



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

(Affiliated to Bharathidasan University, Tiruchirappalli)

Accredited by NAAC

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 2026-2027)



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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 learning's 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:

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

Ability Enhancement Courses (AEC): Ability Enhancement Courses are designed to improve students' language proficiency, communication skills, analytical abilities, environmental awareness, and understanding of contemporary issues. These courses aim to enhance the overall academic and professional capabilities of students and facilitate their effective participation in higher education and employment.

Core Courses (CC): A course that is compulsorily studied by a student as a fundamental requirement of the programme is termed a Core Course (CC). These courses provide the basic knowledge and conceptual understanding of the major discipline. Core Courses constitute the foundation of the programme and ensure that all students acquire the essential competencies and academic standards prescribed for the degree. Successful completion of Core Courses is mandatory for the award of the degree.

Core Practical Courses (CP): Core Practical Courses are laboratory-based courses associated with the Core Theory Courses. These courses provide hands-on training, experimental skills, analytical techniques, and practical exposure necessary for understanding the concepts of the discipline. Students are required to successfully complete all prescribed practical courses as part of the programme requirements.

Minor Courses (MC): Minor Courses are courses offered from disciplines other than the major discipline. These courses provide students with opportunities to gain additional knowledge and skills in allied or complementary areas of study. Minor Courses promote multidisciplinary learning and broaden the academic perspective of students. The selection and completion of Minor Courses shall be governed by the regulations of the institution and the curriculum framework.

Interdisciplinary Courses (IDC): Interdisciplinary Courses are designed to provide knowledge and skills that integrate concepts from multiple disciplines. These courses encourage students to explore the interrelationship between different fields of study and develop a broader understanding of contemporary issues and applications. Students may choose Interdisciplinary Courses as prescribed in the curriculum and subject to eligibility requirements.

Discipline Specific Elective Courses (DSE): Discipline Specific Elective Courses are elective courses offered by the major discipline. These courses provide students with opportunities to acquire advanced knowledge and specialization in selected areas of the discipline. Students may choose courses from the

prescribed list of electives based on their interests, aptitude, and career aspirations. These courses are generally application-oriented and provide in-depth exposure to specific domains of study.

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.

Value Added Courses (VAC): Value Added Courses are intended to provide additional knowledge, skills, attitudes, and competencies that complement the regular curriculum. These courses focus on holistic development, professional ethics, environmental awareness, personality development, life skills, and emerging areas of knowledge. Successful completion of the prescribed Value Added Courses may be mandatory or optional as specified in the curriculum.

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.

Project Work: Project Work provides students with an opportunity to apply the knowledge and skills acquired during the programme to investigate a specific problem or research topic. Students shall undertake the project under the guidance of a faculty member and submit a dissertation/report followed by evaluation and viva-voce examination, wherever prescribed.

Extension Activities: Students are encouraged to participate in extension and outreach activities such as National Service Scheme (NSS), National Cadet Corps (NCC), Youth Red Cross (YRC), Red Ribbon Club (RRC), Rotaract community engagement programmes, environmental awareness campaigns, and other socially relevant activities. Such participation may be recognized through credits, certificates, or awards as prescribed by the institution.

Undergraduate Programme:

Programme Pattern: The Under Graduate degree programme consists of **FIVE** vital components. They are as follows:

Part -I: Ability Enhancement Course (Tamil / Hindi / French / Sanskrit)

Part-II: Ability Enhancement Course (English)

Part-III: Core Course (Theory, Practicals, Allied courses, Allied Practicals and Group Project)

Part-IV: Skill Enhancement Courses, Discipline Specific Elective Courses, Interdisciplinary Courses, Value Education, Health & Wellness, Introduction to Disaster Management, Summer Internship, Value Added Course, Environmental studies, Gender studies and Extension activity.

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

Section A1 (10x1=10 marks)

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

Two Questions from Each unit

Section A 2 (5x2=10 marks)

Short Answers / Match the following

One question from Each unit

Total Marks – 20

Section B: (5x4=20 marks)

Paragraph Answers

Either/ or type, One Question from each unit

Section C: (10x3=30)

Essay Type Answers

Answer 3 out of 5 Questions

One Question from each unit

Section A1 & A2: K1 Level

Section B: K2, K3 and K4 Level

Section 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/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	
END SEMESTER EXAMINATIONS (ESE)	20	20			30		70
Continuous Internal Assessment (CIA)	20	20			30		70
QUESTION PATTERN FOR END SEMESTER EXAMINATION/ Continuous Internal Assessment							
SECTION							MARKS
SECTION – A1 (No choice ,One Mark) TWO questions from each unit (10x1 =10)							20
SECTION –A2 (No choice ,Two Mark) ONE question from each unit (5x2 =10)							
SECTION - B (Either/ or type, 4-Marks) ONE questions from each unit (5x4 =20)							20
SECTION - C (3 out of 5) (10 Marks) ONE question from each unit (3x10 =30)							30
Total							70

BLUE PRINT OF QUESTION PAPER FOR END SEMESTER EXAMINATION							
DURATION: 3. 00 Hours.				Max Mark : 70			
K- LEVELS				K1	K2	K3	Total Marks
SECTION							
SECTION –A1 (1 Mark, No choice) (10x1 =10)				10			10
SECTION –A2 (2-Marks, No choice) (5x2=10)				10			10
SECTION –B (4-Marks) (Either/or type) (5x4=20)					4	8	20
SECTION -C (10 Marks) (3 out of 5) (3x10=30) Courses having only K5, K6 levels, K5 level- 3 Questions, K6 level- 2 Questions (One K6 level question is compulsory)							
						20	10
Total				20	04	08	70

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:**

$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$	$\text{WAM(Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$
Where, C _i is the Credit earned for the Course G _i is the Grade Point obtained by the student for the Course M _i is the marks obtained for the course N is the number of Courses Passed in that semester.	

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 to 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

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 FOR BUSINESS ADMINISTRATION DEGREE PROGRAMMES

PONo.	Programme Outcomes <i>(Upon completion of the B.B.A. Degree Programme, the Undergraduate will be able to)</i>
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 Life long 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 liability 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 result so far experiment or investigation.

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO No.	Programme Specific Outcomes (BUSINESS ADMINISTRATION)
PSO-1	Understand the corporate world by applying the or ethical knowledge with the practical aspects of Management
PSO-2	Apply conceptual and analytical skill so 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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DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM LEARNING OUTCOMES BASED

CURRICULUM FRAMEWORK (CBCS – LOCF)

(For the candidates admitted in the academic year 2026–2027)

ELIGIBILITY: The candidates who have passed the higher secondary Examination (10+2) or its equivalent for eligible for admission A.80% for students who have studies Commerce and Accountancy B.10% for students who have studied other subjects and meritorious C. 10% for commerce vocational stream.

S	P	Name of the Courses	Course Code	Title of Course	Ins.Hrs	Credits	Exam. Hours	Maximum Marks		
								Int.	Ex t	Tot al
I	I	Ability Enhancement Course – I (AEC - I)	U26TAEC11	(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course –II (AEC - II)	U26EAEC11	English Course - I	6	3	3	30	70	100
	III	Core Course–1 (CC-I)	U26BB101	Principles and Practices of Management	4	4	3	30	70	100
		Core Course-II (CC-II)	U26BB102	Business Statistics and Logic	4	4	3	30	70	100
		Allied Course–I (AC-I)	U26AEC101	Business Economics	3	3	3	30	70	100
		Allied Course– II (AC-II)	U26ABB102	Business Communication	3	3	3	30	70	100
	IV	Value Education	26UGVED		2	2	3	30	70	100
		Interdisciplinary Course – I (IDC - I) #			2	2	3	30	70	100
		Total		3	30	24				

										800
II	I	Ability Enhancement Course –III (AEC - III)	U26TAEC22	(Tamil/ Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course –IV (AEC - IV)	U26EAEC22	English Course - II	6	3	3	30	70	100
	III	Core Course–III(CC-III)	U26BB203	Marketing Management	4	4	3	30	70	100
		Core Course-IV(CC-IV)	U26BB204	Financial Accounting	4	4	3	30	70	100
		Allied Course – III(AC-III)	U26ABB203	International Business	3	3	3	30	70	100
		Allied Course – IV (AC - IV)	U26ABB204	Legal and Ethical Issues in Business	3	3	3	30	70	100
		Skill Enhancement Course -I (SEC-I) ##	U26SEBB21`	Emerging Technologies in Business	2	2	3	30	70	100
		Interdisciplinary Course – II (IDC - II) #			2	2	3	30	70	100
			Total		30	24				800

III	I	Ability Enhancement Course – V(AEC - V)		(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
	II	Ability Enhancement Course – VI (AEC - VI)		English Course – III	6	3	3	30	70	100
	III	Core Course–V(CC-V)		Cost and Management Accounting	4	4	3	30	70	100
		Core Course-VI(CC-VI)		Organizational Behaviour	4	4	3	30	70	100

		Allied Course – V (AC - V)		Project Management	3	3	3	30	70	100
		Allied Course – VI (AC - VI)		Logistics and Supply Chain Management	3	3	3	30	70	100
	IV	Skill Enhancement Course- II (SEC- II) ##		Artificial intelligence in Business Practices	2	2	3	30	70	100
		Interdisciplinary Course – III (IDC - III) \$\$		Stress Management	2	2	3	30	70	100
		Health & Wellness @			--	1	--	20	80	100
				Total	30	25				900
	IV	I Ability Enhancement Course – VII (AEC - VII)		(Tamil\$ / Other Languages+, #)	6	3	3	30	70	100
		II Ability Enhancement Course – VIII (AEC VIII)		English Course - IV	6	3	3	30	70	100
		Core Course – VII(CC-VII)		Operations Research	4	4	3	30	70	100
		Core Practical- VIII(CP-I)		Computer Application in Business	4	4	3	30	70	100
		Allied Course– VII(AC -VII)		Consumer Behaviour	3	3	3	30	70	100
		Allied Course-VIII (AC-VIII)		Business Taxation	3	3	3	30	70	100
		IV Skill Enhancement Course -III (SEC- III)##		Corporate Governance	2	2	3	30	70	100

		Interdisciplinary Course – IV (IDC - IV)\$\$			2	2	3	30	70	100
			Total		30	24				800
		Summer Internship / Industrial Activity during the Summer Vacation after II Year								

V	III	Core Course-VIII (CC-VIII)	Financial Management	5	4	3	30	70	100
		Core Course-IX(CC-IX)	Business Research Methodology	5	4	3	30	70	100
		Core Course-X(CC-X)	Human Resource Management	5	4	3	30	70	100
		Core Course-XI(CC-XI)	Strategic Management	5	4	3	30	70	100
		Core Course-XII(CC-XII)	Operations Management	5	4	3	30	70	100
	IV	Skill Enhancement Course -IV (SEC-IV) ##	Digital Marketing	2	2	3	30	70	100
		Discipline Specific Elective Course- I (DSEC- I)	Hospital Management, Inventory Management. Training and development in HR	2	2	3	30	70	100
		Introduction to Disaster Management		1	2	3	30	70	100
		Summer Internship / Industrial Activity@@	Summer Internship (with Viva-Voce)	--	2	--	20	80	100
	Total			30	28				900
VI	III	Core Course-XIII(CC-XIII)	Entrepreneurial Development	5	4	3	30	70	100
		Core Course-XIV(CC-XIV)	Management Information System	5	4	3	30	70	100
		Core Course-XV(CC-XV)	Investment Analysis	5	4	3	30	70	100
		Core Project Work - XVI(CPW-XVI) @@	Project (with viva voce)	5	4	4	20	80	100
		Skill Enhancement Course -V (SEC-V) ##	Basics of Event Management	2	2	3	30	70	100

		Discipline Specific Elective Course- II (DSEC- II)	Team Management. Banking and Insurance, Sales Marketing	2	2	3	30	70	100
		Value Added Course	General Studies for Competitive Examinations	2	2	2	30	70	100
		Environmental Science		2	2	3	30	70	100
		Gender Studies		2	1	3	30	70	100
		Extension Activities *		--	1	--	--	--	--
			Total	30	26				900
			Grand Total	180	151				5100

Allied Course

S.No	Semester	Course Name
1.	I	Business Economics
2.		Business Communication
3.	II	International Business
4.		Legal and Ethical Issues in Business
5.	III	Project Management
6.		Logistics and Supply Chain Management
7.	IV	Consumer Behaviour
8.		Business Taxation

INTERDISCIPLINARY COURSE(IDC)		
Semester	Course Code	Name of the Course
I Semester	U26IDBB11	Small Business Management
II Semester	U26IDBB22	Business Etiquette and Corporate Grooming
III Semester		Stress Management
IV Semester		Intellectual Property Rights

SKILL ENHANCEMENT COURSE (SEC)	
Semester	Title of the paper
II	SEC-I Emerging Technologies in Business
III	SEC-II Artificial intelligence in Business Practices
IV	SEC-III Corporate Governance
V	SEC-IV Digital Marketing
VI	SEC-V Basics of Event Management

DISCIPLINE SPECIFIC ELECTIVE COURSE (DSEC)		
S.No	Semester	Title of the paper
1	V	DSEC -I Hospital Management, Inventory Management. Training and development in HR
2	VI	DSEC -II Team Management. Banking and Insurance, Sales Marketing

Value Added Course *** (VAC)			
Semester	Course	Course Code	Title of the Course
II	VAC1	U26VA21	Indian Knowledge System in Business
IV	VAC II		Data Science using Python and R Programming

INTER DISCIPLINARY COURSE (IDC)# FOR WHO HAVE NOT OPT TAMIL AS PART – I		
Those who have studied Tamil upto 10 th +2 but opt for other languages in degree	1 st Semester	Special Tamil - I
	2 nd Semester	Special Tamil - II
Those who have not studied Tamil in school level	1 st Semester	Basic Tamil - I
	2 nd Semester	Basic Tamil – II
INTER DISCIPLINARY COURSE (IDC) \$\$ FOR NCCADETS ONLY		
NCC Course is a Compulsory Course for the NCC Cadets in the 3rd Semester:	NCC Course is a Compulsory Course for the NCC Cadets in the 4th Semester:	
Introduction to NCC	1. Special Subject Army (or) 2. Special Subject Navy (or) 3. Special Subject Air force	

SUMMARY OF CURRICULUM STRUCTURE OF UG (BBA) PROGRAMMES

Sl. No.	Part	Types of the Courses	No.of Courses	Credits for Each Course	Total Credits	Marks
1	I	Ability Enhancement Course AEC-Tamil / Other Languages	4	3	12	400
2	II	Ability Enhancement Course AEC-English	4	3	12	400
3	III	Core Courses (CC)	15	4	60	1500
		Core Practical (CP)	1	4	4	100
4		Allied Course (AC)	8	3	24	800
5		Core Project Work (CPW)	1	4	4	100
6	IV	Skill Enhancement Courses (SEC)	5	2	10	500
		Discipline Specific Elective Course(DSEC)	2	2	4	200
7		Interdisciplinary Course (IDC)	4	2	8	400
8		Value Education	1	2	02	100
9		Health and Wellness	1	1	01	100
10		Introduction to Disaster Management	1	2	2	100
11		Summer Internship/ Industrial Activity	1	2	02	100
12		Value Added Course	1	2	02	100
13		Environmental Studies	1	2	02	100
14		Gender Studies	1	1	01	100
15		Extension Activities (NCC/NSS/SPORTS/ANTI DRUG CELL/YRC& Any Other Activities	--	1	01	--
	Total		51		151	5100
Additional Value Added Course in Semester II&IV***			2***	2	4***	200
MOOC/ SWAYAM / NPTEL/NSE						

\$	For those who have studied Tamil upto10 th +2 (Regular Stream)															
+	Syllabus for other Languages should be on par with Tamil at degree level															
#	Those who have studied Tamil up to10 th +2 but opt for other languages in degree level under Part-I should study special Tamil and those who have not studied Tamil in the school level should study Basic Tamil in Part–IV under the Interdisciplinary Course.															
\$\$	NCC Course is one of the Choices in the Interdisciplinary Course. Only the NCC Cadets are eligible to choose this course. However, NCC Course is a Compulsory Course for the NCC Cadets.															
@	Health and Wellness: Assessments: • Use self-reflective worksheets to assess their understanding • submit the worksheets to internal audit / external audit • Every student’s activity report should be documented and the same have to be assessed by the Physical Director with Mentor. The evaluation should be for 100 marks. No examination is required. Scheme of Evaluation: <table><tr><th>Part</th><th>Description</th><th>Marks</th></tr><tr><td>A</td><td>Report</td><td>40</td></tr><tr><td>B</td><td>Attendance</td><td>20</td></tr><tr><td>C</td><td>Activities (Observation During Practice)</td><td>40</td></tr><tr><td colspan="2">Total</td><td>100</td></tr></table>	Part	Description	Marks	A	Report	40	B	Attendance	20	C	Activities (Observation During Practice)	40	Total		100
Part	Description	Marks														
A	Report	40														
B	Attendance	20														
C	Activities (Observation During Practice)	40														
Total		100														
@ @	Summer Internship / Industrial Activity Internship will be carried our during the summer vacation after the second year. Viva-Voce will be conducted by the college and Marks shall be send to the University and the same will be included in the 5th semester Mark Statement. Summer Internship / Industrial Activity& Project Work Scheme of Evaluation: <table><tr><th>Description</th><th>Marks</th></tr><tr><td>Report</td><td>80</td></tr><tr><td>Viva-Voce</td><td>20</td></tr><tr><td>Total</td><td>100</td></tr></table>	Description	Marks	Report	80	Viva-Voce	20	Total	100							
Description	Marks															
Report	80															
Viva-Voce	20															
Total	100															
*	Extension Activities shall be outside instruction hours.															
**	Additional value added courses credit will not be included in the total CGPA. These courses are extra-credit courses. Instruction hours for these courses is 30 hours															

I SEMESTER



SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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(Accredited by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

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

Ins. Hrs. /Week: 4

Course Credit: 4

Course Code: U26BB101

Course Objectives

1. To provide students with a comprehensive understanding of the principles, concepts, and functions of management.
2. To develop knowledge about planning, decision-making, organizing, staffing, and controlling processes in organizations.
3. To familiarize students with various leadership styles, motivation theories, and communication techniques required for effective management.
4. To enhance students' analytical and managerial skills in designing organizational structures, managing teams, and evaluating performance.
5. To understand students to the fundamentals of strategic management, ethics, social responsibility, and strategic decision-making in modern organizations.

UNIT- 1: Introduction to Management

(16 Hours)

Definition - Nature and significance of Management - Principles of Management - Management and Administration - Levels of Management - Role of Managers and Managerial skills; Evolution of Management Thought: Classical, Behavioural, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art - Functions of Management: Planning, Organizing, Leading, and Controlling

UNIT-II: Planning and Decision Making

(15 Hours)

Nature - Importance and Purpose of Planning in Management - Types of Plans: Strategic, Tactical, Operational - Planning process and Techniques - Decision-making - Importance and steps -Decision making models and tools.

UNIT – III: Organizing and Staffing

(15 Hours)

Organizational Structure and Design -Types of Organizational Structures: Functional, Divisional, Matrix; Authority, Responsibility, and Delegation, Centralization Vs Decentralization of authority and responsibility - Span of Control - Coordination and Integration - MBO and MBE- Nature and Importance of Staffing - Process of Selection and Recruitment.

UNIT-IV: Directing, Leadership, Motivation

(14 Hours)

Meaning and Nature of Directing - Leadership Theories (Trait, Behavioral, Contingency, Participative, Charismatic, Transformational, Level-5leader) - Motivation theories and Practices (Maslow, Herzberg two factor, McGregor's theory x& theory y) - Hawthorne effect - Global Leadership Styles

UNIT- V: Communication and Controlling**(15 Hours)**

Communication - Meaning and Importance in Management - Team building and Group Dynamics - Controlling - Meaning - steps in Controlling - Control Process -Systems - Essentials of Sound Control System – Methods of establishing Control – Types of Control - Performance Measurement in Multinational Companies

UNIT-VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Case study analysis on contemporary management practices in global organizations.- Role of Artificial Intelligence in managerial decision-making - Presentation on leadership styles and workplace challenges. - Book/article review on recent trends in management and organizational behavior. - Ethical issues in Management

Total Lectures Hour – 75**COURSE OUTCOME(S)**

The Students will be able to,

1. Explain the concepts, principles, evolution, and functions of management and their application in organizations.
2. Analyze planning and decision-making processes and apply suitable techniques and tools for organizational effectiveness.
3. Demonstrate understanding of organizational structures, delegation, staffing, recruitment, and coordination mechanisms.
4. Evaluate different leadership and motivation theories and apply appropriate directing practices in workplace situations.
5. Apply communication, team-building, and controlling techniques to improve organizational performance and efficiency.
6. Analyze strategic management concepts, SWOT analysis, ethical issues, and social responsibilities for effective strategic formulation and implementation.

TEXT BOOK(S)

1. Koontz, Harold, and Heinz Weihrich. Essentials of Management: An International, Innovation, and Leadership Perspective. 10th ed., Tata McGraw Hill Education, 2022. ISBN: 9781259471694.
2. Gupta, C. B. Principles and Practice of Management. 16th ed., Sultan Chand & Sons, 2024. ISBN: 9789389839015.
3. Tripathi, P. C., and P. N. Reddy. Principles of Management. 2nd ed., Tata McGraw Hill Education, 2025. ISBN: 9781259069205.
4. Bhushan, Y. K., and Satish Bhatia. Management: Principles and Practices. 7th ed., Pearson India, 2020. ISBN: 9789332580522.
5. Stoner, James A. F., R. Edward Freeman, and Daniel R. Gilbert Jr. Management. 6th Indian ed., Pearson Education India, 2026. ISBN: 9789332580119.

REFERENCE BOOK(S)

1. Arya, K. Management Theory and Practice. 4th ed., Excel Books, 2022. ISBN: 9789353169277.
2. Chhabra, T. N. Principles and Practices of Management. 9th ed., Dhanpat Rai & Co., 2024. ISBN: 9788177004337.
3. Pillai, R. S. N., and Bagavathi. Modern Management Theory and Practice. 4th ed., S. Chand Publishing, 2020. ISBN: 9788121927712.
4. Srinivasan, R. Management Practices. 3rd ed., Himalaya Publishing House, 2025. ISBN: 9789353164265.
5. Ramaswamy, V. S. Principles of Management: Text and Cases. 4th ed., Macmillan India, 2023. ISBN: 9780230347035.

E –RESOURCE(S)

1. https://onlinecourses.nptel.ac.in/noc23_mg33/preview
2. https://onlinecourses.swayam2.ac.in/ini24_mg01/preview
3. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6%2FGWFCSpr%2FXYG%3D%3D>
4. <https://www.indiabix.com/>
5. <https://alison.com/course/diploma-in-principles-of-management>

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



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DEPARTMENT OF BUSINESS ADMINISTRATION
BBA

Semester-I : CC-II - Business Statistics And Logic

Ins.Hrs./Week: 4

Course Credit: 4

Course Code: U26BB102

Course Objectives

1. To provide students with fundamental knowledge of statistical concepts, data classification, tabulation, and graphical presentation techniques.
2. To develop understanding of measures of central tendency, dispersion, skewness, and kurtosis for analyzing statistical data.
3. To familiarize students with correlation and regression techniques for studying relationships between variables.
4. To introduce the basic concepts of probability and probability distributions used in business and decision-making situations.
5. To enhance logical reasoning, analytical thinking, and problem-solving abilities through quantitative and aptitude-based exercises

UNIT-I: Measures of Central Tendency and Dispersion (20 Hours)

Classification and Tabulation of Data - Frequency Distribution - Diagrams and Graphs - Measure of Central Tendency - Arithmetic Mean, Weighted Arithmetic Mean, Median, Mode Geometric Mean - Harmonic Mean - Partition values - Quartiles, Deciles, Percentiles - Measures of Dispersion - Range - Quartile Deviation - Mean Deviation from Mean, Median, Standard Deviation - Coefficient of Variation.

UNIT-II: Measures of Skewness and Kurtosis (10 Hours)

Skewness - Meaning, Difference between Dispersion - Skewness, Karl Pearson's and Bowley's measures of Skewness - Concept of Kurtosis - Types of Kurtoses - Importance.

UNIT-III: Correlation Analysis (8 Hours)

Meaning - Definition - Use of Correlation - Co-variance, Scatter Diagram, Types of Correlation - Karl Pearson's Correlation Coefficient - Spearman's Rank Correlation Coefficient - Probable Error.

UNIT -IV: Regression Analysis (8 Hours)

Regression - Meaning - Utility of regression analysis, comparison between correlation and regression, Regression lines X on Y, Y on X, Regression Equations - Regression Co-efficients - Probability Distributions

UNIT–V: Introduction to Logic**(14 Hours)**

Number Series - Coding, Decoding and Odd man Out Series - Direction Sense Test, Seating Arrangements - Linear and Circular, Blood Relations – Arithmetic Progressions - Geometric Progressions - Inductive and Deductive Reasoning.

UNIT–VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Case study analysis using statistical tools in business decision-making. - Applications statistics in real-life situations. Report on survey data collection, classification – tabulation - interpretation - Aptitude test practice involving coding-decoding, number series, seating arrangement, and reasoning problems

Total Lectures Hour - 60**COURSE OUTCOME(S)**

The Students will be able to,

1. Classify, tabulate, and present data effectively using statistical tables, diagrams, and graphs.
2. Calculate and interpret measures of central tendency, dispersion, and partition values for statistical analysis.
3. Analyze skewness, kurtosis, correlation, and regression to understand relationships and patterns in data.
4. Apply probability concepts and probability distributions such as Binomial, Poisson, and Normal distributions in practical situations.
5. Demonstrate quantitative aptitude skills in coding-decoding, number series, seating arrangements, blood relations, and reasoning problems.
6. Develop analytical and logical reasoning skills for decision-making and competitive examinations.

TEXT BOOK(S)

1. Gupta, S.P., and M.P. Gupta. Business Statistics. 19th ed., Sultan Chand & Sons, 2023. ISBN: 9789390851670.
2. Sharma, J.K. Business Statistics. 5th ed., Vikas Publishing House, 2022. ISBN: 9789390531121.
3. Chikkodi, C.M., and B.G. Satya Prasad. Business Statistics. 3rd ed., Himalaya Publishing House, 202. ISBN: 9789352028651.
4. Arora, P.N., and S. Arora. Statistical Methods. Revised ed., S. Chand Publishing, 2024. ISBN: 9789352535319.
5. Aggarwal, B.M. Business Mathematics and Statistics. 8th ed., Ane Books India, 2022. ISBN: 9789386768994.

REFERENCE BOOK(S)

1. Elhance, D.N., et al. Fundamentals of Statistics. 3rd ed., Kitab Mahal, 2022. ISBN: 9788122200050.
2. Tulsian, P.C., and Vishal Pandey. Quantitative Techniques: Theory and Problems. 2nd ed., Pearson India, 2023. ISBN: 9789332587328.
3. Agarwal, R.S. Quantitative Aptitude for Competitive Examinations. Revised ed., S. Chand Publishing, 2023. ISBN: 9789352534022.
4. Gupta, R.S., and V.K. Kapoor. Fundamentals of Mathematical Statistics. 13th ed., Sultan Chand & Sons, 2024. ISBN: 9788180548675.
5. Mishra, B.M. Logical Reasoning and Analytical Ability. 1st ed., Himalaya Publishing House, 2025. ISBN: 9789352622026.

E-RESOURCE(S)

1. https://onlinecourses.nptel.ac.in/noc23_mg40/preview
2. https://onlinecourses.swayam2.ac.in/cec23_ma12/preview
3. <https://www.coursera.org/learn/business-statistics>
4. <https://alison.com/course/business-statistics-and-analysis>
5. <https://www.khanacademy.org/math/statistics-probability>

Mapping with Programme Outcomes

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	PS01	PS02	PS03	PS04	PS05
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



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: I-AC- I: Business Economics

Ins. Hrs./Week: 3

Course Credit: 3

Course Code: U26AEC101

Course Objectives

1. To understand the microeconomic concepts, principles, and economic decision-making.
2. To develop knowledge of demand, supply, elasticity, and market equilibrium in different market situations.
3. To familiarize students with production theories, cost analysis, and consumer behavior concepts for business applications.
4. To enhance understanding of different market structures and pricing strategies adopted by firms in competitive environments.
5. To introduce the concepts and methods of measuring national income and their significance in economic analysis.

UNIT-I: Basic Elements of Microeconomics

(12 Hours)

Nature - Scope - Economic Problem Scarcity and Choice - Positive , Normative Economics - Scope of Study - Central Problems of Micro , Macro Economics - Demand Schedule - Individual and Market Demand Curve - Determinants of Demand - Law of Demand - Movement and Shift among Demand Curve - Elasticity of Demand .

UNIT –II: Supply and Market Equilibrium

(10 Hours)

Supply Schedule - individual and market supply - determinants of supply - Law of supply - Elasticity of supply- Determination of demand and supply - Effect of a shift in demand and supply.

UNIT-III: Production and Consumer Behavior

(14 Hours)

Theory of Production - Factors of Production - Production Function - Law of Variable Proportions - Returns to Scale - Producers' Equilibrium - Theory of Cost - Short Run and Long Run Average -Marginal and Total Cost Curves - Cardinal Utility Approach - Law of Diminishing Marginal Utility, Law of Equi Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium.

UNIT-IV: Analysis of Market

(10 Hours)

Concept of Market - Main Forms of Market - Price and Output Determination Under Perfect Competition - Monopoly - Monopolistic Competition and Oligopoly - International Market Demand and Supply Analysis

UNIT –V: Pricing Strategies

(14 Hours)

Pricing Methods and Strategies - Objectives - Factors - General consideration of Pricing - Methods of Pricing - Dual Pricing - Price Discrimination - Circular Flow of Income - Concept of GDP - GNP - NDP - NNP (At Market Price and Factor Cost)- Methods of Calculating National Income

UNIT –VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Case study analysis on pricing strategies and consumer behaviour in digital markets.- impact of inflation, globalization, or government economic reforms. - Group discussion on current economic issues affecting businesses and consumers. - Report writing on the role of digital payments and financial inclusion in economic growth.

Total Lectures Hour- 60

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the basic concepts of microeconomics, scarcity, choice, demand, supply, and elasticity in economic analysis.
2. Analyze market equilibrium and evaluate the effects of changes in demand and supply conditions.
3. Apply theories of production, cost, and consumer behavior in understanding business and economic decisions.
4. Differentiate various market structures such as perfect competition, monopoly, monopolistic competition, and oligopoly.
5. Evaluate pricing methods, pricing strategies, and price discrimination practices used in business organizations.
6. Calculate and interpret national income

TEXT BOOK(S)

1. Dwivedi, D. N. Managerial Economics. 9th ed., Vikas Publishing House, 2023. ISBN: 9789325983904.
2. Mithani, D. M. Managerial Economics: Theory and Applications. 6th ed., Himalaya Publishing House, 2021. ISBN: 9789352794523.
3. Arya, S. P. Business Economics. 2nd ed., PragatiPrakashan, 2022. ISBN: 9788175773703.
4. Gupta, G. S. Managerial Economics. 5th ed., Tata McGraw Hill Education, 2025. ISBN: 9781259678706.
5. Puri, V. K. Business Economics. 4th ed., Kalyani Publishers, 2025. ISBN: 9789388352325.

REFERENCE BOOK(S)

1. Adhikary, M. Economic Environment of Business. 4th ed., Sultan Chand & Sons, 2023. ISBN: 9788180544943.
2. Misra, S. K., and V. K. Puri. Indian Economy. 12th ed., Himalaya Publishing House, 2024. ISBN: 9789353163701.
3. Agarwal, A. N. Indian Economy: Problems of Development and Planning. 8th ed., New Age International, 2023. ISBN: 9788122439101.
4. Bansal, S. K., and V. K. Bhatia. Managerial Economics. 3rd ed., Excel Books, 2026. ISBN: 9789352602004.
5. Dutt, R., and K. P. Sundaram. Indian Economy. 71st ed., S. Chand Publishing, 2020. ISBN: 9789352831403.

E –RESOURCES

1. <https://archive.nptel.ac.in>
2. https://onlinecourses.swayam2.ac.in/imb20_mg14/preview
3. <https://alison.com/course/introduction-to-economics>
4. <https://www.mygreatlearning.com/academy/learn-for-free/courses/introduction-to-managerial-economics>
5. <https://online.hbs.edu/courses/economics-for-managers/>

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–MC-II: Business Communication

Ins. Hrs./Week: 3
Course Objectives

Course Credit: 3

Course Code:U26ABB102

1. To provide students with a comprehensive understanding of communication processes, models, and to communication systems in organizations.
2. To develop effective written communication skills for professional and digital business environments.
3. To familiarize students with persuasive, negative, and professional business messages used in workplace communication.
4. To enhance interpersonal, presentation, and virtual communication skills required in modern organizations and global business settings.
5. To introduce students to digital communication, collaboration tools, digital etiquette, and emerging communication technologies.

UNIT –I: Introduction to Communication in Organizations (7 Hours)

Introduction to Business Environment and Communication - Models of Communication - Basics of Communication –Types- Channels - Barriers - 7 Cs of Communication - Formal and Informal Communication - Listening Skills - Communication on Social Media Platforms.

UNIT-II: Written Communication (5 Hours)

Planning and Executing - Different Types of Messages - e-mails - Formal Letters - Planning - Layout of Business Letter - Informal messages on e-platforms .

UNIT – III: Negative and Persuasive Messages (7 Hours)

Negative Messages - Indirect and Direct Negative Messages - Persuasive Messages - Request letters to various Stakeholders - Sales Letters -Complaint and Follow up Letters - Promotion Letters - Job Application Letters - Cover Letters - Resume - Resignation Letters.

UNIT-VI: Interpersonal Communication (6 Hours)

Team Communication - Managing Communication during online meeting - Communication with Virtual Team - Communication in Gig Economy - Presentation Skills Verbal and Non-Verbal – Power Point Presentation Skills - Info graphics - Introduction to contemporary alternatives - Prezi, Viseme, Microsoft Sway and Zoho

UNIT –V: Digital Communication (5Hours)

Social Media and Individual - Social Media and Organizations - Media Literacy; Strong Digital Communication Skills - Email - Instant Messaging - Video Conferencing - E -Meetings.- Digital Etiquettes and Responsibilities

UNIT –VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Role of Artificial Intelligence in business communication. - Presentation on digital communication trends in organizations. - Case study analysis on communication strategies used by companies during crises. Practical exercise on creating professional resumes, LinkedIn profiles, and digital portfolios.

Total Lectures Hour-30

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the fundamentals of organizational communication, communication models, barriers, and the 7 Cs of communication.
2. Draft effective business correspondence including emails, formal letters, resumes, job applications, complaint letters, and persuasive messages.
3. Demonstrate interpersonal and team communication skills in both face-to-face and virtual work environments.
4. Apply presentation and digital communication tools such as PowerPoint, Prezi, Microsoft Sway, and video conferencing platforms effectively.
5. Analyze the role of social media, media literacy, and digital communication in organizations and professional networking.
6. Practice digital collaboration, digital citizenship, and professional etiquette while using communication technologies in international business environments.

TEXT BOOK(S)

1. Bhatia, Aarti, and Rajneesh Bhatia. Business Communication. 4th ed., Ane Books Pvt Ltd, 2022. ISBN: 9789388762585.
2. Sharma, R. C., and Krishna Mohan. Business Communication: Theory and Practice. 4th ed., Tata McGraw-Hill Education, 2023. ISBN: 9789339206965.
3. Kaul, Asha. Business Communication. 3rd ed., Prentice Hall India, 2024. ISBN: 9788120346727.
4. Rai, Urmila, and S. M. Rai. Business Communication. Himalaya Publishing House, 2025. ISBN: 9789354642010.
5. Krizan, Ann, et al. Business Communication. 11th ed., Cengage Learning India, 2021. ISBN: 9788131538152. (Indian Edition)

REFERENCE BOOK(S)

1. Mishra, Mukesh Kumar. Business Communication and Soft Skills. BPB Publications, 2021. ISBN: 9789389427751.
2. Chauhan, Ramesh. Effective Business Communication. VK Publications, 2025. ISBN: 9789388109572.
3. Rai, Urmila, and S. M. Rai. Business Communication. Himalaya Publishing House, 2022. ISBN: 9789354642010.
4. Gupta, Kamlesh. Business Communication. Sultan Chand & Sons, 2020. ISBN: 9788121929554.
5. Kumar, S. P. Raja. Professional Communication. Oxford University Press India, 2024. ISBN: 9780190121793.

E-RESOURCE(S)

1. https://onlinecourses.nptel.ac.in/noc21_mg09/preview
2. https://onlinecourses.swayam2.ac.in/cec21_mg12/preview
3. <https://alison.com/course/business-communication-skills>
4. <https://www.futurelearn.com/courses/business-communications>
5. <https://www.udemy.com/course/entrepreneurial-mindset-and-toolkit/>

Mapping with Programme Outcomes

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

Strong-3 Medium-2 Low -1



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(Accredited by NAAC)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: I-IDC-I: Small Business Management

Ins. Hrs./Week: 2

Course Credit: 2

Course Code: U26IDBB11

Course Objectives

1. To provide students with fundamental knowledge of small business management and its role in economic development.
2. To familiarize students with the procedures, legal requirements, and financial support systems involved in starting and managing small businesses.
3. To develop understanding of operational, marketing, and digital management practices for small enterprises.
4. To enhance managerial skills in financial management, human resource practices, communication, and ethical decision-making in small businesses.
5. To introduce students to innovation, sustainability, technology adoption, and growth strategies for small business development in the digital economy.

UNIT – I Introduction to Small Business Management

(7 Hours)

Introduction to Small Business Management: Meaning and definition of small business – Characteristics - Importance of small business – Role of small business in economic development – Objectives - Functions of small business – Opportunities and challenges faced by small enterprises – Entrepreneurship and small business development – Qualities of a successful small business owner.

UNIT – II Small Business Formation and Legal Procedures

(6 Hours)

Small Business Formation and Legal Procedures - Steps in starting a small business – Business idea generation and feasibility analysis – Forms of business ownership – Registration procedures for small businesses – Licenses and permits – MSME registration – Sources of finance for small businesses – Government support and schemes for small enterprises – Ethical practices in small business.

UNIT – III: Small Business Operations Management

(4 Hours)

Small Business Operations and Marketing - Production and operational management in small business – Inventory management – Pricing decisions.

UNIT – IV Digital Marketing and E-Commerce for Small Business

(6 Hours)

Digital Marketing concepts for small business – Digital marketing and social media promotion – Customer relationship management – Sales promotion techniques – Online business platforms and e-commerce for small enterprises.

UNIT – V Financial Management and Human Resource Practices (7 Hours)

Financial Management and Human Resource Practices - Basic accounting practices for small business – Budgeting and cash flow management – Working capital management – Profit planning and cost control – Recruitment and selection in small business – Employee motivation and leadership – Workplace communication and business ethics – Conflict management in small organizations.

UNIT – VI Current Contours (For Continuous Internal Assessment only- Self Study)

Case study analysis of successful Start-ups and small enterprises. - Presentation on government schemes and support for MSMEs and Start-ups. - Preparing a business model for a small enterprise/start-up idea.

Total Lecture Hours – 30

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the concepts, characteristics, functions, and significance of small business management and entrepreneurship.
2. Apply the procedures for establishing small businesses, including registration, licensing, MSME registration, and accessing government support schemes.
3. Demonstrate knowledge of operational management, inventory control, pricing decisions, and digital marketing strategies for small enterprises.
4. Utilize financial management practices such as budgeting, cash flow management, working capital management, and profit planning in small businesses.
5. Analyze human resource practices, leadership, communication, ethics, and conflict management in small organizations.
6. Evaluate innovation, sustainability practices, business expansion strategies, and future trends affecting small business growth in the digital economy.

TEXT BOOK(S)

1. I.C.B. Gupta & S.S. Khanka, Entrepreneurship and Small Business Management, 8th Revised Edition, [Sultan Chand & Sons](#), 2022. ISBN: 978-93-91820-20-6.
2. Vasant Desai, *Small Scale Industries and Entrepreneurship*, 9th Edition, [Himalaya Publishing House](#), 2026. ISBN: 978-93-5097-376-9.
3. Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, 4th Edition, [Pearson Education India](#), 2026. ISBN: 978-93-6713-801-4.
4. Dr. S. S. Khanka, Entrepreneurial Development, 5th Edition, [S. Chand Publishing](#), 2026. ISBN: 978-93-6958-239-6.
5. Justin G. Longenecker, J. William Petty, Leslie E. Palich & Frank Hoy, Small Business Management: Launching & Growing Entrepreneurial Ventures, 20th Edition, [Cengage Learning](#), 2023. ISBN: 978-03-5771-880-3.

REFERENCE BOOKS

1. Peter F. Drucker, Innovation and Entrepreneurship: Practice and Principles, Revised Edition, [Harper Business](#), 2006. ISBN: 978-00-6741-650-2.
2. David H. Holt, Entrepreneurship: New Venture Creation, Prentice Hall of India Edition, [Pearson Education](#), 2024. ISBN: 978-81-203-3317-6.
3. Clifton Davis, Small Business Management Essentials, [McGraw Hill Education](#).
4. Robert D. Hisrich & Michael P. Peters, Entrepreneurship, 6th Edition, [Tata McGraw Hill Education](#), 2019. ISBN: 978-00-7271-732-5.
5. Steve Mariotti & Caroline Glackin, Entrepreneurship and Small Business Management, 2nd Edition, Pearson Education India, 2022. ISBN: 978-01-3782-481-5.

E – RESOURCES

1. https://onlinecourses.nptel.ac.in/noc21_mg09/preview
2. <https://www.startupindia.gov.in>
3. <https://www.nsic.co.in/>
4. <https://udyamregistration.gov.in/>
5. <https://www.ediindia.org/>

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	3	1	3	2	2	2	3	3	2	1
CO2	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1
CO3	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1
CO4	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1
CO5	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1

Strong – 3 Medium – 2 Low – 1

II SEMESTER



SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE

**(AUTONOMOUS),
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(For the Candidates admitted in the academic year 2026-2027)
(Accredited by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: II-CC-III: Marketing Management

Ins. Hrs./Week: 4

Course Credit: 4

Course Code: U26BB203

Course Objectives

1. Understand the fundamental concepts, scope, importance, and evolution of marketing in the modern business environment.
2. Analyze marketing environments, market structures, customer value creation, and different types of marketing practices in the Indian and global context.
3. Apply the concepts of market segmentation, targeting, positioning, and consumer behaviour in marketing decision-making.
4. Examine product, pricing, promotion, and channel decisions along with branding, retailing, and new product development strategies.
5. Understand service marketing concepts, digital marketing trends, ethical practices, and recent developments in international business marketing.

UNIT- I: Marketing Concepts

(16 Hours)

Introduction - Nature, Scope - Importance of Marketing - Evolution of Marketing; Core Marketing Concepts; Company Orientation - Production Concept, Product Concept, Selling Concept, Marketing Concept, Holistic Marketing Concept; Marketing Environment. Social Responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing, Digital Marketing Trends in International Business

UNIT –II: Marketing Environment and Market Analysis

(10 Hours)

Demographic, Economic, Political, Legal, Socio Cultural, Technological Environment in Indian Context, Market and Competition Analysis, Market Analysis and Creating and Delivering Customer Value - Types of Marketing (B2C, B2G, B2B, C2C).

UNIT – III: Market Segmentation and Consumer Behaviour

(18 Hours)

Segmentation - Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior - The Rise of Consumer Democracy - Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian Context - Consumer Buying Decision Process - Business Customer's Buying Decision Process and Traditional vs. Experiential Marketing's View of Customer.

UNIT – IV Product Decisions**(14Hours)**

Product Decisions: Concept of Product Life Cycle (PLC), PLC Marketing Strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging and Labelling - Portfolio Approach – Boston Consulting Group(BCG) Matrix - Introduction to Brand Management and Innovation and New Product Development.

UNIT –V Pricing and Promotional Decisions**(17 Hours)**

Determinants of Price - Pricing Methods and Adapting Price - Promotion Decisions: Factors determining promotion mix - Promotional Tools - Fundamentals of Advertisement, Sales Promotion, Public Relation, Publicity and Personal Selling - Marketing Channel Decision: Channel Functions, Channel Levels, Types of Intermediaries Wholesalers and Retailers - Introduction to Retail Management.

UNIT – VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Case study analysis of successful digital marketing campaigns and branding strategies. - Social media campaign analysis of a brand's marketing effectiveness. - Book/article review on recent developments in marketing and consumer engagement. - Survey and analysis of customer preferences and buying behaviour in digital platforms

Total Lectures Hour -75**COURSE OUTCOME(S)**

The Students will be able to,

1. Explain the basic principles, concepts, and functions of marketing and its role in business organizations.
2. Evaluate the impact of demographic, economic, technological, socio-cultural, legal, and competitive environments on marketing decisions.
3. Demonstrate knowledge of consumer behaviour, market segmentation, targeting, and positioning strategies in different market situations.
4. Analyze product life cycle, branding, pricing, promotional tools, and distribution channel decisions for effective marketing management.
5. Apply service marketing strategies, digital marketing tools, and contemporary marketing practices including green marketing and social marketing.
6. Identify recent trends in digital and international marketing and assess their relevance in the changing global business environment

TEXT BOOKS(S)

1. Kumar, Arun. Marketing Management. 3rd ed., S. Chand Publishing, 2023. ISBN: 9789355305890.
2. Ramaswamy, V. S., and Namakumari, S. Marketing Management: Global Perspective Indian Context. 5th ed., McGraw Hill Education, 2022. ISBN: 9789354640405.
3. Saxena, Rajan. Marketing Management. 6th ed., Tata McGraw Hill, 2021. ISBN: 9781259095060.
4. Mahajan, Vijay. Marketing in India: Cases and Readings. 2nd ed., Oxford University Press India, 2020. ISBN: 9780199480577.
5. Kotler, Philip, et al. Marketing Management: A South Asian Perspective. 16th ed., Pearson Education India, 2023. ISBN: 9789332583535.

REFERENCE BOOK(S)

1. Chopra, Satish, and Jain, Sunil. Fundamentals of Marketing. 4th ed., Vikas Publishing House, 2022. ISBN: 9789325977165.
2. Pandey, T.N. Marketing Management. 4th ed., Vikas Publishing House, 2021. ISBN: 9789325974683.
3. Gupta, C.B. Marketing Management: Principles and Practice. 15th ed., Sultan Chand & Sons, 2023. ISBN: 9788121929554.
4. Sharma, Rajeev. Consumer Behaviour: Insights and Cases. 2nd ed., Ane Books Pvt Ltd, 2024 ISBN: 9789387913506.
5. Chopra, Jagdish. Services Marketing. 2nd ed., Himalaya Publishing House, 2026. ISBN: 9789352830908

E-RESOURCE(S)

1. https://onlinecourses.nptel.ac.in/noc22_mg05/preview
2. https://onlinecourses.swayam2.ac.in/cec21_mg07/preview
3. <https://alison.com/course/diploma-in-marketing-management>
4. <https://www.coursera.org/learn/marketing-management>
5. <https://www.futurelearn.com/courses/marketing-management>

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	1	1	1	1	2	1	2
CO2	3	2	1	1	1	1	1	2	1	1	2	2	1	2	1
CO3	2	2	1	1	1	1	1	1	3	1	1	2	2	2	1
CO4	2	1	1	1	1	1	3	1	3	1	3	2	2	2	1
CO5	2	1	1	1	1	1	1	1	2	2	1	2	1	1	2

Strong-3 Medium-Low-1



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: II - CC- IV: Financial Accounting

Ins. Hrs. /Week: 4

Course Credit: 4

Course Code: U26BB204

Course Objectives

1. Understand the fundamentals of accounting, accounting standards, accounting concepts, and conventions used in business organizations.
2. Explain the accounting equation, accounting process, contingent assets and liabilities, and preparation of accounting records.
3. Develop skills in recording business transactions through journals, ledgers, trial balance, and subsidiary books including cash books.
4. Prepare final accounts of sole trading concerns and understand depreciation methods and accounting treatment of assets.
5. Gain knowledge of non-trading organization accounts, digital accounting practices, GST transactions, and international accounting perspectives.

Unit– I Introduction to Accounting

(18 Hours)

Accounting System and Process Meaning- Need for Accounting and Accounting Information System,-Qualitative Aspects of Financial Accounting, Accounting Standards in India and International -Branches of Accounting-Types of Business Organizations, Accounting taxonomy- Accounting Concepts and Conventions.

UNIT – II Accounting Equation and Accounting Process

(10 Hours)

Accounting Equation of Assets equals Capital and Liabilities- Accounting Process- Contingent assets and Liabilities-Fictitious Assets.

UNIT – III Subsidiary Books

(12 Hours)

Recording Transactions and Trial balance Transactions – Journal- ledger- trial balance - Purchases, Sales- Return types of Cash books.- Single column -Double column -Triple column - Petty cash book.

UNIT – IV Final Accounts

(15 Hours)

Final Accounts Preparation of Trading and Profit and Loss account and Balance Sheet of Sole Trading concerns- Importance of disclosures in Final accounts .Accounting Ethics in International Business

UNIT-V Depreciation

(20 Hours)

Depreciation - Cause –Method of depreciation Straight line method -Written down value method - Annuity method- Depreciation provisions under Indian accounting practices- Intangible assets accounting- GST Transactions- - International asset valuation

UNIT – VI Current Contours (For Continuous Internal Assessment only- Self Study)

Meaning and features of non-trading organizations - Accounting concept of Income and Expenditure -Classification of Capital and Revenue - Receipts and payments account -Income and expenditure account - Balance sheet preparation - Government accounting initiatives - Basics of digital accounting,

Total Lectures Hour -75

COURSE OUTCOME(S)

The Students will be able to,

1. Explain accounting principles, accounting standards, and the role of accounting information systems in business organizations.
2. Apply the accounting equation and accounting process for recording and classifying business transactions accurately.
3. Prepare journals, ledgers, trial balance, subsidiary books, and different types of cash books systematically.
4. Construct final accounts including Trading Account, Profit and Loss Account, and Balance Sheet with proper disclosures and ethical considerations.
5. Calculate depreciation using various methods and understand accounting treatment of intangible assets, GST transactions, and asset valuation practices.
6. Prepare accounts of non-trading organizations including Receipts and Payments Account, Income and Expenditure Account, and Balance Sheet while understanding digital and government accounting initiatives.

TEXT BOOK(S):

1. Gupta, R.L., and M. Radhaswamy. Advanced Accountancy. 19th ed., Sultan Chand & Sons, 2025. ISBN: 9789351612208.
2. Jain, S.P., and K.L. Narang. Financial Accounting. 12th ed., Kalyani Publishers, 2024. ISBN: 9789327268422.
3. Tulsian, P.C. Financial Accounting. 5th ed., McGraw Hill Education, 2023. ISBN: 9789355323025.
4. Shukla, M.C., T.S. Grewal, and S.C. Gupta. Advanced Accounts. 20th ed., S. Chand Publishing, 2024. ISBN: 9789358701158.
5. Maheshwari, S.N., and S.K. Maheshwari. Financial Accounting. 8th ed., Vikas Publishing House, 2025. ISBN: 9789354534101.

REFERENCE BOOK(S):

1. Anthony, Robert N., David Hawkins, and Kenneth Merchant. *Accounting: Text and Cases*. 14th ed., McGraw Hill Education, 2023. ISBN: 9781260247847.
2. Horngren, Charles T., et al. *Introduction to Financial Accounting*. 12th ed., Pearson Education, 2024. ISBN: 9789356064101.
3. Sehgal, Ashok, and Deepak Sehgal. *Fundamentals of Financial Accounting*. 7th ed., Taxmann Publications, 2025. ISBN: 9789357785128.
4. Mukherjee, A., and M. Hanif. *Financial Accounting*. 4th ed., McGraw Hill Education, 2022. ISBN: 9789354602459.
5. Rajasekaran, V. *Financial Accounting for Management*. 3rd ed., Pearson India, 2023. ISBN: 9789353944581.

E – RESOURCE(S):

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGEMENT_RS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>.
3. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
4. <https://www.profitbooks.net/what-is-depreciation>

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	1	2	1	1	1	1	1	2	1	2	1	1
CO2	3	3	2	2	2	1	1	1	1	1	2	2	1	2	1
CO3	3	3	3	2	2	1	1	1	2	1	2	2	2	2	1
CO4	3	3	3	2	2	2	1	1	2	1	3	2	2	2	1
CO5	3	3	2	2	3	1	1	1	2	1	2	2	2	1	2
CO6	3	3	2	2	3	2	1	1	2	1	2	2	2	2	2

Strong-3 Medium-2 Low-1



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester-II-AC-III: International Business

Ins.Hrs./Week: 3

Course Credit: 3

Course Code: U26ABB203

Course Objectives

1. Understand the concepts, scope, theories, and stages of international business and internationalization.
2. Analyze modern theories of international trade, trade barriers, and global trade practices in the contemporary business environment.
3. Examine the role of Foreign Direct Investment (FDI), multinational corporations, and international institutions in global business operations.
4. Understand regional economic integration, trade regulations, and the impact of economic indicators on international business decisions.
5. Gain knowledge of emerging trends in international business including international entrepreneurship, CSR, ESG practices, and ethical issues in global business.

UNIT-I: Introduction to International Business (17 Hours)

Introduction to International Business - Stages of Internationalization - EPRG Framework
International Trade Theories: Theories of International Trade Mercantilists - Absolute Cost and Comparative Advantage - Factor Proportions, Neo Factor Proportions Theories, Country Similarity Theory - Intra - industry Trade, Tariff and Non - Tariff Barriers in Global Businesses.

UNIT- II: Introduction of Foreign Direct Investment (12 Hours)

Introduction Foreign Direct Investment in the World Economy - Trends in FDI - Theories of Foreign Direct Investment - Green field and Brown field FDI - Benefits and Costs of FDI - International Institutions and the Liberalization of FDI, CAGE Model.

UNIT- III: Economic Integration (15 Hours)

Economic Indicators and their Impact on International Business Decisions - Regional Economic Integration and Trade Block - Basic Principles of Multilateral Trade Negotiations - Instruments of Trade Regulation, FDA, Custom Union, Common Market - Economic Union - Emerging Markets and Developing Economies.

UNIT –IV: Multinational Corporations (16 Hours)

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

UNIT –V: International Entrepreneurship (15 Hours)

International Entrepreneurship and Born Global Firms, Ethical Considerations - CSR Frameworks and Approaches and Ethical Considerations, ESG Investing and Reporting Standards, Corporate responses to climate change and social justice issues

UNIT-VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Corporate responses to climate change and social justice issues- Case Study. - impact of geopolitical events, trade barriers, or globalization on international business.- Group discussion on challenges faced by multinational corporations in different countries - Analysis of international business news and its implications for trade and investment.

Total Lectures Hour - 75

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the fundamentals of international business, international trade theories, and the EPRG framework in global business operations.
2. Analyze the impact of tariff and non-tariff barriers, intra-industry trade, and country similarity theories on international trade.
3. Evaluate the significance of Foreign Direct Investment, CAGE model, and the role of international institutions in global economic development.
4. Assess the impact of regional economic integration, trade blocs, economic unions, and trade regulations on international business decisions.
5. Examine the functions, strategies, and influence of multinational corporations, technology transfer, and foreign collaborations in India and abroad.
6. Identify emerging trends in international business including born global firms, CSR frameworks, ESG reporting standards, climate change responses, and ethical considerations in global markets.

TEXT BOOK(S)

1. Cherunilam, Francis. International Business: Text and Cases. 8th ed., PHI Learning, 2022. ISBN: 9789355430871.
2. Aswathappa, K. International Business. 7th ed., McGraw Hill Education, 2023. ISBN: 9789354601432.
3. Rakesh Mohan Joshi. International Business. 2nd ed., Oxford University Press, 2021. ISBN: 9780199494445.
4. Paul, Justin. International Business. 7th ed., McGraw Hill Education, 2022. ISBN: 9789354600480.
5. Sundaram, Anant K., and J. Stewart Black. The International Business Environment: Text and Cases. 2nd ed., Cengage Learning India, 2020. ISBN: 9788131509802.

REFERENCE BOOK(S)

1. Varshney, R.L., and Bhattacharya, B. International Marketing Management: An Indian Perspective. 26th ed., Sultan Chand & Sons, 2023. ISBN: 9789390851663.
2. Jain, Subhash C. International Marketing. 8th ed., Cengage Learning India, 2021. ISBN: 9788131521033.
3. Mahajan, Neeru. International Business Environment. 1st ed., Himalaya Publishing House, 2021. ISBN: 9789352689012.
4. Tamer, Cavusgil S., et al. International Business: The New Realities. 4th ed., Pearson Education India, 2022. ISBN: 9789353944745.
5. Bhalla, V.K., and S. Shiva Ramu. International Business Environment and Management. 2nd ed., Anmol Publications, 2020. ISBN: 9788126148440.

E-RESOURCE(S)

1. https://onlinecourses.nptel.ac.in/noc21_mg01/preview
2. https://onlinecourses.swayam2.ac.in/cec20_mg10/preview
3. <https://alison.com/course/diploma-in-international-business>
4. <https://www.edx.org/course/global-business-in-practice>
5. <https://www.coursera.org/learn/international-business>

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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DEPARTMENT OF BUSINESS ADMINISTRATION

Semester: III - MC- IV: Legal and Ethical issues in Business

Ins. Hrs. /Week: 3

Course Credit:3

Course Code:U26ABB204

Course Objectives

1. Understand the fundamentals of business law, contract law, negotiable instruments, and legal aspects of business operations.
2. Analyze sales contracts, leasing agreements, warranties, liabilities, and electronic fund transfer systems in business transactions.
3. Examine the importance of business ethics, corporate social responsibility, and stakeholder responsibilities in organizations.
4. Understand ethical issues in marketing, finance, human resource management, and global business practices of multinational corporations.
5. Develop ethical decision-making skills by applying Indian philosophical approaches, corporate governance principles, and ethical frameworks in business situations.

UNIT – I Introduction to Business Law

(17Hours)

Business law- Definition - Scope - Importance - Role of law in business - Elements of a contract -Offer and Acceptance – Consideration - Contractual Capacity - Essentials of a Valid Contract - Types of contracts- Performance obligations - Types of breaches and remedies - Product liability - Consumer protection laws- Business torts - Employment law.

UNIT – II Sales and Leases

(15 Hours)

Formation - Contract of Sales - Contracts for Leasing Goods - Title and Risk of loss - Performance and remedies - Warranties and Product liability - Introduction to Negotiable Instruments - Negotiability- Negotiation and Holders in due course - Liability and discharge - Bank customer Relations - Electronic Fund Transfers.

UNIT – III Business Ethics and Corporate Responsibility

(14 Hours)

Definition – Importance of business ethics - Business ethics in the Indian context - Institutionalization of Business Ethics in organization - Benefits of Ethical Conduct in Business - Ethical Issues and Stakeholder Concerns - Social Responsibility and Regulatory Framework - Corporate social responsibility.

UNIT –IV Ethical Issues in Business

(14Hours)

Environment and business - Issues related to Business in marketing- finance & human resource functions- Ethical responsibilities of multinational corporations - Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.

UNIT – V The Ethical Decision-Making process

(15 Hours)

Indian philosophy of work ethics - Kautilya's Arthshastra - Introduction to Integral Humanism - Ethical Decision-Making Frameworks to Improve Decision Making Outcomes- Corporate Governance - Impact on Ethical Decision-Making - Whistle blowing - Conflict Resolution - Individual and Organizational Factors Influencing Ethical Decisions- Karma - International Business Ethics and Corporate Governance.

UNIT – VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Case study analysis on ethical dilemmas and legal disputes in business organizations. - Ethical challenges in artificial intelligence and global business practices - Book/article review on emerging legal and ethical issues in business environments - Analysis of recent legal or ethical business cases and their organizational implications.

Total Lectures Hour – 75

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the concepts of business law, valid contracts, performance obligations, breach of contracts, and legal remedies in business activities.
2. Analyze sales and lease contracts, negotiable instruments, warranties, product liabilities, and banking relationships in commercial transactions.
3. Evaluate the significance of business ethics, corporate social responsibility, and regulatory frameworks in promoting ethical business conduct.
4. Assess ethical issues in functional areas of business and examine global ethical challenges faced by multinational corporations.
5. Apply ethical decision-making models and Indian ethical philosophies such as Bhagavad Gita, Arthashastra, and Swami Vivekananda's principles in organizational contexts.
6. Examine the role of corporate governance, whistle blowing, conflict resolution, and ethical frameworks in improving organizational decision-making and accountability.

TEXT BOOK(S)

1. Kapoor, N.D. *Elements of Mercantile Law*. 39th ed., Sultan Chand & Sons, 2024. ISBN: 9789351612451.
2. Kuchhal, M.C., and Vivek Kuchhal. *Business Law*. 9th ed., Vikas Publishing House, 2023. ISBN: 9789354536785.
3. Gulshan, S.S., and G.K. Kapoor. *Business Law Including Company Law*. 18th ed., New Age International Publishers, 2024. ISBN: 9788122446677.
4. Tulsian, P.C., and Bharat Tulsian. *Business Law*. 4th ed., McGraw Hill Education, 2023. ISBN: 9789355324909.
5. Sharma, J.P. *Business Law*. 3rd ed., Pearson India, 2022. ISBN: 9789353942426

REFERENCE BOOK(S)

1. Crane, Andrew, and Dirk Matten. *Business Ethics*. 6th ed., Oxford University Press, 2023. ISBN: 9780192897823.
2. Velasquez, Manuel G. *Business Ethics: Concepts and Cases*. 9th ed., Pearson Education, 2022. ISBN: 9780137505141.
3. Fernando, A.C. *Business Ethics and Corporate Governance*. 3rd ed., Pearson India, 2022. ISBN: 9789353944550.
4. Chakraborty, S.K. *Ethics in Management and Indian Ethos*. 2nd ed., Oxford University Press, 2021. ISBN: 9780198069088.
5. Badi, R.V., and N.V. Badi. *Business Ethics*. 2nd ed., Vrinda Publications, 2023. ISBN: 9788182093460.

E – RESOURCE(S)

1. <https://hbsp.harvard.edu/product/W17258-PDF-ENG>
2. [www.https://scroll.in/tag/competition-commission-of-India](https://scroll.in/tag/competition-commission-of-India)
3. Error! Hyperlink reference not valid.
4. Error! Hyperlink reference not valid.
5. Error! Hyperlink reference not valid.

Mapping with Programme Outcomes

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

Strong-3 Medium-2 Low-1



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: II-SEC-I Emerging Technologies in Business

Ins.Hrs./Week:2

Course Credit: 2

Course Code: U26SEBB21

Course Objectives

1. Understand the concepts, characteristics, and business significance of emerging technologies in the modern digital economy.
2. Analyze cloud computing models, cloud governance, security frameworks, and their applications in enterprise solutions.
3. Examine the role of Internet of Things (IoT), Industry 4.0, and smart manufacturing technologies in business transformation.
4. Understand the fundamentals of blockchain technology, smart contracts, digital identity systems, and related regulatory issues.
5. Explore the applications of Augmented Reality (AR) and Virtual Reality (VR) in business, marketing, training, and customer experience management.

UNIT – I Introduction to Emerging Technologies

(5 Hours)

Emerging Technologies - Definition – Concept – Evolution - Characteristics - Importance - Impact of technologies in Modern Business - Role of Technological innovation in business transformation.

UNIT-II Cloud Computing

(6 Hours)

Cloud Service Models (IaaS, PaaS, SaaS) - Deployment Models (Public, Private) - Hybrid- Cloud based Enterprise Solutions – Cost Benefit Analysis - Scalability - Security and Governance - Data security and compliance in cloud - Cloud Governance Frameworks.

UNIT-III Internet of Things (IoT)

(5 Hours)

Sensor Technologies and Connectivity - IoT Applications in Smart Cities and Infrastructure - Industrial IoT and Manufacturing - IoT Data Processing and Storage - Real Time Analytics and Decision-Making.

UNIT –IV Industry 4.0 and Smart Manufacturing

(8 Hours)

Concept of Industry 4.0 - Automation and Smart Manufacturing -Cyber - Physical Systems and Digital Twins - Robotics and Advanced Manufacturing Technologies - Impact on Business Models - Transformation of production and supply chains - Business process optimization.

UNIT-V: BlockChain Technology

(6 Hours)

Fundamentals of BlockChain - Decentralization and Distributed Ledger – Cryptography and Consensus Mechanisms - Smart Contracts - Financial Services - Digital Identity- Challenges

and Opportunities - Security and privacy issues - Regulatory and Compliance considerations.

UNIT-VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Introduction to AR/VR - Key concepts and differences between AR and VR - Historical development and current state- AR/VR applications in marketing and customer experience –Case Study.

Total Lectures Hour-30

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the fundamentals, importance, and impact of emerging technologies on business operations and innovation.
2. Evaluate cloud computing service models, deployment models, security measures, and governance frameworks used in organizations.
3. Analyze IoT applications, sensor technologies, real-time analytics, and their role in smart cities and industrial automation.
4. Assess the significance of Industry 4.0, cyber-physical systems, robotics, and digital twins in transforming manufacturing and supply chains.
5. Examine blockchain concepts including decentralization, cryptography, consensus mechanisms, and smart contracts along with their business applications.
6. Identify the opportunities, challenges, and business applications of AR and VR technologies in marketing, training, and organizational processes.

TEXT BOOK(S)

1. Gupta, S. Emerging Technologies for Business Transformation. 2nd ed., McGraw-Hill Education India, 2023. ISBN: 9789354600480.
2. Jaiswal, M.P. Emerging Technologies in Business. 1st ed., Oxford University Press India, 2022. ISBN: 9780190129389.
3. Bansal, V. Cloud Computing and Internet of Things. 2nd ed., BPB Publications, 2023. ISBN: 9789389423562.
4. Nayak, S. Blockchain for Business. 1st ed., Cengage Learning India, 2023. ISBN: 9789390784244.
5. Sharma, D. AR and VR Technologies in Business. 1st ed., Thakur Publications, 2023. ISBN: 9789357550997.

REFERENCE BOOK(S)

1. Raj, P. Cloud Computing: Insights into New-Era Infrastructure. Wiley India, 2023. ISBN: 9788126569641.
2. Mehta, P., and Mehta, S. Internet of Things: Concepts and Applications. PHI Learning, 2022. ISBN: 9789353455463.
3. Shukla, P.K. Blockchain Technology: Concepts and Applications. McGraw-Hill India, 2023. ISBN: 9789354600343.
4. Aggarwal, V. Introduction to IoT and Industry 4.0. Khanna Publishing, 2023. ISBN: 9789386007291.
5. Patel, D. AR/VR Technologies and Business Use Cases. Vikas Publishing, 2023. ISBN: 9789354538615.

E-RESOURCE(S)

1. https://onlinecourses.nptel.ac.in/noc23_mg33/preview
2. https://onlinecourses.swayam2.ac.in/cec21_cs10/preview
3. <https://alison.com/course/diploma-in-emerging-technologies-in-business>
4. <https://www.edx.org/course/emerging-technologies-for-business-professionals>
5. <https://www.coursera.org/learn/new-technologies-business-leaders>

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	1	2	3	1	1	1	1	1	2	2	2	1	2
CO2	3	3	2	2	3	1	1	1	1	1	3	2	2	2	2
CO3	3	3	2	3	3	1	1	1	2	1	3	3	2	2	2
CO4	3	3	3	3	3	1	1	1	2	1	3	3	3	2	2
CO5	3	3	2	3	3	2	1	1	2	1	3	3	3	2	3
CO6	3	2	2	2	3	2	1	2	2	1	2	2	3	2	3

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 2026-2027)
(Accredited by NAAC)
DEPARTMENT OF BUSINESS ADMINISTRATION**

BBA

Semester: II IDC-II: Business Etiquette and Corporate Grooming

Ins. Hrs. /Week:2

Course Credit:2

Course Code: U26IDBB22

COURSE OBJECTIVES

1. Understand the fundamentals of business etiquette, professional behaviour, and workplace courtesy in organizational settings.
2. Develop professional communication skills including telephone etiquette, email etiquette, and online communication practices.
3. Analyze ethical issues, workplace conduct, conflict resolution strategies, and organizational etiquette policies.
4. Understand the importance of diversity, cultural sensitivity, and cross-cultural communication in international business environments.
5. Enhance professional image through appropriate business attire, grooming, and workplace professionalism.

UNIT –I: Introduction to Business Etiquette

(7 Hours)

Business Etiquette Introduction – Concept – Significance - ABCs of etiquette - Meeting and greeting scenarios - Principles of exceptional work behavior - Role of good manners in business - Professional conduct and personal spacing.

UNIT- II: Workplace Courtesy and Professional Etiquette

(5 Hours)

Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace - Etiquette at formal gatherings - Professional qualities expected from an employer's perspective - Hierarchy and Protocol.

UNIT – III: Business Ethics and Workplace Conduct

(5 Hours)

Ethical issues - Preventing sexual harassment - Conflict resolution strategies - Choosing appropriate gift in the business environment - Real life workplace scenarios - Company policy for business etiquette.

UNIT- IV: Telephone Etiquette

(7 Hours)

Telephone Etiquette - Email etiquette - Disability Etiquette - Mastering the telephone courtesy, Handling rude or impatient clients - Internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices.

UNIT- V: Diversity and Cultural Awareness

(6 Hours)

Diversity - Cultural Awareness at Workplace - Impact of diversity – Cultural Sensitivity - Taboos and Practices - Inter Cultural Communication – Cross - Cultural Business Etiquette in International Business.

UNIT –VI: Current Contours (For Continuous Internal Assessment only- Self Study)

Business Attire and Professionalism Business style and professional image- dress code- Guidelines for appropriate business attire-Grooming for success - Case Study.

Total Lectures Hour – 30

COURSE OUTCOME(S)

The Students will be able to,

1. Explain the concepts, importance, and principles of business etiquette and professional conduct in workplaces.
2. Demonstrate appropriate workplace courtesy, formal etiquette, and professional behaviour expected in business organizations.
3. Apply ethical practices, conflict resolution techniques, and workplace etiquette policies in real-life business situations.
4. Practice effective telephone, email, online communication, and disability etiquette in professional environments.
5. Analyze the impact of diversity, cultural awareness, and cross-cultural etiquette in global business interactions.
6. Develop a professional image through proper business attire, grooming standards, and workplace professionalism.

TEXT BOOK(S)

1. Bovee, Courtland L., and John V. Thill. *Business Communication Today*. 15th ed., Pearson Education, 2024. ISBN: 9780137514389.
2. Rai, Urmila, and S.M. Rai. *Business Communication*. 12th ed., Himalaya Publishing House, 2023. ISBN: 9789355962149.
3. Kaul, Asha. *Business Communication*. 3rd ed., Prentice Hall India, 2022. ISBN: 9789352866242.
4. Lesikar, Raymond V., and Marie Flatley. *Basic Business Communication*. 14th ed., McGraw Hill Education, 2023. ISBN: 9781264126018.
5. Krizan, A.C., Patricia Merrier, and Joyce Logan. *Business Communication*. 10th ed., Cengage Learning, 2022. ISBN: 9780357719533.

REFERENCE BOOK(S)

1. Post, Peggy, et al. *The Etiquette Advantage in Business*. 3rd ed., HarperCollins Publishers, 2022. ISBN: 9780061745071.
2. Guffey, Mary Ellen, and Dana Loewy. *Essentials of Business Communication*. 12th ed., Cengage Learning, 2023. ISBN: 9780357719366.
3. Chaney, Lillian H., and Jeanette S. Martin. *Intercultural Business Communication*. 7th ed., Pearson Education, 2022. ISBN: 9780132971286.
4. Bovée, Courtland L., Jeanette S. Martin, and John V. Thill. *Business Communication in Today's World*. 13th ed., Pearson Education, 2023. ISBN: 9780134702062.
5. Quintanilla, Kelly M., and Shawn T. Wahl. *Business and Professional Communication*. 5th ed., SAGE Publications, 2021. ISBN: 9781544398005.

E – RESOURCE(S)

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20%20Business%20Etiquette%20\(1\)](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20%20Business%20Etiquette%20(1))
3. <http://dcac.du.ac.in/documents/EResource/2020/Metrial/423KarishmaKhurana2.pdf>
4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.html
5. https://wikieducator.org/Business_etiquette_and_grooming

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	3	1	3	2	2	2	3	3	2	1
CO2	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1
CO3	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1
CO4	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1
CO5	3	2	1	1	2	3	1	3	2	2	2	3	3	2	1

Strong-3 Medium-2 Low-1