

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 WOMENS 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
 (w.e.f. 2022– 2023 Batch onwards)
CBCS with OBE

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.
- Leveraging our knowledge and resources to provide experiential learning, immersion and other collaboration opportunities.
- 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	Problem Analysis	Acquire conceptual clearing of various functional areas such as purchasing, production, marketing, finance etc., and analysis the problems in innovative way.	PO1
PSO3	Problem Solving	Develop ability to Communicate in a business context in clear, concise, coherent and professional manner and solve the problem effectively.	PO5
PSO4	Modern Tools Usage	Ability to work efficiently with modern tools of computers to face the global business.	PO3
PSO5	Social Responsibility	Describe the business environment analysis and responsible to the society for one's own actions and make them to take responsibility for the social, cultural and ecological causes.	PO2
PSO6	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
PSO7	Ethics & Morale and Spiritual values	Develop ethical practices and imbibe values for better corporate governance.	PO2
PSO8	Leadership, Team work & Communication	Ability to work effectively with diverse teams; facilitate cooperative effort on the part of a group, and act together as a team and acquire training, team spirit and leadership qualities through institutional training report.	PO4

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

Courses of Study with Credit Distribution for B.B.A

Category	No. of Courses	No. of Credits
Part-I	2	6
Part –II	2	6
Major Core Paper	21	82
Discipline Specific Elective Courses	2	9
Generic Elective Courses	4	16
Skill Enhancement Courses	6	12
Inter Disciplinary Courses	2	4
Ability Enhancement Compulsory Courses	2	4
NSS/Physical Education	1	1
Total	42	140

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

EVALUATION (THEORY)
(PART I / PART II / PART III)

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

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

Components	Marks
Test (Average of three tests) (Conducted for 100 marks and converted into 20 marks)	20
Assignment(Quiz/ Documentation/ Case lets/ ICT based Assignment/ Mini Projects)	5
Total	25

- ✓ **Centralized system** of Internal Assessment Test
- ✓ There will be **Three Internal Assessment Test**
- ✓ Duration of Internal assessment test will be **1 hour for Test I and 2 hours for Test II and III** respectively
- ✓ 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

Section	Marks
A-Multiple Choice Question (3x1 mark)	3
B-Short Answer (1x2 marks)	2
C-Either Or type (1/2x 5 marks)	5
D-Open choice type (1/2 x 10 marks)	10
Total	20

Question Paper Pattern for Continuous Internal Assessment Test II & III

Section	Marks
A- Multiple Choice Question (6x1 mark)	6
B-Short Answer (2x2 marks)	4
C-Either Or Type (2/4 x5 marks)	10
D-Open Choice Type (2/3 x 10 marks)	20
Total	40

Conducted for 100 marks and converted into 20 marks.

Question Paper Pattern for Summative Examination

Section	Marks
A- Multiple choice Questions without Choice (10x1 mark)	10
B-Short Answer without choice (5x2 marks)	10
C-Either Or type (5/10 x5 marks)	25
D-Open Choice type (3out of 5x10 marks)	30
Total	75

In respect of Summative Examinations passing minimum is **36 % for UG**

Distribution of Marks in % with choice K Levels CIA I, II, III & External Assessment

Blooms Taxonomy	Internal Assessment			External Assessment
	I	II	III	
Knowledge (K1)	12%	12%	12%	13%
Understanding (K2)	44%	22%	22%	21%
Apply (K3)	44%	33%	33%	33%
Analyze (K4)	-	33%	33%	33%

Latest amendments and revision as per **UGC** and **TANSCH** 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	Up to K3	3	K1	1	K1	2 (K2) (Each set of questions must be in the same level)	1 (K2) & 2 (K3)	
No. of Questions to be asked			3		1		2	3	9
No. of Questions to be answered			3		1		1	1	6
Marks for each question			1		2		5	10	-
Total Marks for each section			3		2		5	10	20

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 2	Up to K3	3	(K1/ K2)	1	(K1/K2)	2 (K2) / 2 (K4) (Each set of questions must be in the same level)	2 (K3) & 1 (K4)	
2	CLO 3	Up to K3	3	(K1/ K2)	1	(K1/K2)			
No. of Questions to be asked			6		2		4	3	15
No. of Questions to be answered			6		2		2	2	12
Marks for each question			1		2		5	10	-
Total Marks for each section			6		4		10	20	40

BLUE PRINT FOR INTERNAL ASSESSMENT – III
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 4	Up to K4	3	(K1/ K2)	1	(K1/K2)	2 (K2) / 2 (K4) (Each set of questions must be in the same level)	2 (K3) & 1 (K4)	
2	CLO 5	Up to K3	3	(K1/ K2)	1	(K1/K2)			
No. of Questions to be asked			6		2		4	3	15
No. of Questions to be answered			6		2		2	2	12
Marks for each question			1		2		5	10	-
Total Marks for each section			6		4		10	20	40

Distribution of Marks with choice K Levels CIA I, CIA II and CIA III

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	K1	3	2	-	-	5	12
	K2	-	-	10	10	20	44
	K3	-	-	-	20	20	44
	K4	-	-	-	-	-	-
	Marks	3	2	10	30	45	100
II	K1	5	2	-	-	7	12
	K2	1	2	10	-	13	22
	K3	-	-	-	20	20	33
	K4	-	-	10	10	20	33
	Marks	6	4	20	30	60	100
III	K1	5	2	-	-	7	12
	K2	1	2	10	-	13	22
	K3	-	-	-	20	20	33
	K4	-	-	10	10	20	33
	Marks	6	4	20	30	60	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	Up to K3	2	K1/K2	1	K1/K2	2 (K3 & K3)	1(K2)	
2	CLO 2	Up to K 3	2	K1/K2	1	K1/K2	2(K2 & K2)	1(K3)	
3	CLO 3	Up to K4	2	K1/K2	1	K1/K2	2 (K4 & K4)	1(K4)	
4	CLO 4	Up to K3	2	K1/K2	1	K1/K2	2 (K3 & K3)	1(K3)	
5	CLO 5	Up to K4	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 (Marks)

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 & IDC)

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

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

Components	Marks
Test (Conducted for 50 marks and converted into 25 marks)	25

- ✓ There will be Only one Internal Assessment Test
- ✓ Duration of Internal assessment test will be 2 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

Question Paper Pattern for External Examination

Section	Marks
A-Multiple Choice Question (10x1 mark)	10
B-Short Answer (5x2 marks)	10
C-Either Or type (5x 5 marks)	25
D-Open choice type (3/5 x 10 marks)	30
Total	75

BLUE PRINT FOR INTERNAL ASSESSMENT

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

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.	CLO1	Up to K 3	1	K1	1	K1	4(K2) & 2(K3) (Each set of questions must be in the same level)	1(K2) & 2(K3)	
2.	CLO2	Up to K 3	1		1				
3.	CLO3	Up to K 3	1		1				
4.	CLO4	Up to K 3	1		1				
5.	CLO5	Up to K 3	1		1				
No. of Questions to be asked			5		5		6	3	19
No. of Questions to be answered			5		5		3	2	15
Marks for each question			1		2		5	10	-
Total Marks for each section			5		10		15	20	50

Distribution of Marks with K Levels - CIA

CIA	K Levels	Section A MCQ	Section B (Short Answers)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of Marks
I	K1	5	10	-	-	15	20
	K2	-	-	20	10	30	40
	K3	-	-	10	20	30	40
	K4	-	-	-	-	-	-
	Marks	5	10	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 Choice)	Section D (Open Choice)	Total
			MCQs		Short Answers				
			No. of Questions	K- Level	No. of Questions	K- Level			
1	CLO 1	Up to K3	2	K1	1	K1	3(K2) & 2(K3) (Each set of questions must be in the same level)	2(K2) & 3(K3)	
2	CLO 2	Up to K3	2		1				
3	CLO 3	Up to K3	2		1				
4	CLO 4	Up to K 3	2		1				
5	CLO 5	Up to 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)	Section D (Open Choice)	Total Marks	% of Marks without choice
K1	10	10	-	--	20	16
K2	-	-	30	20	50	42
K3	-	-	20	30	50	42
Total Marks	10	10	50	50	120	100

EVALUATION (PRACTICAL)

Internal (Formative)	: 40 marks
External (Summative)	: 60 marks
Total	: 100 marks

Question Paper Pattern for Internal Practical Examination: 40 Marks

S.No	Components	Marks
1	Record Note	20
2	Programme (1 x 10) for Algorithm	10
3	Programme (1 x 10) for Output	10
	Total	40

Question Paper Pattern for External Practical Examination: 60 Marks

S.No	Components	Marks
1	Programme (3 x 10) for Algorithm	30
2	Programme (3 x 10) for Output	30
	Total	60

EVALUATION (Institutional Training / Project)

Internal (Formative)	: 20 marks
External (Summative)	: 80 marks
Total	: 100 marks

Question Paper Pattern for Institutional Training / Project (Internal): 20 Marks

S.No	Components	Marks
1	Institutional Training Report	20
	Total	20

Question Paper Pattern for Institutional Training / Project (External): 80 Marks

S.No	Components	Marks
1	Viva Voce	80
	Total	80

In respect of external examinations passing minimum is 35% for Under Graduate Courses and in total, aggregate of 40%.

Apart from bringing changes in the curriculum to suit the changing trends, it is also revised and strengthened through the latest amendments and revisions as per UGC and TANSCH Norms.

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(w.e.f. 2022 – 2023Batch onwards)

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

V	III	22OUBA51	Core :Operations Management	5	3	25	75	100	4
	III	22OUBA52	Core :Management Accounting	6	3	25	75	100	4
	III	22OUBA53	Core :Research Methodology	5	3	25	75	100	4
	III	22OUBA54	Core: Institutional Training	5	3	20	80	100	4
	III		DSEC – I	5	3	25	75	100	5
	IV	22OUBASE5	SEC: Soft Skills	2	3	25	75	100	2
	IV	22OUAECEV5	AECC: Environmental Studies	2	3	25	75	100	2
VI	III	22OUBA61	Core : Human Resource Management	5	3	25	75	100	4
	III	22OUBA62	Core : Financial Management	5	3	25	75	100	5
	III	22OUBA63	Core : Total Quality Management	5	3	25	75	100	4
	III	22OUBAPR6	Core : Project	5	3	25	75	100	4
	III		DSEC - II	6	3	25	75	100	5
	IV	22OUBASE6	SEC: Interview Techniques	2	3	25	75	100	2
	IV	22OUAECVE6	AECC: Value Education	2	3	25	75	100	2
	V	22OU5NS4/22OU5PE4	Extension Activities NSS/ Physical Education	-	3	25	75	100	1
			Total	180					140

GEC : Generic Elective Course

SEC : Skill Enhancement Course

DSEC: Discipline Specific Elective Course

AECC: Ability Enhancement Compulsory Course

IDC : Inter Disciplinary Course

DSEC: Discipline Specific Elective Course:

Semester-V

DSEC – I (Choose any one)

Services Marketing - 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 22BAAOCPR	Sales Management for Sales Managers Project in Sales Management Sales for Managers	30	I B.B.A
II	III & IV	Certificate Course	22BAC 22BACPR	Hospital Management Project in Hospital Management	90 / Per Year	II year students of all other disciplines
III	V	Value Added Course	22BAVAC 22BAVACPR	Digital Marketing Project in Digital Marketing	30	III B.B.A

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Core	22OU1BA1	Business Communication	3	5	25	75	100

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

Course Objectives:

To enable the students

1. To understand the principles of letter writing and structure of Business Letter
2. To enable the students to know the types of communication and Barriers of Communication
3. To provide an outline to effective Organizational Communication.
4. To develop their Communication skill in Business.
5. To impart the correct practices of the strategies of effective business writing.

Unit- I

Business Communication- Objectives, Importance, Principles of Letter Writing- Structure and Layout of letters. Modern Electronic Communication Systems.

Unit- II

Types of Communication & Barriers of Communication-Guidelines for ensuring effective communication. Quotations, Orders & Tenders, Sales Letters.

Unit- III

Status Enquiries, Trade & Bank references. Circular Letters, Claims & Adjustments.

Unit- IV

Job Application Letters, Bank & Insurance Correspondence-Life Insurance, Fire Insurance, Marine Insurance and Transport Insurance.

Unit- V

Correspondence with public authorities & Other Agencies. Memo, Warning note, Charge Sheet.

Books for Study:

1. Kathiresan, Radha, (2009) *Business Communication*, Prassana Publications, Chennai.
2. Pillai & Bhagavathi, (2008) *Commercial Correspondence & Office Management*, S.Chand & Company Ltd, New Delhi.

Books for Reference:

1. Alpana Gupta, Gupta S.M, (2015) *Effective Business Communication*, Viva Books Private Limited, New Delhi, India.
2. Asha Kaul, (2014) *Effective Business Communication*, PHI Learning, New Delhi, India.
3. Ramachandran.K.K, Lakshmi.K.K, Karthik.K.K, KrishnaKumar.M, (2008) *Business Communication*, MacMillan, India.
4. Sharma R.C, (2012) *Business Correspondence and Report Writing*, Tata McGraw Hill Education Private Limited, New Delhi, India.
5. Urmila Rai, Rai S.M, (2009) *Business Communication*, Himalaya Publishing House, Tenth Edition.

Web Resources / E-Book:

1. https://en.wikipedia.org/wiki/Business_communication
2. https://www.managementstudyguide.com/business_communication.html
3. <https://studiousguy.com/business-communication/>
4. <https://smallbusiness.chron.com/types-business-communications-697.html>
5. <https://www.thebalancecareers.com/job-application-letter-format-2061567>

Pedagogy:

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

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

Able to communicate and inform through the use of written language, spoken language.

Able to overcome the communication barriers and make effective communication

Able to use communication techniques that are necessary to build professional relationships, like negotiation and networking skills.

Activities to be given:

To apply the knowledge of communication techniques to write letters for business, trade and enquiries.

To prepare a letter related to Job Application.

To practice the correspondence with public authorities.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge (According to Bloom's Taxonomy)
CLO1	Defining the fundamentals of Communication and Enumerate the various Modern Electronic Communication Systems	K1 to K3
CLO2	Outline the Guidelines for ensuring effective communication	K1 to K3
CLO3	Develop to write letters for Status Enquiries, Trade & Bank references. Circular Letters, Claims & Adjustments	K1 to K4
CLO4	Analyze the correspondence related with Job Application, Bank and various Insurance	K1 to K3
CLO5	Identify the correspondence with public authorities & Other Agencies	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	Business Communication- Objectives, Importance, Principles of Letter Writing- Structure and Layout of letters. Modern Electronic Communication Systems	15	Chalk and Talk
2	Types of Communication & Barriers of Communication- Guidelines for ensuring effective communication. Quotations, Orders & Tenders, Sales Letters.	17	Quiz, Group Discussions
3	Status Enquiries, Trade & Bank references. Circular Letters, Claims & Adjustments.	15	Assignment
4	Job Application Letters, Bank & Insurance Correspondence-Life Insurance, Fire Insurance, Marine Insurance and Transport Insurance	13	PPT
5	Correspondence with public authorities & Other Agencies. Memo, Warning note, Charge Sheet.	15	PPT, Assignment

Course Designer(s)
Dr.(Mrs). V.Selva Subashini

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
I	Core	22OUBA11	Principles of Accounting	4	5	25	75	100

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

Course Objectives

To enable the students

1. To understand the concepts and conventions of Accounting.
2. To apply the principles in preparation of subsidiary books.
3. To identify the causes of depreciation and apply the methods of preparing depreciation and identify the reason for difference between cash book and pass Book.
4. To compile and prepare final accounts.
5. To apply the principle in preparing accounts for non-trading concern.

Unit I

Book keeping- Meaning- Accounting – Definition, Objectives, Functions- Distinction between Book Keeping and Accounting. Methods of Accounting- Single Entry system and Double Entry system-Types of Accounts-Personal accounts, Real accounts and Nominal accounts-Accounting Rules-Accounting Concept and Conventions. Journal- Meaning and Elements of Journal- Ledger- Meaning- Difference between Journal and Ledger.

Unit II

Trial Balance-Methods of preparing Trial Balance- Rectification of Errors-Errors disclosed by trial balance and Errors not disclosed by trial balance.(Theory Only). Subsidiary Books- Cash book-Single Column Cash Book- Double Column Cash Book- Triple Column Cash

Book- Purchase Book- Sales Book-Purchase Return Book-Sales Return Book – Bills Receivable and Bills Payable Book

Unit III

Depreciation – Meaning – Features-Factors determining Depreciation-Need and Causes of Depreciation- Methods - Straight line, W.D.V(Written Down Value)- Difference between Straight Line Method and W.D.V-Annuity Method. Bank Reconciliation Statement – Causes for the difference of Cash book and Pass book-Preparation of BRS – cash book and pass book comparison model.

Unit IV

Final accounts – Meaning- Steps in the preparation of Final accounts (excluding manufacturing account) - Preparation of Trading, Profit and loss Account and Balance sheet – Adjustment entries (Simple problems only) – Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure.

Unit V

Accounts of Non – trading concerns –Formats of Receipts and Payments Account and Income and Expenditure Account- Difference between Income and Expenditure and Receipts and Payments Account -Income & Expenditure Account (simple problems).

Note: Questions must be asked 75% on Problems and 25% on theory.

Book for Study:

1. Nagarajan.K.L, Vinayakam. N, Mani.P.L, (2004) *Principles of Accounting*, Eurasia Publishing House (PVT) Ltd, New Delhi, Third Edition.

Books for Reference:

Gupta.R.L, Radhaswamy.M, (2009). *Advanced Accountancy*, Sultan Chand & Sons Educational publishers, New Delhi ,16th Edition.

1. Jain.S.P & Narang.K.L, (2010). *Financial Accounting*, Kalyani Publications, Chennai, 5th Edition.
2. Nagarajan.K.L, Vinayakam. N, Mani.P.L, (2004). *Principles of Accounting*, Eurasia Publishing House (PVT) Ltd, New Delhi, 3rd Edition.
3. Pillai Bagavathi.R.S.N, Uma S, (2006). *Practical Accounting*, S. Chand & Company Ltd, New Delhi, 1st Edition.
4. Reddy.T.S, Murthy.A, *Financial Accounting*, (2001). Margham Publications, Chennai. 3rd Revised Edition.

Web Resources / E-Book:

1. https://en.wikipedia.org/wiki/Final_accounts
2. <https://en.wikipedia.org/wiki/Depreciation>
3. <https://learn.financestrategies.com>
4. <https://sites.google.com>tges.org>
5. <https://www.instopedia.com/terms>

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 accounting efficiently it is important to understand the different aspects of accounting

Able to understand the theoretical framework of Accounting, Accounting Process and preparation of Financial Statements.

Able to apply 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.

Collect the data from manufacturing company and encourage preparing financial statement and improving their decision making skill.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the nature and scope of financial accounting	K1 to K3
CLO2	Demonstrate the subsidiary books and Trial Balance	K1 to K3
CLO3	Apply various Methods of Depreciation techniques	K1 to K4
CLO4	Analyse Trading, Profit and Loss Account and Balance Sheet	K1 to K3
CLO5	Understand and Apply the non-trading accounts	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	Book keeping- Meaning- Accounting – Definition, Objectives, Functions- Distinction between Book Keeping and Accounting. Methods of Accounting- Single Entry system and Double Entry system-Types of Accounts- Personal accounts, Real accounts and Nominal accounts- Accounting Rules-Accounting Concept and Conventions. Journal- Meaning and Elements of Journal- Ledger- Meaning- Difference between Journal and Ledger.	15	Chalk and talk, PPT, Group Discussions, Quiz

2	Trial Balance-Methods of preparing Trial Balance-Rectification of Errors-Errors disclosed by trial balance and Errors not disclosed by trial balance.(Theory Only). Subsidiary Books- Cash book- Single Column Cash Book- Double Column Cash Book- Triple Column Cash Book - Purchase Book- Sales Book-Purchase Return Book-Sales Return Book – Bills Receivable and Bills Payable Book.	17	Chalk and talk, Quiz
3	Depreciation – Meaning – Features-Factors determining Depreciation-Need and Causes of Depreciation- Methods - Straight line, W.D.V(Written Down Value)- Difference between Straight Line Method and W.D.V-Annuity Method. Bank Reconciliation Statement – Causes for the difference of Cash book and Pass book-Preparation of BRS – cash book and pass book comparison model.	15	Chalk and talk, PPT, On the spot Test
4	Final accounts – Meaning- Steps in the preparation of Final accounts (excluding manufacturing account) - Preparation of Trading, Profit and loss Account and Balance sheet – Adjustment entries (Simple problems only) – Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure.	16	Chalk and talk, PPT, On the spot Test
5	Accounts of Non – trading concerns –Formats of Receipts and Payments Account and Income and Expenditure Account- Difference between Income and Expenditure and Receipts and Payments Account -Income & Expenditure Account (simple problems).	12	Chalk and talk, PPT, On the spot Test, Assignment

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

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Core	22OUBA12	Principles of Management	4	5	25	75	100

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

Course Objectives:

To enable the students

1. To understand the fundamental principles of management.
2. To understand the purpose of effective planning and to practice the process of management objectives.
3. To enable the organization structure and to examine their functions as well.
4. To acquire themselves with the latest development in the field of management.
5. To examine work and control quality through various quality control techniques.

Unit- I

Management: Meaning and Definition – Nature of Management – Management Skills- Science/Art- Is Management a Profession – Management Process - Administration Vs Management. Management Thinkers - F.W.Taylor's Scientific Management, Henry Fayol, Max Weber, Elton Mayo.

Unit- II

Planning: Meaning and Definition – Characteristics - Elements of Good Planning – Planning Process – Benefits and Limitations of planning–Requisites of Making Effective Planning.

Unit- III

Organisation: Meaning and Definition – Steps in Organization – Types of Organisation- Importance – Delegation of authority – Process of Authority --Forms of Authority & Responsibilities – Line Organisation –The staff-- Line and Staff organisation – Distinction between Line and Staff – Functional authority -- Functional Committee Organisation.

Unit- IV

Direction: Meaning and Definition - Characteristics of direction – Importance of Direction - Nature and scope of Direction – Principles of Direction – Types of Direction and Techniques. Staffing – Meaning – Definition- Steps in staffing process.

Unit- V

Controlling: Definition – Characteristics and Importance of control –Control Process – Requirements of Effective Control – Techniques of Control - Concept of Co- ordination- Definition - Characteristics of Co-ordination - Essentials of Co- ordination -Types of Co-ordination.

Book for Study:

1. Natarajan K. & Ganesan K.P (1999) . *Principles of Management*, Himalaya Publishing House, Mumbai, 4th revised Edition.

Books for Reference:

1. JayaSankar.J, *Principles of Management*,(2012) . Margham Publications, Chennai.
2. Parthasarathy.P, (2008). *Principles of Management*, VrindaPublications, New Delhi, 2nd Edition.
3. Prasad. L.M (2009) . *Principles of Management*, S.Chand & Sons, New Delhi.
4. Ramasamy.T, (2012) . *Principles of Management*, Himalaya Publishing House, Mumbai.
5. Vijaya Raghavan G.K & SivaKumar.M, (2010) *Principles of Management*, Lakshmi Publications, Chennai, 6th Edition.

Web Resources / E-Book:

1. [https://en.m.wikipedia.org/wiki/management#:~:text=Management%\(or%managing\)%20is%20the,managing%20resources%20of%20the%20business.](https://en.m.wikipedia.org/wiki/management#:~:text=Management%(or%managing)%20is%20the,managing%20resources%20of%20the%20business.)
2. https://saylordotorg.github.io/text_personal-finance/s05-03-the-planning-process.html.
3. <https://www.toppr.com/guides/fundamentals-of-economics-and-management-cma/organising/process-of-organizing/>
4. <https://www.toppr.com/guides/business-studies/directing/introduction-meaning-importance-and-principles-of-directing/>
5. <https://open.lib.umn.edu/principlesmanagemnet/chapter/1-5-planning-orgnaising-leading-and-controlling->

[2/#:~:text=controlling%20involves%20ensuring%20that%20performance,taking%20corrective%20action%20when%20necessary](#)

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill:

Able to develop Interpersonal skills.

Able to come up with innovation solutions through creative thinking.

Able to demonstrate the managerial qualities and authority.

Activities to be given:

To write a record of student's intellectual and emotional reactions to a given topic on principles of management on a regular basis (weekly after each lesson).

To identify the underlying principles, practices of organization contains.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Understand the fundamental concepts of management and to outline the role of eminent researches towards management studies.	K1 to K3
CLO2	Defining the planning process, good planning and effective planning summarized MBO process.	K1 to K3
CLO3	Identify the concepts of steps in organization and types of departmentation and outstanding the principles of centralization & Decentralization	K1 to K4
CLO4	Correlate the characteristics of direction, and theories of motivation (Malslows & Herzbeg's theory only).	K1 to K3
CLO5	Examine control process and control techniques.	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
1	Management: Meaning and Definition – Nature of Management – Management Skills- Science/Art- Is Management a Profession – Management Process - Administration Vs Management. Management Thinkers - F.W.Taylor’s Scientific Management, Henry Fayol, Max Weber, Elton Mayo.	17	Chalk and talk, PPT, Group Discussions, Quiz
2	Planning: Meaning and Definition – Characteristics - Elements of Good Planning –Planning Process – Benefits and Limitations of planning–Requisites of Making Effective Planning.	15	Chalk and talk, Group Discussions
3	Organisation: Meaning and Definition – Steps in Organization – Types of Organisation- Importance – Delegation of authority – Process of Authority --Forms of Authority & Responsibilities – Line Organisation – The staff-- Line and Staff organisation – Distinction between Line and Staff – Functional authority -- Functional Committee Organisation.	13	Chalk and talk, PPT, Assignment
4	Direction: Meaning and Definition - Characteristics of direction – Importance of Direction - Nature and scope of Direction – Principles of Direction – Types of Direction and Techniques. Staffing – Meaning – Definition- Steps in staffing process.	16	Chalk and talk, PPT, Assignment
5	Controlling: Definition – Characteristics and Importance of control –Control Process – Requirements of Effective Control – Techniques of Control - Concept of Co-ordination-Definition - Characteristics of Co-ordination - Essentials of Co- ordination -Types of Co-ordination.	14	Chalk and talk, PPT, Assignment

Course Designer(s)
Mrs. S.Divya

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Generic Elective Course	22OUBAGEBA1	Business Economics	4	5	25	75	100

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

Course Objectives:

To enable the students

1. To understand the nature of business economics
2. To acquire basic knowledge of consumption theories in economics
3. To enable the students to know the business cycle.
4. To understand the cost – out put relationship.
5. To relate their knowledge in business situations.

Unit I

Business Economics – Definition, Nature & Scope – Importance-Distinction between economics and business Economics-Role of Economist, Relationship with other field. Decision making & forward planning-Types, Fundamental concepts - Is Economics an art or Science - Positive Science or Normative science.

Unit II

Utility Analysis-meaning and importance of consumption – Law of diminishing marginal utility. Demand analysis – Law of demand and Demand determinants – Types. Elasticity of demand - Price Elasticity and its Types, factors affecting elasticity of demand, Income Elasticity of demand and its types, Cross Elasticity and its types.

Unit III

Meaning- Factors involved in forecasting- importance- methods of forecasting for an established product and a new product. Business cycle – Features – Phases – Evil effect of business cycles – Preventive measures & Relief measures. Control of Business Cycle.

Unit IV

Market Structure - Perfect competition - Imperfect - Monopoly, discriminating monopoly – Monopolistic market - Features, Equilibrium of firm, waste competition – Oligopoly - Kinds, Features

Unit V

Profit planning and control: Nature of profit- methods of profit planning and control- profit budget- Break Even analysis- Rate of return on investment- profit forecasting.

Book for Study:

1. Srinivasan. N, (2010). *Business Economics*, Meenakshi Pathippagam, Madurai, New Edition.

Books for Reference:

1. Kulkarni.A.B.N, Kalkundrikar.A.B, (2000). *Business Economics*, R.Chand& co, New Delhi, 4th Edition.
2. Mithani .D.M, (2011). *Principles of Economics*, Himalaya Publishing House, Mumbai,.
3. Sankaran.S, (2009). *Managerial Economics*, Margham Publications, Chennai.
4. Sundaram K.P.M. & Sundaram, E.N (2000) *Business Economics*, Sultan Chand & Sons, New Delhi.
5. Vashney.R.L, Maheshwari.K.L, (2000). *Managerial Economics*, Sultan Chand & Sons, New Delhi, 4th Edition.

Web Resources / E-Book:

1. <https://www.investopedia.com/terms/b/business-economics.asp#:~:text=Business%20economics%20is%20a%20field,environmental%20issues%20faced%20by%20corporations.>
2. <https://www.yourarticlelibrary.com/managerial-economics/demand-analysis-in-economics-managerial-economics/28366>
3. [https://businessjargons.com/cost-analysis.html#:~:text=Definition%3A%20In%20economics%2C%20the%20Cost,\(output\)%20of%20the%20firm.](https://businessjargons.com/cost-analysis.html#:~:text=Definition%3A%20In%20economics%2C%20the%20Cost,(output)%20of%20the%20firm.)
4. https://en.wikipedia.org/wiki/Market_structure
5. <https://www.economicdiscussion.net/business/process-of-profit-planning-and-control-explained-in-4-steps/3339>

Pedagogy:

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

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

Able to understand economics is the analysis and description of the production, distribution, and consumption of limited goods and services.

Able to learn about supply and demand, perfect and imperfect competition and price controls.

Able to understand economic concepts, principles, laws, and theories, they're expected to use and apply material in real world situations.

Able to apply economic theory to endeavors such as banking, finance, manufacturing, international trade and natural resources.

Activities to be given:

To carried out by human beings to earn their income and to acquire wealth.

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 (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Discover provide knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainly	K1 to K3
CLO2	Determining the factors such as demand and production for pricing criteria	K1 to K3
CLO3	Develop the students to acquire deep understanding the trade models.	K1 to K4
CLO4	Analyse various types of market structure	K1 to K3
CLO5	Apply the methods of profit control	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	Business Economics – Definition, Nature & Scope – Importance-Distinction between economics and business Economics-Role of Economist, Relationship with other field. Decision making & forward planning-Types, Fundamental concepts - Is Economics an art or Science - Positive Science or Normative science.	15	Chalk and talk
2	Utility Analysis-meaning and importance of consumption – Law of diminishing marginal utility. Demand analysis – Law of demand and Demand determinants – Types. Elasticity of demand - Price Elasticity and its Types, factors affecting elasticity of demand, Income Elasticity of demand and its types, Cross Elasticity and its types.	18	Group Discussions
3	Meaning- Factors involved in forecasting- importance-methods of forecasting for an established product and a new product. Business cycle – Features – Phases – Evil effect of business cycles – Preventive measures & Relief measures. Control of Business Cycle.	15	PPT, Quiz
4	Market Structure - Perfect competition - Imperfect - Monopoly, discriminating monopoly – Monopolistic market - Features, Equilibrium of firm, waste competition – Oligopoly - Kinds, Features	14	Chalk and talk, PPT, Assignment
5	Profit planning and control: Nature of profit- methods of profit planning and control- profit budget- Break Even analysis- Rate of return on investment- profit forecasting	13	PPT, Assignment

Course Designer(s)

Mrs.S.Divya

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
I	Skill Enhancement Course	22OUBASE1P	Practical Computerized Accounting – I	2	2	40	60	100

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

Course Objectives:

To enable the Students

1. To Create application of computer knowledge in Accounting System
2. To Acquire adequate knowledge in Computerized Inventory
3. To View of various Accounting Reports

Practical

Lab Test I: Financial Accounting

1. Preparation of ledger of Accounts
2. Preparation of Accounting Vouchers
3. Preparation of Final Accounts
4. Bank Reconciliation Statement
5. Auditing

Books for Reference:

1. Nadhani A.K, Nadhani K.K, *Complete Tally*, BPB Publications, New Delhi, 2006.
2. Namrata Agrawa., *Tally 9*, Dream tech Publications, New Delhi, 2009
3. Nellai Kannan.C, *Tally (Ver. 9)*, Nels Publications, Tirunelveli, 2008
4. Palanivel.S, *Tally Accounting Software*, Margham Publications, Chennai, 2007

Department of BBA				Class: I UG				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
I	Inter Disciplinary Course	22OUBAID1	Personality Development	2	2	25	75	100

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

Course Objectives

To enable the students

1. To Understand the behavior of an individual
2. To Recognize the factors influencing the behaviour of an individual
3. To Acquaint them with the various concepts of behavioral process
4. To Know the factors influencing the perceptual set
5. To familiar with the determination of Personality

Unit I

Individual Behaviour: Understanding human behaviour - Factors influencing Individual Behaviour, Models of man.

Unit II

Learning and Behaviour Modification: Definition - Nature, Theories of learning - shaping behavior, Reinforcement and its kinds- use of Reinforcement.

Unit III

Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance.

Unit IV

Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection.

Unit V

Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality.

Books for Reference:

1. J.M.Patel, Personality Development, Vista Publisher, Mumbai – 400 001
2. S.P.Sharma, A youngster guide to Personality Development, V& S Publishers, F2/16, Ansari Road, Daryaganj, New Delhi-110 002
3. B.Elizabeth and Hurluck, Personality Development, McGraw Hill, New Delhi.
4. S.R.Khan, Personality Development, Readers Delight, 12-H, New Daryaganj Road, Opp. To Kotwali, New Delhi-110 002.

Web Resources / E-Book:

1. <https://www.googleadservices.com/pagead/aclk>
2. <https://www.artofliving.org/in-en/personality-development>
3. <https://www.verywellmind.com/personality-development-2795425>
4. <https://www.managementstudyguide.com/personality-development.htm>
5. <https://harappa.education/harappa-diaries/personality-development-tips-and-importance/>

Pedagogy:

Chalk and Talk, PPT, Group Discussion, Quiz and Ice breaking Game.

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

Able to shape the behaviour of an individual

Able to help students succeed through effective interaction, task-related behaviors that connect to successful performance in education and workplace settings.

Able to overcome stress.

Improve the communication skills

Enable the problem solving skills

Able to increase decision making skills

Employability Oriented:

Personal development equips students to shape their ambitions and determine which careers will be best for them, as well as offering specific guidance on how to develop and the skills they will need to impress future employers, how to prove them during the application process and how to perform well in interviews.

Activities to be given:

Combination of lectures, hands-on-exercises, videos, podcasts, simulations, and individual/group-based assignments.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Classify the models of man	K1 to K3
CLO2	Explain the theories of learning and shaping behavior	K1 to K3
CLO3	Identify the techniques used in Building team performance.	K1 to K3
CLO4	Apply the factors influencing the perceptual set – Perceptual selection.	K1 to K3
CLO5	Explain various dimension of personality	K1 to K3

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

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

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

LESSON PLAN: TOTAL HOURS (30 HRS)

Unit	Description	Hrs	Mode
1	Individual Behaviour: Understanding human behaviour - Factors influencing Individual Behaviour, Models of man.	8	Chalk and talk, PPT, Group Discussions, Quiz
2	Learning and Behaviour Modification: Definition - Nature, Theories of learning - shaping behavior, Reinforcement and its kinds- use of Reinforcement.	6	Chalk and talk, Group Discussions
3	Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance.	6	Chalk and talk, PPT,
4	Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection.	5	Chalk and talk, PPT
5	Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality.	5	PPT, Group Discussion

Course Designer(s)
Mrs. T.Usharani

Department of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
II	Core	22OU1BA2	Individual Development	3	5	25	75	100

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

Course Objectives:

To enable the Students

1. To understand the human behaviour
2. To be aware of the factors influencing the behaviour of an individual
3. To acquaint them with the various concepts of behavioral process
4. To analyze the perception process like selecting, organizing, and interpreting information from our senses
5. To recognize how personality develops as well as how it influences the way we think and behave.

Unit I

Individual Behaviour: Understanding human behaviour - Factors influencing individual behaviour, Models of man.

Unit II

Learning and Behavior Modification: Definition - Nature, Theories of learning - shaping behaviour, Reinforcement and its kinds- use of Reinforcement.

Unit III

Attitude: Meaning and Definition, Nature, Components, Attitudes in relation to opinion, Sources – Types – functions – Measurement of attitude – Barriers. Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance

Unit IV

Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection, Organizing, Distortion, Relevance of perception.

Unit V

Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality, Theories of Personality.

Book for Study:

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

Books for Reference:

1. Barun K. Mitra, (2011) *Personality Development & Soft Skills*, Oxford University, New Delhi.
2. Elizabeth B. Hurlock, (2008) *Personality Development*, Tata Mc Graw Hill, Chennai.
3. Joseph Murphy, (2012) *Believe in Yourself*, Snowball Publishing, India, Reprint Edition.
4. Shashi.K.Gupta, (2013) *Organizational Behavior*, Kalyani Publishers Ludhiana, New Delhi Fourth Revised Edition.
5. Shiva Khera, (2002) *You can Win*, Macmillan India Ltd, New Delhi.

Web Resources:

1. https://www.tutorialspoint.com/individual_and_group_behavior/factors_influencing_individual_behavior.html
2. [5 Models of Individual Behavior in an Organization \(yourarticlelibrary.com\)](http://yourarticlelibrary.com/5-Models-of-Individual-Behavior-in-an-Organization/)
3. [4 Theories of Learning \(iedunote.com\)](http://iedunote.com/4-Theories-of-Learning/)
4. [Attitudes and Behavior in Psychology \(verywellmind.com\)](http://verywellmind.com/attitudes-and-behavior-in-psychology/)
5. [The Concepts of Perception And Attribution in Organizational Behavior in Business | UniversalClass](http://UniversalClass.com/The-Concepts-of-Perception-And-Attribution-in-Organizational-Behavior-in-Business/)

Pedagogy:

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

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

Able to shape the behaviour of an individual

Able to help students succeed through effective interaction, task-related behaviours that connect to successful performance in education and workplace settings.

Activities to be given:

To generate ideas and encourage the students through team development

To emphasize improving team members' understanding of their own and others' respective roles and duties through role clarification.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge (According to Bloom's Taxonomy)
CLO1	Understand the human behaviour and classify the models of man	K1 to K3
CLO2	How to shape the behaviour of an individual and describe the theories of learning	K1 to K3
CLO3	Identify the components & measurement of attitude and develop the characteristics of team development and determine the techniques used in building team performance	K1 to K4
CLO4	Determine the factors influencing the perceptual set	K1 to K3
CLO5	Examine the Personality Dimension and classify the types of personality and theories of personality	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	Individual Behaviour: Understanding human behaviour - Factors influencing individual behaviour, Models of man.	15	Group Discussions
2	Learning and Behavior Modification: Definition - Nature, Theories of learning - shaping behaviour, Reinforcement and its kinds- use of Reinforcement.	17	Chalk and Talk
3	Attitude: Meaning and Definition, Nature, Components, Attitudes in relation to opinion, Sources – Types – functions – Measurement of attitude – Barriers. Team Development: Definition, Characteristics of effective Team, Importance – Types – Techniques used in Building team performance.	14	Group Discussions, Assignment
4	Perception: Definition, Nature, Importance, Process, Factors influencing the perceptual set – Perceptual selection, Organizing, Distortion, Relevance of perception.	15	PPT, Assignment
5	Personality: Introduction, definition, Personality Dimension, Determination of Personality, Types of personality, Theories of Personality.	14	Quiz, PPT

Course Designer(s)
Dr.(Mrs). V.Selva Subashini

DEPARTMENT OF BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	SE	Total
II	Core	22OUBA21	Cost Accounting	4	5	25	75	100

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

Course Objectives

To enable the students

1. To acquaint with functions of cost Accounting.
2. To understand how the costing techniques are useful in the managerial decision – making
3. To Familiarize with the process of determination of cost, pricing of materials particularly in manufacturing concern
4. To acquaint with basic concepts used in labour cost, various methods of remuneration and incentive systems.
5. To equip them to solve the Overheads problems and calculate the machine hour rate.

Unit I

Cost Accounting – meaning, Objectives, Functions - Advantages – Limitations – Financial Accounting Vs Cost Accounting, Cost Unit, Cost Center, Profit Center, Cost Control and Cost Reduction.

Unit II

Cost –Methods & Types – Classification, Elements – Cost Sheet. Material Inventory control – Store Keeping, Functions of Store Keeper- Store Layout- Types of Stores, Fixation of stock level- Minimum Stock Level, Maximum Stock Level, Reorder Level, Danger Level, Average Stock, EOQ, - ABC analysis.

Unit III

Inventory System – Periodic and Perpetual Inventory system- Bin card and Store ledger. Material Issue Control- Pricing of materials- FIFO, LIFO, Simple Average and Weighted Average.

Unit IV

Labour Cost –Meaning- Direct Labour- Indirect Labour, Control of Labour Cost— Idle time – Causes and Control of Idle Time – Accounting Treatment- Control of Over time – Labour turn over –methods of measurement-Separation, Replacement and Flux- Causes and effect of Labour Turnover and Method of Reducing Labour Turnover. Methods of Remuneration-Differential Piece Rate-Taylor's Differential Piece Rate System – Merrick Differential Piece Rate System-Gantt Task Bonus Plan-Premium Bonus Scheme-The Halsey Premium Plan- The Halsey-Weir Scheme-Rowan Plan.

Unit V

Overhead – Meaning, Classification. Allocation and apportionment – Principles of Apportionment-Reapportionment-Method of Reapportionment- Direct, Step, Reciprocal, Repeated Distribution, - Overhead Rates- Computation of Machine hour rate (simple problems).

Note: Questions must be asked 80% on Problems and 20% on theory.

Book for Study:

1. Pillai.R.S.N & V. Bagavathi.V, (2012). *Cost Accounting*, S. Chand & Company Ltd., New Delhi, 7th Edition

Books for Reference:

1. Iyengar.S.P, (2010). *Cost Accounting*, Sultan Chand & Sons, New Delhi, 10th Revised Reprint.
2. Jain.S.P & Narang.K.L, (2009). *Cost Accounting*, Kalyani Publications, Chennai. 8th revised reprint.
3. Khan M.Y & Jain.P.K, (2007) .*Cost Accounting*, Tata McGraw Hill Publishing Company Ltd, New Delhi, 8th Reprint.
4. Murthi.A, Gurusamy.S, (2012). *Cost Accounting*, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2nd Reprint Edition.

5. Ramachandran.R and Srinivasan.R, (2012). *Cost Accounting (Theory, Problems and Solutions)*, Sri Ram Publications, Trichy, 5th Revised Edition.

Web Resources / E-Book:

1. <https://www.investopedia.com/terms/c/cost-accounting.asp>
2. <https://www.accountingtools.com/articles/what-is-the-cost-of-labor.html#:~:text=The%20cost%20of%20labor%20is,osting%20system%20to%20track%20costs>)
3. [https://en.wikipedia.org/wiki/Overhead_\(business\)](https://en.wikipedia.org/wiki/Overhead_(business))
4. <https://www.yourarticlelibrary.com/cost-accounting/cost/control-on-issue-of-materials-bill-treatment-and-issue-analysis-sheet/55287>

Pedagogy:

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

Rationale for nature of Course:

Knowledge and Skill:

Able to apply various costing methods in various industry.

Can easily identify various inventory control techniques and apply to maintain optimum level of inventory.

Able to apply labour incentive scheme to encourage the efficient workers to attain maximum level of output.

Activities to be given:

To prepare cost sheet in practical way

To collect data related to cost of production from the company and apply various technique to control the cost.

To practice the calculation of labour cost and incentives in practical way.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Outline the basic concepts of costing systems in their professional life.	K1 to K3
CLO2	Apply the methods of costing adopted by different types of industries and understand the preparation of cost sheet.	K1 to K3
CLO3	Apply the various material issue control techniques	K1 to K4
CLO4	Analyse various methods of labour cost techniques.	K1 to K3
CLO5	Apply the allocation of overheads.	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	Cost Accounting – meaning, Objectives, Functions - Advantages – Limitations – Financial Accounting Vs Cost Accounting, Cost Unit, Cost Center, Profit Center, Cost Control and Cost Reduction.	14	Chalk and talk, PPT, Group Discussions, Quiz
2	Cost –Methods & Types – Classification, Elements – Cost Sheet. Material Inventory control – Store Keeping, Functions of Store Keeper- Store Layout- Types of Stores, Fixation of stock level- Minimum Stock Level, Maximum Stock Level, Reorder Level, Danger Level, Average Stock, EOQ, - ABC analysis.	17	Chalk and talk, Quiz
3	Inventory System – Periodic and Perpetual Inventory system- Bin card and Store ledger. Material Issue Control- Pricing of materials- FIFO, LIFO, Simple Average and Weighted Average.	14	Chalk and talk, PPT, On the spot Test
4	Labour Cost –Meaning- Direct Labour- Indirect Labour, Control of Labour Cost— Idle time – Causes and Control of Idle Time – Accounting Treatment- Control of Over time – Labour turn over –methods of measurement-Separation, Replacement and Flux- Causes and effect of Labour Turnover and Method of Reducing Labour Turnover. Methods of Remuneration-Differential Piece Rate-Taylor's Differential Piece Rate System – Merrick Differential Piece Rate System-Gantt Task Bonus Plan-Premium Bonus Scheme-The Halsey Premium Plan- The Halsey-Weir Scheme-Rowan Plan	18	Chalk and talk, PPT, On the spot Test
5	Overhead – Meaning, Classification. Allocation and apportionment – Principles of Apportionment- Reapportionment-Method of Reapportionment- Direct, Step, Reciprocal, Repeated Distribution, - Overhead Rates Computation of Machine hour rate (simple problems).	12	Chalk and talk, PPT, On the spot Test, Assignment

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

DEPARTMENT OF BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
II	Core	22OUBA22	Environment of Business	4	5	25	75	100

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

Course Objectives:

1. To familiarize the nature of the business environment and its components in business decision making.
2. To increase the awareness of the interconnected nature of today's world, and how economic, social, political and environmental issues can impact international integration and business.
3. To impart the environmental scanning skills to identify the business opportunity and challenges.
4. To analyze and interpret the current events relating to globalization and international business.
5. To examine the various economic conditions and effects of government policy on business performance.

Unit I:

Business Environment Business Environment: Meaning – Concept – Nature – Significance – Various environments affecting Business: Social economic political and legal, culture, competitive, demographic, technological and their impact in business.

Unit II:

Government & Political Environment Government & Political Environment: Government and business relationship in India – Provision of Indian constitution about business – State regulations on business.

Unit III:

Society and Culture Environment Society and Culture Environment: Culture – Elements of culture – Impact of a foreign culture – Joint family system. Social responsibilities of Business – Responsibilities of share holders, customers, community, and the government.

Unit IV:

Economic Environment Economic Environment: Economic system, Socialism – Capitalism – Mixed economy –their impact on business– Public sector, Private sector, Joint sector–Objectives, Growth of Public sector in India.

Unit V:

Legal and Technological Environment Legal and Technological Environment: Industrial Licensing Policy 1991 – FEMA –SEBI – TRIP's – WTO – GATT – Impact of technological changes in business.

Book for Study:

1. Aswathappa K, (2017). Essentials of Business Environment, Himalaya Publishing House.

Books for Reference:

1. Francis Cherunillam, (2011). *Business Environment*, Himalaya Publications, Mumbai 20th Revised Edition.
2. Gupta. C.B, (2012). *Business Environment*, Sultan Chand & Sons, New Delhi, 7th Edition.
3. Mathur, Dayal, Shrivastava (2010). *Business Environment*, RBD Publications, Jaipur.
4. Nair, Banerjee, Agarwal, (2010). *Business Environment*, Pragati Prakashan Publications, Meerut.

Web Resources / E-Book:

1. <https://byjus.com/commerce/business-environment/>
2. <https://www.youtube.com/watch?v=EK53DG6BRJ8>
3. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-103.pdf>
4. <http://www.ddegjust.ac.in/studymaterial/mcom/mc-103.pdf>
5. <https://businessjargons.com/business-environment.html>

Pedagogy:

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

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

Able to indulgent of the business environment.

Able to identify the various environmental factors affecting business.

Able to analyze the various elements of culture.

Able to develop an attitude of social responsibility.

Activities to be given:

A student debate on globalization and international trade

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	Develop an understanding of the business environment	K1 to K3
CLO2	Enlighten the Government and political environment	K1 to K3
CLO3	Understand the relations of society and culture to the business	K1 to K4
CLO4	Comprehend the economical environmental factors that are conducive to the businesses	K1 to K3
CLO5	Have a simple and basic comprehension of the international scenario about the borderless business world due to technological changes	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	Meaning – Concept – Nature – Significance – Various environments affecting Business: Social economic political and legal, culture, competitive, demographic, and technological and their impact in business.	16	Chalk and talk, PPT,
2	Government & Political Environment: Government and business relationship in India – Provision of Indian constitution about business – State regulations on business.	15	Group Discussions
3	Culture – Elements of culture – Impact of a foreign culture – Joint family system. Social responsibilities of Business – Responsibilities of shareholders, customers, community, and the government.	15	PPT, Assignment
4	Economic system, Socialism – Capitalism – Mixed economy –their impact on business– Public sector, Private sector, Joint sector–Objectives, Growth of Public sector in India.	14	Chalk and talk, PPT, Assignment
5	Legal and Technological Environment: Industrial Licensing Policy 1991 – FEMA –SEBI – TRIP's – WTO – GATT – Impact of technological changes in business.	15	Chalk and talk, PPT, Assignment

Course Designer(s)**Mrs. T.Usharani**

DEPARTMENT Of BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CIA	SE	Total
II	Generic Elective Courses	22OUBAGEBA2	Banking Law and Practice	4	5	25	75	100

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

Course Objectives:

To enable the students

1. To understand the relationship between banker and customer.
2. To classify the types of account.
3. To acquaint precautions associated with handing cheques.
4. To acquire practical knowledge of Banking.
5. To make them aware of the loans and advantages given by Banks.

Unit- I

Definition of the term banker & customer – The relationship between a banker and a customer. General and special relationship. Bank customers – special types – minor – a married woman – drunkard – A partnership firm – A joint stock company, Non – Trading companies – joint account.

Unit- II

General precautions for opening account – Current Deposit account – Fixed Deposit account – Savings Deposit accounts – Insurance Linked with Savings Bank Deposit & Other Deposits – Recurring Deposit accounts.

Unit- III Paying Banker – Precautions before Honouring a Cheque – Circumstances under which a cheque can be dishonoured – statutory protection to a paying banker – Payment in due course – Holder in due course.

Unit- IV

Collecting Banker – Banker as a Holder for value – Banker as an Agent – conversion – statutory protection – basis of negligence – Duties of a collecting banker

Unit- V

Loans and advances – Principles of sound lending – secured and unsecured advances – Forms of advances (Types of advances) –Loans, cash, credit, overdraft- modes of charging Security- Lien, Pledge, Mortgage. Innovative practices in banking-POS (Point of Sale), NEFT (National Electronic Fund Transfer), Debit card, Credit card, International Fund Transfer.

Book for Study:

1. Gordon and Natarajan, (2012). *Banking Theory Law & Practice*, Himalaya Publishing House, Mumbai, Twenty Third Revised Edition.

Books for Reference:

1. Gurusamy.S, (2009). *Banking Theory, law and Practice*, Tata Mc Graw Hill, New Delhi, Second Edition
2. Rangandhachary A.V, Rao D.S, (2009). *Banking Theory, law and Practice*, Kalyani Publishers, New Delhi,.
3. Sekar K.C, Lakshmy Shekar, (2005). *Banking Theory, law and Practice*, Vikas Publishing House, New Delhi, 19th Edition
4. Sundharam K.P.M & Varshney P.N, (2011). *Banking Theory Law & Practice*, Sultan Chand & Sons, New Delhi..
5. Varshney P.N, (2011). *Banking Law & Practice*, Sultan Chand & Sons, 24th Revised Reprint.

Web Resources / E-Book:

1. <https://www.wiley.com/en-us/Banking+Law+and+Practice-P-9780470827611>
2. <https://www.caclubindia.com/articles/differnt-types-of-accounts-in-banks-19308.asp>.
3. <https://cleartax.in/g/terms/cheque#:~:text=A%20cheque%20is%20a%20bill.teh%20Negotiable%20Instruments%20Act%2c%201881>.
4. <https://bdstudypoint.blogspot.com/2015/06/duties-andresponsibilities--of.html?m=1>.
5. <https://www.lawinsider.com/dictionary/loans-and-advances#:~:text=loans%20and%20advances%20means%20any%20direct%20or%20indirect%20advance%20of,as%20defined%20in%20the%20Act>.

Pedagogy:

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

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

Able to understand origin and development of Bank.

Able to demonstrate Banking Structure.

Able to know the function of Bank.

Activities to be given:

To prepare the model of Bank.

To practice the filling of bank application and cheques.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Defining the term banker and customer and describe the relationship between banker and customer and special types of customers.	K1 to K3
CLO2	Understanding the general precautions for opening account, current account, fixed account and Recurring deposit account.	K1 to K3
CLO3	Identify the baying banker and simplify the statutory protection to a baying banker	K1 to K4
CLO4	Determine the collecting banker and duties of collecting banker	K1 to K3
CLO5	Analyzing the loans and advances and innovative practices in banking	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	Definition of the term banker & customer – The relationship between a banker and a customer. General and special relationship. Bank customers – special types – minor – a married woman – drunkard – A partnership firm – A joint stock company, Non – Trading companies – joint account.	15	Chalk and talk
2	General precautions for opening account – Current Deposit account – Fixed Deposit account – Savings Deposit accounts – Insurance Linked with Savings Bank Deposit & Other Deposits – Recurring Deposit accounts.	14	Chalk and talk
3	Paying Banker – Precautions before Honouring a Cheque – Circumstances under which a cheque can be dishonoured – statutory protection to a paying banker – Payment in due course – Holder in due course.	14	Assignment, Quiz
4	Collecting Banker – Banker as a Holder for value – Banker as an Agent – conversion – statutory protection – basis of negligence – Duties of a collecting banker.	15	PPT
5	Loans and advances – Principles of sound lending – secured and unsecured advances – Forms of advances (Types of advances) – Loans, cash, credit, overdraft – modes of charging Security- Lien, Pledge, Mortgage. Innovative practices in banking-POS (Point of Sale), NEFT (National Electronic Fund Transfer), Debit card, Credit card, International Fund Transfer.	17	Group Discussion

Course Designer(s)**Mrs. S.Divya**

DEPARTMENT OF BBA				Class: I BBA				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	S E	Total
II	Skill Enhancement Course	22OUBASE2P	Practical - Computerized Accounting – II	2	2	40	60	100

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

Objectives:

To enable the Students

1. To Create application of computer knowledge in Accounting System
2. To Acquire adequate knowledge in Computerized Inventory
3. To View of various Accounting Reports

Practical

Lab Test II: Inventory Processing

1. Maintaining stock details
2. Preparation of Inventory vouchers
3. Invoicing
4. Financial statutory Reports
5. Inventory Statutory Reports

Books for Reference:

1. Nadhani A.K, Nadhani.K.K, *Complete Tally*, BPB Publications, New Delhi, 2006.
2. Namrata Agrawal.Dr. *Tally 9*, Dream tech Publications, New Delhi, 2009.
3. Nellai Kannan.C, *Tally (Ver. 9)*, Nels Publications, Tirunelveli, 2008.
4. Palanivel.S, *Tally Accounting Software*, Margham Publications, Chennai, 2007.

DEPARTMENT OF BBA				Class: I UG				
Sem	Category	Course Code	Course Title	Credits	Contact Hours/Week	CI A	S E	Total
II	Inter Disciplinary Course	22OUBAID2	Body Language	2	2	25	75	100

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

Course Objectives

1. To understand the concepts of non-verbal communication
2. To recognize head, eye, hand, face and posture expressions
3. To know the difference between male and female body languages
4. To learn the skills of using non-verbal communication in the workplace
5. To identify expressions and signs of distress

Unit I

Body Language- Meaning – Characteristics of Body Language- Verbal & Non Verbal.

Unit II

Aspects of Body Language – Gestures, Body Movements, Behaviour, Emotions, Tone & Voice, Vibrations, Moods, Advantages of Learning Body Language.

Unit III

Body Language in Business – Face – General Characteristics- Smiling- Categories of Smile.

Unit IV

Head Gestures – The Eyes – Eye Contact - Hands

Unit V

The legs – Styles of sitting – Traits & Attitudes.

Books for Reference:

1. Allan, Barbara, (2005). *The Definitive Book of Body Language*, Manjul Publishing House, New York..
2. Allan Pease, (2005). *Body Language(How to read others thoughts)* , Sudha Publications, New Delhi.
3. Hedwi G. Lewis (2009). *Body Language*, Response Books A Division of Sage Publications, New Delhi.
4. ShaliniVarma, (2011). *Body Language (Art of reading gestures and postures)*, S.Chand & Co. New Delhi, Edition.
5. Vinay Mohan, (2002) *Understanding Body Language*, Pustak Mahal Publications, New Delhi.

Web Resources / E-Books:

1. <https://www.verywellmind.com/understand-body-language-and-facial-expressions-4147228>
2. https://www.mindtools.com/pages/article/Body_Language.htm
3. <https://www.scienceofpeople.com/body-language-examples>
4. <https://www.verywellmind.com/understand-body-language-and-facial-expressions-4147228>
5. <https://www.scienceofpeople.com/body-language>

Pedagogy:

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

Rationale for nature of Course:

Body language lend a hand to learn the skills of using non-verbal communication in the workplace

Knowledge and Skill:

Able to focus on the moment-to-moment experience.

Learn to manage stress in the work place

Manage the emotional imbalance

Pay attention to inconsistencies

Employability Oriented:

Body language is the use of physical behaviour, expressions, and mannerisms to communicate non-verbally. Non-verbal behaviours can allow people to be at ease, build trust and connections with all type of jobs.

Activities to be given:

Short video clip of any great character and identify all the body language gestures that help define the character's personality.

Course learning Outcomes (CLO's):

CLO	Course Outcomes Statement	Knowledge(According to Bloom's Taxonomy)
CLO1	Define the characteristics of body language	K1 to K3
CLO2	Classify the various aspects of body language	K1 to K3
CLO3	Describe the body language in Business	K1 to K3
CLO4	Demonstrate the various gestures process	K1 to K3
CLO5	Apply the Traits & Attitudes of body language	K1 to K3

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

	PO1	PO2	PO3	PO4	PO5	PO6
CLO1	3	1	-	-	-	3
CLO2	2	2	-	-	-	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
CLO2	3	2	-	-	-	3
CLO3	3	3	1	1	1	3
CLO4	3	2	2	1	-	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
1	Body Language- Meaning – Characteristics of Body Language- Verbal & Non Verbal.	8	Chalk and talk, PPT, Group Discussions, Quiz
2	Aspects of Body Language – Gestures, Body Movements, Behaviour, Emotions, Tone & Voice, Vibrations, Moods, Advantages of Learning Body Language.	6	Chalk and talk, Group Discussions
3	Body Language in Business – Face – General Characteristics- Smiling- Categories of Smile.	6	Chalk and talk, PPT
4	Head Gestures – The Eyes – Eye Contact - Hands	5	PPT
5	The legs – Styles of sitting – Traits & Attitudes.	5	Chalk and talk, PPT

Course Designer(s)

Mrs. T.Usharani