



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

(Affiliated to Bharathidasan University)

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

SUNDRAMKOTTAI, MANNARGUDI – 614016.

TAMILNADU, INDIA.

B. B. A.

COURSE STRUCTURE AND SYLLABUS UNDER CBCS

(For the Candidates admitted in the academic year 2020 – 2021)

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TAMILNADU, INDIA.

B.B.A., COURSE STRUCTURE UNDER CBCS
(For the Candidates admitted in the academic year 2020 – 2021)

ELIGIBILITY: Those who have completed +2 examinations with Commerce and Accountancy as two of the Core Subjects

Sem.	Part	Nature of the Course	Course Code	Course Title	Inst. Hour/Week	Credit	Exam Hours	Marks			
								CIA	ESE	TOTAL	
I	I	Language Course (LC) – I – Tamil */Other Languages **#	20LC101	Ikkala Ilakkiyam	6	3	3	25	75	100	
	II	English Language Course (ELC) – I	20ELC101	Language Through Literature – I (Prose and Communication Skills)	6	3	3	25	75	100	
	III		Core Course (CC) - I	20BB101	Management Concepts	6	5	3	25	75	100
			Core Course (CC) - II	20BB102	Financial Accounting	6	4	3	25	75	100
			Allied Course (AC) - I	20ABB101	Managerial Economics	4	3	3	25	75	100
	IV	Value Education	18UGVED	Value Education	2	2	3	25	75	100	
Total					30	20	-	-	-	600	
II	I	Language Course (LC) –II– Tamil */Other Languages **#	20LC201	Idaikkala Ilakkiyamum Puthinamum	6	3	3	25	75	100	
	II	English Language Course (ELC) - II	20ELC201	Language Through Literature – II (Poetry and Communication Skills)	6	3	3	25	75	100	
	III		Core Course (CC) - III	20BB203	Marketing Management	5	4	3	25	75	100
			Core Course (CC) - IV	20BB204	Business Mathematics & Statistics for Managers	5	4	3	25	75	100
			Allied Course (AC) - II	20ABB202	Business Environment	4	3	3	25	75	100
	IV		Self Competence Course-I (SCC) – I	20SCBB201	Managing Interpersonal Effectiveness	2	2	3	25	75	100
			Environmental Studies	19UGCES	Environmental Studies	2	2	3	25	75	100
	Total					30	21	-	-	-	700

III	I	Language Course (LC) – III– Tamil */ Other Languages ** #	20LC301	Kappiyamum, Nadagamum,	6	3	3	25	75	100	
	II	English Language Course (ELC) - III	20ELC301	Language Through Literature – III - (Drama and Communication Skills)	6	3	3	25	75	100	
	III		Core Course (CC) - V	20BB305	Business Communication	5	4	3	25	75	100
			Core Course (CC) - VI	20BB306	Business Law	6	5	3	25	75	100
			Allied Practical (AP) - I	20ABB303P	Computer Application in Business (Practical)	3	3	3	40	60	100
	IV		Self Competence Course – II (SCC) - II	20SCBB302	Personality Development	2	2	3	25	75	100
			Non-Major Elective (NME)– I – for those who studied Tamil under Part- I a) Basic Tamil for other Language students b)Special Tamil those who studied Tamil upto +2 but option for other Languages in Degree Programme		Non-Major Elective (NME)– I – for those who studied Tamil under Part- I a) Basic Tamil for other Language students b)Special Tamil those who studied Tamil upto +2 but option for other Languages in Degree Programme	2	2	3	25	75	100
Total					30	22	-	-	-	700	
IV	I	Language Course (LC) – IV–Tamil*/Other Languages ** #	20LC401	Pandaiya Ilakkiyam	6	3	3	25	75	100	
	II	English Language Course (ELC) - IV	20ELC401	Language Through Literature – IV (Short Stories and Communication Skills)	6	3	3	25	75	100	
	III		Core Course (CC) - VII	20BB407	Organizational Behaviour	4	4	3	25	75	100
			Core Course (CC) -VIII	20BB408	Operations Research	4	4	3	25	75	100
			Allied Course (AC) - III	20ABB404	Production and Material Management	4	3	3	25	75	100
	IV		Self Competence Course- III (SCC) - III	20SCBB403	Interview Skills	2	2	3	25	75	100
			Non Major Elective (NME) - II – for those who studied Tamil under Part-I. a) Basic Tamil for other Language students b) b)Special Tamil those who studied Tamil upto +2 but option for other Languages in Degree Programme		Non Major Elective (NME) - II – for those who studied Tamil under Part-I a)Basic Tamil for other Language students b)Special Tamil those who studied Tamil upto +2 but option for other Languages in Degree Programme	2	2	3	25	75	100
			Skill Based Elective (SBE) - I	-	-	2	2	3	25	75	100
			Extra Credit Activity*		Summer Training Project***						
	Total					30	23		-	-	800
								-	-		

V	III	Core Course (CC) - IX	20BB509	Cost Accounting	5	5	3	25	75	100
		Core Course (CC) - X	20BB510	Financial Management	5	5	3	25	75	100
		Core Course (CC) - XI	20BB511	Company Law and Secretarial Practice	5	5	3	25	75	100
		Core Course (CC) - XII	20BB512	Research Methods in Management	5	4	3	25	75	100
	IV	Major Based Elective (MBE) - I	20MBEBB11	Strategic Management	4	4	3	25	75	100
		Skill Based Elective (SBE) - II	-	-	2	2	3	25	75	100
		Skill Based Elective (SBE) - III	-	-	2	2	3	25	75	100
		Soft Skills Development		Soft Skills Development	2	2	3	25	75	100
Total				30	29		-	-	800	
							-	-		
VI	III	Core Course (CC) -XIII	20BB613	Human Resource Management	6	5	3	25	75	100
		Core Course (CC) -XIV	20BB614	Management Accounting	6	5	3	25	75	100
		Core Course (CC) -XV	20BB615	Entrepreneurial Development	6	4	3	25	75	100
		Core Course (CC) -XVI	20BBPW	Group Project	6	5	3	25	75	100
		Major Based Elective (MBE) -II	20MBEBB2	Global Business Management	5	4	3	25	75	100
	V	Extension Activities**		Extension Activities** Gender Studies	1	2	3	25	75	100
		Gender Studies		-						
	Total				30	25		-	-	600
		Extra Credit Papers	Model Paper for Competitive Examination***			2		-	-	100
		Extra Credit Activity	Summer Training Project***			2		-	-	100
Grand Total				180	140				4200	

CURRICULAM DESIGN
LIST OF COURSES

<i>Subject</i>	<i>No. of Courses</i>	<i>Total Credits</i>
Language Part – I	4	12
English Part –II	4	12
Core Course	15	67
Allied Course	3	09
Allied Practical	1	03
Self Competence Course	3	06
Non-Major Elective	2	04
Skill Based Elective	3	06
Major Based Elective	2	08
Project	1	05
Environmental Studies	1	02
Value Education	1	02
Soft Skills Development	1	02
Gender Studies	1	01
Extension Activities	-	01 (Credit Only)
Total	42	140

* For those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on part with Tamil at degree level

Those who studied Tamil upto 10th +2 but opt for other languages in degree level under

Part I should study special Tamil in Part IV

** Extension Activities shall be outside instruction hours

*** Extra Credit Activities Summer Training Project

*** Extra Credit Papers: This paper is optional. Students may or may not select this paper. If she select this paper and if She passes the paper, then 2 extra credits will be added in her total credit to the degree, even otherwise, it won't affect the completion of degree.

The title of the paper is Model paper for Competitive Examination,

Examination for this paper held at the end of the Sixth Semester Examination. There is no internal examination and only external examination for this paper.

Note:	CIA	ESE
1. Theory	25	75
2. Practical	40	60
3. Project	25	75

Separate Passing Minimum is prescribed for CIA and ESE

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 Marks [i.e. 10 marks]

The passing minimum for ESE shall be 40% out of 75 Marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 Marks [i.e. 16 marks]

The passing minimum for ESE shall be 40% out of 60 Marks [i.e. 24 marks]

NON MAJOR ELECTIVE (NME) OFFERED BY THE DEPARTMENT

Semester	Part	Nature of the Course	Course Code	Title of the Course
III	-	NME -I	20NMEBB31	Management Concepts
IV	-	NME -II	20NMEBB42	Entrepreneurial Development

**SKILL BASED ELECTIVE (SBE) OFFERED BY THE DEPARTMENT
(MARKETING MANAGEMENT)**

Semester	Part	Nature of the Course	Course Code	Title of the Course
IV	-	SBE-I	20SBEBB1	Services Marketing
V	-	SBE-II	20SBEBB2	Sales and Distribution Management
V	-	SBE-III	20SBEBB3	Consumer Protection and Awareness

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BBA**

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Question Paper Pattern – (Theory)

Max.Time: 3 Hours

Max. Marks: 75

Section - A (10 x 2 = 20)

Answer all the questions

Answer in One or Two sentence each

1. }
2. } **Unit –I**
3. }
4. } **Unit-II**
5. }
6. } **Unit III**
7. }
8. } **Unit –IV**
9. }
10. } **Unit- V**

Section - B (5x 5 = 25)

Answer all the questions

Each answer should not exceed 500 words

11. a. (or) }
- b. } **Unit – I**
12. a. (or) }
- b. } **Unit-II**
13. a. (or) }
- b. } **Unit-III**
14. a. (or) }
- b. } **Unit – IV**
15. a. (or) }
- b. } **Unit - V**

Section - C (3x 10 = 30)

Answer any THREE questions in 1200 words

16. Unit –I
17. Unit –II
18. Unit –III
19. Unit –IV
20. Unit -V

SEMESTER-I

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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: I - CC- I: MANAGEMENT CONCEPTS

Ins. Hrs. /Week: 6

Course Credit: 5

Course Code: 20BB101

OBJECTIVES:

- To make students understand the basic Concepts and Principles of Management
- To gain knowledge about the five Management functions of Planning, Organizing, Staffing, Leading and Controlling and understand the Historical Evolution of Management Theories
- To stimulate the students to become a Successful Manager in Future.

UNIT-I Nature of Management

Nature and Scope of Management – Management as a Science, an Art or a Profession – Process – Levels of Management – F.W.Taylor's Scientific Management – Fayol's Theory of Management.

UNIT- II Planning

Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision Making - Process of Decision Making – Types of Decision – Problems involved in Decision Making.

UNIT-III Organizing

Organizing – Concept – Organization as a Process – Elements of Organization Process – Types of Organization- Span of Control – Delegation – Centralization – Decentralization.

UNIT- IV Staffing

Staffing – Functions – Process – Recruitment - Selection – Training Direction – Concept – Elements of Directing – Principles of Direction-Techniques of Direction. _

UNIT-V Controlling and Co-Ordination

Co-ordination - Controlling – need and importance - Types of Control - Process –Control Techniques – Tradition and Modern; Effective Control System.

COURSE OUTCOME:

1. To understand the Fundamental Concept of Management.
2. To learn the Concepts and Competence of Planning.
3. To diagnose and analysis the Process of Organization and its aims.
4. To design and formulate various HRM Processes such us Recruitment and Selection
5. To study the Skills required for Manage and Control Functions.

TEXT BOOKS:

1. Principles of Management – L.M. PRASAD, Sultan Chand & Sons, New Delhi
2. Management Principles – T.RAMASAMY, Sultan Chand & Sons, New Delhi
3. Principles of Management- Dr.J.JAYASANKAR- Margham Publications.

REFERENCE BOOKS:

1. Principles of Management - SHERLEKAR S. A, Himalaya Publishing House
2. Principles of Management- P.C TRIPATHI & P.N REDDY, McGraw Hill Educations.
3. Management Theory and Practice - C.B.GUPTA, Sultan Chand & Sons, New Delhi
4. Essentials of Management - KOONTZ AND O'DONNEL, McGraw Hill Educations.

E- RESOURCES:

1. www.businessideas.com
2. www.managementconcept.com
3. www.wikipedia.org
4. www.linkedin.com
5. www.tutorialspoint.com



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: I-CC- II: FINANCIAL ACCOUNTING

Ins. Hrs. /Week: 6

Course Credit: 4

Course Code: 20BB102

OBJECTIVES:

- To impart Students into Basic Accounting Concepts & Principles.
- To impart the Basic Accounting Knowledge as applicable to Business Outcome.
- To identify the Main Financial Statement and their Purposes.

UNIT-I

Definition of Account – Nature of Accounting – Accounting Concepts and Postulates - Double Entry Vs Single Entry –Books of Accounts

UNIT- II

Journal – Ledger - Subsidiary Books - Trial Balance

UNIT- III

Bank Reconciliation Statement (BRS) - Final Accounts of Sole Trader – Trading, Profit and Loss Account and Balance Sheet with simple adjustments.

UNIT- IV

Methods of Depreciation – Straight Line Method, Written Down Value Method and Annuity Method - Insurance Policy Method.

UNIT-V

Capital and Revenue Accounts of Non-Trading Organization – Difference between Capital Receipt and Revenue Receipt - Income and Expenditure Accounts- Receipts and Payment Accounts

COURSE OUTCOMES:

1. To realize the Accounting Concepts and Conventions used in the business.
2. To Study the practical aspects of accounts like Journal, Ledger, Posting and preparation of Trial Balance.
3. To acquire the latest updates on Financial Knowledge and Practice.
4. Learn how to solve the accounting issues relating to Depreciation.
5. Acquaint with the preparation of accounts of Non-Trading Concern.

TEXT BOOK:

1. Advanced Accountancy – S. P. JAIN & K.L.NARANG, Kalyani Publishers.

REFERENCE BOOKS:

1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA, Sultan Chand & Sons.
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY, Sultan Chand & Sons, New Delhi
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN, Sultan Chand & Sons

E- RESOURCES:

1. www.accountingcoach.com
2. www.coursera.com

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA



Semester: I-AC -1 MANAGERIAL ECONOMICS

Ins. Hrs. /Week: 4

Course Credit: 3

Course Code: 20ABB101

OBJECTIVES:

- To promote the ability to understand the basic Concept of Economics.
- To develop student's capacity to make relevance of Economics in Business Decisions.
- To impart the knowledge of Economics as a subject and its importance while business.

UNIT- I

Managerial Economics – Nature and Characteristics – Scope – relationship with other Disciplines - Laws of Demand.

UNIT- II

Concept of Utility – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Elasticity of Demand – Types - Demand Forecasting-Methods or Techniques of Demand Forecasting.

UNIT- III

Factors of Production–Law of returns – Law of variable proportions – Law of returns to Scale – Economies of Large Scale Production

UNIT – IV

Market Structures – Price and Output determination under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.

UNIT – V

National Income – Concepts, Measurement and Difficulties in measurement- Inequalities of Income – Causes, Inflation and Deflation: Inflation – Meaning and Kinds, Measures to Control Inflation, Deflation.

COURSE OUTCOMES:

1. Learn the Basic Concepts of Managerial Economics.
2. Study the Basic Concepts of Demand, Supply and Equilibrium and their determinants and also analyzing the effect of these factors on Market Dynamics.
3. Understand the determinants of Elasticity and analyze how Elasticity affects Revenue.
4. To integrate the concept of Price and Output Decisions of Firms under various Market Structure.
5. Understand different methods for the Measurement of National Income.

TEXT BOOKS:

1. Managerial Economics – R.L.VARSHNEY & K.L.MAHESHWARI- Sultan Chand & Sons
2. Managerial Economics - S.SANKARAN- Margham Publications.

REFERENCE BOOKS:

1. Managerial Economics Analysis, Problems & Cases – P.L.MEHTA, Sultan Chand & Sons
2. Principles of Economics, Economic Analysis – V.LOKANATHAN, Sultan Chand & Sons
3. Economic Analysis– K.P.M.SUNDHARAM & E.N.SUNDHARAM, Sultan Chand & Sons
4. Managerial Economics – CAUVERY, SUDHANAYAK, GIRIJA, Sultan Chand & Sons

E- RESOURCES:

1. www.theinvestorsbook.com
2. www.tutorialspoint.com
3. www.managementstudyguide.com
4. www.your.articlelibrary.com

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA



Semester: I: VALUE EDUCATION

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 18UGVED

Applicable to the candidates admitted from the Academic year 2018-19 onwards

Part IV - VALUE EDUCATION (Revised Syllabus)

UNIT - I

Philosophy of Life and Social Values Human Life on Earth (Kural 629) Purpose of Life (Kural 46) Meaning and Philosophy of Life (Kural 131, 226) Family (Kural 45), Peace in Family (Kural 1025) Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) Five responsibilities /duties of Man (a) to himself (b) to his family (c) to his environment (d) to his society, (e) to the Universe in his lives (Kural 43, 981).

UNIT- II

Human Rights and Organizations Definitions, Nature of Human Rights. Universal Declaration of Human Rights, International covenant on Civil and Political Rights - International covenant of Economic, Social and Cultural Rights. Amnesty International Red Cross. Contemporary Challenges: Child Labour – Women's Right - Bonded Labour – Problems of refugees - Capital punishment. National and State Human Rights Commissions

UNIT - III

RTI Act, 2005 & Consumer Protection Act, 1986 Definition of RTI Act, 2005 and obligations of Public Authorities – The Central Information Commission – The State Information Commission – Powers and Functions of the Information Commissions – Appeal and Penalties. Definition of the Consumer Protection Act, 1986 – State and Central Consumer Protection Councils – Consumer Disputes Redressal Agencies.

UNIT- IV

Yoga and Health Definition, Meaning, Scope of Yoga - Aims and objectives of Yoga - Yoga Education with modern context - Different traditions and schools of Yoga - Yoga practices: Asanas, Pranayama and Meditation.

UNIT - V

Role of State Public Service Commission Constitutional provisions and formation - Powers and Functions - Methods of recruitment - Rules and notification, syllabi for different exams - written and oral -placement.

REFERENCE BOOKS:

1. Thirukkural with English Translation of Rev. Dr. G.U. Pope, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613 004
2. Leah Levin, Human Rights, NBT, 1998
3. V.R. Krishna Iyer, Dialectics and Dynamics of Human Rights in India, Tagore Law Lectures.
4. Yogic Therapy - Swami Kunalayananda and Dr.S.L.Vinekar, Government of India, Ministry of Health, New Delhi.
5. SOUND HEALTH THROUGH YOGA - Dr.K.Chandrasekaran, Prem Kalyan Publications, Sedapatti, 1999.
6. Right to Information Act, 2005-Website www.tnpsc.gov.in/RTI%20ACT%202005.pdf
7. The Consumer Protection Act, 1986 – Website: http://ncdrc.nic.in/bare_acts/consumer%20Protection%20Act-1986.html
- 8.

SEMESTER -II

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA



Semester: II-CC- III: MARKETING MANAGEMENT

Ins. Hrs. / Week: 5

Course Credit: 4

Course Code: 20BB203

OBJECTIVES:

- To expose students in Basic Marketing Concepts and Recent Trends in the Market.
- To promote the ability to relate Consumer Behavior and Market Trends
- To make students realize the relationship between Marketing Channels and Corresponding Strategies.

UNIT-I

Market and Marketing: Distinction between Marketing and Selling - Types of Market Concepts – Functions - Marketing Management – Objectives – Importance - Marketing Environment.

UNIT-II

Market Segmentation: Criteria of Effective Segmentation – Benefits – Bases for Market Segmentation - Factors influencing Consumer Behavior – Buyer Motives – Buying Process.

UNIT-III

Product Planning and Development: New Product Development – Product Life Cycle and Strategies - Pricing – Meaning - Objectives – Pricing Methods.

UNIT-IV

Marketing Channels - need and importance – Classification – E- Business- Tele Marketing- Mobile Business – Personal Selling –Process - Advertising –Objectives – Types - Sales Promotion – Objectives – Sales Promotion Methods, Publicity and Public Relations. Online Marketing

UNIT-V

Services Marketing – Definition – Characteristics - Types – Constraints in Services Marketing - Strategies for managing capacity to Match Demand- Strategies for managing demand to Match Capacity - Case Study –Recent Trends in Marketing.

COURSE OUTCOMES:

1. To demonstrate strong Conceptual knowledge in the functional area of Marketing Management
2. To identify the role and significance of various elements of Market Segmentation
3. Learn to make a New Product Development
4. To describe and make a Promotion Strategy
5. To know the various concepts of Services Marketing

TEXT BOOK:

1. Marketing Management, RAMASWAMY AND NAMAKUMARI, MacMillan Private Ltd. Fifth Edition.

REFERENCE BOOKS:

1. Marketing Management, PHILIP KOTLER Prentice Hall of India, Eleventh Edition
2. Marketing Management, Dr.C.B GUPTA, Dr.N.RAJANNAIR, Sultan Chand & Sons Seventh Edition
3. Basics of Marketing Management, Dr. R.B.RUDANI, S.Chand & Company
4. Modern Marketing, PILLAI & BHAGAVATHI, S.Chand & Company Ltd, First Edition.
5. Marketing Management, S.A.SHERLEKAR, Himalaya Publishing House, Thirteenth Edition.
6. Services Marketing, VASANTHI VENUGOPAL, RAGHU V.N, Himalaya Publishing House, First Edition

E_RESOURCES:

1. www.ecoussion.com
2. www.mbacentral.org
3. www.tutorialspoint.com
4. www.yourarticlelibrary.com

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA



Semester: II-CC- IV: BUSINESS MATHEMATICS AND STATISTICS FOR MANAGERS

Ins. Hrs. /Week: 5

Course Credit: 4

Course Code: 20BB204

OBJECTIVES

- To enable the students to gain knowledge about the Basic Mathematical Tools and Statistical Techniques used in Business.
- To have a proper understanding of Statistical Applications in Management.
- To develop the student's ability to deal with Numerical and Quantitative issues in business.

UNIT – 1 Matrix and Determinants

Matrix and Determinants – Definition – Basic Concepts – Addition, Subtraction and Multiplication of Matrix – Elementary Operations: Transpose of a Matrix, Inverse and Solving Equations by Matrix Method – Determinants and Solution of Simultaneous Linear Equations.

UNIT- II Applications of Differentiation

Applications of Differentiation Function in Economics and Commerce – Demand Function – Supply Function – Cost Function – Revenue Function – Profit Function. Elasticity of Demand – Elasticity of Supply Maxima and Minima, Applications of Maxima & Minima in Business

UNIT- III Fundamentals of Statistics

Statistics -Meaning -Definition – Scope – Limitation – Sources of Data - Classification and Tabulation – Diagrams- One Dimensional- Two Dimensional and Three Dimensional Diagrams. Graphical Representations – Histogram, Frequency Polygon and Curve.

UNIT- IV Measures of Central Tendency

Mean – Median – Mode -Geometric Mean - Harmonic mean - Measures of Dispersion – Range – Quartile Deviation- Mean deviation, Standard Deviation and Co-efficient of Variation.

UNIT- V Correlation and Regression Analysis

Simple Correlation – Karl Pearson Co-efficient of Correlation –Spearman's Rank Correlation-Simple Regression Analysis-Application of SPSS.

(Marks: Theory 40% and Problems 60%)

COURSE OUTCOMES:

1. Solve the systems of Linear Equations by use of the Matrix
2. To find the nature (Maximum and Minimum) of a turning point.
3. The students to collect, organize, and represent data and to recognize and describe relationships.
4. Illustrate the concepts of Statistics, Mean, Median and Mode.
5. Examine the Goodness of Fit and Correlation.

TEXT BOOKS:

1. Business Mathematics and Statistics, PA. NAVANITHAM , Jai Publisher, Trichy.
2. Business Statistical and Operations Research, S.P.RAJAGOPALAN, 2nd edition, Tata McGraw Hill Publishing Co. Limited, NewDelhi.
3. Statistical Methods, GUPTA S.P., Sulthan Chand & Sons, NewDelhi.
4. Business Mathematics and Statistics, P.R.VITTAL, Margham Publications

REFERENCE BOOKS:

1. Business Mathematics - STAFFORD , Tata McGraw Hill
2. An Introduction to Business Mathematics, SUNDHARSAN , Sulthan Chand & Sons, NewDelhi.
3. Statistics – PILLAI R.S.N. & MRS.BAGAVATHI, Sulthan Chand & Sons, New Delhi.
4. Business Mathematics and Statistics, DR. P.R.VITTAL Tata McGrawHill
5. Business Statistics – SHARMA , Margham Publications, Chennai.

E_RESOURCES:

1. www.toppr.com
2. www.scribd.com



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Semester: II-AC- II: BUSINESS ENVIRONMENT

Ins. Hrs. /Week:4

Course Credit: 3

Course Code: 20ABB202

OBJECTIVES:

- To promote basic understanding of the Concepts of Business Environment.
- To develop the skill required to take better Business Decision at right time.
- To provide broad knowledge on Domestic and International Environment

UNIT – I Business and its Environment

Business – Scope - Characteristics - Goals - Criticisms - Business Environment – Objectives and types - impact of Business Environment on Business Decision.

UNIT–II Economic Environment

Concept – Factors - Basic Economic System – Economic Planning - Privatization – Nature and objectives.

UNIT – III Political Environment

Components of Political and Legal Environment - Political Institutions- Legislature, Executives and Judiciary -Government in Business - Regulatory, Intervention and Participatory role.

UNIT – IV Financial Environment

Financial System – International Economic Institutions - World Bank – IMF – WTO. Financial Institutions and their Role - Financial Institutions in India.

UNIT – V Social and Cultural Environment

Impact of Culture on Business - People's attitude to Business and Work- Business and Society - Social Responsibility of Business– Ethics in Business - CSR.

COURSE OUTCOMES:

1. Familiarize with the nature of Business Environment and its Components.
2. Describe the various challenges faced by different Economic System in Business.
3. To acquire in-depth knowledge about Political Challenges & Legal Environment etc.
4. Describe how Financial Information is utilized in Business.
5. Describe the impact of Socio-Cultural Forces on Global Trade

TEXT BOOK:

1. Essentials of Business Environment- K.ASWTHAPPA , Himalaya Publishing House

REFERENCE BOOKS:

1. Business Environment - C.B.GUPTA, Sultan Chand & Sons
2. Business Environment- S. SANKARAN, Margham publications
3. Business Environment – FRANCIS CHERUNILAM, Himalaya publishing House
4. International Business– FRANCIS CHERUNILAM , Himalaya publishing House
5. The International Business Environment – SUNDARAM & BLACK, Prentice Hall, New Delhi.

E_RESOURCES:

1. www.toppr.com
2. www.byjus.com
3. www.businessjargon.com
4. www.opentextbc.com

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA



Semester: II - SCC- I: MANAGING INTERPERSONAL EFFECTIVENESS

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20SCBB201

OBJECTIVES:

- To make the students aware, monitor and build self -Efficiency.
- To overcome the barriers of Communication and Personality Development.
- To focus on Counseling Interventions.

UNIT-I: Self -Efficiency

Self-Definition and Perception - Self-Schemes, Gaining Self Knowledge, Self Knowledge, Self-awareness, Self effectiveness, Self presentation motives and Strategies, Self- monitoring, Impression Management.

UNIT- II: Communication

Communication and Language, Models of Oral - Qualities and Profile of a Good Speaker, Written - Clarity, Responsibility, Simplicity, Style, Brevity Interpersonal Communication – Barriers- Ways of Overcoming Non-Verbal Communication.

UNIT- III: Assertive Training

Nature, importance & relevance to Organizational Life - Assertion and Aggression , Assertive writing, preparing for Assertive Business Writing - Tools, Tips, Pitfalls, Persuasion, Cutting, Rewriting, Editing And Enhance Individual Assertiveness.

UNIT- IV: Transactional Analysis

Introduction, Ego States, Exclusion Contamination, Strokes, Life Positions, Types of Transactions, Time Structures - Withdrawal, Rituals, Pastimes, Activities, Games - Types, Stamps, Rackets and Sweat Shirts, Scripts, advantages and disadvantages of TA.

UNIT- V: Counseling

Introduction -Other Interventions -Steps Elements of Counseling - Strategy and Significance - Predicting People's Problems Journey into Life Space, Anxiety and Stress Counseling to Develop Organizations, Check List for Counselors, Training for Counseling.

COURSE OUTCOMES:

1. Learn Interpersonal Competencies to Motivate Self and Inspire Others
2. To apply the Rhetorical Goals of Persuasive and Informative Speaking.
3. To know and establish appropriate Assertiveness Techniques to us in the Workplace.
4. Gain an insight in to Our Own Personality and to improve relationship With Others.
5. To define and utilize Counseling Skills and Advanced Counseling Interventions

REFERENCE BOOKS:

1. Managing Interpersonal Effectiveness, VENKATAPATHY.R AND JACKSON.P.T Adhithya Publishers, 2003.
2. Organizational Behaviour , L.M. PRASAD , Himalaya Publication
3. Business Communication - RAYMOND V-LESIKAR McGraw Hill Publishers
4. Business Communication – HORY SANKAR MERKERJEE , Oxford University
5. Organizational Behaviour, MOORHEAD/GRIFFIN AITBS Publishers.
6. Organizational Behaviour FRUDLUTHANS , McGraw Hill Publishers.

E_RESOURCES:

1. www.positivepsychology.com
2. www.investopedia.com
3. www.selfgrowth.com
4. www.springer.com

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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA



Semester: II – ENVIRONMENTAL STUDIES

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 19UGCES

(Applicable to the candidates admitted from the Academic year 2019-20 onwards)

UNIT: 1

(2 lectures)

The Multidisciplinary Nature of Environmental Studies- Definition, scope and importance.
Need for public awareness

UNIT: 2 Natural Resources:

Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam's benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case Studies.
- f) Land resources: Land as a resource, land degradation, man induced Landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable life styles.

UNIT: 3 Ecosystems

(8 lectures)

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT: 4 Biodiversity and its conservation

(6 lectures)

- Introduction – Definition: Genetic, species and ecosystem diversity
- Bio geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Biological Diversity Act 2002/ BD Rules,2004

UNIT: 5 Environmental Pollution

(8 lectures)

Definition - Causes, effects and control measures of:

- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution
- f) Thermal Pollution
- g) Nuclear hazards
 - Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.
 - Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

UNIT: 6 Social Issues and the Environment

(8 lectures)

- From Unsustainable to Sustainable development
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case Studies.
- Wasteland reclamation,
- Consumerism and waste products,
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of e environmental legislation
- Public awareness.

UNIT: 7 Human Population and the Environment

(7 lectures)

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights – Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies.

UNIT: 8 Field Work

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill /mountain

REFERENCES BOOKS:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt Ltd, Ahamedabad – 380013, India, E-mail:mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480p
4. Clark R.S. Marine Pollution, Clarendon Press Oxford(TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T.2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, Centre for Science and Environment(R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay(R) Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University

SEMESTER- III



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III - CC- V: BUSINESS COMMUNICATION

Ins. Hrs. /Week: 5

Course Credit: 4

Course Code: 20BB305

OBJECTIVES

- To understand techniques of Effective Communication
- To learn the kinds of Business Letters & Minutes of Meeting
- To enhance knowledge in the concept and structure of Report Writing
- To develop & improve various skills like Communication, Reading, Listing, Note Making, Persuasive Speaking, Body Language & Gestures

UNIT- I: Introduction to Communication

(15 Hours)

Communication – Definition – Methods – Nature – Objectives and Purpose – Importance – Principles – Barriers to Communication – Semantic, Psychological, Organizational and Personal – Elements – Process – Essentials of Good Communication – 7 C's – Communication Structure in Organization – Impact of Cross Cultural Communication.

UNIT- II: Business Letters and Correspondence

(15 Hours)

Business Letters – Meaning – Kinds of Business Letters – Promotion – Enquiries – Reply Letter to Enquiries – Orders – Sales Letter – Circular Letter – Complaints Letter – Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Share Holders & Directors.

UNIT -III: Meetings and Report Writing

(15 Hours)

Meetings: Need – Planning of Meetings – Drafting of Notice, Agenda, Minutes and Resolutions of Meeting – Writing Memorandum – Press Release, Press Conference – Report Writing – Structure of Report – Kinds, Problems, Organization and Techniques of Writing.

UNIT- IV: Presentation Skills

(10 Hours)

What is a Presentation: Elements of Presentation – Designing a Presentation – Advanced Visual Support for Business Presentation – Types of Visual Aid – Appearance and Posture – Practicing Delivery of Presentation.

UNIT – V: Employment Communication

(20 Hours)

Writing CVs and Application Letter – Group Discussions – Interview – Types of Interview – Candidates Preparation – Interviewers Preparation – Impact of Technological Advancement on Business Communication – Communication Networks – Intranet, Internet – Teleconferencing – Video Conferencing.

COURSE OUTCOME

The Students will be able to,

1. Applying Business Communication Strategies and Principles to prepare effective communication for Domestic and International Business Situations.
2. Utilize analytical and problem solving skills appropriate to Business Communication.
3. Select appropriate Organizational Formats and Channels used in Developing and Presenting Business Messages.
4. Compose and revise accurate business documents using Computer Technology and Communicate via Electronic Mail, Internet and Other Technologies.
5. Deliver an effective Oral Business Presentation and Participate in team activities that lead to the development of collaborative work skills.

TEXT BOOK(S)

1. S. Ramesh & Pattenshetty. 2019. Effective Business English and Correspondence. ASIN: B08FJ32RZ3. R. Chand & Co
2. Rajendra Pal & J.S.Korlahalli. 2017. Essentials of Business Communication .13thEdition. ISBN-13:9788180547294. Sultan Chand & Sons.
3. R.C.Sharma and Krishna Mohan. 2002 .Business Communication and Report Writing. ISBN: 0070445559, 9780070445550.Tata McGraw Hills.
4. Scott McLean . 2010 .Business Communication for Success. ISBN-13: 978-0982361856. Flat World Knowledge.
5. Urmila Rai. 2017. Business Communication. 1stEdition. ISBN: 978-93-5024-671-9. Himalaya Publishing House.

REFERENCE BOOK(S)

1. Aruna Koneru. 2017. Professional Communication. 2017. ISBN-13: 978-0070660021. Mc Graw Hill Education (India) Pvt. Limited.
2. Fred Halsall . Multi Media Communication. 2002.ISBN-13: 978-8177584417. Pearson Education India Pvt. Ltd.
3. K. Sundar and A. Kumara Raj.2017. Business Communication.1st Edition. ISBN-139788182094864. Vijay Nicole Imprints Pvt. Ltd.
4. R. C. Bhatia .2008. Business Communication. Ane's Student Edition. ISBN: 8180522369, 9788180522369. And Books India.
5. Asha Kaul, 2015.Effective Business Communication. 2nd Edition.ISBN-10: 9788120350724, ISBN-13: 978-8120350724. Prentice Hall India Learning Pvt.Ltd.

E-RESOURCES

1. www.routeledge.com
2. www.springer.com
3. www.writingforums.com
4. www.businessletterblog.com
5. www.indoreindira.com



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: III - CC- VI: BUSINESS LAW

Ins. Hrs. /Week: 6

Course Credit: 5

Course Code: 20BB306

OBJECTIVES

- To understand the basic principles and legal aspects of Business
- To Commemorate the discharge and remedies of breach in a Contract
- To learn the various legislation relating to Agency and Partnership and Sale of Goods Act
- To enable the students to understand the practical legal knowledge of Trade Marks, Patents, Copy Rights & Intellectual Property Rights

UNIT- I: Nature of Law of Contract

(20 Hours)

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

UNIT- II: Discharge and Remedies for Breach

(15 Hours)

Performance of Contract – Essentials of a Valid Tender of Performance – Legal Provisions regarding the Time, Place and Manner of Performance of a Contract – Modes of Discharge of Contract – Performance – Agreement or Consent – Impossibility of Performance – Lapse of Time – Operation of Law – Breach of Contract – Remedies for Breach of Contract.

UNIT- III: Contract of Agency and Partnership

(20 Hours)

Law of Agency – Mode of Creation – Agency by Ratification – Sub - Agent and Substituted Agent – Termination of Agency – Partnership – Definition – Essentials – Rights, Duties and Liabilities of Partners – Types of Partnership – Dissolution of Partnership.

UNIT- IV: Sale of Goods Act

(15Hours)

Sale of Goods Act – Definition – Formalities of the Contract of Sale – Distinction between 'Sale' and 'Agreement of Sell', Distinction between 'Sale and Hire - Purchase Agreement' – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – an Unpaid Seller.

UNIT- V: Trade Marks, Patents, Copy Rights of Rights & IPR

(20 Hours)

Trade Marks: Definition – Procedure for Registration of Trade Marks – Patents: Definition – Kinds of Patents – Transfer of the Patent Rights – Rights of the Patentee – Copy Rights: Definition – Essential Conditions for Copy Rights to be Protected – Rights of the Copyright Owner – Terms of Copy Right – Copy Rights Infringement – Other Intellectual Property Rights: Trade Secrets – Geographical Indication.

Total Lectures Hours – 90

COURSE OUTCOME

The Students will be able to,

1. Understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions
2. Solve the Conflicts between parties with the discharge and remedies of breach in the Contract.
3. Elucidate the Law of Agency and Partnership
4. Learn legitimate rights and obligations under The Sale of Goods Act
5. Acquire basic knowledge on Trade Marks, Patents, Copy Rights & Intellectual Property Rights

TEXT BOOK(S)

1. Bulchandani. 2017. Business Law for Management. 8th Edition. ISBN-10: 9352623673. ISBN-13: 978-9352623679 Himalaya Publishing House, India.
2. Gogna.P.P.S. 2018. Business Law.1st Edition. ISBN: 9789352833566. S.Chand and Co Ltd, New Delhi.
3. N.D. Kapoor. 2020. Elements of Mercantile Law. ISBN: 93-5161-156-1. Sultan
4. Chand & Sons Private Limited.
5. P C Tulsian. 2017. Business Law. ISBN: 9789384319410.Tata McGraw, Hill Education.
6. M.C.Shukla .2014.Mercantile Law. ISBN: 9788121902410. S. Chand and Co Ltd, New Delhi.

REFERENCE BOOK(S)

1. Dr. R.K. Bangi.2017. Principles of Mercantile Law. ISBN: 9789380231174. Allahabad Law Agency.
2. Kuchhal M.C. & Kuchhal Vivek. 2019. Mercantile Law. ISBN: 978932596010.Vikas Publishing House.
3. Pillai & Bhagavathi. 2019. Business Law. ISBN: 978812191927. Sultan Chand & Sons Private Limited.
4. Kenneth Clarkson & Frank Cross. 2021. Business Law: Text and Cases. ISBN: 978-1305967250. South-Western College Publishing.
5. Akhilwshwar Pathak. 2007. Legal Aspects of Business. 3rd Edition. ISBN-10: 0070656134, ISBN-13: 978-0070656130. Tata Mc Graw Hill.

E-RESOURCES

1. www.mheducation.co.in
2. www.openstax.org
3. www.ebcwebstore.com
4. www.geektonight.com
5. www.Studocu.com
6. www.Learn.sylor.org



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: III- AC- III COMPUTER APPLICATION IN BUSINESS (Practical)

Ins. Hrs. /Week: 3

Course Credit: 3

Course Code: 20ABB303P

OBJECTIVES

- To give in-depth knowledge in documentation through MS Office Packages
- To create competence in MS Excel technologies to prepare Basic Documents
- To help them apply various accounting procedures through TALLY Software
- To learn the Stock Categories and Voucher Entries

MS -Word

(10 Hours)

1. Creating Business Letters
2. Creating an application for the job with Bio-data.
3. Creating Circular Letter with Mail Merge Options.
4. Creating a Table by using the Split and Merge Options.
5. Using tap settings enhancing the documents (Header, Footer, Page Setup, Border, Opening & Closing Toolbars, Print Preview).

MS – Excel

(10 Hours)

1. Creating a Work Sheet, Mark Sheet, Pay Slip, and PF Contribution List etc.
2. Creating Charts
3. Creating a list for the Enclosures
4. Filtering the date using Auto Filter Custom Filters using Comparison Operations.
5. Creating Cost Sheet.

MS-Power Point

(10 Hours)

1. Creating a presentation using auto content wizard.
2. Different views in power point presentation.

Accounting Package

(15 Hours)

1. Preparing Vouchers for Entries for the given Transactions.
2. Preparing Final Accounts from the Trial Balance given with any five adjustments.

Total Lectures Hours – 45

COURSE OUTCOME

The Students will be able to,

1. Demonstrate and understanding the basic operations of Computer System.
2. Acquire Simple Programming Skill using MS Office Word.
3. Develop the Skill of using MS Excel for solving the problems.
4. Demonstrate knowledge in using Tally to solve problems related to practical application.
5. Prepare Stock Categories and Trial Balance using Tally.

TEXT BOOK(S)

1. Debra Gross. 2014. Succeeding in Business with Microsoft Excel 2013. ISBN: 978-1285099149, Cengage Learning India Pvt. Ltd., 418, F.I.E Patparganj Delhi, East Delhi , DL 110092 IN.
2. Hem Chand Jain & H.N.Tiwari .2017. Basics of Computer Applications in Business. 1st Edition. ISBN: 978-9386882523. Taxmann Publications Pvt. Ltd., 7, Rajan St. Partha Sarathi Puram, T. Nagar, Chennai, Tamil Nadu 600017.
3. Paremewaran. R. 2010. Computer Applications in Business. ISBN: 9788121912006. S Chand & Co Ltd, 4859/24, Ansari Road, DariyaGanj, New Delhi-110002.
4. Sandeep Srivastava Dr. & Er. Meera Goyal. 2018. Computer Applications in Business. ASIN : B08MLFP6X6. SBPD Publication, 3/20B, Agra, Mathura Bye Pass Road , Near Tulsi Cinema, Sanjay Nagar, Agra, Uttar Pradesh 282002.
5. Sushila Madan. 2017. Computer Application in Business. 2nd Revised Edition. ISBN: 9789382209782, 9382209786. Scholar Tech Press Publucation, 4782, 23, Darya Ganj New Delhi-110002.

REFERENCE BOOK(S)

1. Gupta.P.2017. Computer Application in Management. ISBN: 9788123922805. Cbs Publication, No.7, Subbaraya Street, Shenoy Nagar, Chennai – 600030
2. Mohan Kumar. 2016. Computer Application in Business. ISBN: 9788182090811. McGraw Hill Education Pvt. Ltd., 3A, Namdeo Smruti, Shivaprasad Society, 5, Panmala, Dattavadi, Pune, Maharashtra 411030.
3. Murali Chemuturi. 2018. Computer Programming for Beginners. ISBN: 9781138320482. Chapman and Hall/CRC Publishers, Albert House, 4th floor, 1– 4 Singer Street London EC2A 4BQ UK, 21.
4. N. K. Gupta. 2019. Computer Awareness 2021. IBC Academy Publications , 1st Main Road, New Friends Colony, S T Bed Layout, Koramangala, Bengaluru, Karnataka 560034, ASIN: B082FX4LLX.
5. Reema Thareja .2016. Course on Computer Concepts. ISBN: 978-0199469390. Oxford University Press, B B-1/8, 69A, Beli Garad Chauraha Main Road, Sector K, Aliganj, Lucknow, Uttar Pradesh 226024.

E – RESOURCES

1. <https://www.webucator.com/how-to/how-use-mail-merge-microsoft-word.cfm>
2. <https://www.sultanchandandsons.com/Book/329/Computer-Applications-in-Business>
3. <https://www.guru99.com/visualizing-data-using-charts-in-excel.html>
4. <https://edu.gcfglobal.org/en/powerpoint2000/the-autocontent-wizard-and-presentation-samples/1/>
5. https://www.kngac.ac.in/elearningportal/ec/admin/contents/5_18K5CO11P_2020111812583435.pdf



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III- SCC- II PERSONALITY DEVELOPMENT

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20SCBB302

OBJECTIVES

- To build Self-Confidence among the Student
- To enhance Self-Esteem and the overall change in Personality of an Individual
- To understand how to reduce Stress
- To help the students to develop a Positive Attitude in Life

UNIT- I: Concept of Personality

(6 Hours)

The Concept of Personality – Dimensions of Personality – Significance of Personality Development – The concept of success and failure: What is success? – Hurdles in achieving Success – Overcoming Hurdles – Factors responsible for Success –What is failure – Causes of failure – SWOT analysis – Determinants of Personality Development – Types of Personalities – Personality Traits – Stages of Development – Freudian Stages of Development – Erik Erickson's Stages of Development.

UNIT- II: Self Esteem

(6 Hours)

Self-Esteem Term – Self-Esteem – Symptoms – Advantages – Do's and Don'ts to develop Positive Self-Esteem – Low Self-Esteem – Symptoms – Personality having Low Self- Esteem – Positive and Negative Self-Esteem – Interpersonal Relationships – Defining the difference between Aggressive, Submissive and Assertive Behaviors – Lateral Thinking.

UNIT –III: Attitude and Motivation

(6 Hours)

Attitude –Concept – Significance – Factors affecting Attitudes – Positive Attitude – Negative Attitude –Ways to Develop Positive Attitude – Decision Making Skills – Leadership & Qualities of Successful Leader – Motivation – Factors of Motivation – Self Talk, Intrinsic & Extrinsic Motivators.

UNIT –IV: Assertiveness

(5 Hours)

Assertiveness – Definition – Techniques for Assertiveness, Assertive Behavior, Assertion Strategy, Tools used for Assertion – Interpersonal Relationship – Personality – Good Manners & Etiquettes – Effective Speech –Understanding Body language.

UNIT –V: Stress and Time Management

(7 Hours)

Stress Management: Introduction – Causes – Stress Management Techniques – Time Management: importance of Time Management – Techniques of Time Management.

Total Lectures Hours – 30

COURSE OUTCOME

The Students will be able to,

1. Project the Right First Impression
2. Polish manners to behave appropriately in Social and Professional Circles
3. Enhance the ability to handle casual and formal situations in terms of Personal Grooming, Dining and Entertaining Etiquette
4. Develop and maintain a Positive Attitude and being Assertive
5. Handle difficult situations with Grace, Style, and Professionalism

TEXT BOOK(S)

1. S.R. Khan.2021.Personality Development. 13th Edition. ISBN: 978-8178123578, Ramesh Publishing House.
2. S.P Sharma. 2012. Personality Development.ISBN-13: 978-9381384411.V & S Publishers, New Delhi.
3. L.M. Prasad.2012. Organizational Behavior. ISBN-10: 8180548414. Sultan Chand.
4. Prashant Sharma. 2018. Soft Skills Personality Development for Life Success.ISBN-13: 978-9386551887.BPB Publications.
5. Rajiv K. Mishra. 2016. Personality Development. ISBN: 8129103451. Rupa Publications India Pvt. Ltd.

REFERENCE BOOK(S)

1. Mehta J.M. 2014. Personality Development Guide for Students Edition. ISBN-10: 9788184302936. Prabhat Prakashan.
2. Sherlekar. 2020. Principles of Management. ISBN: 978-93-5142-78-1.Himalaya Publishing House Pvt. Ltd.
3. Rajendra Pal & J.S.Korlahalli. 2011.Essentials of Business Communication. ISBN: 81-8054-729-4. Sultan Chand & Sons.
4. Dr.K. Alex 2018.Soft Skill. ISBN 9788121998697. S. Chand & Co Ltd.
5. Barun K.Mitra. 2016. Personality Development and Soft Skills. 2nd Edition.9780199459742. Oxford University Press.
6. Prof. Dr.Saroj Hiremath. 2016. Life Skills and Personality Development. 9789385526138. Success Publications.

E-RESOURCES

1. <https://www.artofliving.org/>
2. <https://www.insightassessment.com>
3. <https://courses.lumenlearning.com>
4. <https://www.bharathuniv.ac.in>
5. <https://Collegetutor.net>



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: III- NME- I MANAGEMENT CONCEPTS

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20NMEBB31

OBJECTIVES

- To develop the knowledge of Management and Promote decision thinking and problem Solving Skills
- To study effective Organization and Organization Structure and teach a sense of responsibility and a capacity for Management
- To acquire skill how to Meet the challenges of Modern Management
- To stimulate the students to become a Successful Manager in future

UNIT- I: Introduction to Management

(6 Hours)

Management Concept – Nature and Scope of Management – Function – Evolution – Management Vs Administration – Management as a Science, an Art or a Profession – Process – Levels of Management – F. W. Taylor's Scientific Management – Fayol's Theory of Management.

UNIT –II: Planning

(6 Hours)

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures – Operational and Strategic Planning – Limitations – Decision Making –Characteristics – importance – Types – Process – Steps to Effective Decision Making.

UNIT- III: Organising

(6 Hours)

Organizing – Concept – Organization as a Process – Types of Organization – Line or Scalar, Line and Staff, Functional, Matrix and Committee – Centralization – advantages and disadvantages – Decentralization – importance – advantages and disadvantages – difference between Centralization and Decentralization.

UNIT-IV: Staffing and Direction

(7 Hours)

Staffing – Concept – Functions – Process – Selection – Interview – Test – Recruitment – Internal and External Recruitment – Training – On the Job Training and Off the Job Training – Direction – Scope – Techniques – Consultative, Free Rein and Autocratic – Supervision.

UNIT- V: Co-Ordination and Controlling

(5 Hours)

Co-ordination – Controlling – Concept –Importance – Process – Budget –Types – Budgetary Control – Characteristics – Quantitative Devices – Recent Trends in Management.

Total Lectures Hours – 30

COURSE OUTCOME

The Students will be able to,

1. Understand the concepts related to Management and acquire the knowledge of Management Process.
2. Better understanding of Planning and Decision Making
3. Give an idea about Organisation, Departmentation and Delegation
4. Familiarise with Directing, Motivation Theories and Leadership
5. Provide idea about requirements of Coordination and Control

TEXT BOOK(S)

1. L.M. Prasad. 2018. Principles of Management. ISBN-13: 978-9351611110. Sultan Chand & Sons.
2. T. Ramasamy. 2010. Management Principles. ISBN-13: 978-8184888713. Sultan Chand & Sons.
3. Jayasankar. 2009. Principles of Management. 1st Edition. ISBN-10: 9381430284. Margham Publications.
4. PanyTushar K. 2016. Management Principles and Application. 1st Edition. ISBN -13: 978-9327262537. Kalyani Publications.
5. Peter F. Ducker. 2006. The Practice of Management. ISBN-13: 978-0060878979. Harper Business.

REFERENCE BOOK(S)

1. C.B. Gupta . 2017. Management Thoery and Practice. ISBN-13: 978-9351610939. Sultan Chand & Sons.
2. Koontz and O'donnel. 2015. Essentials of Management. 10th Edition. McGraw Hill Educations.
3. Sharma Gupta. 2013. Management Principles and Application. ISBN: 9789327235135, 9327235134. Kalyani Publishers.
4. Sherlekar S. A . 2017. Principles of Management. 1st Edition. Himalaya Publishing House.
5. P.C Tripathi & P.N Reddy. 2017. Principles of Management. 6th Edition. ISBN :9789352605354. McGraw Hill Educations.

E- RESOURCES

1. www.exed.hbs.edu
2. www.hbr.org
3. www.businessideas.com
4. www.managementconcept.com
5. www.wikipedia.org
6. www.linkedin.com
7. www.tutorialspoint.com

SEMESTER- IV



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(For the Candidates admitted in the academic year 2020-2021)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV - CC- VII: ORGANIZATIONAL BEHAVIOUR

Ins. Hrs. /Week: 4

Course Credit: 4

Course Code: 20BB407

OBJECTIVES

- To help the students to develop cognizance of the importance of human behavior
- To enable students to describe how people behave under different conditions and understand why people behave as they do.
- To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results
- To understand how Organisational Change and Culture affect working relationships within Organisations

UNIT- I: Concept of Organisational Behaviour (10 Hours)

Organizational Behaviour – Concept – Nature –Models – Other Similar fields of Study – Disciplines Contributing to Organizational Behaviour – Need and Shortcomings of OB – Individual Behaviour.

UNIT –II: Perception, Learning and Attitude (15 Hours)

Perception – Meaning & Definition – Perceptual Process – Importance of Perception in OB – Learning – Nature of Learning – How Learning Occurs – Factors affecting Learning – Theories of Learning – Attitudes – Characteristics – Components – Formation – Measurement – Values.

UNIT – III: Personality and Group Behaviour (10 Hours)

Personality – Definition – Determinants – Personality Traits – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision - Making.

UNIT- IV: Leadership, Power and Morale (10 Hours)

Leadership – Concept – Qualities of Effective Leadership – Leadership Styles – Women as Leader – Definition of Power – Types of Power – Sources of Power – Power and Politics – Morale – Concept – Importance – Measurement of Morale – Steps to improve Morale in an Organization.

UNIT –V: Dynamics of Organizational Behaviour (15 Hours)

Organizational Culture and Climate – Factors affecting organizational Climate – Importance – Organisational Change: Importance of Change, Planned Change & OB Techniques – Balancing Work and Life – Organisational Effectiveness – Emotions – Emotional Labour – Emotional Intelligence – Theories.

Total Lectures Hours – 60

COURSE OUTCOME

The Students will be able to,

1. Know the individual process in organization such as Learning, Perception, Attribution, Individual Differences and Motivation,
2. Understand the Group process, Personality and Attitudes.
3. Analyze individual and group behaviour, and understand the implications of organizational behaviour on the Process of Management.
4. Identify the factors that Enhance Group Performance and Increase Group Cohesiveness.
5. Evaluate the appropriateness of various Leadership Styles.
6. Apply theories to practical problems in organisations in a critical manner.

TEXT BOOK(S)

1. Aswathappa K . 2018. Organizational Behaviour. 12th Revised Edition. ISBN- 8183188346. Himalaya Publishing House, Bangalore.
2. Gupta Dr.C.B. 2021. Organizational Behaviour. 3rd Revised and Update Edition. ISBN 9788125916093. S.Chand Publication, New Delhi.
3. Prasad L.M. 2017. Organizational Behaviour. 5th Edition. ISBN-13: 978-8180548413. Sultan Chand & Son's, New Delhi.
4. Sekar Dr. P.C. Organizational Behaviour. ISBN-13: 978-1630419134. Sarah Publications.
5. Sundar.K and Srinivasan.J. Elements of Organizational Behaviour. ISBN-13:978-8182094123, Vijay Nicole Imprints Pvt. Ltd.

REFERENCE BOOK(S)

1. Fred Luthens.2013.Organizational Behaviour. 12th Edition. ISBN: 9781259097430, McGraw-Hill Education.
2. Pearson. 2018. Organisational Behaviour.18th Edition. ISBN -10: 9353067030. Pearson Education.
3. RAO V.S.P. & Narayana D.S. 2019. Organization Theory and Behaviour. ISBN -13: 978-8122000276. Konark Publishers, New Delhi.
4. Sharma. R. 2000. Organizational Theory and Behaviour, 2nd Edition, ISBN-10 0074638742, ISBN-13 : 978-0074638743 Tata McGraw-Hill, New Delhi.
5. Uma Sekaran .2007. Organizational Behaviour. ISBN: 0074603663, 9780074603666. Sekaran Publisher, New Delhi.

E-RESOURCES

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2. www.Mindtools.com
3. www.managestudy.com
4. www.leadershipcircle.com
5. <https://open.umn.edu/opentextbooks/textbooks>
6. <https://onlinelibrary.wiley.com/journal/1099137930>
7. www.grin.com



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV - CC- VIII: OPERATIONS RESEARCH

Ins. Hrs. /Week: 4

Course Credit: 4

Course Code: 20BB408

OBJECTIVES

- To identify and develop Operational Research models from the verbal description of the real system
- To formulate a Linear Programming problem and solve it graphically
- To understand the application of Transportation, Assignment, Network analysis, and Replacement Decisions in Business Scenarios
- To develop mathematical skills to analyze and solve network models arising from a wide range of applications.

UNIT –I: OR Concepts and Linear Programming

(15 Hours)

OR – Definition, Importance of Operations Research for Management, Nature of Operations Research, Scientific Method in Operation Research, Characteristics and Phases of Operations Research, Classification of Models, Principles of Modeling, Scope and Limitations – Linear Programming: Formulation, Terminology, Applications of LPP, advantages and limitations of LPP Graphical Method.

UNIT-II: Transportation Problem

(10 Hours)

Transportation Problem: Meaning & Definition – Formulation, Optimal Solution, Unbalanced Transportation Problem, Degeneracy – Methods of Transportation Problem – North West Corner Rule – Least Cost Method – Vogel's Approximation Method – Methods Application for Management Decision.

UNIT- III: Networking Models

(12 Hours)

Network Analysis– Meaning & Definition – Activity, Merge Event, Burst Event, Looping, Dangling, Redundancy – Project Management by PERT/CPM, Project Crashing, PERT analysis and Computations, differences of PERT/CPM – Critical Path Scheduling – Case Studies.

UNIT- IV: Assignment Problem

(13 Hours)

Assignment Problem: Definition of Assignment Problem, Mathematical Formulation of the Assignment Problem, differences of Transportation and Assignment - Solving Assignment Problem, Balanced Assignment Problem, Unbalanced Assignment Problem – Travelling Salesman Model – Maxima and Minima Method – Hungarian Method.

UNIT- V: Replacement Problem**(10 Hours)**

Replacement Decisions: Introduction, Replacement Classification – Replacement of Equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.

(Marks: Theory 20% and problem 80%)**Total Lectures Hours – 60****COURSE OUTCOME**

The Students will be able to,

1. Impart knowledge in concepts and tools of Operations Research
2. Understand mathematical models used in Operations Research
3. Apply these techniques constructively to make effective business decisions
4. Formulate and solve Linear Programming Models
5. Design new simple models, like: CPM, to improve decision –making and develop critical thinking and objective analysis of decision problems
6. Understand the application of Transportation, Assignment and Replacement

TEXT BOOK(S)

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

REFERENCE BOOK(S)

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

E-RESOURCES

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



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: IV - AC- IV: PRODUCTION AND MATERIAL MANAGEMENT

Ins. Hrs. /Week: 4

Course Credit: 3

Course Code: 20ABB404

OBJECTIVES

- To enable students to understand the nature and importance of Production Management
- To know the Productivity Measurement in Production
- To make the students to understand the Plant Location and Plant Layout Decisions
- To understand the Production Planning & Control
- To enable them to take decisions relating to Material Handling and Inventory Management.

UNIT- I: Introduction to Production Management

(10 Hours)

Nature and Significance of Production Management; Types in Manufacturing Systems: Project, Jobbing, Batch, Line, Mass, Continuous – Production Models, Automation and its impact Plant Location; factors affecting Plant Location, Location Theories, Location Models – Plant Layout: Meaning & Definition, Scope, Factors influencing Facility Layout, Principles of Layout, Layout types and planning – Factors influencing Plant Location – Plant Layout and its kinds.

UNIT- II: Productivity

(10 Hours)

Productivity: Meaning & Definition of Productivity – Importance of Productivity – Productivity Improvement Techniques: Work Study, Method Study, Work Measurement, Time Study, Stop Watch Time Study, Motion Study Development, Work Sampling. Maintenance: Maintenance Policies for Facilities and Equipment.

UNIT- III: Production Planning & Control

(15 Hours)

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling – Production Planning & Control: Need and Objectives of Production Planning & Control, Techniques of Production Control, Routing, Scheduling, Dispatching and Follow-Up.

UNIT- IV: Quality Control & Inspection

(15 Hours)

Quality Control: Meaning, Need and Objectives of Quality Control – Advantages of Quality Control System – Quality Costs; Tools and Techniques for Quality Improvement and Control; Quality Audit – Total Quality Management – Control Charts – X Chart – R Chart – C Chart – P Chart – AGMARK, ISI and ISO – Certification Marks – Inspection – Different kinds of Inspection, Role of Inspection and Measurement for Quality Control in Manufacturing, Need of Inspection, Inspection Types and Principles, Design for Inspection, Destructive Inspection, Testing of Composite Materials.

UNIT –V: Material Management

(10 Hours)

Material Management – Objectives and Importance – Inventory Control: EOQ – Meaning, assumptions, limitations – An overview of Materials Planning – Material Planning and Inventory Control – Types of Inventory and Inventory Control – Inventory Control Systems – Materials Planning, Budgeting and Material Requirement Planning – Purchasing Function of Purchasing Department – Purchasing Procedure – Centralized & Decentralized Purchasing – Other Methods of Purchasing – Store Keeping – Objectives – Organization of Store Keeping – Functions – JIT.

Total Lectures Hours – 60

COURSE OUTCOME

The Students will be able to,

1. Understand the nature and importance of Production Management
2. Identify the ways and means to attain a competitive edge in the market through effective use of method, materials and labour.
3. Analyze Material Demand Forecasting for Production Planning.
4. Understand the Quality Control & Inspection
5. Apply the operation and skills needed for major decisions in Materials Management & Inspection.

TEXT BOOK(S)

1. K.Aswhappa. 2019.Production and Operations Management. 2nd Edition. ISBN: 978-93-5097-188-8.Himalaya Publishing House.
2. J. R. Tony , Gatewood Ann K.,M. Clive Lloyd and N. Chapman Stephen. 2017. Introduction to Materials Management. 8th Edition .ISBN 10: 9789386873248. Pearson India.
3. S.N.Chary . 2019. Production and Operation Management. 6th Edition. ISBN-10:9353164818. McGraw-Hill India.
4. P.Gopalakrishnan and M.Sunderesan. 2004. Materails Management – an Integrated Approach. ISBN-10:978-8120300279. PHI Learning Pvt. Ltd.
5. S. K. Sarangi . 2018. Production Management and Materials Management. ISBN: 9387373142. Assorted Editorial.
6. David Fredrick Ross. 2015. Supply Chain Management. ISBN-10: 9781489975782. Springer Science & Business Media.

REFERENCE BOOK(S)

1. B.S. Goyel. 2017. Production and Operations Management. ISBN: 978-93-86633-30-9. Pragati Prakhasan Publisher.
2. Pannerselvam . 2012. Production and Operations Management. 3rd Edition. ISBN: 9788120345553. Prentice Hall of India.
3. M.M. Varma. 2012. Material Management. ISBN-10: 8180547132. Sultan Chand & Sons.
4. S.K.Sarangi. 2018. Production Management and Materials Management: Text & Case. ISBN-10:8184121482. Asian Books Private Limited.
5. P.Gopalakrishnan and Adid Haleem. 2015. Materials Management.2nd Edition. ISBN-9788120348011. Prentice Hall of India Learning.

E-RESOURCES

1. www.technicalchange.com
2. www.linkedin.com
3. www.yourarticlelibrary.com
4. www.computerbusinessresearch.com
5. www.en.wikipedia.org/wiki/Materials_management



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV - SCC- III: INTERVIEW SKILLS

Ins. Hrs./Week: 2 Course Credit: 2 Course Code: 20SCBB403

OBJECTIVES

- To understand the basic concepts of Interview Skills and Processes
- To study the various Interview Techniques
- To promote Body Language and its impact
- To learn the various types of interview and strategies for interview

UNIT-I: Effective Interview

(6 Hours)

Introduction to Interviewing – Writing an Effective Resume – Four C's of a Good Resume – Critical Thinking Collaboration – Communication – Competency – CV – Resume Vs Curriculum Vitae – Effective Interview Conversation – Making the Interview – File – Preparation of Interview – Goal and Logistic.

UNIT –II: Communication Skill

(6 Hours)

Communication Skills – Open – Mindedness – Respect – Picking the Right Medium – Presence of Mind – Leadership Qualities – Negative Aspects – Overcome Interview Stress – Practice on Oral and Spoken Communication Skills & Testing – Voice & Accent, Voice Clarity, Voice Modulation & Intonation , Word Stress etc.

UNIT- III: Etiquettes

(6 Hours)

Dress Code and Appearance – Development Etiquettes and Manners of Body Language – Do's and Don'ts – Practice – Non-Verbal Communication : Its Importance and Nuances : Facial Expression , Posture , Gesture , Eye contact, Appearance (Dress Code) .

UNIT- IV: Types of Interview

(6 Hours)

Types of Interview – Mock Interview – Phone Interview – Behavioural Interview – Face to Face Interview – Group Interview and other types – Stages of Interview – Practice –Tele Communication Skills, Electronic Communication Concept, Tele – Etiquette Receiving Calls – Transferring Calls – Taking Message – Voice Mails – Making Outgoing Calls – Receiving Fax – Mock Interview.

UNIT–V: Strategies for Interview

(6 Hours)

General Strategies for Answering Question – CAR Interview Technique – Challenging Situation – Transferable Skills – Negotiating Salary & Compensation – Closing Interview, Practice – Feedback and Questioning Technique.

Total Lectures Hours – 30

COURSE OUTCOME

The Students will be able to,

1. Demonstrate skills for seeking and securing employment.
2. Study the different types of Professional Interviews.
3. Understand about factors to be considered when preparing for a Job Interview, including dressing appropriately and preparing response to certain types of questions.
4. Identify the key elements in good interview techniques.
5. Gain confidence in Interview Skills.

TEXT BOOK(S)

1. Kessler Robin. 2019. Based Interviews. ISBN: 978-1601632210. Kessler Publisher: Career Press, 3 Tice Road, Franklin Lakes, NJ United States, 7417.
2. Mitra Barun K. 2018. Personality Development and Soft Skill. ISBN: 978-0199459742. OUP India , B B-1/8, 69 A, Beli Garad Chauraha Main Road, Sector K, Aliganj, Lucknow, Uttar Pradesh 226024,
3. Ryan Weiser. 2021. Winning Interview. ISBN: 18015437. Creative Lab Ltd., Publisher, Kemp House, 152 - 160 City Road, London, United Kingdom, EC1V 2NX4.
4. Sanjay Kumar and Pushp Lata. 2011. The Secrets of Getting Communication Skills. ISBN: 9780199457069. Oxford University Press, B B-1/8, 69A, Beli Garad Chauraha Main Road, Sector K, Aliganj, Lucknow, Uttar Pradesh 226024,
5. Sijwalii B S, InduSijwali. 2018. Competency Success in Interviews. ISBN: 978-1601632210. Arihant Publications, NH-58, Delhi- Dehradun Bypass Road, Near Big Bite Resort, Partapur, Meerut – 250103.

REFERENCE BOOK(S)

1. Alex. 2020. XuSystem Design Interview – An insider's guide Byte Code. 2nd Edition. ASIN: B08B3FWYBX1501. LLCune, N Broadway, Ste 440, Walnut Creek, California, 94596, United States.
2. Goodwill. 2019. Interview Skills (NEW). ISBN: 978-8172455415. Goodwill Publishers, 1520 S York Rd, Gastonia, NC 28052, United States.
3. Vibrant. 2020. Innovative Interview Questions You'll Most Likely Be Asked (Job Interview Questions Series). ISBN: 978-1949395976. Vibrant Publishers, Ar(S) Ra 31 A.B, Vikasana Jothi Freedom Road (West End), Kaloor Kochi Ernakulam.
4. Bhatia H, S.2019. Art of Interview Skills. ISBN-10: 9387918963. Ramesh Publishihing House, 12-H, New Daryaganj Road, Opp. Officers' Mess, New Delhi-110002.
5. SajithaJayaparak. 2010.Interview Skill. ISBN-10 : 8184885040. Himalaya Publishing House Pvt. Ltd ., Ramdoot, Dr. BhaleraoMarg, Girgaon,Mumbai - 400 004, Maharashtra, India

E – RESOURCES

1. https://www.google.com/search?q=Writing+an+effective+Resume&client=avast-a-1&biw=1366&bih=625&sxsrf=ALeKk01UjRZF_CG_yBJ605E0SngmGRHt2Q%3A162048136
2. <https://www.google.com/search?q=General+Strategies+for+Answering+Question&client=avast-a-1&biw=1366&bih=625>
3. <https://www.careermatch.com/job-prep/interviews/10-essential-communications-interview-questions-and-answers/>
4. <https://www.google.com/search?q=INTERVIEW+SKILL&client=avast-a-1&biw=1366&bih=625&sxsrf=ALeKk029brloykVEXmJp9Sf3fmrYjhIrnA%3A1620477636653>
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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: IV - NME- II: ENTREPRENEURIAL DEVELOPMENT

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20NMEBB42

OBJECTIVES

- To understand the concepts of Entrepreneurship Development
- To acquire requisite knowledge and skills for becoming a successful Entrepreneurs and Formulate and Develop Business Projects
- To identify and create business opportunities for Commercialization
- To learn incentives and subsidies available for entrepreneurs

UNIT - I: Entrepreneur & Entrepreneurship

(6 Hours)

Entrepreneur: Definition & Concept – Characteristics – Functions – Types of Entrepreneurs
Entrepreneurship: Definition, Concept & Characteristics – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

UNIT –II: Promotion of a Venture

(6 Hours)

Opportunity Analysis – Environment & Entrepreneurship – Technological Environment – Competitive Factors – Steps in setting up a Small Scale Industrial Enterprise – Legal requirements for establishing a New Unit – Policies of Government.

UNIT- III: EDP & Entrepreneurship

(6 Hours)

EDP Meaning & Objectives – Indian EDP Model – Phases of EDP – Evaluation of EDP – Role & Achievements of EDP – Rural Entrepreneurship – Women Entrepreneurship – Concept – Factors Governing – Schemes for Women Entrepreneurs – EDP Institutions in India.

UNIT- IV: Identification and Formulation of Project

(6 Hours)

Project Management – Concept of Project and Classification – Sources of a Business Idea-Project Identification – Project Formulation – Project Appraisal Methods – Preparation of Project Reports.

UNIT –V: Incentives & Subsidies

(6 Hours)

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

Total Lectures Hours – 30

COURSE OUTCOME

The Students will be able to,

1. Identifying the opportunities exists in Current Environment.
2. Initiating Innovation, Creativity & Self Employment of Skilled Entrepreneur.
3. Educate the Entrepreneurs how technology can be utilized to improve Company's Performance.
4. Helps the Entrepreneurs to make Self Evaluation of their Project.
5. Create awareness towards Government Incentives and Subsidies.

TEXT BOOK(S)

1. Bruce R. Barringer.2018.Entrepreneurial Development.6th Edition. ISBN13:9780134729534. Pearson Publisher.
2. Gordon & Natrajan. 2020. Entrepreneurial Development.6th Edition. ISBN-10: 9352025407. ISBN-13: 978-9352025404. Himalaya Publishing House.
3. Gupta C.B., Srinivasan N.P. 2013. Entrepreneurial Development. ISBN: 81-8054-818-5. Sultan Chand & Sons.
4. Kapoor N.D. 2012.Entrepreneurial Development.ISBN: 81-8054-906-9.Sultan Chand & Sons.
5. Vasant Desai Dr. 2019.The Dynamics of Entrepreneurial Development and Management. ISBN: 978-93-5097-028-7. Himalaya Publishing House.

REFERENCE BOOK(S)

1. Jayshree Suresh. 2012. Entrepreneurial Development. 4th Edition. ISBN-13: 9789381430118. Margham Publications.
2. Khanka, S.S. 2020.Entrepreneurial Development. Revised Edition.ISBN-13: 9788121918015, Sultan Chand & Sons.
3. Pearson. 2015. Entrepreneurship and Small Business Management. 2nd Edition.ISBN:978-0-13- 376718-6.Pearson Education Ltd.
4. Raj Shankar.2012.Essentials of Entrepreneurshi .ISBN-10 : 8182093457. Vijay Nicole.
5. Vijayashree M. and Alagammai Dr,P, 2016. Entrepreneurial Development & Small Business Management. ISBN-13 : 978-9383242511. Margham Publications.

E-RESOURCES

1. <https://libguides.usc.edu/entrepreneur>
2. <http://www.ncert.nic.in/ncerts/l/lebs213.pdf>
3. <http://ecoursesonline.iasri.res.in/course/view.php?id=303>
4. https://onlinecourses.swayam2.ac.in/cec20_mg19/preview
5. <https://www.entrepreneur.com/article/238908>



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: IV - SBE- I: SERVICES MARKETING

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20SBEBB1

OBJECTIVES

- To remember and understand the Services Marketing Concept, Classify the Services and Distinguish between Goods and Services
- To learn the 4 P's of Product and understand the components of Services Marketing Mix
- To understand the Strategies for managing and Marketing of Services
- To devise strategies for Marketing Services in the Liberalized Business Environment

UNIT- I: Introduction to Services Marketing

(6 Hours)

Marketing of Services: Introduction – Growth of Service Sector – Concept of Service – Characteristics of Services – Classification – Designing the Service – Blue Printing – Building Service Aspirations – Types – Characteristics – Constraints in Services Marketing – Difference between Goods & Services.

UNIT- II: Marketing Management Process

(6 Hours)

Marketing Management Process for Services – Setting the Goal – Organizing Marketing Planning – Analyzing Opportunities – Designing Marketing Strategies – Marketing Programme – Target Market – Marketing Audit – Developing the Services Marketing Mix – Marketing Performance Evaluation.

UNIT- III: Strategy & Marketing Mix

(6 Hours)

Strategic Marketing Management for Services – Strategies for Managing Capacity to Match Demand – Matching Demand and Supply through Capacity Planning and Segmentation – Internal Marketing of a Service – External Versus Internal Orientation of Service Strategy – Services Marketing Mix Elements.

UNIT- IV: Service Product & Planning

(6 Hours)

Service Product – Analysis of the Service Offer – Service Planning – Factors Affecting Pricing Decisions – Special Issues of Service Pricing – Services Marketing Mix – The 7 P's Product Decisions – Pricing Decisions – Pricing Strategies and Tactics – Promotion of Services – Distribution of Services – Additional Dimensions of Service Marketing – Role of People – Physical Evidence – Process.

UNIT- V: Promotion Mix**(6 Hours)**

Promotion Mix for Services – Place in Service – Identifying & Evaluating Major Channel Alternating – Physical Factors – Physical Environment – Service Product – Pricing of Services – Service Place – Service Promotion – Service Process – People in Services.

Total Lectures Hours – 30**COURSE OUTCOME**

The Students will be able to,

1. Learn the Services Marketing and list out the reasons for its growth and explain its role in an economy.
2. Understand the role of People, Process and Physical Evidence in Services Marketing.
3. Discuss the guidelines for Managing Service Competition.
4. Ability to engage in Self-Study to Formulate, Design, Implement, Analyze and Demonstrate an Application of Service Delivery and Channel Management.
5. Recognise how Services Marketing Principles can be used as a Conceptual Framework to help managers identify and solve marketing problems.

TEXT BOOK(S)

1. K. Douglas Hoffman and John E.G. Bateson .2017. Services Marketing: Concepts, Strategies and Cases. 5th Edition. ISBN-10 : 9386858770, ISBN-13 : 978-9386858771.Cengage India Private Limited
2. Dr.R.Arasu. 2020.Services Marketing. ISBN-10: 6202557125. LAP Lambert Academic Publishing.
3. Atanu Adhikari. 2021. Services Marketing Issues in Emerging Economies. 1st Edition, ISBN-10: 9811587868. Springer.
4. Alan Wilson.2020.Services Marketing.4th Edition.ISBN-10: 1526847809.McGraw-Hill Education / Europe, Middle East & Africa.
5. Jochen Wirtz. 2019. Services Marketing. 3rd Edition. ISBN: 9789353435417.Pearson Education India.

REFERENCES BOOK(S)

1. Kruse.2018.Service Marketing. ISBN: 978-93-5024-736-5. John Wiley & Sons Ltd, Himalaya Publishers.
2. Lovelock, C.H .2016.Service Marketing People, Technology, Strategy. 8th Edition. ISBN: 1944659013. World Scientific Publishing Company.
3. K.Rama Mohan Rao. 2011. Service Marketing.2nd Edition .ASIN: B00I962Z78.Pearson Education.
4. Gupta Prachi. 2017. Marketing Management.1st Edition. ISBN: 9332587108. Pearson Education
5. Valarie A. Zeithaml, Bitner, Gremler and Pandit.2018.Service Marketing”.7th International Edition. ISBN: 9789353160777. Tata McGraw-Hill.
6. Jha S.M. 2018.Service Marketing.7thEdition, ISBN: 978-93-5024-736-5. Himalaya Publishing House, New Delhi

E-RESOURCES

1. [En.wikipedia.org](https://en.wikipedia.org)
2. www.marketing-schools.org
3. www.managementstudyguide.com
4. www.nptel.ac.in
5. www.tutorialspoint.com

SEMESTER- V



**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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(For the Candidates admitted in the academic year 2020-2021)

**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V - CC- IX: COST ACCOUNTING

Ins. Hrs. /Week: 5 Course Credit: 5 Course Code: 20BB509

OBJECTIVES

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

UNIT – I: Introduction to Cost Accounting (10 Hours)

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

UNIT – II: Material Cost (10 Hours)

Materials – EOQ – Levels of Stock – Receipts and Issues of Materials – ABC Analysis – Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average, Inflated Price, Specific Price, Base Stock and HIFO, Market Price Method, Replacement Price, Realisable Value, Standard Price Methods , Current Standard Price and Base Standard Price.

UNIT – III: Labour Cost (15 Hours)

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

UNIT – IV: Overhead Cost (10 Hours)

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

UNIT – V: Methods of Costing

(15 Hours)

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

(Marks: Theory 40% and Problems 60%)

Total Lectures Hours – 60

COURSE OUTCOME

The Students will be able to,

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

TEXT BOOK(S)

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

REFERENCE BOOK(S)

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

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2. www.icsi.edu/WebModules/Publications
3. <https://www.freebookcentre.net>
4. <http://icmai.in>
5. www.geektonight.com



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: V - CC- X: FINANCIAL MANAGEMENT

Ins. Hrs. /Week: 5

Course Credit: 5

Course Code: 20BB510

OBJECTIVES

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

UNIT- I: Introduction to Financial Management

(10 Hours)

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

UNIT – II: Capital Structure

(15 Hours)

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

UNIT – III: Cost of Capital and Leverage

(10 Hours)

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

UNIT – IV: Capital Budgeting

(10 Hours)

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

UNIT – IV: Working Capital Management and Dividend (15 Hours)

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

(Marks: Theory 40% and Problems 60%)

Total Lectures Hours – 60

COURSE OUTCOME

The Students will be able to,

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

TEXT BOOK(S)

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

REFERENCE BOOK(S)

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

E – RESOURCES

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



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

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

Ins. Hrs. /Week: 5

Course Credit: 5

Course Code: 20BB511

OBJECTIVES

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

UNIT- I: Formation and Promotion of Companies (15 Hours)

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

UNIT –II: Prospectus and Directors (15 Hours)

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

UNIT- III: Shares & Debentures (10 Hours)

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

UNIT- IV: Company Secretary (8 Hours)

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

UNIT- V: Company Meetings (12 Hours)

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

Total Lectures Hours – 60

COURSE OUTCOME

The Students will be able to,

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

TEXT BOOK(S)

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

REFERENCE BOOK(S)

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

E-RESOURCES

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



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V - CC- XII: RESEARCH METHODOLOGY

Ins. Hrs. /Week: 5

Course Credit: 4

Course Code: 20BB512

OBJECTIVES:

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

UNIT- I: Introduction to Research Methodology

(10 Hours)

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

UNIT –II: Formulation of Research Problem and Sampling

(15 Hours)

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

UNIT- III: Sources of Data

(10 Hours)

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

UNIT –IV: Analysis and Interpretation of Data

(15 Hours)

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

UNIT –V: Research Report

(10 Hours)

Research Report – Concept – Types – Steps in Organization of Research Report – Significance of Report Writing – Drafting of Reports – Contents of a Report – Appendix: norms for using Index and Bibliography – Ethics in Research.

Total Lectures Hours – 60

COURSE OUTCOMES

The Students will be able to,

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

TEXT BOOK(S)

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

REFERENCE BOOK(S)

1. Donald R.Cooper and Pamela S. Schindler .2018.Business Research Methods. International Editions, Latest Edition.ISBN: 1-25-900185-7. McGraw-HILL, 4/12,Asat Ali Road,New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Reside & David White. 2014. Research Methods for Graduate Business and Social Science Students, Response Books. ISBN; 9788132108498. SAGE Publication,1,Oliver’s yard,55 City Road London.
3. Kothari C.R. 2014.Research Methodology Methods & Techniques”.2nd Edition. ISBN: 978-81-224-2488-1. New Age International Publisher, 4835/24,Ansari Road, Daryagam, New Delhi,110002 .
4. R. Paneerselvan 2014.Research Methodology. ISBN: 8120349466. Prentice-Hall of India,Rimjhim House,111,Patparganj Indusrial Estate, New Delhi,110 092.
5. Sachdeva J.K. 2011.Business Research Methodology. 3rdEdition. ISBN: 978818488b1622. Himalya Pulishing, Balerao Mary,Girgaon, Mumbai, 400004.

E – RESOURCES

1. www.ccsuniversity.ac.in
2. www.investopedia.com
3. www.questionpro.com
4. www.scribbr.com
5. www.searchcio.techtarget.com



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V - MBE- I: STRATEGIC MANAGEMENT

Ins. Hrs. /Week: 4

Course Credit: 4

Course Code: 20MBEBB1

OBJECTIVES

- To expose students to various perspectives and concepts in the field of Strategic Management
- To understand the principles of Strategy Formulation, Implementation and Control in Organizations.
- To develop skills for applying these concepts to the solution of business problems
- To help students master the analytical tools of Strategic Management

UNIT- I: Introduction to Strategy

(10 Hours)

Introduction to Strategy – Concept of Strategy Policy – Planning Hierarchies – Evolution Strategy – Philosophy of Strategy – Types of Strategy – Formulation of the Strategy – Strategic Management Process – Purposes – Strategic Intent – Mission – Vision – Value.

UNIT- II: Environmental & Industry Analysis

(15 Hours)

Environmental Analysis – External & Internal – Environmental Scanning – Organizational Response to Environment. – Competitive Analysis – M.Porter's Five Force Model – Strategic Groups – Competitor's Analysis – Internal Analysis – Resources – Organizational Capabilities & Competitive Advantages – Approaches to Internal Analysis – SWOC Analysis – Generic Strategy.

UNIT- III: Strategic Formulation

(15 Hours)

Corporate Level Strategy – Grand Strategy – Strategic Alternatives – Growth – Stability – Retrenchment – Combination Strategies – Corporate Restructuring – Process and Concepts of Restructuring – Mergers – Acquisitions – Co-operative Strategies – Reasons for Strategic Alliances – Risk and Causes of Alliances – Pre- Requisites for Success.

UNIT- IV: Strategic Implementation

(10 Hours)

Structural Issues- Issues in Strategic Implementation – Strategic – Structure Relationship – Functional Structure – Divisionalisation – Strategic Business Units (SBUs) – Project Organization – Matrix Organization Structure – Factors influencing Organizational Structure – Structure and Strategic Implementation.

UNIT -V: Strategic Evaluations and Control

(10 Hours)

Strategic Control –Importance – Barriers – Criteria for Evaluation – Strategic and Operational Control – Techniques for Operational Control – Control Process – Characteristics of Effective Control System.

Total Lectures Hours – 60

COURSE OUTCOME

The Students will be able to,

- Identify and assess the impact of opportunities and threats in a company's environment, its industry and its set of competitors
- Identify and assess a company's strengths and weaknesses and match them with its opportunities and threats to suggest four alternative strategies
- Identify, analyze, and synthesize data and information that supports company decision-making to improve customer satisfaction, and overall financial performance
- Describe the generic and business-specific factors that reflect a company's overall operational performance, and its performance in its business units and functional business areas
- Create a brief strategic business plan to improve a company's organizational performance.

TEXT BOOK(S)

1. Azar Kazmi. 2018. Strategic Management and Business policy. ISBN 9780070263628. Tata Mc Graw Hill, NewDelhi.
2. Charles WI Hill.Gareth R. Jones. 2009. An Integrated Approach to Strategic Management. ISBN-13: 978-8131509586. Cengage Learning.
3. Fred R.David. 2010. Strategic Management Concepts and Cases. Indian Edition.ISBN-13: 978-0-13-612098-8. PHI learning Pvt. Ltd.
4. Prasad L.M.2018.Strategic Management. ISBN: 93-5161-1295.Sultan Chand & Sons.
5. Subbarao.2018.Strategic Management. ISBN: 978-93-5097-138-3. Himalaya Publication.

REFERENCE BOOK(S)

1. Anthony Henry. 2018. Understanding Strategic Management.ISBN: 9780199662470. Oxford University Press, England.
2. Catherine Bailey, David Mankin, Clare Kelliher, and Thomas Garavan. 2018. Strategic Management. ISBN: 9780198705406.Oxford University Press, England.
3. Jouch & Gluick . 2012.Strategic Management & Business Policy.5th Edition. ISBN-13: 978-0070323476. Mc Graw Hill, NewDelhi.
4. Vipin Gupta, Kamala, Gollakota and R.Srinivasan .2007.Business Policy and Strategic Management Concepts and Applications.Revised 2nd Edition. ISBN -10: 812033244X. ISBN -13: 9788120332447. PHI Learning.
5. Wheelen & Hunger. 2011. Strategic Management & Business Policy. ASIN: 9352861892. Pearson Education.

E-RESOURCES

1. [www. tata mcgraw hill. Com](http://www.tata-mcgraw-hill.com)
2. www.strategy-formulation.24x7s.com
3. www.iedunote.com
4. www.investopedia.com
5. www.yourarticlelibrary.com
6. Indian Edition www.cengage.co.in
7. www.phindia.com



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: V – SBE – II: SALES AND DISTRIBUTION MANAGEMENT

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20SBEBB2

OBJECTIVES

- To learn objectives, strategies and tactics of Sales and Distribution Management
- To know role and skills of Modern Sales Managers and Types of Sales Managers
- To know emerging trends in Sales Management and understand linkage between Sales and Distribution Management
- To focus on decision making aspects and implementation of decisions in Sales and Distribution Management

UNIT- I: Introduction to Sales Management

(7 Hours)

Sales Management; Nature and Importance of Sales Management – Objectives and Functions of Sales Management – Sales Management Process; Emerging Trends – Ethics in Sales. Sales Organization: Definition, Duties and Responsibilities of Sales Manager and Sales Representatives; Sales Planning; Sales Strategy; Sales Policies; Sales Forecasting: Methods: Quantitative and Qualitative – Sales Organization Structures.

UNIT – II: Personal Selling

(5 Hours)

Personal Selling: The Role of Personal Selling in Marketing Mix – The Personal Selling Process, Types of Sale Jobs, Changing Scenario of Selling Environment – Setting and Formulating Personal Selling Objectives; Theories of Personal Selling.

UNIT- III: Sales Force Management

(6 Hours)

Meaning of Sales Force – Kind and Size of the Sales Force – Sales Job Analysis – Recruitment & Selection (Briefly – Specific to Sales Jobs), Sales Training, Sales Force Compensation Structure & Motivation Tools, Sales Contests, Sales Force Supervision: Sales Promotions, Sales Technology – Sales Performance Evaluation, Sales Territories & Quotas, Sales Expenses, Sales Budgets, Sales Audits, Sales Reports.

UNIT –IV: Distribution Management

(6 Hours)

Meaning; Distribution System – Distribution Channels; Types of Channels – Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems – Wholesaling and Retailing: Importance, Types, Marketing Decisions for Wholesalers – Retailing: Importance, Types, and Retailer Marketing Decisions.

UNIT- V: Physical Distribution**(6 Hours)**

Physical Distribution : Marketing Logistics and Supply Chain Management (Concept); Difference between Logistics Management and Supply Chain Management; Components of Logistics, Inventory & Warehouse Management, Transportation, Channel Information Systems – Internet as a medium for Order Processing and Information.

Total Lectures Hours – 30**COURSE OUTCOME**

The Students will be able to,

1. Evaluate, classify, imagine and plan the successful Service Marketing.
2. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plan
3. Develop a plan for Organizing, Staffing and Training a Sales Force and Develop an effective Sales Compensation Plan
4. Evaluate the performance of a Sales Person and apply concepts related to improving performance of Sales Team
5. Organize Sales Territories to Maximize Selling Effectiveness and Design and Implement Channel Strategies

TEXT BOOK(S)

1. Johnson F.M., Kurtz D.L., E.E.Scheuing. 2018. Sales Management: Concepts, Practice, and Case. ISBN: 978-0070326521. Tata Mc Graw Hill, /12, Asat Ali Road, New Delhi.
2. Krishna K. Havaldar, Vasant M Cavale.2017. Sales & Distribution Management ISBN: 9780070083257.Tata McGrawHill,4/12,Asat Ali Road, New Delhi.
3. Pingali Venugopal. 2018. Sales and Distribution Management. 9789353884864. SAGE Publication, 1, Oliver's yard,55 City Road London.
4. Richard R. Still, Edward W, Cundiff, Norman A.P. Govoni .2020.Sales Management : Decisions, Strategies & Cases.9789332587090. Pearson publications,7th Floor, Knowledge Boulevard, A-8(A), Sector 62,Noida 201 309 .
5. Tapan.K.Panda, Sunil Sahadev .2019.Sales and Distribution Management. 9780199499045. Oxford University Press, YMCA Library Building, Jai Singh Road, New Delhi, 110001.

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1. David Jobber, Geoffrey Lancaster. 2019. Selling & Sales Management.9781292078007. Pearson Publication, 7th Floor,Knowledge Boulevard,A-8 (A)Sector 62,Noida 201 309.
2. Dr. S. L.Gupta . 2010. Sales & Distribution Management. 8174468706. Excel Publication, Konnur High Road,Vasantha Garden,Chinna Chemberembakkam, Ayanavaram, Chennai, Tamil Nadu,600023.
3. Mark W. Johnston, Greg W. Marshall . 2020. Sales Force Management.9780367682088. Tata Mc Graw Hill, 4/12, Asat Ali Road, New Delhi.
4. Dr.Martin Khan. 2005. Sales and Distribution Management.9788174462084. Excel publishers, Konnur High Road, Vasantha Garden, Chinna Chemberembakkam, Ayanavaram, Chennai, Tamil Nadu,600023.
5. Ramendra Singh. 2018. Sales and Distribution Practice Based Approach.9789325994065. Vikas Publication, E-28, Sector-8, Noida, 201301.

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**SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE
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(For the Candidates admitted in the academic year 2020-2021)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: V – SBE –III: CONSUMER PROTECTION AND AWARENESS

Ins. Hrs. /Week: 2

Course Credit: 2

Course Code: 20SBEBB3

OBJECTIVES

- To study the Consumer Movement in India
- To know Consumer Rights and Responsibilities
- To understand Redressal Forums in India
- To impart the knowledge on Consumer Organizations

UNIT –I: Consumer and Consumer Movement (6 Hours)

Consumer – Meaning & Concept – Definition – Features – Three dimensional concept of Consumer – Consumer as a King, Consumer as a King - pin of democracy and Consumer as a Capital – Rights and Responsibilities of Consumers. Consumerism – Meaning, objectives, Benefits – Consumerism in India – Consumer Movement – Meaning – Definition – Importance, Scope – Features-Need – Objectives – Role of Consumer Movement – Future of Consumer Movement in India.

UNIT- II: Consumer Rights and Responsibilities and Education (6 Hours)

Consumer Rights – Right to Safety – Right to be Informed –Right to Choose – Right to be Heard and Assured – Right to Redressal – Right to Consumer Education – Responsibilities of Consumers – Consumer Education – Meaning and Definition – Objectives – Methods & Techniques of Consumer Education.

UNIT- III: The Consumer Protection Act 2019 (6 Hours)

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

UNIT –IV; Role of Industry Regulators in Consumer Protection (6 Hours)

Role of Industry Regulators in Consumer Protection: Banking: RBI and Banking Ombudsman – Insurance: IRDA and Insurance Ombudsman – Telecommunication – TRAI Food Products: FSSAI – Electricity Supply: Electricity Regulatory Commission – Real Estate Regulatory Authority.

UNIT –V: Social Responsibility of Business (6 Hours)

Consumer Satisfaction and Social Responsibility of Business – Consumer Communication – Ethics in Advertisement – Consumer Care Mechanism in Private and Public Sector.

Total Lectures Hours – 30

COURSE OUTCOME

The Students will be able to,

1. Understand Consumerism and Consumer Movement in India
2. Describe the Consumer Rights and Responsibilities
3. Learn the Redressal Forums in India
4. Paraphrase the consumer organizations and Summarize the Consumer care mechanism in Private and Public Sector
5. Helps to understand Consumer Rights and Education their rights

TEXT BOOK(S)

1. Gulshan S.S. 2014.Consumer Protection and Satisfaction. ISBN: 978-8122406153.Wiley Eastern Limited.
2. M. Sumathy and G. Ganesan. 2016.Consumer Awareness, Welfare and Protection. ISBN: 9788184841435. Regal Publication.
3. R Raghupathy. 2019.Consumer Protection Law. Allahabad Law Agency.
4. Anoop K.Kaushel. 2018.Practical Guide to Consumer Protection Law.ISBN:9350357313. Universal Book Traders, New Delhi.
5. Mohni Sethi and Premavathy, Sethuraman. 2016. Consumerism, A Growing Concept. ISBN :8123908075. Phoenic Publishing House, New Delhi.

REFERENCE BOOK(S)

1. Sivaprakasam, P & Rajamohan. 2015.Consumer Empowerment: Rights Responsibilities. ISBN:9788173913785. Kanishka Publishers & Distributors, New Delhi.
2. Klaus Mathis,Avishalom . 2020.Consumer Law and Economics. ISBN :9783030490270.
3. Taxmann. 2020.Consumer Protection Law and Practices.ISBN:9789390128280. Taxmann Publication .
4. Ajay Jagga and Aishwarya Jagga. 2020.The Consumer Protection Act 2019. ISBN:8182474167. Abhishek Publication .
5. Dr S R Myneni, 2021. Consumer Protection Law. 2nd Edition. 9789390227730. Asia Law House.

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3. <https://books2home.com>
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5. <http://ncert.nic.in>

SEMESTER -VI



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: VI - CC XIII: HUMAN RESOURCE MANAGEMENT

Ins. Hrs. /Week: 6

Course Credit: 5

Course Code: 20BB613

OBJECTIVES

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

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

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

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

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

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

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

UNIT- IV: Sustaining Employee Interest (15Hours)

Job Evaluation – Importance – Methods – Ranking Method, Classification Method, Point Method, Factor Comparison Methods – Methods of Payment of Wages – Time Wages – Merits and Demerits and Piece Rate System – Merits and Demerits – Incentive Schemes – Financial and Non- Financial Incentives – Various Individual and Group Incentive Plans – Fringe Benefits – Importance.

UNIT- V: Performance Evaluation and Control Process

(20 Hours)

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

Total Lectures Hours – 90

COURSE OUTCOME

The Students will be able to,

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

TEXTBOOK(S)

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

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

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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: VI - CC XIV: MANAGEMENT ACCOUNTING

Ins. Hrs. /Week: 6

Course Credit: 5

Course Code: 20BB614

OBJECTIVES:

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

UNIT- I: Focus on Decision Making

(15 Hours)

Management Accounting – Definition – Objectives – Nature - Management Process – Management Vs Financial Accounting – Management Vs Cost Accounting – Merits and Limitations – Role and Responsibilities of Management Accountant – Financial Statement Analysis – Comparative Statements – Common Size Statements – Ratio Analysis – Construction of Balance Sheet (Simple Problems).

UNIT –II: Fund Flow Analysis

(20 Hours)

Meaning and Concept of Fund – Meaning and Definition of Fund Flow Statement –Uses and Limitations of Fund Flow Statement – Procedure of Fund Flow Statement – Statement of Changes in Working Capital – Statement of Funds From Operation – Statement of Sources and Application of Funds – Problems.

UNIT- III: Cash Flow Analysis

(20 Hours)

Meaning and Definition of Cash Flow Statement – Differences between Cash Flow Statement and Fund Flow Statement – Uses of Cash Flow Statement – Limitations of Cash Flow Statement – Provisions of AS-3 –Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to AS-3 (Indirect Method Only).

UNIT- IV: Marginal Costing

(15 Hours)

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

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

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets – Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting – Standard Costing – Material and Labour Variance only.

(Marks: Theory 40% and Problems 60%)**Total Lectures Hours – 90****COURSE OUTCOME**

The Students will be able to,

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

TEXT BOOK(S)

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

REFERENCE BOOK(S)

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

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



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DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

Semester: VI - CC XV: ENTERPRENERIAL DEVELOPMENT

Ins. Hrs. /Week: 6

Course Credit: 4

Course Code: 20BB615

OBJECTIVES:

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

UNIT –I: Concept of Entrepreneurial Development

(20 Hours)

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

UNIT- II: Entrepreneurial Environment

(20 Hours)

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Economic Factors – Non Economic Factors – Government Actions – Entrepreneurial Motivation – Need for Achievement Motivation – Motivation Theories – Maslow's Need Hierarchy Theory, McClelland's Acquired Needs Theory – Motivating Factors – Internal Factors – External Factors – Motivation Barriers to Entrepreneurship Development –Ethics and Social Responsibility of Entrepreneurs.

UNIT- III: Entrepreneurship Development Programme

(20 Hours)

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

UNIT- IV: Project Management

(15 Hours)

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

UNIT –V: Incentives and Subsidies

(15 Hours)

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

Total Lectures Hours – 90

COURSE OUTCOME

The Students will be able to,

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

TEXT BOOK(S)

1. Arati Oturkar Gandhali Divekar. Entrepreneurship Development. 2017. ASIN: B07GNH8CS6, Nirali Prakashan, 119 , BudhwarPeth, JogeshwariMandir Lane, Narayan Peth, Pune, Maharashtra 411002.
2. Charantimath Poornima M. 2018. Entrepreneurship Development and Small Business Enterprises.ISBN: 978-9353066260. Pearson Education, Indian Branch15th Floor, Tower-B, World Trade Tower, Plot–C01, Sector-16, Noida 20130,1India.
3. Gupta C.B. and Srinivasan N.P. 2020. Entrepreneurial Development. ISBN : 9351611329, Sultan Chand & Sons, 4859/24, Ansari Road, Dariya Ganj, New Delhi-110002.
4. Robert D. Hisrich , Michael P. Peters , A. Shepherd. 2018. Entrepreneurship. ISBN: 3978-1259001635. McGraw Hill Education, Namdeo Smruti, Shivprasad Society, 5, Panmala, Dattavadi, Dattavadi, Pune, Maharashtra 411030.
5. VasantDessai. Entrepreneurship Development. 2011.ISBN: 9350973839. Himalaya Publishing House Pvt. Ltd. Ramdoot', Dr. BhaleraoMarg, Girgaon,Mumbai - 400 004, Maharashtra, India.

REFERENCE BOOK(S)

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

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3. <https://www.yourarticlelibrary.com/entrepreneurship/entrepreneurship-development-programmes-meaning-need-and-objectives-of-edp/40707>
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5. <https://www.yourarticlelibrary.com/tax/10-tax-benefits-available-to-small-scale-industries-in-india/41023>



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**DEPARTMENT OF BUSINESS ADMINISTRATION
BBA**

Semester: VI – MBE- II: GLOBAL BUSINESS MANAGEMENT

Ins. Hrs. /Week: 5

Course Credit: 4

Course Code: 20MBEBB2

OBJECTIVES:

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

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

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

UNIT- II: Export Houses (20 Hours)

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

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

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

UNIT- IV: Multinational Corporations (15 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: Globalization**(10 Hours)**

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

Total Lectures Hours – 90**COURSE OUTCOME**

The Students will be able to,

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

TEXT BOOK(S)

1. Francis Cherunilam. 2004. International Business (EEE). ISBN: 9788120342149, PHI, New Delhi.
2. Rakesh Mohan Joshi. 2009. International Business. ISBN: 9780195689099. Oxford University Press, Chennai.
3. P.Subba Rao. 2019. International Business Text and Cases. ISBN:-: 978-93-5367-011-5. Himalaya Publication House, New Delhi.
4. John D. Daniels & Lee H Radebough. 2010. International Business. ISBN-13: 9780131869424 , Wesley Publishing company.
5. Anant K, Sundaram J, Steward Black. 2015. The International Business Environment – Text and Cases. ISBN-10: 9788120311411. Prentice Hall of India Private Limited.

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1. Victor Luis Anthuvan . 2006. Issues in Globalization. ISBN: 978-8174465641, Amirtham Publications
2. S. Shajahan, International Business , 2010. ISBN: 9781403929662, Macmillan India Ltd., Chennai.
3. Justin Paul. 2013. International Business. ISBN: 9788120348639 , PHI Learning Pvt.Ltd. , New Delhi.
4. J Stewart Black Anant K.Sundaram. 2015. The International Business Environment. ISBN: 9789332560086, 1st Edition, Hall of Indian Pvt. Ltd New Delhi.
5. J.M. Geringer and J.M. McNett and M.S. Minor and D.A.Ball 2020. International Business. India Edition. ISBN: 9789390113378. TATA Mc Graw Hill.

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