Margham Publications.
3. Dr B.P. Agrawal, Dr Deepti Singh Verma Macro Economics. 2019-ISBN: 978-8193533833. Devi Ahilya Prakashan
4. Sundharam KPM, Sundharam EN. Business Economics 2022 ISBN: 81-8054-822-2. Sultan Chand & Sons.
5. D N Dwivedi.. Managerial Economics 2015 ISBN: 9789325986688. Vikas Publishing House.

### REFERENCE BOOK(S)

1. Manisha Ashish Mehrotra Business Economics Analysis, Problems & Cases, 2017. ISBN: 978-93-84782-34-4 Amazon.in
2. V.Lokanathan. Principles of Economics, Economic Analysis. 2016. ISBN: 9781946135162. Sultan Chand & Sons.
3. K.P.M. Sundharam & E.N. Sundharam.. Economic Analysis. 2015 ISBN: 9789385401749. Sultan Chand & Sons.
4. S K Agarwal Sudhanayak, Girija.. Business & Economics. 2018 ISBN: 9352833554, 9789352833559. Sultan Chand & Sons.
5. Dr. V. C. Sinha and Dr. Ritika Sinha .. Managerial Economics. 2020 ISBN: 978-93-88117-08. SBPD Publishing House.

## E - RESOURCES

1. [www.theinvestorsbook.com](http://www.theinvestorsbook.com)
2. [www.tutorialspoint.com](http://www.tutorialspoint.com)
3. [www.managementstudyguide.com](http://www.managementstudyguide.com)
4. [www.your.articlelibrary.com](http://www.your.articlelibrary.com)
5. [www.geektonight.com](http://www.geektonight.com)

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	2	1	1	1	2	1	3	3	1	2	1
CO2	2	3	1	1	1	1	1	1	1	1	1	2	1	2	1
CO3	2	3	1	1	1	1	1	1	2	2	1	2	1	2	1
CO4	2	2	1	1	1	1	1	1	1	1	1	2	1	2	1
CO5	2	3	1	1	1	1	1	1	1	1	1	1	2	2	2

**Strong-3 Medium-2 Low-1**



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**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

**Semester: I - NME- I: Basics of Event Management**

**Ins. Hrs./Week:2**

**Course Credit:2**

**Course Code:U24NMEBB11**

**UNIT- I Event Management Concept (6Hours)**

Introduction: Event Management – Definition, Need, Importance, Activities

**UNIT- II Event Design (6Hours)**

Concept and Design of Events: Event Co-ordination, Developing &, evaluating event concept – Event Design.

**UNIT- III Event Feasibility (6 hours)**

Event Feasibility, Resources- Feasibility, SWOT

**UNIT- IV Event Planning & Promotion (6 Hours)**

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.

**UNIT –V Event Budget (6Hours)**

Event Budget – Financial Analysis – Event Cost – Event Sponsorship.

**Total Lectures Hour – 30**

## COURSE OUTCOME

The Students will be able to,

1. Understand basics of event management
2. Design events
3. Study feasibility of organizing an event
4. Gain Familiarity with marketing & promotion of event
5. Develop event budget

### TEXT BOOKS

1. Devesh Kishore, Ganga Sagar Singh -Event Management: A Booming Industry and an Eventful Career ISBN: 978-81-241-1543-5 : - Har-Anand Publications Pvt. Ltd
2. Swarup K. Goyal -Event Management 2009 - ISBN 10: 8184351763 - ISBN 13: 9788184351767 - Adhyayan Publisher
3. Savita Mohan Event Management & Public Relations-9789380995205 Enkay Publishing House .
4. S.J. Sebellin Ross -Event Planning - The ultimate guide ASIN B006QEMZ8E. - Public Relations
5. Lynn Van Der Wagen& Brenda R Carlos -Event Management 9781442534889, Pearson Publishers .

### REFERENCE BOOKS

1. Chaudhary, Krishna -Event Management ISBN-13. 978-9391187354, Bio-Green Publishers
2. Anton Shone & Bryn Parry ISBN-13: 9781473759114 -Successful Event Management .
3. Razaq Raj, Paul Walters & Tahir Rashid .Event management, ISBN-13. 978-1473948273 an integrated & practical approach
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business Judy Allen JOHN WILEY & SONS .
5. Alex Genadinik-Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by, ISBN: 9781519178206) Create Space Independent Publishing Platform

### E-RESOURCES

1. [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
3. <https://www.emeraldgrouppublishing.com/journal/ijefm>
4. <https://www.eventbrite.com/blog/?s=roundup>
5. <https://www.eventindustrynews.com/>

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	1	1	1	2	1	1	2	1	2	2	3	1	2	1
<b>CO2</b>	2	2	1	1	2	1	1	1	1	1	1	2	1	2	1
<b>CO3</b>	1	2	1	1	1	1	1	1	2	2	1	2	2	2	1
<b>CO4</b>	3	1	1	1	1	1	1	1	2	1	3	2	1	2	1
<b>CO5</b>	2	1	1	1	1	1	1	1	1	2	1	1	3	1	2

**Strong-3 Medium-2 Low-1**





SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE  
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*(For the Candidates admitted in the academic year 2024-2025)*

DEPARTMENT OF BUSINESS ADMINISTRATION  
**BBA**

**Semester: I – AEC-I :Business Communication**

**Ins. Hrs. /Week:2**

**Course Credit:2**

**Course Code: U24AEBB11**

**UNIT- I: Concept of Communication**

**(6Hours)**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication.

**UNIT –II: Business Letters**

**(6Hours)**

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance- Business Development Letters – Enquiry, replies, Order, Sales, circulars.

**UNIT- III: Interview**

**(6Hours)**

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – Body language

**UNIT- IV: Report Writing**

**(6Hours)**

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

**UNIT- V Modern Forms of Communication**

**(6Hours)**

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites.

**Total Lectures Hour – 30**

## **COURSE OUTCOME**

The Students will be able to,

1. Understand communication process and its barriers
2. Develop business letters in different scenarios
3. Develop oral communication skills & conducting interviews
4. Use managerial writing for business communication
5. Identify usage of modern communication tools & its significance for managers.

## **TEXTBOOK(S)**

1. S.Ramesh&Pattenshetty.2019.EffectiveBusinessEnglishandCorrespondence.ASIN:B08FJ32RZ3.R.Chand& Co Publishing
2. RajendraPal&J.S.Korlahalli.2017.EssentialsofBusinessCommunication.13<sup>th</sup>Edition.ISBN-13:9788180547294.SultanChand&Sons.
3. R.C.SharmaandKrishnaMohan.2002.BusinessCommunicationandReportWriting.ISBN:0070445559,9780070445550.TataMcGraw Hills.
4. ScottMcLean.2010.BusinessCommunicationforSuccess.ISBN-13:978-0982361856.FlatWorldKnowledge.
5. Urmila Rai. 2017. Business Communication. 1<sup>st</sup>Edition. ISBN: 978-93-5024-671-9.Himalaya PublishingHouse.

## **REFERENCEBOOK(S)**

1. ArunaKoneru.2017.ProfessionalCommunication.2017.ISBN-13:978-0070660021.McGraw HillEducation(India)Pvt.Limited.
2. FredHalsall.MultiMediaCommunication.2002.ISBN-13:978-8177584417.PearsonEducationIndiaPvt.Ltd.
3. K.SundarandA.KumaraRaj.2017.BusinessCommunication.1<sup>st</sup>Edition.ISBN-139788182094864.VijayNicole Imprints Pvt.Ltd.
4. R.C.Bhatia.2008.BusinessCommunication.Ane'sStudentEdition.ISBN:8180522369,9788180522369.AndBooksIndia.
5. AshaKaul,2015.EffectiveBusinessCommunication.2<sup>nd</sup>Edition.ISBN-10:9788120350724, ISBN-13: 978-8120350724. Prentice Hall IndiaLearningPvt.Ltd.

## **E-RESOURCES**

1. [www.routeledge.com](http://www.routeledge.com)
2. [www.springer.com](http://www.springer.com)
3. [www.writingforums.com](http://www.writingforums.com)
4. [www.businessletterblog.com](http://www.businessletterblog.com)
5. [www.indoreindira.com](http://www.indoreindira.com)

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	2	3	1	1	1	1	1	1	1	2	2	1	1	1
<b>CO2</b>	3	1	3	1	2	1	1	2	1	3	2	2	2	2	1
<b>CO3</b>	2	2	2	2	2	1	1	1	1	1	2	2	3	2	1
<b>CO4</b>	2	2	3	3	1	2	1	1	1	3	3	2	3	2	1
<b>CO5</b>	2	2	3	3	1	1	1	1	1	1	3	2	2	2	1

**Strong-3 Medium-2 Low-1**

**SEMESTER - II**



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN' SCOLLEGE**  
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*(For the Candidates admitted in the academic year 2024-2025)*

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA**

**Semester: II- CC- III: Marketing Management**

**Ins. Hrs./Week: 5**

**Course Credit:5**

**Course Code:U24BB203**

**UNIT- I: Basic of Marketing (15 Hours)**

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

**UNIT- II: Pricing (15 Hours)**

Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. New Product Development Process - Product Life Cycle. Branding – Packaging. Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Segmentation – Need And Basis of Segmentation - -Targeting – Positioning

**UNIT- III: Physical Distribution (15Hours)**

Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. A Brief Overview of: Advertising – Publicity –Public Relation – Personal Selling – Direct Selling and Sales Promotion - Buyer Behavior –Buying Motives – Factors Influencing Buyer Behaviour.

**UNIT- IV: Sales Promotion (15Hours)**

Sales Forecasting – Various Methods of Sales Forecasting - Sales Management: Motivation, Compensation and Control of Salesmen - CRM – Importance – Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty

**UNIT- V:Digital Marketing (15Hours)**

Digital Marketing: Introduction, Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) – Applications & Benefits - Integrated marketing communication: - Definition, Process, Need & Significance

**Total Lecture Hours-75Hours**

## COURSE OUTCOME

The Students will be able to,

1. List and identify the core concepts of Marketing and its mix.
2. Sketch the nature of product, PLC and pricing strategies.
3. Analyze the appropriate promotional mix.
4. Assess the sales and evaluation of customers.
5. Prepare and rearrange the latest trends in market.

### TEXT BOOK(S)

1. Dr. C.B Gupta and Dr.N.Rajan Nair. 2013. Marketing Management,Test& Case. ISBN: 978-93-5161-121-9.S.Chand. 7361, Ram Nagar, New Delhi, 110055.
2. RSN.Pillai andBagavathi. 2010. Modern Marketing Principles and Practices. ISBN: 9788121916974 .S.Chand. 736, Ram Nagar,New Delhi,110055.
3. Ramaswamy and Namakumari .2018.Marketing Management.5<sup>th</sup>Edition.ISBN: 978- 0230637290. MacMillan Private Ltd,,MS Complex,14/45,Giriappa Rd, Dreiver Colony,T.Nagar,Chennai,600017.
4. Dr.R.BRudani, 2014.Basics of Marketing Management Theory and Practice, S.Chand& Company Ltd, 7361,Ram Nagar,New Delhi,110055
5. RajanSaxena . 2019. Marketing Management. ISBN: 9789339223304. McGraw Hill Education, 4/12, Asat Ali Road, NewDelhi.

### REFERENCE BOOK(S)

1. Philip Kotler.2019. Marketing Management. 15<sup>th</sup> Edition. ISBN: 9789332557185. Pearson Education,India.
2. S.A.Sherlekar. 2019.Marketing Management. 13<sup>th</sup> Edition. ISBN: 9789339223304. 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 GroundFloor,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, Uttar Pradesg282002.
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, Uttar Pradesg282002.

### E-RESOURCES

1. [http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>[www.imf.org/external/pubs/ft/fund/basics/trade.html](http://www.imf.org/external/pubs/ft/fund/basics/trade.html)
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	1	1	1	1	1	1	1	1	1	1	1	2	1	2
<b>CO2</b>	3	2	1	1	1	1	1	2	1	1	2	2	1	2	1
<b>CO3</b>	2	2	1	1	1	1	1	1	3	1	1	2	2	2	1
<b>CO4</b>	2	1	1	1	1	1	3	1	3	1	3	2	2	2	1
<b>CO5</b>	2	1	1	1	1	1	1	1	2	2	1	2	1	1	2

**Strong-3 Medium-2 Low-1**

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

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**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

**Semester: II- CC- IV: Business Statistics and Logic**

**Ins. Hrs./Week: 5                      Course Credit: 5                      Course**  
**Code:U24BB204**

**UNIT- I: Introduction of Statistics (15Hours)**

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams.

**UNIT- II Measures of Central Tendency & Variation (15Hours)**

Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve.

**UNIT- III Correlation & Regression (15 Hours)**

Correlation – Types of Correlation-Simple Correlation-Positive Correlation-Negative correlation-Multiple Correlation- Scatter Diagram – Karl Pearson's Correlation-Regression Analysis.

**UNIT- IV: Index Number & Time Series (15Hours)**

Index Number – Meaning-Definition-Types of Index Numbers-Uses of Index Number-Problem in the Construction of Index Number-Methods of Constructing Index Number-Analysis of Time Series

**UNIT- V: Logical Reasoning (15 Hours)**

Meaning of Logic-Types of logic-Formal Logic-Informal Logic-Symbolic Logic- Logical Reasoning-Steps To Solve Logical Reasoning-Alphanumeric Series-Reasoning Analogies-Coding and Decoding- Blood Relations.

**Total Lectures Hour – 75**



## Course Outcome:

The Students will be able to,

1. Study the basics of statistics
2. Measures of Central Tendency & variation
3. Evaluate the application of correlation & Regression
4. Evaluate the Index Numbers & Time Series
5. Analyze of Logics in Mathematics.

### 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 Statistics. ISBN-13: 9789381430552 Margham Publications.
3. Agarwal B.M. 2009. Business Mathematics & Statistics. ISBN: 978818052285. Ane Books Pvt Ltd.
4. S.P. Rajagopalan . Business Statistical and Operations Research, 2<sup>nd</sup> Edition . Tata McGraw Hill Publishing Co. Limited, New Delhi.
5. PA. Navanitham . 2017. Business Mathematics and Statistics. Jai Publisher. Trichy

### REFERENCE BOOK(S)

1. Gupta S.C. 2019. Fundamental of Statistics. 7<sup>th</sup> Edition. ISBN: 978-93-5051-769-7. Himalaya Publishers House.
2. Gupta S.P. 2012. Statistical Methods . ISBN - 13: 978-818054931, Sulthan Chand & Sons, New Delhi.
3. HPH Arora, PN, Arora, Sumeet and Arora Amit. 2009. Managerial Statistics. ISBN- 9788121930727. S.Chand.
4. J K Singh . 2018. Business Mathematics. ISBN -13: 9789351420170. Himalaya Publishers House.
5. Stafford. 2012. Business Mathematics. ISBN (Online): 9789332510319 Tata Mc Graw Hill.

### E-RESOURCES

1. [https://www.researchgate.net/publication/316507362\\_Business\\_Mathematics](https://www.researchgate.net/publication/316507362_Business_Mathematics)
2. <https://www.economicsdiscussion.net>
3. <https://www.investopedia.com>
4. <https://link.springer.com>
5. <https://link.springer.com>

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	1	1	1	1	1	1	1	2	2	3	1	1	1	3
CO2	2	3	1	1	1	1	1	1	3	2	1	2	1	2	1
CO3	2	3	1	1	1	1	1	1	2	2	2	2	2	2	1
CO4	2	3	1	1	1	1	1	1	2	2	2	2	2	2	1
CO5	2	3	1	1	1	1	1	1	2	2	2	2	2	2	1

**Strong-3 Medium-2 Low-1**



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE**  
**(AUTONOMOUS),**  
**SUNDARAKKOTTAI, MANNARGUDI - 614016.**  
*(For the Candidates admitted in the academic year 2024-2025)*

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA**

**Semester: II – AC-II/MDE-II - International Business**

**Ins. Hrs./Week:4**

**Course Credit:3**

**Course Code:U24ABB202**

**UNIT- I: International Trade (12Hours)**

Trade –Types of Trade-Difference between Internal and International Trade –  
Importance of International Trade in the Global.

**UNIT-II: Foreign Trade (12Hours)**

Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam  
Smith, Ricardo, Haberler's Heckscher-Ohlin theories only)

**UNIT- III: Balance of Payment (12Hours)**

Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium, Methods  
to Correct Disequilibrium – Fixed and Floating Exchange Rates

**UNIT-IV: International Monetary Fund (12Hours)**

International Monetary Fund – IMF – International Liquidity- IBRD- WTO and its  
implications with special reference to India.

**UNIT- V: International Business (12 Hours)**

International business Overview – globalization – MNC – FDI – Export management –  
significance to GDP- Export procedure & documentation

**Total Lectures Hour – 60**

## COURSE OUTCOME

The Students will be able to,

1. Discuss the difference between internal and international trade and its
2. Explain international trade theories
3. Outline the balance of trade, balance of payment, exchange rate
4. Identify the relevance of international institutions and trading blocs
5. Understand globalization and its impact on Indian business scenario and export business

## TEXTBOOKS

1. K.K.Ahuja The International trade journal 2013. Personnel Management. 4th Edition. ISBN: 8127206157. Kalyani Publications, 4779/23, Ansari Road, Daryagani, New Delhi – 110002.
2. K.Aswathappa. International Journal of Trade & Global Market 2010. Human Resource Management. 7th Edition. ISBN: 9780070682139. McGraw Hill Publication 4/12, Azad Ali Road, New Delhi,
3. John D. Daniels & Lee HRadebough. 2010. International Business. ISBN-13: 9780131869424, Wesley Publishing Company.
4. Anant K, Sundaram J, Steward Black. 2015. The International Business Environment – Text and Cases. ISBN-10: 9788120311411. Prentice Hall of India Private Limited.
5. K. Aswathappa, International Business, 2015-933922261X, McGraw Hill, India Pvt Ltd.,

## REFERENCE BOOKS

1. Stewart Black Anant K. Sundaram. 2015. The International Business Environment
2. ISBN: 9789332560086, 1st Edition, Hall of Indian Pvt. Ltd New Delhi.
3. J.M. Geringer and J.M. McNett and M.S. Minor and D.A. Ball 2020. International Business. India Edition. ISBN 9789390113378. TATA Mc Graw Hill.
4. Dr. S. Sankaran; International Trade 2019, Margham publication,
5. .Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, 2016. Routledge,
6. Francis Cherunilam; International Trade & Export Management 2017, Himalaya Publications, 20th edition

## E-RESOURCES

1. <chromeextension://efaidnbnmnibpcjpcglclefindmkaj/material/International-Trade.pdf>
2. <https://www.britannica.com/topic/international-trade>
3. [www.imf.org/external/pubs/ft/fund/basics/trade.html](http://www.imf.org/external/pubs/ft/fund/basics/trade.html)
4. <https://www.wto.org>
5. [www.whatishumanresource.com](http://www.whatishumanresource.com)

## Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	1	1	1	1	1	1	1	2	3	2	2	2	2
CO2	3	1	1	1	1	1	3	1	2	2	2	2	2	2	2
CO3	3	2	1	1	1	1	1	2	2	2	2	2	2	2	1
CO4	3	1	1	1	1	1	1	2	1	1	3	1	1	1	1
CO5	2	1	1	1	1	1	2	1	1	1	2	1	1	1	1

**Strong-3 Medium-2 Low-1**



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*(For the Candidates admitted in the academic year 2024-2025)*

**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

**Semester: II – NME-II- MANAGERIAL SKILL DEVELOPMENT**

**Ins. Hrs. /Week: 2      Course Credit: 2      Course Code:U24NMEBB22**

**UNIT –I Concept of Self (6 Hours)**

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications

**UNIT- II Self Esteem (6 Hours)**

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self- esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

**UNIT- III Resume Building &Emotional Intelligence (6 Hours)**

Bio-Data-Resume-CV-Interview skills for Career Development-Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions.

**UNIT –IV Creativity (6 Hours)**

Thinking Creativity: Definition and Meaning of creativity- The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Imagegeneration and evaluation.

**UNIT –V Communication Skills (6 Hours)**

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes

**Total Lectures Hour – 30**

## **COURSE OUTCOME**

The Students will be able to,

1. Identify the personal qualities that are needed to sustain in the world of work.
2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change
3. Acquire practical management skills that are of immediate use in management or leadership positions
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions
5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace

## **TEXT BOOKS**

1. Dr.Mukta goyal-Managerial Skill Development 24 March 2022-ISBN 9798889235736-Notion Press Publishing
2. P.M MeeraMohiadeen -Managerial Skills (2015)- ISBN 9789395852661- Nahidha Publishers
3. Dr.David Awghden –Developing Managerial Skill-April 2010-8<sup>th</sup> Edition- ISBN 97-9332584686 Amazon pvt ltd.
4. Dr.K.Alex Managerial Skills (2015) ISBN 9788121998697S.CHAND Publishing.
5. Mc Grath EH.SJ Basic Managerial Skill -2011 ISBN 9788120343146 Publishing Paper back.

## **REFERENCE BOOKS**

1. Whetten D.Developing Management Skills,( Ed. 2011), ISBN 978-0133127478Prentice Hall India Learning Private Limited
2. P. Varshney, A. Dutta,Managerial Skill Development , 2012 ISBN 9381465266 Alfa Publications,
3. .McGrath E. H.Basic Managerial Skills - (9 Ed. 2011), ISBN 9788120343146,Prentice Hall India Learning Private Limited.
4. Dr. SumeetSuseelan Managerial Skill EQ-2 soft skills for Corporate Carrier .2022 ISBN B09RZSXGJX Publisher penman Book
5. S.A Rahmath Ameena Begum -Managerial Skill Development 2019 ISBN 9789389736595Charulatha Publication.

## **E- RESOURCES**

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdfwww.abebooks.com](https://www.academia.edu/4358901/managerial_skill_development_pdfwww.abebooks.com)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdfhttps://bookshop.org](https://www.academia.edu/4358901/managerial_skill_development_pdfhttps://bookshop.org)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdfhttps://books2home.com>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MB A-1-MSD\(Managerial%20skill%20development\).pdfwww.toppr.com](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MB A-1-MSD(Managerial%20skill%20development).pdfwww.toppr.com)

### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>				1	1	2	2					2		2	
<b>CO2</b>					2		2					2	3	2	
<b>CO3</b>	2			2						1		2			1
<b>CO4</b>		3							3	1	2			2	
<b>CO5</b>			3		2						2				

**Strong-3 Medium-2 Low-1**



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*(For the Candidates admitted in the academic year 2024-2025)*

**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

**Semester: II- SEC- I-Emerging Technologies and Applications in Business**

**Ins. Hrs./Week:2    Course Credit:2    Course Code:U24SEBB21**

**UNIT –I: Evolution of Technology (6 Hours)**

Technology -Meaning-Definition –Evolution-Technology in Business –Types of Technology – Significance-Limitations.

**UNIT- II Technology Innovation (6 Hours)**

Innovation-Business model innovation- Marketing innovation-Innovation process- 5 C's of Innovation-Principles of Innovation.

**UNIT- III Application of Technology in Business (6 Hours)**

AI–Better Customer Experience-Social Media-Cyber Security-Computing-Inventory Control System-Improve Data Security-Efficiency-Inventory Control System-CRM.

**UNIT- IV Cost & Technology Collaboration (6Hours)**

Communication-Competitive Advantage-Decision Making-Enhance-Collaboration-Data Management- Cost Reduction-Security.

**UNIT –V Challenges & Impact of Technology ( 6 Hours)**

Technological Changes affect business- Open Innovation and Open Business Models /-Approaches and Challenges of Technology Management-Merits and Demerits of Technology and its Impact in Business.

**Total Lectures Hour – 30**

## **COURSE OUTCOME**

The Students will be able to,

1. Describe basic concepts of evolution of technology
2. Outline the significance of technology innovation in modern era
3. Create applications for technology in business
4. Measure the impact of technology and diversity .
5. Application of technology in corporate

## **TEXT BOOKS**

1. Jeff MC Frockman-Artificial Intelligence & Machine Learning 2022-ISBN: 978-3-031-12281-1 Amazon.in
2. Sanjiva Shankar -Technology and innovation management (2008) ISBN 0470740353, 9780470740354 Dube- Publisher John Wiley & Sons,
3. Lorraine H Marchand Emily -2023 ISBN: 9780231554862 The innovation mindset
4. Sadiku, Matthew Emerging Technologies in Business: 'Business and Emerging Technologies' - 2023 ISBN 10: 1962492885, Tranquility Press
5. Dr. Indrajith Ghosal Emerging Technologies Impact on Business -2022 978-93-5570-670- AKINK Publication

## **REFERENCE BOOKS**

1. Munesh Chandra A Classical Approach to Artificial Intelligence 1 December 2018. ISBN-10.8190698893 Paperback Publishing.
2. Dawid Pawlo -Emerging Technologies in Business Administration 2023 ISBN: 9781119987369. Amazon Pvt Ltd.
3. Nishani Vincent, Amy Igou -Emerging Technologies for Business Professionals [Book] 2023. ISBN: 9781119987369. Publisher (s): Wiley
4. Rahul Dubey Emerging Technology for effective Management (2023) ISBN 9789355735546 CL India Publishing-
5. Swati Lodha & Nirmala Joshi -Emerging Technologies in Business Management-2009 9789356404717 Bloomsbury Publishing.

## **E – RESOURCES**

1. <https://www.javatpoint.com/>
2. <https://www.ibm.com/>
3. <https://en.wikipedia.org/>
4. <https://aloha.co/blog/emerging-technologies-in-business-rg/>
5. [https://www.researchgate.net/publication/369914087\\_Emerging\\_Technology\\_in\\_Business\\_and\\_Finance](https://www.researchgate.net/publication/369914087_Emerging_Technology_in_Business_and_Finance)



### Mapping With Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3											2		2	
<b>CO2</b>			2				2		1		2				2
<b>CO3</b>	1	2	3						2	1		2	2	2	
<b>CO4</b>	1	2													
<b>CO5</b>		2							2			2		2	

**Strong-3 Medium-2 Low**

