

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



TANSCHÉ - CBCS With OBE

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME CODE - B

COURSE STRUCTURE

(w.e.f. 2023 – 2024 Batch onwards)



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CRITERION - I

1.1.3 Details of courses offered by the institution that focus on employability / entrepreneurship / skill development during the year.

Syllabus copies with highlights of contents focusing on
Employability / Entrepreneurship / Skill Development



To be Noted:

HIGHLIGHTED COLORS	COURSES
	Employability
	Skill Development
	Entrepreneurship
	Skilled & Employability

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TANSCHÉ - CBCS with OBE

DEPARTMENT OF BUSINESS ADMINISTRATION – UG

(w.e.f. 2023– 2024 Batch onwards)

Vision

To be a world leader in business education, research and development, helping to create a better knowledge society.

Mission

- Transforming Lives Through Knowledge Creation & Sharing.
- To provide competency-driven education, a core component of our growth and success.
- Offering the best professional development and career management opportunities for our students.
- Committing to continuous improvement through stakeholder engagement, industry relations, and assurance of learning across all programs

Programme Educational Objectives (PEOs): BBA

Sl. No.	Programme Educational Objective
PEO1	To acquire knowledge of business trend and updated their knowledge to face the global competitive market.
PEO2	To have innovative skills, soft skills and drive the business through multifaceted skills.
PEO3	To act as business leaders and managers with leadership and problem- solving skills for global business.
PEO4	To have a ability to express thoughts and ideas effectively in writing and orally communicate with others using appropriate media, confidently share one's views and express herself, demonstrate the ability to listen carefully, lead and write analytically and present complex information in a clear and concise manner to different groups.
PEO5	To provide advancement of conceptual and practical knowledge in the field of business management to face the challenges in the competitive world.
PEO6	To drive entrepreneurship initiatives on their own.

Programme Outcomes for Arts Graduates

On completion of BBA Programmes students will be able to

S. No.	Programme Outcomes
PO 1	Make them to architect of new knowledge leading to private enterprises to face competitive examinations and develop entrepreneurial skills.
PO 2	Demonstrate the skills of language, analyze and interpret and create the forms and content of art work by studying the socio-economic and political perspective of the past and present.
PO 3	Develop decision making skills by using analytical, creative and integrative abilities and to adopt new technologies in business.
PO 4	Build and demonstrate leadership, team work and managerial skills in different context, develop efficient and effective skills in library using modern techniques.
PO 5	Make them acquire knowledge in Journalism, mass communication, fine arts and tourism and attain employability.
PO 6	Prepare the Self-motivated and lifelong wisdom to get shaped in the modern changing culture.

Programme Specific Outcome (PSOs):

Sl. No.	Graduate Attributes	After completion of BBA the students will be able to	PO Addressed
PSO1	Knowledge and Proficiency	Possess strong foundation on various dimensions of Accounting, Finance, Marketing and HRM with social impact	PO1
PSO2	Entrepreneurship	To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations.	PO4
PSO3	Social Responsibility	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.	PO2
PSO4	Lifelong learning	Capability to use ICT in a variety of learning situations; ability to work independently, ability to acquire knowledge and skills, through self-paced and self-directed learning aimed at personal development.	PO6
PSO5	Ethics & Moral and Spiritual values	Develop ethical practices and imbibe values for better corporate governance.	PO3

Qualification for Admission

Candidates should have passed the Higher Secondary Examination, Commerce, Accountancy as one of the subject, conducted by the Board of Higher Education, Government of Tamilnadu, CBSC & ICSE or any other examination approved by Madurai Kamaraj University as equivalent.

Duration of the Course

The students shall undergo this prescribed course of study for the period of three academic years under Choice Based Credit System (CBCS) semester pattern with Outcome Based Education (OBE)

Medium of Instruction: English

System: Choice Based Credit System with Outcome Based Education Model

Nature of the Course**Courses are classified according to the following nature**

1. Knowledge and skill oriented
2. Employability oriented
3. Entrepreneurship oriented

Outcome Based Education (OBE) & Assessment: Students understanding must be built on and assessed for wide range of learning activities, which includes different approaches and are classified along several bases, such as

1. Based on purpose:

- Continuous Assessment (Internal Tests, Assignment, Seminar, Quiz, Documentation, Case lets, ICT based Assignment, Mini Projects administered during the learning process)
- External Assessment (Evaluation of students' learning at the end of instructional unit)

2. Based on Domain Knowledge: (for UG Up to K4 levels)

Assessment through K1, K2, K3 & K4

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Internal (Formative)	: 25 marks
External (Summative)	: 75 marks
Total	:100 marks

Formative Test (CIA-Continuous Internal Assessment) : 25 Marks

Components	Marks
Test (Average of two tests) (Conducted for 100 marks and converted into 10 marks)	10
Assignment	5
Seminar	5
Quiz/ Documentation/ Case lets/ ICT based Assignment/ Mini Projects	5
Total	25

- ✓ **Centralized system** of Internal Assessment Tests
- ✓ There will be **Two Internal Assessment Tests**
- ✓ Duration of Internal assessment test will be **2 hours for Test I & II**
- ✓ Students shall write **retest** with the approval of HOD on genuine grounds if they are absent.

Question Paper Pattern for Continuous Internal Assessment –Test I and II

Section	Marks
A- Multiple Choice Question (7x1mark)	7
B- Short Answer (4x2marks)	8
C- Either Or Type (3/6x5marks)	15
D- Open Choice Type (2/3x 10marks)	20
Total	50

Conducted for 100 marks and converted into 10 marks.

Question Paper Pattern for Summative Examination

Section	Marks
A-Multiple choice Questions without Choice (10x1 mark)	10
B-Short Answer without choice (5x2marks)	10
C-Either Or type (5/10x5marks)	25
D-Open Choice type (3/5x10 marks)	30
Total	75

In respect of Summative Examinations passing minimum is **36% for UG.**Latest amendments and revision as per **UGC** and **TANSCHÉ** norms is taken into consideration in curriculum preparation.

BLUE PRINT FOR INTERNAL ASSESSMENT – I**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Sl. No	CLOs	K- Level	Section A		Section B		Section C	Section D	Total
			MCQs (No Choice)		Short Answers (No Choice)		(Either or Type)	(Open choice)	
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 1	Upto K3	3	(K1/ K2)	3	(K1/ K2)	2 (K2) / 2 (K3) / 2 (K4)	2 (K3) & 1 (K4)	
2	CLO 2	Upto K3	2	(K1/ K2)			(Each set of questions must be in same level)		
3	CLO 3	Upto K4	2	(K1/ K2)	1	(K1/ K2)			
No. of Questions to be asked			7		4		6	3	20
No. of Questions to be answered			7		4		3	2	16
Marks for each question			1		2		5	10	-
Total Marks for each section			7		8		15	20	50

BLUE PRINT FOR INTERNAL ASSESSMENT – II**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Sl. No	CLOs	K- Level	Section A		Section B		Section C	Section D	Total
			MCQs (No Choice)		Short Answers (No Choice)		(Either or Type)	(Open choice)	
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 3	Upto K4	2	(K1/ K2)	1	(K1/ K2)	2 (K2) / 2 (K3) / 2 (K4) (Each set of questions must be in same level)	2 (K3) & 1 (K4)	
2	CLO 4	Upto K3	2	(K1/ K2)	3	(K1/ K2)			
3	CLO 5	Upto K4	3	(K1/ K2)					
No. of Questions to be asked			7		4		6	3	20
No. of Questions to be answered			7		4		3	2	16
Marks for each question			1		2		5	10	-

Total Marks for each section	7		8		15	20	50
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Distribution of Marks with K-Levels CIA I and CIA II

CIA	K Levels	Section -A MCQ (No choice)	Section -B Short Answer (No choice)	Section -C (Either or Type)	Section -D (Open choice)	Total Marks	% of Marks
I & II	K1	4	4	-	-	8	10
	K2	3	4	10	-	17	23
	K3	-	-	10	20	30	40
	K4	-		10	10	20	27
	Marks	7	8	30	30	75	100

Articulation Mapping - K Levels with Course Learning Outcomes (CLOs) for External Assessment

Sl. No	CLOs	K- Level	Section A		Section B		Section C (Either/or Type)	Section D (open choice)	Total
			MCQs (No choice)		Short Answers (No choice)				
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 1	Upto K3	2	K1/K2	1	K1/K2	2 (K3& K3)	1(K2)	
2	CLO 2	Upto K3	2	K1/K2	1	K1/K2	2(K2& K2)	1(K3)	
3	CLO 3	Upto K4	2	K1/K2	1	K1/K2	2 (K4&K4)	1(K4)	
4	CLO 4	Upto K 3	2	K1/K2	1	K1/K2	2 (K3& K3)	1(K3)	
5	CLO 5	Upto K 4	2	K1/K2	1	K1/K2	2 (K4& K4)	1(K4)	
No. of Questions to be asked			10		5		10	5	30
No. of Questions to be answered			10		5		5	3	23
Marks for each question			1		2		5	10	
Total Marks for each section			10		10		25	30	75

Distribution of Section-wise Marks with K Levels for External Assessment

K Levels	Section A (MCQ'S) (No choice)	Section B (Short Answer) (No choice)	Section C (Either or Type)	Section D (Open Choice)	Total Marks	% of Marks
K1	9	6	-	--	15	13
K2	1	4	10	10	25	21
K3	-	-	20	20	40	33
K4	-	-	20	20	40	33
Total Marks	10	10	50	50	120	100

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems, Justifying the statement and deriving inferences

K4- Analyzing, examining and making presentation with evidence

EVALUATION (THEORY)**(PART IV - SEC / DSEC)****Internal** (Formative) : 25 marks**External** (Summative) : 75 marks**Total** : 100 marks**Formative Test (CIA-Continuous Internal Assessment) : 25 Marks**

Components	Marks
Test (Average of two tests) (Conducted for 60 marks and converted into 20 marks)	20
Assignment / Seminar/ Quiz/ Documentation (from Unit 5)	5
Total	25

- ✓ There will be two Internal Assessment Test
- ✓ Duration of Internal assessment test will be 1 hour for Test
- ✓ Students shall write retest with the approval of HOD on genuine grounds if they are absent.

Question Paper Pattern for Continuous Internal Assessment Test I & II

Section	Marks
A- Multiple Choice Question (4x1mark)	4
B- Short Answer (3x2marks)	6
C- Either Or type (2/4 x5marks)	10
D- Open choice type (1/2 x10marks)	10
Total	30

Conducted for 60 marks and converted into 20 marks

Question Paper Pattern for External Examination

Section	Marks
A- Multiple Choice Question (10x1mark)	10
B- Short Answer (5x2marks)	10
C- Either Or type (5/5 x5marks)	25
E- Open choice type (3/5 x10marks)	30
Total	75

BLUE PRINT FOR INTERNAL ASSESSMENT –I
Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)

Sl. No	CLOs	K- Level	Section A		Section B		Section C	Section D	Total
			MCQs (No Choice)		Short Answers (No Choice)		(Either or Type)	(Open choice)	
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 1	Upto K3	2	K1	3	K1	1 (K2) / 1 (K3) (Each set of questions must be in same level)	1 (K2) & 1 (K3)	
2	CLO 2	Upto K3	2						
No. of Questions to be asked			4		3		4	2	13
No. of Questions to be answered			4		3		2	1	10
Marks for each question			1		2		5	10	-
Total Marks for each section			4		6		10	10	30

BLUE PRINT FOR INTERNAL ASSESSMENT –II
Articulation Mapping - K Levels with Course Learning Outcomes (CLOs)

Sl. No	CLOs	K- Level	Section A		Section B		Section C	Section D	Total
			MCQs (No Choice)		Short Answers (No Choice)		(Either or Type)	(Open choice)	
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 3	Upto K3	2	K1	3	K1	1 (K2) / 1 (K3) (Each set of questions must be in same level)	1 (K2) & 1 (K3)	
2	CLO 4	Upto K3	2						
No. of Questions to be asked			4		3		4	2	13
No. of Questions to be answered			4		3		2	1	10
Marks for each question			1		2		5	10	-
Total Marks for each section			4		6		10	10	30

Distribution of Marks with K Levels – CIA I & II

CIA	K Levels	Section A MCQ	Section B (Short Answers)	Section C (Either Or Type)	Section D (Open Choice)	Total Marks	% of Marks
I & II	K1	4	6	-	-	10	20
	K2	-	-	10	10	20	40
	K3	-	-	10	10	20	40
	Marks	4	6	20	20	50	100

Articulation Mapping - K Levels with Course Learning Outcomes (CLOs) for External Assessment

Sl. No	CLOs	K- Level	Section A		Section B		Section C (Either or Type)	Section D (Open Choice)	Total
			MCQs		Short Answers				
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 1	Upto K3	2	K1	1	K1	6(K2) & 4(K3) (Each set of questions must be in same level)	2(K2) & 3(K3)	
2	CLO 2	Upto K3	2		1				
3	CLO 3	Upto K3	2		1				
4	CLO 4	Upto K 3	2		1				
5	CLO 5	Upto K 3	2		1				
No. of Questions to be asked			10		5		10	5	30
No. of Questions to be answered			10		5		5	3	23
Marks for each question			1		2		5	10	
Total Marks for each section			10		10		25	30	75

Distribution of Section-wise Marks with K Levels for External Assessment

K Levels	Section A (MCQ's)	Section B (Short Answer)	Section C (Either or Type)	Section D (Open Choice)	Total Marks	% of Marks
K1	10	10	-	--	20	16
K2	-	-	30	20	50	42
K3	-	-	20	30	50	42
Total Marks	10	10	50	50	120	100

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(w.e.f. 2023 – 2024 Batch onwards)

COURSE STRUCTURE

Sem	Part	Course Code	Course Title	Teaching hrs (Per week)	Duration of Exam (hrs.)	Marks Allotted			
						CIA	SE	Total	Credits
I	I	23OU1TA1	Tamil/Hindi	6	3	25	75	100	3
	II	23OU2EN1	General English - I	6	3	25	75	100	3
	III	23OUBA11	Core Course 1: Principles of Management	5	3	25	75	100	5
	III	23OUBA12	Core Course 2 : Accounting for Managers - I	5	3	25	75	100	5
	III	23OUBAGEEC1	GEC 1 :Managerial Economics	4	3	25	75	100	3
	IV	23OUBASECN1	SEC-1 (NME): Basics of Event Management	2	3	25	75	100	2
	IV	23OUBAFC1	Foundation Course – Managerial Communication	2	3	25	75	100	2
II	I	23OU1TA2	Part I :Tamil/other Language	6	3	25	75	100	3
	II	23OU2EN2	Part II: General English -II	6	3	25	75	100	3
	III	23OUBA21	Core Course 3 : Marketing Management	5	3	25	75	100	5
	III	23OUBA22	Core Course 4: Accounting for Managers - II	5	3	25	75	100	5
	III	23OUBAGEBA2	GEC 2: International Business	4	3	25	75	100	3
	IV	23OUBASECN2	SEC-2 (NME): Managerial Skill Development	2	3	25	75	100	2
	IV	23OUBASEC3	SEC-3 Business Etiquette and Corporate Grooming	2	3	25	75	100	2
			Total						46

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Core	23OUBA11	Principles of Management	5	5	25	75	100

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

Course Objectives:

1. To impart knowledge about evolution of management.
2. To provide understanding on planning process and importance of decision making in organization.
3. To learn the application of principles in organization.
4. To study the process of effective controlling in organization.
5. To familiarize students about significance of ethics in business and its implications

Course Content:

Unit-I Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

Unit-II Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

Unit-III Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

Unit-IV Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

Unit-V Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Books for Study:

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “*Management*” (2004), 6th Edition, Pearson Education.
2. Griffin, T.O., (2014) *Management*, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, (2011) “*Fundamentals of Management*” 7th Edition, Pearson Education.
4. Stoner, Freeman, Gilbert Jr. (2014). *Management* (6th edition), New Delhi: Prentice Hall India.

- Robbins, S., Coulter, M., Sidani, D., and Jamali, D., (2014) *Management: Arab World* Edition, Pearson.

Books for Reference:

- P.C. Tripathi & P.N Reddy; (2017) *Principles of Management*, Sultan Chand & Sons, 6th Edition.
- L.M.Prasad; (2017) *Principles & Practice of Management*, Sultan Chand & Sons, 8th Edition.
- Stephen P. Robbins & Mary Coulter; (2017) *Management*, Pearson Education, 13th Edition.
- Dr.C.B.Gupta; *Principles of Management*, Sultan Chand & Sons, 3rd Edition.
- Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; (2015) *Principles of Management*, McGraw Hill, 2nd edition.

Web Resources / E.Books:

- <https://www.toolshero.com/management/14-principles-of-management/>
- <https://open.umn.edu/opentextbooks/textbooks/693>
- <https://open.umn.edu/opentextbooks/textbooks/34>
- <https://openstax.org/subjects/business>
- <https://blog.hubspot.com/marketing/management-principles>

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill: To develop Interpersonal skills, come up with innovation solutions through creative thinking and demonstrate the managerial qualities and authority.

Activities to be given: Students shall be asked to write a record of intellectual and emotional reactions to a given topic on principles of management on a regular basis (weekly after each lesson).

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Define nature, scope, role, levels, functions and approaches of management	K1 to K3
CLO2	Apply planning and decision making in management	K1 to K3
CLO3	Analyse organization structure and various organizing techniques	K1 to K4
CLO4	Understand Direction, Co-ordination & Control mechanisms	K1 to K3
CLO5	Outline the ethical practices of organisation.	K1 to K4

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

	PO1	PO2	PO3	PO4	po5	PO6
CLO1	2	3	1	2	3	2
CLO2	3	3	2	3	3	2
CLO3	3	3	1	2	2	1
CLO4	3	2	2	1	1	2
CLO5	3	3	1	2	3	1

1-Basic Level**2- Intermediate Level****3- Advanced Level****LESSON PLAN: TOTAL HOURS (75 Hrs)**

UNIT	DESCRIPTION	Hrs	MODE
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.	15	Chalk and Talk, PPT, quiz, on the spot test
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.	15	Chalk and Talk, PPT, quiz, on the spot test
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.	15	Chalk and Talk, PPT, quiz, on the spot test
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	15	Chalk and Talk, PPT, quiz, on the spot test
V	Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Mrs. T.Usharani

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Core	23OUBA12	Accounting for Managers I	5	5	25	75	100

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

Course Objectives:

1. To impart knowledge about basic concepts of accounting its applications.
2. To analyze and interpret financial reports of a company
3. To understand the gross profit and net profit earned by organization
4. To foster knowledge on Depreciation Accounting
5. To understand the procedures of Accounting under Single entry system

Course Content:

Unit I Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

Unit II Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

Unit III Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration.

Unit VI Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.

Unit V Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Books for Study:

1. Goel.D.K and Shelly Goel, (2018) *Financial Accounting*, Arya Publications, 2nd edition.
2. Jain .S.P & Narang .K, (1999) *Financial Accounting*, Kalyani Publishers, Ludhiana, 4th edition.
3. Rakesh Shankar. R & Manikandan.S, *Financial Accounting*, SCITECH, 3rd edition
4. Shukla & Grewal, (2002) *Advanced Accounting*, Sultan Chand & Sons, New Delhi, 15th edition

5. Tulsian P.C., (2006) *Financial Accounting*, Pearson Education

Books for Reference:

1. TS Reddy & A.Murthy;(2019) *Financial Accounting* -Margham Publications , 6th Edition.
2. David Kolitz; ;(2017) *Financial Accounting* – Taylor and Francis group, USA.
3. M N Arora; ;(2019) *Accounting for Management*- Himalaya Publications House.
4. SN Maheswari; ;(2018) *Financial Accounting* - Vikas Publishing House.
5. T. Horngren Charles, L. Sundern Gary, A. Elliott John; ;(2017) *Introduction to Financial Accounting*, Pearson Publications.

Web Resources / E.Books:

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf.
2. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>.
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

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 accounting efficiently it is important to understand the different aspects of accounting, Accounting Process and preparation of Financial Statements and various principles of accounting in manufacturing concern.

Activities to be given:

Practicing identification of financial transactions and recording.

Practice the students apply the golden rules of accounting in financial transactions.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Define and prepare Journal, ledger, trial balance and cash book	K1 to K3
CLO2	Classify errors and making rectification entries	K1 to K3
CLO3	Analyze the final accounts with adjustments	K1 to K4
CLO4	Classify depreciation and prepare depreciation accounts	K1 to K3
CLO5	Outline the single entry system and prepare single and double entry system of accounting.	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	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

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

LESSON PLAN : TOTAL HOURS (75 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance	15	Chalk and Talk, PPT, quiz, on the spot test
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account	15	Chalk and Talk, PPT, quiz, on the spot test
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration.	15	Chalk and Talk, PPT, quiz, on the spot test
IV	Partnership Accounts- Basic concepts of admission, retirement and death of a partner including treatment of goodwill. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method.	15	Chalk and Talk, PPT, quiz, on the spot test
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Dr. T.Sathiya Sheila

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CIA	SE	Total
I	GEC-1	23OUBAGEE C1	Managerial Economics	3	4	25	75	100

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

Course Objectives:

1. To familiarize students with concepts of economics and its relevant in business scenario.
2. To understand the applications & implications of economics in decision-making and problem solving.
3. To Understand the optimal point of productivity of a firm.
4. To describe the pricing strategies that are consistent with evolving marketing needs
5. To Provide insights to the various market structures in an economy.

Course Content:

Unit I Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

Unit II Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand - Determinants of demand – Elasticity of demand –Demand forecasting.

Unit III Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

Unit IV Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

Unit V Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Books for Study:

1. *Journal of Economic Literature* – American Economic Association
2. *Arthasastra Indian Journal of Economics & Research*
3. Mithani D.M. (2016) -*Managerial Economics* –Himalaya Publishing House – Mumbai.
4. Indian Economic Journal/Sage Publications

5. Mehta P.L (2016) - *Managerial Economics* – Sultan Chand & Sons – New Delhi

Books for Reference:

1. Dr. S. Sankaran; (2019) *Managerial Economics*; Margham Publication, Chennai.
2. Thomas and Maurice; (2017) *Managerial Economics: Foundations of Business Analysis and Strategy*, McGraw Hill Education, 10 editions.
3. D N Dwivedi; (2015) *Managerial Economics*: Vikas Publishing House, 8 th edition.
4. H L Ahuja; (2017) *Managerial Economics*, S. Chand, 9th Edition.
5. Dominick Salvatore; (2016) *Managerial Economics: Principles and Worldwide Applications*, Oxford University Press, Eighth edition.

Web Resources / E.Books:

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule>

Rationale for nature of Course:

Knowledge and Skill: To understand economics is the analysis and description of the production, distribution, and consumption of limited goods and services and supply and demand, perfect and imperfect competition and price controls.

Activities to be given: Student shall be able to generate ideas of providing, making, buying, or selling of commodities or services by people to satisfy their day-to-day needs of life.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Examine the various economic concepts in individual & business decisions.	K1 to K3
CLO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K1 to K3
CLO3	Analyse the production, cost and supply for business decision making	K1 to K4
CLO4	Identify pricing strategies	K1 to K3
CLO5	Outline the market structure under competitive scenarios.	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	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

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

LESSON PLAN: TOTAL HOURS (60 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.	12	Chalk and Talk, PPT, quiz, on the spot test
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.	12	Chalk and Talk, PPT, quiz, on the spot test
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.	12	Chalk and Talk, PPT, quiz, on the spot test
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination	12	Chalk and Talk, PPT, quiz, on the spot test
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly	12	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Mrs. S.Divya

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Skill Enhancement Course (NME)	23OUBASECN1	Basics of Event Management	2	2	25	75	100

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

Course Objectives:

1. To know the basic of event management its concepts
2. To make an event design
3. To make feasibility analysis for event
4. To understand the 5 Ps of Event Marketing
5. To know the financial aspects of event management and its promotion

Course Content:

Unit I Introduction: Event Management – Definition, Need, Importance, Activities.

Unit II Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

Unit III Event Feasibility: Resources – Feasibility, SWOT Analysis

Unit IV Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

Unit V Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Books for Study:

1. *Event Management: A Booming Industry and an Eventful Career* by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Swarup K. Goyal (2009) *Event Management* Adhyayan Publisher.
3. Savita Mohan *Event Management & Public Relations* - Enkay Publishing House.
4. S.J. Sebellin Ross *Event Management* - The ultimate guide - Public Relations.
5. Lynn Van Der Wagen & Brenda R Carlos *Event Management*-Pearson Publishers.

Books for Reference:

1. Chaudhary: *Event Management*- Krishna, Bio-Green Publishers.
2. Anton Shone & Bryn Parry: *Successful Event Management*.
3. Razaq Raj, Paul Walters & Tahir Rashid: *Event management, an integrated & practical approach*.

4. Judy Allen: *Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management* by, Wiley Publishers.
5. Alex Genadinik: (2015) *Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series Create Space Independent Publishing Platform.*

Web Resources / E.Books:

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem> International Journal of Hospitality & Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefm> International Journal of Event and Festival Management
4. <https://www.eventbrite.com/blog/?s=roundup>
5. <https://www.eventindustrynews.com/>

Pedagogy:

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

Rationale for nature of Course

Knowledge and Skill: To understand the concept and design of events, event planning and promotion and preparation of event budget.

Activities to be given: Students shall be able to generate ideas to design the events of family functions.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Explain the basics of event management	K1 to K3
CLO2	Identify the events design	K1 to K3
CLO3	Sketch the feasibility of organising an event	K1 to K3
CLO4	Describe the familiarity with marketing & promotion of event	K1 to K3
CLO5	Identify the event budget	K1 to K3

K1- Remembering and recalling facts with specific answers

K2- Basic understanding of facts and stating main ideas with general answers

K3- Application oriented- Solving Problems

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

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

1-Basic Level 2- Intermediate Level 3- Advanced Level**Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)****(ARTS)**

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

1-Basic Level 2- Intermediate Level 3- Advanced Level**LESSON PLAN: TOTAL HOURS (30 Hrs)**

UNIT	DESCRIPTION	Hrs	MODE
I	Introduction: Event Management – Definition, Need, Importance, Activities.	6	Chalk and Talk, PPT, quiz, on the spot test
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	6	Chalk and Talk, PPT, quiz, on the spot test
III	Event Feasibility: Resources – Feasibility, SWOT Analysis	6	Chalk and Talk, PPT, quiz, on the spot test
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6	Chalk and Talk, PPT, quiz, on the spot test
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	6	Field study, Seminar, PPT presentation, Activity and Model Preparation

Course Designer: Mrs.T.Usharani

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CIA	SE	Total
I	Foundation Course-1	23OUBAFC1	Managerial Communication	2	2	25	75	100

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

Course Objectives:

1. To educate students role & importance of communication skills.
2. To build their listening, reading, writing & speaking communication skills
3. To introduce the modern communication for managers.
4. To understand the skills required for facing interview.
5. To facilitate the students to understand the concept of Communication

Course Content:

Unit I Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

Unit II Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

Unit III Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

Unit VI Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

Unit V Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

Books for Study:

1. Krishan Mohan & Meena Banerji, (2008) *Developing Communication Skills*, Macmillan India Ltd.
2. Mallika Nawal –*Business Communication* – CENGAGE.
3. Bovee, Thill, Schatzman, *Business Communication Today* - Peason Education Private Ltd - New Delhi.
4. Michael Brown, (2008) *Making Presentation Happen*, Allen & Unwin, Australia.
5. Sundar K.A, *Business Communication*-Vijay Nicole imprints Pvt. Ltd., Chennai

Books for Reference:

1. Rajendra Paul & J S Kovalahalli, (2017) *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi.
2. Dr. C B Gupta, (2017) *Basic Business Communication*, Sultan Chand & Sons, New Delhi.
3. R C Sharma & Krishan Mohan, (2006) *Business Correspondence and Report Writing*, Mc Graw Hill, India Pvt Ltd., New Delhi.
4. Kevin Galaagher, (2010) *Skills Development for Business and Management Students*, Oxford University Press, Delhi.
5. R C Bhatia, (2015) *Business Communication*, Ane Books Pvt Ltd., Delhi.

Web Resources / E.Books:

1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill: To communicate and inform through the use of written language, spoken language, the communication barriers and make effective communication.

Activities to be given: Students shall be able to apply the knowledge of communication techniques to write letters for business, trade and enquiries.

LESSON PLAN : TOTAL HOURS (30 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.	6	Chalk and Talk, PPT, quiz, on the spot test
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.	6	Chalk and Talk, PPT, quiz, on the spot test
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	6	Chalk and Talk, PPT, quiz, on the spot test
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	6	Chalk and Talk, PPT, quiz, on the spot test
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	6	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Dr. T.Sathiya Sheila

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CIA	SE	Total
II	Core	23OUBA21	Marketing Management	5	5	25	75	100

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

Course Objectives:

1. To understand the marketplace.
2. To identify the market segmentation and the Product mix
3. To select the different pricing methods and channels of distribution.
4. To know the communication mix and sales promotion tools.
5. To prepare according to the latest trends in market

Course Content:

Unit I Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

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

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

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

Unit V Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–Digital Marketing: Introduction- Applications & Benefits

Books for Study:

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3. L.Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.

5. K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.

Books for Reference:

1. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

Web Resources / E.Books:

1. https://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill: To understand the knowledge of critical thinking and problem solving skills in marketing, require in-depth knowledge of strategies and advertising skill in marketing management.

Activities to be given: Students shall be able to conduct a market survey for a product in small area and create video quizzes are designed as icebreakers and team-building exercises.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Define and identify the core concepts of Marketing and its mix.	K1 to K3
CLO2	Sketch the market segmentation, nature of product, PLC	K1 to K3
CLO3	Analyze the appropriate pricing methods	K1 to K4
CLO4	Describe the importance of various media	K1 to K3
CLO5	Relate the sales force and applications of digital marketing	K1 to K4

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

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

1-Basic Level

2- Intermediate Level

3- Advanced Level

LESSON PLAN : TOTAL HOURS (75 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.	15	Chalk and Talk, PPT, quiz, on the spot test
II	Segmentation – Need And Basis of Segmentation - Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.	15	Chalk and Talk, PPT, quiz, on the spot test
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.	15	Chalk and Talk, PPT, quiz, on the spot test
IV	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.	15	Chalk and Talk, PPT, quiz, on the spot test
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Dr.V.Selva Subashini

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CIA	SE	Total
II	Core	23OUBA22	Accounting for Managers - II	5	5	25	75	100

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

Course Objectives:

1. To provide basic understanding of cost concepts and classification.
2. To develop skills in tools & techniques and critically evaluate decision making in business
3. To understand various ratios and cash flow related to finance
4. To recognize the role of budgets and variance as a tool of planning and control
5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

Course Content:

Unit I Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation

Unit II Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

Unit III Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.

Unit IV Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

Unit V Marginal Costing – CVP analysis – Break even analysis.

Books for Study:

1. Gupta, R.L and M. Radhaswamy. (2016) *Advanced Accountancy*, Sultan Chand & Sons.
2. T. S. and A .Murthy. (2007) *Management Accounting*. Chennai: Margham.
3. Jain S.P and K.L Narang. (2007) *Advanced Accountancy* (Part II) Kalyani.
4. Maheshwari S.N, (2007) *Advanced Accountancy* (Part1I). Vikas.
5. Man Mohan and S.N. Goyal. (2017) *Principles of Management Accounting*. Agra: SahityaShawan.

Books for Reference:

1. T. S. Reddy and Hari Prasad Reddy- (2016) *Management Accounting*, Margham Publication.
2. Antony Atkinson, Rebert S Kalpan, (2015) *Advance Management Accounting*, Pearson Publications.
3. Horngren Sunderu Stratton, (2013) *Introduction to Management Accounting*, Pearson Education.
4. Rajiv Kumar Goel & Ishaan Goel, (2019) *Concept Building Approach to Management Accounting*.
5. Colin Drury, (2015) *Management and Cost Accounting (with CourseMate and eBook Access)*, Cengage.

Web Resources / E.Books:

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill : To apply various costing methods in various industry, identify various inventory control techniques and apply to maintain optimum level of inventory.

Activities to be given: Students to able to cost sheet in practical way, collect data related to cost of production from the company and apply various technique to control the cost.

Course learning Outcomes (CLOs):

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Interpret cost sheet & write comments.	K1 to K3
CLO2	Compare cost, management & financial accounting	K1 to K3
CLO3	Analyze the various ratio and compare it with standards to assess deviations	K1 to K4
CLO4	Sketch budget and use budgetary control	K1 to K3
CLO5	Relate marginal costing and its components	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	2	3	3
CLO3	3	3	3	2	1	3
CLO4	2	1	2	1	3	2
CLO5	1	3	3	1	1	1

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

LESSON PLAN : TOTAL HOURS (75 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – cost sheets – Tenders & Quotation	15	Chalk and Talk, PPT, quiz, on the spot test
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.	16	Chalk and Talk, PPT, quiz, on the spot test
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover.	14	Chalk and Talk, PPT, quiz, on the spot test
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget	15	Chalk and Talk, PPT, quiz, on the spot test
V	Marginal Costing – CVP analysis – Break even analysis	15	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Dr. T.Sathiya Sheila

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CIA	SE	Total
II	GEC-2	23OUBAGEBA2	International Business	3	4	25	75	100

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

Course Objectives:

1. To familiarize students with basic concepts of International Business
2. To impart knowledge about theories of international trade
3. To know the concepts of foreign exchange market and foreign direct investment
4. To understand the global environment
5. To gain knowledge on the Contemporary Issues of International Business

Course Content:

Unit I Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs

Unit II Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

Unit III Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

Unit IV Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

Unit V Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

Books for Study:

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

Books for Reference:

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016.

Web Resources / E.Books:

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. https://saylordotorg.github.io/text_international-business
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill : To understand the importance of global trade, identify the various international monetary funds.

Activities to be given : Students shall be able to gain Practical training about the new export and import procedure.

Course learning Outcomes (CLOs):`

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Discuss the modes of entry to International Business	K1 to K3
CLO2	Explain international trade theories	K1 to K3
CLO3	Analyse Foreign exchange market and FDI	K1 to K4
CLO4	Outline the Global Business Environment	K1 to K3
CLO5	Identify the relevance of international institutions and trading blocs	K1 to K4

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

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

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

LESSON PLAN : TOTAL HOURS (60 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs	12	Chalk and Talk, PPT, quiz, on the spot test
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.	12	Chalk and Talk, PPT, quiz, on the spot test
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries	12	Chalk and Talk, PPT, quiz, on the spot test
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers	12	Chalk and Talk, PPT, quiz, on the spot test
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.	12	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Mrs. S.Divya

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
II	Skill Enhancement Course -2 (NME)	23OUBASECN2	Managerial Skill Development	2	2	25	75	100

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

Course Objectives:

1. To improve the self-confidence, groom the personality and build emotional competence
2. To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change
3. To assess the Emotional intelligence
4. To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
5. To improve professional etiquettes.

Course Content:

Unit I Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.

Unit II Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

Unit III Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model

Unit IV Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation

Unit V Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes

Books for Study:

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr.K.Alex S.CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

Books for Reference:

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

Web Resources / E.Books:

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
4. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill :To improve the thinking skills, an oral presentation and build the emotional competency.

Activities to be given: Students shall be able to improve the competency through brain storming sessions, puzzles, management games.

Course learning Outcomes (CLOs): `

CLO	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Explain the personal qualities that are needed to sustain in the world of work	K1 to K3
CLO2	Identify the advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change	K1 to K3
CLO3	Identify the practical management skills that are of immediate use in management or leadership positions	K1 to K3
CLO4	Sketch the critical-thinking and analytical skills to investigate complex business problems to propose viable solutions	K1 to K3
CLO5	Describe the persuasive presentations that reveal strong written and oral communication skills needed in the workplace	K1 to K3

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

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

1-Basic Level 2- Intermediate Level 3- Advanced Level**Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)****(ARTS)**

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

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

LESSON PLAN : TOTAL HOURS (30 Hrs)

UNIT	Details	No. of Hours	Mode of Teaching
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.	6	Chalk and Talk, PPT, quiz, on the spot test
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6	Chalk and Talk, PPT, quiz, on the spot test
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model	6	Chalk and Talk, PPT, quiz, on the spot test
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation	6	Chalk and Talk, PPT, quiz, on the spot test
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes	6	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Mrs.T.Usharani

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CIA	SE	Total
II	Skill Enhancement Course -3	23OUBASEC3	Business Etiquette and Corporate Grooming	2	2	25	75	100

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

Course Objectives:

1. To impart knowledge about basic etiquettes in professional conduct.
2. To provide understanding about the workplace courtesy and ethical issues involved.
3. To suggest on guidelines in managing rude and impatient clients.
4. To familiarize students about significance of cultural sensitivity and the relative business attire.
5. To stress on the importance of attire.

Course Content:

Unit I Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.

Unit II Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a work Place-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette.

Unit III Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic Disability Etiquette practices

Unit IV Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication

Unit V Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire-grooming for success.

Books for Study:

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals

3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5. Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012)

Books for Reference:

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Nina Kochhar, "At Ease with Etiquette", B.jain Publisher, 2011
3. NimeranSahukar, Prem P. Bhalla, "The Book of Etiquette and manners", PustakMahi publishers, 2004
4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education

Web Resources / E.Books:

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5. https://wikieducator.org/Business_etiquette_and_grooming

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill: To improve business ethics and know about the guidelines for appropriate business attire.

Activities to be given: Students shall be able to practice about work place courtesy.

Course learning Outcomes (CLOs):`

CLOs	Course Outcomes Statement	Knowledge According to Bloom's Taxonomy (Upto K level)
CLO1	Describe basic concepts of business etiquette and corporate grooming	K1 to K3
CLO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	K1 to K3
CLO3	Describe cultural awareness and moral practices in real life workplace scenarios	K1 to K3
CLO4	Discuss the workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	K1 to K3
CLO5	Apply the professionalism in the workplace considering diversity and courtesy	K1 to K3

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

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

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

LESSON PLAN : TOTAL HOURS (30 Hrs)

UNIT	DESCRIPTION	Hrs	MODE
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.	6	Chalk and Talk, PPT, quiz, on the spot test
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a work place-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette.	6	Chalk and Talk, PPT, quiz, on the spot test
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	6	Chalk and Talk, PPT, quiz, on the spot test
IV	Diversity and Cultural Awareness at Workplace Impact of diversity - Cultural Sensitivity - Taboos and Practices - Inter - Cultural Communication	6	Chalk and Talk, PPT, quiz, on the spot test
V	Business Attire and Professionalism Business style and professional image- dress code- guidelines for appropriate business attire-grooming for success.	6	Field study, Seminar, PPT presentation , Activity and Model Preparation

Course Designer: Dr. V.Selvasubashini