

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 BUSINESS ADMINISTRATION

PROGRAMME CODE - B

COURSE STRUCTURE

(w.e.f. 2022– 2023 Batch onwards)



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

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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

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 – 2023 Batch onwards)

Semester	Part	Course Code	Title of the paper	Teaching hrs (Per week)	Exam Duration (hrs)	Marks Allotted			Credits
						CIA	SE	Total	
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

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

-22ODSEB5A

Tourism Management - I

-22ODSEB5B

Semester-VI**DSEC – II (Choose any one)**

Retail Management

-22ODSEB6A

Tourism Management - II

-22ODSEB6B**NOTE:**

The students are permitted to obtain additional credits (Optional)

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

Compulsory Course:

Year	Semester	Nature of Course	Course Code	Title of the Paper	Hours (30)	Offered to
I	I	Add on Course	22BAAOC	Sales Management for Sales Managers	30	I B.B.A
			22BAAOCPR	Project in Sales Management Sales for Managers		
II	III&IV	Certificate Course	22BAC1	Hospital Management	90 / Per Year	II year students of all other disciplines
			22BACPR	Project in Hospital Management		
III	V	Value Added Course	21BVAC	Digital Marketing	30	III B.B.A
			21BVACP	Project in Digital Marketing		

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
III	Core	22OUBA31	Business Statistics	4	6	25	75	100

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

Course Objectives:

1. To understand the various formulas and concepts in statistics
2. To equip themselves to solve the business and industrial problems by using analytical skills
3. To help them in undertaking research programmes
4. To inculcate the use in practical situation with statistical data
5. To understand and able to calculate the trend values with the help of Time Series.

Unit I

Statistics – Meaning, Definition, Nature-Is Statistics a Science or Art–Importance, Functions and Limitations – Frequency Distribution – Classification and Tabulation of data – Graphic Representation- Histogram, Frequency Polygon, Ogive curves. (Theory only)

Unit II

Measures of Central Tendency – Mean – Arithmetic mean, Geometric mean, Harmonic mean
- Median, Mode.

Unit III

Measures of Dispersion – Range, Inter-quartile Deviation – Standard Deviation and Mean Deviation, Coefficient of Variations.

Unit IV

Correlation-Meaning and Definition- Types- Karl Pearson's (Excluding Bivariate Variable), Spearman's rank correlation and Correlation Coefficients – Regression – Meaning and Definition – Difference between Correlation and Regression -Simple problems.

Unit V

Index Number-Meaning-Types- Construction of Index numbers – Simple and Weighted Aggregate –Laspeyre’s method-Paache’s method, -Marshall Edgeworth -Bowley’s Method-Fisher’s ideal method. Consumer Price Index – Cost of living Index Numbers. Time Series Analysis – Meaning-Components- Measurement of Secular Trend- Moving averages and methods of least Squares.

Note:

Questions must be asked **80% on problems** and **20% on theory**.

Book for Study:

1. Pillai Bagavathi.(2013) R.S.N. *Business Statistics*, S. Chand & Company Ltd. New Delhi, Revised Edition.

Books for Reference:

1. Alagar .K, *Business Statistics*, Tata McGraw-Hill Education Private Ltd, New Delhi,
2. Gupta.S.C & Indra Gupta (2009), *Business Statistics*, Himalaya Publishing House, Delhi.
3. Gupta. S.P & Gupta. M.P (2010), *Business Statistics*, Sultan Chand & Sons, New Delhi, 16th Edition.
4. Manoharan. M, (2010) *Statistical Methods*, Palani Paramount Publications, Palani.
5. Peer Mohamed.S, Shazali Ibrahim. S.A.N, Akbar Batcha, (2012) *Business Statistics*, Pass Publications, Madurai, Revised reprint

Web Resources / E-Books:

1. <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Business-Statistics-by-Gupta.pdf>
2. https://books.google.com/books/about/Business_Statistics.html?id=3tkFkAEACAAJ
3. <https://www.wallstreetmojo.com/top-best-statistics-books/>
4. <https://open.umn.edu/opentextbooks/textbooks/509>
5. <https://books.google.com/books?id=iaNDDAAAQBAJ&printsec>

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 various formulas of statistics and applied in research.
Able to understand and solve the business and industrial problems by using analytical skills.
Able to apply various index Numbers in practical situations.

Activities to be given:

Practicing identification of various statistical tools used in Research.
Practice the students apply the formulas for find out solutions of various problems.
Practice the students in correlation & regression problems improving their decision making skill.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the nature and functions of Business Statistics	K1 to K3
CLO2	Demonstrate the using of Mean, Median and mode in Business	K1 to K3
CLO3	Analyse the Range, Inter-quartile Deviation and Standard Deviation	K1 to K4
CLO4	Apply the Correlation ,Regression and Secular Trend	K1 to K3
CLO5	Examine the Consumer Price Index and Cost of living Index.	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	Statistics – meaning, Definition, Nature-Is Statistics a Science or Art– Importance, Functions and Limitations – Frequency Distribution – Classification and Tabulation of data – Graphic Representation- Histogram, Frequency Polygon, Ogive curves.(Theory only)	15	Chalk and talk, PPT, Group Discussions, Quiz
2	Measures of Central Tendency – Mean – Arithmetic mean, Geometric mean, Harmonic mean - Median, Mode.	17	Chalk and talk, Quiz
3	Measures of Dispersion – Range, Inter-quartile Deviation – Standard Deviation and Mean Deviation, Coefficient of Variations.	15	Chalk and talk, PPT, On the spot Test
4	Correlation-Meaning and Definition- Types- Karl Pearson's (Excluding Bivariate Variable), Spearman's rank correlation and Correlation Coefficients – Regression – Meaning and Definition –Difference between Correlation and Regression -Simple problems.	16	Chalk and talk, PPT, On the spot Test
5	Index Number-Meaning-Characteristics-Uses-Types- Construction of Index numbers – Simple and Weighted Aggregate –Laspeyre's method- Paache's method, -Marshal Edgeworth -Bowley's Method-Fisher's ideal method. Consumer Price Index – Cost of living Index Numbers. Time Series Analysis – Meaning-Components- Measurement of Secular Trend- Free-hand - Semi-average, Moving averages and methods of least Squares.	12	Chalk and talk, PPT, On the spot Test, Assignment

Course Designer(s)
Dr.(Mrs). T.Sathiya Sheila

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Core	22OUBA32	Organizational Behaviour	4	5	25	75	100

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

Course Objectives:

1. To familiarize the organizational dynamics
2. To increase the awareness of theories of motivation
3. To impart the group cohesiveness and consequences
4. To analyze the organizational change
5. To examine the various steps in organizational development

Unit I

Organizational Behaviour: Meaning- Definitions- Characteristics- Nature, Approaches- Process of Behaviour – Models of OB.

Unit II

Motivation: Meaning and Definition- Types-Importance of Motivation-Theories of Motivation – Maslow's needs Hierarchy theory - Alderfer's ERG theory - Herzberg motivation theory -XY theory -Vrooms expectation theory.

Unit III

Group dynamics in organization: Group – Types, Group cohesiveness, Factors influencing Group Cohesiveness and Consequences. Group Decision Making-Meaning- Definition-Nature- Decision making in Group-Steps in Decision making. Group Development-Meaning-stages of group development.

Unit IV

Organizational Change: Meaning-types-process-forces-levels of change-causes of resistance to change- Overcoming Resistance to change.

Unit V

Organizational development: Meaning- Characteristics of OD, Steps in OD process-OD

Intervention – Methods. Organization culture – Meaning, definition.

Book for Study:

1. Shashi. K.Gupta, (2013)*Organizational Behaviour*, Rosy josh, Kalyani Publisher, Ludhiana, New Delhi, Fourth Revised Edition.

Books for Reference:

1. Aswathappa.K.,*Organizational Behaviour* ,Himalaya Publishing House, Mumbai, Reprint Seventh Revised 2007.
2. Hiriappa.B, *Organisational Behaviour*, New Age International Publishers, Reprint 2010.
3. Jayasankar, *Organisational Behaviour*, Margham Publications, Chennai, Reprint 2012.
4. Moshal B.S, *Organizational Behaviour*, Ane Books Private limited, Third Edition 2012.
5. Stephen P. Robbins, Timothy A.Judge, Neharika Vohra, *Organizational Behaviour* Pearson Publications, India , Fourteenth Publication 2011.

Web Resources / E-Books:

1. <https://thebusinessprofessor.com/management-leadership-organizational-behavior/organizational-behavior-definition>
2. <https://thebusinessprofessor.com/management-leadership-organizational-behavior/organizational-behavior-definition>
3. <https://pressbooks.senecacollege.ca/organizationalbehaviour/chapter/chapter-1/>
4. <https://www.javatpoint.com/organizational-behaviour>
5. <https://www.investopedia.com/terms/o/organizational-behavior.asp>

Pedagogy:

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

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

Able to understand the interpersonal and organizational dynamics.

Able to identify the personality of an individual.

Able to analyze the emerging issues in organizational dynamics environment.

Activities to be given:

Students debate on group decision making.

Create a collage of articles and images related to this topic.

Anticipate short articles with relevant facts.

Play unique activity in the classroom to get students up and moving and working together as a team.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Develop the implications of organizational behaviour on the process of management	K1 to K3
CLO2	Apply various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings	K1 to K3
CLO3	Analyse the Group cohesiveness and enhance productivity of the organization by ensuring required job satisfaction and employee attitude	K1 to K4
CLO4	Find the causes of resistance to change	K1 to K3
CLO5	Focus on the organizational development Intervention	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
1	Organizational Behaviour: Meaning- Definitions- Characteristics- Nature Approaches- Process of Behaviour – Models of OB.	15	Chalk and talk, PPT
2	Motivation: Meaning and Definition- Types-Importance of Motivation- Theories of Motivation – Maslow’s needs Hierarchy theory - Alderfer’s ERG theory - Herzberg motivation theory -XY theory -Vrooms expectation theory	16	Group Discussions
3	Group dynamics in organization: Group – Types, Group cohesiveness, Factors influencing Group Cohesiveness and Consequences. Group Decision Making-Meaning- Definition-Nature-Decision making in Group-Steps in Decision making. Group Development-Meaning-stages of group development.	16	PPT, Assignment
4	Organizational Change: Meaning-types-process-forces-levels of change-causes of resistance to change- Overcoming Resistance to change.	14	Chalk and talk, PPT, Assignment
5	Organizational development: Meaning- Characteristics of OD, Steps in OD process-OD Intervention – Methods. Organization culture – Meaning, definition.	14	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs. T.Usharani

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Core	22OUBA33	Computer Application in Business	2	3	25	75	100

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

Course Objectives:

1. To understand the basics of windows 11
2. To create and design various types of Word Documents
3. To learn Ms-Excel
4. To prepare slide show presentation in Power Point
5. To create a webpage through HTML language

Unit I

Windows 11 Pro - Introduction to windows - Features - Basic components. MS Word - Introduction to word processing and MS Word - Components of Word opening Screen - creating word Documents. Entering, Editing, Creating bulleted and numbered lists - Types of views - Spell checker and Grammar checker- Auto format - Copying and moving text - Applying Fonts and Font Styles - Aligning and formatting Text - Auto Correct - Creating Tables and working with Tables - Mail merge.

Unit II

MS - Excel - Introduction to spread Sheet - Components of Excel opening Screen - Building Worksheet. Entering data in worksheet - Editing, Deleting, Copying and moving cells and ranges - Adjusting Column width and row height - Inserting and deleting cells, rows, and columns - using auto fill - creating and working with formula - Functions in Excel - Database in EXCEL - Graphs and Charts: Types of Charts - Elements of a Chart - Creating a chart.

Unit III

MS Power Point: Meaning and Features - Presentation: Creating a presentation using Auto

Content wizard, Design templates and Blank presentation - Types of views - Opening an existing presentation – editing, saving and closing a presentation - Enhancing presentation: Applying Transition effects and animation effects - Spell checking the presentation and adding speaker notes - Inserting objects: Inserting a graph, Organizational Chart, Clip Art.

Unit IV

MS – Access: Introduction to Database, Creating Database, Overview of Tables, Queries, Creating Tables, Creating, Views, Creating Forms, Creating Reports.

Unit V

HTML - Introduction to HTML - Basic Structure of Html Program - Creating a HTML document: Creating, Saving and executing HTML document, Basic Text formatting tags - Fancier formatting tags: Font, Marquee - Adding images to web pages - using lists to organize information.

Books for Study:

1. VasanthiRamanathan, (2012) *Computer Application in Business – I*, MeenakshiPathipagam, Madurai, Reprint.
2. Krishnan.N, (2001) *Computer Fundamentals and Windows with Internet Technology*, Scitech Publications (India) Pvt, Ltd, Chennai.

Books for Reference:

1. Gupta and Goel, (2013) *Computer Fundamentals*, Shri Mahavir Book Publishers, New Delhi, First Edition.
2. Parameswaran .R, (2010) *Computer Applications in Business*, Sultan Chand and Company, New Delhi, India, Reprint.
3. Renu Gupta, (2012) *Computer Applications in Business*, Shri Mahavir BookPublishers, New Delhi, Second Edition.
4. Shruti Jain and Pooja Mathur, (2015) *Computer Applications in Business*, Galgotia Publishing Company, New Delhi, First Edition.
5. Sudalaimuthu.S and Anthony Raj.S, (2013) *Computer Application in Business*, Himalaya Publishing Home, Mumbai, First Edition.
6. VasanthiRamanathan, (2012) *Computer Application in Business – II*, Meenakshi Pathipagam, Madurai.

Web Resources / E-Book:

1. <https://byjus.com/govt-exams/microsoft-word/>
2. <https://openoregon.pressbooks.pub/beginningexcel19/>
3. <https://support.microsoft.com/en-us/office/create-a-presentation-in-powerpoint-422250f8-5721-4cea-92cc-202fa7b89617>

4. <https://www.simplilearn.com/what-is-microsoft-access-article#:~:text=MS%20Access%20is%20used%20to,reports%20to%20manage%20your%20data.>
5. [https://workforce.libretexts.org/Bookshelves/Information_Technology/Computer_Applications/Introduction_to_Computer_Applications_and_Concepts_\(Lumen\)/10%3A_HTML/10.01%3A_HTML_Learning_Objectives](https://workforce.libretexts.org/Bookshelves/Information_Technology/Computer_Applications/Introduction_to_Computer_Applications_and_Concepts_(Lumen)/10%3A_HTML/10.01%3A_HTML_Learning_Objectives)

Pedagogy:

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

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

Able to require in-depth knowledge of computer application related to new technology
 Able to understand the knowledge of database using MsAccess
 Able to design their own webpage.

Activities to be given:

To practice with different programs relating with MsOffice
 Create a hyperlink for their webpage

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Develop the windows and its applications of MS-Word	K1 to K3
CLO2	Apply the various functions and charts in MS-Excel	K1 to K3
CLO3	Analyse the students to create a multiple slides in a presentation	K1 to K4
CLO4	Find various components of MS-Access Database	K1 to K3
CLO5	Focus of the HTML language and using various fancier tags.	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
1	Windows 11 Pro - Introduction to windows - Features - Basic components. MS Word - Introduction to word processing and MS Word - Components of Word opening Screen - creating word Documents. Entering, Editing, creating bulleted and numbered lists - Types of views - Spell checker and Grammar checker- Auto format - Copying and moving text - Applying Fonts and Font Styles - Aligning and formatting Text - Auto Correct - Creating Tables and working with Tables - Mail merge.	15	Chalk and talk, PPT
2	MS - Excel - Introduction to spread Sheet - Components of Excel opening Screen - Building Worksheet. Entering data in worksheet - Editing, Deleting, Copying and moving cells and ranges - Adjusting Column width and row height - Inserting and deleting cells, rows, and columns - using auto fill - creating and working with formula - Functions in Excel - Database in EXCEL - Graphs and Charts : Types of Charts - Elements of a Chart - Creating a chart.	16	Computer Lab
3	MS Power Point : Meaning and Features - Presentation: Creating a presentation using Auto Content wizard, Design templates and Blank presentation - Types of views - Opening an existing presentation – editing, saving and closing a presentation - Enhancing presentation : Applying Transition effects and animation effects - Spell checking the presentation and adding speaker notes - Inserting objects : Inserting a graph, Organizational Chart, Clip Art.	16	Computer Lab, Assignment
4	MS – Access: Introduction to Database, Creating Database, Overview of Tables, Queries, Creating Tables, Creating, Views, Creating Forms, Creating Reports.	14	Chalk and talk, Computer Lab, Assignment
5	HTML - Introduction to HTML - Basic Structure of Html Program - Creating a HTML document: Creating, Saving and executing HTML document, Basic Text formatting tags - Fancier formatting tags: Font, Marquee - Adding images to web pages - using lists to organize information.	14	Chalk and talk, Computer Lab, Assignment

Course Designer(s)
Dr.V.Selva Subashini

DEPARTMENT OF BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	S E	Total
III	Core	22OUBA3P	Computer Application in Business-Practical	2	3	40	60	100

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

Course Objectives:

1. To create tables, charts and slides using various applications of Ms-Office
2. To Acquire adequate knowledge in access database
3. To create and view images, marquees in web pages.

Practical - Lab Test**Unit – I: Ms – Word**

1. Adding Header and Footer to the documents
3. Creating Tables and working with Tables
4. Adding Bullets and Numbering to the Text
5. Mail Merge

Unit – II: Ms-Excel

1. Entering Data in the worksheets
2. Creating a Charts

Unit – III: Ms- Power Point

1. Creating a Presentation using AutoContent Wizard
2. Applying Transition effect and Animation effects
3. Clip Arts

Unit – IV: Ms- Access

1. Creating Tables
2. Creating Forms
3. Creating Reports

Unit – V: HTML**1. Adding Marquees****2. Adding images to Web Pages****3. Using List to organize information Ordered list, Unordered list, Definition list****4. Create your Own Web Page****Books for Reference:**

1. Vasanthi Ramanathan, (2012) *Computer Application in Business – I*, Meenakshi Pathipagam, Madurai, Reprint.
2. Krishnan.N, (2001) *Computer Fundamentals and Windows with Internet Technology*, Scitech Publications (India) Pvt, Ltd, Chennai.
3. Gupta and Goel, (2013) *Computer Fundamentals*, Shri Mahavir Book Publishers, New Delhi, First Edition.
4. Parameswaran. R, (2010) *Computer Applications in Business*, Sultan Chand and Company, New Delhi, India, Reprint.
5. Renu Gupta, (2012) *Computer Applications in Business*, Shri Mahavir Book Publishers, New Delhi, Second Edition.

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	Core	22OUBA34	Marketing Management	4	5	25	75	100

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

Course Objectives

1. To have an insight into the importance and role of marketing in business world
2. To understand the different pricing strategies and how to adapt them.
3. To familiarize with physical distribution system.
4. To enable a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practice.
5. To enable the students to understand the elements of the complex world of marketing.

Unit I

Introduction: Marketing - Meaning and Nature – Importance - Scope and Functions of marketing. Marketing mix – Meaning, Elements, Factors of determining. Market segmentation - concept and benefits of segmentation - Bases and levels of segmentation, practice and pattern of segmentation.

Unit II

Product Mix: Product planning – concept - Significance - Classification - Factors influencing product mix, branding, packaging, labeling. Product life cycle, product management– Product Failure – Reasons - Product differentiation and deletion. New product development - meaning and process of product development.

Unit III

Price Mix: Significance of price in marketing, Factors influencing price, Pricing objectives and pricing decision, Pricing of new products.

Unit IV

Distribution Mix: Channels of distribution - meaning and importance, Selection of distribution channel, Marketing Middlemen - Function and types, wholesaling - Types and services, Retailing – functions and types of retailers (Excluding physical distribution)

Unit V

Promotion Mix: Meaning and objectives of promotion, Kinds of promotion, Approaches of promotion, Methods of promotion, factors affecting promotion. – Advertising- meaning – objectives - kinds and significance, Characteristics of effective advertising - Types of advertisement and measuring effectiveness. E-Marketing – Meaning, Roles, Types, Reasons for growth of E-Marketing in India.

Book for Study:

1. Gupta C.B and Rajan Nair.N, (2012) *Marketing Management*, Sultan Chand and Sons Publications, New Delhi, Ninth Edition.

Books for Reference:

1. Naresh Malhotra, Sathyabhusan Dash, (2010) *Marketing Research*, Pearson India Education Services Private Limited Education.
2. Philip Kotler, Keller, Koshy, Jha, (2009) *Marketing Management*, Pearson Publications, New Delhi, Thirteenth Edition.
3. Pillai R.S.N, Baghavathi, (2011) *Modern Marketing*, Sultan Chand and Company, New Delhi, First edition Reprint.
4. Rajan Nair and Sanjith Nair, (2011) *Marketing*, Sultan Chand sons and limited, New Delhi, Revised Edition.
5. Sherlekar and Gordon, (2006) *Marketing Management*, Himalaya Publishing House, Private limited, Mumbai, Thirteenth revised Edition.

Web Resources / E-Books:

1. https://cdn.website-editor.net/25dd89c80efb48d88c2c233155dfc479/files/uploaded/Kotler_keller_-_marketing_management_14th_edition.pdf
2. https://ebooks.lpude.in/commerce/mcom/term_2/dcom405_dmgt408_marketing_management_dmgt203_essentials_of_marketing.pdf
3. <https://coschedule.com/marketing/marketing-management>
4. newagepublishers.com/samplechapter/001233.pdf

5. www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf
thedavismarketinggroup.com/Marketing Mix.pdf

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill:

Able to understand the knowledge of critical thinking and problem solving skills in marketing
 Able to require in-depth knowledge of strategies and advertising skill in marketing management.
 Able to design a good team work skill.

Activities to be given:

To conduct a market survey for a product in small area.
 Create video quizzes and these quizzes are designed as icebreakers and team-building exercises

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Demonstrate the critical thinking skills and analyze marketing segmentation.	K1 to K3
CLO2	Develop to communicate the unique marketing mixes and selling propositions for specific product offerings.	K1 to K3
CLO3	Analyse the procedure for price determination of marketing firms.	K1 to K4
CLO4	Apply the marketing and distribution channels in business.	K1 to K3
CLO5	Focus core concepts of marketing strategies based on product, price, place and promotion objectives.	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
1	Introduction: Marketing - Meaning and Nature - Importance, Scope and Functions of marketing. Marketing mix – Meaning, Elements, Factors of determining. Market segmentation - concept and benefits of segmentation - Bases and levels of segmentation, practice and pattern of segmentation.	15	Chalk and talk, PPT
2	Product Mix: Product planning – concept, Classification of product - Product planning - meaning, Significance - factors influencing product mix, branding, packaging, labeling. Product life cycle, product management– Product Failure – Reasons - Product differentiation and deletion. New product development - meaning and process of product development	16	Chalk and talk, PPT, Group Discussion, Quiz
3	Price Mix: Significance of price in marketing, Factors influencing price, Pricing objectives and pricing decision, Pricing of new products	16	Chalk and talk, PPT, Assignment
4	Distribution Mix: Channels of distribution - meaning and importance, Selection of distribution channel, Marketing Middlemen - Function and types, wholesaling - Types and services, Retailing – functions and types of retailers(Excluding physical distribution).	14	Chalk and talk, PPT, Quiz, Assignment
5	Promotion Mix: Meaning and objectives of promotion, Kinds of promotion, Approaches of promotion, Methods of promotion, factors affecting promotion. – Advertising-meaning – objectives - kinds and significance, Characteristics of effective advertising - Types of advertisement and measuring effectiveness. E-Marketing – Meaning, Roles, Types, Reasons for growth of E-Marketing in India.	14	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Dr.V.Selva Subashini

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
III	GEC	22OUBAGEBA3	Company Organisation	4	6	25	75	100

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

Course Objectives:

1. To understand the fundamental concepts of companies.
2. To acquire basic knowledge of legal document
3. To enhance the knowledge about articles of memorandum.
4. To enable the students to know the prospects and registration of the company.
5. To understand the powers and duties of Directors and relate their knowledge in company meetings

UNIT I

Nature of company: Definition of Company – Characteristics of Company- Lifting of Corporate Veil- Advantages of Incorporation –Company Distinguished from Partnership – Classification of a Company.

UNIT II

Legal documents: Meaning- Purpose -Printing, Signing and Form of memorandum –Contents of Memorandum- Name Clause –Registered Office Clause – Objects Clause-Capital Clause-Liability Clause – Association Clause- Alteration of Memorandum- Doctrine of Ultra-Vires.

UNIT III

Articles: Meaning – Contents of Articles- Form of Articles – Table – Form and Signature of Articles- Alteration of Articles- Articles and Memorandum- Their Relation –Constructive Notice of Articles and Memorandum-Doctrine of Indoor Management.

UNIT IV

Prospectus: Definition-Dating of Prospectus-Registration of Prospectus – Contents of Prospectus – Offer for Sale- Deemed Prospectus-Misstatements in Prospectus and Their Consequence –Statement in Lieu of Prospectus-Commencement of Business- Underwriting Commission – Brokerage.

UNIT V

Company Management and Company Meeting: Directors- Managing Directors- Manager- Appointment- Duties. Company Meeting: Kinds – Requisites of a Meeting-Law and Practice of Company Meetings-Quorum for the Meeting-Motions and Resolutions. Winding up- modes of winding up – dissolution of company- consequences of winding up- groups for compulsory winding up- voluntary winding up- provisions applicable to winding up.

Books for Study:

1. Kapoor N.D, (2003) *Elements of Company Law*, Educational Publishers, New Delhi, Twenty Seventh Edition.
2. Thirunavukkarasu.R, Shanthi.M, (2003) *Company Organisation*, Merit India Publications, India, Revised Edition.

Books for Reference:

1. Gogna.P.P.S, (2013) *Textbook of Company Law*, Sultan Chand and sons, New Delhi, Ninth Revised Edition.
2. Kathiresan, Dr.V.Radha, (2013) *Company Law*, Prasana Publishers and Distributors, Chennai, Revised Edition 2007, Reprint.
3. Mazumdar A.K, Kapoor G.K, (2011) *Company Law*, Taxman Publishers, New Delhi, 14th Edition.
4. MunishBhandri, (2013) *Handbook of Corporate and Allied Laws*, JBA Publishers, New Delhi, 13th Edition.
5. Ghosh P.K, Balachandran.V, (2013) *Company Law and Practice*, Sultan Chand and Sons Limited, New Delhi, First Edition.

Web Resources / E-Books:

1. [Types of Companies | Classification of Companies - India Filings](#)
2. [3 Important Documents of Company \(businessmanagementideas.com\)](#)
3. [Articles of Association – Definition, Objectives, Contents and Forms \(vedantu.com\)](#)
4. [Prospectus - Overview, Examples, Uses & What's Included \(corporatefinanceinstitute.com\)](#)
5. [Why Are Management Meetings Important to an Organization? | Indeed.com Canada](#)

Pedagogy:

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

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

Able to understand the knowledge of company and partnership firm.

Able to require in-depth knowledge of Articles and prospects.

Able to strategies of company management and winding up the company.

Activities to be given:

Create communication pyramid related to company.

Prepare a case study related to memorandum of articles and Conduct mock interview.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the basic concepts of companies and its types	K1 to K3
CLO2	Apply the concept of legal documents and various clauses of memorandum	K1 to K3
CLO3	Analyze the basic conceptions of articles	K1 to K4
CLO4	Identify the prospectus of the companies	K1 to K3
CLO5	Focus provisions applicable to winding up of companies.	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
1	Nature of company: Definition of Company – Characteristics of Company- Lifting of Corporate Veil- Advantages of Incorporation –Company Distinguished From Partnership –Classification of a Company-Legal Aspect of Business	15	Chalk and Talk
2	Legal documents: Meaning- Purpose –Printing, Signing and Form of memorandum –Contents Of Memorandum- Name Clause –Registered Office Clause – Objects Clause-Capital Clause-Liability Clause – Association Clause- Alteration of Memorandum- Doctrine of Ultra-Vires.	17	Quiz, Group Discussions
3	Articles: Meaning – Contents Of Articles-- Form of Articles – Table – Form and Signature of Articles-- Alteration of Articles--Articles and Memorandum- Their Relation –Constructive Notice of Articles and Memorandum-Docctrine of Indoor Management	15	Assignment
4	Prospectus: Definition-Dating of Prospectus-Registration of Prospectus – Contents of Prospectus – Offer For Sale- Deemed Prospectus- Misstatements in Prospectus And Their Consequence –Statement in Lieu of Prospectus-- Commencement of Business-- Underwriting Commission – Brokerage	13	PPT
5	Company Management and Company Meeting: Directors- Managing Directors- Manager- Appointment- Duties. Company Meeting: Kinds – Requisites of a Meeting-Law and Practice of Company Meetings-Quorum for the Meeting- Motions and Resolutions. Winding up- modes of winding up – dissolution of company- consequences of winding up- groups for compulsory winding up- voluntary winding up- provisions applicable to winding up	15	PPT, Assignment

Course Designer(s)
Mrs. S.Divya

DEPARTMENT OF BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	S E	Total
III	Skill Enhancement Course	22OUBASE3	Stress Management	2	2	25	75	100

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

Course Objectives:

1. To know about the causes and implications of stress.
2. To manage the stress.
3. To inculcate positive thinking and self- confidence.
4. To develop the Emotional Intelligence.
5. To understand the Consequences of stress

Unit I

Stress- Meaning –Features–Types—Relationship between stressors and Stress-Causes of Stress.

Unit II

Consequences of stress–Psychological - Physiological and Behavioural symptoms. Stress at work place- meaning -Reasons.

Unit III

Stress Control- Physical Control-Emotional Control-Spiritual Control- Stress Defences.

Unit IV

Stress and emotions: Emotions – Meaning, Role of emotions in stress. Emotional stability. Emotional Quotient, Intelligence Quotient and Spiritual Quotient.

Unit V

Emotional Intelligence – Definition, Components and Models of Emotional Intelligence. Emotional Intelligence at School level and Higher Education.

Books for Reference:

1. Aruna Goel & L. Goel, (2001) *Stress Management and Education*, Himalaya Publishing House, First Edition, Mumbai.
2. Brain Clegg, (2008) *Stress Management*, Kogan Page India Private Ltd., New Delhi, Reprint.
3. Dutta.P.K, (2010) *Stress Management*, Himalaya Publishing House, Mumbai, Second Edition.
4. Gupta C.B, (2010) *Human Resource Management*, Sultan Chand and Sons, New Delhi, Twelfth Revised Edition.

5. Mousumi Bhattacharya, Nilanjan Sengupta, (2007) *Emotional Intelligence myth or reality*, Excel Books, New Delhi, Second Edition.

Web Resources / E-Books:

1. <https://www.mayoclinic.org/tests-procedures/stress-management/about/pac-20384898#:~:text=Stress%20management%20offers%20a%20range,normal%20part%20of%20everyone's%20life.>
2. <https://www.helpguide.org/articles/stress/stress-management.htm>
3. https://en.wikipedia.org/wiki/Stress_management
4. <https://www.verywellmind.com/stress-management-4157211>
5. <https://www.berkeleywellbeing.com/stress-management.html>

Pedagogy:

Chalk and Talk, PPT, Spot test, Group Discussion, Quiz and Ice Breaking Games.

Rationale for nature of Course:

Knowledge and Skill:

Able to find the causes of stress.

Learn to manage stress in the work place

Manage the emotional imbalance and avoid the negative thought.

Learn yoga and meditation to manage stress.

Employability Oriented:

Stress Management build the self- confidence and self –discipline and provide employment opportunities.

Activities to be given:

Demonstrate the types of stress and its effects and techniques used to control the stress.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the relationship between stressors and stress	K1 to K3
CLO2	Apply the Psychological - Physiological and Behavioral symptoms	K1 to K3
CLO3	Find the Emotional Control	K1 to K3
CLO4	Demonstrate Emotional stability. Intelligence Quotient and Spiritual Quotient.	K1 to K3
CLO5	Apply the Models of Emotional Intelligence.	K1 to K3

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

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

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

LESSON PLAN: TOTAL HOURS (30 HRS)

Unit	Description	Hrs	Mode
1	Stress- Meaning –Features–Types—Relationship between stressors and Stress-Causes of Stress.	7	Chalk and talk, PPT, Group Discussions, Quiz
2	Consequences of stress–Psychological, Physiological and Behavioural symptoms. Stress at work place- meaning - Reasons.	6	Chalk and talk, Group Discussions
3	Stress Control- Physical Control-Emotional Control-Spiritual Control- Stress Defences	7	Chalk and talk, PPT
4	Stress and emotions: Emotions – Meaning, Role of emotions in stress. Emotional stability. Emotional Quotient, Intelligence Quotient and Spiritual Quotient.	5	PPT
5	Emotional Intelligence – Definition, Components and Models of Emotional Intelligence. Emotional Intelligence at School level and Higher Education.	5	Chalk and talk, PPT

Course Designer(s)
Dr.Mrs.T.Sathiya Sheila

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Core	22OUBA41	Management Information System	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 data base management system
2. To equip themselves in building DSS in an organization.
3. To acquaint with the basic idea for system design and Implementation.
4. To facilitates the decisions-making process by furnishing information in the proper time frame.
5. To provide information for decision making on planning, initiating, organizing, and controlling the operations of the subsystems of the firm.

Unit I

Introduction to MIS – Evolution of MIS – Growth – Characteristics - Information Research Management – Role of MIS – Evolution of ERP – Implementation of ERP.

Unit II

Decision Support System & Planning for MIS – Types of DSS – Characteristics of DSS – Components of DSS – DSS tools for different levels of Support System – Types of Information System – Planning approaches – Challenges in Information System Planning.

Unit III

System development & System Analysis – System development Methodologies – People involved in system development – Software development process, SDLC Model – Water fall model.

Unit IV

System design & Implementation – Input Design – Procedure design – File design – Database design – DBMS – DBA – Design Documentation – Steps in System implementation. Factors for successful implementation – Causes for implementation.

Unit V

Usage of computers in MIS – Role of Computers in functional information system – Functional areas in Informational system. Internet & Business – Business opportunities on Internet – Securing on Internet – Types of Electronic Commerce – Security and Control: Securing the web: Computer Crime, Hacking –Unauthorized use at Work-Software privacy – Computer viruses-privacy the internet –Ethics and IT.

Book for Study:

1. Mohan.P, (2012) *Management Information System*, Himalaya Publishing House, New Delhi, Eleventh Revised Edition.
2. Jawadekar.W.S,(2002) *Management Information System*, TATA McGraw Hill Education private limited, New Delhi.

Books for Reference:

1. Gordon.B.Davis & Margrathe H. Olson (2006) *Management Information System*, Tata McGraw-Hill Publishing Company Limited, Sixteenth Reprint.
2. Goyal.D.P, (2007) *Management Information System*, Managerial Perspectives, MacMillan India Ltd, Delhi, Second Edition.
3. James A'O'Brien, George.M. Marakas, Ramesh Behl, (2010) *Management Information System*, TATA McGraw Hill Education private limited, New Delhi, First Edition.
4. Sadagopan (2013) *Management Information System*, PHI Learning Private Limited, Delhi.
5. Shivani Joshi (2011) *Management Information System*, Centrum Press, New Delhi, First Edition.

Web Resources / E-Books:

1. <https://www.wallstreetmojo.com/management-information-system/>
2. <https://www.geeksforgeeks.org/management-information-system-mis/>

3. <https://www.freebookcentre.net/business-books-download/Management-Information-Systems.html>
4. https://ebooks.lpude.in/management/mba/term_4/dmgt505_management_information_system.pdf
5. https://www.tutorialspoint.com/management_information_system/management_information_system.htm

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill:

Able to understand and articulate the role of information systems in organizations.

Expertise with various information systems concepts and tools.

Able to analyze business problems and identify potential solutions using information systems.

Activities to be given:

To gather data from multiple online systems, analyzes the information, and reports data to aid in management decision-making.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Outline the concepts of MIS, its role and evolution & implementation of ERP	K1 to K3
CLO2	Apply the DSS tools, planning approaches and challenges in information system planning.	K1 to K3
CLO3	Classify the different stages of System Development Life Cycle and its process	K1 to K4
CLO4	Develop the knowledge of System design & Implementation.	K1 to K3
CLO5	Analyze E-commerce applications	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
1	Introduction to MIS – Evolution of MIS – Growth – Characteristics - Information Research Management – Role of MIS – Evolution of ERP – Implementation of ERP	15	Chalk and talk, PPT
2	Decision Support System & Planning for MIS – Types of DSS – Characteristics of DSS – Components of DSS – DSS tools for different levels of Support System – Types of Information System – Planning approaches – Challenges in Information System Planning.	16	Chalk and talk, PPT, Quiz
3	System development & System Analysis – System development Methodologies – People involved in system development – Software development process, SDLC Model – Water fall model	16	Chalk and talk, PPT, Assignment
4	System design & Implementation – Input Design – Procedure design – File design – Database design – DBMS – DBA – Design Documentation – Steps in System implementation. Factors for successful implementation – Causes for implementation	14	Chalk and talk, PPT, Quiz, Assignment
5	Usage of computers in MIS – Role of Computers in functional information system – Functional areas in Informational system. Internet & Business – Business opportunities on Internet – Securing on Internet – Types of Electronic Commerce – Security and Control: Securing the web: Computer Crime, Hacking –Unauthorized use at work-Software privacy – Computer viruses-privacy the internet – Ethics and IT	14	Chalk and talk, PPT, Quiz, Assignment

Course Designer(s)
Dr.V.Selva Subashini

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Core	22OUBA42	Disaster Management	4	5	25	75	100

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

Course Objectives:

1. To understand the fundamentals of disaster assessment and environmental impact assessment.
2. To familiarize the fundamental of remote sensing
3. To facilitate disaster preparedness, monitoring risks and emergency management.
4. To sensitize the learner to the various institutional agencies for disaster management.
5. To know the economy and essential services in emergencies.

Unit I

Disaster – Meaning – Definition - features - effects of disaster - disaster process - stages in disaster - The disaster management cycle. Contemporary Anthropogenic Disaster-environmental pollution – epidemics - industrial accidents and chemical releases - Natural Disasters -Climate change - Emissions - Global Warming – Floods - Land Slides - Earth Quakes – Tsunamis - Volcanoes.

Unit II

Geo-informatics in disaster management: Remote sensing, Fundamental of Remote Sensing, GIS: maps and spatial information, information presentation, GPS: Introduction, Description of GPS system, remote sensing and GIS for disaster Management.

Unit III

Disaster Preparedness and decision making, assessment Process, Assessments for Different Disaster Types, Environmental Health Risks, Risk adjustment, Disaster Aid, Technological Hazards management

Unit IV

Institutional provisions for disaster management: The UN Disaster management Team, National crisis Management committee (NCCM). State crisis management Group (SCMG) task, roles and resources, Disaster management cells at state level, district level, local administration and disaster risk reduction, Their Power and Function.

Unit V

Disaster mitigation: Targeting mitigation, strategies for disaster prevention and mitigation - pre disaster, emergency, transition, recovery. The disaster recovery planning, Managing the economy and essential services in emergencies. Reconstruction and rehabilitation; Physical, Social and Economic rehabilitation.

Book for Study:

1. Ezhilarasan. M, Rajasekaran .M, *Fundamentals of Disaster Management*

Books for Reference:

1. Rajdeep Dasgupta (2007), *Disaster Management and Rehabilitation*, Mittal Publications, New Delhi.
2. Sundar I and T. Sezhiyan (2007) *Disaster Management*, Sarup and Sons, New Delhi.
3. Ramana Murthy K, (2007) *Disaster Management*, Dominant, New Delhi.
4. Murthy. D. B.N, (2007) *Disaster Management Text and Case Studies*, Deep and Deep, New Delhi.
5. Bose B.C , (2007) *Disaster Management in 21st Century*, Rajat Publications, New Delhi.

Web Resources / E-Books:

1. https://www.physio-pedia.com/Disaster_Management
2. <https://ndma.gov.in/>
3. <https://www.isro.gov.in/DisaterManagementNationalInternational.html>
4. <https://publichealth.tulane.edu/blog/what-is-disaster-management/>
5. <https://www.icf.com/work/disaster-management>

Pedagogy:

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

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

Able to comprehend disaster repercussions and disaster processes

Able to identify disaster preparedness and decision making process

Able to analyze strategies for disaster prevention and mitigation

Activities to be given:

A student debate on contemporary anthropogenic disaster.

Create a collage of articles and images related to this topic

Anticipate short articles with relevant facts

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the fundamental terms, principles and elements of Disaster Management	K1 to K3
CLO2	Explain and summarize the role of disasters in business context	K1 to K3
CLO3	Analyze the various principles of structures in managing disasters	K1 to K4
CLO4	Identify the conceptual or creative value of elements and functions of Disaster Management in business situations	K1 to K3
CLO5	Focus the key elements of Disaster Management through self-paced and self-directed learning	K1 to K4

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

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

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

LESSON PLAN: TOTAL HOURS (75 HRS)

Unit	Description	Hrs	Mode
1	Disaster – Meaning – Definition - features - effects of disaster - disaster process - stages in disaster - The disaster management cycle. Contemporary Anthropogenic Disaster- environmental pollution – epidemics - industrial accidents and chemical releases - Natural Disasters -Climate change - Emissions - Global Warming – Floods - Land Slides - Earth Quakes – Tsunamis - Volcanoes.	16	Chalk and talk, PPT
2	Geo informatics in disaster management: Remote sensing, Fundamental of Remote Sensing, GIS: maps and spatial information, information presentation, GPS: Introduction, Description of GPS system, remote sensing and GIS for disaster Management.	15	Group Discussions
3	Disaster Preparedness and decision making, assessment Process, Assessments for Different Disaster Types, Environmental Health Risks, Risk adjustment, Disaster Aid, Technological Hazards management	16	PPT, Assignment
4	Institutional provisions for disaster management: The UN Disaster Management Team, National crisis Management committee (NMC). State crisis management Group (SCMG) Task, Disaster - related roles and resources, Disaster management cells at state level, district level, local administration and disaster risk reduction, Their Power and Function.	14	Chalk and talk, PPT, Assignment
5	Disaster mitigation: Targeting mitigation, strategies for disaster prevention and mitigation - pre disaster, emergency, transition, recovery. The disaster recovery planning, Managing the economy and essential services in emergencies. Reconstruction and rehabilitation; Physical, Social and Economic rehabilitation.	14	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs. T.Usharani

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/ Week	CI A	SE	Total
IV	Core	22OUBA43	Entrepreneurial Development	4	6	25	75	100

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

Course Objectives:

1. To know about the various traits and factors influencing an Entrepreneur.
2. To make out the government schemes for women entrepreneurs in India and self-help groups.
3. To familiarize the course contents and curriculum of entrepreneurial training programme.
4. To acquainted with the importance and functions of MSME.
5. To educate institutional support about small business owners and Sickness in Small Scale Industry.

Unit I

Entrepreneurship – Meaning, Importance – Entrepreneur – Definition characteristics of Entrepreneur, Types & Functions, Growth of entrepreneurship in India, Entrepreneurial & Economic Development. Factors influencing Entrepreneurship – Internal Factors – Family Atmosphere, Categories of Internal factors (Personality) Psychological. External factors – Political, Social, Cultural, Economic, Legal Technical, Government & Non – Government policies, Barriers to Entrepreneurship.

Unit II

Problems of Entrepreneurs: Women Entrepreneurs, Definition, Problems, steps to encourage Women Entrepreneurs. Government Schemes for Women Entrepreneurs in India – Self-help Groups.

Unit III

Entrepreneurship development programmes – Meaning of EDPS, Importance of EDPS,
Course contents and curriculum of Entrepreneurial training programme, Types of EDPS, Problems
faced by EDPS, Phases of EDPS (Initial, development & Support phase)

Unit IV

Starting a new Venture-Project Identification-Project Report- Project Appraisal- MSME:
Meaning-Objectives- Importance- Functions.

Unit V

Institutional Support to Entrepreneurs – DIC, ITCOT, SIDCO, SISI, TIIC, SIDBI. – Sickness
and causes in Small Scale Industry.

Book for Study:

1. Rengarajan.L, (2008) *Entrepreneurial development*, SreeRenga Publications, Rajapalyam, Third Edition.

Books for Reference:

1. Gordon K. Natarajan, (2013) *Entrepreneurship development*, Himalaya Publishing House, Mumbai, Reprint.
2. Gupta.C.B, Khanka.S.S, (2008) *Entrepreneurship & Small Business Management*, Sultan Chand & Sons, New Delhi, Reprint.
3. K. Ramachandran, (2008) *Entrepreneurial Development*, McGraw-Hill Education.
4. Robert D. Hisrich, (2016) *International Entrepreneurship*, Sage Publications, Third Edition.
5. Vasanth Desai (2016), *Dynamics of Entrepreneurial Development & Management*, Himalaya Publishing House.

Web Resources / E-Books:

1. <https://ncert.nic.in/ncerts/l/lebs213.pdf>
2. <https://www.toppr.com/guides/business-studies/entrepreneurship-development/process-of-entrepreneurship-development/>
3. <https://entrepreneur.wfglobal.org/what-is-entrepreneurship-development/>

4. <https://timesofindia.indiatimes.com/readersblog/raihan-chowdhury/entrepreneurship-development-process-37335/>
5. <https://byjus.com/commerce/entrepreneurship-development-process/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz, on the spot test, Field study.

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

Able to understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

Able to discuss examples of current entrepreneurs

Able to analyze the issues relevant to entrepreneurs such as “green” business practices, environmental sustainability, social entrepreneurship, and intellectual property

Activities to be given:

Create entrepreneurial and teamwork abilities to identify, assess, and start developing new ventures.

Make a collage with articles and photos about the successful entrepreneurs.

Expect brief short with pertinent information of entrepreneurs.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the concepts in the Foundation for Entrepreneurship Development.	K1 to K3
CLO2	Identify managerial responsibilities and entrepreneurial abilities in the context of the SME industry.	K1 to K3
CLO3	Classify different types of entrepreneurs and the steps that go into starting a business.	K1 to K4
CLO4	Find the areas that affect entrepreneurs, such as "green" business procedures.	K1 to K3
CLO5	Analyze the procedures involved in launching a business, as well as to investigate marketing strategies and contemporary business trends.	K1 to K4

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

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	2	1	1	2	1	3
CLO2	3	3	3	2	2	3
CLO3	3	3	2	3	2	3
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	Entrepreneurship – Meaning, Importance – Entrepreneur – Definition characteristics of Entrepreneur, Types & Functions, Growth of entrepreneurship in India, Entrepreneurial & Economic Development. Factors influencing Entrepreneurship – Internal Factors – Family Atmosphere, Categories of Internal factors (Personality) Psychological. External factors – Political, Social, Cultural, Economic, Legal Technical, Government & Non – Government policies, Barriers to Entrepreneurship	16	Chalk and talk, PPT
2	Problems of Entrepreneurs: Women Entrepreneurs, Definition, Problems, Steps to encourage Women Entrepreneurs. Government Schemes for Women Entrepreneurs in India – Self-help Groups.	15	Group Discussions
3	Entrepreneurship development programmes – Meaning of EDPs, Importance of EDPs, Course contents and curriculum of Entrepreneurial training programme, Types of EDPs, Problems faced by EDPs, Phases of EDPs (Initial, development & Support phase)	15	PPT, Assignment
4	Starting a new venture-Project Identification-Project Report- Project Appraisal- MSME: Meaning-Objectives-Importance- Functions.	15	Chalk and talk, PPT, Assignment
5	Institutional Support to Entrepreneurs – DIC, ITCOT, SIDCO, SISI, THIC, SIDBI. – Sickness and causes in Small Scale Industry.	14	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs. T.Usharani

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Core	220UBA44	Customer Relationship Management	4	5	25	75	100

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

Course Objectives:

1. To know the Relationship between Customer and Management
2. To learn the customer relationship management in Marketing
3. To analyze the Customer Satisfaction through Customer Relationship Management
4. To acquire knowledge in CRM practices with service industry
5. To investigate the E- CRM

Unit I

Introduction- Types of CRM- Significance of CRM - CRM success factors - Components of CRM- CRM chain – CRM process - Emergence of CRM Practice.

Unit II

CRM in Marketing- One-on- one relationship marketing- Cross selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting.

Unit III

CRM satisfaction- Meaning & Definition- Components of Customer Satisfaction-Models - Measuring Customer Satisfaction- Scales and Models for Measuring Customer Satisfaction.

Unit IV

Customer Loyalty- Concept & Significance of Customer Loyalty- Defining Customer Loyalty- Customer Loyalty Ladder and Principles- Categories of Customer Loyalty- Factors affecting Customer Loyalty.

Unit V

E-CRM in business- Features of E-CRM- Advantages of E-CRM-Technologies of E-CRM- CRM through IT Tools- CRM practices (State Bank of India, LIC, Airtel)-CRM Opportunities and Challenges.

Book for Study:

1. AlokKumari Rai, (2013) *Customer Relationship Management*, PHI Learning Private Limited, NewDelhi, Second Edition.

Books for Reference:

1. Antony Lawrence, (2010) *Customer Relationship Management*, Himalaya Publications,Ulhasnagar, Second Revised Edition.
2. Francis Buttle and Stan Maklan, (2015) *Customer Relationship Management*, Companion Publishers, New Delhi, Third Edition.
3. GovindaBhat. K, (2009) *Customer Relationship Management*, Himalaya Publications, Mumbai, First Edition.
4. Gupta C.B and RajanNair.N, (2012) *Marketing Management*, Sultan Chand and Sons Publications, New Delhi, Ninth Edition
5. Philip kotler, Keller, Koshy, Jha, (2009) *Marketing Management*, Pearson Publications, New Delhi, Thirteenth Edition.

Web Resources / E-Books:

1. <https://theintactone.com/2019/03/08/mm2-u5-topic-7-types-of-customer-relationship-management-crm/>
2. [https://www.salesforce.com/in/crm/what-is-crm/#:~:text=Customer%20relationship%20management%20\(CRM\)%20is,streamline%20processes%2C%20and%20improve%20profitability.](https://www.salesforce.com/in/crm/what-is-crm/#:~:text=Customer%20relationship%20management%20(CRM)%20is,streamline%20processes%2C%20and%20improve%20profitability.)
3. <https://www.linkedin.com/pulse/what-role-crm-customer-satisfaction-buopso>
4. <https://www.oracle.com/in/cx/marketing/customer-loyalty/what-is-customer-loyalty/>
5. <https://www.appvizer.com/magazine/customer/client-relationship-mgt/ecrm-meaning>

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill:

To promote commercial brands and build lasting relationships with target customers.
Develop databases of customers to build sustainable customer relationships for the organization.

Recognize the basic concept of customer and strategies to build customer relationship.

Prepare Relationship Indices by measuring CRM with quantitative and qualitative methods.

Activities to be given:

Prepare a life cycle model for Customer Relationship Management

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the basic concepts of customer and strategies to build customer relationship	K1 to K3
CLO2	Recall the skill for customer interaction management	K1 to K3
CLO3	Analyse the procedure for customer satisfaction	K1 to K4
CLO4	Identify the procedure for customer acquisition and retention	K1 to K3
CLO5	Analyse the concepts of electronic customer relationship management	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
1	Introduction- Types of CRM- Significance of CRM - CRM success factors - Components of CRM- CRM chain – CRM process - Emergence of CRM Practice	16	Chalk and talk, PPT
2	CRM in Marketing- One-on- one relationship marketing- Cross selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting	15	Group Discussions
3	CRM satisfaction- Meaning & Definition- Components of Customer Satisfaction-Models - Measuring Customer Satisfaction- Scales and Models for Measuring Customer Satisfaction.	16	PPT, Assignment
4	Customer Loyalty- Concept & Significance of Customer Loyalty- Defining Customer Loyalty- Customer Loyalty Ladder and Principles- Categories of Customer Loyalty- Factors affecting Customer Loyalty	14	Chalk and talk, PPT, Assignment
5	E-CRM in business- Features of E-CRM- Advantages of E-CRM- Technologies of E-CRM- CRM through IT Tools- CRM practices (State Bank of India, LIC, Airtel)-CRM Opportunities and Challenges	14	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs. S.Divya

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Generic Elective Course	220UBAGEBA4	Legal Aspects of Business	4	6	25	75	100

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

Course Objectives:

1. To enlighten the elements of General Contracts and Special Contracts.
2. To learn about the Agency and Sale of Goods Act.
3. To enhance the knowledge about the Labour Laws.
4. To know about the wages Act.
5. To explore the legislation relation to Sales – Insurance.

Unit I

Contract Act – An overview, Nature of a Contract, Legal aspects of Contract.

Unit II

Agency and Sale of Goods Act – Agency, Kinds of Agent, Duties of an Agent, Liability of an Agent, Sale of goods – Difference between Sales and Agreement to sell, conditions and warranties, transfer of property, Performance of contract of sale, Rights of unpaid seller.

Unit III

Industrial Disputes Act 1947, Factories Act 1948, Trade Union Act 1926, and Maternity Benefit Act 1961.

Unit IV

Payment of wages Act 1936, Payment of Bonus Act 1965, Payment of Gratuity Act 1962.

Unit V

Insurance - Nature and characteristics of Insurance Contract, Principles of Insurance, Life Insurance, Marine Insurance, Carriage Insurance, Private Carrier and Common Carrier, Rights of common carrier, Duties of common carrier, Liabilities of a common carrier.

Books for Study:

1. Dr.K.Ramachandra, Dr.B.Chandrashekhara, Prof.Chandrakant Kanakatte, (2016) *Legal Aspects of Business*, Himalaya Publishing House, Second Revised Edition.
2. Parul Gupta, (2019) *Legal Aspects of Business, Concepts and Applications*, Vikas Publishing House Pvt, Ltd, Second Edition.

Books for Reference:

1. P.K Padhi, (2013) *Legal Aspects of Business*, PHI Learning Private Limited, New Delhi.
2. R.S.N. Pillai, (2013) *Legal Aspects of Business (Mercantile Laws Including Industrial and Company Law)*, S.Chand& Company Pvt. Ltd, New Delhi.
3. L.M.Porwal, Sanjeev Kumar, (2010) *Business Laws (Business Regulatory Framework)*, Vrinda Publications (P) Ltd., Delhi..
4. Ruston.S.Davar, (2006) *Indian Mercantile Law*, The University of Michigan.
5. N.D.Kapoor, (2020) *Elements of Mercantile Law*, Sultan Chand & Sons, Educational Publishers, New Delhi, 38th Edition.

Web Resources / E-Books:

1. <https://www.indiacode.nic.in/bitstream/123456789/2187/2/A187209.pdf>
2. <https://indiankanoon.org/doc/651105/>
3. <https://mahakamgar.maharashtra.gov.in/images/pdf/industrial-disputes-act-1947.pdf>
4. <https://maitri.mahaonline.gov.in/pdf/payment-of-wages-act-1936.pdf>
5. <https://advocatedelhi.wordpress.com/insurance-definition-of-insurance-characteristics-of-insurance-nature-of-insurance-functions-of-insurance/>

Pedagogy:

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

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

Able to embrace a variety of hard and soft skills that are both specific to Legal Acts and Insurance.

Activities to be given:

Prepare a case study related to Labour Law.

Demonstrate the Court Procedure.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge (According to Bloom's Taxonomy)
CLO1	Define the primary of contract, offer and acceptance	K1 to K3
CLO2	Find the essential requirement of a valid agency contract, rights and duties of an agent and a principal	K1 to K3
CLO3	Analyse the Industrial Disputes Act.	K1 to K4
CLO4	Determine the Provident act & Pension Act.	K1 to K3
CLO5	Analyse the concepts of Insurance	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
1	Contract Act – An overview, Nature of a Contract, Legal aspects of Contract	16	Chalk and talk, PPT
2	Agency and Sale of Goods Act – Agency, Kinds of Agent, Duties of an Agent, Liability of an Agent, Sale of goods – Difference between Sales and Agreement to sell, conditions and warranties, transfer of property, Performance of contract of sale, Rights of unpaid seller	15	Group Discussions
3	Industrial Disputes Act 1947, Factories Act 1948, Trade Union Act 1926, and Maternity benefit Act 1961	16	PPT, Assignment
4	Payment of wages Act 1936, Payment of Bonus Act 1965, Payment of Gratuity Act 1962.	14	Chalk and talk, PPT, Assignment
5	Insurance - Nature and characteristics of Insurance Contract, Principles of Insurance, Life Insurance, Marine Insurance, Carriage Insurance, Private Carrier and Common Carrier, Rights of common carrier, Duties of common carrier, Liabilities of a common carrier	14	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs. S.Divya

Department of BBA				Class: II BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
IV	Skill Enhancement Course	22OUBASE4	Counselling	2	2	25	75	100

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

Course Objectives:

1. To Familiarize with the basic concepts of counselling.
2. To Understand various situations and types of counselling.
3. To Get acquainted with the process of counselling.
4. To Learn few ethical and legal issues pertaining to counselling.
5. To Develop counselling skills in real life situations.

UNIT-I

Counselling: Definition-meaning-functions-applications. Areas of counseling: Personal counseling- family counseling-academic counseling- career counseling-abuse and disability counseling-disaster counseling.

UNIT-II

Counselling Approaches: Psychoanalytic therapy: Gestalt Therapy – existential therapy – behavioural therapy and cognitive therapy. (Fundamental concepts only)

UNIT -III

Counselling Setting: Directive counselling: Non directive counselling – counselling skills. Characteristics, role and functions of a counsellor. Physical setting: place – infrastructure.

UNIT -IV

Counselling Process: Stages in counselling: Building counselling relationships – counselling responses – working in a counselling relationship – Termination of counselling relationships. Egan's 5 stage model.

UNIT -V**Ethics and Multicultural Issues: Ethical and legal aspects of counselling – counselling in a multicultural environment.****Book for Study:**

1. Sathiya Sheila T, Selva Subashini.V, Usharani.T, Divya.S, Veeralakshmi.G, (2021)
Department of BBA *Counselling*, Forschung Publications, Chennai.

Books for Reference:

1. Colin.F and Windy, (2004) *Dictionary of Counselling*, John Wiley and Sons, New Delhi, Second Edition.
2. Kinra A.K, (2008) *Guidance and Counselling*, Pearson, New Delhi, First Edition.
3. Narayanarao. Sand Sahajpal. P, (2012) *Counselling and Guidance*, Tata Mc Graw Hill Publications, New Delhi, Third Edition.
4. NayakA.K, (2012) *Guidance and Counselling*, APH Publishing Corporation, New Delhi, First Edition.
5. Robert L.G. and Narianne H.M., (2009) *Introduction to Counselling and Guidance*, PHI Learning, New Delhi, Seventh Edition.

Web Resources / E-Book:

1. <https://positivepsychology.com/counseling-books/>
2. <https://www.goodreads.com/genres/counselling>
3. <https://www.wiley.com/en-in/Counselling+Psychology:+A+Textbook+for+Study+and+Practice-p-9781119106869>
4. <https://nibmehub.com/opac-service/pdf/read/An%20Introduction%20to%20Counselling-%20Fifth%20Edition%20by%20John%20McLeod%20-%205ed.pdf>
5. https://library.mibckerala.org/lms_frame/eBook/10.Miscellaneous/253.5%20McL%20An%20Introduction%20to%20Counselling%20by%20McLeod,%20John..pdf

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and Ice Breaking Games.

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

Able to focus on the approaches of Counselling.
Learn the Counselling process and techniques.
Manage their personal life.
Learn the behavioural therapy and cognitive therapy.

Activities to be given:

Short video clip of Counselling process and stages.

Role play the counselling process.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the Approaches and Purpose of counselling	K1 to K3
CLO2	Apply Psychoanalytic therapy	K1 to K3
CLO3	Describe the counselling skills.	K1 to K3
CLO4	Demonstrate the counselling relationships	K1 to K3
CLO5	Apply the Ethical and legal aspects of counselling	K1 to K3

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

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

LESSON PLAN: TOTAL HOURS (30 HRS)

Unit	Description	Hrs	Mode
1	Counselling: Definition-meaning-functions-applications. Areas of counseling: Personal counseling- family counseling-academic counseling- career counseling-abuse and disability counseling-disaster counseling	6	Chalk and talk, PPT
2	Counselling Approaches: Psychoanalytic therapy: Gestalt Therapy – existential therapy – behavioural therapy and cognitive therapy. (Fundamental concepts only)	5	Group Discussions
3	Counselling Setting: Directive counselling: Non directive counselling – counselling skills. Characteristics, role and functions of a counsellor. Physical setting: place – infrastructure	7	PPT, Assignment
4	Counselling Process: Stages in counselling: Building counselling relationships – counselling responses – working in a counselling relationship – Termination of counselling relationships. Egan’s 5 stage model.	6	Chalk and talk, PPT, Assignment
5	Ethics and Multicultural Issues: Ethical and legal aspects of counselling – counselling in a multicultural environment	6	Chalk and talk, PPT, Assignment

Course Designer(s)
Dr.Mrs.T.Sathiya Sheila