



HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

Programme Outcomes (POs)

PO No.	Programme Outcomes (POs) <i>Upon completion of the BBA Degree Programme, the graduate will be able to</i>
PO-1	Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development;
PO-2	Involve in research and innovative endeavours and share their findings for the wellbeing of the society;
PO-3	Work effectively in teams and take up leadership in multi-cultural milieu;
PO-4	Act with moral, ethical and social values in any situation;
PO-5	Excel as empowered woman to empower women;
PO-6	Participate in activities towards environmental sustainability goals as responsible citizens;
PO-7	Pursue higher studies in the related field of sciences, humanities and management studies;
PO-8	Analyze and contribute positively to address socio-political, economic and business issues in national and international scenario;
PO-9	Exhibit and utilize the multidimensional competencies in management studies for strategic decision making in business development and economic progress.

Programme Specific Outcomes (PSOs)

PSO-1	Identify the key issues of a business, utilize qualitative and quantitative methods to explore the solutions.
PSO-2	Exhibit competencies in the field of marketing, finance, human resource management, economics and productions and apply to the primary, secondary and the tertiary commercial sectors.
PSO-3	Utilize modern managerial theories and principles to develop entrepreneurial skill for the creation of business units.

(For Candidates admitted from June 2022 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	Hours/Week	Credits	Marks
I	I	Language	General Tamil -I/ Hindi -I/ French -I	U22TL1GEN01/ U22HN1HIN01/ U22FR1FRE01	3	3	100
	II	English	General English-I	U22EL1GEN01	3	3	100
	III	Major Core-1	Business Management	U22BB1MCT01	6	5	100
		Major Core-2	Financial Accounting	U22BB1MCT02	5	5	100
		Allied - 1	Business Mathematics and Statistics for Managers	U22MA1ALT06	4	2	100
		Allied - 2	Business Communication	U22BB1ALT01	4	2	100
		EVS	Environmental Studies	U22ES1EVS01	2	1	100
		MSBE 1	Computer Literacy – Tally	U22BB1SBP01	2	1	100
		Value Education	Ethics-I/ Catechism-I/ Bible Studies-I	U22VE2LVE01/ U22VE2LVC01/ U22VE2LVB01	1	-	-
		Service Oriented Course		-	-	-	-
	Internship/Field Work/Field Project 30 hours –Extra Credit				U22EX1INT01		2 (Extra Credits)
Total					30	22+2	900

Semester	Part	Course	Title of the Course	Code	Hours / Week	Credits	Marks
II	I	Language	General Tamil -II/ Hindi -II/ French -II	U22TL2GEN02/ U22HN2HIN02/ U22FR2FRE02	3	3	100
	II	English	General English-II	U22EL2GEN02	3	3	100
	III	Major Core-3	Marketing Management	U22BB2MCT03	5	4	100
		Major Core-4	Business Environment	U22BB2MCT04	5	4	100
		Major Core -5	Management Information System	U22BB2MCT05	4	3	100
		Allied-3	Managerial Economics	U22EC2ALT04	4	2	100
		Skill Based Course – 1	Soft Skills Development	U22SS2SBC01	2	1	100
		Skill Based Course – 2	Sustainable Rural Development and Student Social Responsibility	U22RE2SBC02	2	1	100

	IV	Industrial Relations	Industrial Management	U22BB2IRT01	1	1	100
		Value Education	Ethics--I/ Catechism-I/ Bible Studies-I	U22VE2LVE01/ U22VE2LVC01/ U22VE2LVB01	1	1	100
		Extension activity	RESCAPES	U22EX2RES01	-	1 (Extra Credits)	-
		Online Course		U22EX2ONC01		1 (Extra Credits)	100
		Service Oriented Course		-	-	-	-
		Internship/Field Work/Field Project 30 hours – Extra Credit		U22EX2INT02		2 (Extra Credits)	100
		Total				30	23+4 (Extra Credit)

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks	
III	I	Language	General Tamil -III/Hindi – III/French–III	U22TL3GEN03/ U22HN3HIN03/ U22FR3FRE03	3	3	100	
	II	English	General English-III	U22EL3GEN03	3	3	100	
	III	Major Core–6	Cost Accounting	U22BB3MCT06	5	4	100	
		Major Core – 7	Production and Operations Management	U22BB3MCT07	5	4	100	
		Major Elective	Fundamentals of E-Commerce – BBA	U22BB3MET01/ U22CO3MET01/ U22EC3MET01	4	3	100	
			Financial Markets and Services – Commerce Indian Economy – Economics					
	Allied – 4	Creative Advertising (from Commerce) / Human Resource Management (for Commerce)	U22CO3ALT05/ U22BB3ALT02	4	2	100		
	IV	NME 1	Principles of Management	U22BB3NMT01	2	2	100	
		MSBE 2	Entrepreneurial Development	U22BB3SBP02	2	1	100	
			Gender Studies	U22WS3GST01	1	1	100	
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U22VE4LVE02/ U22VE4LVC02/ U22VE4LVB02	1	-	-	
		Online Course		U22EX3ONC02			1 (Extra Credits)	100
		Service Oriented Course				-	-	-
		Internship/Field Work/Field Project 30 hours –Extra Credit		U22EX3INT03			2 (Extra Credits)	100
		Total				30	23+3	1100

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
IV	I	Language	General Tamil -IV/ Hindi – IV/ French –IV	U22TL4GEN04/ U22HN4HIN04/ U22FR4FRE04	3	3	100
	II	English	General English-IV	U22EL4GEN04	3	3	100
	III	Major Core– 8	Operations Research	U22BB4MCT08	5	5	100
		Major Core–9	Management Accounting	U22BB4MCT09	4	4	100
		Major Elective	Industrial Law - BBA Consumer Behaviour – Commerce Health Economics – Economics	U22BB4MET02/ U22CO4MET02/ U22EC4MET02	4	3	100
		Allied – 5	Retail Management Human Resource Management (to Economics)	U22BB4ALT03 U22BB4ALT04	4	2	100
		Allied – 6	Business Ethics	U22BB4ALT05	4	2	100
	IV	NME 2	Entrepreneurial Development	U22BB4NMP02	2	2	100
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U22VE4LVE02/ U22VE4LVC02/ U22VE4LVB02	1	1	100
		Extension activity	RESCAPES	U22EX4RES02	-	1 (Extra Credits)	-
		Service Oriented Course		U22EX4SOC01	-	2 (Extra Credits)	100
		Internship/Field Work/Field Project 30 hours – Extra Credit		U22EX4INT04		2 (Extra Credits)	100
	Total					30	25 +5

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
V	III	Major Core -10	Organisational Behaviour	U22BB5MCT10	6	5	100
		Major Core– 11	Human Resource Management	U22BB5MCT11	6	5	100
		Major Core–12	Business Taxation	U22BB5MCT12	6	5	100
		Major Core– 13	Business Law	U22BB5MCT13	5	4	100
		Major Elective	Information Technology in Business / Services Marketing	U22BB5MET03/ U22BB5MET04	4	3	100
	IV	NME 3	Business Ethics	U22BB5NMT03	2	2	100
		Value Education	Ethics-III/ Catechism-III/ Bible Studies-III	U22VE6LVE03/ U22VE6LVC03/ U22VE6LVB03	1	-	-
		Online Course		U22EX5ONC03		1 (Extra Credits)	100
		Internship/Field Work/Field Project 30 hours – Extra Credit		U22EX5INT05		2 (Extra Credits)	100
	Total					30	24 + 3

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
VI	III	Major Core –14	Financial Management	U22BB6MCT14	6	5	100
		Major Core– 15	Strategic Management	U22BB6MCT15	5	4	100
		Major Core – 16	Security Analysis and Portfolio Management	U22BB6MCT16	5	4	100
		Major Core – 17	International Business	U22BB6MCT17	5	4	100
		Major Elective	Total Quality Management/Services Marketing	U22BB6MET05/ U22BB6MET06	4	3	100
	IV	NME 4	Event Management	U22BB6NMT04	2	2	100
		SBC– 3	Research Methodology	U22DS6SBC03	2	1	100
		Value Education	Ethics-III/ Catechism-III/ Bible Studies-III	U22VE6LVE03/ U22VE6LVC03/ U22VE6LVB03	1	-	100
		Extension activity	RESCAPES – Impact study of project	U22EX6RES03	-	1 (Extra Credits)	100
		Internship/Field Work/Field Project 30 hours – Extra	U22EX6INT06			2 (Extra Credits)	100
	Total				30	23 + 3	1000
	Grand Total				180	140 + 20	6100

(For candidates admitted in the academic year 2022)
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UG COURSE PATTERN
B.B.A.
First Year – Semester I

Course Title	MAJOR CORE 1 - BUSINESS MANAGEMENT
Code	U22BB1MCT01
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.

UNIT- I : INTRODUCTION

18 hours

- 1.1. Management -Nature - Functions – Evolution

- 1.2. Levels of management, Managerial roles
- 1.3. Management vs Administration, Science or an Art
- 1.4. Scientific management by Taylor
- 1.5. Fourteen principles of management and MBO

Extra Reading/Keywords: *Management and society*

UNIT – II : PLANNING

18 hours

- 2.1. Planning- Process
- 2.2. Kinds of Planning
- 2.3. Importance of Planning - Forecasting
- 2.4. Planning- Limitations of Planning – Principles of Planning
- 2.5. Decision making

Extra Reading/Keywords: *Performance management tools*

UNIT– III : ORGANISING

18 hours

- 3.1. Process – Features
- 3.2. Elements – Structure – Different Forms
- 3.3. Principles of Organisation – Organization Charts
- 3.4. Span of Management - Factors determining span of management - Span of Control
- 3.5. Departmentation – Delegation – Decentralization.

Extra Reading/Keywords: *Organization structure*

UNIT - IV : STAFFING AND DIRECTING

18 hours

- 4.1. Staffing: Man power Management – Functions - Recruitment - Selection - Tests and Interviews
- 4.2. Training- Need -Advantages -Scope - Kinds of training –
- 4.3. Development - Features -Methods of executive development
- 4.4. Directing and Co-ordination: Principles - Elements. Supervision
- 4.5. Leadership –Nature – Needs - Types of leaders

Extra Reading/Keywords: *Leading traits*

UNIT - V : CONTROL

18 hours

- 5.1 - Controlling: Nature - Control Process
5. 2 - Techniques of managerial control
5. 3 - Techniques of Management- Management By Objectives (MBO)

5.4 - Management By Exception(MBE)

5.5 - Management By Participation – Management By System

Extra Reading/Keywords: *Controlling network analysis*

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_PRINCIPLES AND PRACTICES_OF_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_1/DCOM102_DMGT101_PRINCIPLES_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 organisation	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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LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.
First Year – Semester I

Course Title	MAJOR CORE-2 - FINANCIAL ACCOUNTING
Code	U22BB1MCT02
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.

UNIT - I: ACCOUNTING CONCEPTS AND FINAL ACCOUNTS OF SOLE TRADERS

15 hours

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

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

UNIT - II: DEPRECIATION

15 hours

- 2.1.Depreciation Accounting
- 2.2.Methods of providing depreciation
- 2.3.Straight line method – Written down value method
- 2.4.Sinking fund method
- 2.5.Insurance policy method

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

UNIT - III: NON PROFIT ORGANISATION

15 hours

- 3.1 Accounts of Non-trading concerns
- 3.2 Format - Receipts and Payments Account -Income and Expenditure Account
- 3.3 Receipts and Payments Account
- 3.4 Income and Expenditure Account
- 3.5 Balance Sheet

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

UNIT - IV: INTRODUCTION TO COMPANY ACCOUNTS **15 hours**

- 4.1 Introduction to company
- 4.2 Issue of shares
- 4.3 Forfeiture of shares and
- 4.4 Re-issue of shares- Concepts - Rights issue, Bonus issue,
- 4.5 Concepts - Buyback of shares and Sweat equity shares.

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

UNIT - V: FINAL ACCOUNTS OF COMPANIES

15 hours

- 5.1.Introduction of Final accounts of companies

5.2.Format of Profit and Loss Accounts

5.3.Preparation of Profit and Loss Accounts

5.4.Format Appropriation account and Balance sheet. (Vertical format)

5.5.Appropriation account and Balance sheet. (Vertical format) (excluding managerial remuneration)

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

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.
First Year – Semester I

Course Title	Allied 2 - BUSINESS COMMUNICATION
Code	U22BB1ALT01
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.

UNIT – I : INTRODUCTION TO BUSINESS COMMUNICATION

12 hours

- 1.1 Communication: Meaning – Definition – Characteristics
- 1.2 Objectives - Types
- 1.3 Principles of Effective Communication

- 1.4 Communication Process
- 1.5 Barriers to Communication.

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

UNIT – II : COMMUNICATION CHANNELS **12 hours**

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

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

UNIT – III : BUSINESS CORRESPONDENCE **12 hours**

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

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

UNIT – IV : LISTENING & SPEAKING **12 hours**

- 4.1.Listening: Needs & Advantages of Listening - Active & Passive Listening – Elements of Active Listening - Coherence of Listening with Reading and Speaking.
- 4.2.Speaking:Features of effective Speech - Role Play
- 4.3.Conversation building - Presentation Skills
- 4.4.Group Discussions
- 4.5.Interview facing skills

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

UNIT – V : TECHNOLOGY IN COMMUNICATION **12 hours**

- 5.1 Role and Effects of Technology in Communication - Advantage of Technology in Business Communication
- 5.2 Importance of E-Communication
- 5.3 Email Text Messaging -Instant Messaging - E- Mail Etiquette

5.4 Modern Techniques (Video Conference)

5.5 Business communication trends.

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

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. KiranmaiDutt P. & GeethaRajeevan (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.meammktg.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.
First Year – Semester I

Course Title	MSBE 1 - Computer Literacy – Tally
Code	U22BB1SBP01
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.

UNIT: I : INTRODUCTION**6 hours**

- 1.1.Computerized Accounting –Introduction to architecture of Tally
- 1.2. Creation of company
- 1.3. Creation of groups – Various kinds of groups
- 1.4. Multiple and single group
- 1.5.Creation of ledgers – Various kinds of ledgers.

Keywords/ Extra Reading: *Under items in ledger creation***UNIT: II: VOUCHER CREATION****6 hours**

- 2.1. Entering vouchers
- 2.2. Journal voucher - Purchase voucher
- 2.3. Sales voucher - Receipt vouchers
- 2.4. Payment vouchers
- 2.5. Role and importance of function keys.

Keywords/ Extra Reading: *Functions keys of accounting vouchers***UNIT: III: FINAL ACCOUNTS****6 hours**

- 3.1 Extraction of Trial Balance
- 3.2 Trading Account - Profit and Loss Account and Balance Sheet
- 3.3 Simple sums with and without adjustments
- 3.4 Alter – Select – Edit – Delete
- 3.5 Selection of company.

Keywords/ Extra Reading: *Under items in ledger creation***UNIT: IV: INVENTORIES****6 hours**

- 4.1 Introduction to inventories
- 4.2 Creation of stock category – Stock groups – Stock items
- 4.3 Editing and deletion of stock items
- 4.4 Usage of stock in voucher entry
- 4.5 Stock voucher or purchase orders – Sales orders.

Keywords/ Extra Reading: *Enter multiple price levels***UNIT: V COST CENTRE****6 hours**

- 5.1.Creation of cost Centre category
- 5.2. Cost centre category
- 5.3.Editing and deleting cost centre

5.4.Usage of cost category in voucher entry

5.5. Usage of cost category in voucher entry

Keywords/ Extra Reading: *Different cost centres*

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.AbishekShrivastava,Advanced Accounting with Tally ERP 9,Notion Press Publications.
3. ShraddhaSingh&NavneetMehra, 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 June 2022 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 3 - MARKETING MANAGEMENT
Code	U22BB2MCT03
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 /Key Words must be tested only through assignment and seminars.

TEXT BOOK:

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

SUGGESTED READINGS:

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

WEB REFERENCE:

4. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
5. https://www.researchgate.net/publication/225084026_Marketing_Management
6. <https://www.wrike.com/marketing-guide/marketing-management/>
7. http://eprints.stiperdharmawacana.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	Analyse the Attitude of consumers, problems in development of new product, various promotional activities, role of social media marketing and its impact on organisation development.	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

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

Course Title	Major Core – 4: BUSINESS ENVIRONMENT
Code	U22BB2MCT04
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 – Rights of Consumers - Procedure for filing complaints - Redressal 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 – Digital Environment

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 /Key words must be tested only through Assignment and Seminars.

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

(For Candidates admitted from June 2022 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
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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	U22BB2MCT05
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
- 3.3. Characteristics - Advantages – Disadvantages
- 3.4. Components - Models – Application areas of Database system.
- 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 – Benefits - Applications
- 5.4. Cloud computing – Strategic Importance - Enterprise Information Management (EIM)
- 5.5. Enterprise Resource Planning – Definition – Benefits

Extra Reading/Keywords: *Cyber crime, Hacking*

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

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

5. https://ebooks.lpude.in/management/mba/term_4/DMGT505_MANAGEMENT_INFORMATION_SYSTEM.
6. <http://www.microlinkcolleges.net/elib/files/undergraduate/Management%20Information%20System/Management%20Information%20System.pdf>
7. https://repository.dinus.ac.id/docs/ajar/Kenneth_C.Laudon,Jane_P_.Laudon_-_Management_Information_Sysrem_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

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

Course Title	INDUSTRIAL RELATIONS – FOREX TRADING
Code	U22BB2IRT01
Course Type	Theory
Semester	II
Hours/Week	1
Credits	1
Marks	100

CONSPECTUS

The objective of this course is to enable the learners to know about FOREX trading and to earn profits in trading.

COURSE OBJECTIVES

1. To understand the benefits of FOREX trading.
2. To interpret the periods of FOREX market.
3. To outline the types of FOREX charts
4. To understand the benefits of stop loss orders.
5. To know the trading psychology.

UNIT I: INTRODUCTION

3 hours

- 1.1.FOREX Trading - History
- 1.2. Evolution of FOREX Market
- 1.3. Introduction to the Major Currency Pairs

Extra Reading/keywords: *Trading style*

UNIT II: TRENDS

3 hours

- 2.1. Benefits of FOREX trading
- 2.2. Periods of FOREX market
- 2.3. Bullish- Bearish - Stags.

Extra Reading/keywords: *Ticks, points, pips*

UNIT III: ANALYSIS

3 hours

- 3.1. Currency analysis- Types
- 3.2. Types of FOREX charts
- 3.3. Advanced FOREX trading techniques.

Extra Reading/keywords: *Resistance*

UNIT IV: ORDERS

3 hours

- 4.1. FOREX orders for beginners
- 4.2. Types of orders
- 4.3. Stop loss basics- Benefits of using stop loss orders

Extra Reading/keywords: *Inevitable losses*

UNIT V: TRADING CYCLE AND PSYCHOLOGY

3 hours

- 5.1. Choosing a trading style
- 5.2. FOREX Trend trading
- 5.3. Trading Psychology

Extra Reading/keywords: *swing trading*

SUGGESTED READINGS

- Ankit Gala & Jitendra Gala (2017), FOREX Exchange and FOREX trading, Buzzingstock Publishing House, India.
- Mahesh Chandra Kaushik (2021), Options Trading Handbook, Prabhat Prakashan Pvt. Ltd., New 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, trading psychology and major currency pairs.	K1
CO-2	Summarise the application of FOREX trading, various analysis.	K2
CO-3	Execute the FOREX trading, types of charts and choosing a trading cycle.	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

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UG COURSE PATTERN
B.B.A

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
I	I	Language	General Tamil -I/ Hindi -I/ French -I	U21TL1GEN01/ 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	EVS	Environmental Studies	U21RE1EST01	2	1	100
		MSBE 1	Computer Literacy – Tally	U21BB1SBP01	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)
Total					30	22+2	900

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
II	I	Language	General Tamil -II/ Hindi -II/ French -II	U21TL2GEN02/ 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	U21SS2SBC01	2	1	100

	IV	SBC – 2	Sustainable Rural Development and Student Social Responsibility	U21RE2SBC02	2	1	100
		Industrial Relations	Industrial Management	U21BB2IRT01	1	1	100
		Value Education	Ethics--I/ Catechism-I/ Bible Studies-I	U21VE2LVE01/ U21VE2LVC01/NU 21VE2LVB01	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
	IV	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	1200

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

(For Candidates admitted in June 2021)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 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 8 - OPERATION RESEARCH
Total HOURS	60
HOURS/Week	4
Code	U21BB4MCT08
Course Type	Theory
Credits	4
Marks	100

CONSPECTUS

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

1. To understand the L.P.P and finding solution by Graphical and Simplex Method.
2. To understand the sequencing problem and obtaining the sequence of processing n jobs through two machines and k machines.
3. To understand the various methods of transportation problem for obtaining initial basic feasible solution and understand the Hungarian method
4. To evaluate the inventory control theory, finding EOQ and evaluate the solution of the inventory problem.
5. To evaluate the PERT and CPM.

UNIT I: LINEAR PROGRAMMING PROBLEM AND SIMPLEX ALGORITHM 15 Hrs

Introduction to OR - Mathematical formulation of the problem - Graphical solution methods - General Linear Programming Problem - Canonical and standard forms of L.P.P. -The Simplex Method - Simplex Algorithm – Applications of LPP in Production Management

Extra Reading/ Keywords: *Revised simplex method, Dual simplex method*

UNIT II : SEQUENCING PROBL

15 Hrs

Sequencing problem - processing n jobs through two machines - processing n jobs through k machines – Applications of sequencing problem in industry.

Extra Reading/ Keywords: *Fractional cut method ,Processing 2 jobs through k machines*

UNIT III : TRANSPORTATION PROBLEM AND ASSIGNMENT PROBLEM 15 Hrs

Transportation Problem - Initial basic feasible solution - North west corner rule - Row minima method - Column minima method - Matrix minima Method - Vogel's approximation method - Unbalanced Transportation Problem-Assignment problem-Hungarian method-unbalanced assignment problem - Applications of transportation problem.

Extra Reading/ Keywords: *Stepping stone solution method, Dual of the Assignment problem*

UNIT IV: INVENTORY CONTROL

15 Hrs

Types of inventory - Economic order quantity - Deterministic inventory problems with shortages - Deterministic inventory problems without shortages – Applications of inventory in environmental science.

Extra Reading/ Keywords: Multi-item Deterministic problems

UNIT V: NETWORK SCHEDULING

15 Hrs

Introduction to network problems - Network scheduling by CPM and PERT – Applications of network analysis in telecommunications.

Extra Reading/ Keywords: *Time cost Optimization Algorithm, TORA software, Resource allocation and scheduling.*

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

TEXT BOOKS

Kantiswarup, P.K.Gupta & Man Mohan, (2017) OPERATIONS RESEARCH, Sultan Chand & Sons, New Delhi.(19th Edition)

UNIT - I - Chapter 2 ,Chapter 3 : 3.1 -3.5 ,Chapter 4: 4.1- 4.3

UNIT II- Chapter 12:12:1-12:5

UNIT III - Chapter 10: 10.1 – 10.3 , 10.5, 10.8 ,10.9 Chapter 11-11.1 to 11.4

UNIT IV - Chapter 19: 19.1 - 19:11

UNIT V - Chapter 25

SUGGESTED READINGS

1. H. Taha(IV Edition) OPERATIONS RESEARCH ,Prentice Hall of India 2006.
2. P. K. Gupta, D. S. Hira, (2001) PROBLEMS IN OPERATIONS RESEARCH, S.Chand ,New Delhi.
3. Dr. H.K. Pathak, Dr. Pradeep K. Joshi & Dr. C. Sharma(1 January 2021) , OPERATIONS RESEARCH, Shree Shiksha Sahitya Prakashan Publisher Second Revised Edition , India.

WEB REFERENCE:

1. http://www.nitjsr.ac.in/course_assignment/CA02CA3103%20RMTLPP%20%20Formulation.pdf
2. <http://cs.uok.edu.in/Files/79755f07-9550-4aeb-bd6f-5d802d56b46d/CustomSequencing%20Problem>.
3. http://www.producao.ufrgs.br/arquivos/disciplinas/382_winston_cap_7_transportation.pdf
4. <https://www.ime.unicamp.br/~andreami/MS515/capitulo12.pdf>
5. https://www2.kimep.kz/bcb/omis/our_courses/is4201/Chap14.pdf

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO – 1	Recall the concepts of LPP, Sequencing problem, Transportation problem, Assignment problem, Inventory Control, PERT and CPM.	K1
CO – 2	Derive the mathematical formulation with the understanding of LPP, Sequencing Problem, Transportation Problem, Inventory Control and Network Scheduling.	K2
CO – 3	Solve the LPP using graphical, simplex method, transportation problem and assignment problem. Solving the inventory problems with shortages, without shortages and obtain optimum solution for networking using PERT & CPM	K3
CO – 4	Constructing the LPP model, Sequencing Problem and network diagrams for handling real life situation. Framing Inventory control model to enhance sustainable Environment.	K4
CO-5	Estimate the Solution of the LPP problems, transportation problem , assignment problem ,the inventory problems with shortages, without shortages and obtain the optimum solution for networking using PERT & CPM in real life situations.	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	M	H	H	H
CO-2	H	H	H	M	H	M	H	H	H
CO-3	H	H	H	H	H	M	H	H	H
CO-4	H	H	H	H	H	H	H	H	H
CO-5	H	H	H	H	H	H	H	H	H

PSO – CO MAPPING

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

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

Course Title	MAJOR CORE 9 – MANAGEMENT ACCOUNTING
Total HOURS	60
HOURS/Week	4
Code	U21BB4MCT09
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

1. To understand management accounting and various tools of financial analysis and analyse profitability and financial status of a business based on ratios;
2. To analyse funds flow statement and cash flow statement;
3. To apply marginal costing technique in managerial decision making problems and evaluate different proposals;
4. To understand different types of budgets and analyse budgets;
5. To analyse material, labour and overhead variances.

UNIT I : INTRODUCTION TO FINANCIAL STATEMENTS

12 HOURS

- 1.1 Management Accounting – Definition – Nature - Management process and the Management
- 1.2 Roles of Management accountant - Responsibilities of Management accountant. - Management Accounting and Financial Accounting – Management Accounting and Cost Accounting
- 1.3 Analysis of financial statements- Objectives of Financial Statements Analysis – Types of Financial Statements Analysis – Limitations of Financial Statements Analysis
- 1.4 Tools for analysis - Comparative Statements - Common Size Statements - Trend Analysis
- 1.5 Financial Ratio Analysis – Introduction and problems on following ratios only- Ratios for Liquidity- Ratios for Solvency, Profitability and Activity

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

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

- 2.1 Analysis- Uses - Benefits of Fund Flow statement - Concept of Fund
- 2.2 Preparation of Fund Flow Statement - Schedule of Changes in Working Capital- Statement showing Sources of Funds - Application of Funds
- 2.3 Understanding Cash Flow Analysis techniques – Preparation of Cash Flow Statement - Cash from operation – Statement showing Sources and Application of Cash
- 2.4 Differences between cash flow and fund flow analysis – Cash flow from operating activities – Cash Flow from investing activities - Effect of Changes in Current Assets and Current liabilities
- 2.5 Calculation of Cash from operation – Format of cash Flow Statement in Vertical form - Preparation of Cash Flow Statement as per Accounting Standard (Revised) – Treatment of certain items in the Cash Flow Statement as per AS 3-6 -

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

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

- 3.1 Marginal Cost - Marginal Costing – Meaning – Definition
- 3.2 Features of Marginal Costing – Fixed Cost – Variable Cost – Semi Variable Costs
- 3.3 Absorption Costing Vs Marginal Costing - Contribution- Profit Volume ratio – Break Even Point – Margin of safety
- 3.4 Problems on contribution of Cost Volume Profit Analysis – P/V Ratio Marginal Cost – Break Even Analysis – Evaluation of Marginal Costing Technique.
- 3.5 Managerial applications of marginal costing – Marginal Costing and Direct Costing – Marginal Costing and Differential Costing- Advantages and Limitations of Marginal Costing.

Extra Reading/Keywords: *Focus on Decision making and Break even analysis of start-ups*

UNIT IV: BUDGETARY CONTROL **12 HOURS**

- 4.1 Budget – Meaning – Budgeting - Budgetary Control and its use as a management tool
- 4.2 Functional Budgets - Difference between Budget and forecast- Stages in Budget process – Various types of Budget.
- 4.3 Steps in Budgetary Control – Advantages of Budgetary Control – Limitations in Budgetary Control - Fixed Budget
- 4.4 Flexible Budgets - Cash Budget- Sales Budgeting – Master Budget
- 4.5 Behavioral Aspects in Budgeting - Responsibility Accounting – Responsibility Centre – Format of different budgets.

Extra Reading/Keywords: *Budgeting practices of business firms and its planning and control*

UNIT V : STANDARD COSTING AND VARIANCE ANALYSIS **12 HOURS**

- 5.1 Introduction to Standard Costing – Steps involved in Standard Costing - Cost standards and their types – Standard costing and budgetary control.
- 5.2 Standard cost and Estimated Cost –Advantages of Standard Costing – Limitations of Standard Costing – Standard cost with formula and Examples
- 5.3 Variance analysis – Advantages of Variance Analysis – Calculation of Variance Analysis - Differences between Standard Costing and Variance Analysis
- 5.4 Different types of Standard – Material Variances – Labor Variances - Overhead Variances
- 5.5 Sales Variance – Sales Variance based on sales value - Turnover - Sales Variance based on profit

Extra Reading/Keywords: *Merits of standard costing and understanding variances in Standard Costing.*

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

THEORY - 30% PROBLEMS - 70%

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
4. CA Sharad K.Maheshwari (2019), Management Accounting, Sultan Chand and Sons, New Delhi.

WEB REFERENCES

1. https://csi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Apr/4_04-01-2021_16-43-02_Management%20Accounting
3. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBA1501.pdf

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	Cognitive Level
CO-1	Recognize the relationship between Cost, Financial and Management Accounting, Financial statement Analysis	K1
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;	K2
CO-3	Prepare funds flow statement and cash flow statement based on Revised Accounting Standard and make inferences;	K3
CO-4	Prepare marginal cost statement and calculate breakeven point;	K4
CO-5	Prepare the budgets for business organizations;	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	M	H	H	H
CO-2	H	H	H	M	H	M	H	H	H
CO-3	H	H	H	H	H	M	H	H	H
CO-4	H	H	H	H	H	H	H	H	H
CO-5	H	H	H	H	H	H	H	H	H

PSO – CO MAPPING

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

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UG COURSE PATTERN
B.B.A

Course Title	MAJOR ELECTIVE - INDUSTRIAL LAW
Code	U21BB4MET02
Course Type	Theory
Semester	IV
HOURS/Week	4
Credits	3
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To understand the laws regarding safety, health, welfare measures and unfair labour practices, strikes and lockouts, prohibition of layoff and retrenchment, transfer and closing down of undertaking in Industrial disputes act;
To analyse the employees' liability for compensation to occupational disease, accident, death, disablements, distribution of compensation, medical examinations, appeals, notice, fatal accidents in Employee compensation act
3. To understand the laws under fixation of minimum rate of wages act, safeguard the minimum wages, claims, penalties, compensation and determination of wages in minimum wages act and prohibition of employment, maternity benefit, power and duties of inspectors in maternity benefit act;
4. To understand the laws regarding registration of trade unions, appointment of registrars, rules, Duties and liabilities of registered trade union, rights and privileges of trade union, publication and notice, cancellation of trade union under trade unions act ;
5. To analyse the Powers, Duties, Standing committee, Contributions, Rules regarding contribution, benefits, penalties in employee state insurance act, establishment, contribution, calculations under Employee provident fund scheme, special grant and amendment under Employee pension scheme.

UNIT I: THE FACTORIES ACT AND INDUSTRIAL DISPUTES ACT

12 HRS

- 1.1. The Factories Act (1948): Factory (Definition) – Manufacturing Process – Worker – Power.
- 1.2. Definitions - Health measures – Safety measures – Welfare measures

1.3. Working hours of adults – Extra wages for overtime – Notice of period of work for adult workers – Holidays

1.4. The Industrial Disputes Act, 1947: Definition – Strikes and Lock out – Prohibition – Layoff – Retrenchment.

1.5. Transfer and closing down of undertakings – Procedure for closing down – Penalty - Unfair labour practices

Extra Reading/Keywords: *Workman Committee, Contract labour act*

UNIT II: EMPLOYEE’S COMPENSATION ACT, 1923

12 HRS

2.1. Employer’s liability for compensation – Occupational disease – Amount of compensation – Compensation for death

2.2. Compensation for Permanent Total disablement - Compensation for Permanent partial disablement - Compensation for Temporary Total and partial disablement – Compensation to be paid when due.

2.3. Distribution of compensation – Notice – Claim – Fatal Accidents.

2.4. Medical Examination – Employment by contracting – Insolvency of Employer – Return as to compensation.

2.5. Penalties – Appeals - Publication of rules - The Workmen Compensation (Amendment) Bill 2009.

Extra Reading/Keywords: *Employers liability act, Fatal accidents act.*

UNIT III: MINIMUM WAGES ACT AND MATERNITY BENEFIT ACT

12 HRS

3.1. The Minimum Wages Act, 1948: Definitions - Fixation of minimum rates of wages – Minimum rate of wages – Procedure.

3.2. Safeguards in payment of minimum wages – Enforcement of the act – Inspectors – Powers.

3.3. Claims – Amount of compensation - Penalties – Offences - working HOURS - determination of wages - claims. The Payment of Wages Amendment Act-2017

3.4. The Maternity Benefit Act, 1961: Definition – Prohibition of employment – Maternity benefit – Leave and Nursing breaks.

3.5. Power and duties of Inspectors – Appeal – Penalties and offences – Amendment, 2017.

Extra Reading/Keywords: *Advisory board, Bar of suits*

UNIT IV: TRADE UNIONS ACT, 1926

12 HRS

4.1. Growth of Trade unions – Law relating to trade unions – Scope and coverage - Definitions

4.2. Agreements not affected by the act - Appointment of Registrars - Registration of Unions - Application of Registration.

4.3. Rules of Trade union – Characteristics of Registered trade union on Incorporation - Cancellation of Registration – Cancellation of Appeal.

4.4. Rights and Privileges of a Registered trade union – Duties and liabilities of a Registered trade union - Amalgamation – Dissolution.

4.5. Regulations – Publications - Penalties - Trade Union (Amendment) Bill, 2019.

Extra Reading/Keywords: *International labour organization, All India Trade union congress*

UNIT V: LABOUR WELFARE LEGISLATIONS

12 HRS

- 5.1. The Employees State Insurance Act, 1948: Amendments - Applicability of the Act – Exemptions- Definitions – Insurable Employee.
- 5.2. Employee State Insurance Corporation – Powers – Duties – Standing committee
- 5.3. Contributions – Rules regarding contribution – Benefits – Penalties.
- 5.4. Employee Provident Fund Scheme, 1952 : Establishment – Contribution – Calculation – New amendments (2022).
- 5.5. Employee Pension scheme and fund, 1995: Framing of scheme – Establishment – Special grant – Amendments.

Extra Reading/Keywords: *Employees deposit linked insurance fund, Appellate Tribunal*

TEXT BOOK

1. Kapoor N.D. (2018), Elements of Industrial Law, Sulthan Chand & sons, New Delhi.

SUGGESTED READINGS

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

WEB REFERENCES

- [Microsoft Word - Document in Microsoft Internet Explorer \(labour.gov.in\) A1926-16.pdf \(legislative.gov.in\)](#)
- [Employees State Insurance Act, 1948 | Employee's State Insurance Corporation, Ministry of Labour & Employment, Government of India \(esic.nic.in\)](#)

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Demonstrate an understanding of the nature of the laws regarding safety, health and welfare measures;	K1
CO-2	Identify the employees and employers liability for compensation to the workmen for injury or accident;	K2
CO-3	Clarify the benefits regarding Minimum Wages Act and Maternity Act;	K3
CO-4	Recall the laws regarding registration of unions, rights and duties of a registered trade union;	K4
CO-5	Examine the contributions under ESI Act and EPF Act;	K5

(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
CO 5	M	M	M	M	M	M	L	L	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
CO 5	H	H	L

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UG COURSE PATTERN
B.B.A

Course Title	ALLIED COURSE 5 - RETAIL MANAGEMENT
Code	U21BB4ALT03
Course type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

To enable the students to understand the objectives, importance, functions, challenges, retail mix and environmental trends, non-store retailing, factors influencing customer behavior, retail strategy, store location, pricing strategies and decisions, promotional strategies, interior displays and personal selling.

COURSE OBJECTIVES

1. To understand the evolution, objectives, importance, functions, challenges, retailing concepts, competition, environmental trends, retail mix, wheel of retailing and theories related to retailing.
2. To illustrate the operational structure, range of merchandise, size of outlet, different types of general merchandise, types of retailers, non-store retailing, service retailing, customer buying behavior, and buying decision process.
3. To identify the target customers, sustainable competitive advantage, retail mix scales, store location, unplanned market area, store layout, factors of design decisions and steps in layout.
4. To understand factors affecting the pricing decisions, pricing strategies, price lining, price adjustments, and ethical issues in pricing, merchandise turnover, book inventory, periodic inventory and perpetual inventory.
5. To evaluate the stages of models in communication, advertising, store atmosphere, promotional tool, interior displays, Personal selling, and types of retail selling and competencies of personal selling.

UNIT – I : INTRODUCTION TO RETAILING

12 HRS

1.1. Meaning – Objectives – Evolution - Importance

1.2. Functions of retailers - Place of Retailing – Distribution channel – Challenges

- 1.3. Retailing concepts – Customer – Competition - Environmental Trends
- 1.4. Retail Mix – Place - Product – Price – Promotion
- 1.5. Theories of retail change – Natural selection and wheel of retailing – General cycle and retail cycle theory.

UNIT – II : RETAILERS, RETAIL FORMATS AND CUSTOMER BEHAVIOR 12 HRS

- 2.1. Meaning – Classification – Legal form – Operational structure
- 2.2. Range of merchandise – Degree of service pricing policy location – Size of outlet – customer contract
- 2.3. Type of retailers based on merchandise – Type of retailers based on operational structure – Non – store retailing – Comparison of different types of general merchandise retailers service retailing.
- 2.4. Customer Behavior – Major factors influencing buying behavior – cultural and social factors – Personal and Psychological factors
- 2.5. Purchase decisions – customers buying behavior – Buying decision process - Post purchase behavior.

UNIT III – RETAIL STRATEGY, STORE LOCATION, LAYOUT AND DESIGN 12 HRS

- 3.1. Definition – Objectives – Mission statement – Store image
- 3.2. Target customers – Sustainable competitive advantage - Market segmentation – Growth strategies
- 3.3. Establishing retail mix – Retail mix scales – Store location – classification of consumer goods
- 3.4. Types of retail location – Unplanned market area - Factors for choosing a location – Issues in retail site
- 3.5. Store image – Store layout – Factors of design decisions – Importance and steps in layout

UNIT IV – PRICING AND CONTROLLING MERCHANDISE 12 HRS

- 4.1. Definition – Objectives – Terminology – Factors affecting the pricing decisions
- 4.2. Pricing strategies – Setting prices – cost – oriented pricing – Demand orientated pricing
- 4.3. Price lining – Price adjustments – Pricing tactics – Ethical issues in pricing
- 4.4. Controlling objectives – Aims of controlling merchandise - Merchandise turnover – Methods of merchandise control
- 4.5. Open buy planning - Book inventory – Periodic inventory – Perpetual inventory.

UNIT V – PROMOTIONAL STRATEGIES 12 HRS

- 5.1. Meaning – Objectives – Importance of communication – Stages of models in communication
- 5.2. Advertising – Definition - Sales Promotion – Publicity
- 5.3. Store atmosphere – Definition – objectives – characteristics
- 5.4. Display as promotional tool – Interior displays – Objects of merchandise display – Affect sales
- 5.5. Personal selling – Types of retail selling – Telephone and mail order selling – competencies of personal selling.

TEXT BOOKS

Arif Sheikh and Kaneez Fatima (2017) Retail Management, Himalaya Publishing House, Mumbai.

SUGGESTED READINGS

1. Suja Nair (2022), Retailing Management, Himalaya Publishing House, Mumbai.
2. Swapna Pradhan (2020) Retailing Management, Tata McGraw Hill Education Private Limited, New Delhi.
3. Barry Berman & Joel R Evans (2017), Retail Management, Pearson Education, 13th Edition, New Delhi
4. Chetan Bajaj (2016), Retail Management, Third Edition, Oxford University Press, India.

WEB REFERENCES

1. <https://managementstudyguide.com/evolution-of-retail.htm>
2. <https://www.tutorialsduniya.com/notes/retail-management-notes/>
3. <https://bizfluent.com/list-6679006-types-retail-formats-india.html>
4. <https://visualretailing.com/blog/5-tips-for-creating-an-appealing-store-atmosphere>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Identify objectives and importance, classification, operational structure, mission statement, store image, actors affecting the pricing decisions, importance of communication and stages of models in communication that is beneficial to the retail organizations.	K1
CO-2	Summarise the various functions of retailers, distribution channels, range of merchandise, size of outlet, target customers market segmentation, pricing strategies, role of advertising to achieve organizational growth.	K2
CO-3	Demonstrate retailing concepts, competition, environmental trends, various types of retailers, non – store retailing, retail mix scales, store location, price adjustments, pricing tactics and store atmosphere that will be suitable for the present retail business operations.	K3
CO-4	Analyze the retail mix, factors influencing buying behavior, cultural and social factors, and factors for choosing a location, issues in retail site, merchandise turnover, methods of merchandise control, and merchandise display for the development of the retail organization.	K4
CO-5	Evaluate natural section and wheel of retailing, purchase decisions, buying decision process, factors of design decisions, and steps in layout, periodic inventory, perpetual inventory, personal selling and competencies of personal selling for the development of retail organization.	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	H	H	M	H	H	M	H
CO-2	H	H	H	H	L	L	H	M	H
CO-3	H	H	M	H	H	H	H	M	M
CO-4	H	H	M	H	M	H	H	H	M
CO-5	H	H	M	H	M	L	H	L	H

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

(For Candidates admitted in June 2021)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 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	ALLIED COURSE 6 - BUSINESS ETHICS
Code	U21BB4ALT05
Course type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To understand fundamentals of business ethics and the ethical issues in business;
2. To understand the process of ethical decision making involved in business;
3. To analyse the ethics in management;
4. To analyse the external and internal ethics related to organisations;
5. To evaluate the concept of corporate social responsibility.

UNIT – I: INTRODUCTION

12 HRS

1.1 Business ethics – Meaning of business ethics and value – Definition of business ethics- Professional ethics

1.2 Evolution of business ethics - Nature of business ethics – Importance of ethics and values in business-Objectives of Business ethics

1.3 Ethics vs. Religion – Issues in Business Ethics - Benefits of Business Ethics- Morality and Ethics

1.4 Code of values and ethics – Factors influencing business ethics – Types of ethical issues- Ethical Activities

1.5 Dilemma involved in Business Ethics- How to handle ethical dilemma in business- Managing Ethics- Ethical Performance,

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

UNIT – II: EXTERNAL AND INTERNAL ETHICS

12 HRS

- 2.1 External ethics – Ethics and consumer – Ethics in advertisement –Workplace Ethics
 - 2.2 Importance of ethical Behavior at workplace- False claims – Internal ethics – Hiring employees – Screening practices
 - 2.3 Promotion – Wages – Exploitation of employees – Discipline – Whistle Blowing-Factors Influencing Ethical Behavior at work Ethical Issues
 - 2.4 Ethics and shareholders- Factors influencing in ethics- Issues involved in HRD- corporate standards, codes of conducts, and other internal documents of the companies.
 - 2.5 Guidelines for managing ethics in the Workplace-Interpersonal Relationship in Organization- Role of opportunity and Conflict.- Ethical Regulation in organization
- Extra Reading/Keywords:** *Job satisfaction, Fair prices, Exploitation of employees*

UNIT – III: ETHICS IN MANAGEMENT 12 HRS

- 3.1 Management and ethics – Organizational ethics – Enforcement of organizational ethics – Organizational moral standards
 - 3.2 Characteristics of an ethical organization -Managing ethics in organization - Characteristics of ethical leadership -- Ethical dilemmas of decision-making
 - 3.3 Creating an ethical working environment - Ethics for managers -Anti-corruption behavior- Moral problems of power and hierarchy in organization due to ethical dimension
 - 3.4 Benefits of managing ethics in work place-Ethics for Managers-Implementing Ethics in Global Economy for management-Ethical duties of the manager and subordinates.
 - 3.5 Creating ethical Environmental ethics-Gender ethics-AIMA code of conduct for professional managers- Corporate culture and ethical climate of the organization
- Extra Reading/Keywords:** *Normative marketing ethics, Insider trading*

UNIT – IV: ETHICAL DECISION MAKING IN BUSINESS 12 HRS

- 4.1 Ethical decision making – Meaning Ethical models – Process of making good Ethical decision making- Organizational moral standards - Ethical dilemmas of decision-making
 - 4.2 Application of moral philosophy to decision-making - Influence on ethical decision making- Decision-making process in organization- Anti-corruption behavior
 - 4.3 Kohlberg’s model of cognitive moral development –Role of Corporate culture in Ethical Decision Making- Barriers - Technologies of decision-making
 - 4.4 Influences on ethical decision making – The role of Leadership in a Corporate culture-Governance Related to Ethical Decision Making.- Ethical problems of business
 - 4.5 Personal values and corporate values in ethical decision making – Process of making good ethical Decisions-Corporate Governance - Decision-making process in organization:
- Extra Reading/Keywords:** *Cross holder conflicts, ethics and self-interest*

UNIT – V: CORPORATE SOCIAL RESPONSIBILITY 12 HRS

- 5.1 Definition -Corporate social responsibility- Types of Corporate Responsibility-Issues with Corporate Responsibility
- 5.2 Need for CSR – Scope of CSR-Consumerism-Unethical issues -Benefits of Corporate Responsibility
- 5.3 Advantages of CSR –Corporate Governance-Code of Corporate Governance- CSR and sustainable development- CSR reports- Audit reports
- 5.4 CSR for sustainable development – Socially responsible leadership and CSR’ role in corporate governance- Globalization of CSR-Features of CSR of multinational corporations

5.5 CSR towards Stakeholders of Business-Legal and regulatory Issues of social Responsibility-
Changing expectations of social responsibility- Globalization of CSR- Features

Extra Reading/Keywords: *CSR matrix and theories*

TEXT BOOKS

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 READINGS

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. Tripathi Kaur (2015), Ethics and Values in Industrial-Organizational Psychology, Prentice Hall, 5th Edition, New Delhi.
- 4.

WEB REFERENCES

1. <https://www.oreilly.com/library/view/business-ethics-activity/9780814413203/xhtml/reference.xhtml>

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 fundamentals of business ethics and the ways to solve ethical issues.	K1
CO-2	Interpret the steps in making good ethical decision making in business.	K2
CO-3	Examine the benefits of managing ethics in the organisation.	K3
CO-4	Apply the best ethical decision making and practices in every action of an organization.	K4
CO-5	List down the need for corporate social responsibility in business.	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	H	H	-	L	L	H	M
CO-2	H	-	H	H	-	M	L	L	L
CO-3	H	-	H	H	M	M	L	M	M
CO-4	L	L	L	M	-	H	-	M	H
CO-5	H	H	H	L	-	M	M	-	M

PSO – CO MAPPING

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

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

Course Title	NON-MAJOR ELECTIVE 2 - BUSINESS ETHICS
Code	U21BB4NMT02
Course type	Theory
Semester	IV
Hours/Week	3
Credits	2
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To understand fundamentals of business ethics and the ethical issues in business;
2. To understand the process of ethical decision making involved in business;
3. To analyse the ethics in management;
4. To analyse the external and internal ethics related to organisations;
5. To evaluate the concept of corporate social responsibility.

UNIT – I: INTRODUCTION

9 HRS

- 1.1 Business ethics – Meaning of business ethics and value – Definition of business ethics- Professional ethics
- 1.2 Evolution of business ethics - Nature of business ethics – Importance of ethics and values in business-Objectives of Business ethics
- 1.3 Ethics vs. Religion – Issues in Business Ethics - Benefits of Business Ethics- Morality and Ethics
- 1.4 Code of values and ethics – Factors influencing business ethics – Types of ethical issues- Ethical Activities
- 1.5 Dilemma involved in Business Ethics- How to handle ethical dilemma in business- Managing Ethics- Ethical Performance,

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

UNIT – II: EXTERNAL AND INTERNAL ETHICS

9 HRS

- 2.1 External ethics – Ethics and consumer – Ethics in advertisement –Workplace Ethics

2.2 Importance of ethical Behavior at workplace- False claims – Internal ethics – Hiring employees – Screening practices

2.3 Promotion – Wages – Exploitation of employees – Discipline – Whistle Blowing-Factors Influencing Ethical Behavior at work Ethical Issues

2.4 Ethics and shareholders- Factors influencing in ethics- Issues involved in HRD- corporate standards, codes of conducts, and other internal documents of the companies.

2.5 Guidelines for managing ethics in the Workplace-Interpersonal Relationship in Organization- Role of opportunity and Conflict.- Ethical Regulation in organization

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

UNIT – III: ETHICS IN MANAGEMENT

9 HRS

3.1 Management and ethics – Organizational ethics – Enforcement of organizational ethics – Organizational moral standards

3.2 Characteristics of an ethical organization -Managing ethics in organization - Characteristics of ethical leadership -- Ethical dilemmas of decision-making

3.3 Creating an ethical working environment - Ethics for managers -Anti-corruption behavior- Moral problems of power and hierarchy in organization due to ethical dimension

3.4 Benefits of managing ethics in work place-Ethics for Managers-Implementing Ethics in Global Economy for management-Ethical duties of the manager and subordinates.

3.5 Creating ethical Environmental ethics-Gender ethics-AIMA code of conduct for professional managers- Corporate culture and ethical climate of the organization

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

UNIT – IV: ETHICAL DECISION MAKING IN BUSINESS

9 HRS

4.1 Ethical decision making – Meaning Ethical models – Process of making good Ethical decision making- Organizational moral standards - Ethical dilemmas of decision-making

4.2 Application of moral philosophy to decision-making - Influence on ethical decision making- Decision-making process in organization- Anti-corruption behavior

4.3 Kohlberg's model of cognitive moral development –Role of Corporate culture in Ethical Decision Making- Barriers - Technologies of decision-making

4.4 Influences on ethical decision making – The role of Leadership in a Corporate culture-Governance Related to Ethical Decision Making.- Ethical problems of business

4.5 Personal values and corporate values in ethical decision making – Process of making good ethical Decisions-Corporate Governance - Decision-making process in organization:

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

UNIT – V: CORPORATE SOCIAL RESPONSIBILITY

9 HRS

5.1 Definition -Corporate social responsibility- Types of Corporate Responsibility-Issues with Corporate Responsibility

5.2 Need for CSR – Scope of CSR-Consumerism-Unethical issues -Benefits of Corporate Responsibility

5.3 Advantages of CSR –Corporate Governance-Code of Corporate Governance- CSR and sustainable development- CSR reports- Audit reports

5.4 CSR for sustainable development – Socially responsible leadership and CSR' role in corporate governance- Globalization of CSR-Features of CSR of multinational corporations

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Changing expectations of social responsibility- Globalization of CSR- Features

Extra Reading/Keywords: *CSR matrix and theories*

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1. <https://www.oreilly.com/library/view/business-ethics-activity/9780814413203/xhtml/reference.xhtml>

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 fundamentals of business ethics and the ways to solve ethical issues.	K1
CO-2	Interpret the steps in making good ethical decision making in business.	K2
CO-3	Examine the benefits of managing ethics in the organisation.	K3
CO-4	Apply the best ethical decision making and practices in every action of an organization.	K4
CO-5	List down the need for corporate social responsibility in business.	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	H	H	-	L	L	H	M
CO-2	H	-	H	H	-	M	L	L	L
CO-3	H	-	H	H	M	M	L	M	M
CO-4	L	L	L	M	-	H	-	M	H
CO-5	H	H	H	L	-	M	M	-	M

PSO – CO MAPPING

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

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

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
I	I	Language	General Tamil -I/ Hindi -I/ French -I	U20TL1GEN01/ U20HN1HIN01/ U20FR1FRE01	3	3	100
	II	English	General English-I	U20EL1GEN01	3	3	100
	III	Major Core-1	Business Management	U20BB1MCT01	6	5	100
		Major Core- 2	Financial Accounting	U20BB1MCT02	5	5	100
		Allied -1	Business Mathematics &Statistics for Managers	U20BB1ALT01	4	2	100
		Allied - 2	Business Communication	U20BB1ALT02	4	2	100
	IV	EVS	Environmental Studies	U20RE1EST01	2	1	100
		MSBE 1	Computer Literacy–Tally	U20BB1SBP01	2	1	100
		Value Education	Ethics-I/ Catechism-I/ Bible Studies-I	U20VE2LVE01/ U20VE2LVC01/ U20VE2LVB01	1	-	-
		Service Oriented Course			-	-	-
	Internship/Field work/Field project 30 hours–Extra credit				U20SP1ECC01	-	2 (Extra Credits)
Total					30	22+2	900

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
II	I	Language	General Tamil -II/ Hindi -II/ French - II	U20TL2GEN02/ U20HN2HIN02/ U20FR2FRE02	3	3	100
	II	English	General English-II	U20EL2GEN02	3	3	100
	III	Major Core-3	Marketing Management	U20BB2MCT03	5	4	100
		Major Core-4	Business Environment	U20BB2MCT04	4	3	100
		Major Core -5	Banking Theory Law & Practice (from commerce)	U20CO2MCT05 U20BB2MCT05	4	3	100

			Management Information system (for commerce)				
		Allied – 3	Indian Financial System	U20BB2ALT03	4	2	100
		Allied – 4	Managerial Economics (from economics) Human Resource Management (to economics)	U20EC2ALT04/ U20BB2ALT04	4	2	100
	IV	SBC – 1	Soft Skills Development	U20SS2SBC01	2	1	100
		Value Education	Ethics-I/ Catechism-I/ Bible Studies-I	U20VE2LVE01/ U20VE2LVC01/ U20VE2LVB01	1	1	100
		Service Oriented Course		-	-	-	-
	Internship/Field work/Field project 30 hours –Extra credit			U20SP2ECC02	-	2 (Extra Credits)	100
	Total				30	22+2	1000

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks	
III	I	Language	General Tamil -III/ Hindi – III/ French – III	U20TL3GEN03/ 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/ U20CO3MET01/ 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	Hours / Week	Credits	Marks
IV	I	Language	General Tamil -IV/ Hindi –IV/ French–IV	U20TL4GEN04/ 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/U 20CO4MET02/ U20CO4MET02	4	3	100
		Allied – 6	Retail Management	U20BB4ALT06	4	2	100
	IV	SBC – 2	Sustainable Rural Development and Student Social Responsibility	U20RE4SBC02	2	1	100
		NME 1 &NME2	Principles of Management / Business Ethics	U20BB4NMT01/U 20BB4NMT02	3	3	100
		Online Course	Online Course	U20OC4ECT01	-	2 (Extra Credits)	100
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U20VE4LVE02/ U20VE4LVC02/ U20VE4LVB02	1	1	100
		Service oriented course			-	2 (Extra Credits)	100
		Internship/Field work/Field project 30 hours – Extra credit	U20SP4ECC04		-	2 (Extra Credits)	100
		Total			30	25 +6	1200

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks	
V	III	Major Core -10	Organisational Behaviour	U20BB5MCT10	6	5	100	
		Major Core – 11	Human Resources Management	U20BB5MCT11	5	4	100	
		Major Core – 12	Business Taxation	U20BB5MCT12	6	5	100	
		Major Core – 13	Business Law	U20BB5MCT13	4	3	100	
		Major Elective – 3	Information Technology in Business – BBA International Human Resource Management – Commerce Gender Economics – Economics	U20BB5MET03/ U20CO5MET03/ U20EC5MET03	4	3	100	
	IV	NME 3	Event Management	U20BB5NMT03	3	3	100	
		Industrial Relations	Industrial Relations	U20BB5IRT01	1	1	100	
		Value Education	Ethics-III/ Catechism-III/ Bible Studies-III	U20VE6LVE03/ U20VE6LVC03/ U20VE6LVB03	1	-	-	
	Internship/Field work/Field project 30 hours – Extra credit				U20SP5ECC05	-	2 (Extra Credits)	100
	Total					30	24 + 2	800

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks
VI	III	Major Core–14	Financial Management	U20BB6MCT14	5	5	100
		Major Core–15	Strategic Management	U20BB6MCT15	5	4	100
		Major Core–16	Security Analysis and Portfolio Management	U20BB6MCT16	5	4	100
		Major Core–17	International Business	U20BB6MCT17	5	4	100
		Major Elective 4	Total Quality Management – BBA International Financial Management – Commerce Political Economics – Economics	U20BB6MET04/ U20CO6MET04/ U20EC6MET04	4	3	100
	IV	SBC– 3	Research Methodology	U20DS6SBC03	2	1	100
		NME 4	Disaster Management	U20BB6NMT04	3	3	100

	Value Education	Ethics-III/ Catechism-III/ Bible Studies-III	U20VE6LVE03/ U20VE6LVC03/ U20VE6LVB03	1	-	100
	Extension activity	RESCAPES – Impact study of project	U20RE6ETF01	-	4 (Extra Credits)	100
	Internship/Field work/Field project 30 hours – Extra Credit		U20SP6ECC06		2 (Extra Credits)	100
	Total			30	24 + 6	1000
	Grand Total			180	140+20	5900

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

Course Title	MAJOR CORE 14 – FINANCIAL MANAGEMENT
Total HOURS	75
HOURS/Week	5 HOURS / Wk
Code	U20BB6MCT14
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

PRESCRIBED TEXT:

1. Maheswari S.N (2018) ., *Elements of Financial Management*, New Delhi: Sultan Chand and Sons.

BOOKS FOR REFERENCE:

1. Shashi K. Gupta and Sharma R.K.(2015). Financial Management, New Delhi: KalyaniPulishers.
2. Khan M.Y and Jain P.K, (2017)*Financial Management, Text and Problems*; New Delhi : Tata McGraw Hill.
3. Panday I.M., *Financial Management*; New Delhi :Vikas Publishing House.
4. Van Horne J.C., *Financial Management and Policy*; New Delhi:Prentice Hall of India.

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

Course Title	MAJOR CORE - 15 : STRATEGIC MANAGEMENT
Total HOURS	75
HOURS/Week	5
Code	U20BB6MCT15
Course Type	Theory
Credits	4
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:

1. Azar Khazmi (2018), Strategic Management & Business Policy :, Tata McGraw Hill, New Delhi

Reference Books:

1. R.M. Srivastava (2017), Management Policy & Strategic Management, Himalaya Publishing House, New Delhi.
2. Fred R.David (2018), Strategic Management, Prentice Hall of India, New Delhi.
3. Thomas L wheelen, J. David Hunger (2018), Strategic Management and Business policy, Pearson Education, New Delhi.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
U.G. COURSE PATTERN
B.B.A.

Course Title	MAJOR CORE - 16 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Total HOURS	75
HOURS/Week	5
Code	U20BB6MCT16
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

15 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

15 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

15 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

15 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

15 HOURS

Portfolio 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:

1. Punithavathy Pandian (2012), Security Analysis and Portfolio Management, Vikas Publication, Delhi.

Reference Books:

1. Donald Fischer & Rohald Jordan (2022), Security Analysis & portfolio management – prentice– Hall of India, New Delhi,
2. Bhalla V.K. & Tuteja S.K. (2008), Investment Management – S. Chand & Co. Ltd., New Delhi.
3. Aavadhani V. (2017), International Finance, Himalaya Publishing House, New Delhi

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HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-2
SCHOOL OF MANAGEMENT STUDIES
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U.G. COURSE PATTERN
B.B.A.

Course Title	Major Core – 17 : INTERNATIONAL BUSINESS
Total HOURS	75
HOURS/Week	5
Code	U20BB6MCT17
Course Type	Theory
Credits	4
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 Foreign trade policy - New EXIM Policy - 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 MARKET**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 Cherunilam (2020), International Business, PHI Learning Pvt Ltd., New Delhi.

BOOKS FOR REFERENCE:

1. Varshney.L, Bhattacharya, B.(2015), International Marketing Management, Sultan Chand &sons, Delhi.
2. Black and Sundaram (2015), International Business Environment, Prentice Hall of India, New Delhi.
3. Adhikary, Manab (2014), Global Business Management, Macmillan, New Delhi.

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U.G. COURSE PATTERN
B.B.A.

Course Title	MAJOR ELECTIVE - 4 TOTAL QUALITY MANAGEMENT
Total HOURS	60
HOURS/Week	4 HOURS/Wk
Code	U20BB6MET04
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

12 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

12 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

12 HOURS

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

Extra Reading/keywords: *Lean Management, Quality function Development*

UNIT-IV : ORGANISING FOR TQM

12 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:

1. K.ShridharaBhat (2017), Total Quality Management ,Himalaya Publishing House, Delhi

Reference Books:

1. Besterfield dale. H (2018), Total Quality Management, Pearson Publications, New Delhi
2. Suresh Dalela, Saurabh (2007), ISO 9000 A manual for TQM – Shailendra Nigam ,Excel Books
3. James R.Evans, James W.Dean. Jr (2002), Total Quality Management, Organisation and philosophy , Excel books.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
U.G. COURSE PATTERN
B.B.A.

Course Title	SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY
Total HOURS	30
HOURS/Week	2
Code	U20DS6SBT 06
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

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

Course Title	NME-4 DISASTER MANAGEMENT
Total HOURS	45
HOURS/Week	3 HOURS/ Wk
Code	U20BB6NMT04
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 - INTRODUCTION

9 HRS

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

UNIT II – STAGES IN DISASTER

9 HRS

Stages in Disaster - Pre, during and post disaster.

UNIT III - DISASTER MITIGATION

9 HRS

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

UNIT IV - DISASTER TRAINING

9 HRS

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

UNIT V- DISASTER MANAGEMENT POLICY AND LEGISLATION 9 HRS

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:

1. “Disaster Management” , I Sundar, T. Sezhiyan 1stEdition, Sarup and Sons, New Delhi, 2007.
2. “Disaster Management” , A Disaster Manager’s Hand book; Carter. W,ASTAN Development Bank, Manila.
3. Natural Disaster Management, Destruction, Safety and Pre cautions,S.Prasad, Mangalam publishers and Distributors, New Delhi–2007.