



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

*(Affiliated to Bharathidasan University)*

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

**SUNDARAKKOTTAI, MANNARGUDI – 614016.**

**TAMILNADU, INDIA.**

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**B.B.A.**

**COURSE STRUCTURE WITH REVISED SYLLABUS UNDER CBCS**

*(For the Candidates admitted in the academic year 2021 – 2022)*

# SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE

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**TAMILNADU, INDIA.**



## B.B.A., COURSE STRUCTURE UNDER CBCS (For the Candidates admitted in the academic year 2021 – 2022)

**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 **#	21LC101	Ikkala Ilakkiyam	6	3	3	25	75	100
	II	English Language Course (ELC) - I	21ELC101	Language Through Literature– I (Prose and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC)-I	21BB101	Management Concepts	6	5	3	25	75	100
		Core Course (CC) - II	21BB102	Financial Accounting	6	4	3	25	75	100
	IV	Allied Course (AC)- I	21ABB101	Managerial Economics	4	3	3	25	75	100
	IV	Value Education		Value Education	2	2	3	25	75	100
<b>Total</b>					<b>30</b>	<b>20</b>		<b>-</b>	<b>-</b>	<b>600</b>
II	I	Language Course(LC) –II– Tamil */Other Languages **#	21LC201	Idaikkala ,Ilakkiyamum Puthinamum	6	3	3	25	75	100
	II	English Language Course (ELC) - II	21ELC201	Language Through Literature – II (Poetry and Communication Skills)	6	3	3	25	75	100
	III	Core Course (CC) - III	21BB203	Marketing Management	6	5	3	25	75	100
		Core Course (CC) - IV	21BB204	Business Mathematics & Statistics for Managers	6	5	3	25	75	100
	IV	Allied Course (AC) - II	21ABB202	Business Environment	4	3	3	25	75	100
	IV	Environmental Studies	21SCBB201	Environmental Studies	2	2	3	25	75	100
<b>Total</b>					<b>30</b>	<b>19UGCE S</b>		<b>-</b>	<b>-</b>	<b>600</b>

III	I	Language Course(LC) –III– Tamil */Other Languages **#			6	3	3	25	75	100
	II	English Language Course (ELC) - III			6	3	3	25	75	100
	III	Core Course (CC) - V			6	6	3	25	75	100
		Core Course (CC) - VI			6	5	3	25	75	100
		Allied Practical (AP) - I			4	3	3	40	60	100
IV	Non-Major Elective (NME) – I- for those who studied Tamil under Part- I a) Basic Tamil for other Language students b)Special Tamil those who studied Tamil upto 10 th +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 10 th +2 but option for other Languages in Degree Programme	2	2	3	25	75	100	
<b>Total</b>					<b>30</b>	<b>22</b>	-	-	-	<b>600</b>
IV	I	Language Course(LC) –IV– Tamil */Other Languages ** #			6	3	3	25	75	100
	II	English Language Course (ELC) - IV			6	3	3	25	75	100
	III	Core Course (CC) - VII			5	5	3	25	75	100
		Core Course (CC) -VIII			5	5	3	25	75	100
		Allied Course (AC) - III			4	3	3	25	75	100
	IV	Non Major Elective (NME)- II- for those who studied Tamil under Part-I. a) Basic Tamil for other Language students b) Special Tamil those who studied Tamil upto 10th +2 but option for other Languages in Degree Programme		Non Major Elective (NME) -II- for those who studied Tamil under Part-I. c) Basic Tamil for other Language students d) Special Tamil those who studied Tamil upto 10th +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 CreditActivity***		Summer Training Project***							
<b>Total</b>					<b>30</b>	<b>23</b>				<b>700</b>

V	III	Core Course (CC) - IX			5	5	3	25	75	100
		Core Course (CC) - X			5	5	3	25	75	100
		Core Course (CC) - XI			5	5	3	25	75	100
		Core Course (CC) - XII			5	4	3	25	75	100
		Major Based Elective (MBE) – I			4	4	3	25	75	100
	IV	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			2	2	3	25	75	100
		<b>Total</b>				<b>30</b>	<b>29</b>	<b>--</b>	<b>--</b>	<b>--</b>
VI	III	Core Course (CC) -XIII			6	5	3	25	75	100
		Core Course (CC) -XIV			6	5	3	25	75	100
		Core Course (CC) -XV			6	4	3	25	75	100
		Core Course (CC) -XVI		Group Project	5	4	3	25	75	100
		Major Based Elective (MBE) -II			6	5	3	25	75	100
	V	Extension Activities**				1		--	--	--
		Gender Studies			1	1	3	25	75	100
	<b>Total</b>				<b>30</b>	<b>25</b>				<b>600</b>
	Extra Credit Papers	Model Paper for Competitive Examination***				2				100
	Extra Credit Activity	Summer Training Project***				2				100
	<b>Grand Total</b>				<b>180</b>	<b>140</b>		<b>--</b>	<b>--</b>	<b>3900</b>

## 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	73
Allied Course	3	09
Allied Practical	1	03
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)
<b>Total</b>	<b>39</b>	<b>140</b>

\* For those who studied Tamil upto 10<sup>th</sup> +2 (Regular Stream)

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

# Those who studied Tamil upto 10<sup>th</sup> +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.

<b>Note:</b>	<b>CIA</b>	<b>ESE</b>
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		
IV	-	NME -II		

**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		
V	-	SBE-II		
V	-	SBE-III		

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## DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

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

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. } 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**



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**Semester: I-CC-I-: MANAGEMENT CONCEPTS**

**Ins. Hrs. /Week: 6**

**Course Credit: 5**

**Course Code: 21BB101**

**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: Concept of Management**

**(20 Hours)**

Nature and Scope of Management – Function – Evolution of Management Thoughts – Contribution of Selected Management Thinkers – F.W. Taylor's Scientific Management – Fayol's Theory of Management – Various Approaches to Management – Management Vs Administration – Management as a Science, an Art or a Profession – Process – Levels of Management.

**UNIT – II: Planning**

**(20 Hours)**

Planning – Meaning & Definition, Importance, Steps in Planning, Characteristics, Types of Plans – Objectives, Strategies, Policies, Procedures, Rules, Programmes and Budgets – Relationship between Planning and Controlling – Limitations of Planning – Decision Making – Meaning & Definition, Objectives, Steps in Rational Decision Making, Types of Decisions, Difficulties in Decision Making.

**UNIT- III: Organizing**

**(15 Hours)**

Organizing – Meaning, Importance, Process of Organizing, Organizations Structure, Types of Organization Structure – Line Organizations, Line and Staff Organizations, Functional Organization, Committees – Delegation of Authority – Significance of Delegation – Process of Delegation – Centralisation & Decentralisation of Authority – Centralization – Advantages and Disadvantages – Decentralization – Importance, Advantages and Disadvantages – Difference between Centralization and Decentralization.

**UNIT – IV: Staffing and Direction****(20 Hours)**

Internal and External Recruitment – Training – On the Job Training and Off the Job Training – Direction – Scope, Techniques – Consultative, Free Rein and Autocratic – Supervision– Motivation – Motivation Theories – Motivational Techniques – Job Satisfaction – Job Enrichment – Leadership – Types and Theories of Leadership.

**UNIT – V: Controlling and Co-ordination****(15 Hours)**

Co-ordination – Need for Co-ordination – Meaning and Importance of Controls – Control Process – Budget – Types – Budgetary and Non-Budgetary Controls – use of Computers and IT in Management Control – Recent Trends in Management.

**Total Lectures Hour: 90****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 Process

**TEXT BOOK(S)**

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

**REFERENCE BOOK(S)**

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

## **E- RESOURCES**

1. [www.exed.hbs.edu](http://www.exed.hbs.edu)
2. [www.hbr.org](http://www.hbr.org)
3. [www.businessideas.com](http://www.businessideas.com)
4. [www.managementconcept.com](http://www.managementconcept.com)
5. [www.wikipedia.org](http://www.wikipedia.org)
6. [www.linkedin.com](http://www.linkedin.com)
7. [www.tutorialspoint.com](http://www.tutorialspoint.com)

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**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

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**Semester: I-CC-II-: FINANCIAL ACCOUNTING**

**Ins. Hrs. /Week: 6**

**Course Credit: 4**

**Course Code: 21BB102**

**OBJECTIVES**

- To give an insight into the basics of Accounting Concepts and Principles and Prepare the students to have the foot hold in Accounts
- To know the purpose of double entry system to understanding the accounting system properly
- To prepare accounting information for planning and control and for the evaluation of Finance

**UNIT-I: Introduction of Accounting**

**(15Hours)**

Accounting – Meaning & Definition, Objectives, Scope, Accounting Principles, Branches of Accounting , Uses & Limitations of Accounting , Concepts & Conventions, Accounting Information, Accounting Equations – Meaning of Accounting Equation, Compensation of Accounting – Effects of Transactions – Systems of Accounting – Single Entry System – Double Entry System - Its Advantage – Double Entry Vs Single Entry.

**UNIT– II: Basic Accounting Procedure**

**(20 Hours)**

Accounting Cycle: Journal – Rules of Debit & Credit, Method of Journalizing, Advantage, Ledger – Meaning, Utility, Posting Entries. Practical System of Book Keeping – Cashbook – Types of Cash Book, Single Column, Double Column Entries – Trial Balance – Objective, Preparation, Errors & Rectification, Suspense Accounting – Meaning, Utility & Preparation.

**UNIT– III: Preparation of Final Accounts**

**(20 Hours)**

Statements of Final Accounts – Meaning, Need & Objectives, Types – Trading Account – Meaning, Need & Preparation, Profit & Loss Account – Meaning, Need & Preparation, Balance Sheet – Meaning, Need & Preparation, Final Accounts with adjustment entry.

**UNIT– IV: Concept of Depreciation**

**(15 Hours)**

Nature of Depreciation – Accounting Concept of Depreciation, Factors in the measurement of Depreciation, Methods of Computing Depreciation: Straight Line Method and Diminishing Balance Method, Disposal of Depreciable Assets, Change of Method.

## **UNIT–V: Accounts of Non-Trading Organization and BRS**

**(20 Hours)**

Capital and Revenue Accounts of Non-Trading Organization – Difference between Capital Receipt and Revenue Receipt – Income and Expenditure Accounts – Receipts and Payment – Bank Reconciliation: Meaning, Causes of Differences, Need & Importance, Preparation & Presentation of BRS Accounts.

**Total Lectures Hour: 90**

### **COURSE OUTCOME**

The Students will be able to,

1. Understand the accounting principles, concepts and convention and to identify various subsidiary books in accountancy.
2. Prepare Financial Statements in accordance with appropriate standards.
3. Understand the various methods of calculating Depreciation
4. Analyze what bank reconciliation statement is and understand about rectification of errors and suspense account
5. Acquaint with the preparation of accounts of Non-Trading Concern

### **TEXT BOOK(S)**

1. Gupta, R.L. and Radhaswamy M.2014. Financial Accounting. ISBN: 81-8054-775-1. Sultan and Chand Sons, New Delhi.
2. S. P. Jain & K.L.Narang .2013. Advanced Accountancy. Kalyani Publishers.
3. Maheswari. S.N and Maheshwari. S.K.201 . FinancialAccounting.ISBN:9789325956186. Vikas Publications.
4. Dr. Shukla & Dr Grewal .2017. Advanced Accounting. ISBN: 9789352533145. S.Chand Publishing.
5. P. C. Tulsian .2017. Financial Accounting. ISBN: 9789352533336. Sultan and Chand Sons, New Delhi.

### **REFERENCE BOOK(S)**

1. T.S. Reddy and A.Murthy. 2017. Financial Accounting .Margham Publications, Chennai-17.
2. R.L.Gupta and Radhasamy .2018. Advanced Accountancy .Sultan Chand & Sons,New Delhi
3. Vinayakam, Mani and Nagarajan .2017. Principles of Accountancy .Sultan Chand &Sons
4. Jawaharlal and Seema Srivastava.2014. Financial Accounting, HPH
5. S.Parthasarathy and A.Jaffarulla .2015. Financial Accounting. Kalyani Publishers ,New Delhi.

### **E-RESOURCES**

1. [www.accountingcoach.com](http://www.accountingcoach.com)
2. [www.coursera.com](http://www.coursera.com)
3. <http://accountingplay.com>
4. <http://www.investopedia.com>
5. <http://www.accountancyknowledge.com>
6. <http://www.accountingtools.com>
7. <http://www.basu.org.in>

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**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

**Semester: I-AC-I: MANAGERIAL ECONOMICS**

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

**Course Credit: 3**

**Course Code: 21ABB101**

**OBJECTIVES**

- To study the nature of managerial economics and how it would enable a decision maker to take optimal decisions and how they are applied in different decisional situations
- To know the different demand situations and critical variables determining the demand and how to estimate the demand and finally how elasticity of demand can be applied in taking the pricing decisions
- To learn the conceptual framework of National Income and Inflation Trends in the economy

**UNIT– I: Introduction to Managerial Economics (10Hours)**

Managerial Economics – Nature and Characteristics – Scope – Relationship with other Disciplines – Demand Analysis – Introduction to Law of Demand, Types of Demand, Individual and Market Demand, Curves & Schedule, Demand Determinants, Importance in Decision Making.

**UNIT– II: Utility Concept and Demand (12 Hours)**

Concept of Utility, Types of Utility – Law of Diminishing Marginal Utility, Meaning, Definition– Concept of Consumer Surplus – Equilibrium – Marginal Utility – Demand Forecasting: Meaning and Methods – Elasticity of Demand – Meaning, Types, Measurement and Significance and Supply Analysis.

**UNIT– III: Production Function and Cost Analysis (13 Hours)**

Production Function – Meaning & Definition, Objectives – Factors of Production –Law of Returns – Law of Variable Proportions – Law of Returns to Scale – Economies of Large Scale Production – Cost Analysis – Concept, Importance, Types – Real Opportunity, Money, Fixed, Variable, Direct, Indirect, Explicit, Implicit, Past, Future, Controllable and Uncontrollable, Escapable, Inescapable, Urgent, Postable Cost, Replacement and Historical Cost, Total, Average and Marginal Cost in Short Run and Long Run Curve – Revenue Analysis – Concepts, Definition, Types –Total, Average, Marginal and relationship with AR and MR.

**UNIT – IV: Market Structure (15 Hours)**

Meaning of Market – Types and Market Structures – Perfect Competition, Characteristics, Price and Output determination under Perfect Competition – Monopoly, Features of Monopoly Monopolistic Competition, Characteristics, Short Run and Long Run Equilibrium – Oligopoly, Characteristics, Kinked Demand Curve.

**UNIT – V: National Income****(10 Hours)**

National Income – Meaning, Concepts of GNP, GDP, NNP, Personal Income, Disposable Income, Measurement and Difficulties in Measurement – Inequalities of Income – Causes, Inflation and Deflation: Inflation – Meaning and Kinds, Measures to Control Inflation and Deflation.

**Total Lectures Hour: 60****COURSE OUTCOMES**

The Students will be able to,

1. Understand the role of business economics in decision making
2. Analyse the demand determinants and measuring price elasticity of demand
3. Findout the peculiarities of factors of production and Evaluate the supply and cost analysis of Total, Average and marginal curves.
4. Identify Equilibrium, price and output decisions in various market form
5. Apply knowledge of macro economics such as national income and its determinants besides implications of inflation, trade cycle on the business prospects of the Firm.

**TEXT BOOK(S)**

1. R.L.Varshney and K.L.Maheshwari . 2013. Managerial Economics.ISBN:9788121914611.
2. Sultan Chand & Sons.
3. S.Sankaran.Managerial Economics. ISBN: 7087391782. Margham Publications.
4. T.R.Jain.2013. Managerial Economics. ISBN: 9789381420515. VK Global Publications Pvt. Ltd.
5. Deepakshi Gupta.2019. Managerial Economics. ISBN: 9389447968. Dreamtech Press.
6. D N Dwivedi.2015. Managerial Economics ISBN: 9789325986688.Vikas Publishing House.

**REFERENCE BOOK(S)**

1. P.L.Mehta.2017.Managerial Economics Analysis, Problems & Cases, ISBN: 9780470003374 Sultan Chand & Sons.
2. V.Lokanathan. 2016. Principles of Economics, Economic Analysis. ISBN: 9781946135162. Sultan Chand & Sons.
3. K.P.M.Sundharam & E.N.Sundharam. 2015. Economic Analysis. ISBN: 9789385401749. Sultan Chand & Sons.
4. Cauvery, Sudhanayak, Girija. 2018. Managerial Economics.ISNB: 978812191461.Sultan Chand & Sons.
5. Dr. V. C. Sinha and Dr. Ritika Sinha . 2020. Managerial Economics. ISBN: 978-93-88117-08. SBPD Publishing House.

**E - RESOURCES**

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

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**SEMESTER -II**



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**DEPARTMENT OF BUSINESS ADMINISTRATION  
BBA**

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**Semester: II-CC-III-: Marketing Management Ins. Hrs.**

**/Week: 6**

**Course Credit: 5**

**Course Code: 21BB203**

**OBJECTIVES**

- To emphasize importance of understanding External Environment in marketing decision making
- To develop skills to analyze and synthesize information and derive insights related to Marketing Management from several perspectives
- To expose students to a systematic framework of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.

**UNIT-I: Concept of Marketing**

**(20 Hours)**

Overview of Marketing – Origin of Marketing – Definition, Nature & Scope of Marketing – Definition of Market – Types of Markets – Distinction between Marketing and Selling – Marketing Management – Objectives, Importance – Marketing Concept – Production Concept, Selling Concept, Societal, Marketing Concept – Selling Vs Marketing, Promotion – Mix– Marketing Environment– Marketing Orientations.

**UNIT-II: Market Segmentation and Consumer Behavior**

**(15 Hours)**

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

**UNIT-III: Marketing Mix**

**(20 Hours)**

Marketing Mix: Introduction – The Traditional 4Ps, the Modern Components of the Mix – Buying Roles in Industrial Marketing, Factors that Influence Business Buyer, Steps in Business – Buying Process – Product Planning and Development: New Product Development – Product Life Cycle and Strategies – Pricing – Meaning ,Objectives and Pricing Methods.

**UNIT-IV: Marketing Channels & Sales Promotion**

**(15 Hours)**

Marketing Channels – need and importance , Classification – Personal Selling – Process – Advertising – Objectives and Types – Sales Promotion – Objectives and Sales Promotion Methods – Publicity and Public Relations – Direct Marketing.

**UNIT-V: Services Marketing & E – Marketing**

**(20 Hours)**

Contemporary Issues in Marketing: Social Actions Affecting Buyer – Seller Relationships – Rural Marketing – Services Marketing – E-Marketing or Online Marketing – Tele Marketing – Mobile Business – Case Study – Recent Trends in Marketing.

**Total Lectures Hour: 90**

## **COURSE OUTCOMES**

1. Identify core concepts of marketing and the role of marketing in business and society.
2. Understand the role and significance of Market Segmentation and also the concept of Consumer behavior and their decision making process
3. Learn to make a New Product Development
4. Able to develop marketing strategies based on product, price, place and promotion objectives
5. Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.

## **TEXT BOOK(S)**

1. Dr. C.B Gupta and Dr.N.Rajan Nair. 2013. Marketing Management,Test & Case. ISBN: 978-93-5161-121-9.S.Chand. 7361, Ram Nagar, New Delhi, 110 055.
2. RSN.Pillai and Bagavathi. 2010. Modern Marketing Principles and Practices. ISBN: 9788121916974 . S.Chand. 736, Ram Nagar,New Delhi,110 055.
3. Ramaswamy and Namakumari .2018.Marketing Management.5<sup>th</sup> Edition.ISBN: 978-0230637290. MacMillan Private Ltd,,MS Complex,14/45,Giriyappa Rd, Dreiver Colony,T.Nagar,Chennai,600017.
4. Dr.R.B Rudani, 2014.Basics of Marketing Management Theory and Practice, S.Chand & Company ltd, 7361,Ram Nagar,New Delhi,110 055
5. Rajan Saxena . 2019. Marketing Management. ISBN: 9789339223304. McGraw Hill Education, 4/12, Asat Ali Road, New Delhi.

## **REFERENCE BOOK(S)**

1. Philip Kotler.2019. Marketing Management. 15<sup>th</sup> Edition. ISBN: 9789332557185. Pearson Education, India.
2. S.A.Sherlekar. 2019.Marketing Management. 13<sup>th</sup> Edition. ISBN: 9789339223304. Himalaya Publishing House, Ramdoot Building Ground Floor,Girgaon,Mumbai .
3. Vasanthi and Venugopal Raghu V.N.2019. Services Marketing. ISBN: 9788178661797. Himalaya Publishing House, Ramdoot Building Ground Floor,Girgaon,Mumbai.
4. Dr.N.Mishra.2015.Marketing Management.ISBN:9350472805.Sathiya Bhawan Publishers and Distributors Pvt. Ltd., 3/20B, Sanjay Nager, Pashupati Colony, Khandari, Agra, Uttar Pradesg 282002.
5. Dr.Aniul Kumar and Dr.B.Jagdish Rao.2019. Marketing Management. ISBN:9788192457383..Sathiya Bhawan Publishers and Distributors Pvt. Ltd., 3/20B, Sanjay Nager, Pashupati Colony, Khandari, Agra, Uttar Pradesg 282002.

## **E- RESOURCES**

1. [www.ecoussion.com](http://www.ecoussion.com)
2. [www.mbacentral.org](http://www.mbacentral.org)
3. [www.tutorialspoint.com](http://www.tutorialspoint.com)
4. [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)
5. [www.topmanagementdegrees.com](http://www.topmanagementdegrees.com)

**SENGAMALA THAYAR EDUCATIONAL TRUST WOMEN'S COLLEGE  
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*(For the Candidates admitted in the academic year 2021-2022)*

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**BBA**



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

**Ins. Hrs. /Week: 6**

**Course Credit: 5**

**Course Code: 21BB204**

**OBJECTIVES**

- To familiarize the students with the basic Mathematical Tools and Statistical Techniques with emphasis on applications to business situations.
- To estimate the mean and standard deviation of the marginal distribution of the response variable and use this information to inform a business decision
- To use correlation and regression analysis to estimate the relationship between two variables.

**UNIT-1: Matrix**

**(20 Hours)**

Matrix – Definition – Basic Concepts – Types – Equal Matrices, Diagonal Matrix, Scalar Matrix, Unit Matrix, Null Matrix, Row Matrix, Column Matrix, Determinants Matrix and Determinants– 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**

**(20 Hours)**

Applications of Differentiation – Product Rule, Quotient Rule, Function. Applications of differentiation function in Economics and Commerce – Demand Function – Supply Function – Cost Function – Revenue Function – Maxima and Minima, Applications of Maxima & Minima in Business

**UNIT- III: Fundamentals of Statistics**

**(10 Hours)**

Statistics – Meaning & Definition ,Scope, Limitation – Need for Data – Sources of data – Principles of Measurement – Classification and Tabulation – Diagrams – One Dimensional, Two Dimensional and Three Dimensional Diagrams – Graphical Representation – Histogram, Frequency Polygon and Curve – Advantages and Limitations of Graphs.

**UNIT-IV: Measures of Central Tendency and Dispersion**

**(20 Hours)**

Measures of Central Tendency – Mean– Weighted Arithmetic Mean –Frequency Distribution – Properties of AM – Combination 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**

**(20 Hours)**

Correlation – Meaning & Definition – Types – Positive Correlation, Negative Correlation, No Correlation – Methods – Scatter Diagram – Karl Pearson Co-efficient of Correlation – Numerical Value of the Correlation Coefficient – Concurrent Deviation Method – Rank Correlation – Properties of Correlation Coefficient – Limitation – Uses of Correlation in Business – Simple Regression Analysis – Application of SPSS – Uses of SPSS – Advantages – Limitations

**Total lectures Hour: 60**

**(Marks: Theory 40% and Problems 60%)**

### **COURSE OUTCOMES**

The Students will be able to,

1. Apply Matrix Algebra, Differentiation and their applications in Business.
2. Learn how to make sense of piles of data using the graphical and numerical measures.
3. Understand the concept of inferential statistics (making valid generalizations from sample data).
4. Focus on concepts, reasoning, interpretation and thinking rather than computation, formulae and theory.
5. Independently calculate basic Statistical Parameters (Mean, Measures of Dispersion, Correlation Coefficient)
6. Apply correlation and regression to estimate the relationship between two variables and Learn to Fit a simple linear regressions model and understand the applications of SPSS

### **TEXT BOOK(S)**

1. Prof. A. V. Rayarikar , P. G. 2017. Dixit Business Mathematics and Statistics. ISBN: 9789351640813 . Kindle Edition
2. Dr. P.R. Vittal. 2012. Business Mathematics and Statistic. ISBN-13: 9789381430552 Margham Publications.
3. Agarwal B.M. 2009. Business Mathematics & Statistics. ISBN: 978-818052285. Ane Books Pvt Ltd.
4. S.P. Rajagopalan . Business Statistical and Operations Research, 2<sup>nd</sup> Edition . Tata McGraw Hill Publishing Co. Limited, New Delhi.
5. PA. Navanitham . 2017. Business Mathematics and Statistics. Jai Publisher. Trichy

### **REFERENCE BOOK(S)**

1. Gupta S.C. 2019. Fundamental of Statistics. 7<sup>th</sup> Edition. ISBN: 978-93-5051-769-7. Himalaya Publishers House.
2. Gupta S.P. 2012. Statistical Methods . ISBN - 13: 978-818054931, Sulthan Chand & Sons, New Delhi.
3. HPH Arora, PN, Arora, Sumeet and Arora Amit. 2009. Managerial Statistics. ISBN- 9788121930727. S. Chand.
4. J K Singh . 2018. Business Mathematics. ISBN -13: [9789351420170](https://doi.org/10.1007/978-81-305-1420-7). Himalaya Publishers House.
5. Stafford. 2012. Business Mathematics. ISBN (Online): 9789332510319 Tata Mc Graw Hill.

## **E-RESOURCES**

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



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BBA**

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**Semester: II-AC-II: BUSINESS ENVIRONMENT**

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

**Course Credit: 3**

**Course Code:21ABB202**

**OBJECTIVES**

- To understand the concept of business environment as well as internal and external components
- To examine how different factors and trends in the external environment are likely to impact upon a proposed business venture
- To analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position

**UNIT – I: Business and Its Environment**

**(10 Hours)**

Business – Concept, Scope & Characteristics, Goals, Criticisms – Business Environment – Meaning & Definition – Objectives – Importance – Types – Micro Environment – Suppliers, Customers, Labour, Business Associates, Competitors – Macro Environment – Economic Environment, Political Environment, Natural Environment, Demographic Environment – Merits and Demerits – Impact of Business Environment on Business Decision.

**UNIT – II: Economic Environment**

**(15 Hours)**

Economic Environment – Concept, Factors – Basic Economic System – Capitalism, Socialism, and Mixed Economy – Characteristics – Merits & Demerits – Effects of New Economic Policy – Process and Limitations of Environmental Analysis – Economic Planning – Five Year Plan – Privatization – Measures – Advantages & Disadvantages – Privatization in India – Nature and Objectives – Positive and Negative.

**UNIT – III: Political Environment and Legal Environment**

**(10 Hours)**

Components of Political and Legal Environment – Political Institutions – Legislature, Executives and Judiciary – Government in Business – Regulatory, Intervention and Participatory Roles – Role of Government in India – Responsibility of Business towards Government – Government towards Business – Business Risks posed by the Indian Political System.

**UNIT – IV: Financial Environment**

**(10 Hours)**

Financial System – Components of Financial System – International Economic Institutions – World Bank – IMF– WTO – Financial Institutions and their Roles – Financial Institutions in India.

## **UNIT – V: Social and Cultural Environment**

**(15 Hours)**

Impact of Culture on Business – People's Attitude to Business and Work – Business and Society – Components of Socio-Cultural Environment and Legal Environment –Social Responsibility of Business – Ethics in Business – CSR – Elements of Technological Environment, Technology and Society – Economic effect of Technology – New Technology Policy.

**Total lectures Hour: 60**

### **COURSE OUTCOME**

The Students will be able to,

1. Define various elements Internal as well as External affecting Business Environment.
2. Understand relationship between Environment and Business
3. Describe the various challenges faced by different Economic System in Business.
4. Acquire in-depth knowledge about Economic, Socio-Cultural and Technological Environment
5. Know State Policies and Economic legislations and Economic reforms laid by the Government.

### **TEXT BOOK(S)**

1. Agarwal, Dr. Rishishwar .2020. Business Environment. ISBN: 9789351671145.SBPD Publication No.8, 3rd Cross St, CIT Colony, Mylapore, Chennai, Tamil Nadu 600004
2. Aswathappa K. 2019. Essentials of Business Environment. ISBN: 9789352021819. Himalaya Publishing House Pvt. Ltd. Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004, Maharashtra, India.
3. Francis Cherunilam. 2019. Business Environment. ISBN: 9352994426. 27<sup>th</sup> Revised Edition. Himalaya Publishing House Pvt. Ltd. 'Ramdoot', Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004, Maharashtra, India
4. Justin Paul. 2018. Business Environment. , 4<sup>th</sup> Edition. ISBN : 9353162491.McGraw Hill India Publication, 3A, Namdeo Smruti, Shivprasad Society, 5, Panmala, Dattavadi, Dattavadi, Pune, Maharashtra 411030
5. Sinha Dr. V. C. 2020. Business Environment. New Edition- 2021 ASIN : B084G4ZR87 SPBD Publishing House ,No.8, 3<sup>rd</sup> Cross St, CIT Colony, Mylapore, Chennai, Tamil Nadu 600004.

### **REFERENCE BOOK(S)**

- 1 Amit Kumar Dr. 2019. Business Environment. ASIN: B07SKHJRCG.DD Sahitya Bhawan.Publications. DD, 3/20B, Near Tulsi Cinema, Sanjay Nagar, Pashupati Colony, Khandari, Agra, Uttar Pradesh 282002.
- 2 Pailwar V.K. 2015. Business Environment. ISBN : 978-8120348905.Prentice Hall India Learning Private Limited, Rimjhim House, 111, Patparganj Industrial Estate, Delhi - 110 092, India.
- 3 Rajesh Srivastava. 2019. The New Rules of Business Portfolio. ISBN: 9780143446927. Penguin Publishing, 25 December, C, 1, Infinity Tower, 7th Floor, DLF Cyber City, DLF Phase 2, Sector 24, Gurugram, Haryana 122002.
- 4 Shaikh Saleem . 2020. Business Environment. 4<sup>th</sup> Edition. ISBN: 978-9353948160.Pearson Education, Indian Branch15th Floor, Tower-B, World Trade Tower Plot–C01, Sector-16 Noida 201301India.
- 5 Sinha Dr. V.C. 2021.Economics Environment: Revised Edition (2021). ISBN : 978-9351676034 .SBPD Publishing House, No.8, 3rd Cross St, CIT Colony, Mylapore, Chennai, Tamil Nadu 600004.

## **E - RESOURCES**

1. <https://smallbusiness.chron.com/factors-influencing-decision-making-business-environment-65082.html>
2. <https://transportgeography.org/contents/chapter7/freight-transportation-value-chains/economicsystem-2/>
3. <https://www.economicdiscussion.net/business-environment/components-of-business-environment/31805>
4. <https://www.investopedia.com/ask/answers/061615/what-are-major-categories-financial-institutions-and-what-are-their-primary-roles.asp>
5. [https://link.springer.com/chapter/10.1007/978-3-319-32754-9\\_3](https://link.springer.com/chapter/10.1007/978-3-319-32754-9_3)

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