

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014.

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re-accredited (**3rd Cycle**) with Grade **A+** & **CGPA 3.51** by NAAC

DEPARTMENT OF BUSINESS ADMINISTRATION



CBCS With OBE

BACHELOR OF ARTS

PROGRAMME CODE - B

COURSE STRUCTURE

(w.e.f. 2022 – 2023 Batch onwards)

E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI -14.**(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****(Re –accredited (3rd cycle) with Grade A⁺ and CGPA 3.51 by NAAC)****DEPARTMENT OF BUSINESS ADMINISTRATION-UG****CBCS with OBE****COURSE STRUCTURE****(w.e.f. 2022 – 2023Batch onwards)**

Semester	Part	Course Code	Title of the paper	Teaching hrs (Per week)	Duration of Exam (hrs.)	Marks Allotted			
						CIA	SE	Total	Credits
I	I	22OU1BA1	Business Communication	5	3	25	75	100	3
	II	22OU2EN1	Part II: English	6	3	25	75	100	3
	III	22OUBA11	Core : Principles of Accounting	5	3	25	75	100	4
	III	22OUBA12	Core: Principles of Management	5	3	25	75	100	4
	III	22OUBAGEBA1	GEC : Business Economics	5	3	25	75	100	4
	IV	22OUBASE1P	SEC: Practical - Computerized Accounting – I	2	3	40	60	100	2
	IV	22OUBAID1	IDC: Personality Development	2	3	25	75	100	2
II	I	22OU1BA2	Individual Development	5	3	25	75	100	3
	II	22OU2EN2	Part II: English	6	3	25	75	100	3
	III	22OUBA21	Core : Cost Accounting	5	3	25	75	100	4
	III	22OUBA22	Core : Environment of Business	5	3	25	75	100	4
	III	22OUBAGEBA2	GEC : Banking Law and Practice	5	3	25	75	100	4
	IV	22OUBASE2P	SEC: Practical- Computerized Accounting – II	2	3	40	60	100	2
	IV	22OUBAID2	IDC: Body Language	2	3	25	75	100	2
III	III	22OUBA31	Core : Business Statistics	6	3	25	75	100	4
	III	22OUBA32	Core : Organizational Behaviour	5	3	25	75	100	4
	III	22OUBA33	Core : Computer Application in Business	3	3	25	75	100	2
	III	22OUBA3P	Core: Practical - Computer Application in Business	3	3	40	60	100	2
	III	22OUBA34	Core : Marketing Management	5	3	25	75	100	4
	III	22OUBAGEBA3	GEC : Company Organization	6	3	25	75	100	4
	IV	22OUBASE3	SEC: Stress Management	2	3	25	75	100	2
IV	III	22OUBA41	Core : Management Information System	6	3	25	75	100	4
	III	22OUBA42	Core : Disaster Management	5	3	25	75	100	4
	III	22OUBA43	Core : Entrepreneurial Development	6	3	25	75	100	4
	III	22OUBA44	Core : Customer Relationship Management	5	3	25	75	100	4
	III	22OUBAGEBA4	GEC : Legal Aspects of Business	6	3	25	75	100	4
	IV	22OUBASE4	SEC: Counselling	2	3	25	75	100	2

V	III	22OUBA51	Core :Operations Management	5	3	25	75	100	4
	III	22OUBA52	Core :Management Accounting	6	3	25	75	100	4
	III	22OUBA53	Core :Research Methodology	5	3	25	75	100	4
	III	22OUBAI5	Core: Institutional Training	5	3	20	80	100	4
	III		DSEC – I	5	3	25	75	100	5
	IV	22OUBASE5	SEC: Soft Skills	2	3	25	75	100	2
	IV	22OUAECEV5	AECC: Environmental Studies	2	3	25	75	100	2
VI	III	22OUBA61	Core : Human Resource Management	5	3	25	75	100	4
	III	22OUBA62	Core : Financial Management	5	3	25	75	100	5
	III	22OUBA63	Core : Total Quality Management	5	3	25	75	100	4
	III	22OUBAPR6	Core : Project	5	3	20	80	100	4
	III		DSEC – II	6	3	25	75	100	5
	IV	22OUBASE6	SEC: Interview Techniques	2	3	25	75	100	2
	IV	22OUAECVE6	AECC: Value Education	2	3	25	75	100	2
	V	22OU5NS4/22OU5PE4	Extension Activities NSS/ Physical Education	-	3	25	75	100	1
		Total	180					140	

GEC : Generic Elective Course

SEC : Skill Enhancement Course

DSEC: Discipline Specific Elective Course

AECC: Ability Enhancement Compulsory Course

IDC : Inter Disciplinary Course

DSEC: Discipline Specific Elective Course:

Semester-V

DSEC – I (Choose any one)

Services Marketing - 22OUBADSE5A

Tourism Management - I - 22OUBADSE5B

Semester-VI

DSEC – II (Choose any one)

Retail Management - 22OUBADSE6A

Tourism Management - II - 22OUBADSE6B

NOTE:

The students are permitted to obtain additional credits (Optional)

- MOOCs
- SWAYAM
- NPTEL Course
- Self-Learning Subject relevant paper
- Library Review
- Project

Year	Semester	Nature of Course	Course Code	Title of the Paper	Hours (30)	Offered to
I	I	Add on Course	22BAAOC 22BAAOCPR	Sales Management for Sales Managers Project in Sales Management Sales for Managers	30	I B.B.A
II	III & IV	Certificate Course	22BAC 22BACPR	Hospital Management Project in Hospital Management	90 / Per Year	II year students of all other disciplines
III	V	Value Added Course	22BAVAC 22BAVACPR	Digital Marketing Project in Digital Marketing	30	III B.B.A

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	Core	22OUBA51	Operations Management	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives

1. To understand the basic concept of production management.
2. To identify the situations under which the different Production system is justified.
3. To familiarize with the basic types of plant layouts, plant design and the factors to be considered in designing layout.
4. To understand the production planning and control of an organization's processes.
5. To learn about Supply Chain management and various inventory models in production processes.

Unit - I

Operations Management – Definition – Nature and Scope – Modern production management – Manufacturing system – Elements of production System – Basic factors affecting the production system – Types.

Unit - II

Plant location – Introduction – Importance – Factors responsible for plant location – Plant layout – Meaning and definition – Advantages of a good plant layout – Types – Product, Process and Fixed Position Layout – principles.

Unit - III

Plant maintenance – Objectives – Importance – Losses due to poor maintenance – Types: Routine, Corrective, Preventive, Scheduled, Predictive – Maintenance Techniques.

Unit - IV

Production Planning and Control – Objectives – Procedure for setting up of a production planning and control system – Production Planning Function – Production Control Function – Routing, Scheduling, Expediting and Dispatching – Production control techniques – PERT Chart, GANTT Chart. Work Study and Work Measurement – Basic procedure of work study – Work Measurement Technique. (Stop watch, Time study)

Unit - V

Supply Chain Management-Need and Importance-Inventory Management –Concepts - Functions of Inventory – Types - Inventory Planning - Inventory Cost - Purpose of Inventory – EOQ - Inventory Replenishment Policies - Inventory Models – ABC Analysis –VED Analysis.

Book for Study:

1. Goel. B.S., *Production Operations Management*, Pragati Prakashan Educational Publishers, Meerut, 12th Revised reprint 2008.
2. Sekar.P.C., Ponraj.R., Saravanan.S, *Production Management*, Enpee Publications, Madurai, 1998.
3. Aswathappa.K, *Essentials of Production Management*, Himalaya Publishers House, Second Edition 2001
4. Aswathappa.K & Shridhara Bhat.K, *Production and Operations Management*, Himalaya Publishers House, Second Revised Reprint 2011
5. Chunawalla.S.A & Patel.D.R, *Production and Operations Management*, Himalaya Publishing House, Mumbai, Seventh Revised reprint 2009

Books for Reference:

1. Elwood S. Buffa & Rakesh K. Sarin, *Modern Production / Operations Management*, John Wiley & Sons, Singapore, Eighth Edition 1994.
2. Nair.N.G, *Production and Operations Management*, TataMcGraw – Hill Publishing Company, New Delhi, Third Reprint 1999.
3. Saravanavel.P & Sumathi.S, *Production and Materials Management*, Margham Publications, Chennai, 3rd Revised Reprint 2012.
4. Shridhara Bhat.K, *Production and Materials Management*, Himalaya Publishing House, Mumbai, Fourth Edition 2009.

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the concept of operations management.

Able to identify the different types of layout.

Able to understand various inventory models used in production.

Activities to be given:

Practicing the students to scheduling-work patterns, process scheduling, supply and demand scheduling.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the concept of Operations management and modern production management.	K1 to K3
CLO2	Identify various types of plant layout	K1 to K3
CLO3	Analyze the reasons for losses due to poor maintenance	K1 to K4
CLO4	Prepare a Procedure for setting up of a production planning and control system	K1 to K3
CLO5	Classify various Inventory models.	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Operations Management – Definition – Nature and Scope – Modern production management – Manufacturing system – Elements of production System – Basic factors affecting the production system – Types	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Plant location – Introduction – Importance – Factors responsible for plant location – Plant layout – Meaning and definition – Advantages of a good plant layout – Types – Product, Process and Fixed position Layout – principles	17	Chalk and talk, Quiz
3	Plant maintenance – Objectives – Importance – Losses due to poor maintenance – Types: Routine, Corrective, Preventive, Scheduled, Predictive – Maintenance Techniques	15	Chalk and talk, PPT, On the spot Test
4	Production Planning and Control – Objectives – Procedure for setting up of a production planning and control system – Production Planning Function – Production Control Function – Routing, Scheduling, Expediting and Dispatching – Production control techniques – PERT Chart, GANTT Chart. Work Study and Work Measurement – Basic procedure of work study – Work Measurement Technique. (Stop watch, Time study)	16	Chalk and talk, PPT, On the spot Test
5	Supply Chain Management-Need and Importance-Inventory Management –Concepts - Functions of Inventory – Types - Inventory Planning - Inventory Cost - Purpose of Inventory – EOQ - Inventory Replenishment Policies - Inventory Models – ABC Analysis –VED Analysis.	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr. V.Selva Subashini

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	Core	22OUBA52	Management Accounting	4	6	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives

1. To understand the concept of Management Accounting.
2. To understand and interpret the changes in working capital identifying the causes for these changes.
3. To familiarize practical management accounting in real situation.
4. To gain practical knowledge in preparation of Budget.
5. To understand the application of marginal costing techniques.

Unit I

Introduction: Management Accounting-Meaning-Nature and Scope-Objectives-Functions of Management Accounting - Difference between Financial Accounting and Management Accounting - Financial Statement Analysis – Basic division of Balance Sheet-Forms of Balance Sheet and Profit & loss Accounts. Tools of Analysis- Comparative, Common size and Trend Analysis – Limitations of Financial Statement Analysis.

Unit II

Ratio Analysis: Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios –Analysis of Short-term Financial position-Current Ratio-Quick Ratio- Activity Ratio- Inventory Turnover Ratio-Debtors Turnover Ratio -Creditors Turnover Ratio-Working Capital Turnover Ratio. Analysis of Long-term Financial Position-Debt-Equity Ratio-Proprietary Ratio, Analysis of Profitability Ratio – Gross Profit -Operating Profit-Operating Expenses- Net Profit Ratio (Simple problems only).

Unit III

Fund Flow Statement: Fund flow statement – meaning, importance– preparation of fund flow statement (simple problems only). Cash flow statement – meaning - uses – Difference between Fund flow statement and Cash flow statement- preparation of cash flow statement (Simple problems only).

Unit IV

Marginal Costing: Marginal Costing - Definition - Merits and Demerits – Differences between absorption costing and marginal costing. Break even chart – Assumptions, advantages and disadvantages – Application of marginal costing Techniques- Product Mix, Make or Buy, -Key Factor-Pricing Decisions

Unit V

Budgetary Control: Budgetary Control – Meaning, Characteristics- Essentials of successful Budgetary Control – organization of Budgetary Control- Classification of budgets-Flexible Budget, Production Budget, Sales Budget, Material Procurement Budget, Cash Budget.

Note: 70% for Problems and 30% for Theory

Book for Study:

1. Pillai R.S.N. and Bagavathi, *Management Accounting*, S. Chand Publication, New Delhi, Revised Reprint 2003

Books for Reference:

1. Maheswari S. N, *Principles of Management Accounting*, Sultan and Chand & Sons, New Delhi, Revised Reprint 2012
2. Murthy.A,Gurusamy.S, *Management Accounting*, Tata McGraw Hill Publishing Company Ltd. New Delhi, Second Reprint 2012.
3. Shashi.K . Gupta, Sharma.R.K *Management Accounting* Kalyani Publications, New Delhi, print 2002
4. Ramachandran.R and Srinivasan, *Management Accounting*, Sri Ram Publications, Trichy, Fifth Revised Edition 2010
5. Reddy T.S, Hari Prasad Reddy. Y, *Management Accounting*, Margham Publications Chennai, Reprint 2012.

Web Resources / E-Books:

1. <https://open.umn.edu/opentextbooks/textbooks/137>
2. [https://drnishikantjha.com/booksCollection/Management%20Accounting%20\(%20PDFDrive%20\)%20\(2\).pdf](https://drnishikantjha.com/booksCollection/Management%20Accounting%20(%20PDFDrive%20)%20(2).pdf)
3. <https://link.springer.com/book/10.1007/978-3-030-62022-6>
4. <https://ebooks.himpub.com/product/managerialaccounting>
5. <https://www.icsi.edu/media/webmodules/Corporate%20and%20Management%20Accounting.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

- Able to understand the concept of management accounting.
- Able to apply various tools of financial statement analysis.
- Able to understand the Break –even analysis.

Activities to be given:

- Practicing the students to prepare the budget.
- Practicing the students to collect data from various companies and prepare the financial statement analysis.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the concept of techniques of Financial Statement Analysis.	K1 to K3
CLO2	Apply various ratios and make interpretation of data.	K1 to K3
CLO3	Analyze the funds flow and cash flow statement.	K1 to K4
CLO4	Prepare the marginal cost statement and apply its techniques in Business.	K1 to K3
CLO5	Classify various Budget.	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Introduction: Management Accounting-Meaning-Nature and Scope-objectives-Functions of Management Accounting - Difference between Financial Accounting and Management Accounting - Financial Statement Analysis – Basic division of Balance Sheet- Forms of Balance Sheet and Profit & loss Accounts. Tools of Analysis- Comparative, Common size and Trend Analysis – Limitations of Financial Statement Analysis.	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Ratio Analysis: Ratio Analysis – meaning, mode of expression, importance, limitations – Classification of Ratios –Analysis of Short-term Financial position-Current Ratio-Quick Ratio- Activity Ratio-Inventory Turnover Ratio-Debtors Turnover Ratio -Creditors Turnover Ratio-Working Capital Turnover Ratio. Analysis of Long-term Financial Position-Debt-Equity Ratio-Proprietary Ratio, Analysis of Profitability Ratio – Gross Profit -Operating Profit-Operating Expenses- Net Profit Ratio (Simple problems only).	17	Chalk and talk, Quiz
3	Fund Flow Statement: Fund flow statement – meaning, importance–preparation of fund flow statement (simple problems only). Cash flow statement – meaning - uses –Difference between Fund flow statement and Cash flow statement- preparation of cash flow statement (Simple problems only)	15	Chalk and talk, PPT, On the spot Test
4	Marginal Costing: Marginal Costing - Definition - Merits and Demerits – Differences between absorption costing and marginal costing. Break even chart – Assumptions, advantages and disadvantages – Application of marginal costing Techniques- Product Mix, Make or Buy, -Key Factor-Pricing Decisions	16	Chalk and talk, PPT, On the spot Test
5	Budgetary Control: Budgetary Control – Meaning, Characteristics-Essentials of successful Budgetary Control – organization of Budgetary Control -Classification of budgets- Flexible Budget, Production Budget, Sales Budget, Material Procurement Budget, Cash Budget.	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.T.Sathiya Sheila

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	Core	22OUBA53	Research Methodology	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives

1. To understand the basic concept of Research Methodology
2. To familiarize the concepts of sampling, methods of data collection and report writing
3. To understand the uses of SPSS for business research
4. To know the importance of testing of Hypothesis.
5. To learn about report writing.

Unit I

Research methodology- An Introduction- Meaning- Objectives- Types- Significance- Research Process- Problems encountered by Researchers in India- Criteria of Good Research. Research Process- Important Concepts relating to Research Design.

Unit II

Samples Design- characteristics of a good sample- Sample design process –Types of sampling techniques- Probability sampling, Non- probability sampling –measurement and scaling- measurement scale- Goodness of measures- Methods of scaling-scale construction techniques.

Unit III

Primary data, secondary data - sources of secondary data - methods of data Collection- Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire. SPSS as a tool for analysis–Uses of SPSS for business research.

Unit IV

Data Processing and analysis –factors influencing data analysis strategy – hypothesis testing- characteristics- importance- types.

Unit V

Report writing -significance of report writing– steps in writing report– layout of the research report – types of reports – mechanics of writing a report – precautions for writing research reports – reference – appendix – bibliography and foot note.

Book for study:

1. Shashi K. Gupta, Praneet Rangi, *Research Methodology and Report Writing*, Kalyani Publishers, New Delhi, 2010

Book for Reference:

1. Beri G.C , *Marketing Research* ,Tata McGraw Hill Education Private Limited, New Delhi, Fourth Edition, Reprint, 2011
2. Dr.Goel B.S, *Marketing Research*, Pragathi Prakashan Publishers, Meerut, Eighth Edition 2009
3. Kothari C.R , *Research Methodology (Methods of Techniques)*, New Age International Private Limited, New Delhi, 2003
4. Pawankumar and Oberoi, *Research Methodology*, Global Academic Publishers, New Delhi, First Edition 2013
5. Ravilochanan.P, *Research Methodology*, Margham Publications,Chennai, Second Revised edition 2003, Reprint 2009

Web Resources / E-Books:

1. <https://www.indeed.com/career-advice/career-development/research-methodology>
2. <https://gradcoach.com/what-is-research-methodology/>
3. <https://study.com/academy/lesson/research-methodology-approaches-techniques-quiz.html>
4. <https://www.questionpro.com/blog/research-reports/>
5. <https://mfs.mkcl.org/images/ebook/Fundamental%20of%20Research%20Methodology%20and%20Statistics%20by%20Yogesh%20Kumar%20Singh.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to identify the concept of research methodology.

Able to apply sample designs and techniques in research.

Activities to be given:

Practicing the students to plan a sample research project

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the concepts relating to Research Design.	K1 to K3
CLO2	Apply scale construction techniques.	K1 to K3
CLO3	Analyze the uses of SPSS for business research.	K1 to K4
CLO4	Identify the importance of Data Processing and analysis.	K1 to K3
CLO5	Classify types of Reports	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Research methodology- An Introduction- Meaning- Objectives- Types- Significance- Research Process- Problems encountered by Researchers in India- Criteria of Good Research. Research Process- Important Concepts relating to Research Design	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Samples Design- characteristics of a good sample- Sample design process –Types of sampling techniques- Probability sampling, Non- probability sampling –measurement and scaling- measurement scale- Goodness of measures- Methods of scaling-scale construction techniques	17	Chalk and talk, Quiz
3	Primary data, secondary data - sources of secondary data - methods of data Collection-Questionnaire - characteristics of a good questionnaire - Procedure for designing a questionnaire. SPSS as a tool for analysis–Uses of SPSS for business research.	15	Chalk and talk, PPT, On the spot Test
4	Data Processing and analysis –factors influencing data analysis strategy – hypothesis testing- characteristics- importance- types	16	Chalk and talk, PPT, On the spot Test
5	Report writing -significance of report writing– steps in writing report– layout of the research report – types of reports – mechanics of writing a report – precautions for writing research reports – reference – appendix – bibliography and foot note	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.T.Usharani

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	Core	22OUBAI5	Institutional Training	4	5	20	80	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

- Each student should undergo 4 weeks Institutional Training during end of the fifth semester holidays. Attendance certificate from the organization should be submitted to the department on the first week of working day of the sixth semester.
- Prior sanction must be obtained from the department regarding the approval of organizations selected for training.
- The work load for correction and presentation of the Training report is 5 hours/ Week
 - The activities to be undertaken include report submission, verification and correction by the staff and report presentation by the students in the class.
- The training program is evaluated for a total of 100 marks.
 - Internal marks 20** evaluated by faculty guide.
 - Viva – voce marks 80** evaluated by a panel consisting of student guide, Head of the Department and External Examiner.
- The total marks put together, required for a pass in 40 marks
- The Training report must contain:
 - Attendance certificate, Introduction, Reason for selecting the organization, Company profile, Organization structure, data from functional areas viz production, marketing human resource and finance, student's observation of problems and suggestions
- The student has to submit two copies of report, in not less than 50 type written pages.
- The training report must be submitted to the department by during the first week of October and internal marks would be submitted on the instructions of the controller of examination.

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	DSEC	22OUBADSE5A	Services Marketing	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To understand the services and products
2. To identify the uniqueness of different services like Banks, Tourism and Hospitals
3. To know the marketing strategy for services and how to apply them.
4. To develop the promotion mix for services.
5. To enable to develop the services, marketing mix for different service industries.

Unit: I

Service marketing – Introduction – Types- Nature- Characteristics – Classification of services- difference between services and products- services marketing management – managing demand and supply.

Unit: II

Services marketing mix- Elements of service marketing mix-Services product – Introduction-conceptualization of service concept-service life cycle concept-Branding in services-Pricing-Role of pricing-factors affecting pricing decisions-pricing strategies.

Unit: III

Services Promotion-promotion mix for Services-Advertising Media-Word of mouth communication-public relations and publicity-sponsorship-direct marketing-corporate identity-corporate image – place in service –Designing a distribution system-Franchising-role of customers in service delivery.

Unit: IV

Strategic planning process-Designing the strategy, Functional strategies – marketing planning for services – benefits of marketing planning – problems in marketing planning

Unit: V

Managing service quality- – marketing of services – marketing mix of Bank marketing – marketing mix of Tourism marketing - marketing mix of Hospital marketing – marketing mix of Airline marketing.

Book for Study:

1. Vasanthi Venugopal, Raghu,V.H, (2001) *Services Marketing*, Himalaya Publishing House, Mumbai, First Edition.

Books for Reference:

1. Dr. B. Balaji, (2012), *Services Marketing and Management*, S. Chand & Co, New Delhi.
2. Valarie A Zeithmal and Mary JO Bitner, (2013) *Services Marketing: Integrating Customer Focus across the firm*, Tata Mc Graw Hill New Delhi
3. Baron, (2013) *Services Marketing*, Second Edition. Palgrave Macmillan
4. Dr. L. Natarajan *Services Marketing*, (2015) Margham Publications, Chennai..
5. Thakur.G.S. Sandhu supreet & Dogra Babzan, (2015) *Services marketing*, kalyanni Publishers, Ludhianna..

Web Resources / E-Books:

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the concepts of services marketing.

Able to identify the marketing mix in services marketing.

Activities to be given:

Practicing the students to identify the difference between services and products.

To visit various services units to gain practical knowledge.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the basic concepts of Services Marketing.	K1 to K3
CLO2	Examine the Marketing Mix in Service Marketing	K1 to K3
CLO3	Analyze effectiveness of Service Marketing	K1 to K4
CLO4	Discuss on delivering Quality Service	K1 to K3
CLO5	Analyze the Managing service quality	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Service marketing – Introduction – Types- Nature- Characteristics – Classification of services- difference between services and products- services marketing management – managing demand and supply	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Services marketing mix- Elements of service marketing mix- Services product – Introduction-conceptualization of service concept-service life cycle concept-Branding in services-Pricing- Role of pricing-factors affecting pricing decisions-pricing strategies	17	Chalk and talk, Quiz
3	Services Promotion-promotion mix for services-Advertising media-Word of mouth communication-public relations and publicity-sponsorship-direct marketing-corporate identity-corporate image – place in service –Designing a distribution system-Franchising-role of customers in service delivery	15	Chalk and talk, PPT, On the spot Test
4	Strategic planning process-Designing the strategy, Functional strategies – marketing planning for services – benefits of marketing planning – problems in marketing planning	13	Chalk and talk, PPT, On the spot Test
5	Managing service quality- – marketing of services – marketing mix of Bank marketing – marketing mix of Tourism marketing - marketing mix of Hospital marketing – marketing mix of Airline marketing	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	DSEC	22OUBADSE5B	Tourism Management - I	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives

1. To understand various forms of tourism.
2. To develop the guide services skill.
3. To understand socio, economic and environmental impact of tourism.
4. To understand employment potential of tourism.
5. To understand national tourism profile.

UNIT I

Introduction/general introduction and back ground- history of travel and tourism- ancient, medieval - contemporary periods. The concept of tourism a tourism as defined by various organizations - tourism concepts-motivations for travel- barriers to travel- forms of tourism-travel industry network.

UNIT II

Dimensions of international and domestic tourism. international tourism – a profile- technologies (new) –technology & tourism- national tourism profile- socio, economic & environmental impact of tourism - significance of tourism –revenue to the state-employment potential of tourism-merits & demerits of tourism- tourism & environments.

UNIT III

Major Services- transport-land - air- water- travel agency –tour operation- guide service- hoteleion- other segment of service industry- tourism and the state –national tourism administration- comparative study of N.T.Adm’s- activities of department of tourism industry- central ITDC- State ITDC & others.

UNIT IV

Tourism planning: Need for planning- process of planning- two poles of market- demand and supply- factors influencing Tourism development-what constitute Tourist attractions.

UNIT V

Automation in Travel Industry: Computer Reservation system-importance of CRS for travel agents – CRS & air Lines- Internet new Dimensions- future trends- glossary of terms relating to travel and Tourism.

Books for Reference:

1. Jaya Palan.N. “*An Introduction to Tourism*” Altantic Publishers and Dist, 2001.
2. Leonard.J Lickorish “*An Introduction to Tourism*” Routledge, 1997.
3. Peter.M. Burns, Andrew Holden “*Tourism a new perspective*” Prentice Hall, 1995.
4. Ray Youell “*Tourism*” Addison Wesley Longman, 1998.
5. Roday.S Archana Biwal “*Tourism operations and Management*” Oxford University, 2009.

Web Resources / E-Books:

1. <https://www.revfine.com/tourism-management/>
2. https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm
3. <https://hhp.ufl.edu/academics/bs-tourism-hospitality-event-management/>
4. https://sc.edu/study/colleges_schools/hrsm/study/degreeprograms/tourism_management_bs/
5. <https://www.plymouth.edu/tourism/program/ba/tourism-management-policy>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the concepts of Tourism management.

Able to identify various dimensions of international and domestic tourism

Activities to be given:

Make arrangement for students to visit various tourist places.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the basic concepts of Tourism management	K1 to K3
CLO2	Examine the economic & environmental impact of tourism	K1 to K3
CLO3	Analyze the activities of department of tourism industry.	K1 to K4
CLO4	Identify the factors influencing Tourism development	K1 to K3
CLO5	Evaluate automation in Travel Industry	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Introduction/general introduction and back ground- history of travel and tourism-ancient, medieval - contemporary periods. The concept of tourism a tourism as defined by various organizations - tourism concepts-motivations for travel- barriers to travel- forms of tourism-travel industry network	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Dimensions of international and domestic tourism. international tourism – a profile-technologies (new) –technology & tourism-national tourism profile- socio, economic & environmental impact of tourism - significance of tourism –revenue to the state-employment potential of tourism-merits & demerits of tourism-tourism & environments	17	Chalk and talk, Quiz
3	Major Services- transport-land - air- water- travel agency –tour operation- guide service- hoteleion- other segment of service industry- tourism and the state –national tourism administration-comparative study of N.T.Adm’s- activities of department of tourism industry- central ITDC- State ITDC & others	15	Chalk and talk, PPT, On the spot Test
4	Tourism planning: Need for planning- process of planning- two poles of market-demand and supply- factors influencing Tourism development-what constitute Tourist attractions	13	Chalk and talk, PPT, On the spot Test
5	Automation in Travel Industry: Computer Reservation system-importance of CRS for travel agents – CRS & air Lines- Internet new Dimensions- future trends- glossary of terms relating to travel and Tourism	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.G.Jayakavi

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
V	Skill Enhancement Course	22OUBASE5	Soft Skills	2	2	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives

1. To understand the key factors influencing personality
2. To develop a positive attitude mentality
3. To develop interpersonal skills and conflict resolution mechanisms
4. To improve their communication ability
5. To effectively use leadership skills for better acceptance and understanding.

UNIT- I

Personality: Definition, personality traits, factors influencing personality, self-concept-self original, self-image, self-identity. Attitude: meaning, factors affecting attitude, attitude building.

UNIT – II

Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills – sensitivity training and transactional analysis.

UNIT – III

Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.

UNIT – IV

Conflict Management: Johari Window and Eric Bernie's life positions. Intelligent Quotient, Emotional Quotient, Spiritual Quotient.

UNIT – V

Development of communication skill - listening, Presentation skill - public speaking skill.

Books for Reference

1. Luthans, F, “ *Organizational Behaviour*”, 12th Edition, Tata Mc Graw Hill Ltd., New York, 2006.
2. Krishna Mohan and Meera Banerjee, “ *Developing Communication Skills*”, Macmillan India Limited, New Delhi, 2005.
3. Koppmeier, M.P., “ *Thoughts to Build on*”, UBS Publishers Distributors Ltd., New Delhi, 2000.
4. Peter Urs Bender, “ *Leadership From Within*”, Macmillan India Ltd., Delhi, 1997.
5. Stephen R. Covey, “ *The 7 Habits of Highly Effective People*”, Simon and Schuster U.K. Limited, London, 1998.

Web Resources / E-Books:

1. <https://www.britannica.com/topic/personality>
2. <https://psychcentral.com/health/what-is-personality>
3. <https://in.indeed.com/career-advice/resumes-cover-letters/interpersonal-skills>
4. <https://in.indeed.com/career-advice/resumes-cover-letters/conflict-management-skills>
5. <https://corporatefinanceinstitute.com/resources/management/communication/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to develop interpersonal skills

Able to improve their communication skills.

Activities to be given:

Practicing students to face the problems and solve it effectively.

Conducting group discussion, debate, management games to develop their leadership skills.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the concept of personality traits.	K1 to K3
CLO2	Apply the methods for developing interpersonal skills.	K1 to K3
CLO3	Assess the Formal and Informal Conversation	K1 to K3
CLO4	Identify the Johari Window and Eric Bernie's life positions to manage conflicts	K1 to K3
CLO5	Classify communication skills	K1 to K3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (30HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Personality: Definition, personality traits, factors influencing personality, self-concept- self original, self-image, self-identity. Attitude: meaning, factors affecting attitude, attitude building	6	Chalk and talk, PPT, Group Discussions, Quiz
2	Interpersonal skills: Meaning, factors affecting interpersonal relations, methods for developing interpersonal skills – sensitivity training and transactional analysis	5	Chalk and talk, Quiz
3	Formal and Informal Conversation – Conversation in the work place – Interviews – Public Speech – Lectures.	6	Chalk and talk, PPT, On the spot Test
4	Conflict Management: Johari Window and Eric Bernie’s life positions. Intelligent Quotient, Emotional Quotient, Spiritual Quotient	7	Chalk and talk, PPT, On the spot Test
5	Development of communication skill - listening, Presentation skill - public speaking skill.	6	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	Core	22OUBA61	Human Resource Management	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives

1. To understand the meaning and concept of Human Resource Management.
2. To understand the role of human resource management in real situation.
3. To enlighten on the problems while handling people.
4. To understand the Job description and job specification.
5. To learn the recent trends in HRM.

Unit I

Introduction -Human resource management - concept, nature, objectives and importance, Function and Scope - organization of HR department - Qualities of HR manager and status of HR manager.

Unit II

Man power planning - concept and objectives - Need and importance - process - Job analysis - concept and uses -, Job description and job specification. Procurement: Recruitment and selection process, Meaning and process of recruitment - Sources and techniques of recruitment - Selection - meaning and process of Selection, Selection test and types of Interview.

Unit III

Human resource development: Career planning -Training & development - concept - need- objectives - methods. Counseling-Management development.

Unit IV

Performance appraisal - Concept and objectives - Essentials of effective appraisal system - Methods and Techniques – Potential appraisal system Grievances - meaning and causes of grievances – Redressal, Procedure - Grievance Redressal in India.

Unit V

Collective bargaining – meaning – objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement

machinery. Recent Trends in HRM - Human Resource Audit - Human Resource Accounting - Human Resource Information System – e-recruitment and selection, International Human Resource Management and Human Resource Analytics.

Book for study:

1. Gupta C.B, *Human Resource Management*, Sultan Chand and Sons, New Delhi, Twelfth Revised Edition 2010
2. Biswajeet Pattanayak, *Human Resource Management*, Prentice Hall of India, New Delhi Second Printing 2002

Book for Reference:

1. IndranilMutsuddi, *Essentials of Human Resource Management*, New Age International, NewDelhi, Reprint 2011
2. Jayashankar.J, *Human Resource Management*, Margham Publications, Chennai, Reprint 2010
3. C.B. Mamoria, *Personnel Management*, Himalaya Publishing House, New Delhi, Edition 2011.
4. Tripathi, *Personnel Management & Industrial Relations*, Sultan Chand & Sons, New Delhi, Reprint 2008
5. Radha, *Human Resource Management*, Prasanna Publishers, Chennai, Edition 2011

Web Resources / E-Books:

1. <https://www.techtarget.com/searchhrsoftware/definition/human-resource-management-HRM>
2. <https://managementstudyguide.com/manpower-planning.htm>
3. <https://www.investopedia.com/terms/c/collective-bargaining.asp>
4. <https://www.onlinemanipal.com/blogs/selection-process-in-human-resource-management-easy-steps-to-follow>
5. <https://www.simplilearn.com/what-is-performance-appraisal-methods-process-article>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:

Knowledge and Skill:

Able to identify the concept of Human Resource Management.

Able to understand the recruitment and selection process.

Activities to be given:

Practicing the students to conduct model interview.

Providing Practical training for career planning and counseling

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the objectives and functions of human resource management.	K1 to K3
CLO2	Apply various Sources and techniques of recruitment.	K1 to K3
CLO3	Analyze the career planning and counseling.	K1 to K4
CLO4	Identify the essentials of effective appraisal system.	K1 to K3
CLO5	Evaluate the Human Resource Audit	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Introduction -Human resource management - concept, nature, objectives and importance, Function and Scope - organization of HR department - Qualities of HR manager and status of HR manager	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Man power planning - concept and objectives - Need and importance - process - Job analysis - concept and uses -, Job description and job specification. Procurement: Recruitment and selection process, Meaning and process of recruitment - Sources and techniques of recruitment - Selection - meaning and process of Selection, Selection test and types of Interview.	17	Chalk and talk, Quiz
3	Human resource development: Career planning -Training & development - concept -need- objectives - methods. Counseling-Management development.	15	Chalk and talk, PPT, On the spot Test
4	Performance appraisal - Concept and objectives - Essentials of effective appraisal system - Methods and Techniques – Potential appraisal system Grievances - meaning and causes of grievances – Redressal, Procedure - Grievance Redressal in India	16	Chalk and talk, PPT, On the spot Test
5	Collective bargaining – meaning – objectives. Industrial relations and Industrial disputes - concept, objectives, causes of industrial disputes - preventive and settlement machinery. Recent Trends in HRM - Human Resource Audit - Human Resource Accounting - Human Resource Information System – e-recruitment and selection, International Human Resource Management and Human Resource Analytics	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.T.Usharani

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	Core	22OUBA62	Financial Management	5	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To learn the principles of financial Management
2. To apply the financial management principles in real situation
3. To make sound financial Decision in business
4. To learn to prepare the Capital Budgeting.
5. To understand various theories of dividend.

Unit I

Financial Management - Definition –Approaches to finance function- Scope-Relationship of finance with other business Finance-Objectives of Financial Management-Financial decisions- Functional of a financial Manager - organization of finance function.

Unit II

Source of Capital –meaning- kinds of ownership securities- Equity Shares-Characteristics – Preference Shares –Deferred Shares-No Par Stock-Creditorship Securities – Debentures- Features - Difference between Debentures and Shares. Short-term Loans and Credits-Indigenous Bankers-Trade Credit- Instalment Credit-Advances-Account Receivables-Accrued Expenses-Deferred Incomes-Commercial Paper. Capital Structure - Forms of Capital Structure –importance-impact of leverage on EPS (simple problems), Factors Determining the Capital Structure – Optimal Capital Structure

Unit III

Working Capital Management - Meaning, concepts, kinds of working capital- Factors determining the working capital – Estimate of working capital requirements (simple problems only)- Cash management (Theory only)

Cost of Capital –Definition-Significance of the Cost of capital-classification of cost - Computation of Cost of Capital - Cost of Debt, equity, retained earnings and Weighted Average Cost of Capital (Simple Problems) - Marginal Cost of Capital.

Unit IV

Capital Budgeting –Meaning – needs - importance of Capital Budgeting- Kinds of Capital Budgeting Decisions- Methods of Capital Budgeting- Payback period - Accounting rate of return, Net present value method, and Internal Rate of Return- Factors Influencing Capital Expenditure Decisions.

Unit V

Dividend Decision – Introduction-- Theories of dividend- theory of irrelevance and theory of relevance-Walter’s Model, MM Model and Gordon’s Model (simple problems only), determinants of dividend Policy-forms of dividend.

Note: 70% for Problems and 30% for Theory

Book for Study:

1. Shashi K.Gupta, R.K. Sharma, *Financial Management*, Kalayani Publishers, New Delhi Third Revised Edition 2007

Book for Reference:

1. Khan, P.K Jain, *Financial Management*, Tata McGraw Hill Publishing Co,Ltd, Tenth Revised Edition 2003
2. Kulkarini P.V,Satyaprasad, *Financial Management*, B.G., Himalaya Publishing House, New Delhi, Sixteenth, Revised Edition 2011
3. Maheswari S.N, *Financial Management*, Sultan Chand & Sons, New Delhi, Tenth Revised Edition 2005
4. Murthy.A, *Financial Management*, Margham Publications, Chennai, Reprint 2013.
5. Pandey I.M, *Financial Management*, Vikas Publishing House, Pvt,Ltd., Noida, Ninth Edition Reprint 2009

Web Resources / E.Books:

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3. [Journal of Financial Management \(esciencepress.net\)](http://www.esciencepress.net)
4. [Financial Management on JSTOR](http://www.jstor.org)
5. Financial Management Wiley online library

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

To understand the concept of financial management.

Activities to be given:

Practicing the students to prepare Capital Budgeting.

Practicing the students to collect data from various companies and prepare capital structure and cost of capital.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the techniques of Financial Statement Analysis.	K1 to K3
CLO2	Apply various ratios and make interpretation of data.	K1 to K3
CLO3	Analyze the working capital management.	K1 to K4
CLO4	Identify the methods of Capital Budgeting	K1 to K3
CLO5	Classify theories of dividend.	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

Unit	Description	Hrs	Mode
1	Financial Management - Definition –Approaches to finance function- Scope-Relationship of finance with other business Finance-Objectives of Financial Management- Financial decisions-Functional of a financial Manager - organization of finance function.	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Source of Capital –meaning- kinds of ownership securities- Equity Shares-Characteristics – Preference Shares –Deferred Shares-No Par Stock-Creditorship Securities –Debentures- Features - Difference between Debentures and Shares. Short-term Loans and Credits-Indigenous Bankers-Trade Credit- Instalment Credit-Advances-Account Receivables- Accrued Expenses-Deferred Incomes-Commercial Paper. Capital Structure - Forms of Capital Structure -importance-impact of leverage on EPS (simple problems), Factors Determining the Capital Structure – Optimal Capital Structure	17	Chalk and talk, Quiz
3	Working Capital Management - Meaning, concepts, kinds of working capital- Factors determining the working capital – Estimate of working capital requirements (simple problems only)- Cash management (Theory only) Cost of Capital –Definition-Significance of the Cost of capital-classification of cost -Computation of Cost of Capital - Cost of Debt, equity, retained earnings and Weighted Average Cost of Capital (Simple Problems) - Marginal Cost of Capital.	15	Chalk and talk, PPT, On the spot Test
4	Capital Budgeting –Meaning – needs - importance of Capital Budgeting- Kinds of Capital Budgeting Decisions- Methods of Capital Budgeting- Payback period - Accounting rate of return, Net present value method, and Internal Rate of Return- Factors Influencing Capital Expenditure Decisions.	16	Chalk and talk, PPT, On the spot Test
5	Dividend Decision – Introduction— Theories of dividend- theory of irrelevance and theory of relevance-Walter’s Model, MM Model and Gordon’s Model (simple problems only), determinants of dividend Policy-forms of dividend.	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.T.Sathiya Sheila

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	Core	22OUBA63	Total Quality Management	4	5	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To Provide a thorough understanding of TQM Principles
2. To Use appropriate tools and techniques to design the quality system
3. To develop the knowledge on ISO 9000 Certification and the importance of TQM functions in the global scenario.
4. To understand the Six Sigma Principle.
5. To understand the QED process.

Unit I

Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation.

Unit II

Continuous process improvement – Introduction, Input/output process model, PDSA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

Unit III

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

Unit IV

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.

Unit V

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing.

Book for Study:

1. [P. Saravanavel & S. Balakumar](#) (2010), Total Quality Management, Margham Publications, Chennai ISBN-13 : 978-9383242283
2. Dale H. Besterfield, et al., “Total Quality Management”, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81- 297-0260-6.
3. V. Jayakumar, 2008, *Total Quality Management*, Lakshmi Publications, Chennai - ISBN: 9789383103119.
4. Besterfield, Dale H, Besterfield-Michna, Carol, Besterfield, Glen H, Besterfield-Sacre, Mary, 2012, *Total Quality Management*, Pearson Education- ISBN 9788131764961.
5. D.D. Sharma 2008, *Total Quality Management – Principles, Practices and Cases*, Sulthan Chand & Sons, New Delhi – ISBN-13: 9788180545757

Books for Reference:

1. K. Shridhara Bhat, 2016, *Total Quality Management: Text & Cases*, Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. Evans. J. R. & Lindsay. W.M “The Management and Control of Quality”, (5th Edition), South Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
3. Narayana V. and Sreenivasan, N.S. “Quality Management – Concepts and Tasks”, New Age
4. P.N. Mukherjee, 2006, *Total Quality Management*, Prentice-Hall of India. ISBN 81-203-3056-0.
5. International 1996. 5. Zeiri. “Total Quality Management for Engineers”, Wood Head Publishers, 1991

Web Resources / E-Books:

1. <https://asq.org/quality-resources/total-quality-management#:~:text=A%20core%20definition%20of%20total,Primary%20elements%20of%20TQM>
2. [http://www.uop.edu.pk/ocontents/Total%20Quality%20Management%20by%20Dale%20H.%20Besterfield.%20Carol%20Besterfield-Michna.%20Glen%20H.%20Besterfield.%20Mary%20Besterfield-Sacre.%20Hemant%20Urdhwarshche.%20Rashmi%20Urdhwarshe%20\(z-lib.org\).pdf](http://www.uop.edu.pk/ocontents/Total%20Quality%20Management%20by%20Dale%20H.%20Besterfield.%20Carol%20Besterfield-Michna.%20Glen%20H.%20Besterfield.%20Mary%20Besterfield-Sacre.%20Hemant%20Urdhwarshche.%20Rashmi%20Urdhwarshe%20(z-lib.org).pdf)
3. http://www.naac.gov.in/images/docs/Publication/books/Total_Quality_Management_for_Tertiary_Education.pdf
4. https://ebooks.lpude.in/management/mba/term_4/DMGT524_TOTAL_QUALITY_MANAGEMENT.pdf
5. <https://www.defence.lk/upload/ebooks/Total%20Quality%20Management%20-%20Jack%20P.%20Pekar.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the consistently improving business operations management.
Able to understand right processes in production or service delivery, and the use of quality resources
Able to apply various TQM tools in practical situations.

Activities to be given:

Practicing how to apply various TQM tools in Business.
Practicing the students apply the tools for find out solutions.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the fundamental terms, principles and elements of Total Quality Management	K1 to K3
CLO2	Summarize the role of principles and processes of Total Quality Management in business	K1 to K3
CLO3	Analyze the various principles of Quality Deployment in business organizations	K1 to K4
CLO4	Creative value of elements and functions of Total Quality Management in business situations	K1 to K3
CLO5	Evaluate the ISO 9000 Quality Management Systems	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level 2- Intermediate Level 3- Advanced Level

LESSON PLAN: TOTAL HOURS (75HRS)

Unit	Description	Hrs	Mode
1	Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation.	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Continuous process improvement – Introduction, Input/output process model, PDSA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart	17	Chalk and talk, Quiz
3	The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram	15	Chalk and talk, PPT, On the spot Test
4	Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits	16	Chalk and talk, PPT, On the spot Test
5	ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	Core	22OUBAPR6	Project	4	5	20	80	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

1. Project report is to bridge theory and practice.
2. The work load for correction and presentation of the Project report is 5 hours/ Week
 - a. The activities to be undertaken include report submission, verification and correction by the staff and report presentation by the students in the class
3. The Project is evaluated for a total of 100 marks.
 - a. **Internal marks 20** evaluated by faculty guide.
 - b. **Viva – voce marks 80** evaluated by a panel consisting of student guide, Head of the Department and External Examiner.
4. The total marks put together, required for a pass in 40 marks.
5. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
6. Paper Size should be A4
7. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
8. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
9. The candidate should submit periodical report of the project to the supervisor.
10. Each candidate should submit hardcopy (2 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	DSEC	22OUBADSE6A	Retail Management	5	6	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To develop familiarity with functions and benefits of retail scenario.
2. To understand the concept of retailing mix
3. To understand the concept of retailing environment.
4. To acquire them self with the retail organization and formats.
5. To know the online retail and strategies of e-retailing.

UNIT I:

Introduction: Retailing- Definition and Scope- Retailing & Marketing Mix- Retailing Scenario in India- Key drivers for Retailing in India- Growth of Organized India – Retail formats & their revolution- Store formats in parlance.

UNIT II:

Store Operation Management: Store planning- Meaning, Location planning- types of locations- stores design & retailing image mix- space mix- Concepts, floor space management- Merchandise hierarchy- Visual Merchandising- Meaning- advantages- stores atmospherics- Contents – Shop displays- types.

UNIT III:

Supply Chain Management: Meaning, Concept- Integrated supply chain- Components – Retail automation & Supply Chain Management with examples- Customer Relation Management- Meaning – Retail technology & Customer retail Management- Retail automation in Merchandise & Supply Chain Management

UNIT IV:

Managing Retail Personnel & Customer Service Management: HR Issues- Concerns in Retailing – Manpower Planning – Recruitment- Motivation & Retention- Remuneration Structure- Various types- Salary only- Commission – Bonus- Non Cash incentives- Service Management Model.

UNIT V:

Online Retail- types- Key enablers of online Retailing – Strategies of online Retailer – Barriers to growth in e-retailing – advantages and disadvantages of e- retailing.

Book for Study:

1. Gibson Vedhamani, Functional Principles & Practices *Retail Management*, Jaico Publishing House, Fourth Edition 2012

Books for Reference:

1. Arif I. Sheikh, Kaneez Fatima, *Retail Management*, Himalaya Publications, Mumbai, Edition 2011.
2. InbaLakshmi.M, *Retail Management* Kalyani Publishers, NewDelhi, Edition 2011

3. Swapna Pradhan (2020) Retailing Management: Text and Cases, Mc Graw Hill Publication, 6th Edition.
4. Michael Levy, Barton. A Weiz (2023), Retail Management, Mc Graw Hill Publication, 10th Edition.
5. Sabana. K (2023), Retail Management and Marketing, Note Press Publisher.

Web Resources / E-Books:

1. https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf
2. <https://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf>
3. <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>
4. <https://dde-ac.in/SB/MBA-302.pdf>
5. https://oms.bdu.ac.in/ec/admin/contents/316_P16MBA4EM6_2020052502003145.pdf

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the concepts of e-retailing.

Able to know the HR issues in Retail customer services

Activities to be given:

Practicing to make a retail sales model.

Practicing the students to start retail business through online.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the basic concepts of retail marketing mix	K1 to K3
CLO2	Identify the store operation management	K1 to K3
CLO3	Analyze the supply chain management	K1 to K4
CLO4	Examine the HR Issues	K1 to K3
CLO5	Evaluate the concept of e- retailing	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

Unit	Description	Hrs	Mode
1	Introduction: Retailing- Definition and Scope- Retailing & Marketing Mix- Retailing Scenario in India- Key drivers for Retailing in India- Growth of Organized India – Retail formats & their revolution- Store formats in parlance	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Store Operation Management: Store planning- Meaning, Location planning- types of locations- stores design & retailing image mix- space mix- Concepts, floor space management- Merchandise hierarchy- Visual Merchandising- Meaning- advantages- stores atmospherics- Contents – Shop displays- types	17	Chalk and talk, Quiz
3	Supply Chain Management: Meaning, Concept- Integrated supply chain- Components – Retail automation & Supply Chain Management with examples- Customer Relation Management- Meaning – Retail technology & Customer retail Management- Retail automation in Merchandise & Supply Chain Management	15	Chalk and talk, PPT, On the spot Test
4	Managing Retail Personnel & Customer Service Management: HR Issues- Concerns in Retailing – Manpower Planning – Recruitment- Motivation & Retention- Remuneration Structure- Various types- Salary only- Commission – Bonus- Non Cash incentives- Service Management Model	13	Chalk and talk, PPT, On the spot Test
5	Online Retail- types- Key enablers of online Retailing – Strategies of online Retailer – Barriers to growth in e-retailing – advantages and disadvantages of e- retailing	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	DSEC	22OUBADSE6 B	Tourism Management - II	5	6	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
✓		

Course Objectives:

1. To understand marketing aspect of tourism.
2. To understand role and importance of tourism promotion.
3. To understand distribution functions of tourism.
4. Familiarize forecasting techniques of tourism.
5. To understand distribution structure of tourism.

Unit I

Introduction to Marketing of Tourism Products / Services- Definition of travel marketing- concept of marketing- tourism products-planning process in marketing –market research- segmentation- product formulation- sales promotion.

Unit II

Tourism Promotion: advertising and publicity – role & importance in tourist promotion- audio-visual publicity, films, media presentation. Photography for the tourist market-posters and display – methods used in designing and production- public relation.

Unit III

Marketing of Indian Tourism: Indian tourism profile- pattern of traffic-seasonality- foreign exchange earnings- length of stay- physiography & demography of tourist-tourism marketing in India- integrated market planning- joint promotion with industry.

Unit IV

Distribution channels for tourism: tourist supply, characteristics of tourist product distribution- distributive functions- distribution structure-selection of distribution channels.

Unit V

Forecasting techniques: applies to tourist demand-forecasting method & targets – characteristics (tourism demand forecasting, basis data)- marketing mix- the future of tourism

Book for Reference

1. Jaya Palan.N. “An Introduction to Tourism” Altantic Publishers and Dist, 2001.
2. Leonard.J Lickorish “An Introduction to Tourism” Routledge, 1997.
3. Peter.M. Burns, Andrew Holden “Tourism a new perspective” Prentice Hall, 1995.
4. Ray Youell “Tourism” Addison Wesley Longman, 1998.

5. Roday.S Archana Biwal “*Tourism operations and Management*” Oxford University, 2009.

Web Resources / E-Books:

1. <https://www.revfine.com/tourism-management/>
2. https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm
3. <https://hhp.ufl.edu/academics/bs-tourism-hospitality-event-management/>
4. https://sc.edu/study/colleges_schools/hrsm/study/degreeprograms/tourism_management_bs/
5. <https://www.plymouth.edu/tourism/program/ba/tourism-management-policy>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:

Knowledge and Skill:

Able to understand the concepts of Tourism management.

Able to identify various dimensions of international and domestic tourism

Activities to be given:

Make arrangement for students to visit various tourist places.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the basic concepts of travel marketing	K1 to K3
CLO2	Examine the role & importance in tourist promotion	K1 to K3
CLO3	Analyze the Marketing of Indian Tourism.	K1 to K4
CLO4	Identify the characteristics of tourist product distribution	K1 to K3
CLO5	Evaluate Forecasting techniques	K1 to K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (75 HRS)

UNIT	DESCRIPTION	HRS	MODE
1	Introduction to Marketing of Tourism Products / Services- Definition of travel marketing- concept of marketing- tourism products-planning process in marketing –market research-segmentation- product formulation- sales promotion	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Tourism Promotion: advertising and publicity – role & importance in tourist promotion- audio-visual publicity, films, media presentation. Photography for the tourist market-posters and display – methods used in designing and production- public relation	17	Chalk and talk, Quiz
3	Marketing of Indian Tourism: Indian tourism profile- pattern of traffic-seasonality- foreign exchange earnings- length of stay-physiography &demography of tourist-tourism marketing in India-integrated market planning- joint promotion with industry	15	Chalk and talk, PPT, On the spot Test
4	Distribution channels for tourism: tourist supply, characteristics of tourist product distribution- distributive functions- distribution structure-selection of distribution channels	13	Chalk and talk, PPT, On the spot Test
5	Forecasting techniques: applies to tourist demand-forecasting method & targets – characteristics (tourism demand forecasting, basis data)- marketing mix- the future of tourism	15	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.G.Jayakavi

Department of BBA				Class: III BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
VI	SEC	22OUBASE6	Interview Techniques	2	2	25	75	100

Nature of the Course		
Knowledge and Skill Oriented	Employability Oriented	Entrepreneurship Oriented
	✓	

Course Objectives:

1. To understand the meaning, objectives and Goal of Employers
2. To understand the types of Interview.
3. To understand the guidelines for conducting the Interview
4. To develop the communication of interview
5. To develop the personality and effective language

Unit –I

Interview: Meaning- Employers goal - Factors affecting an interview.

Unit – II

Interview modern interview techniques – online interview- video interview – phone interview- panel interview- lunch Interview - Some Guidelines for conducting an interview.

Unit- III

Preparing the Bio – Data curriculum vitae, types

Unit- IV

Common interview mistakes –Ten steps to getting prepared for interview. Do's and Don'ts during the interview.

Unit- V

Attitude formation – reasons for negative attitude, components, functions and developing positive mental attitude.

Book for Study:

1. Sajitha Jayaprakash, (2010) Interview Skills, Himalaya Publishing House, Mumbai, First Edition
2. Memoria.C.B, Gankar (2003)S.V, *Human Resource Management*, Sultan Chand &Co, New Delhi, Second Revised Edition-
3. Competition success review, Interview at a glance, second edition 2003.
4. Hemant Goswani, (2001) How to be successful in interview and get a job, First Edition
5. Juile, Ann Amos, (2007.)Handling Tough job Interviews, Jaico impression-Fourth edition

Books for Reference:

1. Vinay Mohan (2007.) Understanding Body Language- PustakMahal publications.
2. Diane Berk (2009) Preparing for interview, Viva Books Pvt. Ltd.
3. ShalibniVarma (2010)– —art of reading gestures and posture —,S.Chand&Co
4. Allasn Pease (2009)—How to read others thoughts —,Sudha Publications, New Delhi
5. Sudhir Andrews (2009) —How to succeed Interviews —- Tata Mc Graw Hill Company.

Web Resources / E-Books:

1. <https://contemporarystaffing.com/wp-content/uploads/2020/02/Advanced-Interviewing-Techniques-E-Book-by-CSS.pdf>
2. <https://www.csuci.edu/careerdevelopment/services/documents/interviewhandbook.pdf>
3. <https://www.slideshare.net/FastFix/interview-skills-clinic-work-book-for-slide-share>
4. <https://cdn.uconnectlabs.com/wp-content/uploads/sites/50/2019/08/Interview-Skills-Guidebook-General.pdf>
5. <https://egyankosh.ac.in/bitstream/123456789/57078/1/Unit%207.pdf>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, On the spot test and Virtual Labs.

Rationale for nature of Course:**Knowledge and Skill:**

Able to understand the verbal and non-verbal communication.

Able to identify the similarities and differences between an interview and a conversation.

Activities to be given:

Practicing mock interview to develop interview skill.

Practicing the students to prepare the resume.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the Interview and goals of employers	K1 to K3
CLO2	Assess the guidelines of Interview	K1 to K3
CLO3	Demonstrate the preparation of bio-data	K1 to K3
CLO4	Find the mistakes of interview	K1 to K3
CLO5	Develop the positive mental attitude	K1 to K3

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	1	2	1	3
CLO2	3	3	3	3	3	3
CLO3	3	2	3	2	1	2
CLO4	3	1	2	1	3	2
CLO5	1	3	3	1	2	1

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN: TOTAL HOURS (30 HRS)

Unit	Description	Hrs	Mode
1	Interview: Meaning- Employers goal - Factors affecting an interview	6	Chalk and talk, PPT, Group Discussions, Quiz
2	Interview types and technique - Some Guidelines for conducting an interview	6	Chalk and talk, Quiz
3	Preparing the Bio – Data curriculum vitae, types	6	Chalk and talk, PPT, On the spot Test
4	Common interview mistakes –Ten steps to getting prepared for interview. Do's and Don'ts during the interview	6	Chalk and talk, PPT, On the spot Test
5	Attitude formation – reasons for negative attitude, components, functions and developing positive mental attitude	6	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Mrs.S.Divya