



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

**(Affiliated to Bharathidasan University, Tiruchirappalli)
Accredited by NAAC-An ISO 9001:2015 Certified Institution
SUNDARAKKOTTAI, MANNARGUDI-614016.
TAMILNADU, INDIA.**

BUSINESS ADMINISTRATION

**CHOICE BASED CREDIT SYSTEM- LEARNING OUTCOMES BASED
CURRICULUM FRAME WORK (CBCS-LOCF)**

(For the candidates admitted in the academic year 2023-2024)



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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 standard

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.

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.

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, Practical, Generic Elective courses, Discipline Specific Elective courses , Compulsory and Optional Allied courses, Project)

Part-IV: Non Major Elective, Foundation 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 a new way
4	K4	Analysis/Analysing	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)	Lower Order Thinking			Higher Order Thinking			Total
	K1	K2	K3	K4	K5	K6	
K- LEVELS →							
END SEMESTER EXAMINATIONS (ESE)	20	25		30			75
Continuous Internal Assessment (CIA)	20	25		30			75

QUESTION PATTERN FOR END SEMESTER EXAMINATION/Continuous Internal Assessment

PART	MARKS
PART –A I. (No choice ,One Mark) TWO questions from each unit (10x1 =10)	20
II. (No choice ,Two Mark) ONE question from each unit (5x2 =10)	
PART -B (Either/ or type ,5-Marks) ONE questions from each unit (5x5 =25)	25
PART -C (3 out of 5) (10 Marks) ONE question from each unit (3x10 =30)	30
Total	75

BLUE PRINT OF QUESTION PAPER FOR END SEMESTER EXAMINATION							
DURATION: 3. 00 Hours. Max Mark : 75							
K- LEVELS	K1	K2	K3	K4	K5	K6	Total Marks
PART							
PART –A (One Mark, No choice) (10x1 =10)	10						10
(2-Marks, No choice)(5x2=10)	10						10
PART –B (5- Marks) (Either/or type) (5x5=25)		5	10	10			25
PART -C (10 Marks) (3 out of 5) (3x10=30)							
Courses having only K5,K6 levels, K5 level- 3 Questions, K6 level- 2 Questions					20	10	30
(One K6 level question is compulsory)							
Total	20	05	10	10	20	10	75

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>C_i is the Credit earned for the Course i</p> <p>G_i is the Grade Point obtained by the student for the Course i</p> <p>M_i is the marks obtained for the course i and</p> <p>n 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 the 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 an attempt.

Table-1: Grading of the Courses - UG

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above and below 90	9	A+
70 and above and below 80	8	A
60 and above and below 70	7	B+
50 and above and below 60	6	B
40 and above and below 50	5	C
Below 40	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 previous semester /s is indicated by **Cumulative Grade Point Average (CGPA)**.

Table-3: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	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

Vision

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

Mission

- To prepare the students for top management positions and enable 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 FOR BUSINESS ADMINISTRATION DEGREE PROGRAMMES

PO No.	Programme Outcomes (Upon completion of the B.A. Degree Programme, the Undergraduate will be able to)
PO-1	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.
PO-2	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.
PO-3	Digital Literacy and Effective Communication Use software for a 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
PO-4	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 smooth and efficient way.
PO-5	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.
PO-6	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 works
PO-7	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.

PO-8	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.
PO-9	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.
PO-10	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, analyze, 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.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO No.	Programme Specific Outcomes (BUSINESS ADMINISTRATION)
PSO-1	Understand the corporate world by applying theoretical knowledge with the practical aspects of Management
PSO-2	Apply conceptual and analytical skills of Management in effective decision making.
PSO-3	Create Business Research in the area of Marketing, Human Resource and Finance
PSO-4	Apply the various Management Concepts and Accounting techniques in business
PSO-5	:Determine the functional areas of Management such as Production, Purchasing, Marketing, Sales, Advertising, Finance, and Human resource system.



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(For the Candidates admitted from the academic year 2023 – 2024)**

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	Course	Course Code	Title of the Courses	Ins. Hrs / week	L	T	P	0	Credits	Exam Hours	Maximum Marks		
												CIA	ESE	Total
I	I	Language Course – 1 (Tamil*/Other Languages +#)	U23LC101	General Tamil – I	6	6	-	-	-	3	3	25	75	100
	II	English Language Course-I	U23ELC101	General English –I	6	6	-	-	-	3	3	25	75	100
	III	Core Course – I (CC- I)	U23BB101	Principles of Management	5	5	-	-	-	4	3	25	75	100
			U23BB102	Accounting for Managers I	5	5	-	-	-	4	3	25	75	100
			U23ABB101	Managerial Economics	4	4	-	-	-	3	3	25	75	100
	IV	NME-I			2	1		1		2	3	25	75	100
			U23FCBB11	Foundation for Management	2	2	-	-	-	2	3	25	75	100
		Total			30	29		1		21			700	
I	I	Language Course - II (Tamil*/Other Languages +#)	U23LC202	General Tamil – II	6	6	-	-	-	3	3	25	75	100
	II	English	U23ELC202	General English	6	6	-	-	-	3	3	25	75	100

II		Language Course-II		-II										
	III	Core Course – III (CC-III)	U23BB203	Business Communication	5	5	-	-	-	5	3	25	75	100
		Core Course-IV (CC-IV)	U23BB204	Accounting for Managers – II	5	5	-	-	-	5	3	25	75	100
		Allied Course-II (AC-II)	U23ABB202	International Trade	4	4	-	-	-	3	3	25	75	100
	IV	NME-II			2	2	-	-	-	2	3	25	75	100
		Skill Enhancement Course –I (SEC1)	U23SEBB21	Business Etiquette and Corporate Grooming	2	2	-	-	-	2	3	25	75	100
		Total			30	30				23				700
III	I	Language Course - III (Tamil*/Other Languages +#)	U23LC303	General Tamil – III	6	6	-	-	-	3	3	25	75	100
	II	English Language Course-III	U23ELC303	General English -III	6	6	-	-	-	3	3	25	75	100
	III	Core Course-V(CC- V)	U23BB305	Business Environment	5	5	-	-	-	5	3	25	75	100
		Core Course-VI (CC-VI)	U23BB306	Organizational Behaviour	5	5	-	-	-	5	3	25	75	100
		Allied Course-III (AC-III)	U23ABB303	Business Statistics	4	4	-	-	-	3	3	25	75	100
	IV	Skill Enhancement Course –2 (SEC2)	U23SEBB32	Computer Applications in Business	2	1	-	1	-	2	3	25	75	100
		Skill Enhancement Course –3 (SEC3)	U23SEBB33	Entrepreneurial Skill New Venture Management	2	1	-	1	-	2	3	25	75	100
	Total			30	28		2		23				700	
IV	I	Language Course - IV (Tamil*/Other Languages +#)	U23LC404	General Tamil – IV	6	6	-	-	-	3	3	25	75	100
	II	English Language Course-IV	U23ELC404	General English -IV	6	6	-	-	-	3	3	25	75	100
	III	Core Course – VII (CC-VII)	U23BB407	Marketing Management	5	5	-	-	-	5	3	25	75	100
		Core Course-VIII (CC-VIII)	U23BB408	Business Regulatory Frame Work	5	5	-	-	-	5	3	25	75	100

		Allied Course-IV (AC-IV)	U23ABB404	Operation Research	4	4	-	-	-	3	3	25	75	100	
	IV	Skill Enhancement Course 4 (SEC4)	U23SEBB44	Tally	2	-	-	2	-	2	3	25	75	100	
		Skill Enhancement Course 5 (SEC5)	U23SEBB45	Intellectual Property Rights	2	2	-	-	-	2	3	25	75	100	
		Total			30	28		2		23				700	
V	I	Core Course-IX (CC-IX)		Human Resource Management	5	5	-	-	-	4	3	25	75	100	
	II	Core Course-X (CC-X)		Research Methodology	5	5	-	-	-	4	3	25	75	100	
	III	Core Course-XI (CC-XI)		Entrepreneurial Development	5	5	-	-	-	4	3	25	75	100	
		Core Course-XII(CC-XII)		Financial Management	5	5	-	-	-	4	3	25	75	100	
		Elective Course-I (EC -I)	(A)Digital Marketing			4	4	-	-	-	3	3	25	75	100
			(B)Industrial Relations												
			(C) Financial Services												
		Elective Course-II (EC -II)	(A)Consumer Behaviour			4	4	-	-	-	3	3	25	75	100
	(B)Competency Mapping														
	(C)Security Analysis and Portfolio Management														
	IV	EVS		Environmental Studies	2	2	-	-	-	2	3	25	75	100	
				Internship/Industrial Visit/Field Visit			-	-	-	2					
		Total			30	30	-	-	-	26					700
VI	III	Core Course-XIII (CC-XIII)		Production and Materials Management	6	6	-	-	-	4	3	25	75	100	
		Core Course XIV (CC-XIV)		Business Taxation	6	6	-	-	-	4	3	25	75	100	
		Core Project (CP-XV)		Project with Viva voce	5		-	5	-	5	3	25	75	100	
		Elective Course-III		(A)E- Business	4	4	-		-	3	3	25	75	100	

	(EC -III)		(B) Training and Development										
			(C) Financial Modelling and Derivatives										
	Elective Course-IV (EC -IV)		(A)Marketing of services	4	4	-	-	-	3	3	25	75	100
			(B)Performance and Compensation Management										
			(C) Business Analysis and 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	-	-	-	
	Extension Activities			1	1				1	3	25	75	100
	Total			30	25		5		25				800
Grand Total				180					141				4300
Extra Credit Courses			Value Added Courses						2				
			Add on Courses MOOC/NPTEL /SWAYAM						2				

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	4	12
6.		Elective Courses	4	12
7.	IV	NME	2	4
8.		Skill Enhancement Course	5	10
9.		Foundation Course	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
	Total		45	141

NON MAJOR ELECTIVE (NME) OFFERED BY THE DEPARTMENT

Semester	Part	Nature of the Course	Course Code	Title of the Course
I	IV	NME –I	U23NMEBB11	Basics of Event Management
II	IV	NME –II	U23NMEBB22	Managerial Skill Development

SEMESTER - III

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III - CC- V: BUSINESS ENVIRONMENT

Ins. Hrs. /Week: 5

Course Credit: 5

Course Code: U23BB305

UNIT – I Fundamentals of Business Environment (15 Hours)

The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their impact on business and strategic decisions

UNIT – II Political Environment (15 Hours)

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

UNIT – III Economic Environment (15 Hours)

Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization

UNIT – IV Social Environment (15 Hours)

Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organization

UNIT – V: Technology Environment (15 Hours)

Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to,

1. To understand the concepts of Business Environment.
2. To apply knowledge in the business and strategic decisions.
3. To evaluate the types of economic environment and its impact on business
4. To analyze the importance of business in various social groups.
5. To construct and assess the environment for real-time business

TEXT BOOK(S)

1. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition, India.
2. Dr.S.Sankaran, Business Environment, Margham Publications.2018, Himalaya Publishing House
3. K.Ashwathappa, 1997, Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana
5. B Gupta, Business Environment, Sultan Chand & Sons,2018.

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1. Justin Paul, *Business Environment*, Tata McGraw Hill, New Delhi, 2006.
2. John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, *Unlocking the Business Environment*, Routledge.(2021)
3. Shaikh Saleem, *Business Environment*, Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4. Dr.Amit Kumar, *Business Environment*, Sahitya Bhawan Publications; 2021st edition (1 January2019).
5. Wim Hulleman and Ad Marijs, *Economics and Business Environment*, Routledge.(2019)

E- RESOURCES

1. <https://pestleanalysis.com/political-factors-affecting-business/>
2. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3. <https://www.marketingtutor.net/political-factors-affect-business/>
4. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
5. <https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environmen>

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	1	2	2	2	2	2	3	1	1	3	1	1	1	2
CO 2	3	2	2	1	2	2	1	3	1	-	3	2	2	1	1
CO 3	2	2	3	2	2	1	2	3	1	-	3	2	2	1	3
CO 4	3	3	2	3	1	2	3	3	-	1	2	3	3	2	3
CO 5	2	2	2	3	3	1	2	3	1	-	3	3	2	3	2

S-Strong M-Medium L-Low

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III - CC- VI ORGANIZATIONAL BEHAVIOUR

Ins. Hrs./Week:5

Course Credit:5

Course Code: U23BB306

UNIT –I: Fundamentals of Organizational Behaviour

(10 Hours)

Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)

UNIT- II - Individual Behaviour:

(18 Hours)

Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making

UNIT- III : Group Behaviour

(17Hours)

Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

UNIT- IV Organizational Culture And Structure

(15Hours)

Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options

UNIT –V Organizational Change Conflict And Power

(15Hours)

Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organizational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to,

1. To define Organisational Behaviour, Understand the opportunity through OB.
2. To apply self-awareness, motivation, leadership and learning theories at workplace.
3. To analyze the complexities and solutions of group behaviour.
4. To impact and bring positive change in the culture of the organisation.
5. To create a congenial climate in the organization.

TEXT BOOKS

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4. Louis Bevor, Allison Sheerest, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).

REFERENCE BOOKS

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. J. Jayasekara, Organizational Behaviour, Maugham Publications, Chennai, 2017.
5. John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

E – RESOURCES

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. Journal of Organizational Behavior on JSTOR
4. International Journal of Organization Theory & Behavior | Emerald Publishing
5. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	3	2	3	3	1	1	2	3	2	1	2
CO 2	3	1	1	3	3	3	2	3	-	1	3	2	1	2	2
CO 3	2	3	2	2	3	2	2	3	1	-	3	3	3	3	2
CO 4	3	-	-	2	3	3	2	2	-	-	1	3	3	2	2
CO 5	3	3	2	2	3	3	2	2	1	-	3	3	3	3	2

S-Strong M-Medium L-Low

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN' COLLEGE
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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III - AC-III: BUSINESS STATISTICS

Ins. Hrs./Week:4

Course Credit:3

Course Code: U23ABB303

UNIT- I Fundamentals of Statistics

(12Hours)

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean

UNIT –II Measures of Variation and Correlation

(12Hours)

Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.

UNIT- III Analysis of Time Series

(12Hours)

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT –IV: Index Numbers

(12Hours)

Index Numbers – Consumer Price Index – Cost of Living Indices- Statistical quality control

UNIT –V Testing of hypothesis

(12Hours)

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Total Lectures Hour – 60

COURSE OUTCOME

The Students will be able to,

1. To understand Measures of Central Tendency
2. To apply Measures of Variation and Correlation
3. To analyze of Time Series
4. To understand Index Numbers
5. To apply Test Hypothesis

TEXT BOOK(S)

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

- Co. Limited, NewDelhi.
 5. PA. Navanitham . 2017. Business Mathematics and Statistics. JaiPublisher.Trichy

REFERENCE BOOK(S)

1. Gupta S.C. 2019. Fundamental of Statistics. 7th Edition. ISBN: 978-93-5051-769-7. Himalaya PublishersHouse.
2. Gupta S.P.2012. Statistical Methods .ISBN - 13: 978-818054931, Sulthan Chand&Sons, NewDelhi.
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. HimalayaPublishers House.
5. Stafford. 2012. Business Mathematics. ISBN (Online):9789332510319 Tata Mc GrawHill.

E-RESOURCES

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

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P1 0	PS O1	PS O2	PS O3	PS O4	PS O5
CO 1	3	1	2	2	2	1	2	3	3	3	3	3	3	2	2
CO 2	3	1	2	2	2	1	1	3	2	3	3	3	3	3	2
CO 3	3	1	2	2	2	1	2	3	3	3	3	3	3	3	2
CO 4	3	1	2	2	2	3	2	3	2	3	3	3	3	2	3
CO 5	3	1	2	3	1	1	2	3	3	3	3	3	3	3	3

3-Strong 2-Medium 1-Low



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~~DEPARTMENT OF BUSINESS ADMINISTRATION~~

BBA

Semester: III – SEC2: Computer Application in Business

Ins. Hrs./Week:2

Course Credit:2

Course Code: U23SEBB32

UNIT- I MS- Office -Word

(6Hours)

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

UNIT- II MS. Office – Excel

(6Hours)

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types-, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

UNIT- III Power Point Presentation

(6 hours)

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handout

UNIT- IV Tally

(6 Hours)

Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet

UNIT –V Google Forms**(6Hours)**

Use Google forms to develop & share questionnaire.

Total Lectures Hour – 30**COURSE OUTCOME****The Students will be able to,**

1. Demonstrate hands on experience with Ms-word for business activities
2. Demonstrate hands on experience with Ms-Excel for business activities
3. Demonstrate hands on experience with Ms-power point for business activities
4. Demonstrate hands on experience with Tally for business activities
5. Demonstrate hands on experience with Tally Google Forms.

TEXT BOOK(S)

1. DebraGross.2014.Succeeding in Business with Microsoft Excel2013.ISBN:978- 1285099149, Cengage Learning India Pvt. Ltd.,418, F.I.E Patparganj Delhi, East Delhi ,DL110092IN.
2. Hem Chand Jain &H.N.Tiwari .2017. Basics of Computer Applications in Business. 1stEdition. ISBN: 978-9386882523. Taxmann Publications Pvt. Ltd., 7, Rajan St. ParthaSarathiPuram,T.Nagar,Chennai,TamilNadu600017.
3. Pareswaran. R. 2010.Computer Applications in Business. ISBN: 9788121912006. SChand &CoLtd,4859/24,AnsariRoad,DariyaGanj,NewDelhi-110002.
4. Sandeep Srivastava Dr. &Er. MeeraGoyal. 2018. Computer Applications in Business. ASIN : B08MLFP6X6. SBPD Publication,3/20B, Agra, Mathura Bye Pass Road , NearTulsiCinema,SanjayNagar,Agra,UttarPradesh282002.
5. SushilaMadan.2017.ComputerApplication in Business.2ndRevised Edition .ISBN: 9789382209782, 9382209786. Scholar Tech Press Publication, 4782, 23,DaryaGanj NewDelhi-110002.

REFERENCE BOOK(S)

1. Gupta.P.2017.ComputerApplicationinManagement.ISBN:9788123922805.CbsPublication,No.7,SubbarayaStreet, ShenoyNagar,Chennai–600030
2. MohanKumar.2016.ComputerApplicationinBusiness.ISBN9788182090811.McGrawHillEducationPvt.Ltd.,3A,Na mdeoSmruti,ShivaprasadSociety,5,Panmala,Dattavadi,Pune,Maharashtra411030.
3. MuraliChemuturi. 2018. Computer Programming for Beginners. ISBN: 9781138320482.Chapman and Hall/CRC Publishers, Albert House, 4th floor, 1–4 Singer Street LondonEC2A4BQUK,21.
4. N. K.Gupta. 2019. Computer Awareness 2021.IBC Academy Publications,1st MainRoad, New Friends Colony, S T Bed Layout, Koramangala, Bengaluru, Karnataka 560034,ASIN:B082FX4LLX.
5. ReemaThareja.2016.Course on ComputerConcepts.ISBN:978-0199469390. OxfordUniversity Press, B B-1/8, 69A, Beli Garad Chauraha Main Road, Sector K, Aliganj,Lucknow, UttarPradesh 226024

E–RESOURCES

1. <https://www.webucator.com/how-to/how-use-mail-merge-microsoft-word.cfm>
2. <https://www.sultanchandandsons.com/Book/329/Computer-Applications-in-Business>
3. <https://www.guru99.com/visualizing-data-using-charts-in-excel.html>
4. <https://edu.gcfglobal.org/en/powerpoint2000/the-autocontent-wizard-and-presentation-samples/1/>
5. https://www.kngac.ac.in/elearningportal/ec/admin/contents/5_18K5CO11P_202011181258_3435.pdf

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3	2	2	3	3	3	3	3	2	3	3
CO 2	3	2	3	3	2	1	1	2	3	3	3	3	2	3	2
CO 3	2	2	2	3	3	1	1	2	3	3	3	3	1	3	2
CO 4	3	3	2	2	3	1	1	2	3	3	3	3	1	3	2
CO 5	3	3	2	3	2	1	1	2	3	2	3	3	2	3	3

3-Strong- 2 Medium- 1 Low

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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(For the Candidates admitted in the academic year 2023-2024)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III – SEC3: Entrepreneurial Skill New Venture Management

Ins. Hrs. /Week:2

Course Credit: 2

Course Code: U23SEBB33

UNIT: 1 Fundamentals of Entrepreneurship

(5 Hours)

Evolution – importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organizational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

UNIT: II Developing Successful Business Ideas

(5 Hours)

Recognizing Opportunities and Generating Ideas – Entry strategies: New Product – Franchising – Buying an existing firm. Franchising – advantages/disadvantages of franchising – types of franchise arrangements – franchise evaluation checklist.

UNIT: III Feasibility Analysis

(8 Hours)

Marketing, Technical and Financial Feasibility analysis – Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability – writing a Business Plan – Developing an Effective Business Model

UNIT: IV Moving from an Idea to a New Venture

(7 Hours)

Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership – Corporate Entrepreneurship, Social Entrepreneurship. Strategic planning for business – Steps in strategic planning. Forms of ownership – advantages/disadvantages

UNIT –V Financing the New Venture:

(5 Hours)

Financing entrepreneurial ventures – Managing growth; Valuation of a new company – Harvesting and Exit Strategies – Arrangement of funds – Traditional sources of financing – Alternate Source of Funding – Financial schemes offered by various financial institutions – Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture – rules and regulations governing support by these institutions.

Total Lectures Hour: 30

COURSE OUTCOME

The Students will be able to,

1. Understand the concept of entrepreneurship and skill sets of an entrepreneur.
2. Assess new venture opportunities & analyze strategic choices in relation to new ventures
3. Develop a credible business plan for real life situations.
4. Coordinate a team to develop and launch and manage the new venture through the effective leadership
5. Evaluate different sources for financing new venture

TEXT BOOKS

1. Marc H. Meyer (Author), Frederick G. Crane New Venture Creation: An Innovator's Guide to Startups and Corporate Ventures Paperback – 4 January 2013 Dimensions Publishers
2. Shepherd ,Technology, Innovation, Entrepreneurship and Competitive Strategy ,June 2022, Emerald
3. David H. Holt Entrepreneurship: New Venture Creation (2016) Pearson Education India,
4. Arun Sahay, V. Sharma; Entrepreneurship and Excel Book (2008) Pearson Education India,
5. Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha ,Entrepreneurship ,11th Edition , (2019) Mc Graw Hill

REFERENCE BOOKS

1. Kathleen R. Allen New Venture Creation, (2019) Cengage Publication (2013) Mc Graw Hill
2. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. Essentials of Entrepreneurship and Small Business Management. (2016). Boston: Pearson.
3. Agrawal, Rashmi and Mehra, Yogieta S. Project Appraisal and Management,(2017). New Delhi. Taxmann Publications.
4. Vijaya Kumar Ivaturi and Meena Ganesh The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture (2021), Penguin Enterprise
5. K. Ramachandran, Entrepreneurship Development , Indian Cases on Change Agents (2018) Mc Graw Hill Publication

E-RESOURCES

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	3	3	3	2	2	3	1	3	3	3	3	3
CO 2	3	3	2	3	3	3	2	3	2	1	3	3	3	3	3
CO 3	3	3	2	3	3	3	3	3	2	2	3	3	3	3	3
CO 4	3	3	2	3	3	2	3	3	-	1	3	3	3	3	3
CO 5	2	3	2	3	2	3	2	2	1	1	3	3	3	3	3

3 -Strong 2- Medium 1-Low

SEMESTER - IV

SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN' COLLEGE
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(For the Candidates admitted in the academic year 2023-2024)

DEPARTMENT OF BUSINESS ADMINISTRATION
BBA

Semester: IV- CC- VII : MARKETING MANAGEMENT

Ins. Hrs./Week:5

Course Credit:5

Course Code: U23BB407

UNIT- I: Fundamentals 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- Rural Marketing.

UNIT –II: Market Segmentation

(15Hours)

Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product Characteristics – Benefits
Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process –
Product Life Cycle. Branding – Packaging

UNIT- III: Pricing Decisions

(15Hours)

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution:
Importance – Various Kinds of Marketing Channels – Distribution Problems

UNIT- IV: Marketing Communication

(15Hours)

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor
– Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) -
Definition, Process, Need & Significance - CRM – Importance.

UNIT- V Sales Force Management & Present Scenario of Marketing

(15Hours)

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales - Force
– Digital Marketing: Introduction - Applications & Benefits — Factors Influencing digital Marketing. Niche
Marketing-Brand Marketing – Merits and Demerits

Total Lectures Hour – 75

COURSE OUTCOME

The Students will be able to

1. To list and identify the core concepts of Marketing and its mix.
2. To sketch the market segmentation, nature of product, PLC
3. To analyze the appropriate pricing methods
4. To determine the importance of various media
5. To assess the sales force and applications of present scenario of Marketing.

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.5thEdition.ISBN: 978- 0230637290. MacMillan Private Ltd,,MS Complex,14/45,Giriyappa 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. 15th Edition. ISBN: 9789332557185. Pearson Education,India.
2. S.A.Sherlekar. 2019.Marketing Management. 13th 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. www.ecoussion.com
2. www.mbacentral.org
3. www.tutorialspoint.com
4. www.yourarticlelibrary.com
5. www.topmanagementdegrees.com

Mapping with program outcomes

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CO 4	3	3	2	2	2	3	2	2	2	2	3	3	3	3	3
CO 5	3	3	2	2	2	3	2	3	2	3	3	3	3	2	3

3- Strong 2- Medium 1- Low



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV – CC-VIII BUSINESS REGULATORY FRAME WORK

Ins. Hrs./Week:5

Course Credit: 5

Course Code: U23BB408

UNIT- I Indian Contract Act

(15 Hours)

Brief outline of Indian Contracts Act - Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Offer or Proposal – Definition, Essentials of Valid Proposal or Offer, Counter Offer, Standing or Open Offer, distinguish between Offer and Invitation to Offer, Acceptance – Definition, Essentials of a Valid Acceptance – Promise – Communication of Offer and Acceptance and Revocation – Consideration –Contractual Capacity– Free Consent– Legality of Object Special contracts Act

UNIT –II Sales Goods Act

(15 Hours)

Sale of goods Act - Definition – Formalities of the Contract of Sale – Distinction between ‘Sale’ and ‘Agreement of Sell’, Distinction between ‘Sale and Hire - Purchase Agreement’– Conditions and Warranties –Transfer of Property– Performance of Contract of Sale– an Unpaid Seller Contract of Agency Mode of Creation- Classification of Agent – Duties & Rights of Agent, Duties &Rights of Principal-Delegation of Authority- personal liability of agent-Termination of Agency.

UNIT- III Indian Companies Act

(15 Hours)

Brief outline of Indian Companies Act 1956. 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- IV: Consumer Protection Act

(15 Hours)

Con Protection Law in India: Consumer Rights and Guidelines on Consumer Protection – Consumer Goods –defect in goods, spurious goods and services, service, deficiency in service – unfair trade practice – restrictive trade practice – Grievance Redressal Mechanism under the Indian Consumer Protection Law: filing a complaint – Grounds of filing a complaint – Limitation period – Procedure for filing – Offences and penalties. RTI

UNIT –V: CyberLaws

(15Hours)

Brief outline of Cyberlaws – Definition of Cyber Crime & Computer related crimes, Classification & Differentiation between traditional crime and cyber crimes.IT Act 2000 & 2008 Jurisdiction issues under IT Act, 2000

COURSE OUTCOME

The Students will be able to,

1. Explain Indian Contracts Act
2. Understand Sales of goods act and Contract of Agency
3. Understand Indian Companies Act 1956
4. Understand Consumer Protection Act – RTI
5. Understand Cyber law

TEXT BOOK(S)

1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3. Dr. Sreenivasan. M, Business Law, Third Edition (2007) Mc Graw Hill Publication
4. Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni, Constitutional Law – Sultan Chand, New Delhi
5. Dr S R Myneni, 2021. Consumer Protection Law. 2nd Edition. 9789390227730. Asia Law House

REFERENCE BOOK(S)

1. Taxmann. 2020.Consumer Protection Law and Practices.ISBN:9789390128280. Taxmann Publication .
2. N.D. Kapoor, 1993, Business Laws, Sultan Chand, New Delhi
3. K.S. Anantharaman, 2003 Business and Corporate Laws, Sitaraman& co. Pvt. Ltd.
4. Dr. Sreenivasan. M, Business Law, Third Edition (2007) Mc Graw Hill Publication
5. Chandrasekaran ,2004 Sitaraman & co Pvt Ltd, Intellectual Property Law(2006) Sultan Chand, New Delhi

E- RESOURCES

1. www.abebooks.com
2. <https://bookshop.org>
3. <https://books2home.com>
4. www.toppr.com
5. <http://ncert.nic.in>

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	2	1	2	1	3	2	2	3	3	2	3	3
CO 2	3	2	2	2		2	1	3		2	3	2	3	3	2
CO 3	3	2	2	2	1	2	1	3		2	3	3	2	3	2
CO 4	3	2	2	2	2	2	1	3	2		3	2	3	3	3
CO 5	3	2	2	2	2	3	1	3	2		3	3	3	3	3

3-Strong 2-Medium 1-Low



SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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(For the Candidates admitted in the academic year 2023-2024)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV – AC-IV - OPERATION RESEARCH

Ins. Hrs./Week:4

Course Credit: 3

Course Code: U23ABB404

UNIT- I: Linear Programming (12Hours)

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

UNIT-II: Transportation problem (12Hours)

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.

UNIT- III: Assignment problem (12Hours)

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines

UNIT-IV: Network models (12Hours)

Network models-PERT and CPM — difference between PERT and CPM- constructing network-critical path, various floats, three-time estimates for PERT

UNIT- V: Game Theory (12Hours)

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game - Decision Theory –statement of Baye's theorem application - decision trees

Total Lectures Hour 60

COURSE OUTCOME

The Students will be able to,

1. To Analyze Linear Programming
2. To Analyse Transportation problem
3. To Analyse Assignment problem
4. To Analyse Network models
5. To Analyse Game Theory

TEXT BOOK(S)

1. KantiSwarup, P.K.Gupta and Man Mohan.2014.Operations Research.ISBN:978180549090 Sultan Chand.
2. S.Kalavathy.2012. Operations Research. ISBN: 9789325963474. Vikas Publishing House Pvt.Ltd.
3. Prof. Rina Rani Rath , and S.K.Kataria . 2019. Operations Research.1stEdition. ISBN 978- 93-83992-39-3.Educational Publisher.
4. J.K.Sharma . 2001. Quantitative Techniques for Managerial Decisions. ISBN:0333935039 ,9780333935033.Macmillan India Ltd.
5. N.D Vohra. 2017. Quantitative Techniques in Management.5th Edition. ISBN: 978-0070146730.McGrawHill.

REFERENCE BOOK(S)

1. C.R.Kothari.2013.QuantitativeTechniques. 3rdEdition, ISBN: 9789325968967 .Vikas Publishing House.
2. AnandSharma . 2017. Quantitative Techniques for Decision Making. ISBN:978-9351428428.Himalaya Publishing House.
3. V.K.Kapoor.2014.Operations Research (Quantitative Techniques for Management). ISBN:978-9351610113. Sultan Chand and Sons.
4. Dr.P.R.Vittal and V.Malini . Operations Research. ISBN: 978-93-83992-39-3. Margham Publications.
5. S.K.Jain and D.M.Mehta.2017.Operations Research.ISBN978-3-642-11275 1.Galgotia Publications.

E-RESOURCES

1. <https://smude.edu.in>.
2. <https://www.philadelphia.edu.jo>
3. <https://www.gtu.ac.in>
4. <http://rccmindore.com>
5. <http://www.geektonight.com>

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4	PS O5
CO 1	3	3	3	3	2	2	2	3	3	3	3	3	3	3	3
CO 2	3	3	2	2		3		3	3	3	3	3	3	3	3
CO 3	3	3	2	2	1	3		3	3	3	3	3	3	3	3
CO 4	3	3	2	2	1	3	2	3	3	3	3	3	3	3	3
CO 5	3	3	2	2		3	2	3	2	3	3	3	3	3	3

3-Strong 2-Medium 1-Low

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV SEC4 – TALLY

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: U23SEBB44

UNIT –I Fundamentals of Tally (6 Hours)

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.

UNIT- II Accounting Master in Tally (6 Hours)

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.

UNIT- III Advance Accounting Tally (6 Hours)

Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management

UNIT –IV Advance Inventory (6 Hours)

Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.

UNIT –V Payroll (6 Hours)

Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9.

Total Lectures Hour – 30

COURSE OUTCOME

The Students will be able to,

1. To understand about the basic accounting and Tally. ERP 9
2. Identify the maintained of Ledger and inventory system
3. Creation of various vouchers and bill wise details
4. Understand various taxes returns and filing
5. Relate and infer various reports generated in Tally. ERP 9

TEXT BOOKS

1. Dr. Namrata Agrawal Comdex Tally.ERP 9 ISBN 9388934792 Dreamtech Press 1 January 2019
2. Asok K Nadhani , Kanta Nadhani TallyPrime Training Guide Unknown Binding – 21 February 2021 BPB Publications
3. Soumya Ranjan Behera Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press
4. Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017 Galgotia Publications
5. K.Anil kumar Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications

REFERENCE BOOKS

1. Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications
3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education ,2018,.Macmillan India Ltd.
4. Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition Margham Publications.
5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020 Galgotia Publications

E- RESOURCES

1. <https://tallysolutions.com/learning-hub/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>
4. <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
5. <https://www.javatpoint.com/tally>

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	2	2	2	3	2	3	3	3	3	3	3	3
CO 2	3	2	2	2		2	3	2	3	2	3	3	3	3	3
CO 3	3	2	2	2	1	2	3	2	3	3	3	3	3	3	3
CO 4	2	2	2	2	1		3	2	3	3	3	3	3	3	3
CO 5	2	3	2	2	3	2	3	2	3	3	3	3	3	3	3

3-Strong 2-Medium 1-Low

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV- SEC- 5 INTELLECTUAL PROPERTY RIGHTS

Ins. Hrs./Week:2

Course Credit:2

Course Code:U23SEBB45

OBJECTIVES

UNIT –I: Concept of Intellectual Property (6 Hours)

IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World

UNIT- II Patent Applications (6 Hours)

Introduction – Classification –Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.

UNIT- III Registration of Trade Mark (6 Hours)

Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks -Industrial Designs – Need for Protection of Industrial Designs.

UNIT- IV Ownership of Copyright (6 Hours)

Introduction to Copyright – Conceptual Basis – Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.

UNIT –V Geographical Indications (6 Hours)

Geographical Indications: Concept, Protection & Significance

Total Lectures Hour – 30

COURSE OUTCOME

The Students will be able to,

1. Imbibe the knowledge of IPR through various laws
2. Apply the knowledge of patents
3. Understand the process of acquiring a trademark
4. Create an awareness about copyrights
5. Understand geographical indicators

TEXT BOOKS

1. Tribhuwan Kumar Intellectual Property Rights (2013) publisher Nipa Genx Electronic Resources & Solutions Pvt Ltd
2. DR.R. Radhakrishnan Intellectual Property Rights Text and Cases: (2018) BPB Publications
3. DR.S. Balasubramanian Intellectual Property Patents, Trade Marks, And Copy Rights – Richard Stim publications (2021)
4. Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley Intellectual Property Rights (2019) Margham Publications.
5. Ramakrishna and Anil Kumar HS Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers (2020) Galgotia Publications

REFERENCE BOOKS

1. Kush Kalra. Central Law Landmark Judgements on Intellectual Property rights Central Law Publishing (2019)
2. V.k.Ahuja, Lexis Nexis Intellectual Property Rights in India (2017)
3. Singh, Phundan Introduction To Intellectual Property Rights (2016) Softbound Daya Publishing House
4. Chawkam H.S, Introduction To Intellectual Property Rights (2019) Oxford &Ibh Vikas Publishing House
5. W Cornish and D Llewelyn and T Pain Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights (2019) Sultan Chand.

E – RESOURCE

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf***

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	2	3	2	2	2	2	2	2	3	3	3	3	3
CO 2	2	3	2	2	1	1	3	2	3	2	3	3	3	3	3
CO 3	2	3	3	3	2	1	3	2	2	2	3	3	3	3	3
CO 4	2	2	2	2	2	1	2	2	2	2	3	3	3	3	3
CO 5	2	2	2	2	1	2	3	2	3	2	3	3	3	3	3

3-Strong 2-Medium 1-Low