

(For Candidates admitted from June 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A

Semester	Part	Course	Title of the Course	Code	HOUR S/ Week	Credits	Marks	
I	I	Language	Tamil Paper-I/ Hindi Paper-I/ French Paper-I	U21TL1TAM01/ U21HN1HIN01/ U21FR1FRE01	3	3	100	
	II	English	General English-I	U21EL1GEN01	3	3	100	
	III	Major Core-1	Business Management	U21BB1MCT01	6	5	100	
		Major Core-2	Financial Accounting	U21BB1MCT02	5	5	100	
		Allied - 1	Business Mathematics and Statistics for Managers	U21MA1ALT06	4	2	100	
		Allied - 2	Business Communication	U21BB1ALT01	4	2	100	
	IV	MSBE 1	Computer Literacy – Tally	U21BB1SBP01	2	1	100	
		EVS	Environmental Studies	U21RE1EST01	2	1	100	
		Value Education	Ethics-I/ Catechism-I/ Bible Studies-I	U21VE2LVE01/ U21VE2LVC01/ U21VE2LVB01	1	-	-	
		Service Oriented Course			-	-	-	-
	Internship/Field Work/Field Project 30 HOURS –Extra Credit				U20SP1ECC01		2 (Extra Credits)	100
	Total					30	22+2	900

Semester	Part	Course	Title of the Course	Code	HOURS/ Week	Credits	Marks	
II	I	Language	Tamil Paper-II/ Hindi Paper –II/ French Paper –II	U21TL2TAM02/ U21HN2HIN02/ U21FR2FRE02	3	3	100	
	II	English	General English-II	U21EL2GEN02	3	3	100	
	III	Major Core-3	Marketing Management	U21BB2MCT03	5	4	100	
		Major Core-4	Business Environment	U21BB2MCT04	5	4	100	
		Major Core -5	Management Information System	U21BB2MCT05	4	3	100	
		Allied–3	Managerial Economics	U21EC2ALT04	4	2	100	
		SBC – 1	Soft Skills Development	U21RE2SBT01	2	1	100	
	IV	SBC – 2	Sustainable Rural Development and Student Social Responsibility	U21RE2SBT02	2	1	100	
		Industrial Relations	Industrial Management	U21BB2IRT01	1	1	100	
		Value Education	Ethics--I/ Catechism-I/ Bible Studies-I	U21VE2LVE01/ U21VE2LVC01/ U21VE2LVB01	1	1	100	
		Service Oriented Course			-	-	-	
	Internship/Field Work/Field Project 30 HOURS – Extra Credit				U21SP2ECC02		2 (Extra Credits)	100
	Total					30	23+2	1100

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks	
III	I	Language	General Tamil -III/Hindi – III/French –III	U21TL3GEN03/ U21HN3HIN03/ U21FR3FRE03	3	3	100	
	II	English	General English-III	U21EL3GEN03	3	3	100	
	III	Major Core–6	Cost Accounting	U21BB3MCT06	5	4	100	
		Major Core – 7	Production and Operations Management	U21BB3MCT07	4	3	100	
		Major Elective	Fundamentals of E-Commerce – BBA Financial Markets and Services – Commerce Indian Economy – Economics	U21BB3MET01/ U21CO3MET01/ U21EC3MET01	4	3	100	
		Allied – 4	Creative Advertising (from Commerce) / Human Resource Management (for Commerce)	U21CO3ALT03/ U21BB3ALT02	4	2	100	
	IV	NME 1	Principles of Management	U21BB3NMT01	3	3	100	
		MSBE 2	Entrepreneurial Development	U21BB3SBP02	2	1	100	
			Gender Studies	U21WS3GST01	1	1	100	
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U21VE4LVE02/ U21VE4LVC02/ U21VE4LVB02	1	-	-	
			Service Oriented Course			-	-	-
		Internship/Field Work/Field Project 30 hours –Extra Credit	U21SP3ECC03		-	2 (Extra Credits)	100	
	Total					30	23+2	1000

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
IV	I	Language	General Tamil -IV/ Hindi -IV/ French -IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100
	II	English	General English-IV	U21EL4GEN04	3	3	100
	III	Major Core-8	Operations Research	U21BB4MCT08	4	4	100
		Major Core-9	Management Accounting	U21BB4MCT09	4	4	100
		Major Elective	Industrial Law - BBA Consumer Behaviour – Commerce Health Economics – Economics	U21BB4MET02/ U21CO4MET02/ U21EC4MET02	4	3	100
		Allied – 5	Retail Management /Human Resource Management (to economics)	U21BB4ALT03/ U21BB4ALT04	4	2	100
		Allied – 6	Business Ethics	U21BB4ALT05	4	2	100
	IV	NME2	Business Ethics	U21BB4NMT02	3	3	100
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U21VE4LVE02/ U21VE4LVC02/ U21VE4LVB02	1	1	100
		Online Course		U21OC4ECT01	-	2 (Extra Credits)	100
		Service Oriented Course			-	2 (Extra Credits)	100
		Internship/Field Work/Field Project 30 hours – Extra Credit		U21SP4ECC04	-	2 (Extra Credits)	100
		Total				30	25 + 6

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks	
V	III	Major Core -10	Organisational Behaviour	U21BB5MCT10	6	5	100	
		Major Core- 11	Human Resources Management	U21BB5MCT11	5	4	100	
		Major Core-12	Business Taxation	U21BB5MCT12	6	5	100	
		Major Core- 13	Business Law	U21BB5MCT13	5	4	100	
		Major Elective	Information Technology in Business – BBA International Human Resource Management – Commerce Gender Economics – Economics	U21BB5MET03/ U21CO5MET03/ U21EC5MET03	4	3	100	
	IV	NME 3	Event Management	U21BB5NMT03	3	3	100	
		Value Education	Ethics-III/ Catechism-III/ Bible Studies-III	U21VE6LVE03/ U21VE6LVC03/ U21VE6LVB03	1	-	-	
	Internship/Field work/Field project 30 hours – Extra credit				U21SP5ECC05	-	2 (Extra Credits)	100
	Total					30	24 + 2	700

Semester	Part	Course	Title of the Course	Code	Hours / Week	Credits	Marks
VI	III	Major Core –14	Financial Management	U21BB6MCT14	5	4	100
		Major Core– 15	Strategic Management	U21BB6MCT15	5	4	100
		Major Core – 16	Security Analysis and Portfolio Management	U21BB6MCT16	5	4	100
		Major Core – 17	International Business	U21BB6MCT17	5	4	100
		Major Elective	Total Quality Management – BBA International Financial Management – Commerce Political Economics – Economics	U21BB6MET04/ U21CO6MET04/ U21EC6MET04	4	3	100
	IV	NME 4	Disaster Management	U21BB6NMT04	3	3	100
		SBC– 3	Research Methodology	U21DS6SBC03	2	1	100
		Value Education	Ethics-III/ Catechism-III/ Bible Studies-III	U21VE6LVE03/ U21VE6LVC03/ U21VE6LVB03	1	-	100
		Extension activity	RESCAPES – Impact study of project	U21RE6ETF01	-	4 (Extra Credits)	100
	Internship/Field Work/Field Project 30 hours – Extra Credit				U21SP6ECC06		2 (Extra Credits)
Total					30	23 + 6	1000
Grand Total					180	140 + 20	5900

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LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	MAJOR CORE 1 - BUSINESS MANAGEMENT
Code	U21BB1MCT01
Course Type	Theory
Semester	I
HOURS/Week	6
Credits	5
Marks	100

CONSPECTUS

To acquaint the students with the significant elements of management namely planning, decision making, organising, staffing, directing and controlling and enable them to understand the roles and responsibilities of managers with contemporary issues in management.

COURSE OBJECTIVES

1. To identify and explain the principles and functions of management as contributed by Taylor, Fayol and Drucker;
2. To describe the various methods of planning and explain the managerial skills used in business decision making process;
3. To demonstrate the relevance of organization structures, delegation and decentralization of authority in an organization;
4. To examine the applicability and use of different kinds of recruitment, selection procedure and training and development strategies in real life scenario;
5. To evaluate the concept of control and the control techniques adopted in successful business organisations.

SYLLABUS

UNIT- I : INTRODUCTION

18 HOURS

Business Management: Nature - Functions - Evolution – Management Vs Administration- Science or an Art - Contributions by Taylor, Henry Fayol, Peter Drucker

Extra Reading/Keywords: *Management and society*

UNIT – II : PLANNING

18 HOURS

Planning: Process- Kinds of Planning – Importance of Planning - Forecasting and Planning- Limitations of Planning – Principles of Planning - Decision making.

Extra Reading/Keywords: *Performance management tools*

UNIT– III : ORGANISING

18 HOURS

Organizing: Process – Features – Elements – Structure – Different Forms - Principles of Organisation – Organization Charts - Span of Control - Departmentation – Delegation and Decentralization.

Extra Reading/Keywords: *Organization structure*

UNIT - IV : STAFFING AND DIRECTING

18 HOURS

A. Staffing: Man power Management – Functions - Recruitment - Selection - Tests and Interviews - Training and Development.

B. Directing and Co-ordination: Principles - Elements. Supervision - Leadership

Extra Reading/Keywords: *Leading traits*

UNIT - V : CONTROL

18 HOURS

Controlling: Nature - Control Process – Techniques of managerial control – Techniques of Management – MBO – MBE – MBP – MBS.

Extra Reading/Keywords: *Controlling network analysis*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOKS

1. C. B. Gupta (2018) , Business Management, Sultan chand and Sons, New Delhi.

SUGGESTED READINGS

1. Dinkar Pagare (2018), Principles of Management, Sultan Chand and Sons, New Delhi.
2. Fred Luthans (2011), Organizational Behaviour, McGraw Hill, New York.

3. Louis A. Allen (2013), Management and Organization, McGraw Hill, Tokyo.
4. Koontz and O'Donnel (2015) , Principles of Management, McGraw Hill, Tokyo.

WEB REFERENCES

1. https://ebooks.lpude.in/management/bba/term_1/DCOM102_DMGT101_PRINCIPLE_S_AND_PRACTICES_OF_MANAGEMENT.pdf
2. https://www.managementstudyguide.com/what_is_management.htm
3. <http://www.ignouhelp.in/ignou-mba-study-material/>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recognize the basic concepts of management, its principles, functions, factors responsible for new management thoughts, skills, and relevant contemporary issues of 21st century	K1
CO-2	Illustrate the process of planning, Management By Objectives and the process of decision-making as a part of business organization	K2
CO-3	Apply the knowledge of principles of organization functions, types of organisations along with concept of span of control	K3
CO-4	Examine the sources of recruitment, process of selection and methods of training in an organization and identifying real life leaders from the corporate world	K4
CO-5	Evaluate the importance of optimum control process, control techniques and identify relevant techniques required for the contemporary management practice	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO-1	H	L	H	M	H	M	H	M	L
CO-2	M	M	H	L	M	L	M	M	M
CO-3	H	H	M	-	L	-	H	M	-
CO-4	M	H	H	M		-	H	M	M
CO-5	H	L	-	L	L	M	L	M	L

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	M
CO-2	H	M	L
CO-3	M	H	M
CO-4	H	M	L
CO-5	M	H	L

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CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	MAJOR CORE-2 - FINANCIAL ACCOUNTING
Code	U21BB1MCT02
Course Type	Theory
Semester	I
HOURS/Week	5
Credits	5
Marks	100

CONSPECTUS

The objective of the course is to enable the learners to combine practice and theoretical knowledge of financial accounting and to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

COURSE OBJECTIVES

1. To identify and develop an understanding of the skills of accounting principles for effective recording of business operations of an entity;
2. To determine the useful life and value of the depreciable assets and maintenance of reserves in business entities;
3. To outline the non-trading concerns accounting records and also to maintain effective control over utilization of funds as per statutory requirements;
4. To provide working knowledge of treatment of shares and procedures for companies as per Indian Companies Act, 2013 and the prevailing accounting standards;
5. To depict the financial position and statement of affairs of the company as per the revised schedule VI using vertical format.

SYLLABUS

UNIT - I: ACCOUNTING CONCEPTS AND FINAL ACCOUNTS OF SOLE

TRADERS

15 HOURS

Accounting concepts and conventions - Need for Indian Accounting Standard - Capital and Revenue Expenditure - Adjusting and Closing entries - Provision and Reserves. Introduction - Trading and Profit & Loss Account and Balance Sheet.

Extra Reading/Keywords: *Trial Balance, Subsidiary books*

UNIT - II: DEPRECIATION

15 HOURS

Depreciation Accounting - Methods of providing depreciation - Straight line method – Written down value method - Sinking fund method - Insurance policy method

Extra Reading/Keywords: *Annuity method, Depletion method*

UNIT - III: NON PROFIT ORGANISATION

15 HOURS

Accounts of Non-trading concerns; Receipts and Payments Account, Income and Expenditure Account and Balance Sheet.

Extra Reading/Keywords: *Sources and Applications of funds*

UNIT - IV: INTRODUCTION TO COMPANY ACCOUNTS

15 HOURS

Introduction to company - Issue & Forfeiture of shares and Re-issue of shares. Concepts - Rights issue, Bonus issue, Buy back of shares and Sweat equity shares.

Extra Reading/Keywords: *Deferred shares, Redemption of shares*

UNIT - V: FINAL ACCOUNTS OF COMPANIES

15 HOURS

Preparation of Profit and Loss Accounts, Appropriation account and Balance sheet. (Vertical format) (excluding managerial remuneration)

Extra Reading/Keywords: *Acquisition of companies, Amalgamation of companies*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOKS

1. Dalston L. Cecil & Jenitra L. Merwin, (2018). *Principles of Accountancy*, Learntech Press, Trichy, India.
2. T.S.Reddy & Dr.A.Murthy (2013). *Corporating Accounting*, Margham Publication, Chennai, India

SUGGESTED READINGS

1. Reddy & Murthy (2018), Financial Accounting. Margham Publications, Chennai, India
2. R S N Pillai, S Uma Devi & Bagavathi (2013), Fundamental of Advanced Accounting, S. Chand Publishing, New Delhi, India
3. R.L.Gupta (2014), Financial Accounting. Sultan Chand and Sons, New Delhi, India

WEB REFERENCES

1. www.icmai.in
2. www.accountingcoach.com
3. www.discoveraccounting.org
4. <http://web.boun.edu.tr/nuhoglun/lectures/ADEX501/description>

Note: Learners are advised to use the latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recognise the accounting concepts and conventions used in the business and develop awareness of emerging trends in financial accounting with and identify the accounting process and preparation of final accounts of sole trader concern;	K1
CO-2	Interpret the accounting treatment of providing depreciation directly to the concerned asset account or by creating provision for depreciation accounts using different methods for computing depreciation;	K2
CO-3	Execute the skill of preparing the income and expenditure account and balance sheet of a non-profit- organisation with the help of given receipts and payments accounts and also to measure the performance and financial condition of non-profit organisations;	K3
CO-4	Examine the issue of shares, forfeiture and re-issue of shares, issue of bonus shares and practically sound in maintaining accounts of the corporate world;	K4
CO-5	Appraise the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure of the companies.	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO - CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO-1	H	-	L	M	L	L	H	M	M
CO-2	H	-	-	M	L	L	H	L	M
CO-3	H	M	-	H	L	M	H	M	M
CO-4	H	-	-	M	L	L	H	M	H
CO-5	H	-	-	M	L	L	H	M	H

PSO - CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO-1	H	M	L
CO-2	H	M	-
CO-3	H	H	-
CO-4	H	H	-
CO-5	H	H	-

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UG COURSE PATTERN
B.B.A.

Course Title	Allied 2 - BUSINESS COMMUNICATION
Code	U21BB1ALT01
Course Type	Theory
Semester	I
HOURS/Week	4
Credits	2
Marks	100

CONSPECTUS

To enable the students to understand the objectives, barriers in communication , various communication channels and networks used by an organization, need of business correspondence, purpose of effective listening and speaking and the role of communication technology used in the modern business world.

COURSE OBJECTIVES

1. To identify the principles of effective communication, its types, the communication process and the barriers to business communication;
2. To illustrate the different means of communication and communication network used in an organization;
3. To demonstrate the importance of business correspondence and explain the layout of letter writing and preparation of resume;
4. To select the elements of active listening and examine the role of speech in role play, conversation building, group discussion and in interview;
5. To evaluate the advantages of technology in business communication and modern techniques used in E-communication.

SYLLABUS

UNIT – I : INTRODUCTION TO BUSINESS COMMUNICATION 12 HOURS

Communication: Meaning – Definition – Characteristics – Objectives - Types - Principles of Effective Communication – Communication Process - Barriers to Communication.

Extra Reading/Keywords: *Communication and morale, Communication and productivity*

UNIT – II : COMMUNICATION CHANNELS 12 HOURS

Meaning – Communication Channels by Formality – Formal, Informal and Gestural communication channels - Means of Communication – Digital communication channel- Face to face Communication –Written communication - Communication Network in Organisation.

Extra Reading/Keywords: *Social media, Audio conferencing*

UNIT – III : BUSINESS CORRESPONDENCE 12 HOURS

Meaning - Need and Importance of Business Correspondence – Letter Writing – Layout of Business Letters - Reports – Characteristics of a Good Report – Types of Business Reports - Official Legal Communication - Job Application Letter - Preparing a Resume

Extra Reading/Keywords: *Sales Correspondence, personalized correspondence, Circulars*

UNIT – IV : LISTENING & SPEAKING 12 HOURS

Listening: Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening - Coherence of Listening with Reading and Speaking.

Speaking: Features of effective Speech - Role Play - Conversation building - Presentation Skills – Group Discussions – Interview facing skills

Extra Reading/Keywords: *Receptive skills, productive skills*

UNIT – V : TECHNOLOGY IN COMMUNICATION 12 HOURS

Role and Effects of Technology in Communication - Advantage of Technology in Business Communication - Importance of E-Communication – Email Text Messaging - Instant Messaging - Modern Techniques (Video Conference) - E- Mail Etiquette – Business communication trends.

Extra Reading/Keywords: *Collaborative digital workspaces, cloud based apps*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOKS

1. Rajendra pal and J. S. Korlahalli (2018), Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

SUGGESTED READINGS

1. Raymond Lesikar, R.V. & Flatley, M.E. (2017), Business Communication, Making Connections in a Digital World, McGraw Hill Education, Eleventh Edition, Tokyo
2. Kiranmai Dutt P. & Geetha Rajeevan (2017), Basic Communication Skills, Cambridge University Press, England.
3. Raghunathan N.S. & Santhanam B (2017), Business Communication, Margham Publications, Chennai.
4. Urmila Rai (2009), Business Communication, Himalaya Publications, New Delhi.

WEB REFERENCES

1. www.managementstudyguide.com/business_communication.htm
2. www.researchgate.net
3. www.meammarketing.com

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the objectives of communication, its principles, types, communication process and the barriers to communication faced by an organization in the modern business world;	K1
CO-2	Summarize the various communication channels with its means of communication and the communication network used in an organization;	K2
CO-3	Apply the knowledge of the types of business correspondence as a part of official legal communication needed by an organization;	K3
CO-4	Analyse the elements of active listening and the features of speech in the area of role play, conversation building, group discussion and facing an interview;	K4
CO-5	Evaluate the role, types and advantages of technology in the corporate world along with the importance of E-communication.	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	-	H	M	M	-	-	-	M
CO-2	H	-	H	M	M	-	-	-	M
CO-3	H	-	H	H	H	-	-	M	M
CO-4	H	-	H	H	H	M	-	H	H
CO-5	H	M	H	H	M	M	M	M	M

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO-1	M	H	M
CO-2	M	H	L
CO-3	L	H	L
CO-4	M	H	M
CO-5	M	H	-

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UG COURSE PATTERN
B.B.A.

Course Title	MSBE I - Computer Literacy – Tally
Code	U21BB1SBP01
Course Type	Practical
Semester	I
HOURS/Week	2
Credits	1
Marks	100

CONSPECTUS

The objective of the course is to enable the learners to learn TALLY ERP 9 and understand the basic accounting software principles, concepts in a computerized format used for maintaining business accounts and personal accounts which helps to manage all the accounts, sales and debts for running a business.

COURSE OBJECTIVES

1. To identify and explain the steps for creation of company through various kinds of groups by creating different kinds of ledger;
2. To describe the voucher creation by different vouchers like purchase, sales, receipts and payments;
3. To compute the Trial Balance, trading account, profit and loss account and balance sheet with the different key selection;
4. To analyse the need of inventories by using stock creation and usage of stock in voucher entry;
5. To determine the creation of cost centre category, by editing and deleting the cost centre category by the usage of voucher entry.

SYLLABUS

UNIT: I : INTRODUCTION

6 HOURS

Computerized Accounting –Introduction to architecture of Tally – Creation of company – Creation of groups – Various kinds of groups – multiple and single group – Creation of ledgers – Various kinds of ledgers.

Extra Reading/Keywords: *Under items in ledger creation*

UNIT: II: VOUCHER CREATION

6 HOURS

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

Extra Reading/Keywords: *Functions keys of accounting vouchers*

UNIT: III: FINAL ACCOUNTS

6 HOURS

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

Extra Reading/Keywords: *Under items in ledger creation*

UNIT: IV: INVENTORIES

6 HOURS

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders.

Extra Reading/Keywords: *Enter multiple price levels*

UNIT: V COST CENTRE

6 HOURS

Creation of cost Centre category – Cost centre category – Editing and deleting cost centre – Usage of cost category and cost centre in voucher entry .

Extra Reading/Keywords: *Different cost centres*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOKS

1. ICAR & D Team, (2006) , Tally 9, Vikas Publishing House Pvt. Ltd., New Delhi.

SUGGESTED READINGS

1. Asok K. Nadhani,(2018),Tally Erp 9 Training Guide - 4Th Revised & Updated edition, BPB Publications.
2. Dr.Abishek Shrivastava,Advanced Accounting with Tally ERP 9,Notion Press Publications.
3. Shraddha Singh & Navneet Mehra, Tally ERP 9 (Power of Simplicity), V&S Publications.

WEB REFERENCES

1. www.tallyeducation.com
2. www.udemy.com
3. www.inventateq.com

Note: Learners are advised to use the latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recognize the basic concepts of computerized accounting and introducing Tally by creation of a company, various groups by selecting single or multiple and creation of various ledgers;	K1
CO-2	Represent the process of voucher creation through different voucher entries like purchases, sales, receipt and payments for business organisation;	K2
CO-3	Compute Final accounts by the extraction of Trial balance, trading account, profit and loss account, balance sheet with and without adjustments by selection keys for a company;	K3
CO-4	Examine the inventories by creation of stock category and selecting stock groups, stock items by editing and deleting its items and the usage of stock vouchers;	K4
CO-5	Evaluate the importance of cost centre by creation of cost category and various functions in editing and deleting cost centre and the usage of cost centre and cost category in the voucher entry.	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	L	M	L		L	L	
CO-2	H	M	L	M	L		L	M	
CO-3	H	M	L	M	L	L	H	L	
CO-4	H	M	L	M	L		L	M	L
CO-5	H	M	L	M	L		L	L	

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	M	L
CO-2	H	M	L
CO-3	H	M	L
CO-4	H	M	L
CO-5	H	M	L

(For Candidates admitted from the June 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	MAJOR CORE 3 - MARKETING MANAGEMENT
Code	U21BB2MCT03
Course Type	Theory
Semester	II
HOURS/Week	5
Credits	4
Marks	100

CONSPECTUS:

To enable the students to understand the marketing functions in organizations. It will equip the students with the understanding of the marketing of industrial and consumer goods and marketing mix elements. It will help them to sensitize the opportunities and issues in advertisement media and online marketing.

Course Objectives:

1. To understand the core concepts of marketing and goals of various marketing functions and to determine the buying behaviour of consumers.
2. To identify the product policy and product planning and evaluate functions of branding and market segments
3. To identify the pricing policies, its roles and importance in marketing and the various strategies for promoting the products in competitive markets.
4. To understand the importance of advertising policies, the role of advertising media in marketing, methods for selecting and controlling the sales force.
5. To evaluate the various services rendered by the channels of distribution, importance of online marketing in present trends and the role of social media marketing

UNIT - I : INTRODUCTION TO MARKETING

15 HOURS

- 1.1. Marketing: Evolution -Definition - Scope - Classifications
- 1.2. Objectives -Traditional - Modern concept - Selling methods

1.3. Importance -Characteristics - Functions of marketing - Basic approaches to marketing.

1.4. Types of Markets - Marketing of agricultural goods - Industrial goods – Consumer goods.

1.5. Consumer Behaviour - Roles of Buyer - Influencing factors - Decision making process.

Extra Reading/Keywords : *Marketing Environment*

UNIT - II: PRODUCT POLICY AND MARKET SEGMENTATION 15 HOURS

2.1. Product: Meaning - Definition - Characteristics - Features

2.2. Product Planning - Product Policy - Product line- Product mix

2.3. Branding - Functions of branding - Packaging - Types of packaging

2.4. Product Life Cycle - Advantages - Product planning for existing Product - New product development

2.5. Market Segmentation - Process - Market targeting - Market positioning

Extra Reading/Keywords : *Product Diversification*

UNIT - III : PRICING AND PROMOTION MIX 15 HOURS

3.1. Pricing: Meaning - Definition - Pricing objectives - Importance

3.2. Factors influencing pricing - Internal factors - External factors -Price determination

3.3. Methods of pricing - Kinds of pricing - Pricing policies - Resale price

3.4. Need for promotional activities - Objectives - Promotion Mix - Forms of promotion

3.5. Sales Promotion: Definition - Purpose - Importance - Kinds of sales promotion

Extra Reading/Keywords : *Dealer Sales Promotion*

UNIT - IV : ADVERTISING AND PERSONAL SELLING 15 HOURS

4.1. Advertising: Meaning and Definition -Objectives - Importance - Functions

4.2. Advertisement Copy - Elements - Qualities - Classification

4.3. Different media - Selection of media -Kinds of media - Role of Advertising Standards Council of India

4.4. Personal Selling - Objectives - Features - Functions

4.5. Types of salesmen -Selection of salesmen and training - Control of sales force - Methods

Extra Reading/Keywords : *Advertising Budget*

UNIT - V : MARKETING CHANNELS AND MARKETING RESEARCH 15 HOURS

- 5.1. Channels of Distribution: Definition – Objectives - Importance - Functions
- 5.2. Types of Channels -Middlemen - Wholesalers - Retailers
- 5.3. Selection of marketing channels- Direct Marketing - Advantages - Conditions
- 5.4. Tele-marketing - Online marketing - Social media marketing - Importance
- 5.5. Marketing Information - Development of MIS -Marketing research -Types of marketing research

Extra Reading/Keywords: *Channel Conflict*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOK:

1. Rajan Nair (2020), Marketing, 19th edition, Sultan Chand and Sons, New Delhi.

SUGGESTED READINGS:

1. Philip Kotler (2017), Marketing Management Englewood Cliffs, Prentice Hall, New Delhi.
2. R.S.N.Pillai & Bhagavathi (2010), Modern Marketing Principles &Practices, S.Chand&Co.Ltd, NewDelhi.
3. Kotler Keller (2015), Marketing Management, Global Edition, 15 Ed, Pearson, Delhi.

WEB REFERENCE:

1. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
2. https://www.researchgate.net/publication/225084026_Marketing_Management
3. <https://www.wrike.com/marketing-guide/marketing-management/>
4. http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Identify the scope, importance, characteristics of marketing, product policy, promotion, advertising of products and marketing channels in the role of marketing in society at large.	K1
CO-2	Summarise the functions of marketing, branding, advertising, internal, external factors of pricing and channels of distribution to achieve the organisational growth.	K2
CO-3	Demonstrate the marketing of various kinds goods, bases of segmentation, pricing, media and types of channels that are suitable for present business trends.	K3
CO-4	Evaluate the behaviour of consumers, development of new product, promotional activities, social media marketing and its impact on organisation development using research and information system.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO - CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	H	H	H	M	H	M	L
CO 2	M	M	H	H	M	H	M	M	M
CO 3	H	L	H	M	L	-	H	M	L
CO 4	H	H	H	M	-	M	H	M	H

PSO - CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	M
CO 2	H	M	L
CO 3	M	H	M
CO 4	H	H	L

(For Candidates admitted from the June 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
B.B.A.

Course Title	Major Core – 4: BUSINESS ENVIRONMENT
Code	U21BB2MCT04
Course Type	Theory
Semester	II
HOURS/ Week	5
Credits	4
Marks	100

CONSPECTUS

To enable the learner to understand the contemporary business environment with its challenges and to identify the role of various types of business environment to conduct business in Indian and global economy.

COURSE OBJECTIVES

1. To relate the complexity of business environment in which the business operates and describe the idea of social responsibilities of business.
2. To understand the nature and kinds of economic systems in which the business functions and analyse the need of workers' participation in management.
3. To demonstrate political, financial and legal environment as concerned with making choices for society as a whole through law and public policy, including decision and rules concerning the conduct of business.
4. To identify the role of technological and socio-cultural environment to promote competitive advantage in business.
5. To evaluate the concept leading to changes in the global business activities and outline the scope of privatization in India.

UNIT – I: BUSINESS ENVIRONMENT

15 HOURS

- 1.1. Business Environment : Meaning - Definition - Characteristics – Significance.

- 1.2. Internal environment – External environment –Micro and Macro business environment – Coping with environmental changes
- 1.3. Changing concept of business - Objectives of Business –Reconciliation of economic and social objectives - Factors influencing the choice of objectives.
- 1.4. Nature of Social responsibility- Responsibilities towards different groups – Element of Business Ethics – Factors governing Business Ethics.
- 1.5. Environment Analysis: Process – Importance –Limitations – Techniques.

Extra Reading/Keywords: *Managing Diversity*

UNIT- II: ECONOMIC AND LABOUR ENVIRONMENT

15 HOURS

- 2.1. Economic Systems – Basic units – Characteristics – Functions
- 2.2. Types of Economic system -Capitalism – Socialism - Mixed Economy.
- 2.3. Industry policy - Monetary Policy - Fiscal Policy – Foreign trade policy.
- 2.4. Economic planning – Significance - Objectives of economic planning in India – Achievements and Failures of economic planning in India
- 2.5. Workers’ Participation in Management - Problems and Limitations - Forms of Participation’s, Schemes in India - Exit Policy: Need for Exit Policy.

Extra Reading/Keywords: *Economic Parameters*

UNIT- III: POLITICAL, LEGAL AND FINANCIAL ENVIRONMENT

15 HOURS

- 3.1. Indian Constitution: Characteristics – The Fundamental Rights - The Fundamental Duties - Economic roles of Government
- 3.2. Intellectual Property Acts: The Patents Act 1970 – The Trade Marks Act,1999 – The Copyrights Act,1957 – The Design Act, 2000.
- 3.3. Consumer Protection Act 1986 & 2020 – Rights of Consumers - Procedure for filing complaints - Redressed mechanisms
- 3.4. Industries Development and Regulation Act 1951 - Industrial Licensing- The Environment Protection Act 1986- Export-Import policy
- 3.5. Financial Environment – Stock Exchanges – SEBI – NSE- OTCEI.

Extra Reading/Keywords: *Financial Market*

UNIT- IV: TECHNOLOGICAL AND SOCIO CULTURAL ENVIRONMENT

15 HOURS

- 4.1. Technological Environment: Features - Factors – Impact- Indicators of Technological progress
- 4.2. Management of Technology: Innovation – Transfer of Technology – Issues in transfer - Technological environment of India

4.3. Rates of technology development for selected industries: Agriculture- Computer- Pharma – TIFAC CORE.

4.4. Socio Cultural Environment: Impact on Business - Socio audit – Social media - Role of media in business.

4.5. Corporate Governance: Need and Significance – Fundamental principles – Corporate governance in India – CII code of corporate governance.

Extra Reading/Keywords: *Demographic Environment*

UNIT- V: GLOBAL ENVIRONMENT

15 HOURS

5.1. Globalisation: Features – Strategies – Advantages – Disadvantages

5.2. Globalisation of Indian Business – Factors favouring Globalisation - Obstacles to globalisation– Impact of Globalisation on India.

5.3. Public sector: Growth and performance of public sector- The new public sector policy- Privatization: Benefits of privatization – Ways of Privatization.

5.4. Multinational Companies: Characteristics- Reasons for the growth of the MNC – Advantages – Disadvantages.

5.5. Foreign Direct Investment: Determinants of FDI - Advantages – Disadvantages - India's policy towards FDI

Extra Reading/Keywords: *GATT*.

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOK

1. C.B.Gupta (2018), Business Environment, Sultan & Sons, New Delhi, 2018.

SUGGESTED READINGS

1. Francis Cherunilam (2018), Business Environment, Himalaya Publishing House, New Delhi.
2. Aswathappa K.(2014),Essentials of Business Environment; Himalaya Publishing House, New Delhi.
3. Dr. V. C. Sinha (2020), Business Environment. K. SBPD Publishing House, Delhi.
4. Sundaram& Black (2015), The International Business Environment; Prentice Hall, New Delhi.
5. Veena Keshav Pailwar (2014), Business Environment , PHI Learning New Delhi.

WEB REFERENCES:

1. <https://guides.library.pdx.edu/c.php>

2. <https://www.icsi.edu/media/webmodules>
3. <https://bbamantra.com/business-environment-introduction>
4. <http://www.swayam.in/MOOC> Material: Understanding Modern Business & Organizations (FutureLearn), Created by: University of Strathclyde, Delivered by: FutureLearn, Taught by: Viktor Dorfler.

COURSE OUTCOMES:

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the various categories that are constituting the business environment, economic system, Intellectual property acts, technology, globalisation and apply various approaches that are helpful to manage both the internal and external environment of the business.	K1
CO-2	Interpret the importance of social responsibility of business, economic planning, fundamental rights and duties, social audit, role of social media in business, role of multinational companies that are conducive to the business world and growth of the economy.	K2
CO-3	Illustrate the significance of environment analysis, exit policy, consumer protection act, corporate governance, foreign direct investment and privatization, identifying these policies change the structure of the economy and plan the transition thereof from the past to the present scenario.	K3
CO-4	Analyse the changing concept of business operations, workers participation management, role of SEBI, management of technology, performance of public sector and to infer its impact on the business.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO - CO MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	L	H	H	M	M	H	H	M
CO 2	H	H	M	H	M	H	M	M	H
CO 3	H	H	L	H	L	H	M	H	M
CO 4	H	H	H	M	-	-	H	M	M

PSO - CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	M
CO 2	H	H	M
CO 3	H	H	M

CO 4	H	M	L
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(For Candidates admitted from the June 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A

Course Title	Major Core 5 – MANAGEMENT INFORMATION SYSTEM
Code	U21BB2MCT05
Course Type	Theory
Semester	II
HOURS/Week	4
Credits	3
Marks	100

CONSPECTUS

The objective of this course is to enable the learners to understand the role of Management Information System in achieving competitive business advantage through informed decision-making and develop Management Information System for different real world systems.

COURSE OBJECTIVES

1. To understand the concept of Management Information System, its evolution, Systematic approaches, information systems for competitive advantages and various perspectives of Management Information System.
2. To develop the data analysing skills, evaluate information, understand data processing cycle, methods and the tools used for data processing.
3. To interpret the Database Management System concepts, models, elements and the role of Data Administrator in an organisation.
4. To outline the components of Decision Support System with their attributes, software tools used in the Group Decision Support System and their future implications.

5. To identify the application of Management Information System in functional areas of management in an organisation and the new trends in Management Information System.

UNIT I : MANAGEMENT INFORMATION SYSTEM 12 HOURS

- 1.1. Management Information System: Meaning – Definition – Uses
- 1.2. Evolution of MIS – Changes in MIS - Systematic approach
- 1.3. Role - Importance – Information system for competitive advantage
- 1.4. Impact of MIS – Challenges – Perspectives on Information system
- 1.5. Types of MIS – Advantages - Disadvantages

Extra Reading/Keywords: *Computer based information system*

UNIT II: DATA PROCESSING 12 HOURS

- 2.1. Data Processing: Meaning – Definition- Advantages
- 2.2. Data Processing Cycle - Stages – Types
- 2.3. Fundamentals - Methods – MIS vs. Data Processing
- 2.4. Data processing to analytics - Data Processing tools – Importance
- 2.5. Computer Systems Software - Application Software - Telecommunication Modem.

Extra Reading/Keywords: *Real time processing of data*

UNIT III: DATABASE MANAGEMENT SYSTEM (DBMS) 12 HOURS

- 3.1. Database – Objectives - Types
- 3.2. Database Management System (DBMS) : Definition – History - Characteristics
- 3.3. Advantages – Disadvantages- Components
- 3.4. Models – Application areas of Database system - RDBMS
- 3.5. Database Administrator – Functions – Role.

Extra Reading/Keywords: *Data Communication*

UNIT IV: DECISION SUPPORT SYSTEM 12 HOURS

- 4.1. Decision Support System: Meaning – Definition - Characteristics
- 4.2. Types – Attributes - Components
- 4.3. Group Decision Support System – Components - Features

4.4. GDSS Software tools – Advantages and Disadvantages – Future Implications.

4.5. Executive Support System – Characteristics - Benefits

Extra Reading/Keywords: *Executive Information system*

UNIT V: FUNCTIONAL MIS AND NEW TRENDS

12 HOURS

5.1. MIS for Financial Management – MIS for Marketing system– MIS for Human Resource Management

5.2. MIS for Production Management – MIS for Accounting system– MIS for Manufacturing system.

5.3. Artificial Intelligence & Robotic Process Automation: Benefits – Applications – Different layers

5.4. Cloud computing – Strategic Importance - Enterprise Information Management (EIM)

5.5. Enterprise Resource Planning: Definition – Benefits – Data Mining and Bitcoin Mining. .

Extra Reading/Keywords: *Data modelling, Data warehousing*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

TEXT BOOKS

1. Rames Behl, James o' Brien, George M Marakas (2019), Management Information System, 11th Edition, Mc Graw Hill Education, New delhi.
2. P. Rizwan Ahmed (2015), Management Information System, Margham Publication, Chennai, India

SUGGESTED READINGS

1. Kenneth C Laudon, Jane P Laudon (2019), Management Information system, 16th Edition, Pearson Education, New Delhi.
2. C.S.V. Murthy (2017) - Management Information system, Himalaya Publications, New Delhi.
3. Sadagopan S (2018), Management Information system, Phi Learning Pvt. Ltd, New Delhi.

WEB REFERENCES

1.https://ebooks.lpude.in/management/mba/term_4/DMGT505_MANAGEMENT_INFORMATION_SYSTEM.

2.<http://www.microlinkcolleges.net/elib/files/undergraduate/Management%20Information%20System/Management%20Information%20System.pdf>

3.https://repository.dinus.ac.id/docs/ajar/Kenneth_C.Laudon,Jane_P_.Laudon_-_Management_Information_System_13th_Edition_.pdf

Note: Learners are advised to use the latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the evolution and uses of Management Information System, Data Processing cycle, DBMS, decision support system, executive support system, Artificial intelligence and cloud computing to make better decisions to enhance the organization.	K1
CO-2	Summarise the role and importance of MIS, methods of data processing, MIS vs. Data Processing, role and functions of data administrator, components of DSS, importance of enterprise information management and Enterprise resource planning for the effective utilization of information systems in management.	K2
CO-3	Interpret the systematic approach of MIS, Data processing to analytics, components of DBMS, application of software tools in GDSS, strategic importance of cloud computing for the productive use of data in management.	K3
CO-4	Illustrate the Information system for competitive advantage in business, use of software in data processing, models of DBMS, future implications of GDSS software tools, new trends of MIS and its role in functional areas of management to augment effectiveness and competitiveness of an organization.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO - CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO-1	H	L	M	L	L	L	H	H	H
CO-2	H	H	L	M	L	L	H	H	H
CO-3	H	H	M	M	L	L	H	H	H
CO-4	H	H	L	M	L	L	H	H	H

PSO - CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO-1	H	H	M
CO-2	H	H	M
CO-3	H	H	M
CO-4	H	H	M

(For Candidates admitted from the June 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A

Course Title	INDUSTRIAL RELATIONS – INDUSTRIAL MANAGEMENT
Code	U21BB2IRT01
Course Type	Theory & Practical
Semester	II
HOURS/Week	1
Credits	1
Marks	100

CONSPECTUS

The objective of this course is to enable the learners to the significance of management in industries

COURSE OBJECTIVES

1. To understand the benefits of FOREX trading.
2. To interpret the value of psychology in industry.
3. To outline the need for insurance in factory.
4. To understand the procedure for filing GST.
5. To develop the skills for creation of website.

UNIT I: FOREX

3 HOURS

- 1.1.FOREX Trading
- 1.2.Currency analysis

1.3. Chart analysis

Extra Reading/keywords: *Trading style*

UNIT II: INDUSTRIAL PSYCHOLOGY

3 HOURS

2.1. Practical value of industrial psychology

2.2. Area of industrial psychology

2.3. Work life balance

Extra Reading/keywords: *Motivation, Morale, Attitude*

UNIT III: FACTORY INSURANCE

3 HOURS

3.1. Fire-Flood - Earthquake

3.2. Warehouse – Accident – Machinery breakdown

3.3. Employees group insurance

Extra Reading/keywords: *Beneficial returns of insurance*

UNIT IV: INDIRECT TAX

3 HOURS

4.1. GST – Basic concepts

4.2. New compliances under GST

4.3. GST filing procedure

Extra Reading/keywords: *Tax compilations*

UNIT V: INDUSTRIAL MARKETING

3 HOURS

5.1. Website Creation - Basics

5.2. Importance of Website creation (Practical)

5.3. Website creation (Practical)

Extra Reading/keywords: *Advertising, Designing*

Note: Texts given in the Extra Reading /Keywords must be tested only through assignments and seminar.

SUGGESTED READINGS

- Singh (2017), Industrial psychology, , Tata Mcgraw-Hill Education, Delhi.
- Taxmann (2021), GST Acts , Taxmann Publications Pvt. Ltd, New Delhi.

- Hargovind Dayal (2017), Fundamentals of Insurance, Notion Press, 1st Edition, Delhi.

Note: Learners are advised to use the latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall the benefits of FOREX trading, factory insurance, industrial psychology, Indirect tax and website creation to develop their industrial knowledge.	K1
CO-2	Summarise the application of forex trading, employee group insurance, GST and website creation in an organisation.	K2
CO-3	Execute the forex trading, website creation and GST filing in the organisation.	K3

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO - CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO-1	H	L	M	L	M	M	H	H	H
CO-2	H	H	L	M	M	M	H	H	H
CO-3	H	H	M	M	M	M	H	H	H

PSO - CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO-1	H	H	M
CO-2	H	H	M
CO-3	H	H	M

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-2
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
U.G. COURSE PATTERN
(For Candidates admitted from June 2020 onwards)
B.B.A.

Semester	Part	Course	Title of the Course	Code	HOURS/ Week	Credits	Marks
III	I	Language	Tamil Paper-III/ Hindi Paper –III/ French Paper – III	U20TL3TAM03/ U20HN3HIN03/ U20FR3FRE03	3	3	100
	II	English	General English-III	U20EL3GEN03	3	3	100
	III	Major Core – 6	Cost Accounting	U20BB3MCT06	5	4	100
		Major Core – 7	Production and Operations Management	U20BB3MCT07	4	3	100
		Major Elective–1	Fundamentals of E-Commerce – BBA Financial Markets and Services – Commerce Indian Economy – Economics	U20BB3MET01/ U20CO3MET0/ U20EC3MET01	4	3	100
		Allied – 5	Creative Advertising (from commerce) / Human Resource Management (for Commerce)	U20CO3ALT05/ U20BB3ALT05	4	2	100
	IV	MSBE 2	Entrepreneurial Development	U20BB3SBP02	2	1	100
		NME 1& NME 2	Principles of Management / Business Ethics	U20BB3NMT01/ U20BB3NMT02	3	3	100
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U20VE4LVE02/ U20VE4LVC02/ U20VE4LVB02	1	-	-

	Service Oriented Course		-	-	-
	Gender Studies	U20WS3GST01	1	1	100
	Internship/Field work/Field project 30 HOURS –Extra credit	U20SP3ECC03	-	2 (Extra Credits)	100
	Total		30	23+2	1000

Semester	Part	Course	Title of the Course	Code	HOUR S/ Week	Credi ts	Mar ks
IV	I	Language	Tamil Paper-IV/ Hindi Paper –IV/ French Paper–IV	U20TL4TAM04/ U20HN4HIN04/ U20FR4FRE04	3	3	100
	II	English	General English-IV	U20EL4GEN04	3	3	100
	III	Major Core– 8	Operations Research	U20BB4MCT08	6	5	100
		Major Core–9	Management Accounting	U20BB4MCT09	4	4	100
		Major Elective – 2	Industrial Law - BBA Consumer Behaviour – Commerce Health Economics – Economics	U20BB4MET02/ U20CO4MET02 / U20CO4MET02	4	3	100
		Allied – 6	Retail Management	U20BB4ALT06	4	2	100
	IV	SBC – 2	Sustainable Rural Development and Student Social Responsibility	U20RE4SBT02	2	1	100
		NME 1 &NME2	Principles of Management / Business Ethics	U20BB4NMT01 /U20BB4NMT0 2	3	3	100
		Online Course	Online Course	-	-	2 (Extra Credit s)	100
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U20VE4LVE02/ U20VE4LVC02/ U20VE4LVB02	1	1	100
		Service oriented course			-	2 (Extra Credit s)	100
		Internship/Field work/Field project 30 HOURS – Extra credit			-	2 (Extra Credit s)	100
		Total			30	25 +6	1200

(For Candidates admitted from the academic year 2020-21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – III

Course Title	MAJOR CORE 6 - COST ACCOUNTING
Total HOURS	75
HOURS/Week	5
Code	U20BB3MCT06
Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVE

To enable the learners understand the basic principles of cost accounting and preparation of various cost accounts.

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand the concepts of costing and cost sheet, tenders and quotations;
CO-2	Analyse the various methods of material pricing;
CO-3	Evaluate the labour cost and different methods of treatment of overheads cost;
CO-4	Prepare the contract and process cost accounts;
CO-5	Understand the service costing and reconciliation of cost and financial accounts.

CO – Course Objectives

UNIT - I : INTRODUCTION**15 HOURS**

Cost Accounting; Scope and Objectives – Difference between Cost Accounting and Financial Accounting - Methods and Techniques of Costing. Cost Concepts and Classification - Cost Sheet - Tenders and Quotations.

Extra Reading/Keywords: *Prime Cost, Works Cost, Cost of Production and Cost of Sales*

UNIT - II : MATERIAL COST**15 HOURS**

Materials Cost : Purchase Control - Stores Control - Fixation of various levels - Perpetual Inventory System - ABC analysis; Control over Issues - Methods of pricing material issues - FIFO, LIFO, Average Cost Method and Base Stock Method.

Extra Reading/Keywords: *EOQ, ABC analysis , JIT.*

UNIT – III : LABOUR AND OVERHEADS**15 HOURS**

Labour Cost: Labour Turnover - Idle time, Overtime - Computation of Labour Cost - Systems of wage payment - Premium and Bonus Plan.

Overheads: Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Methods of absorption of manufacturing overheads - Machine Hour Rate – Activity based costing.

Extra Reading/Keywords: *Group bonus scheme, Departmentation*

UNIT IV: CONTRACT COSTING AND PROCESS COSTING**15 HOURS**

Contract Costing - Cost Plus Contracts - Escalation Clause. Process costing - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalent production).

Extra Reading/Keywords: *Work certified, Work Uncertified and Scrap*

UNIT V: SERVICE COSTING & RECONCILIATION OF COST & FINANCIAL ACCOUNTING**15 HOURS**

Service Costing - Transport Costing - Reconciliation of cost and financial accounts.

Extra Reading/Keywords: *Standing, Maintenance and Running Charges and Reconciliation statements.*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Formulate the Cost Sheet for the purpose of estimating profit and loss;	PSO -2	U
CO-2	Demonstrate how companies effectively handle material cost that may result in analyzing skills;	PSO -4	R,An
CO-3	Analyze the mode of wages paid to the labour and allocation of overheads;	PSO -4	U, An
CO-4	Assess the normal loss, abnormal loss and gain through process costing;	PSO – 4	An
CO-5	Explain the standing and maintenance and running charges in transport;	PSO – 4	U,R
CO-6	Develop employability skills to perform cost accounting in all types of production companies.	PSO – 3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Reddy T.S. & Hari Prasad Reddy Y. (2019), Cost Accounting, Margham Publications, Chennai.

SUGGESTED REFERENCES

1. Jain S.P.& Narang K.L. (2018), Cost Accounting; Kalyani Publishers, New Delhi.
2. Khan M.Y and Jain P.K (2016), Management Accounting; Tata McGraw Hill, India.
3. Maheshwari S.N. (2018), Advanced Problems and Solutions in Cost Accounting, Sultan Chand and Sons, New Delhi.
4. Pillai R.S.N (2010), Cost Accounting, Sultan Chand and Sons, New Delhi.

Note: Learners are advised to use latest edition of books.

(For Candidates admitted from the academic year 2020-21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – III

Course Title	MAJOR CORE – 7 PRODUCTION AND OPERATIONS MANAGEMENT
Total HOURS	60
HOURS/Week	4
Code	U20BB3MCT07
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE

To acquaint the learners with decision making in planning, scheduling and control of production and operation functions in both manufacturing and service industries and new advancement in operation management.

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Remember the meaning of production and its functions;
CO-2	Analyze the various plant layout designs and the procedures;
CO-3	Evaluate different types of capacity planning;
CO-4	Understand the levels of production planning and control;
CO-5	Analyze the process in logistics and maintenance management.

CO – Course Objective

UNIT I: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT **12 HOURS**

Introduction - Meaning and Definition - Classification - Objectives and Scope of Production and Operation Management - Automation: Introduction - Meaning and Definition – Needs – Types - Advantages and Disadvantages.

Extra Reading/Keywords: *Production operations management*

UNIT II: PLANT LOCATION AND FACILITY LAYOUT **12 HOURS**

Introduction – Meaning and Definition - Factors affecting location - Theory and practices - Cost factor in location. Plant layout – principles - space requirement - Different types of facilities - Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

Extra Reading/Keywords: *Layout techniques*

UNIT III: MATERIALS MANAGEMENT **12 HOURS**

Introduction – Meaning and Definition – Purchasing - Selection of Suppliers - Inventory Management - Material Handling - Principles and Practices - Economic Consideration - Criteria for Selection of Materials Handling Equipment – Standardization – Codification – Simplification - Inventory Control - Techniques of inventory Control.

Extra Reading/Keywords: *Materials management techniques*

UNIT IV: PRODUCTION PLANNING AND QUALITY CONTROL **12 HOURS**

Objectives and Concepts - Capacity planning - corresponding production planning - controlling - scheduling routing – Quality Control - Production Planning/operations planning and control-role of production planning and control in operation management-scope of production planning and control-functions of PPC - Level of Production Planning-Production planning functions- production control functions - benefits of production planning and control-productions planning and control in different productions and system.

Extra Reading/Keywords: *Production planning and control functions*

UNIT V: MAINTENANCE AND WASTE MANAGEMENT**12 HOURS**

Introduction – Meaning – Objectives - Types of maintenance - Break down - spares planning and control - preventive routine - relative advantages - maintenance scheduling - equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal - salvage and recovery.

Extra Reading/Keywords: *Maintenance, Waste management*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Know the concepts of production and its various functions to forecast the demand;	PSO -2	U
CO-2	State the different plant layout designs and the procedures used by the organisations;	PSO -4	R
CO-3	Realize various types and measurements of capacity requirement planning;	PSO -1	U
CO-4	Explicate the factors, system and levels of production planning and control in production;	PSO – 4	R
CO-5	Recognize the progress of supply chain management and logistics process;	PSO – 1	An
CO-6	Develop the quality goods and services which increase the customer satisfaction and profit of the company.	PSO – 3	An

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

1.Aswathappa K. & Shridhara Bhat K. (2017), Production and Operations Management, Himalaya Publishing House, New Delhi.

SUGGESTED REFERENCES

1. Ajay K Garg (2012), Production and Operations Management, TATA McGraw Hill Education Private Limited ,New Delhi
2. Panneerselvam (2012), Production and Operations Management, PHI Publications, New Delhi.
3. Saravanavan P. & Sumathi S. (2016), Production and Materials Management, Margham Publications, Chennai.

Note: Learners are advised to use latest edition of books.

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DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – III

Course Title	MAJOR ELECTIVE 1 - FUNDAMENTALS OF E-COMMERCE
Total HOURS	60
HOURS/Week	4
Code	U20BB3MET01
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE

To enable the learners to understand the fundamental concepts of e-commerce and also to provide information on various online platforms to conduct e-business.

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand the difference between Traditional commerce and E-commerce, Evolution of E-commerce and its growth in India;
CO-2	Analyse the various E-commerce models based on the relationships of transaction parties and transaction types;
CO-3	Understand the objectives, scope, tools and techniques of E-marketing, benefits of online advertisements and pros and cons of online shopping;
CO-4	Understand the E-payment methods, models, payment gateways, Designing electronic payment system, Digital currencies and Digital signatures;

CO-5	Analyse the security issues in e-commerce, information security measures in India and understand the Information Technology Act.
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CO – Course Objective

UNIT I: INTRODUCTION

12 HOURS

E- Commerce – Meaning - Definition – Need and Importance – Difference between Traditional commerce and E- Commerce – Advantages and Disadvantages of E-Commerce- Evolution of E- Commerce – Roadmap of E-commerce in India.

Extra Reading/Keywords: *Internet commerce, Mobile commerce*

UNIT II: E- COMMERCE MODELS

12 HOURS

E-commerce Models - Transaction parties – B2B, B2C, C2C, C2B, E- Governance- Transaction types - Store-front Model - Brick and Mortar Model - Build to Order Merchant Model - Service Provider Model - Subscription based Model - Broker Model - Advertiser Model - Virtual Mall Model and Infomediary Model.

Extra Reading/Keywords: *Online market places, online store fronts*

UNIT III: DIGITAL MARKETING

12 HOURS

E-Marketing- Objectives - Scope and Techniques of E-Marketing – Traditional Marketing Vs. E- Marketing – E – Marketing Tools – Advantages and Limitations. Online advertisements – Types – Benefits - Role of Social media marketing in Business - The pros and cons of online shopping.

Extra Reading/Keywords: *Digital marketing, E- branding*

UNIT IV: E –PAYMENT

12 HOURS

E-payment models - Methods of E–payments – Process of E- Payments - Payment gateways - Designing Electronic Payment System – Encryption –Common Standards for Secure E- Payments - Risks involved in e-payments – Digital Currencies - Digital Signature.

Extra Reading/Keywords: *Payment banks, Internet banking*

UNIT V: E- SECURITY**12 HOURS**

Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, type of threats, sources of threats, security tools & risk – management approach - Information System Security - Data Protection and Security Measures - Information Security Environment in India – Information Technology Act 2000 – New Amendments.

Extra Reading/Keywords: *Cyber Crime, Hacking*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Interpret the advantages and disadvantages of E-commerce and the Road map of E-commerce in India;	PSO-5	E
CO-2	Classify the information on various online platforms to conduct business;	PSO-2	U
CO-3	Explain the E- Marketing tools and role of social media marketing in Business;	PSO-2	U
CO-4	Explain the importance and working of Electronic Payment System and Digital Currencies;	PSO-2	U
CO-5	Examine the security risks of e-commerce, information system security and Data protection;	PSO-4	An
CO-6	Apply internet based tools to succeed in the online business.	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember;

U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Joseph PT. (2019), E-commerce: An Indian Perspective: PHI Learning Pvt. Ltd.; 6th edition, India

SUGGESTED REFERENCES

1. Kenneth C. Laudon (2016), E-Commerce : Business, Technology, Society, 4th Edition, Pearson limited, Chennai
2. Traver, Laudon (2017), E-Commerce – Business, Technology, And Society: Pearson limited, Thirteenth edition, Chennai
3. David Whitely (2017), E- Commerce, Strategy, Technologies and Applications, McGraw Hill Education, India.

Note: Learners are advised to use latest edition of books.

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DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.

Second Year - Semester – III

Course Title	ALLIED COURSE 5 - HUMAN RESOURCE MANAGEMENT
Total HOURS	60
HOURS/Week	4
Code	U20BB3ALT05
Course Type	Theory
Credits	2
Marks	100

GENERAL OBJECTIVE

To enable the learners to understand the concepts of Human Resources Management

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand the role and functions of HRM;
CO-2	Analyze the significance of HRP;
CO-3	Understand the source of recruitment and selection;
CO-4	Analyze the development of employees through training and development;
CO-5	Understand the administration in compensation planning.

CO – Course Objective

UNIT – I: INTRODUCTION**12 HOURS**

Evolution - Role and Status of HRM in India – Nature – objectives - scope and functions of HRM- Distinction between Personnel Management and HRM - Role of HRM in corporate strategic management -Responsibilities and qualities of HR Manager.

Extra Reading/Keywords: *Scope of HRM in India*

UNIT – II: HR- PLANNING**12 HOURS**

Strategic Human resource management - Environmental influence of HRM – Human Resource Planning – Importance - HRP Process - Job analysis - Job description - Job specification - Job design.

Extra Reading/Keywords: *Manpower planning*

UNIT – III: RECRUITMENT AND SELECTION**12 HOURS**

Recruitment and Selection - Sources of recruitment - Selection Process - Tests and Interviews - E-recruitment and E-selection - Placement and Induction - Performance appraisal - Methods of Appraisal – uses and limitations.

Extra Reading/Keywords: *Activities in HRM*

UNIT – IV: TRAINING AND DEVELOPMENT**12 HOURS**

Training and Development – Nature - Need and importance – Methods: On the job training – off the job training – E-Training - Executive development programs - Process - Promotion and Transfers – Demotion - HRA - HRIS - Career Counselling.

Extra Reading/Keywords: *Internship, Apprenticeship*

UNIT – V: COMPENSATION PLANNING**12 HOURS**

Wages and salary administration –Incentives - Fringe benefits – E- compensation - Quality of work life-Discipline - Grievance handling – Developing grievance handling system - Redressal of Grievances.

Extra Reading/Keywords: *Remuneration*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of human resource management;	PSO-2	U
CO-2	Critically analyze the need for human resources planning;	PSO-4	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization;	PSO-3	Ap
CO-4	Demonstrate the kinds of training and development;	PSO-3	Ap
CO-5	Recognise the grievance handling system and WASA;	PSO-2	U
CO-6	Develop the skills of HR manager and compensation planning and create well-structured team with a distinctive organizational culture.	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Gupta C.B. (2017), Human Resource Management, Sultan Chand & Sons, New Delhi.

SUGGESTED REFERENCES

1. Aswathappa K. (2019), Human Resource and Personnel Management Tata MC Graw Hill Publishing Company Ltd, New Delhi.
2. Stephen P. Robins (2018), Organizational behaviour, Eighteenth Edition, Prentice Hall of India Ltd, New Delhi.
3. Memoria C.B. (2014), Personnel Management, Himalaya Publishing House, New Delhi
4. Edwin Flippo (2016), Personnel Management, Tata McGraw Hill Publications, New Delhi
5. Khanka S.S. (2019), Human Resource Management, Sultan Chand & Sons, New Delhi.

Note: Learners are advised to use latest edition of books.

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B.B.A.
Second Year - Semester – III

Course Title	MSBE 2 - ENTREPRENURIAL DEVELOPMENT
Total HOURS	30
HOURS/Week	2
Code	U20BB3SBP02
Course Type	Theory/Practical
Credits	1
Marks	100

GENERAL OBJECTIVE

To introduce the learners to the concept of entrepreneurship development and give them exposure to entrepreneurial skills

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO 1	Understand the introduction and concept of entrepreneurship;
CO 2	Understand the qualities of successful women entrepreneurs;
CO 3	Understand the various Governments policy and initiatives for entrepreneurs;
CO 4	Analyse the various Governments incentive;
CO 5	Understand the various entrepreneur skills.

CO – Course Objective

UNIT I : INTRODUCTION**6 HOURS**

Meaning of an Entrepreneur - functions of an Entrepreneur - Concept of Entrepreneurship- Qualities.

Extra Reading/Keywords: *Risk bearer, Capital Formation*

UNIT II: WOMEN ENTREPRENEURSHIP**6 HOURS**

Successful women entrepreneurs – Problem faced by women entrepreneurs -Self- Help Group .

Extra Reading/Keywords: *FLO, AWEK, WEMA*

UNIT III : GOVERNMENT POLICY AND INITIATIVES**6 HOURS**

Government policy for small scale enterprises –Ministry (MSME) – Institutional support – NSIC-SIDCO-DIC- SISIs-TIIC.Venture capital funding, Mode of funding agencies, Business plans.

Extra Reading/Keywords: *ICICI, IFCI, SFC*

UNIT IV : GOVERNMENT INCENTIVES**6 HOURS**

Subsidies provided by Central and State Government – Special Economic Zones(SEZ) – Institutions Promoting export – Export Promotion council – Functions.

Extra Reading/Keywords: *KVIC, Pradhan MantriKushalvikasyojana*

UNIT V: ENTREPRENEURIAL SKILLS (Practicals)**6 HOURS**

Making of Sanitary Pads, Dolls, Jute bags, Artificial Jewels and Flowers. Soap oil, Phenyl, washing powder and vessel cleaning powder and Garland, Hair Style.

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Outline the concept of entrepreneurs;	PSO-1	U
CO-2	Examine the problems faced by women entrepreneurs;	PSO-4	An
CO-3	Enumerate the benefits of Government policy and initiatives;	PSO-4	U
CO-4	Elucidate the various subsidies provided by the Central and State Governments;	PSO-4	An,U
CO-5	Build various entrepreneurial skills;	PSO-5	An,Ap
CO-6	Develop the entrepreneurial abilities and also to start a new business.	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Khanka S.S. (2017), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.

SUGGESTED REFERENCES

1. Srinivasan NP & Gupta CB (2020), Entrepreneurial Development; Sultan Chand Sons, New Delhi.
2. Prasanna Chandra (2019), Project Planning, Analysis, Selection, Financing Implementation and Review; Tata McGraw Hill, New Delhi.

Note: Learners are advised to use latest edition of books.

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DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – III

Course Title	NON - MAJOR ELECTIVE 1: PRINCIPLES OF MANAGEMENT
Total HOURS	45
HOURS/Week	3
Code	U20BB3NMT01
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE

To acquaint the learners with the basic elements of management

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand the functions and principles of management;
CO-2	Analyse the various methods of planning;
CO-3	Remember the organization structures to be followed in management;
CO-4	Analyze the activities followed in organising and directing;
CO-5	Understand the controlling in an organization.

CO – Course Objective

UNIT - I: INTRODUCTION**9 HOURS**

Business Management: Nature - Functions - Evolution – Management Vs Administration
- Science or an Art - Contribution by Henry Fayol.

Extra Reading/Keywords: *Contribution by F.W. Taylor*

UNIT – II: PLANNING**9 HOURS**

Planning: Process- Kinds of Planning – Importance of Planning - Forecasting and
Planning- Limitations of Planning – Principles of Planning.

Extra Reading/Keywords: *Performance management tools*

UNIT – III: ORGANISING**9 HOURS**

Organizing: Process – Features – Elements – Structure – Different Forms - Principles of
Organisation – Organization Charts.

Extra Reading/Keywords: *Organization structure, Span of control*

UNIT - IV: STAFFING AND DIRECTING**9 HOURS**

Staffing: Man power Management – Functions - Recruitment - Selection - Tests and
Interviews. Directing and Co-ordination: Principles - Elements.

Extra Reading/Keywords: *Leadership traits*

UNIT - V: CONTROL**9 HOURS**

Controlling: Nature - Control Process – Techniques of managerial control – Techniques
of Management.

Extra Reading/Keywords: *Controlling network analysis*

Note: Texts given in the Extra Reading /Key Words must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the contributions by Henry Fayol;	PSO-2	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning;	PSO-3	Ap
CO-3	Identify the organization process, organization structure;	PSO-2	U
CO-4	Paraphrase recruitment and selection in an organization;	PSO-2	U
CO-5	Recognise the optimum control process and control techniques.	PSO-2	U
CO-6	Develop the managerial skills and to adopt best management practices in the organization.	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Gupta C. B. (2018), Business Management, Sultan Chand and Sons, New Delhi.

SUGGESTED REFERENCES

1. Dinkar Pagare (2018), Principles of Management, Sixth Edition, Sultan Chand and Sons, New Delhi.
2. Fred Luthans (2017), Organizational Behaviour; An Evidence - based approach, McGraw Hill, New York.
3. Tripathy P.C., Reddy P. N. (2017), Principles of Management, Sixth Edition, McGraw Hill Education, Tokyo.

Note: Learners are advised to use latest edition of books.

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DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – III

Course Title	NON-MAJOR ELECTIVE 2 - BUSINESS ETHICS
Total HOURS	45
HOURS/Week	3
Code	U20BB3NMT02
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE

To enable the learners to understand the importance of ethical values and corporate social responsibility in management practices and business activities.

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand fundamentals of business ethics and the ethical issues in business;
CO-2	Understand the process of ethical decision making involved in business;
CO-3	Analyse the ethics in management;
CO-4	Analyse the external and internal ethics related to organisations;
CO-5	Evaluate the concept of corporate social responsibility.

CO – Course Objective

UNIT – I: INTRODUCTION**9 HOURS**

Business ethics – Meaning of business ethics and value – Definition – Evolution of business ethics - Nature of business ethics – Importance of ethics and values in business – Code of values and ethics – Factors influencing business ethics – Types of ethical issues.

Extra Reading/Keywords: *Moral, Utilitarianism and Culture*

UNIT – II: EXTERNAL AND INTERNAL ETHICS**9 HOURS**

External ethics – Ethics and consumer – Ethics in advertisement - False claims – Internal ethics – Hiring employees – Screening practices – Promotion – Wages – Exploitation of employees – Discipline – Whistle blowing – Ethics and shareholders.

Extra Reading/Keywords: *Job satisfaction, Fair prices, Exploitation of employees*

UNIT – III: ETHICS IN MANAGEMENT**9 HOURS**

Management and ethics – Organisational ethics – Enforcement of organisational ethics - Characteristics of an ethical organisation - Characteristics of ethical leadership – Creating an ethical working environment - Ethics for managers - Benefits of managing ethics in work place.

Extra Reading/Keywords: *Normative marketing ethics, Insider trading*

UNIT – IV: ETHICAL DECISION MAKING IN BUSINESS**9 HOURS**

Ethical decision making – Meaning – Ethical models – Application of moral philosophy to decision-making - Kohlberg's model of cognitive moral development - Influences on ethical decision making – Personal values and corporate values in ethical decision making – Process of making good ethical decisions.

Extra Reading/Keywords: *Cross holder conflicts, ethics and self-interest*

UNIT – V: CORPORATE SOCIAL RESPONSIBILITY**9 HOURS**

Corporate social responsibility – Definition – Need for CSR – Scope of CSR - Advantages of CSR - CSR for sustainable development - CSR towards Stakeholders of business.

Extra Reading/Keywords: *CSR matrix and theories*

Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Outline the fundamentals of business ethics and the ways to solve ethical issues;	PSO - 2	U
CO-2	Interpret the steps in making good ethical decision making in business;	PSO - 2	U
CO-3	Examine the benefits of managing ethics in the organisation;	PSO - 2	An
CO-4	Infer the best ethical practices in every action of an organization;	PSO - 2	U
CO-5	List the need for corporate social responsibility in business.	PSO - 2	An
CO-6	Develop ethical and social responsibility to adopt in future organization	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember;

U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

1. Fernando A. C. (2019), Business Ethics: An Indian perspective, Pearson Publication, Chennai
2. Sundar K. (2019), Business Ethics and Values, Vijay Nicole Imprints Private Limited, Chennai.

SUGGESTED REFERENCES

1. Dr. Sankaran S. (2013), Business Ethics & Values, Margham Publications, Chennai.
2. Khanka S. S. (2014), Corporate Governance & Business Ethics, Sultan Chand and Sons, New Delhi.
3. Dr. Tripath Kaur (2015), Ethics and Values in Industrial-Organizational Psychology, Prentice Hall, 5th Edition, New Delhi.

Note: Learners are advised to use latest edition of books.

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CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – IV

Course Title	MAJOR CORE 8 - OPERATION RESEARCH
Total HOURS	90
HOURS/Week	6
Code	U20BB4MCT08
Course Type	Theory
Credits	5
Marks	100

GENERAL OBJECTIVE

To impart the overall view of the subject of Operations Research and to enable the learners to apply the techniques in solving problems relating to marketing, finance and production.

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand the problems relating to operation research and formulating LPP;
CO-2	Analyse different kinds of transportation;
CO-3	Analyse inventory management and EOQ;
CO-4	Understand the replacement decision and policies to change the money value;
CO-5	Understand the scheduling in networks and queuing theory.

CO – Course Objective

UNIT I: INTRODUCTION**18 HOURS**

Operations research - Linear programming problems - Formulation of LPP - Graphical solution - Simplex method.

Extra Reading/Keywords: Linear programming problems

UNIT II: TRANSPORTATION**18 HOURS**

Transportation problem - Initial basic feasible solution by North-West Corner rule - Matrix minima, VAM method - Optimal basic feasible solution by MODI method - Assignment problem.

Extra Reading/Keywords: Transportation methods

UNIT III: INVENTORY MANAGEMENT**18 HOURS**

Inventory management - Types of inventory - Need for inventory control - Economic order quantity - EOQ with shortages.

Extra Reading/Keywords: Economic order quantity

UNIT IV: REPLACEMENT**18 HOURS**

Replacement decisions - Replacement policy without change in money value - Replacement of items that fail completely (group replacement).

Extra Reading/Keywords: Replacement policies

UNIT V: NETWORK**18 HOURS**

Network scheduling - PERT/CPM - Queuing theory - Single channel queuing problems.

Extra Reading/Keywords: Networking Techniques, TORA, Excel solver software

Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Analyse the LPP method, graphical method and simplex method;	PSO-4	An
CO-2	Experiment the North-West corner rule, Least Cost method, VAM method;	PSO-4	An
CO-3	Differentiate the levels of EOQ with shortages;	PSO-4	An
CO-4	Outline the replacement decisions and policies;	PSO-4	An
CO-5	Illustrate the CPM, PERT and Queuing theory;	PSO-4	An
CO-6	Develops the skills to solve the problems under uncertainty in the organization.	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Kanti Swarup, Manmohan and Gupta (2020), Operations Research, Sultan Chand Sons, New Delhi.

SUGGESTED REFERENCES

1. Hamdy A.Taha (2010), Operations Research, 8th edition, Pearson Education. Inc, Chennai
2. Prem Kumar Gupta, Hira D.S.(2010), Operations Research, S.Chand & Company Ltd., New Delhi.

Note: Learners are advised to use latest edition of books.

(For Candidates admitted from the academic year 2020-21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – IV

Course Title	MAJOR CORE 9 – MANAGEMENT ACCOUNTING
Total HOURS	60
HOURS/Week	4
Code	U20BB4MCT09
Course Type	Theory
Credits	4
Marks	100

GENERAL OBJECTIVE

To enable the learners to understand the various tools of financial analysis and to interpret financial data

COURSE OBJECTIVES

To enable the learners:

CO.No.	Course Objective
CO-1	Understand management accounting and various tools of financial analysis and analyse profitability and financial status of a business based on ratios;
CO-2	Analyse funds flow statement and cash flow statement;
CO-3	Apply marginal costing technique in managerial decision making problems and evaluate different proposals;
CO-4	Understand different types of budgets and analyse budgets;
CO-5	Analyse material, labour and overhead variances.

CO – Course Objective

UNIT I : INTRODUCTION TO FINANCIAL STATEMENTS 12 HOURS

Management Accounting - Scope - Relationship between Cost, Financial and Management Accounting - Analysis of financial statements - Tools for analysis - Comparative Statements - Common Size Statements and Trend Analysis - Ratio Analysis - Ratios for Liquidity, Solvency and Profitability.

Extra reading/ Key words: *Analyzing the financial statements of various companies*

UNIT II: FUND FLOW ANALYSIS AND CASH FLOW ANALYSIS 12 HOURS

Funds Flow Analysis - Concept of Fund - Schedule of Changes in Working Capital- Fund Flow Statement.

Cash Flow Analysis - Cash from operation – Preparation of Cash Flow Statement as per Accounting Standard (Revised).

Extra Reading/Keywords: *Cash flow statement as per companies Act,2013*

UNIT III: MARGINAL COSTING AND BREAK-EVEN ANALYSIS 12 HOURS

Marginal Costing - Absorption Costing Vs Marginal Costing – Contribution- Profit Volume ratio – Break Even Point – Cost Volume Profit Analysis - Managerial applications of marginal costing.

Extra Reading/Keywords: *Break even analysis of start-ups*

UNIT IV : BUDGETARY CONTROL 12 HOURS

Budget - Budgetary Control - Functional Budgets - Master Budget - Fixed and Flexible Budgets - Cash Budget.

Extra Reading/Keywords: *Budgeting practices of business firms*

UNIT V : VARIANCE ANALYSIS 12 HOURS

Standard Costing - Variance Analysis – Material, Labour and Overhead Variances.

Extra Reading/Keywords: *Merits of standard costing.*

Note: Texts given in the Extra reading/Keywords must be tested only through assignment and seminar.

THEORY - 30% PROBLEMS - 70%

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the relationship between Cost, Financial and Management Accounting;	PSO-1	C
CO-2	Draw conclusion about the liquidity, solvency and profitability of business entities based on comparative statements, common size statements, trend analysis and ratio analysis;	PSO-2,3	An
CO-3	Prepare funds flow statement and cash flow statement based on Revised Accounting Standard and make inferences;	PSO-2	U
CO-4	Prepare marginal cost statement and calculate breakeven point;	PSO-3	Ap
CO-5	Prepare the budgets for business organizations;	PSO-2	Ap
CO -6	Draw the difference between the planned and actual work.	PSO-2	U

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Dalston L. Cecil & Jenitra L. Merwin (2017), Management Accounting, LearnTech Press, Trichy.

SUGGESTED REFERENCES

1. Shashi K. Gupta & Sharma R.K, (2017), Management Accounting, Kalyani Publishers, New Delhi.
2. Khan and Jain, (2018), Management Accounting, Tata McGraw Hill, New Delhi.
3. Maheswari S.N., (2018), Management Accounting; Sultan Chand and Sons, New Delhi

Note: Learners are advised to use latest edition of books.

(For Candidates admitted from the academic year 2020-21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – IV

Course Title	MAJOR ELECTIVE 2 - INDUSTRIAL LAW
Total HOURS	60
HOURS/Week	4
Code	U20BB4MET02
Course Type	Theory
Credits	3
Marks	100

GENERAL OBJECTIVE

To enable the learners to understand the basic principles of Industrial Law and to develop an awareness on Labour welfare legislations.

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Understand the laws regarding safety, health, welfare measures and unfair labour practices;
CO-2	Analyse the employees liability for compensation regarding occupational disease and accident;
CO-3	Understand the laws under minimum wages act and maternity benefit act;
CO-4	Understand the laws regarding registration of trade unions;
CO-5	Analyse the labour welfare measures under various Acts.

CO – Course Objective

UNIT I: THE FACTORIES ACT AND INDUSTRIAL DISPUTES ACT 12 HOURS

The Factories Act - Features - Safety, Health and Welfare measures - The Contract Labour (Regulation and Abolition) Act, 1970.

Industrial Disputes Act, 1947: Industrial Dispute – Workman, Strikes and Lock-out - Lay-off –Retrenchment-Closure - Unfair Labour Practices.

Extra Reading/Keywords: *Workman Committee and Lay-off*

UNIT II: WORKMEN’S COMPENSATION ACT, 1923 12 HOURS

Emergence of the legislation-Total and partial disablement – Employers Liability for compensation -Occupational disease – Compensation for Accident.

Extra Reading/Keywords: *Commissioner, Disablement*

UNIT III: MINIMUM WAGES ACT AND MATERNITY BENEFIT ACT 12 HOURS

New wage core -The Minimum Wages Act, 1948- Fixation of minimum rates of wages - working HOURS - determination of wages - claims. The Payment of Wages Amendment Act-2017

The Maternity Benefit Act, 1961- Object - Scope. Amendment – 2017

Extra Reading/Keywords: *Adolescent and Crèche facility*

UNIT IV: TRADE UNIONS ACT, 1926 12 HOURS

Features of the enactment - Definitions - Registration of Unions – Rights and duties of a registered trade union- Cancellation- Amalgamation of Unions – Dissolution.

Extra Reading/Keywords: *Registered office, Registered Trade Union and trade dispute*

UNIT V: LABOUR WELFARE LEGISLATIONS 12 HOURS

The Employees State Insurance Act, 1948: Corporation – Fund – Contributions – Benefits - Adjudication of disputes - Claims - Penalties - The Employees Provident Fund Act, 1952 - Employees Provident Fund Scheme.

Extra Reading/Keywords: *Confinement, Contribution and employment injury*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate an understanding of the nature of the laws regarding safety, health and welfare measures;	PSO-1,4	U
CO-2	Identify the employees and employers liability for compensation to the workmen for injury or accident;	PSO-4	U
CO-3	Clarify the benefits regarding Minimum Wages Act and Maternity Act;	PSO-2	U
CO-4	Recall the laws regarding registration of unions, rights and duties of a registered trade union;	PSO-1,2	U
CO-5	Examine the contributions under ESI Act and EPF Act;	PSO-1,2	An
CO-6	Apply the benefits of the various laws in the organization and also help to provide welfare measures to the employees	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Kapoor N.D. (2018), Elements of Industrial Law, Sultan Chand & Sons, New Delhi.

SUGGESTED REFERENCES

1. Ramaiya A. (2020), Guide to the Companies Act; Wadhwa Co., Nagpur
2. Avtar Singh (2018), Company Law, Eastern Book Co., Lucknow

Note: Learners are advised to use latest edition of books.

(For Candidates admitted from the academic year 2020-21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – IV

Course Title	ALLIED COURSE 6 - RETAIL MANAGEMENT
Total HOURS	60
HOURS/Week	4
Code	U20BB4ALT06
Course Type	Theory
Credits	2
Marks	100

GENERAL OBJECTIVE

To enable the learners understand the various concepts in Retailing

COURSE OBJECTIVES

To enable the learners:

CO No.	Course Objectives
CO-1	Analyse the significance and issues related to retailing;
CO-2	Understand the retail activities through traditional retail formats;
CO-3	Analyse the new modes of retailing through modern retail formats;
CO-4	Understand the role of strategic planning in selection of retail location;
CO-5	Analyse the marketing strategies involved in retailing.

CO – Course Objective

UNIT I: INTRODUCTION TO RETAILING**12 HOURS**

Definition – Historical view of retailing - Importance - functions of a retailer - problems in retailing – factors influencing retailing in India - Global retail market: Issues & Challenges – Life cycle in retail.

Extra Reading/Keywords: *Breaking Bulk, Global retailing*

UNIT II: TRADITIONAL RETAIL FORMATS**12 HOURS**

Retail formats – Unorganized retailing – characteristics of unorganized formats – Types : Kirana stores - Departmental stores - Convenience stores – Super markets – Chain stores – Speciality stores – Door to Door selling – Retail Co-operatives – Features - merits & demerits.

Extra Reading/Keywords: *Buying behavior and system*

UNIT III: MODERN RETAIL FORMATS**12 HOURS**

Organized retailing – Characteristics - Direct Marketing - Emerging Trends, Steps in Direct Marketing Strategy - Key issues: Direct Selling, Vending Machines, Electronic Retailing – Scope – Characteristics - Video Kiosks - Airport Retailing - Single Channel and Multi Channel Retailing.

Extra Reading/Keywords: *E-tailing and Omni channel retailing*

UNIT IV: RETAIL STRATEGY PLANNING**12 HOURS**

Steps in strategic planning process - Retail location strategy – Factors influencing Retailer's Choice of location - Factors affecting merchandise planning – Store atmospherics - Importance of Human Resource Management in Retailing - Pricing policies

Extra Reading/Keywords: *Mass merchandise, Planogram*

UNIT V: RETAIL MARKETING STRATEGY**12 HOURS**

Retail promotion strategies – Visual Merchandise – Store loyalty – Variables influencing store loyalty – Building Store loyalty – Customer Relationship Management: Meaning, Importance - Steps involved in CRM process.

Extra Reading/Keywords: *Relationship retailing*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the basic concepts in retailing;	PSO-1	U
CO-2	Describe the traditional retail formats;	PSO-2	U
CO-3	Compare how modern retail formats can take over traditional retail formats;	PSO-4	E
CO-4	Assess how strategic planning can enable a better retailing;	PSO-3	U
CO-5	Analyze the marketing strategies in retailing that bring market skills in place.	PSO-2	U
CO-6	Develop skills in merchandising and retailing and help achieve customer satisfaction	PSO-3	Ap

PSO – Programme Specific Outcome; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT BOOK

Swapna Pradhan (2020) Retailing Management, Tata McGraw Hill Education Private Limited, New Delhi.

SUGGESTED REFERENCES

1. Suja Nair (2015), Retailing Management, Himalaya Publishing House, Mumbai.
2. Chetan Bajaj (2016), Retail Management, Third Edition, Oxford University Press, India.
3. Barry Berman & Joel R Evans (2017), Retail Management, Pearson Education, 13th Edition, New Delhi

Note: Learners are advised to use latest edition of books.

(For Candidates admitted from June 2018 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI - 620002

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM – UG COURSE PATTERN

B.B.A.

Semester	Part	Course	Title of the Course	Code	HO URS /wk	Credi ts	Marks
V	III	Major Core – 8 (MC)	Human Resources Management	U18BB5MCT08	6	6	100
	III	Major Core –9 (MC)	Cost Accounting	U18BB5MCT09	5	5	100
	III	Major Core– 10(MC)	Production and Operation Management	U18BB5MCT10	5	5	100
	IV	Major Core – 11 (MC)	Information Technology for Business	U18BB5MCT11	5	5	100
	IV	Major Elective – 1	Business Law / Banking Theory Law & Practices	U18BB5MET01 U18BB5MET02	4	3	100
	IV	NME – 1	Disaster Management	U18BB3NMT01	2	2	100
	IV	EVS	Environmental Studies		2	1	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	-	-
			Internship/Field work/Field project 30 HOURS –Extra credit	U18SP5ECC05		2	100
	TOTAL					30	29

Semester	Part	Course	Title of the Course	Code	HO URS /wk	Credits	Marks	
VI	III	Major Core – 12 (MC)	Financial Management	U18BB6MCT12	5	5	100	
	III	Major Core– 13 (MC)	Strategic Management	U18BB6MCT13	5	5	100	
	III	Major Core– 14 (MC)	International Business	U18BB6ACT14	5	5	100	
	IV	Major Elective 2	Security Analysis and Portfolio Management/ Income Tax Law & Practices	U18BB6MET01 U18BB6MET02	4	4	100	
		Major Elective 3	Total Quality Management/ Company Law	U18BB6MET03 U18BB6MET04	5	5	100	
		Skill-based Elective – 6	Research Methodology	U18DS6SBT06	2	2	100	
		NME – 2	Fundamentals of Event Management	U18BB6NMT02	2	2	100	
		Extension Activities	RESCAPES- Impact study of Project	-	-	1	100	
			Gender Studies	U18WS6GST01	1	1	100	
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U18VE6LVE03/ U18VE6LVB03 / U18VE6LVC03	1	1	100	
		Internship/Field work/Field project 30 HOURS –Extra credit		U18SP6ECC06		2	100	
	TOTAL					30	33	1100
	GRAND TOTAL					180	163	5300

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Core 8 - HUMAN RESOURCE MANAGEMENT
Total HOURS	90
HOURS/Week	6
Code	U18BB5MCT08
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the students to understand the concepts of Human Resources Management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the role and functions of HRM
CO-2	Evaluate the significance of HRP
CO-3	Understand the source of recruitment and selection
CO-4	Analyze the development of employees through training and development
CO-5	Evaluate the administration in compensation planning

UNIT – I : INTRODUCTION

18 HOURS

Evolution - Role and Status of HRM in India – Nature, objectives scope and functions of HRM Distinction between PM and HRM - Role of HRM in corporate strategic management- Responsibilities and qualities of HR Manager.

Extra Reading/keywords: *Scope of HRM in India*

UNIT – II : HR- PLANNING**18 HOURS**

Strategic human resource management - Environmental influence of HRM – Human Resource Planning – Importance - HRP Process-Job analysis-methods of data collection - job description-job specification - job design.

Extra Reading/keywords: *Manpower planning*

UNIT – III : RECRUITMENT AND SELECTION**18 HOURS**

Recruitment and Selection - Sources of Human Resources. Selection Process - Tests and Interviews - Placement and Induction - Performance appraisal Methods of Appraisal –uses and limitations- counseling.

Extra Reading/keywords: *Activities in HRM*

UNIT – IV : TRAINING AND DEVELOPMENT**18 HOURS**

Training and Development – Nature - Need and importance –methods: On the job training – off the job training – Executive development programs - Process - HRA - HRIS - Career Counseling - Promotion and Transfers –Demotion.

Extra Reading/keywords: *Imparting and development*

UNIT – V : COMPENSATION PLANNING**18 HOURS**

Wages and salary administration –Incentives-Fringe benefits-Quality of work life-Discipline-Grievance handling– Developing grievance handling system -Redressal of Grievances.

Extra Reading/keywords: *Remuneration*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

COURSE OUTCOME

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U
CO-2	Critically analyze the need for human recourse that will improve the planning skills	PSO-2	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-2	AP
CO-4	Demonstrate the kinds of Training and development.	PSO-2	AP
CO-5	Recognise the grievance handling system and WASA	PSO-2	U

TEXT BOOK:

C.B.Gupta : Human Resource Management, Sultan Chand & Sons, New Delhi.

BOOKS RECOMMENDED:

1. K. Aswathappa : Human Resource and Personnel Management Tata MCGraw Hill Publishing Company Ltd, New Delhi
2. Stephen P. Robins : Organizational behaviour, Prentice Hall of India Ltd, New Delhi, 2000
3. C.B. Memoria : Personnel Management, Himalaya Publishing House, New Delhi, 1999
4. Edwin Flippo : Personnel Management, Tata McGraw Hill Publications, New delhi, 1984
5. S.S.Khanka : Human Resource Management, Sultan Chand & Sons, New Delhi

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Core 9 - COST ACCOUNTING
Total HOURS	75
HOURS/Week	5
Code	U18BB5MCT09
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the student to understand the basic principles of cost accounting and preparation of various cost accounts.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of costing and cost sheet, tenders and quotations
CO-2	Analyze the various method of material pricing
CO-3	Evaluate the labour cost and different methods of overheads cost.
CO-4	Prepare the contract and Process costing
CO-5	Understand the Service costing and reconciliation of cost & financial accounting.

UNIT - I : INTRODUCTION

15 HOURS

Cost Accounting; Scope and Objectives - Cost Accounting and Financial Accounting - Methods and Techniques of Costing. Cost Concepts and Classification - Cost Sheet - Tenders and Quotations.

Extra Reading/keywords: *Prime Cost, Works Cost, Cost of Production and Cost of sales.*

UNIT - II : MATERIAL COST**15 HOURS**

Materials Cost : Purchase Control - Stores Control - Fixation of various levels - Perpetual Inventory System - ABC analysis; Control over Issues - Methods of pricing material issues - FIFO, LIFO, Average Cost Method and Base Stock Method.

Extra Reading/keywords: *EOQ, ABC analysis , JIT.*

UNIT – III : LABOUR AND OVERHEADS**15 HOURS**

Labour Cost: Labour Turnover - Idle time, Overtime - Computation of Labour Cost - Systems of wage payment - Premium and Bonus Plan.

Extra Reading/keywords: *Straight piece rate, Taylor's differential piece rate system and Halsey premium plan.*

Overheads: Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Methods of absorption of manufacturing overheads - Machine Hour Rate – Activity based costing.

Extra Reading/keywords: *Apportionment of overheads, Absorption of overheads, Machine Hour Rate*

UNIT IV: CONTRACT COSTING AND PROCESS COSTING**15 HOURS**

Contract Costing - Cost Plus Contracts - Escalation Clause.

Extra Reading/keywords: *Work certified, Work Uncertified and Work in Process*

Process costing - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalent production).

Extra Reading/keywords: *Scrap, Normal Loss, Abnormal loss and Gain*

UNIT V: SERVICE COSTING & RECONCILIATION OF COST & FINANCIAL**ACCOUNTING****15 HOURS**

Service Costing - Transport Costing - Reconciliation of cost and financial accounts.

Extra Reading/keywords: *Standing, Maintenance and Running Charges and Reconciliation statements.*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Formulate the Cost Sheet for the purpose of estimating profit and loss.	PSO -2	U
CO-2	Demonstrate how companies effectively handle material cost that may result in analyzing skills	PSO -4	R,An
CO-3	Analyze the mode of wages paid to the labour and allocation of overheads	PSO -4	U, An
CO-4	Assessing the normal loss, abnormal loss and gain through process costing	PSO – 4	An
CO-5	Explain the standing and maintenance and running charges in transport	PSO – 4	U,R

References

Text Books:

Reddy & Hari Prasad Reddy : Cost Accounting, Margham Publications, Chennai.

Reference Books:

Jain S.P. & Narang K.L. : Cost Accounting; Kalyani, New Delhi.

- Horngren, Charles, Foster and Datar : Cost Accounting-A Managerial Emphasis; Prentice- Hall of India, New Delhi.
- Khan M.Y and Jain P.K : Management Accounting; Tata McGraw Hill.
- Maheshwari S.N. : Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi.
- Arora M.N. : Cost Accounting-Principles and Practice; Vikas, New Delhi.
- Pillai & Bhagawati : Cost Accounting, Sultan Chand, New Delhi.

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Core – 10 PRODUCTION AND OPERATIONS MANAGEMENT
Total HOURS	75
HOURS/Week	5
Code	U18BB5MCT10
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To acquaint the students with decision making in planning, scheduling and control of production and operation functions in both manufacturing and service industries and new advancement in operation management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Remember the meaning of production with its functions.
CO-2	Analyze the various plant layout designs and its procedures.
CO-3	Evaluate different types of capacity planning
CO-4	Understand the levels of production planning and control.
CO-5	Analyze the process in logistics and maintenance management.

UNIT – I : INTRODUCTION

15 HOURS

Nature and Scope of Production – Production as a System – Evolution of Production – Decision making in Production- Importance of Production Function –Problems of Production

Management-Characteristics of Modern Production and Operation Function – Forecasting – Need for Sales Forecasting – Models – Application of Long range & Short range Demand Forecast.

Extra Reading/keywords: *Production systems*

UNIT – II : PLANT LAYOUT DESIGN

15 HOURS

Introduction – Need for Layout Decision – Objectives of Good Layout –Significance of Layout Choices- Factors Influencing Layout Choices- Principles of Plant Layout - General Procedure for Making Location Decision-Layout Tools And Techniques – Layout drawings and Procedure- Analyzing Layout with Computers- Factory Building and Design – Types of Buildings.

Extra Reading/keywords: *Layout*

UNIT –III : CAPACITY PLANNING

15 HOURS

Definition of capacity – Types of Capacity – Measurement of Capacity –Generation Process- Capacity Decision – Factors affecting Determination of Plant Capacity – Capacity Planning- Capacity Planning Decision – Types of capacity Planning – Capacity Requirement Planning Strategies – Balancing Capacity- Capacity and systems approach – Adoption to external change – Models for facility planning – Location factor – Site and structure.

Extra Reading/keywords: *Capacity planning decision*

UNIT – IV : PRODUCTION PLANNING AND CONTROL

15 HOURS

Introduction – Classification of Production Planning and Control - Production Planning System –Factors determining production in control procedure - Role in operations Management - Production Control System - Levels of Production Planning – Limitation of PPC- PPC function in different production system – Organization of PPC department – Routing –Scheduling - Dispatching – Progressing – Documents concerned in PPC functions-Industrial Productivity – Meaning- Importance- Tools and Techniques - Introduction to supply chain management

Extra Reading/keywords: *Production Planning Methods*

UNIT – V LOGISTICS AND MAINTENANCE MANAGEMENT**15 HOURS**

A. Introduction – Definitions – Activities of logistics – Aims of logistics – Importance of logistics – Progress in logistics – Logistics strategy – designing a logistics strategy.

B. Meaning – Scope – Importance of Maintenance- Impact of Maintenance – Objectives- Areas- Types – Planning and Scheduling of Maintenance.

Extra Reading/keywords: *Supply chain management*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Know the concepts of production and its various functions to forecast the demand.	PSO -2	U
CO-2	State the different plant layout designs and its procedures used by the organisation.	PSO -4	R
CO-3	Realize various types and measurements of capacity requirement planning	PSO -1	U
CO-4	Explicate the factors, system and levels of production planning and control in production	PSO – 4	R
CO-5	Recognize the progress of supply chain management and logistics process.	PSO – 1	An

References**Text Books:**

- ShridhariBhat.K : Production and Operations Management Himalaya Publishing House, New Delhi, 2006

Reference Books:

- Buffa E.S. : Modern Production and Operations Management TMH publishing House, New Delhi, 2004
- Panneerselvam : Production and Operations Management, PHI Publications, New

Delhi, 2004

- Aswathappa : Production and Operations
Management Himalaya Publishing
house, New Delhi,2002

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	MAJORE CORE – 11 INFORMATION TECHNOLOGY IN BUSINESS
Total HOURS	75
HOURS/Week	5
Code	U18BB5MCT11
Course Type	Theory & Practical
Credits	5
Marks	100

General Objectives:

To make the students familiar with the use of IT and the various facets of IT.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the role and the emerging trends in IT sectors.
CO-2	Evaluate the functionalities of MS Word and excel.
CO-3	Apply MS PowerPoint for practical use.
CO-4	Understand the Functional the Business Systems.
CO-5	Analyze the recent trends in the E-business activities.

UNIT – I : INTRODUCTION TO INFORMATION TECHNOLOGY 15 HOURS

Information Technology – Meaning – Need – Components Role of IT – IT in business, IT in manufacturing, IT in mobile computing, IT in public sector, IT in defense, IT in media, IT in publication, IT and internet. Emerging trends in IT – E-Commerce, IT and supply chain management, IT and SIS, Electronic Data Interchange (EDI), Mobile Communication, Bluetooth, Global Positioning System (GPS), Infrared Communication, Smart Card, Blue Laser

Disc, Nano Technology, DNA Computing, Quantum Computer, Holographic Memory, IT and Ethical Issues – Privacy, Accuracy, Property and Accessibility Issues.

Extra Reading/keywords: *Current technologies in use*

UNIT – II : MS –OFFICE WORD AND EXCEL

15 HOURS

Ms Word 2007: Basics – Working with word –Formatting – Using cut – copy – Paste. Bullet and numbering – Header and footer – working with tables – using spelling and grammar dialog box using auto correct – using synonyms and thesaurus – adding graphics – drawing objects – mail merge using spread sheet.

Microsoft Excel 2007: Excel environment – Basics – working with worksheet – entering data – navigating through cells – naming and renaming cells – editing a worksheet – cut – copy, paste functions – find and replace features – Formulas and functions – using auto sum ,auto fill and command – creating and inserting a chart and transporting to word and power point documents -Data Subtotal, Data Consolidation, Data Validation, Pivot Table and Pivot Charts, V-Lookup, H-lookup, Match, Index, VI-Reporting sample w.r.t to usage of bar chart ,pie chart, Basic Text Functions-Proper, Upper, Lower, Trim, Len, Ceiling, Cell, Combin, Left Concatenate Function and & Function- Merging Cells with Formulas, Conversion of Text into Columns,

Extra Reading/keywords: *Ms Office applications*

UNIT – III : MS -POWERPOINT

15 HOURS

Making presentation using Microsoft Power Point 2007. Power Point Environment – Basics – Designing and creating a Presentation – Using design templates. Working with different views. Working with slides – creating a new slide – inserting a slide – cut – copy-paste functions – navigating in power point – slide numbering – running the slides. Working with text and Graphics. Adding multimedia and animation – adding transition – inserting pictures and tables from other office products. Creating and using master slides.

Extra Reading/keywords: *Creation of PowerPoint*

UNIT IV - FUNCTIONAL BUSINESS SYSTEMS

15 HOURS

Enterprise Business Systems - Enterprise Collaboration Systems - Marketing Information Systems - HRIS - Online Accounting Systems - Computer Integrated Manufacturing - CRM, ERP, SCM - Executive Information Systems - Expert Systems - Knowledge Management

Systems - Data Resource Management - Virtual Company - AI Technologies in Business - An Introduction to Cyber Law- Basic Concepts of Technology and law: understanding the technology of internet – Scope of Cyber Laws – Information technology Act 2000.

Extra Reading/keywords: *Cyber Law*

UNIT – V : APPLICATIONS OF E-COMMERCE

15 HOURS

E-Commerce – meaning, Need, Advantages, Types - Security features- Electronic Commerce framework – The Anatomy of E-Commerce Applications: Electronic consumer Applications – Electronic commerce Organizations Applications. Electronic Payment Systems: account setup and costs – opening a first virtual transaction Process- confirming Transaction encryption and cryptography- Recent Trends in Ecommerce-Big Data Analytics, Cloud Computing, MCommerce, S-Commerce, O2O Ecommerce.

Extra Reading/keywords: *Trends in E-commerce*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the recent applications in information technology	PSO1	K
CO-2	Develop the different operating systems that may result in employability, Practice and work on formulas and functions in MS Word and Excel	PSO2	U ,C
CO-3	Design Microsoft Power Point 2007 using master slides	PSO4	C
CO-4	Paraphrase the function used in business system.	PSO4	U
CO-5	Apply the use of E – commerce in information technology	PSO2	AP

References

TEXT BOOKS

- ITL Education Solution Ltd, Introduction to Information Technology, Dorling, Kindersley (India) Pvt. Ltd, New Delhi.
- Bouton (latest version) Adobe Photoshop Fundamental with imageready2, BPB Publications, New Delhi.
- O'Brien, J.A., Marakas, G.M., & Behl, R. (2013). *Management Information Systems* (10 ed.). New Delhi: McGraw Hill Education (India) Private Limited.
- Laudon, K., & Laudon, J. (2012). *Management Information System. (12 ed.)*. New Delhi: Prentice Hall of India Private Limited

BOOKS FOR REFERENCES

- Efraim Turban et al, (2006), Introduction to Information Technology, Wiley India Pvt. Ltd., New Delhi.
- Leon, (2006), Introduction to computers, Vikas Publishing House Pvt.Ltd., New Delhi.
- Srinivasa Vallaban SV, (2005), Computers in Business, Sultan Chand and Sons, New Delhi.
- Alexix Leon and Mathew Leon, (2005), Introduction to Computers with Ms Office 2000, TMH, New Delhi.
- Sanjay Saxena, (2005), MS Office for Everyone, Vikas Publishing House PvtLtd, New Delhi.
- Hand book of Cyber laws , V.Sharma, Macmillan India Limited, 2003.
- Vivek Sood "Cyber Law Simplified " Tata McGraw – Hill Companies.
- E-Commerce – Kamlesh k Bajaj and Debjani Nag.
- Kalakota & Whinston Person Education Inc- Frontiers of Electronic Commerce.
- E-commerce: CSV Murty: Himalaya Publishing House Pvt.Ltd.
- Efrain Turban, Jae Lee, David King- Electronic Commerce A managerial Perspective.
- H.Michael Chung: Pearson Education, Inc .and Dorling Kindersley Publishing Inc.
- Nidhi Dhawan E-Commerce Concepts and Applications: International Book House Pvt. Ltd.

➤ PRACTICALS

1. Typing and formatting a page in Ms Word
2. Typing all kinds of letters.
3. Typing a Resume
4. Creation of tables in Ms Word and entering text and numeric data
5. Use of mail Merge

6. Pay roll preparation in Excel
7. Mark Sheet preparation in Excel
8. Sales Report in Excel
9. V-Lookup, H-lookup, Match, Index, VI-Reporting sample
10. Preparing a graph for a given data
11. Creating power point file using templates and master slides
12. Importing data from Word and Excel to power point slides
13. Inserting picture files and audio files
14. Using animation and slide transition schemes in slides
15. Opening net banking account
16. Case study on Cyber Laws.

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Elective 1- BUSINESS LAW
Total HOURS	60
HOURS/Week	4
Code	U18BB5MET01
Course Type	Theory
Credits	3
Marks	100

General Objectives:

To enable the students to understand the important provisions of Indian Contract Act, Sale of Goods Act and Companies Act

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the basic aspects of contract and its attributes
CO-2	Analyze discharge and remedies of breach in a contract
CO-3	Evaluate the contract of agency and its types
CO-4	Understand the terms and conditions on sale of goods act
CO-5	Analyze the negotiable instruments act and companies act

UNIT – I : NATURE OF LAW OF CONTRACT:

12 HOURS

Law of contract - Nature of contract - Offer and Acceptance - Consideration - Capacity to contract.

Extra Reading/keywords:: *Indian contract act 1872*

UNIT - II: DISCHARGE AND REMEDIES FOR BREACH: 12 HOURS

Discharge of contract - Remedies for breach of contract - Quasi contract - Indemnity and Guarantee - Bailment and Pledge.

Extra Reading/keywords: *termination and reputation*

UNIT - III: CONTRACT OF AGENCY 12 HOURS

Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties - Liabilities of parties - Termination of agency - Irrevocable agency.

Extra Reading/keywords: *delegation and extent of agents authority*

UNIT - IV: SALE OF GOODS ACT 12 HOURS

Sale of Goods Act,1930 – Sale and agreement to sell – Conditions and warranties – Passing of property – Performance – Remedies for breach – Rights of an unpaid seller.

Extra Reading/keywords: *actionable claim*

UNIT - V : NEGOTIABLE INSTRUMENTS ACT AND COMPANIES ACT 12 HOURS

Negotiable Instruments Act – Promissory note – Bill of exchange – Cheque - Companies Act – Incorporation – Memorandum of association – Article of Association – Doctrine of Ultra virus.

Extra Reading/keywords: *endorsement*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An

CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the companies act 1956.	PSO-1,2	An

References

TEXT BOOK:

- Kapoor N.D. : Business Law; Sultan Chand Sons; New Delhi, 2006

BOOKS FOR REFERENCE:

- Kuchhal M.C. : Mercantile Law; Vikas Publishing House; New Delhi, 1998
- Desai T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1992.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	NME-1 DISASTER MANAGEMENT
Total HOURS	30
HOURS/Week	2 HOURS/ Wk
Code	U18BB5NMT01
Course Type	Theory
Credits	2
Marks	100

General Objectives :

To expose the students to various concepts in Disaster Management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the Process of Disaster Management
CO-2	Analyze the mitigation programmes of Disaster Management
CO-3	Evaluate Disaster Management poling and legislation
CO -4	Analyze the training and utilization of resources
CO -5	Evaluate the policy and strategy in India

UNIT I - INTRODCION

Disaster – Meaning - Definition - Basic aspects ,Types of Disasters.

UNIT II – STAGES IN DISASTER

Stages in Disaster - Pre, during and post disaster.

UNIT III - DISASTER MITIGATION

Disaster Mitigation – Guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

UNIT IV - DISASTER TRAINING

Disaster training – Utilisation of resources, training and public awareness.

UNIT V- DISASTER MANAGEMENT POLICY AND LEGISLATION

Disaster Management policy and legislation; Disaster Management – Strategy in India.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Examine the types of disaster in management	PSO- 1	U
CO-2	Describe the various stage in disaster	PSO- 1	U
CO-3	Elucidate the guiding principles of disaster mitigation	PSO-1, 2	An
CO-4	Outline the various training in disaster	PSO-4	U
CO-5	Explain the disaster strategy in India	PSO-1,2	An

BOOKS FOR REFERENCE:

- “Disaster Management” , I Sundar, T. Sezhiyan 1stEdition, Sarup and Sons, New Delhi, 2007.
- “Disaster Management” , A Disaster Manager’s Hand book; Carter. W,ASTAN Development Bank, Manila.
- Natural Disaster Management, Destruction, Safety and Pre cautions,S.Prasad, Mangalam publishers and Distributors, New Delhi–2007.
- Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachnapublications,19

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR CORE 12 – FINANCIAL MANAGEMENT
Total HOURS	75
HOURS/Week	5 HOURS / Wk
Code	U18BB6MCT12
Course Type	Theory
Credits	5
Marks	100

General Objective:

To enable the students to understand the basic financial decision making procedures and to apply in complex financial management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the basic concepts of financial management and apply the time value of money and various valuation concepts.
CO-2	Understand and apply the various capital structure theories, leverages and point of indifference
CO-3	Understand and Apply the different techniques of capital budgeting.
CO-4	Understand and apply the working capital management, cash management and receivables management. .
CO-5	Understand and apply the different models of dividend policy.

UNIT – I : INTRODUCTION**15 HOURS**

Financial Management - Nature and Scope - Objectives of Financial Management - Profit Maximization Vs Wealth Maximization - Functions of Financial Manager - Time Value of Money- Discounting Technique, Compounding Technique, Sinking Fund Factor and Capital Recovery Factor and Effective Rate of Interest. Cost of capital – Computation of Specific and weighted average cost of capital.

Extra reading /Key words: *Financial planning – Objectives and Functions*

UNIT – II : CAPITAL STRUCTURE THEORIES AND LEVERAGES**15 HOURS**

Capital Structure Theories - NI approach -NOI approach - MM approach - Traditional approach – Factors determining capital structure –Analysis of leverages: operating leverage, financial leverage and combined leverage - EBIT, EPS analysis - Indifference point

Extra reading /Key words: *Debt vs. Equity*

UNIT – III : CAPITAL EXPENDITURE DECISIONS**15 HOURS**

Capital Expenditure Decisions - Methods of ranking investment proposal: Paybackperiod , Net present value method, Internal rate of return method and Average rate of return

Extra reading /Key words: *Objectives of Capital Expenditure Decisions*

UNIT – IV : WORKING CAPITAL MANAGEMENT**15 HOURS**

Working Capital Planning – Risk profitability trade off - Determination of working capital - Financing of working capital – Management of Cash –Baumol Model, Miller Orr Model - Receivables Management – Credit standards – Credit terms – Collection policies.

Extra reading /Key words: *Motives for holding cash*

UNIT – V : DIVIDEND POLICIES**15 HOURS**

Dividend Policies: Issues in dividend decisions - Walter's model - Gordon's model - MM hypothesis - Dividend and uncertainty - Dividend policy in practice.

Extra reading /Key words: *Dividend payout policies*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts and important terms in financial management.	2	U
CO-2	Apply the concepts of time value of money and cost of capital.	2	Ap
CO-3	Understand the commonly used capital structure theories.	3	U
CO-4	Analyse the various types of leverages, EBIT and EPS.	3	An
CO-5	Understand and apply the various methods in capital budgeting.	3	Ap
CO-6	Determine working capital, apply the principles of cash management and receivables management.	3	Ap
CO-7	Develop skills relating to investment and cash management in business	2	Ap

PRESCRIBED TEXT:

- Maheswari S.N., *Elements of Financial Management*, New Delhi: Sultan Chand and Sons.

BOOKS FOR REFERENCE:

- Shashi K. Gupta and Sharma R.K. (2008). *Financial Management*, New Delhi: Kalyani Publishers.
- Khan M.Y and Jain P.K, *Financial Management, Text and Problems*; New Delhi : Tata McGraw Hill.
- Panday I.M., *Financial Management*; New Delhi :Vikas Publishing House.
- Van Horne J.C., *Financial Management and Policy*; New Delhi:Prentice Hall of India.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR CORE - 13 : STRATEGIC MANAGEMENT
Total HOURS	75
HOURS/Week	5
Code	U18BB6MCT13
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the students to understand the basic concepts of strategic management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the various concepts of strategic management
CO-2	Analyze the environmental and resource analysis
CO-3	Analyze the strategic formulation and its structure
CO-4	Evaluate the strategic implementation process in an organization
CO-5	Apply and analyse the strategic leadership and control techniques

UNIT - I : INTRODUCTION

15 HOURS

A. Strategic Planning: Evolution - Levels and concepts of strategic planning. Strategic Management: Elements-Modes of strategic management.

B. Strategic Management Process: Purposes- Steps- Strategic intent – Mission –Vision – value.

Extra Reading/keywords: concepts of strategy

UNIT – II : ENVIRONMENTAL & RESOURCE ANALYSIS

15 HOURS

A. Environmental analysis- External & Internal – Environmental scanning-organizational response to environment. Competitive analysis-M.Porter’s five force Model-Strategic groups – Competitor’s analysis

B. Internal analysis-Resources-Organizational capabilities & competitive advantages- Approaches to internal analysis- SWOT Audit-SWOT Matrix- SWOT analysis- Generic strategy.

Extra Reading/keywords:: industry analysis

UNIT - III : STRATEGIC FORMULATION

15 HOURS

Corporate level strategy- Grand strategy - Strategic Alternatives – Growth - Stability – Retrenchment –Combination strategies.

Corporate restructuring - Process and Concepts of restructuring - Mergers- Acquisitions. Co-operative strategies- Reasons for strategic alliances- Risk and causes of alliances- Pre- requisites for success.

Extra Reading/keywords: diversification, turnover, bankruptcy

UNIT - IV : STRATEGIC IMPLEMENTATION

15 HOURS

Structural issues- Issues in strategic implementation –Strategic- Structure relationship- Functional structure- Divisionalisation- Strategic Business Units (SBUs)- Project organization – Matrix Organization Structure-Factors influencing organizational structure – Structure and strategic Implementation.

Extra Reading/keywords: optimum action plan

UNIT – V : STRATEGIC LEADERSHIP AND CONTROL

15 HOURS

A. Strategic leadership: Functions of leadership – Traits of effective leaders- Transactional vs transformation leaders – strategic leadership and competitive advantage.

B. Strategic evaluations and control: Importance- Barriers- criteria for evaluation- Strategic and operational control- Techniques for operational control- Control process- Characteristics of effective control system.

Extra Reading/keywords: VRIO analysis

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the role of strategic planning in management	PSO 1	U
CO-2	Categorize the internal and external environmental factors affecting the organization.	PSO 2,4	U
CO-3	Examine the decisions taken by the organization at the corporate level in restructuring the firm	PSO 3, 4	An
CO-4	Judge the strategic structure followed in every organization that enhances the decision making skills and employability	PSO 4,5	E
CO-5	Recommend the control process to be implemented in an organization	PSO 4	U

References

Text Books:

- Strategic Management & Business Policy :AzarKhazmi, Tata McGraw Hill, New Delhi

Reference Books:

- R.M. Srivastava: Management Policy & Strategic Management, Himalaya Publishing House, New Delhi,2000.
- John A Pearce &Richard B Robinson : Strategic Management Formulation, Implementation & Control, Mc-Graw Hill, New York.
- Greek W.P. and Jauch L.R.: Business policy and strategy management, Mc-Graw Hill, New York
- Fred R.David : Strategic Management,Prentice Hall of India, New Delhi,2005.
- V S P Rao and V.Harikrishn : Strategic Management, Excel Books, New Delhi,2006

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	Major Core – 14 : INTERNATIONAL BUSINESS
Total HOURS	75
HOURS/Week	5
Code	U18BB6MCT14
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To make the students aware of theoretical & practical (knowledge) aspects of international business & the functioning of international institutions.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Evaluate the different conceptual theories in international business
CO-2	Understand the scope and barriers in international marketing
CO-3	Analyse the Trade policies in India
CO-4	Analyze the role of various financial institutions
CO-5	Understand international trading through forex market

UNIT – I: INTROUCTION

15 HOURS

Definition - Scope of international business - MNC in India- Theories of international trade - Smith's Theory of Absolute Differences in Costs - Ricardo's theory of Comparative Costs - Haberler's theory of opportunity Costs - Modern theory of Factor Endowments .

Extra Reading/keywords:*Multinational enterprises and international business theories*

UNIT – II: INTERNATIONAL MARKETING

15 HOURS

International Marketing - Benefits - Scope of International Marketing - Balance of Trade - Balance of Payments Disequilibrium - Causes & Remedial Measures - Tariff & Non Tariff Barriers - Meaning - Type.

Extra Reading/keywords:*Marketing barriers*

UNIT -III : EXIM POLICY

15 HOURS

India's Trade Policy - New EXIM Policy 2002-2007- Terms of Payment in Export-Export & Import Procedures - EXIM Bank- EGCC.

Extra Reading/keywords:*Trading Policies*

UNIT – IV: IMF & WORLD BANK

15 HOURS

IMF - Objectives - Organisation & Structure of the fund - IMF & India - Recent trends in IMF - SDR - World Bank - Functions - Membership - Organisation - Activities - India & World Bank

Extra Reading/keywords:*Governing institutions*

UNIT – V: FOREX MARKE

15 HOURS

Foreign exchange Market - Structure - Methods of foreign payment - Spot & forward Exchange Markets - Foreign Exchange Rate - Meaning - Determination of foreign exchange Rate .

Extra Reading/keywords:*Forex trading*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the scope and theories of international business	PSO1	U
CO-2	Identify how marketing practices takes place in international business	PSO2	E
CO-3	Analyze and remember how import and export regulations takes place through EXIM policy	PSO4	An
CO-4	Assess how IMF and World Bank acts as a Financial Advisory institution	PSO4	E
CO-5	State the activities of forex in international business activities	PSO4	An

Text Book:

- 1.Francis Cherunnilam :International Business

BOOKS FOR REFERENCE:

- Bhattacharya, B. : Going International-Response Strategies for Indian Sector, Wheeter Publishing Co., New Delhi,
- Black and Sundaram : International Business Environment, Prentice Hall of India, New Delhi.
- Adhikary, Manab : Global Business Management, Macmillan, New Delhi,

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE - 2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Total HOURS	60
HOURS/Week	4
Code	U18BB6MET01
Course Type	Theory
Credits	4
Marks	100

General Objectives:

To introduce the students to the concepts of investment and various tools of investment analysis

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concept, objectives of investment and investment process.
CO-2	Analyze the structure of money market and capital market in India
CO-3	Evaluate the fundamental analysis regarding investment.
CO-4	Analyze the techniques and methods of movement of price of shares.
CO-5	Understand the building of portfolio of shares.

UNIT- I : INTRODUCTION

12 HOURS

Investment- concepts and goals –Objectives of investment-Investment alternatives-
 Financial – Real - business – personal – Institutional – Features of an investment programme –
 Investment process - comparison of investments – Criteria for selecting best investment proposals

Extra Reading/keywords:Risk, Return and liquidity

UNIT – II :FINANCIAL MARKETS IN INDIA

12 HOURS

Structure of Money market-Capital market in India –Industrial Securities Market – Relationship between Primary Market and Secondary Market - New Issue market – Functions – Methods of floating new issues - Problems faced in new issue market - Stock Exchanges – Functions – Bombay Stock Exchange, National Stock Exchange – Objectives– Advantages– OTCEI -Online Trading .

Extra Reading/keywords: Treasury bills, Commercial Paper and Floatation, Demat.

UNIT- III: FUNDAMENTAL ANALYSIS

12 HOURS

Approaches to Security Analysis – Fundamental Analysis - Economic analysis- Factors.Industry analysis- Classification of Industry- Life cycle of an Industry. Company analysis – Company financial statements – Ratio analysis - Advantages & Limitation of Ratio Analysis - Book value – Market value of shares.

Extra Reading/keywords:Buy and Hold, Liquidity, Profitability and Activity ratio

UNIT-IV: TECHNICAL ANALYSIS

12 HOURS

Basic Assumptions of Technical Analysis – Differences between Technical Analysis and Fundamental analysis – Theories, Techniques and Methods of Movements of Stock Prices – Dow Theory – Minor Trends – Chartist Method – Charts – Line Chart – Bar Chart - Japanese Candlestick Charts – Points and Figures Chart – Limitation of Points and Figures Chart – Other important Chart patterns adopted in Technical Analysis – Head and Shoulders – Moving Averages Method – Oscillator – Triangles – Elliot Wave Theory – Short Selling – Odd Lot Trading

Extra Reading/keywords: Saucer and Head and Shoulder

UNIT – V: PORTFOLIO MANAGEMENT

12 HOURS

Port folio construction and choice – Objectives - Risk and return for portfolio of securities – principles of portfolio construction - Diversification – Methods – Portfolio Revision – Portfolio

Management – Principle and Process – Theories in Portfolio Management – Markowitz Model – Sharpe’s Portfolio Model – Baumol’s Model .

Extra Reading/keywords: Capital Growth and Risk Minimization

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate the significance of investment programme in market environment	PSO 1,2	U
CO-2	Relate how different markets function in India .	PSO 2	U
CO-3	Infer the importance of fundamental analysis in evaluating security.	PSO 1,2	An
CO-4	Analyse the application of various methods of technical analysis	PSO 4	An
CO-5	State the role of portfolio in making investment decisions	PSO 5	U

References

Text Books:

Punithavathy Pandian : Security Analysis and Portfolio Management, Vikas Publication

Reference Books:

Donald Fischer & Rohald Jordan : Security Analysis & portfolio management – prentice– Hall of India – New Delhi, 2012

Preethi Singh : Investment Management – Himalaya Publishing house, New Delhi, 2014

Bhalla V.K. & Tuteja S.K. : Investment Management – S. Chand & Co. Ltd., New Delhi.

Aavadhani V. : Investment & Securities Markets in India – Himalaya Publishing House, New Delhi

Bhalla : Investment Management – S. Chand & Co. New Delhi

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE 2 – INCOME TAX THEORY LAW AND PRACTICE
Total HOURS	6
HOURS/Week	4HOURS / Wk
Code	U18BB6MET02
Course Type	Theory
Credits	4
Marks	100

General Objective:

To provide an understanding of the basic principles of Income Tax Law so as to enable the students to compute tax of an individual assessee and to Enable the students to Understand and Apply the basic principles of Income Tax Law in computing Income Tax of an Individual assessee.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of Income, Tax and Tax liability of the Income Tax Act 1961.
CO-2	Analyze the provisions of Income from Salary.
CO-3	Evaluate the provisions of Income from House property and Capital Gains.
CO-4	Evaluate the provisions of Taxable profits from Profits and Gains from Business or Profession.
CO-5	Analyze the provisions of Income from the Other Sources.

UNIT – I : INTRODUCTION AND RESIDENTIAL STATUS

12 HOURS

Income Tax Act - Introduction and important definitions - Assessment year, Previous year, Person, Assessee.

Determination of residential status - Scope of total income

Extra reading /Key words: *Income tax concepts, ROR, RNOR, NR*

UNIT – II : INCOME FROM SALARIES

12 HOURS

Income from Salaries - Chargeability - Allowances - Pension - Perquisites, Gratuity; Encashment of earned leave - Deductions from salary under sec.16 - Computation of salary income.

Extra reading /Key words: *Salaries, allowances, perks*

UNIT – III : INCOME FROM HOUSE PROPERTY AND CAPITAL GAINS 12 HOURS

A. Income from House Property - Annual Value : Let out and self occupied property - Deemed to be let out property- Deductions under sec. 24.

B. Capital gains - Chargeability - Capital asset - Cost of acquisition - Transfer - Simple computation of capital gains – Exemptions under Sec 54, 54EC, 54F.

Extra reading /Key words: *GAV, NAV, STCG, LTCG*

UNIT – IV PROFITS AND GAINS OF BUSINESS OR PROFESSION

12 HOURS

Profits and gains of business or profession: Meaning and scope - Depreciation under Section 32 - Deductions under Sections 36 and 37 - Expenses and payments not deductible - Computation of income under this head.

Extra reading /Key words: *Admissible expenses, inadmissible expenses*

UNIT – V INCOME FROM OTHER SOURCES AND TAX LIABILITY

12 HOURS

A. Income from other sources - Casual income- Interest income - Rate of TDS and grossing up. Dividends - Winnings from lotteries, Crossword puzzles, and Card games.

B. Deductions in computing total income (Sec 80C, 80D, 80E,80G,,80U) Computation of tax.

Extra reading /Key words: *Dividends, TDS*

Theory - 30% Problem - 70%

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Remember and understand the basic concepts of Income, Tax and Tax liability of the Income Tax Act 1961.	5	U
CO-2	Understand and apply the provisions of Income from Salary.	5	Ap
CO-3	Understand and apply the provisions of Income from House property and Capital Gains.	5	Ap
CO-4	Understand and apply the provisions of Taxable profits from Profits and Gains of Business or Profession.	4	Ap
CO-5	Understand and apply the provisions of Income from the Other Sources.	4	Ap
CO-6	Develop skills relating to tax calculation for personal and professional purposes	4	Ap

Theory - 30% Problem - 70%

PRESCRIBED TEXT:

- Singhania V.K., *Student's Guide to Income Tax*, Delhi: Taxman.

BOOKS FOR REFERENCE

- Lal B.B, *Income Tax Law & Practice*, New Delhi: Pearson Education.
 - Manoharan, *Principles of Income Tax*, New Delhi: S. Chand & Sons.
 - DinkerPagare, *Income Tax Law and Practice*; New Delhi : Sultan Chand & Sons.
- Gauar&Narang, *Income Tax Law and Practice*

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE - 3 TOTAL QUALITY MANAGEMENT
Total HOURS	75
HOURS/Week	5 HOURS/Wk
Code	U18BB6MET043
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To introduce the students to the concept and philosophies of total quality management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand and paraphrase the concept of Quality
CO-2	Analyze and infers Quality Management
CO-3	Interpret TQM philosophies
CO-4	Evaluate how Organizing is done for TQM
CO-5	Analyse the Implementation of TQM in Service

UNIT – I : INTRODUCTION TO QUALITY

15 HOURS

Evolution - Quality movement in India - Importance of quality - Quality definitions-views of quality - Dimensions of quality and service quality - Types of quality – Customer driven quality- Quality in production systems-determinants of quality.

Extra Reading/keywords: Quality Awards

UNIT-II : MANAGING QUALITY**15 HOURS**

Traditional vs modern quality management - Quality in manufacturing service systems - Quality control – Quality control strategy and policy -Concept of quality control- Principles of TQC- Necessities - Scope of TQM - Major elements of total quality infrastructure-TQM Vs Traditional Management Practices - Benefits of TQM – ISO 9000 – Six sigma.

Extra Reading/keywords: Process decision programme chart PDPC

UNIT-III : TQM PHILOSOPHIES**15 HOURS**

The Deming philosophy-The Juran philosophy-The Crosby philosophy.

Extra Reading/keywords: Lean Management, Quality function Development

UNIT-IV : ORGANISING FOR TQM**15 HOURS**

Need for organizing for quality-Evolution of organization - Requirements - Organising TQM-The systems approach - Future organization -Developing quality culture - Self development and empowerment - Continuous improvement (KAIZEN)

Extra Reading/keywords: Creative methodology in TQM

UNIT-V : TOTAL QUALITY MANAGEMENT IN SERVICES**15 HOURS**

Quality in services- Difference between goods and services- Component of service system quality- Service quality dimensions- Models - Measuring service quality- Building service quality information system.

Extra Reading/keywords: Business Process Re engineering , Terminology used in Japanese Management practices.

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the role of quality in different systems	PSO 1	U
CO-2	Describe the scope and practices in TQM	PSO 2	U
CO-3	Explain the benefits resulted by studying various philosophies that result in analyzing skill	PSO 2,4	U
CO-4	Summarize the future organization of TQM by its approaches	PSO 4	An
CO-5	Recognize the significance of quality in service	PSO 2	An

References**Text Books:**

K.ShridharaBhat :Total Quality Management ,Himalaya Publishing House

Reference Books:

Suresh Dalela, Saurabh : ISO 9000 A manual for TQM – Shailendra Nigam
TQM,Excel Books

James R.Evans, James W.Dean. Jr : Total Quality Management, Organisation and philosophy

Joel E.Ross : Total Quality Management

S.D.Bagade. : Total Quality Management, Himalaya Publishing House

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE 3 – COMPANY LAW
Total HOURS	75
HOURS/Week	5HOURS / Wk
Code	U18BB6MET04
Course Type	Theory
Credits	5
Marks	100

General Objective:

To understand the basic principles and practices of Company Law.

Course Objectives:

The learners will be able to

CO No.	Course Objectives
CO-1	Remember and understand the concepts of company, its types and the procedure of incorporation.
CO-2	Understand and remember the important statutory documents, its contents and the legal provisions to alter the contents of these documents of a company.
CO-3	Understand the various types of prospects and the legal provisions of allotment of securities.
CO-4	Remember and understand the administration setup of a company and various meetings of the company.
CO-5	Understand different types of winding up of a company and legal provisions relating to winding up of a company.

UNIT – I INTRODUCTION

15 HOURS

Company- Meaning –Features – Lifting of the Corporate Veil – Types of company: Statutory, Registered, Public Limited, Private Limited, Foreign, Small, Dormant and One Person Company, Companies with Charitable Objects – Incorporation procedure of a Company

Extra reading /Key words: *Promoter of a company and his legal position in the company*

UNIT – II : STATUTORY DOCUMENTS**15 HOURS**

Memorandum, of Association: Contents- Change in clause of MOA - Articles of Association: Contents - Doctrine of Ultra vires – Exceptions - Doctrine of Indoor management - Doctrine of Constructive notice - Exceptions.

Extra reading /Key words: *Formats of Articles of Association with reference to different types of companies.*

UNIT – III : PROSPECTUS & ALLOTMENT OF SECURITIES**15 HOURS**

Prospectus: Meaning and contents – Self prospectus – Red Herring Prospectus – Abridged Prospectus – Misstatements in Prospectus - Allotment of securities- Global depository receipts Alteration of share capital - Rights issue – Bonus issue – Buyback of securities.

Extra reading /Key words:- *sweet equity shares*

UNIT – IV : COMPANY MANAGEMENT AND MEETINGS**15 HOURS**

Administration - Directors, Managing Directors, Company Secretary - Qualifications and disqualification - Appointment - Powers - Duties - Rights and liabilities- Company meeting: Kinds - Notice - Proxies – Quorum - Agenda - Minutes - Resolutions.

Extra reading /Key words: *Administration structure of top Ten Indian Companies.*

UNIT – V WINDING UP**15 HOURS**

Winding up of companies - Different modes of winding up- Consequences of winding up.

Extra reading /Key words:*Recent winding up of companies in India.*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the concepts of company and classify its types of Companies.		
CO-2	Remember the procedure of incorporation of company.	3	U

CO-3	Explain the important statutory documents of a Company.	3	U
CO-4	Discuss the legal provisions relating to alter the contents of the statutory documents of a company.	3	An
CO-5	Recall the various types of prospects and the legal provisions of allotment of securities.	3	U
CO-6	Elucidate the administration setup of a company.	2	U
CO-7	Discuss various meetings of the company.	3	U
CO-8	Explain different types of winding up of a company and legal provisions relating to winding up of a company.	3	U
CO-9	Develop skills relating to practical functioning of companies	3	Ap

PRESCRIBED TEXT:

Kapoor N.D, (2008). *Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000*, New Delhi: Sultan Chand & Sons.

BOOKS FOR REFERENCE:

- Gower L.C.B, (2005). *Principles of Modern Company Law*, London: Stevens & Sons.
- Singh Avtar, (2007). *Company Law*, Lucknow: Eastern Book Co.
- Gogna. P.P.S. (2016), *Company Law*, S Chand Publishing, New Delhi.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY
Total HOURS	30
HOURS/Week	2
Code	U18DS6SBT06
Course Type	(Theory cum Project)
Credits	2
Marks	100

General Objective:

Students get introduced to concept of research and to carry out research projects.

Course Objective:

The student will be able to

1. understand the different types of research.
2. analyze the research objectives and frames the hypothesis
3. understand the structure of dissertation. 4. evaluate their research work.

UNIT I

6 HOURS

Introduction to research: Concept of research–types of research–introduction to research literature base – collection of research information from different sources; maintenance of information.

Extra reading / Key Words: *Primary data, Secondary data collection*

UNIT II

6 HOURS

Research focusing: identifying research area–drawing objectives\ hypothesis–designing the work

– data collection – analysis.

Extra reading / Key Words: *Test of Hypothesis and Levels of significance.*

UNIT III

6 HOURS

Preparation of dissertation: Structure of dissertation–editing–bibliography.

Extra reading / Key Words: *Summarizing any Two research article.*

UNIT IV PROJECT WORK

12 HOURS

Note: 1.Extra reading/Key words are only for internal testing(Seminar/Assignment)
2. *The students will be evaluated internally by a test for 50 marks. The Project will be evaluated by an external evaluator and a viva- voce will be conducted for 50 marks. The students can carry out their projects individually or in groups.*

Note: Texts given in the Extra Reading/Keywords must be tested only through assignment and seminar.

REFERENCES:

Blaxter, L., Hughes, C. and Tight (1999) How to research? Viva Book private Limited

Kothari, C.R. (2004) research Methodology- Methods and Technioques, New Age International Publishers, India

Lal, B.(2002) Research Methodology, ABD Publishers. India

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	NON MAJOR ELECTIVE 2 - FUNDAMENTALS OF EVENT MANAGEMENT
Total HOURS	30
HOURS/Week	2HOURS / Wk
Code	U18BB6NMT02
Course Type	Theory
Credits	2
Marks	100

General Objective:

To understand and develop the techniques and strategies to plan for special events

Course Objective:

This course will enable students to

CO No.	Course Objectives
CO-1	Understand the role and purpose(s) of special events in objective oriented organizations.
CO-2	Analyze the knowledge and competencies required to promote, implement and conduct special events.
CO-3	Analyze the activities during the event
CO-4	Evaluate the strategies used in the event
CO-5	Evaluate the quality of the event

UNIT I: INTRODUCTION TO MANAGEMENT AND EVENT CONCEPTS

Management: Definition – Characteristics - Functions – Nature – Principles. Event: Definition – Characteristics - 5 C’s of Events – Key elements of events – Categories of events

UNIT II: PRICING AND PROMOTION OF EVENTS

Risk rating – Activities involved with pricing decisions – Checklist for pricing of events – Network components for promotion of events

UNIT III: EXECUTION AND EVENT MANAGEMENT

Event Management – Activities in event management: Pre-event activities – During- event activities – Post-event activities – Planning – Organizing – Staffing – Leading and Coordinating – Controlling – Event Management Information System.

UNIT IV: STRATEGIC PLANNING

Setting objectives – Development of strategic plan – Environmental assessment – Competitive assessment – Business potential assessment – Problem analysis – Opportunity and resource analysis.

UNIT V: EVALUATION OF EVENT PERFORMANCE

Basic evaluation process – Measuring performance – Critical evaluation points – Measuring reach – Measuring interaction – Measuring quality of event.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Remember the nature and principles of event management	PSO 1	U
CO-2	Discuss the pricing and promotion strategies used in event	PSO 4	U
CO-3	Elucidate the pre and post activities and event management information system	PSO 1	An
CO-4	Describe the various strategies planning	PSO 1	U
CO-5	Develop various evaluation process and measuring the quality of event	PSO 1	U

REFERENCES:

1. Sanjaya singh Gaur & Sanjay V Saggere

: Event Marketing and Management,2003,Noida, Vikas Publishing house pvt. Ltd.

2. Anton Shone and Bryn Parry

: Successful event management, 2008, New Delhi,Cengage Learning India Pvt Ltd

