



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 endeavors 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 in the academic year 2023 - 24)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI -2
TANSCHÉ PATTERN
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A

Semester	Part	Subject	Code	Hours/Week	Credits
I	I	Language - General Tamil / Hindi / French	U23TL1GEN01/ U23HN1HIN01/ U23FR1FRE01	6	3
	II	General English	U23EL1GEN01	6	3
	III	Core Course 1 – Principles of Management	U23BB1CCT01	5	5
		Core Course 2 - Accounting for Managers I	U23BB1CCT02	5	5
		Elective – 1 (Generic) – Fundamentals of Management – BBA/ Business Economics - Commerce/ Managerial Economics – Economics	U23BB1ECT01/ U23EC1ECT01/ U23EC1ECT02	4	3
	IV	SEC 1 (NME 1) – Basics of Event Management	U23BB1SET01	2	2
		Foundation Course – Managerial Communication	U23BB1FCT01	2	2
		Value Education		-	-
		Total		30	23
II	I	Language - General Tamil / Hindi / French	U23TL2GEN02/ U23HN2HIN02/ U23FR2FRE02	5	3
	II	General English	U23EL2GEN02	5	3
	III	Core Course 3 – Marketing Management	U23BB2CCT03	6	5
		Core Course 4 – Accounting for Managers II	U23BB2CCT04	5	5
		Elective 2 (Generic) –International Business – BBA/ Business Environment – Commerce / History of Economic thought - Economics	U23BB2ECT02/ U23CO2ECT02/ U23EC2ECT03	4	3
	IV	SEC 2 (NME 2) – Managerial Skill Development	U23BB2SET02	2	2
		SEC 3: Rural Development and Student Social Responsibility	U23RE2SET03	2	2
		Massive Open Online Course (MOOC)	U23EX2ONC01		2 Extra Credits
		Value Education		1	-
		Internship/ Field Work/Field Project 30 hours			2 Extra Credits
		Total		30	23 + 4
III	I	Language - General Tamil / Hindi / French	U23TL3GEN03/ U23HN3HIN03/ U23FR3FRE03	5	3
	II	General English	U23EL3GEN03	5	3
	III	Core Course 5 – Organisational Behaviour	U23BB3CCT05	6	5
		Core Course 6 – Financial Management	U23BB3CCT06	6	5
		Elective 3 (Generic) – Business Statistics – BBA / Business mathematics and Statistics – Commerce / Economics of Tourism - Economics	U23BB3ECT03/ U23CO3ECT03/ U23EC3ECT04	4	3
	IV	SEC 4 (Entrepreneurial Skill): New Venture Management	U23BB3SET04	2	2
		SEC 5 : Industrial Relation	U23BB3SET05	1	1

		Massive Open Online Course (MOOC)	U23EX3ONC02		2 Extra Credits
		Value Education		1	-
		Total		30	22+2
IV	I	Language - General Tamil / Hindi / French	U23TL4GEN04/ U23HN4HIN04/ U23FR4FRE04	5	3
	II	General English	U23EL4GEN04	5	3
	III	Core Course 7 – Business Environment	U23BB4CCT07	5	5
		Core Course 8 – Business Regulatory Framework	U23BB4CCT08	5	5
		Elective 4 (Generic) – Operations Research – Financial Services- Commerce/ Health Economics - Economics	U23BB4ECT04/ U23CO4ECT04/ U23EC4ECT02	3	3
	IV	SEC 6 (Discipline Specific) –Tally	U23BB4SEP06	2	2
		SEC 7 (Discipline Specific) – Intellectual Property Rights	U23BB4SET07	2	2
		EVS	U23ES4EVS01	2	2
		Value Education		1	-
		Internship/ Field Work/Field Project 30 hours		-	2 Extra Credits
	Total		30	25 + 2	
V	III	Core Course 9 – Human Resource Management	U23BB5CCT09	5	4
		Core Course 10 –Research Methodology	U23BB5CCT10	5	4
		Core Course 11 – Business Taxation	U23BB5CCT11	5	4
		Core Course 12 – Management Information System	U23BB5CCT12	6	4
		Elective 5 (Discipline Specific) – Digital Marketing / Industrial Relations / Financial Services	U23BB5ECT05	4	3
		Elective 6 (Discipline Specific) – Production and operations management	U23BB5ECT06	4	3
	IV	Value Education	U23VE5LVE01/ U23VE5LVC01/ U23VE5LVB01	1	-
		Internship/ Field Work/Field Project 30 hours	U23BB5INT01	-	2
	Total		30	24	
VI	III	Core Course 13 – Entrepreneurial Development	U23BB6CCT13	6	4
		Core Course 14 – Services Marketing	U23BB6CCT14	6	4
		Core Course 15 (Project with viva voce)	U23BB6CCT15	5	4
		Elective 7 (Discipline Specific) – Consumer Behaviour / Innovation Management / security analysis and portfolio management	U23BB6ECT07	5	3
		Elective 8 (Discipline Specific) – Fundamentals of Logistics / E – Business / Strategic Management	U23BB6ECT08	5	3

	IV	SEC – 8 - Professional Competency Skill Enhancement Course Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)	U23BB6SET08	2	2
		Extension Activity	U23EA6SOC01	-	1
		Value Education	U23VE6LVE02/ U23VE6LVC02/ U23VE6LVB02	1	2
		RESCAPES	U23EX6RES01	-	2 Extra Credits
		Total		30	23+2
		Grand Total		180	140+10

SEC: Skill Enhancement Course

NME: Non Major Elective

(For Candidates admitted in the academic year 2023 - 24)

Course Title	CORE COURSE 1 – PRINCIPLES OF MANAGEMENT
Code	U23BB1CCT01
Course Type	Theory
Semester	II
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: MANAGEMENT

18 HOURS

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

Extra Reading/Keywords: *Management and society*

UNIT - II: PLANNING

18 HOURS

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

Extra Reading/Keywords: *Performance management tools*

UNIT - III: ORGANISING

18 HOURS

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

Extra Reading/Keywords: *Organization structure*

UNIT - IV: DIRECTION

18 HOURS

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

Extra Reading/Keywords: *Leading traits, Controlling network analysis*

UNIT - V: BUSINESS ETHICS

18 HOURS

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

Extra Reading/Keywords: *MBO, MBE*

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

TEXT BOOKS

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

SUGGESTED READINGS

1. DinkarPagare (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.ipude.in/management/bba/term_1/DCOM102_DMGT101_PRINCIPLES AND_PRACTICES_OF_MANAGEMENT.pdf](https://ebooks.ipude.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
CO-1	Recognize the basic concepts of management, its principles, functions, factors responsible for new management thoughts, skills, and relevant contemporary issues of 21st century	K1

CO-2	Illustrate the process of planning, Management By Objectives and the process of decision-making as a part of business organization	K2
CO-3	Apply the knowledge of principles of organization functions, types of organisation 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

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

(For Candidates admitted in the academic year 2023 - 24)

Course Title	CORE COURSE 2 - ACCOUNTING FOR MANAGERS I
Code	U23BB1CCT02
Course Type	Theory
Semester	II
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

To enable the learner to understand the in depth study of the cost accounting principles and techniques for identification, analysis and classification of cost components to facilitate managerial decision making. It helps the students to understand the profitability and financial status of a business.

COURSE OBJECTIVES

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

UNIT – I: ACCOUNTING**15 HOURS**

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

Extra Reading/keywords: *Trial Balance*

UNIT-II : SUBSIDIARY BOOK**15 HOURS**

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

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

UNIT-III : FINAL ACCOUNTS**15 HOURS**

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

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

UNIT-IV: PARTNERSHIP ACCOUNTS**15 HOURS**

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

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

UNIT-V: SINGLE ENTRY SYSTEM**15 HOURS**

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

Extra Reading/keywords: *Acquisition of companies*

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

TEXT BOOKS

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

SUGGESTED READINGS

1. Reddy & Murthy (2018), *Financial Accounting*. Margham Publications, Chennai, India
2. R S N Pillai, S Uma Devi & Bagavathi (2013), *Fundamental of Advanced Accounting*, S. Chand Publishing

New Delhi, India

3. R.L.Gupta (2014), Financial Accounting. Sultan Chand and Sons, New Delhi, India

WEB REFERENCES

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

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
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

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

(For Candidates admitted in the academic year 2023 - 24)

Course Title	BASICS OF EVENT MANAGEMENT
Total Hours	45
Hours/Week	2 Hrs / Wk
Code	U23BB1SET01
Course Type	Theory
Credits	3
Marks	100

CONSPECTUS

To acquaint the students with the significant functions of event management namely Strategic planning, pricing, promotion, Execution, Evaluation which enable them to create and receptive opportunity for the students. It also helps to understand the role and responsibilities of event manager.

Course Objectives:

1. To identify and explain the functions, Nature and Principles of Event management.
2. To describe the various activities involved in pricing decisions and explain the promotion of events.
3. To demonstrate the relevance of pre-event and post-event activities in Event management.
4. To examine the environmental and competitive assessment in POSDCORB strategy in real life scenario.
5. To evaluate the concept of quality of event and its measuring techniques adopted in successful business organizations.

UNIT I: INTRODUCTION TO EVENT MANAGEMENT AND CONCEPTS 7 hours

Concept of Management - Definition – Characteristics - Functions – Nature and principles of management - Concept of Event management - Definition – Functions - 5 C's of Events – Key elements of events - Classification of events - Benefits - Objectives of event management - Event management strategy - Role of creativity.

UNIT II: PRICING AND PROMOTION OF EVENTS

7 hours

Risk rationing – Activities involved with pricing decisions – Checklist for pricing of events – Network components for promotion of events - Finance and Budgets of event management - Event Marketing - Marketing

communication methods for events - Pricing strategy - Elements of marketing communication - Managing marketing communication - Role of Internet in Event Management - Sponsorship - Event sponsorship strategy - Managing sponsorship - Measuring & Evaluating sponsorship.

UNIT III: EXECUTION AND DIFFERENT ASPECTS OF EVENT MANAGEMENT

7 hours

Methods to execute the Event Management – Activities in event management - Pre-event activities – During-Post - event activities - Planning – Organizing – Staffing – Leading and Coordinating – Controlling - Event evaluation techniques - Forces affecting Event strategy - Event Management Information System - Event logistics - Supply of facilities.

UNIT IV: STRATEGY PLANNING

7 hours

Setting objectives – Development of strategic plan – Environmental assessment – Competitive assessment – Business potential assessment - Problem analysis – Opportunity and resource analysis - Event Operation - Site location - Types of location - Venue requirements - Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography - Protocols – Guest list – Guest demographics – Children at event.

UNIT V: SAFETY & EVENT EVALUATION

7 hours

Risk assessment – Safety officer - Medical Manager – Structural safety – Food safety - Occupational safety – Event Impact - Event Evaluation Process – Service Quality - Customer Satisfaction - Measuring the quality of event performance – Critical evaluation points – Measuring reach – Measuring interaction – – Recent trends in measuring an event.

BOOKS FOR REFERENCES:

1. Sanjay V Saggere ,Event Marketing and Management, Vikas Publishing house pvt. Ltd, Noida, 2003
2. Anton Shone and Bryn Parry ,Successful event management, Cengage Learning India Pvt Ltd, New Delhi, 2018.

SUGGESTED READINGS:

1. Glenn Bowdin (2022), Event Management , Mc Donnell publishing company ltd.
2. William O’Toole (2021), Event Feasibility and Development, Mc Donnell publishing company ltd.

WEB REFERENCE:

1. <https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>

COURSE OUTCOME (CO) :

The learner

CO No.	Course Outcomes	Cognitive Level (K1 - K6)
CO-1	Remember the nature and principles of event management	K1

CO-2	Discuss the pricing and promotion strategies used in event	K2
CO-3	Elucidate the pre and post activities and event management information system	K3
CO-4	Describe the various strategies planning	K4

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

PO - CO MAPPING

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

PSO - CO MAPPING

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

(For Candidates admitted in the academic year 2023 - 24)

Course Title	CORE COURSE 3 - MARKETING MANAGEMENT
Code	U23BB2CCT03
Course Type	Theory
Semester	II
Hours/Week	6
Credits	5
Marks	100

CONSPECTUS

To enable the students to understand the marketing functions in organizations, marketing of industrial and consumer goods and marketing mix elements and 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 personal selling, importance of digital marketing in present trends and the role of social media marketing

UNIT - I: INTRODUCTION TO MARKETING

18 HOURS

Fundamentals of Marketing - Scope – Classification - Objectives - Traditional - Modern concept - Importance - Characteristics - Factors affecting the Marketing Functions - Role of

Marketing – Relationship of marketing with other functional areas- Concept of Marketing Mix - Marketing Approaches – Consumer Behaviour - Influencing factors

Extra Reading/Keywords: *Marketing positioning, buying behaviour*

UNIT - II: PRODUCT POLICY AND MARKET SEGMENTATION 18 HOURS

Market Segmentation - Targeting - Market positioning - Product Characteristics – Benefits – Product mix - Product Classification – Consumer Goods – Industrial Goods - Branding - Functions of branding - Packaging - Product Life Cycle -Product planning for existing Product - New product development.

Extra Reading/Keywords: *Product Diversification, PLC strategies*

UNIT - III: PRICING AND CHANNELS 18 HOURS

Pricing- objectives – Importance - Factors influencing pricing - Internal factors - External factors - Methods of pricing – Kinds of pricing-Pricing policies - Physical Distribution - Importance – Functions - Kinds of Marketing Channels – Wholesaler-Distribution problems.

Extra Reading/Keywords: *Price adjustment strategy, Design of marketing channels*

UNIT - IV: ADVERTISING AND PROMOTION 18 HOURS

Communication mix – Types of media – Characteristics - Advertisement Copy - Elements – Classification - Promotion Mix - Sales promotion tools – Objectives - Sales Promotion: Purpose - Importance - IMC – Need & Significance - CRM

Extra Reading/Keywords: *Advertisement effectiveness, Competition*

UNIT - V: PERSONAL SELLING AND DIGITAL MARKETING 18 HOURS

Personal Selling - Objectives – Functions - Types of salesmen -Selection of salesmen and training - Control of sales force - Digital Marketing - Introduction – Application and Benefits - Telemarketing – Social media marketing – Importance - Marketing Information - Development of MIS -Marketing research

Extra Reading/Keywords: *Sales force decision, promotion decision*

TEXT BOOK

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

SUGGESTED READINGS

1. Philip Kotler (2017), Marketing Management Englewood Cliffs,Prentice Hall, New Delhi.

- R.S.N.Pillai & Bhagavathi (2010), Modern Marketing Principles & Practices, S.Chand & Co.Ltd, New Delhi.
- Kotler Keller (2015), Marketing Management, Global Edition, 15 Ed, Pearson, Delhi.

WEB REFERENCE

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

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

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Identify the scope, importance, characteristics of marketing, product policy, promotion, advertising of products and marketing channels in the role of marketing in society at large.	K1
CO-2	Summarise the functions of marketing, branding, advertising, internal, external factors of pricing and channels of distribution to achieve the organisational growth, Importance of IMC.	K2
CO-3	Construct 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, and various promotional activities, role of social media marketing and development of MIS.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze)

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	M	L	H	M	L	L	H	M	M
CO 2	H	M	L	H	M	M	H	L	L

CO 3	L	H	L	H	M	H	M	H	M
CO 4	H	L	L	H	M	L	H	L	L

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2023 - 24)

Course Title	CORE COURSE 4 - ACCOUNTING FOR MANAGERS II
Code	U23BB2CCT04
Course Type	Theory
Semester	II
Hours/Week	5
Credits	5
Marks	100

CONSPECTUS

To enable the learner to understand the in depth study of the cost accounting principles and techniques for identification, analysis and classification of cost components to facilitate managerial decision making. It helps the students to understand the profitability and financial status of a business.

COURSE OBJECTIVES

6. To understand the concepts of costing and cost sheet, tenders and quotations. It helps to analyze the valuation of finished stock with sale price computation.
7. To interpret the management accounting and various tools of financial analysis and analyze profitability and financial status of a business based on ratios.
8. To analyse the importance of ratio analysis and to identify the schedule of changes in working capital. It helps to analyze funds flow statement and cash flow statement.
9. To examine the budget and its different types to manage the income and expenses of the business in the organization.
10. To evaluate the marginal costing and its contribution towards profit volume ratio. Also analyze the margin of safety and break even analysis of the business.

UNIT – I: INTRODUCTION TO COST ACCOUNTING**15 HOURS**

Cost accounting – Meaning – Nature and Scope – Functions- Advantages and Limitations
- Cost concepts - classification of cost – Elements of cost – Methods of costing- Difference between Management Accounting and Cost Accounting - Cost sheet meaning – Definition – Cost sheet Format and Simple cost sheet – Cost details with overhead - Valuation of finished stock – With sale price computation – Estimated cost for next period – Tenders and Quotations.

Extra Reading/keywords: *Cost Audit, Cost reduction*

UNIT-II : MANAGEMENT ACCOUNTING**15 HOURS**

Management Accounting – Meaning – Need - Nature - Scope and functions - Role of Management Accountant – Responsibilities of Management Accountant – Differences between Management Accounting and Financial Accounting - Analysis of Financial Statements – Objectives – Types of Financial Statements – Limitations of Financial Statement Analysis - Tools for Analysis – Comparative Statements – Common Size Statements – Trend Analysis.

Extra Reading/keywords: *Reconciliation, Remodeling*

UNIT-III : RATIO ANALYSIS AND FINANCIAL STATEMENT**15 HOURS**

Ratio Analysis – Interpretation, benefits and limitations – Classification of ratios - Liquidity, Profitability, turnover - Preparation of Fund Flow Statement – Schedule of Changes in Working Capital – Statement showing Sources and Application of Funds - Cash Flow Statement – Cash from Operation – Statement Showing Sources and Application of Cash – Cash flow from operating activities – Cash Flow from investing activities.

Extra Reading/keywords: *Cash Flow Statement as per Companies Act, 2013*

UNIT-IV: BUDGETARY CONTROL**15 HOURS**

Budget – Budgetary Control and its use as a management Tool – Objectives - Merits and Demerits – Functional Budgets – Difference between Budget and Forecast - Various types of Budget - Steps in Budgetary control – Advantages and limitations of Budgetary control – Sales Budget – Production Budget - Flexible Budget - Cash Budget - Behavioral Aspects in Budgeting - Responsibility Accounting - Format of Different budgets.

Extra Reading/keywords: *Fixed Budget, Master Budget*

UNIT-V: MARGINAL COSTING**15 HOURS**

Marginal Costing – Meaning – Definition - Features of Marginal Costing – Fixed Cost – Variable Cost – semi Variable costs - Contribution – Profit Volume Ratio – Break Even Point –

Margin of Safety - Problems on contribution of Cost Volume Profit Analysis – P/V Ratio Marginal Cost – Break Even Analysis - Managerial Applications of marginal costing – Marginal Costing and Direct Costing – Advantages and limitations of marginal costing.

Extra Reading/keywords: *Managerial decision making process, pricing decisions*

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

TEXT BOOKS

1. Dalston L.Cecil & Jenitra L.Merwin (2017), Management Accounting, Learn Tech Press, Trichy.
2. T.S Reddy & Y.Hari Prasad Reddy (2019), Cost Accounting, Margham Publications, Chennai.

SUGGESTED READINGS

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

WEB REFERENCES

1. https://www.hindustanuniv.ac.in/assets/pdf/ug/B.Com_Full_Semester.pdf.
2. <https://www.lkouniv.ac.in/site/writereaddata/siteContent/202005291333529297audh-COST-ACCOUNTING.pdf>
3. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e001%20Core%209%20-%20Cost%20Accounting%20-%20IV%20Sem.pdf>
4. <https://nios.ac.in/media/documents/srsec320newE/320EL27a.pdf>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Recall the concepts of cost, cost sheet , material cost , Labour cost , overheads, contract and process costing, Management Accounting, Trend analysis, cash flow and funds flow statement, Steps in Budgetary control, Marginal cost advantages and limitations.	K1
CO-2	Discuss the Liquidity, Profitability and turnover of business entities based on comparative statements, Common size statements, trend analysis and Ratio analysis, Estimated cost for next period, Cash from operation, contribution of Cost Volume Profit Analysis	K2
CO-3	Using the valuation of finished stock with sale price computation, Calculate the Comparative Statements and Common Size statement, Liquidity, Profitability, turnover ratios, Fund Flow Statement, Cash Flow Statement, Show the Sales Budget, Production Budget, Flexible Budget, and Cash Budget.	K3
CO-4	Analyze the cost details with overhead, Financial Statement Analysis, Statement showing Sources and Application of Funds, Effects of Changes in Current Assets and Current Liabilities, Various types of Budget and contribution of Cost Volume Profit Analysis.	K4

(K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze)

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	M	L	H	M	L	L	H	M	M
CO 2	H	M	L	H	M	M	H	L	L
CO 3	L	H	L	H	M	H	M	H	M
CO 4	H	L	L	H	M	L	H	L	L

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2023 - 24)

Course Title	ELECTIVE 2 – INTERNATIONAL BUSINESS
Code	U23BB2ECT02
Course Type	Theory
Semester	II
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

To enable the students to explain business expansion abroad and key issues related to their operations in other countries, to compare and contrast cultures and societies globally using socioeconomic and cultural frameworks and to develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

COURSE OBJECTIVES

1. To evaluate the different conceptual theories in international business and to know about the MNC involvement in the international business.
2. To understand the knowledge about theories of international trade and the main concept of life cycle stages in the international business.
3. To analyze the concepts of foreign exchange market and foreign direct investment, and also ensure the social responsibility among the employees and the customer.
4. To summarise the global environment in the role of various financial institutions with the knowledge of globalisation in various field.
5. To examine the EXIM policy and recent trends in IMF to do business with correct procedure of payment for export.

UNIT – I: INTRODUCTION TO INTERNATIONAL BUSINESS**12 HOURS**

International business –Importance- Nature - Scope - Features of international trade – Difference between Internal and International trade - Internationalization process -Approaches - Modes of entry - Advantages of International Trade-Driving forces of international Business- Arguments against international trade - Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

Extra Reading/keywords: *Micro and Macro international business environment*

UNIT – II: INTERNATIONAL BUSINESS THEORIES**12 HOURS**

Introduction of Trade theories— Mercantilism — Criticism of mercantilism - Absolute Advantage —Criticism of Absolute advantage - Comparative Advantage - Heckscher -Salient points – Assumptions of Heckscher Ohlin Theory - The New Trade Theory — Porter's Diamond Competitive Advantage Theory Product life Cycle- Timeline of International trade theories.

Extra Reading/keywords: *SWOT analysis, Foreign Exchange theories*

UNIT -III :FOREIGN INVESTMENTS& SOCIAL RESPONSIBILITY**12 HOURS**

Foreign Investments - Types- Needs of FDI - Impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct - Investments - Factors influencing FDI - Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries - Social responsibility- Towards employees- Towards customers.

Extra Reading/keywords: *Franchise, Partnership*

UNIT – IV GLOBALISATION**12 HOURS**

Globalisation - Features of globalisation – Process of globalisation -Drivers in Globalisation - Globalisation of Markets, production, investments and Technology -World tradein goods and services - Major trends and developments -World trade and protectionism - Tariff and non-tariff barriers - Privatisation – Liberalisation – Advantages of globalisation.

Extra Reading/keywords: *Theories of migration, population movements*

UNIT – V: EXIM POLICY AND IMF**12 HOURS**

EXIM- India's Trade Policy – New Foreign trade policy -New EXIM Policy - Terms of Payment in Export -Export & Import Procedures - EXIM Bank – ECGC - IMF - Objectives – Functions of the fund - Organisation& Structure of the fund –Leading operations of the fund - Recent trends in IMF - SDR - Origin – Uses of SDR's.

Extra Reading/keywords: *IDBI, Commercial banks*

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

TEXT BOOK

1. Dr. S. Sankaran (2018), International Business, Margham publications, Chennai.
2. Francis Cherunilam (2020), International Business, PHI Learning Pvt Ltd., New Delhi.

SUGGESTED READINGS

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.

WEB REFERENCES

1. <https://www.sscasc.in/wp-content/uploads/downloads/MCOM/International-Business.pdf>
2. https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf
3. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/IB/1InternationalBusinessEnvironment.pdf>
4. https://sde.uoc.ac.in/sites/default/files/sde_videos/International%20Business_0.pdf

COURSE OUTCOMES:

CO No.	Course Outcomes	Cognitive Level (K1 – K4)
CO-1	Identify different conceptual theories in international business, trade theories, investment, EXIM policy, IMF, SDR.	K1
CO-2	Summarises the knowledge about theories of international trade and timeline of international trade, New foreign trade, Multinational Corporations	K2
CO-3	Classify the concepts of foreign exchange market and foreign direct investment , Tariff and Non - Tariff barriers in globalization, Horizontal and Vertical Foreign Direct Investment	K3
CO-4	Analyze global environment in role of various financial institutions and Horizontal and Vertical Foreign Direct Investment and Globalisation.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze)

PO – CO MAPPING

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

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2023 - 24)

Course Title	SEC – 2 (NME- 2) – MANAGERIAL SKILL DEVELOPMENT
Code	U23BB2SET02
Course Type	Theory
Semester	II
Hours/Week	2
Credits	2
Marks	100

CONSPECTUS

The objective of this course is to make the students achieve effective business communication, develop the managerial skills and to facilitate students understanding of their own managerial skills and the complexity of managing in a global world.

COURSE OBJECTIVES

1. To evaluate the self-confidence, groom the personality and build emotional competence and set yourself with the eventual goal of personal development.
2. To analyze self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
3. To assess the Emotional intelligence and leads us to judge our own behavior against our personal standards
4. To critical-thinking and analytical skills to investigate complex problems to propose viable solutions with a logical approach to find a quick solution
5. To evaluate the improvement in professional etiquettes and to enable to exchange ideas, express emotions, and collaborate effectively.

UNIT – I: INTRODUCTION TO SELF**6 HOURS**

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

Extra Reading/keywords: *Groom the personality*

UNIT – II: SELF ESTEEM**6 HOURS**

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

Extra Reading/keywords: *Self Actualisation*

UNIT -III : BUILDING EMOTIONAL COMPETENCE**6 HOURS**

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

Extra Reading/keywords: *Positive emotions*

UNIT – IV: THINKING SKILLS AND CREATIVITY**6 HOURS**

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

Extra Reading/keywords: *Creativity Thinking*

UNIT – V: COMMUNICATION RELATED TO COURSE**6 HOURS**

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

Extra Reading/keywords: *Brain storming*

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

TEXT BOOK

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.

SUGGESTED READINGS

1. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited
2. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
3. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

WEB REFERENCES

1. <https://online.hbs.edu/blog/post/how-to-improve-management-skills>
2. <https://www.rasmussen.edu/degrees/business/blog/ways-to-build-your-management-skills/>
3. <https://www.betterup.com/blog/functions-of-management>

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K4)
CO-1	Recall the conceptual theory of self-confidence, Self - Components of Self, Morale ,Personality mapping, Tests-Appreciative Intelligence,Emotional Intelligence, Creativity, Group Discussions on current Topics	K1
CO-2	Develop the knowledge about Personality, Behaviour Appreciative Intelligence, High Esteem, Low self-Esteem, Divergent thinking, Internal Reports, External Reports, Healthy and Unhealthy expression of Emotions.	K2
CO-3	Describe the valuation concepts of Skill Analysis Effectiveness, Building Emotional Competence, Skill-Personality, Behaviour, Assignmentwriting, Debates, Presentations, Role plays, Reporting of case analysis,	K3
CO-4	Analyze the Self-identity, Self-concept, Critical Thinking and Learning, Tests-Appreciative Intelligence, The nature of creative thinking, Convergent, Divergent thinking, Measuring our self-esteem, Effectiveness and Morale.	K4

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	M	L	H	M	L	L	H	M	M
CO 2	H	M	L	H	M	M	H	L	L
CO 3	L	H	L	H	M	H	M	H	M
CO 4	H	L	L	H	M	L	H	L	L

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2022 - 23)
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	
	IV	Skill Based Course – 2	Sustainable Rural Development and Student Social Responsibility	U22RE2SBC02	2	1	100	
		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			U22OC2ECT01		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 Financial Markets and Services – Commerce Economics of tourism– Economics	U22BB3MET01/ U22CO3MET01/ U22EC3MET01	4	3	100	
		Allied – 4	Creative Advertising (from Commerce)/ Human Resource Management (for Commerce)	U22CO3ALT09/ 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			U22OC3ECT02		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	Retail Management	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	Operations Research Human Resource Management (to Economics)	U22MA4ALT19 U22BB4ALT03	4	2	100	
		Allied – 6	Business Ethics	U22BB4ALT04	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	1100

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	800

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 from the academic year 2022-23 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPALLI-620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
B.B.A.
Second Year - Semester – III

Course Title	MAJOR CORE 6 - COST ACCOUNTING
Total Hours	75
Hours/Week	5
Code	U22BB3MCT06
Course Type	Theory
Credits	4
Marks	100

CONSPECTUS

To enable the learner to understand the in depth study of the Cost Accounting Principles and Techniques for identification, analysis and classification of cost components to facilitate managerial decision making.

COURSE OBJECTIVES

1. To understand the concepts of costing and cost sheet, tenders and quotations.
2. To analyze the various methods of material pricing.
3. To evaluate the labour cost and different methods of treatment of overheads cost
4. To prepare the contract and process cost accounts
5. To examine the service costing and reconciliation of cost and financial accounts

UNIT - I: INTRODUCTION

15 HRS

Cost Accounting - Scope and Objectives – Difference between Cost Accounting and Financial Accounting - Advantages – Limitations – Classification of cost- Elements of cost - Cost Unit - Cost control - Methods of costing- Techniques of Costing - Cost sheet - cost sheet format and Simple cost sheet- Cost with details of overheads – Valuation of finished stock – With sale price computation- Estimated cost for next period – Tender and Quotations.

Extra Reading/keywords: *Cost Audit, Cost reduction*

UNIT - II: MATERIAL COST

15 HRS

Material control – Essential of material control – Advantage of material control - Purchase Control – objectives - Advantages - Disadvantages - Stores Control – Bin card – Stores ledger card - EOQ and ABC analysis – Stock levels of material - Perpetual Inventory System - Methods of pricing material issues - FIFO, LIFO - Specific price – Simple Average and Weighted Cost Method- Base Stock Method- Standard price method.

Extra Reading/keywords: *Inventory Control, JIT.*

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

Labour Cost – Labour Turnover – Methods - Work study department – Time keeping department – payroll department- Remuneration/Incentive - Normal and Overtime wages- Computation of Labour Cost –Methods of remuneration and incentive system - Premium and Bonus Plan - Overheads - Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Methods of absorption of manufacturing overheads - Machine Hour Rate.

Extra Reading/keywords: *Merit rating, Codification of overheads.*

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

Contract Costing – Characteristics – Recording of value and profit on contracts - Simple finished contracts – Transfer to profit to P&L A/c – Incomplete contract (transfer to P&L A/c) – Incomplete contract (contract account and Balance sheet) - Two or More contracts – Continuing contract - Escalation Clause- Cost Plus Contracts - Process costing – characteristics – process losses- Simple process accounts - Normal loss - Abnormal loss - Abnormal gain – Abnormal loss and gain two processes (excluding Inter process profit & equivalent production).

Extra Reading/keywords: *Equivalent production, Joint products*

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

Operating Costing - objectives – benefits of transport costing - Operation costing – Computation of cost units- Absolute and commercial ton kms–Running distance cost - Cost per running kms of 2 vehicles- cost per effective kilometer – Passenger transport costs - Goods transport cost - Reconciliation of cost and financial accounts – Introduction – Importance- causes for disagreement in profits – Procedure for reconciliation - Showing treatment of difference – Preparation of reconciliation statement as per financial records-Preparation of reconciliation statement as per costing records-Memorandum reconciliation accounts.

Extra Reading/keywords: *Absorption, Recovery.*

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts of cost, cost sheet , material cost , Labour cost , overheads, contract and process costing , transport costing.	K1
CO-2	Discuss the costing methods, techniques of inventory control, pricing of material issues, labour turnover cost, allocation and apportionment of overheads, contract and normal and abnormal loss process costing, and understanding the reconciliation statement	K2
CO-3	Apply the acquired knowledge in preparation of cost sheet, stock level of material and calculation of labour cost and machine hour rate	K3

	and illustrate the incomplete contract and process costing and calculating the cost per effective kilometer of transport costing	
CO-4	Analyse the procedure relating to calculate od cost sheet, tender and quotation, methods of pricing issues of material, labour turnover , allocation and apportionment, Contract costing with balance sheet and examine the normal and abnormal loss& gain in process costing and calculate the cost per kilometer of transport acosting	K4
CO-5	Evaluate the basis of apportionment and various services cost involved in the transport costing, wages payable to the labours based on the different system, cost involved in the contract and to check the cost involved in various processes and also the reconciliation statement	K5

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

PRESCRIBED TEXT BOOK

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

SUGGESTED REFERENCES

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

WEBREFERENCES

1. https://www.hindustanuniv.ac.in/assets/pdf/ug/B.Com_Full_Semester.pdf.
2. <https://www.lkouniv.ac.in/site/writereaddata/siteContent/202005291333529297audh-COST-ACCOUNTING.pdf>
3. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e001%20Core%209%20-%20Cost%20Accounting%20-%20IV%20Sem.pdf>
4. <https://nios.ac.in/media/documents/srsec320newE/320EL27a.pdf>

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

PO – COMAPPING

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

CO 4	H	M	L	H	M	L	M	H	M
CO5	H	L	M	H	M	M	M	M	H

PSO - COMAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	L	H
CO 2	H	L	M
CO 3	H	H	L
CO 4	H	M	L
CO5	H	L	M

(For Candidates admitted from the academic year 2022-23 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.
Second Year - Semester – III

Course Title	MAJOR CORE – 7 PRODUCTION AND OPERATIONS MANAGEMENT
Code	U22BB3MCT07
Course Type	Theory
Semester	III
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS:

To enable the students to understand the production system, need for production and operation management, automation, plant location and layout, physical facilities in organization, material management, inventory control, maintenance and waste management new advancement in production and operation management.

Course Objectives:

1. To understand the production concept, types, objectives and scope, need for production and operations management, elements and functions and automation needs and types.
2. To illustrate the plant location, plant layout, techniques, industrial sanitation, lighting, air conditioning, ventilation, industrial safety measures and accidents.
3. To identify the objectives of materials management, its importance, methods of purchasing, selection of Suppliers, inventory management and control, material handling equipment, codification and simplification.
4. To understand the production planning, production control, capacity planning, routine, scheduling, dispatching, quality control and quality management.
5. To evaluate the maintenance, reasons, classifications, spares planning and control, waste management, its types, methods of disposal of waste, scrap and surplus disposal

UNIT I: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT

12 hours

Production – Objectives – Scope - Types of production – Job shop – Batch Manufacturing - Operations management – Objectives – Importance - Need for production and operations management – Elements and Functions – Reasons - Automation: Introduction - Meaning and Definition – Needs and Types

Extra Reading/keywords: *Automation tools*

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

Plant location – Needs for the selection - Factors affecting location - Plant layout – Meaning and Definition – Objectives – Principles - Type of plant layout - Factors influencing plant layout decision – Techniques of plant layout - Organization of physical facilities – Industrial sanitation and lighting - Air conditioning and Ventilation - Industrial safety – safety measures – industrial accidents

Extra Reading/keywords: *Cost factor in location*

UNIT III: MATERIALS MANAGEMENT**12 hours**

Materials Management – Objectives and importance – Functions - Purchasing – Steps in materials purchasing – Methods of purchasing - Selection of Suppliers - Inventory Management – Inventory control - Material Handling - Principles and Practices - Economic Consideration - Materials Handling Equipment – Standardization – Codification and Simplification

Extra Reading/keywords: *Materials management techniques*

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

Production planning – Objectives – Functions of production planning - Production systems – Production control - Factors determining Production Control - Production Planning and Control - Scope of PPC – Advantages and limitations of PPC - Capacity planning – Routing and scheduling – Dispatching - Quality Control – Factors affecting quality control – Quality management

Extra Reading/keywords: *Statistical Quality Control*

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

Maintenance – Objectives – Importance - Functions – Reasons - Classifications of Maintenance - Spares planning and control – Objectives - Modern Scientific Maintenance Methods - Waste Management – Meaning and definition – Types - Methods of Disposal of Waste – Scrap – Surplus disposal

Extra Reading/keywords: *salvage and recovery.*

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

TEXT BOOK:

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

SUGGESTED READING:

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

WEBREFERENCE:

1. <https://indiafreenotes.com/manufacturing-system-mass-batch-job-shop-and-project/>

2. <https://accountlearning.com/top-10-factors-influencing-design-of-plant-layout/>
3. <https://www.managementstudyguide.com/production-planning-and-control.htm>
4. <https://www.civildserviceindia.com/subject/Management/notes/waste-management.html>

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 concepts of production, scope and objectives, need for selection of plant location, materials management, functions of production planning, objectives of maintenance and waste management that is beneficial to the environment and society.	K1
CO-2	Summarise the different types of production, principles of plant layout, methods of purchasing, inventory management, production planning and control, classifications of maintenance and the procedures used by the organisations in spares planning and control to achieve the organizational growth.	K2
CO-3	Demonstrate the functions of operations management, plant layout decisions, principles and practices of material handling, capacity planning, and various types of waste management that will be suitable for the current business operations.	K3
CO-4	Analyse the need and types of automation, safety measures in industry, standardization and codification in material handling, factors affecting quality control, and methods of disposal of waste for the development of the organization.	K4
CO – 5	Evaluate the different production types suitable for organization, material handling techniques to be used to reduce cost, capacity planning techniques that can be used and effective methods for waste and scrap disposal.	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	H	M	H	H	M	M
CO 2	H	M	H	H	L	H	M	M	H
CO 3	H	L	H	M	L	H	L	M	M
CO 4	H	H	H	H	-	M	H	H	M
CO 5	H	M	H	H	L	H	M	M	H

PSO -CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	H	H	M
CO 2	H	H	L
CO 3	H	M	M
CO 4	H	H	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 ELECTIVE- 1 - FUNDAMENTALS OF E-COMMERCE
Total Hours	60
Hours/Week	4
Code	U22BB3MET01
Course Type	Theory
Credits	3
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To understand the concept of E-Commerce, difference between Traditional commerce and E-commerce, Evolution of E-commerce, E-commerce framework and E-commerce applications.
2. To develop the various E-Commerce models based on the relationships of transaction parties and transaction types and Electronic data interchange.
3. To interpret the objectives, scope, tools and techniques of E-marketing, benefits of online advertisements, role of social media marketing in business and E-Retailing.
4. To outline the E-payment methods, models, payment gateways, Designing electronic payment system, types of merchant accounts and cryptography.
5. To understand the E-security issues in e-commerce, information security measures in India, Information Technology Act and cyber law related to e-commerce.

UNIT I: INTRODUCTION TO E-COMMERCE

12 HRS

E- Commerce Introduction – Definition – Features – Benefits - Levels of E-commerce – Need and importance - Traditional Commerce Vs. E- Commerce – Classification - Advantages and Disadvantages of E-Commerce - Evolution - E-commerce opportunities and challenges for industries - Future of E – Commerce – Framework – Media Convergence – Roadmap of E-commerce in India - E-Commerce applications – Channels – Market segments – Impact on organisations.

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

UNIT II: E- COMMERCE MODELS & EDI

12 HRS

E-commerce Models - Transaction parties – B2B, B2C, C2C, C2B - E- Governance - Transaction - Types - Store-front Model - Brick and Mortar Model - Build to Order Merchant Model - Service Provider Model - Subscription based Model – Brokerage Model – Aggregator Model -Virtual Mall Model – Info-mediary Model – Community model – Value chain model - Electronic Data Interchange (EDI) History – EDI documents – Working of EDI – Advantages and Disadvantages

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

UNIT III: DIGITAL MARKETING

12 HRS

Digital Marketing - Objectives - Scope and importance - Traditional Marketing Vs. Digital Marketing - Digital Marketing Tools – Digital marketing mix – Opportunities and challenges for Digital Marketing – Digital penetration in Indian Market - Online advertisements – Types – Benefits – Neuro Marketing - Social Media Marketing – Merits and Demerits - Role of Social media marketing in Business – Mobile Marketing - E- Retailing – Features – Benefits – Models for E – Retailing.

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

UNIT IV: E –PAYMENT

12 HRS

Electronic Fund Transfer – NEFT/RTGS/IMPS – Uses – Computerisation in clearing houses - E- Cheque – Cheque Truncation System (CTS) - Crypto Currency – Digital Signature - E-payment models - Methods of E–payments – Process of E- Payments - Payment gateways - Types of Merchant accounts – Financial Transaction Terminals - Designing Electronic Payment System – Encryption process - Risks involved in e-payments – Secure Electronic Transaction – Cryptography – IOT in e- banking.

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

UNIT V: E- SECURITY & CYBER LAW

12 HRS

Security Issues in E-Commerce - Exposure of resources - Type of threats - Sources of threats - Security tools & risk –Management approach - Information System Security – Proxy Server - Firewall and the security policy – Network firewalls and Application firewalls - Data Protection and Security Measures - Information Security Environment in India - Information Technology Act 2000 – New Amendments – IPR – Types - Cyber Law Introduction - Types of Cyber Crime – Cyber Terrorism – Privacy in Cyber Space

Extra Reading/Keyword: *Hacking, Encryption*

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

TEXT BOOK

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

SUGGESTED READINGS

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

WEB REFERENCES

1. <https://forms.iimk.ac.in/libportal/ebook/EB8.pdf>
2. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>
3. https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/E-%20Commerce.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 evolution and features of E-Commerce, E-commerce models, Electronic Data Interchange, Digital Marketing, E – retailing, E- Payment, E-Security, Information Technology act and cyber law to understand the various concepts involved in E-commerce to prepare the E-commerce framework for an organization.	K1
CO-2	Summarise the need and importance of e-commerce, Traditional commerce vs. E-commerce, benefits of digital marketing, Social media marketing, Traditional marketing vs. Digital Marketing , E-retailing, Methods of E-payments, Security issues in E-Commerce for the effective transformation of E-commerce in an organization,	K2
CO-3	Interpret the opportunities and challenges of E-commerce, future of e-commerce in India, various models of E-commerce, Digital marketing mix, role of social media marketing in business, payment gateways, Security tools and risk to use the e-commerce platform effectively for the competitive success of an organisation.	K3
CO-4	Illustrate the media convergence, Digital penetration in Indian market, Neuro marketing, financial transaction terminals, Information security environment in India, IPR, Privacy in cyber space for the use of latest technologies in e-commerce effectively.	K4
CO – 5	Evaluate the different e-commerce models, the future of e-commerce, different e-commerce models, models of e-retailing, risk involved in e-payments, types of IPR and different types of cyber crime and cyber terrorism.	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	L	H	H	H

CO-2	H	H	L	M	L	L	H	M	H
CO-3	H	H	M	M	L	L	H	H	M
CO-4	H	H	L	M	L	L	H	H	H
CO-5	H	H	M	M	L	L	H	H	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	H	M
CO-5	M	H	H

(For Candidates admitted from the academic year 2022-23 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.
Second Year - Semester - III

Course Title	ALLIED 4 - HUMAN RESOURCE MANAGEMENT
Code	U22BB3ALT02
Course Type	Theory
Semester	III
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS:

To acquaint the students with the significant functions of human resource management namely planning, recruitment, selection, training, development, performance appraisal, compensation management and enable them to understand the roles and responsibilities of human resource manager in organisations.

Course Objectives:

1. To identify and explain the evolution, functions of human resource management and qualities to be as HR manager
2. To describe the various methods of human resource planning and explain the job analysis, job description and job Specification techniques.
3. To demonstrate the relevance of recruitment and selection process involved in organisations.
4. To examine the applicability and use of different kinds of training, development and performance appraisal strategies in real life scenario
5. To evaluate the concept of compensation and grievance handling techniques adopted in successful business organization.

UNIT - I : INTRODUCTION TO HRM

12 hours

Concept of HRM - Evolution -Definition – Scope - Characteristics – HRM as profession- Objectives – System approach to HRM - Importance - Functions of HRM – Scope – Growth of HRM in India - Distinction between Personnel Management and HRM – Qualities of HR manager - Role of HR Manager -Status of HR Manager - Concept of HR policies – Nature – Need and Importance – Types of HR policies

Extra Reading/Keywords : *Speed – up growth of HRM in India*

UNIT - II: HUMAN RESOURCE PLANNING

12 hours

HR Planning: Meaning - Definition - Objectives – Need of HR planning - Importance – Process –

Levels – Problems in HR Planning - Job analysis – Objectives – Significance – Process - Techniques of Job analysis – Job description – Job Specification – Role analysis - Job design – Approaches to job design – Methods – Recent Trends in Job redesign

Extra Reading/keywords: Guidelines for effective HR Planning

UNIT - III : RECRUITMENT AND SELECTION

12 hours

Recruitment – Process – Recruitment policy - Recruitment organization – sources – Techniques – Consideration in Recruitment. Selection : Meaning – Steps – Selection testing – Types of tests - Developing a test programme – Precautions in using tests – Selection interviewing – Objectives - Importance – types of interview – Steps in interview process – Limitations of interview.

Extra Reading/keywords: Competency mapping

UNIT - IV: TRAINING, DEVELOPMENT AND PERFORMANCE APPRAISAL

12 hours

Training – Need and Importance – Objectives of training - Identifying training needs - Types of training — E – Training - Designing a Training programme – Methods and techniques of training - Executive development: Meaning and Objectives – Importance – Process – Methods and techniques of executive development - Performance appraisal : Meaning – Objectives – Importance – Process - Limitations – Essentials of effective performance appraisal - Techniques - MBO

Extra Reading/keywords: *Career Development*

UNIT - V : COMPENSATION MANAGEMENT

12 hours

Compensation : Meaning – Components – Objectives – Factors affecting compensation - Methods of wage payment – Process of wage determination –Issues – E- compensation - Meaning of wage incentives – Essentials of sound incentive plan – Types – Fringe Benefits. Discipline : Nature – Types – Causes of indiscipline – Code of Discipline. Grievances : Meaning – Causes – Machinery for Redressal of Grievances – Essentials of a Sound Grievance Procedure

Extra Reading/keywords: *Quality of work life*

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

TEXT BOOK:

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

SUGGESTED READINGS:

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

WEB REFERENCE:

1. https://ebooks.lpude.in/human resource management /bba/term 1/DCOM102_DMGT101 PRINCIPLES AND PRACTICES OF MANAGEMENT.pdf

2. https://www.human resource managementstudyguide.com/what_is_human resource management.htm

3. <http://www.ignouhelp.in/ignou-mba-study-material/>

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

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recognize the basic concepts of human resource management, its objective of recruitment, selection, training and development, need for HR planning and qualities of HR manager in the organization.	K1
CO-2	Illustrate the process of HR planning, techniques of job analysis, job specification, job design and Management By Objectives as a part of business organization	K2
CO-3	Apply the sources of recruitment, process of selection, methods of training and grievance handling techniques in an organization and identifying real life leaders from the corporate world	K3
CO-4	Examine the qualities of HR manager, interview test methods, types of training and development, performance appraisal and compensation benefits of the employees for their career development in present scenario.	K4
CO-5	Evaluate the role and status of HR Manager, techniques of job analysis, types of selection tests, different methods and techniques of training, techniques of performance appraisal, machinery for Redressal of Grievances and causes of discipline.	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	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
CO 5	M	M	H	H	M	H	M	M	M

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
CO 5	M	H	M

(For Candidates admitted from the academic year 2022-23 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	MSBE 2 - ENTREPRENURIAL DEVELOPMENT
Total Hours	30
Hours/Week	2
Code	U22BB3SBP02
Course Type	Theory/Practical
Credits	1
Marks	100

CONSPECTUS

The objective of the course is to provide an overview for the development of the practical skills in the art of making artificial jewels, jute bags, artificial flower, hair style, garland out of pearl, thread and from any other raw materials, making of sanitary pad, doll, soap oil, phenyl, washing powder and vessel cleaning powder. It paves way to become an Entrepreneur by learning the art of beautification and Bridal make-up, using natural products. It also enables the learner to systematically apply an entrepreneurial way of thinking to identify and create business opportunity to become successful entrepreneurs.

COURSE OBJECTIVES

1. To understand the Basics of Beautification like different styles of bridal make ups and Mehendi designs.
2. To understand the art of making artificial jewellery and types of embroidery
3. To understand the different doll making techniques
4. To apply the different techniques of Artificial and natural garland making
5. To understand the multi cuisine art like cookery items, jam making, cookery item and applies different sales promotion techniques.

UNIT-I: BASICS OF BEAUTIFICATION

6 hours

Threading–Facial - Hair dress - Manicure– Pedicure - Bridal Make up - Mehandi

Extra Reading /Key Word: *nail art and art of wearing saree*

UNIT-II: ART OF MAKING JEWELLERY AND EMBROIDERY

6 hours

Paper- Thread - Silk Thread- Terracotta - Types of Embroidery – Hand Embroidery – Thardhosi - Jemki work - Kundhan stone works.

Extra Reading /Key Word: *Aari works*

UNIT-III: KIDS AMUSEMENT DOLL TECHNIQUES

6 hours

Material for soft doll Making - Safety measures in soft doll making - Puppy -Squirrel - Teddy

Extra Reading /Key Word: *cushion making*

UNIT- IV: ARTIFICIAL AND NATURAL GARLAND MAKING **6 hours**

Natural Flower Garland - Artificial Flower Garland – Bouquet - Flower Vase arrangement

Extra Reading /Key Word: *bridal garland making*

UNIT- V: MULTI CUISINE ART **6 hours**

Juice, squash, Jam - Jelly, Bakery items (Cake & Biscuits) - Cookery items (Pickle, Sambar podi, Masala podi) - Preparation of Non- Vegetarian items - Sales promotion and marketing techniques for all products

Extra Reading /Key Word: *different varieties of juices, salads and starter*

Note: Texts given in the Extra Reading, Key words must be tested only through Assignment and Seminars.

SUGGESTED READINGS

1. Hawkin All - Indian Cook book, Hawkins cookers Limited, Bombay Arts& Craft Vol.5 Aasha Enterprises, Hyderabad -39
2. Arts & Craft. Vol.6 Aasha Enterprises , Hyderabad -39
3. Soft Toys, Part-II Angal Kudumbha Samayal, I.V. Jesudhasan
4. Renu Gupta, 2004, Complete Beautician Course, Diamond Pocket Books Private Limited, New Delhi.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic skills of hair dressing, skin care and makeup applications	K1
CO-2	Apply innovative ideas in making jewellery and different types of hand embroidery with self-introduced designs.	K2
CO-3	Analyse the use of multiplicity of safe materials for doll making used by kids with shapes of animals and birds.	K3
CO-4	Categorise how the garland, bouquet and flower vase are to be made using the natural, eco- friendly, health improvising special flowers and becomes successful entrepreneurs	K4

(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
CO1	H	M	M	M	H		H	M	H
CO2	H	M	M	M			H		H
CO3	H	M	M	M	M	H	H	M	H
CO4	H			M	M	H	H		
CO5	H	M		H		H	H		H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO1	H	M	M
CO2	H	M	M
CO3	H	M	M
CO4	H	M	M
CO5	H	M	M

(For Candidates admitted from the academic year 2022-23 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	NON - MAJOR ELECTIVE 1: PRINCIPLES OF MANAGEMENT
Code	U22BB3NMT01
Course Type	Theory
Semester	III
Hours/Week	3
Credits	3
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

9 hours

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

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

UNIT – II : PLANNING

9 hours

Planning: Process - Kinds of Planning - Importance of Planning - Forecasting and Planning - Limitations

of Planning - Principles of Planning.

Extra Reading/Keywords: *performance management tools*

UNIT – III : ORGANISING

9 hours

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

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

UNIT - IV : STAFFING AND DIRECTING

9 hours

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

Extra Reading/Keywords: *leadership traits*

UNIT - V : CONTROL

9 hours

Controlling: Meaning and Definition - Nature - Control Process - Techniques of managerial control - Techniques of Management.

Extra Reading/Keywords: *controlling network analysis*

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

TEXT BOOKS

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

SUGGESTED READINGS

1. DinkarPagare (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_PRACTICE_S_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	K1

	contemporary issues of 21st century	
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

(For Candidates admitted in the academic year 2022 - 23)

Course Title	MAJOR CORE – 8 - RETAIL MANAGEMENT
Code	U22BB4MCT08
Course type	Theory
Semester	IV
Hours/Week	5
Credits	5
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

15 HOURS

Retailing – Objectives – Evolution - Importance - Functions of retailers - Place of Retailing – Distribution channel – Challenges - Retailing concepts – Customer – Competition - Environmental Trends - Retail Mix – Place - Product – Price – Promotion - Theories of retail change – Natural section and wheel of retailing – General cycle and retail cycle theory.

Extra Reading/keywords: *Retailing environment, Trends in retail industry*

UNIT – II : RETAILERS, RETAIL FORMATS AND CUSTOMER BEHAVIOR

15 HOURS

Retailer – Classification – Legal form – Operational structure - Range of merchandise – Degree of service pricing policy location – Size of outlet – customer contract - 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 - Customer Behavior – Major factors influencing buying behavior – cultural and social factors – Personal and Psychological factors - Purchase decisions – customers buying behavior – Buying decision process - Post purchase behavior.

Extra Reading/keywords: *Analyzing the merchandise performance, service recovery*

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

15 HOURS

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

Extra Reading/keywords: *The retail life cycle, National brands*

UNIT IV – PRICING AND CONTROLLING MERCHANDISE

15 HOURS

Pricing – Objectives – Terminology – Factors affecting the pricing decisions - Pricing strategies – Setting prices – cost – oriented pricing – Demand orientated pricing - Price lining – Price adjustments – Pricing tactics – Ethical issues in pricing - Controlling objectives – Aims of

controlling merchandise - Merchandise turnover – Methods of merchandise control - Open buy planning - Book inventory – Periodic inventory – Perpetual inventory.

Extra Reading/keywords: *Micro marketing in retailing*

UNIT V – PROMOTIONAL STRATEGIES

15 HOURS

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

Extra Reading/keywords: *Cross- cultural issues, Sub- culture*

TEXT BOOKS

1. 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-K5)
CO-1	Identify objectives and importance, classification, operational structure, mission statement, store image, actors affecting the pricing decisions,	K1

	importance of communication and stages of models in communication that is beneficial to the retail organizations.	
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

PSO – CO MAPPING

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 the academic year 2022 - 23)

Course Title	MAJOR CORE 9 – MANAGEMENT ACCOUNTING
Total HOURS	60
HOURS/Week	4
Code	U22BB4MCT09
Course Type	Theory
Credits	4
Marks	100

CONSPECTUS

To enable the learners to understand the various tools of financial analysis and to interpret financial data, to analyze and interpret the financial data in order to help management to take decisions, make policies, strategies and control the organization effectively.

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 the funds flow statement and cash flow statement, preparation of Cash Flow statement as per Accounting Standard (Revised) and treatment of certain items in the Cash Flow Statement as per AS 3-6.
3. To apply marginal costing technique in managerial decision making problems, evaluate different proposals and problems on contribution of Cost Volume Profit Analysis.
4. To understand different types of budgets and analyse budgetary control and its use as a management tool, various Functional Budgets and behavioral aspects in budgeting.
5. To analyse the steps involved in standard costing, advantages and calculation of variance analysis, material, labour and overhead variances.

UNIT I : INTRODUCTION TO FINANCIAL STATEMENTS

12 HOURS

Management Accounting– Nature - Management process and the Management - - Analysis of financial statements- Objectives of Financial Statements Analysis – Types of Financial Statements Analysis – Limitations of Financial Statements Analysis - Tools for analysis

- Comparative Statements - Common Size Statements - Trend Analysis - 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**

Fund Flow Analysis- Uses - Benefits of Fund Flow statement - Preparation of Fund Flow Statement - Schedule of Changes in Working Capital- Statement showing Sources of Funds - Application of Funds - Preparation of Cash Flow Statement - Cash from operation – Statement showing Sources and Application of Cash – Cash flow from operating activities – Cash Flow from investing activities - 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**

Marginal Cost - Marginal Costing – Features of Marginal Costing – Fixed Cost – Variable Cost – Semi Variable Costs - Absorption Costing Vs Marginal Costing – Contribution- Profit Volume ratio – Break Even Point – Margin of safety - Problems on contribution of Cost Volume Profit Analysis – P/V Ratio Marginal Cost – Break Even Analysis.

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

UNIT IV: BUDGETARY CONTROL **12 HOURS**

Budget – Meaning – Budgeting - Budgetary Control and its use as a management tool - Functional Budgets - Difference between Budget and forecast- Stages in Budget process – Various types of Budget - Fixed Budget - Flexible Budgets - Cash Budget- Sales Budgeting – Master Budget - Behavioral Aspects in Budgeting.

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

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

Introduction to Standard Costing – Steps involved in Standard Costing - Cost standards and their types– Limitations of Standard Costing – Standard cost with formula and Examples - Variance analysis – Advantages of Variance Analysis – Calculation of Variance Analysis - Different types of Standard – Material Variances – Labor Variances - Overhead Variances - 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%

COURSE OUTCOMES

The learners will be able to:

CO No.	Course Outcomes	Cognitive Level (K1-K5)
CO-1	Recognize the relationship between Cost, Financial and Management Accounting, Financial statement Analysis ,Budgetary Control and its use as a management tool.	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, Difference between Budget and forecast.	K3
CO-4	Prepare marginal cost statement and calculate breakeven point; Cash flow from operating activities, Cash Flow from investing activities, Calculation of Cash from operation, Various types of Budget	K4
CO-5	Prepare the budgets for business organizations, Treatment of certain items in the Cash Flow Statement as per AS 3-6, Problems on contribution of Cost Volume Profit Analysis, Behavioral Aspects in Budgeting, - Sales Variance based on profit.	K5

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

PRESCRIBED TEXT BOOK

1. 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

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	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	L	L	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

(For Candidates admitted in the academic year 2022 - 23)

Course Title	MAJOR ELECTIVE - INDUSTRIAL LAW
Code	U22BB4MET02
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, role of trade union in the industrial setup, outline the important causes & impact of industrial disputes and to elaborate Industrial Dispute settlement procedures.

COURSE OBJECTIVES

1. To understand the laws regarding safety, health, welfare measures and unfair labour practices, strikes and lockouts and closing down of undertaking in Industrial disputes act;
2. To examine the employees' liability for compensation to occupational disease, accident, death, disablements and distribution of compensation
3. To summarise the laws under fixation of minimum rate of wages act, compensation, maternity benefit, power and duties of inspectors in maternity benefit act;
4. To interpret the laws regarding registration of trade unions, Duties and liabilities of registered trade union under trade unions act;
5. To analyse the powers, duties under employee state insurance act, establishment, contribution, calculations under Employee provident fund scheme and Employee pension scheme.

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

The Factories Act (1948): Factory (Definition) – Manufacturing Process – Worker – Power – Definitions - Health measures – Safety measures – Welfare measures - Working hours of adults – Extra wages for overtime – Notice of period of work for adult workers – Holidays

The Industrial Disputes Act, 1947: Definition – Strikes and Lock out – Prohibition – Layoff – Retrenchment - 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 HOURS**

Employer’s liability for compensation – Occupational disease – Amount of compensation – Compensation for death - Compensation for Permanent Total disablement - Compensation for Permanent partial disablement - Compensation for Temporary Total and partial disablement – Compensation to be paid when due - Distribution of compensation – Notice – Claim – Fatal Accidents - Medical Examination – Employment by contracting – Insolvency of Employer – Return as to compensation - 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 HOURS**

The Minimum Wages Act, 1948: Definitions - Fixation of minimum rates of wages – Minimum rate of wages – Procedure - Safeguards in payment of minimum wages – Enforcement of the act – Inspectors – Powers - Claims – Amount of compensation - Penalties – Offences - working hours- determination of wages - claims. The Payment of Wages Amendment Act-2017

The Maternity Benefit Act, 1961: Definition – Prohibition of employment – Maternity benefit – Leave and Nursing breaks - 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 HOURS**

Growth of Trade unions – Law relating to trade unions – Scope and coverage - Definitions - Agreements not affected by the act - Appointment of Registrars - Registration of Unions - Application of Registration - Rules of Trade union – Characteristics of Registered trade union on Incorporation - Cancellation of Registration – Cancellation of Appeal - Rights and Privileges of a

Registered trade union – Duties and liabilities of a Registered trade union - Amalgamation – Dissolution - 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 HOURS

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

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

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

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 (K1-K5)
CO-1	Demonstrate an understanding of the nature of the laws regarding safety, health and welfare measures, Characteristics of Registered trade union on Incorporation, Cancellation of Registration.	K1

CO-2	Identify the employees and employers liability for compensation to the workmen for injury or accident, Power and duties of Inspectors, Appeal, Penalties, Powers, and Claims.	K2
CO-3	Clarify the benefits regarding Minimum Wages Act and Maternity Act, Enforcement of the act, Inspectors, Insurable Employee, Employee State Insurance Corporation, Powers, Duties, Standing committee and Contributions.	K3
CO-4	Recall the laws regarding registration of unions, rights and duties of a registered trade union, Transfer and closing down of undertakings – Procedure for closing down – Penalty - Unfair labour practices, Appointment of Registrars - Registration of Unions	K4
CO-5	Examine the contributions under ESI Act and EPF Act; Notice of period of work for adult workers – Holidays, determination of wages – claims, Trade Union (Amendment) Bill, 2019, Framing of scheme, Establishment, Special grant, Amendments.	K5

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

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	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	L	L	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

(For Candidates admitted in the academic year 2022 - 23)

Course Title	Allied 6 - BUSINESS ETHICS
Code	U22BB4ALT04
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, identify and analyze ethical dilemmas commonly encountered in the workplace while evaluating and assessing one's own values and beliefs.

COURSE OBJECTIVES

1. To understand fundamentals of business ethics and the ethical issues in business, factors influencing business ethics and Dilemma involved in Business Ethics.
2. To interpret the process of ethical decision making involved in business, Issues involved in HRD and Guidelines for managing ethics in the workplace.
3. To examine the ethics in management, Creating ethical Environmental ethics, Gender ethics and AIMA code of conduct for professional managers
4. To analyse the process of making good Ethical decision making, application of moral philosophy to Decision-Making, Personal values and corporate values in ethical decision making.
5. To evaluate the concept of corporate social responsibility, Code of Corporate Governance, CSR for sustainable development and CSR towards Stakeholders of business.

UNIT – I: INTRODUCTION**12 HOURS**

Business ethics- Meaning of business ethics and value – Definition of business ethics- Principles of Business Ethics-Difference between Ethics and Morale - Evolution of business ethics - Nature of business ethics – Importance of ethics and values in business - Ethics vs. Religion – Issues in Business Ethics - Benefits of Business Ethics - Code of values and ethics – Factors influencing business ethics – Types of ethical issues - Dilemma involved in Business Ethics- How to handle ethical dilemma in business.

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

UNIT – II: EXTERNAL AND INTERNAL ETHICS**12 HOURS**

External ethics – Ethics and consumer – Ethics in advertisement –Workplace Ethics - Importance of ethical Behavior at workplace -False claims – Internal ethics – Hiring employees - Screening practices - Promotion – Wages – Exploitation of employees – Discipline – Whistle blowing -Factors Influencing Ethical Behavior at work Ethical Issue - Ethics and shareholders-Factors influencing in ethics- Issues involved in HRD - Guidelines for managing ethics in the workplace.

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

UNIT – III: ETHICS IN MANAGEMENT**12 HOURS**

Management and ethics – Organizational ethics – Enforcement of organizational ethics – Characteristics of an ethical organization - Characteristics of ethical leadership - Creating an ethical working environment - Ethics for managers - Benefits of managing ethics in work place- Ethics in functional area - Creating ethical Environmental ethics-Gender ethics-AIMA code of conduct for professional managers

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

UNIT – IV: ETHICAL DECISION MAKING IN BUSINESS**12 HOURS**

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

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

UNIT – V: CORPORATE SOCIAL RESPONSIBILITY**12 HOURS**

Corporate social responsibility - Need for CSR – Scope of CSR-Consumerism-Unethical issues - Advantages of CSR -Corporate Governance-Code of Corporate Governance - CSR for sustainable development - Consumerism, unethical issues, in sales, marketing and technology - CSR towards Stakeholders of business.

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.
3. Kaur, Tripat; *Values & Ethics in Management*, Galgotia Publishers.
4. Chakraborty, S.K.; *Human values for Manager*

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

WEB REFERENCES

1. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1503.pdf
2. <https://www.investopedia.com/terms/b/business-ethics.asp>
3. https://www.tutorialspoint.com/business_ethics/business_ethics_introduction.htm

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K5)
CO-1	Recognize the basic fundamentals of business ethics and the ways to solve ethical issues and to study access the human behaviour	K1
CO-2	Interpret the steps in making good ethical decision making in business. Ethical decision in a business have implication such as satisfies work force, high sales, low regulation cost, more customers and high goodwill	K2
CO-3	Examine the benefits of managing ethics in the organisation and set a morale standards by a company as a whole and individual employees within an 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. The Ultimate purpose of CSR to maximize shared value among organisation, employees, customers, shareholders and community members	K5

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

PO – CO MAPPING

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

(For Candidates admitted in the academic year 2022 - 23)

Course Title	ALLIED 5 - HUMAN RESOURCE MANAGEMENT
Code	U22BB4ALT03
Course Type	Theory
Semester	IV
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

To acquaint the students with the significant functions of human resource management namely planning, recruitment, selection, training, development, performance appraisal, compensation management and enable them to understand the roles and responsibilities of human resource manager in organisations.

COURSE OBJECTIVES

1. To identify and explain the evolution, functions of human resource management and qualities to be as HR manager
2. To describe the various methods of human resource planning and explain the job analysis, job description and job Specification techniques.
3. To demonstrate the relevance of recruitment and selection process involved in organisations.
4. To examine the applicability and use of different kinds of training, development and performance appraisal strategies in real life scenario
5. To evaluate the concept of compensation and grievance handling techniques adopted in successful business organization.

UNIT - I : INTRODUCTION TO HRM

12 HOURS

Concept of HRM - Evolution -Definition – Scope - Characteristics – HRM as profession- Objectives – System approach to HRM - Importance - Functions of HRM – Scope – Growth of

HRM in India - Distinction between Personnel Management and HRM – Qualities of HR manager
- Role of HR Manager -Status of HR Manager - Concept of HR policies – Nature – Need and
Importance – Types of HR policies

Extra Reading/Keywords : *Speed – up growth of HRM in India*

UNIT - II: HUMAN RESOURCE PLANNING

12 HOURS

HR Planning: Meaning - Definition - Objectives – Need of HR planning - Importance –
Process – Levels – Problems in HR Planning - Job analysis – Objectives – Significance – Process
- Techniques of Job analysis – Job description – Job Specification – Role analysis - Job design –
Approaches to job design – Methods – Recent Trends in Job redesign

Extra Reading/keywords: *Guidelines for effective HR Planning*

UNIT - III : RECRUITMENT AND SELECTION

12 HOURS

Recruitment – Process – Recruitment policy - Recruitment organization – sources –
Techniques – Consideration in Recruitment. Selection : Meaning – Steps – Selection testing –
Types of tests - Developing a test programme – Precautions in using tests – Selection interviewing
– Objectives - Importance – types of interview – Steps in interview process – Limitations of
interview.

Extra Reading/keywords: Competency mapping

UNIT - IV: TRAINING, DEVELOPMENT AND PERFORMANCE APPRAISAL

12 HOURS

Training – Need and Importance – Objectives of training - Identifying training needs -
Types of training — E – Training - Designing a Training programme – Methods and techniques
of training - Executive development: Meaning and Objectives – Importance – Process – Methods
and techniques of executive development - Performance appraisal : Meaning – Objectives –
Importance – Process - Limitations – Essentials of effective performance appraisal - Techniques
- MBO

Extra Reading/keywords: *Career Development*

UNIT - V : COMPENSATION MANAGEMENT

12 HOURS

Compensation : Meaning – Components – Objectives – Factors affecting compensation -
Methods of wage payment – Process of wage determination –Issues – E- compensation - Meaning
of wage incentives – Essentials of sound incentive plan – Types – Fringe Benefits. Discipline :
Nature – Types – Causes of indiscipline – Code of Discipline. Grievances : Meaning – Causes –
Machinery for Redressal of Grievances – Essentials of a Sound Grievance Procedure

Extra Reading/keywords: *Quality of work life*

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

TEXT BOOK:

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

SUGGESTED READINGS:

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

WEB REFERENCE:

1. https://ebooks.lpude.in/human resource management /bba/term_1/DCOM102_DMGT101_PRINCIPLES_AND_PRACTICES_OF_MANAGEMENT.pdf
2. https://www.human resource managementstudyguide.com/what_is_human resource management.htm
3. <http://www.ignouhelp.in/ignou-mba-study-material/>

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

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recognize the basic concepts of human resource management, its objective of recruitment, selection, training and development, need for HR planning and qualities of HR manager in the organization.	K1
CO-2	Illustrate the process of HR planning, techniques of job analysis, job specification, job design and Management By Objectives as a part of business organization	K2
CO-3	Apply the sources of recruitment, process of selection, methods of training and grievance handling techniques in an organization and identifying real life leaders from the corporate world	K3

CO-4	Examine the qualities of HR manager, interview test methods, types of training and development, performance appraisal and compensation benefits of the employees for their career development in present scenario.	K4
CO-5	Evaluate the role and status of HR Manager, techniques of job analysis, types of selection tests, different methods and techniques of training, techniques of performance appraisal, machinery for Redressal of Grievances and causes of discipline.	K5

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

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	L	H	M	L
CO 4	H	H	H	M	L	M	H	M	H
CO 5	M	M	H	H	M	H	M	M	M

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
CO 5	M	H	M

(For Candidates admitted in the academic year 2022 - 23)

Course Title	NME 2 - ENTREPRENURIAL DEVELOPMENT
Code	U22BB4NMP02
Course Type	Practical
Semester	IV
Hours/Week	2
Credits	2
Marks	100

CONSPECTUS

The objective of the course is to provide an overview for the development of the practical skills in the art of making artificial jewels, jute bags, artificial flower, hair style, garland out of pearl. It also enables the learner to systematically apply an entrepreneurial way of thinking to identify and create business opportunity to become successful entrepreneurs.

COURSE OBJECTIVES

1. To understand the Basics of Beautification like different styles of bridal make ups.
2. To understand the art of making artificial jewellery and Terracotta
3. To understand the different handmade fabric jewellery
4. To apply the different techniques of Artificial and natural garland making
5. To understand the multi cuisine art like jam making, baking and cookery item.

UNIT-I: BASICS OF BEAUTIFICATION

6 HOURS

Threading – Facial - Hair dress - Manicure– Pedicure - Bridal Make up - Mehandi

Extra Reading /Key Word: *nail art and art of wearing saree*

UNIT-II: ART OF MAKING JEWELLERY

6 HOURS

Resin Art – Resin Art Jewelleries - Terracotta – Terracotta Jewelleries

Extra Reading /Key Word: *Aari works*

UNIT-III: HANDMADE FABRIC JEWELLERY

6 HOURS

Handmade Fabric Jewellery – Handmade fabric earring – Handmade fabric necklace.

Extra Reading /Key Word: *cushion making*

UNIT- IV: ARTIFICIAL AND NATURAL GARLAND MAKING**6 HOURS**

Natural Flower Garland - Artificial Flower Garland – Bouquet - Flower Vase arrangement

Extra Reading /Key Word: *bridal garland making*

UNIT- V: MULTICUISINE ART**6 HOURS**

Juice - Squash - Jam – Jelly - Bakery items - Cake - Biscuits - Cookery items – Pickle - Sambarpodi - Masala podi.

Extra Reading /Key Word: *different varieties of juices, salads and starter*

Note: Texts given in the Extra Reading, Key words must be tested only through Assignment and Seminars.

SUGGESTED READINGS

1. Hawkin All - Indian Cook book, Hawkins cookers Limited, Bombay Arts& Craft Vol.5 Aasha Enterprises, Hyderabad -39
2. Arts & Craft. Vol.6 Aasha Enterprises , Hyderabad -39
3. Soft Toys, Part-II AngalKudumbhaSamayal, I.V. Jesudhasan
4. Renu Gupta, 2004, Complete Beautician Course, Diamond Pocket Books Private Limited, New Delhi.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the basic skills of hair dressing, skin care and makeup applications	K1
CO-2	Apply innovative ideas in making jewellery and different types of hand embroidery with self-introduced designs.	K2
CO-3	Analyse the use of multiplicity of handmade jewellery, artificial flower making and cookery items.	K3
CO-4	Categorise how the garland, bouquet and flower vase are to be made using the natural, eco- friendly, health improvising special flowers and becomes successful entrepreneurs	K4
CO- 5	Evaluate the various sales promotion techniques of selling artificial flower bouquet, handmade fabric jewellery, resin jewellery and bakery items.	K5

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

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	H	M	M	M	H	H	H	H	H
CO2	H	M	M	M	H	H	H	H	H
CO3	H	M	M	M	H	H	H	H	H
CO4	H	H	M	M	H	H	H	H	M
CO5	H	H	M	H	H	H	H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO1	H	M	H
CO2	H	H	H
CO3	H	M	H
CO4	H	H	H
CO5	H	M	H

(For Candidates admitted in the academic year 2021 - 22)
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

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)	100
	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	
	IV	SBC – 1	Soft Skills Development	U21SS2SBC01	2	1	100	
		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/U21VE2LVB01	1	1	100	
		Service Oriented Course			-	-	-	
	Internship/Field Work/Field Project 30 hours –Extra Credit				U21SP2ECC02		2 (Extra Credits)	100
	Total					30	23+2	1100

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

Semester	Part	Course	Title of the Course	Code	Hours/Week	Credits	Marks	
IV	I	Language	General Tamil -IV/ Hindi –IV/ French –IV	U21TL4GEN04/ U21HN4HIN04/ U21FR4FRE04	3	3	100	
	II	English	General English-IV	U21EL4GEN04	3	3	100	
	III	Major Core–8	Operations Research	U21BB4MCT08	4	4	100	
		Major Core–9	Management Accounting	U21BB4MCT09	4	4	100	
		Major Elective	Industrial Law - BBA Consumer Behaviour – Commerce Health Economics – Economics	U21BB4MET02/ U21CO4MET02/ U21EC4MET02	4	3	100	
		Allied – 5	Retail Management /Human Resource Management (to economics)	U21BB4ALT03/ U21BB4ALT04	4	2	100	
		Allied – 6	Business Ethics	U21BB4ALT05	4	2	100	
	IV	NME2	Business Ethics	U21BB4NMT02	3	3	100	
		Value Education	Ethics-II/ Catechism-II/ Bible Studies-II	U21VE4LVE02/ U21VE4LVC02/ U21VE4LVB02	1	1	100	
		Online Course		U21OC4ECT01	-	2 (Extra Credits)	100	
		Service Oriented Course			-	2 (Extra Credits)	100	
		Internship/Field Work/Field Project 30 hours – Extra Credit		U21SP4ECC04	-	2 (Extra Credits)	100	
		Total				30	25 + 6	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	6	5	100	
		Major Core–12	Information Technology in Business	U21BB5MCT12	5	4	100	
		Major Core– 13	Business Law	U21BB5MCT13	5	4	100	
		Major Elective	Industrial Relations and Labour Welfare– 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 Economy of India – 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)	100
	Total					30	23 + 6
Grand Total					180	140 + 20	5900

(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	MAJOR CORE 10 -ORGANISATIONAL BEHAVIOUR
Code	U21BB5MCT10
Course Type	Theory
Semester	V
Hours/Week	6
Credits	5
Marks	100

CONSPECTUS

To understand individual and group behaviour in an organization and to enhance skills, for managing organizational behaviour successfully.

COURSE OBJECTIVES

1. To understand the human interactions in an organization find what is driving it and influence it for getting better results for attaining business goals.
2. To understand the core concepts of Individual behaviour and goals of various Personality and to determine various functions of Attitude and to determine the approach of Decision Making
3. To identify and remember the need, importance and applications of Motivational concept and to evaluate and Analyse the behaviour modification and methods of motivation
4. To understand the group behaviour and group decision making and to evaluate the Group development and build a high performance team.
5. To analyse the importance of Organization growth and development and need to improve the organization's capacity to handle its internal and external functioning and relationships.

UNIT I - BASICS OF ORGANISATIONAL BEHAVIOUR

12 HRS

Organisational Behaviour – Need, Importance and Applications of organizational behaviour - Role - Significance
 - Nature and scope – Models -Types -Concept of Organizational Behaviour- Organizational behaviour in the global context- Challenges and opportunities - Approach of organizational Behaviour- Advantage- Limitation
 –Nature – process - Ethical Issues in organizational Behaviour-Applying OB knowledge to Management practices-Managerial Implication of Individual Behaviour-Process of Behaviour

Extra Reading /Keywords: *Cross-cultural psychology*

UNIT II - INDIVIDUAL BEHAVIOUR

12 HRS

Personality – Determinants of Personality – Personality Theories-Personality Development - Learning –Definition-Theories-Leadership Style-Difference between Leadership and Management - Attitudes – Characteristics – Theories of Attitude Formation – Difference between values and Attitudes - Perceptions - Importance –. Interpersonal Behaviour--

Work Teams-Power and Politics - Individual Decision Making-concept of Decision-Types of Decision-Decision-making process-Approach of Decision Making

Extra Reading /Keywords: *Modus operandi of behaviour modification.*

UNIT III – MOTIVATION AND LEADERSHIP

12 HRS

Motivation – Nature of Motivation-Role of Motivation-Theories of Motivation - Monetary and Non-Monetary Motivation-Job Satisfaction-Determinants of Job satisfaction - Morale and Productivity-Measurement of Morale Behaviour - Theories of group Formation-Significance of informal Behaviour - Work Design-Theories of Work Design - Factors in Work Design Job Enrichment and Job Enlargement - Concept of Leadership – Theories – Leadership style – Contemporary issues in leadership.

Extra Reading /Keywords: *Likert's Management system,*

UNIT IV - GROUP BEHAVIOUR AND STRESS MANAGEMENT

12 HRS

Group behaviour and group decision making-Meaning-Formal and Informal group-Group Development - Classification of groups-Intergroup behaviour-Group structure-Group process - Group Development – Meaning-Stages of group development - Group decision-making-Concept of Group Dynamics - Work Team-Importance of Teams-Types of Teams-Team creation - Work stress-Causes of stress- Stress Management- Counselling

Extra Reading /Keywords: *Group cohesiveness, coping strategies*

UNIT V - CONFLICT MANAGEMENT

12 HRS

Power-Definition-Importance of power-Bases of Power - Conflict-Stages of conflict-Positive and Negative Aspects of conflicts-Factors in Role conflict - Organizational change-Nature-Factors of organizational change-Process of Planned change - Organisation Resistance to change-overcome Resistance to change-Change Agents-Role of Change Agent - Organisational Growth and change-Stages of Organizational Growth-Organisational Development-Problems in Organizational Development

Extra Reading /Keywords: *OD Interventions, Sensitivity training*

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

TEXT BOOK

Prasad L.M., (2019), Principles of Organizational Behaviour, Sultan Chand and Sons, New Delhi.

BOOKS FOR REFERENCE

1. [Stephen Robbins](#) and [Timothy Judge](#) (2021), Essentials of Organizational Behavior, 15th edition, Pearson Education Limited;,Noida.
2. Steven L Mcshane and Mary Ann Von Glinow, (2022), Organizational Behavior 9th Edition by McGraw Hill India.
3. Griffin, Phillips, G. (2020), Organizational Behavior 13th Edition, Cengage Publishing Private Ltd, MayurVihar, Delhi 110091.
4. NeeruVasishth, (2019), Taxmann Publications Private Limited, West Punjabi Bagh, New Delhi.
5. Saroj Kumar and Vikrant Verma (2021), Thakur Publishers, Jankipuram, Uttar Pradesh, Lucknow.

WEB REFERENCES

<https://library.iima.ac.in>

<https://www.london.edu>

<https://www.gsb.stanford.edu>

<https://www.hbs.edu>

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

COURSE OUTCOMES

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Remember the fundamental concepts of organizational behaviour.	K1
CO-2	Describe the differences in individual behaviour and group Behaviour and importance of motivation and conflict management.	K2
CO-3	Exhibit skills relevant to desirable work behaviour.	K3
CO-4	Examine individual and group behaviour mechanisms and group Decision making process.	K4
CO5	Understand the group behaviour and group decision making.	K5
CO6	Analyse the importance of Organization growth and development	K6

(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
CO1	H	M	M	M	M	H	H	H	H
CO2	H	M	M	M	H	M	H	H	H
CO3	H	M	M	M	M	H	H	H	H
CO4	H	M	M	H	H	H	H	H	H
CO5	H	H	M	M	H	H	H	H	H
CO6	M	H	H	H	M	H	M	H	M

PSO-CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO1	H	M	H
CO2	H	M	H
CO3	H	M	H
CO4	H	M	H
CO5	H	M	H
CO6	H	M	H

(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	Major Core 11 - HUMAN RESOURCE MANAGEMENT
Code	U21BB5MCT11
Course Type	Theory
Semester	III
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS:

To acquaint the students with the significant functions of human resource management namely planning, recruitment, selection, training, development, performance appraisal, compensation management and enable them to understand the roles and responsibilities of human resource manager in organisations.

Course Objectives:

1. To identify and explain the evolution, functions of human resource management and qualities to be as HR manager
2. To describe the various methods of human resource planning and explain the job analysis, job description and job Specification techniques.
3. To demonstrate the relevance of recruitment and selection process involved in organisations.
4. To examine the applicability and use of different kinds of training, development and performance appraisal strategies in real life scenario
5. To evaluate the concept of compensation and grievance handling techniques adopted in successful business organization.

UNIT - I : INTRODUCTION TO HRM

12 hours

Concept of HRM - Evolution -Definition – Scope - Characteristics – HRM as profession- Objectives – System approach to HRM - Importance - Functions of HRM – Scope – Growth of HRM in India - Distinction between Personnel Management and HRM – Qualities of HR manager - Role of HR Manager -Status of HR Manager - Concept of HR policies – Nature – Need and Importance – Types of HR policies

Extra Reading/Keywords : *Speed – up growth of HRM in India*

UNIT - II: HUMAN RESOURCE PLANNING

12 hours

HR Planning: Meaning - Definition - Objectives – Need of HR planning - Importance – Process – Levels – Problems in HR Planning - Job analysis – Objectives – Significance – Process - Techniques of Job analysis – Job description – Job Specification – Role analysis - Job design – Approaches to job design – Methods – Recent Trends in Job redesign

Extra Reading/keywords: Guidelines for effective HR Planning

UNIT - III :RECRUITMENT AND SELECTION

12 hours

Recruitment: Meaning – Definition – Process – Recruitment policy - Recruitment organization – sources – Techniques – Consideration in Recruitment - Selection : Meaning – Steps – Selection testing – Types of tests - Developing a test programme – Precautions in using tests – Selection interviewing – Objectives - Importance of Interview – types of interview – Steps in interview process – Limitations of interview

Extra Reading/keywords: Competency mapping

UNIT - IV: TRAINING, DEVELOPMENT AND PERFORMANCE APPRAISAL

12 hours

Training: Meaning – Need and Importance – Objectives of training - Identifying training needs - Types of training — E – Training - Designing a Training programme – Methods and techniques of training - Executive development : Meaning and Objectives – Importance – Process – Methods and techniques of executive development - Performance appraisal : Meaning – Objectives – Importance – Process - Limitations – Essentials of effective performance appraisal - Techniques - MBO

Extra Reading/keywords: *Career Development*

UNIT - V : COMPENSATION MANAGEMENT

12 hours

Compensation : Meaning – Components – Objectives – Factors affecting compensation - Methods of wage payment – Process of wage determination –Issues – E- compensation- Meaning of wage incentives – Essentials of sound incentive plan – Types – Fringe Benefits - Discipline : Nature – Types – Causes of indiscipline – Code of Discipline - Grievances : Meaning – Causes – Machinery for Redressal of Grievances – Essentials of a Sound Grievance Procedure

Extra Reading/keywords: *Quality of work life*

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

TEXT BOOK:

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

SUGGESTED READINGS:

1. K. Aswathappa (2019), Human Resource and Personnel Management Tata MC Graw Hill Publishing

Company Ltd, New Delhi.

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

WEB REFERENCE:

1. https://ebooks.lpude.in/human resource management /bba/term_1/DCOM102_DMGT101 PRINCIPLES AND PRACTICES OF MANAGEMENT.pdf

2. https://www.human resource managementstudyguide.com/what_is_human resource management.htm
3. <http://www.ignouhelp.in/ignou-mba-study-material/>

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

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recognize the basic concepts of human resource management, its objective of recruitment, selection, training and development, need for HR planning and qualities of HR manager in the organization.	K1
CO-2	Illustrate the process of HR planning, techniques of job analysis, job specification, job design and Management By Objectives as a part of business organization	K2
CO-3	Apply the sources of recruitment, process of selection, methods of training and grievance handling techniques in an organization and identifying real life leaders from the corporate world	K3
CO-4	Examine the qualities of HR manager, interview test methods, types of training and development, performance appraisal and compensation benefits of the employees for their career development in present scenario.	K4
CO-5	Evaluate the role and status of HR Manager, techniques of job analysis, types of selection tests, different methods and techniques of training, techniques of performance appraisal, machinery for Redressal of Grievances and causes of discipline.	K5
CO-6	Creating the conducive working environment to the employees in the organization, procedure for recruitment of employees and innovate measures to conduct interviews and the selection of right employee.	K6

(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
CO 5	M	M	H	H	M	H	M	M	M
CO 6	M	M	H	H	M	H	M	M	M

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
CO 5	M	H	M
CO 6	H	M	L

(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.B.A.

Course Title	MAJORE CORE – 12 INFORMATION TECHNOLOGY IN BUSINESS
Total Hours	75
Hours/Week	5
Code	U21BB5MCT12

Course Type	Theory
Credits	5
Marks	100

CONSPECTUS:

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

Course Objectives:

1. To Understand the application and the emerging trends in IT sectors.
2. To Develop the computer security with using of terms. Multimedia leading with the many application using the computer animations
3. To Design the computer network with protocols and topologies
4. To Paraphrase the Operating system with the software development.
5. To Apply the various categories of E- Business with the expert system.
6. To Create the analog system into digital system by using of various of technology an applications in information technology.

UNIT – I : INTRODUCTION TO INFORMATION TECHNOLOGY 15 hours

Information technology Introduction – Definition – Features – Concepts - Technological trends in IT- Needs- Career overview- IT in business - Applications of information tehnology – Science & Engineering , Business & commerce , Education , Governance , Medicine , Entertainment - Mobile communications – Introduction – Definition – Need – Application - Generations of mobile wireless technology - Bluetooth – History – Advantages – Disadvantages.

Extra Reading/keywords: *Application of computer in different fields*

UNIT- II : SECURITY & MULTIMEDIA INFORMATION TECHNOLOGY

15 hours

Computer security – Introduction - Terms in computer security - Vulnerability – Backdoors – Denial of service attack – Direct access attacks – Spoofing – Tampering – Information disclosure - Cryptography – Meaning – Terminology- Public key - Private key - Applications of Cryptography – Firewall – Advantages – Disadvantages - Multimedia – Introduction – Definition – Uses – Elements - Applications - Computer animation – Introduction – Types – Scripting system – Multimedia format.

Extra Reading/keywords: *Graphics for DTP*

UNIT- III : COMPUTER NETWORK

15 hours

Computer network – Introduction – Uses of a network – Overview of network - Network Topologies – Star topology – Ring topology – Linear bus topology – Tree topology - Network protocols – Network architecture – Peer to peer architecture – Client/Server Architecture - Intranet – Characteristics – Advantages – Business benefits – Drawbacks of intranet - Extranet – Relationship between Intranet, Extranet, And E- commerce.

Extra Reading/keywords: *Types of network*

UNIT- IV : SOFTWARE DEVELOPMENT WITH OPERATING SYSTEM 15 hours

Introduction – Software development life cycle (SDLC) – SDLC phases - Software development process – Overview of SDLC phases – Project start – up - Operating system – Introduction – Definition – Objectives of operating systems - Functions of operating systems – Evolution of operating system – Serial batch – Simple

batch system – Multi programmed batch system - Classifications of operating systems – Examples of OS – Merits – Demerits

Extra Reading/keywords:*Project maintenance*

UNIT- V : CATEGORIES OF E – BUSINESS

15 hours

E-Business Introduction – Critical factors of e-business – Characteristics – e-business requirement – Advantages and disadvantages - E-Learning – Introduction – Technical possibilities – Asynchronous form – Synchronous form of communication – Basic forms of e-learning - E-Governance – Definition – Objectives - Scope of e- governance– Issues– Challenges - Expert system – Introduction – Architecture of an expert system – Capabilities of expert system - Expert System - Characteristics – Limitation – Application of expert system.

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

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

References

TEXT BOOKS

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

BOOKS FOR REFERENCES

1. Efraim Turban et al, (2006), Introduction to Information Technology, Wiley India Pvt. Ltd., New Delhi.
2. Leon, (2006), Introduction to computers, Vikas Publishing House Pvt.Ltd., New Delhi.
3. Srinivasa Vallaban SV, (2005), Computers in Business, Sultan Chand and Sons, New Delhi.
4. Alexix Leon and Mathew Leon, (2005), Introduction to Computers with Ms Office 2000, TMH, New Delhi.
5. Sanjay Saxena, (2005), MS Office for Everyone, Vikas Publishing House PvtLtd,New Delhi.
6. Hand book of Cyber laws , V.Sharma, Macmillan IndiaLimited, 2003.

Course Outcomes:

The learners

CO No.	Course Outcomes	Cognitive Level
CO-1	Identify the recent applications and communication in information technology	K1
CO-2	Develop the computer security with using of terms. Multimedia leading with the many application using the computer animations	K2
CO-3	Design the computer network with protocols and topologies	K3
CO-4	Paraphrase the Operating system with the software development.	K4
CO-5	Apply the various categories of E- Business with the expert system.	K5

CO-6	Create the digital system by using of IT with their technologies and applications.	K6
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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	M	H
CO-2	H	M	H	M	M	M	H	M	M
CO-3	H	H	H	H	H	H	H	H	H
CO-4	H	H	H	M	H	H	H	H	H
CO-5	H	H	M	H	H	H	H	H	H
CO-6	H	H	H	H	H	H	M	H	H

PSO – COMAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	M
CO-2	H	M	H
CO-3	H	H	H
CO-4	H	H	H
CO-5	M	M	H
CO-6	H	M	H

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

Course Title	Major Core 13 - BUSINESS LAW
Code	U21BB5MCT13`
Course Type	Theory
Semester	V
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS:

To enable the students to understand the important provisions of Indian Contract Act, Sale of Goods Act and Companies Act. It will help the students to understand the nature of contract, classifications of contract, and remedies for breach of contract, business relations between the principal and agent and rights of an unpaid seller.

Course Objectives:

1. To understand the core concepts of law of contract, its nature, capacity to contract and performance of contract.
2. To identify the circumstances under which the contract is discharged and remedies available to the aggrieved party when the contract is discharged.
3. To identify the essential elements involved in contract of agency, the relationship between the Principal and agent and the conditions for termination of agency.
4. To understand the importance of negotiable instruments such as promissory note, bill of exchange and cheque, its requirement in business transactions, companies act and its characteristics.
5. To evaluate the essentials of contract of sale, rights of the buyer and the rights of seller against the goods and against the buyer.

UNIT – I : NATURE OF LAW OF CONTRACT:

12 hours

Law of contract: Object – Definition - Nature of contract – Consensus ad idem - Offer and Acceptance - Consideration - Capacity to contract-Free consent - Classification: Validity-Void agreement-Formation-Performance - Contingent Contract-Rules-Wagering agreement – Difference - Performance of Contract-Offer to perform-Who must perform-Who can demand

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

UNIT - II: DISCHARGE AND REMEDIES FOR BREACH

12 hours

Discharge of contract-By performance-Actual performance-Attempted performance - Discharge by Agreement-Novation-Rescission-Alteration-Remission - Discharge by impossibility-By lapse of time-By operation of law-By breach - Remedies for breach of contract-Quantum meruit – Specific Performance – Injunction - Quasi contract – Supply of necessaries-non-gratuitous acts-Finder of goods - Coercion

Extra Reading/keywords: *termination and reputation*

UNIT - III: CONTRACT OF AGENCY

12 hours

Contract of Agency – Definition - Essentials of relationship - Rules - Creation of Agency-Express agreement-

Implied agreement-Agency by ratification - Classification of agents-Special agent-Broker-Commission agent - Relations of Principal and Agent-Duties and Rights of agent -Duties of Principal-Rights of Principal - Termination of agency –By act of the parties-Revocation-By operation of law.

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

UNIT - IV : NEGOTIABLE INSTRUMENTS ACT AND COMPANIES ACT

12 hours

Negotiable Instruments Act-Definition-Characteristics-Types - Promissory note – Essential elements - Bill of exchange – Cheque - Classifications-Bearer instrument- Inland and Foreign instrument-Ambiguous instrument-Inchoate instrument - Companies Act – Definition-Characteristics – Company law in India - Kinds of companies – Memorandum of association – Article of Association – Doctrine of Ultra vires.

Extra Reading/keywords: *endorsement*

UNIT - V: SALE OF GOODS ACT

12 hours

Sale of Goods Act 1930 – Sale and agreement to sell –Distinction- Essentials of contract of sale - Subject matter of contract of sale-Document of title to goods-Price-Stipulation as to time - Rights of buyer – Rights against the seller - Duties – Buyer’s Liability - Rights of an unpaid seller – Rights against the goods – Lien- Stoppage in transit - Rights against the buyer – Suit for price- Suit for damages-Repudiation of contract

Extra Reading/keywords: *auctionable claim*

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

TEXT BOOK:

1. Kapoor N.D.(2020), Business Law; Sultan Chand Sons; New Delhi.

SUGGESTED READINGS:

1. Kuchhal M.C.(2023), Business Law; Vikas Publishing House; New Delhi.
2. Desai T.R.(2018), Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar& Sons Pvt. Ltd., Kolkata.
3. Pillai R.S.N (2013), Business Law, S.Chand Publishing; New Delhi.

WEB REFERENCE:

1. <https://www.vedantu.com/commerce/business-law>
2. <https://www.upcounsel.com/business-law-definition>
3. <https://www.toppr.com/guides/business-law/>
4. <https://www.hzu.edu.in/uploads/2020/10/business-law.pdf>

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

COURSE OUTCOME

CO No.	Course Outcomes	Cognitive level (K1-K4)
CO-1	Identify the nature of contract, discharge of contract, essentials of relationship between the Principal and agent, characteristics of negotiable instruments and the essentials of contract of sale to the society at large.	K1
CO-2	Summarise the capacity of parties to the contract, discharge provisions, creation of agencies, essential elements of promissory note, subject matter of contract of sale applicable for business transactions.	K2
CO-3	Demonstrate the formation and performance of contract, discharge by operation of law, classification of agents, ambiguous instrument, rights and duties of the buyer in business agreements.	K3

CO-4	Analyse the contingent contracts, remedies for breach of contract, relations of principal and agents, their duties, characteristics of company and rights of the unpaid seller against goods.	K4
CO – 5	Evaluate the performance of contract, necessities of quasi contracts, termination of agency, importance of memorandum and articles of association and rights of the unpaid seller against the buyer.	K5
CO - 6	Construct rules for parties to perform and parties to demand the contract, rights of finder of goods, termination of agency by revocation, doctrine of ultra vires and repudiation of contract that is suitable for the parties involved in contacts.	K6

(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	M	L	H	M	L
CO 2	M	M	H	H	M	L	H	M	M
CO 3	H	L	H	H	L	-	H	M	L
CO 4	H	L	H	H	M	-	H	M	H
CO 5	M	M	H	H	L	M	M	M	M
CO 6	M	L	L	H	M	-	H	H	M

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	M	L
CO 5	M	H	M
CO 6	-	H	L

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

Course Title	MAJOR ELECTIVE- 3 - INDUSTRIAL RELATIONS AND LABOUR WELFARE
Total Hours	60
Hours/Week	4
Code	U21BB5MET03
Course Type	Theory
Credits	3
Marks	100

CONSPECTUS

The objective of the course is to enable the learners to understand the Industrial Relations, Industrial disputes in the organization, role of trade union in the organisation, labour welfare measures and welfare measures to the special category of workers.

COURSE OBJECTIVES

1. To understand the concept of Industrial relations, the history of labour movement and constitutional provisions regarding labour.
2. To describe the various industrial disputes prevailing in the organisation, conciliation process and the advantages of arbitration and adjudication.
3. To interpret the Trade union movements in India, reasons for joining the trade union, measures to strengthen the trade union and white collar trade union.
4. To outline the various legal provisions relating to labour welfare measures, agencies for labour work in India, role of labour welfare officer and the social security to the labourers.
5. To understand the various welfare measures provided to the special category of workers like child labour, female labours, Agriculture labours, contract labours and BPO and KPO employees.

UNIT I : INDUSTRIAL RELATIONS

12 HOURS

Industrial Relations: Definition – Objectives – Importance – Scope - Factors influencing Industrial Relations – Participants of Industrial Relations - Differences between Traditional Industrial Relations and Emerging Employee Relations – Theories - Causes for poor industrial relations – Effects - Suggestions to improve industrial relations – Approaches - Industrial relations in India during colonial period – Post Independence Era – Post Globalisation period – Recent Trends - Evolution of Industrial system – Modern Industrial system – Impact – IR in public sector.

Extra Reading/Keywords: *Codes of conduct, Strategic management of Industrial relations*

UNIT II: INDUSTRIAL DISPUTES**12 HOURS**

Industrial Disputes: Definition – Nature & Characteristics – Forms – Causes - Types – Prevention – Settlement of Industrial disputes – Industrial disputes in India - Strike – Types – Causes – Effects - Conciliation: Introduction – Process – Power and settlement – Board of Conciliation - Arbitration - Statutory History – Advantages and Disadvantages – Adjudication

Extra Reading/Keywords: *Grievance handling, Discipline*

UNIT III: TRADE UNION**12 HOURS**

Trade Union : Definition – Nature - characteristics – objectives - Benefits – Reasons for joining trade union – Functions – Types - Theories of Trade unionism - Methods – Current Trends – Growth of trade union in India - Problems of trade union – Weakness – Measures for strengthening trade union – Advantages and Disadvantages - White collar trade unions : Meaning – Features – Growth of white collar unions in India – Difference between white collar workers and blue collar workers.

Extra Reading/Keywords: *Workers participation in management, Voluntary welfare measures*

UNIT IV: LABOUR WELFARE**12 HOURS**

Labour Welfare: Definition – Objectives – Importance – Principles - Theory of labour welfare – Agencies for labour welfare work in India – Approaches - Importance of labour welfare in India - Labour welfare officer – Objectives - Duties – Functions - Welfare measures in India – Statutory welfare schemes – Non- statutory welfare schemes – Women labour and law - Social Security : Definition – Features – Elements – Aims - Coverage

Extra Reading/Keywords: *Industrial safety, Counseling*

UNIT V: WELFARE OF SPECIAL CATEGORIES OF LABOUR**12 HOURS**

Labour: Difference between organized and unorganized labour - Child Labour –Laws pertaining to prohibition of child labour – provisions of child labour Act, 1986 - Female labour – Restriction on employment of women - Contract labour – provisions of contract labour Act, 1970 - Construction labour - Agriculture labour – Differently abled labour – Schemes for differently abled person - Business Process Outsourcing (BPO): Introduction – Objectives – BPO Business model – Strategies for unionization of BPO workers - Knowledge process outsourcing (KPO) – Advantages – Challenges - Benefits of KPO to India

Extra Reading/Keywords: *Social assistance, International Labour Organisation*

TEXT BOOK

- B. Nandha Kumar (2015), Industrial Relations, Labour Welfare and Labour laws, Vijay Nicole Imprints Pvt. Ltd, Chennai.

SUGGESTED READINGS

- Mamoria C.B., Sathish Mamoria, Gankar, (2016), Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi.
- Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj (2017), Industrial relations & Labour Laws. Tata McGraw Hill, New Delhi.
- S. P. Singh (2013), Industrial Relations, AITBS Publishers, New Delhi

WEB REFERENCES

- <http://14.139.206.50:8080/jspui/bitstream/1/3317/1/INDUSTRIAL%20RELATIONS.pdf>
- <https://www.anujjindal.in/wp-content/uploads/2022/06/Chapter-1-Introduction-to-Industrial-Relations.pdf>

➤ <https://www.nprcolleges.org/site/download?file=Notes+IRLW+Unit+V.pdf>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K5)
CO-1	Recall the objectives of Industrial Relations, Industrial Relations during various Era in India, various industrial disputes, conciliation, Arbitration, Adjudication, objectives of trade union in India, theories related to labour welfare, features of social security and various categories of labour.	K1
CO-2	Summarise the factors influencing Industrial Relations, Causes for poor industrial relations, forms of Industrial disputes, types of strike, Benefits of trade union, Principles of labour welfare, duties of labour officer, objectives of BPO and Advantages of KPO.	K2
CO-3	Interpret the various theories of Industrial Relations, Preventive measures of industrial disputes, power and settlement of disputes, Measures for strengthening trade union, Statutory welfare schemes, Non- statutory welfare schemes, provisions of child labour and contract labour act.	K3
CO-4	Illustrate the Suggestions to improve industrial relations, process of conciliation, industrial disputes in India, Problems of trade union and its Weaknesses, Aims and coverage of social security, schemes for differently able person, Benefits of KPO to India.	K4
CO-5	Evaluate the role of IR in public sector, advantages and disadvantages of arbitration, Growth of trade union and white collar unions in India, Agencies for labour welfare work in India, BPO Business models and Strategies for unionization of BPO workers.	K5
CO-6	Create the new role of IR managers in the organisation, new mechanism to reduce the industrial dispute, decisions to solve trade union problems and to create more labour welfare measures.	K6

(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	L	H	H	H	M
CO-2	H	L	H	M	L	H	H	H	H
CO-3	H	M	H	H	L	H	H	H	M
CO-4	H	M	H	H	L	H	H	H	H
CO-5	H	M	H	H	M	H	H	H	M
CO-6	H	M	H	H	L	H	H	H	M

PSO - CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO-1	M	H	L
CO-2	M	H	M
CO-3	H	H	M
CO-4	H	H	M
CO-5	H	H	M
CO-6	H	H	M

((For Candidates admitted from the academic year 2021-22 onwards)
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UG COURSE PATTERN
B.B.A.

Course Title	NON MAJOR ELECTIVE 3 - EVENT MANAGEMENT
Total Hours	45
Hours/Week	3Hrs / Wk
Code	U21BB5NMT03
Course Type	Theory
Credits	3
Marks	100

CONSPECTUS

To acquaint the students with the significant functions of event management namely Strategic planning, pricing, promotion, Execution, Evaluation which enable them to create and receptive opportunity for the students. It also helps to understand the role and responsibilities of event manager.

Course Objectives:

6. To identify and explain the functions, Nature and Principles of Event management.
7. To describe the various activities involved in pricing decisions and explain the promotion of events.
8. To demonstrate the relevance of pre-event and post-event activities in Event management.
9. To examine the environmental and competitive assessment in POSDCORB strategy in real life scenario.
10. To evaluate the concept of quality of event and its measuring techniques adopted in successful business organizations.

UNIT I: INTRODUCTION TO EVENT MANAGEMENT AND CONCEPTS 7 hours

Concept of Management - Definition – Characteristics - Functions – Nature and principles of management - Concept of Event management - Definition – Functions - 5 C's of Events – Key elements of events - Classification of events - Benefits - Objectives of event management - Event management strategy - Role of creativity.

UNIT II: PRICING AND PROMOTION OF EVENTS

7 hours

Risk rationing – Activities involved with pricing decisions – Checklist for pricing of events – Network components for promotion of events - Finance and Budgets of event management - Event Marketing - Marketing communication methods for events - Pricing strategy - Elements of marketing communication - Managing marketing communication - Role of Internet in Event Management - Sponsorship - Event sponsorship strategy - Managing sponsorship - Measuring & Evaluating sponsorship.

UNIT III: EXECUTION AND DIFFERENT ASPECTS OF EVENT MANAGEMENT

7 hours

Methods to execute the Event Management – Activities in event management - Pre-event activities – During- Post - event activities - Planning – Organizing – Staffing – Leading and Coordinating – Controlling - Event evaluation techniques - Forces affecting Event strategy - Event Management Information System - Event logistics - Supply of facilities.

UNIT IV: STRATEGY PLANNING

7 hours

Setting objectives – Development of strategic plan – Environmental assessment – Competitive assessment – Business potential assessment - Problem analysis – Opportunity and resource analysis - Event Operation - Site location - Types of location - Venue requirements - Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography - Protocols – Guest list – Guest demographics – Children at event.

UNIT V: SAFETY & EVENT EVALUATION

7 hours

Risk assessment – Safety officer - Medical Manager – Structural safety – Food safety - Occupational safety – Event Impact - Event Evaluation Process – Service Quality - Customer Satisfaction - Measuring the quality of event performance – Critical evaluation points – Measuring reach – Measuring interaction – – Recent trends in measuring an event.

BOOKS FOR REFERENCES:

3. Sanjay V Saggere ,Event Marketing and Management, Vikas Publishing house pvt. Ltd, Noida, 2003
4. Anton Shone and Bryn Parry ,Successful event management, Cengage Learning India Pvt Ltd, New Delhi, 2018.

SUGGESTED READINGS:

3. Glenn Bowdin (2022), Event Management , Mc Donnell publishing company ltd.
4. William O’Toole (2021), Event Feasibility and Development, Mc Donnell publishing company ltd.

WEB REFERENCE:

2. <https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf>

COURSE OUTCOME (CO) :

The learner

CO No.	Course Outcomes	Cognitive Level (K1 - K6)
CO-1	Remember the nature and principles of event management	K1
CO-2	Discuss the pricing and promotion strategies used in event	K2
CO-3	Elucidate the pre and post activities and event management information system	K3
CO-4	Describe the various strategies planning	K4

CO-5	Develop various evaluation process and measuring the quality of event	K5
CO-6	Demonstrate the knowledge and ability to identify the risk areas, evaluate the safety measures and understanding the media planning for events	K6

(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
CO-5	M	H	L	L	M	H	M	H	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	H	M
CO-5	H	M	H
CO-6	H	M	M

(For Candidates admitted in the academic year 2021 - 22)

Course Title	MAJOR CORE 14 – FINANCIAL MANAGEMENT
Code	U21BB6MCT14
Course type	Theory
Semester	VI
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

To enable the students to understand the basic financial decision making, procedures, the techniques of financial management and their applications for business decision making and to understand management of working capital and estimate the same for an organization.

COURSE OBJECTIVES

1. To evaluate the different conceptual theories in Financial Management Management and explain the nature of finance and its interaction with other management functions
2. To understand the knowledge about theories of Capital Structure Structure and to evaluate the theories of the relationship between capital structure and value of the firm
3. To examine the concepts of Working Capital Management understand the needs for investing in current assets.
4. To analyze the concept of cash management and receivables management emphasize the need and goals of establishing a sound credit policy
5. To interpret the different models of dividend policy policy and focus on the need for analyzing problems as an investment decision.

UNIT – I : INTRODUCTION TO FINANCIAL MANAGEMENT

15 HOURS

Financial Management - Nature and Scope - Objectives of Financial Management - Patterns of Financing-Significance of Financial Management-Methods and tools of Financial Management - Time value of Money - Method of Analysis - Discounting or present value-

Compounding Technique - Sinking Fund Factor - Capital Budgeting-Objectives of Capital – Budgeting-Significance of Capital Budgeting- Methods of Capital Budgeting - Cost of Capital-Importance of Cost of Capital-Computation of Cost of Capital

Extra reading /Key words:*Liquidity Vs Profitability*

UNIT – II :CAPITAL STRUCTURE THEORIES AND LEVERAGES 15 HOURS

Capital Structure-Difference between Capital Structure and Financial Structure-Optimum Capital Structure- Factors determining capital structure - Patterns of Capital Structure-Point of Indifference-Theories of Capital Structure - NI approach -NOI approach - MM approach - Traditional approach -Leverage-Analysis of leverages: operating leverage, financial leverage and combined leverage Significance of Operating Leverage-Types of Leverages - EBIT- EPS analysis - Indifference point.

Extra reading /Key words: *Debt vs. Equity Dividendpayout policies, Debt vs. Equity*

UNIT – III: WORKING CAPITAL MANAGEMENT 15 HOURS

Working Capital Planning –Concept of Working Capital-Advantage of Working Capital - Types of Working Capital-Long Term sources-Short Term sources - Significance of Working capital-Sourceof working Capital-Advantage of Working Capital -Working capital Ratios-Current Ratio- Quick Ratio-Debtors Turnover Ration-Creditors Turnover Ratio -Management of Inventories Management of Accounts payable-Management of Accounts Receivable

Extra reading /Key words: *Forecasting and excessive*

UNIT – IV:CASH MANAGEMENT AND RECEIVABLE MANAGEMENT 15 HOURS

Cash Management-Objectives of Cash Management-Nature of Cash- Motives for Holding Cash-Cash Management Planning Aspects- - Method of Preparing Cash Budget-Receivable Management-Average collection Period-Debtors Turnover Ratios- Management of Cash – J.Baumol EOQ Model- Miller Orr Model - Cash Management Model-Cash Cycle-Cash Turnover -Credit standards – Credit terms – Collection policies

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

UNIT – V : DIVIDEND POLICIES AND INVERTORY MANAGEMENT

15 HOURS

Dividend Policies: Issues in dividend decisions-Dividend and uncertainty - Dividend policy in practice -Dividend Policy-Nature of Dividend-Types of Dividend-- Walter's model - Gordon's model - MM hypothesis - Inventory Management-Need and Purpose of Holding

Inventory-Objectives of Inventory Management - Techniques of Inventory Management- Economic Order Quantity(EOQ)-ABC Analysis - Stock Levels-Reorder Levels-Maximum stock Level-Minimum stock Level.

Extra reading /Key words: *Owners and Shareholders*

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

Course Outcomes:

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the concepts and important terms in financial management, scope and Objectives, Significance of Capital structure, Advantage of working capital, nature of cash management and identify the need and purpose of inventory Management.	K1
CO-2	Summarise the methods and tools of Financial Management, capital structure theories, Source of working Capital, Point of Indifference, Credit standards, Credit terms, Collection policies and summarise the concept of Economic Order Quantity (EOQ).	K2
CO-3	Interpret the commonly used Patterns of Financing, Methods of Capital Budgeting, Working capital Management, Management of Inventories, Management of Accounts payable Cash Cycle-Cash Turnover, Dividend and uncertainty.	K3
CO-4	Analyse the importance of Cost of Capital of cash Management and Receivable Management, Types of Leverages, Working capital Ratios, Method of Preparing Cash Budget, Techniques of Inventory Management, Dividend and uncertainty.	K4
CO-5	Evaluate the Computation of Cost of Capital, various methods in Dividend policy, EBIT- EPS analysis, Quick Ratio, Debtors Turnover Ratio, types of Dividend.	K5

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

TEXT BOOK

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

SUGGESTED READINGS

1. Shashi K. Gupta and Sharma R.K.(2015). *Financial Management*, New Delhi: Kalyani Pulishers.
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.

WEB REFERENCES

1. <https://www.studocu.com/in/document/mahatma-gandhi-university/financial-management/financial-management-lecture-notes-1-3/7368379>
2. <https://egyankosh.ac.in/bitstream/123456789/10310/1/Unit-1.pdf>
3. <https://www.csun.edu/~zz1802/Finance%20303/Web-Stuff/Lecture-Notes-Mid1.pdf>

PO – COMAPPING

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

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	L
CO 4	L	L	H
CO 5	H	H	M

(For Candidates admitted in the academic year 2021 - 22)

Course Title	MAJOR CORE - 15 : STRATEGIC MANAGEMENT
Code	U21BB6MCT15
Course Type	Theory
Semester	VI
HOURS/Week	5
Credits	4
Marks	100

CONSPECTUS:

To enable the students to understand the strategic planning, environmental analysis and formulation of strategies. It will help the students to understand the levels and concepts of strategic planning, approaches to environmental analysis, corporate strategies, Factors influencing organizational structure and the strategic leadership.

COURSE OBJECTIVES:

1. To understand the modes of strategic management, strategic management process, mission, vision and value of organization.
2. To identify the internal and external environment suitable for business, competitive analysis, organizational capabilities and competitive advantages.
3. To identify the strategic alternatives, combination strategies, corporate restructuring, co-operative strategies and strategic alliances among the industries.
4. To understand the issues in strategic implementation, divisionalisation, and factors influencing organizational structure.
5. To evaluate the functions of leadership, strategic leadership, criteria for evaluation and techniques for operational control.

UNIT - I : INTRODUCTION

15 HOURS

Strategic Planning meaning and definition - Evolution – Need for strategic planning - Benefits of strategic planning- Levels - Dimensions of strategic decisions - Strategic Management – Elements - Modes of strategic management - Strategic Management Process - Purposes – Steps in strategic management process - Strategic intent – Mission and Vision – Value creation.

Extra Reading/keywords: *Concepts of strategy*

UNIT – II : ENVIRONMENTAL & RESOURCE ANALYSIS

15 HOURS

Environmental analysis – External environment - Internal environment - Environmental scanning – Forecasting techniques - Organizational response to environment - Competitive analysis-Porter’s five force Model- Strategic groups and Competitor’s analysis - Internal analysis – Resources-Organizational capabilities & competitive advantages -Approaches to internal analysis - SWOT analysis-Value Chain Analysis (VCA).

Extra Reading/keywords: *Industry analysis*

UNIT - III : STRATEGIC FORMULATION

15 HOURS

Corporate level strategy- Grand strategy - Strategic Alternatives - Growth - Stability – Retrenchment and Combination strategies -Corporate restructuring - Process - Concepts of restructuring - Methods of restructuring -Mergers- Acquisitions -Co-operative strategies- Reasons for strategic alliances- Risk and causes of alliances.

Extra Reading/keywords: *Diversification and Turnover*

UNIT - IV : STRATEGIC IMPLEMENTATION

15 HOURS

Strategic implementation- Issues in strategic implementation – Resource allocation - Means - Problems in resource allocation- Strategic structure relationship - Functional structure - Advantages and Limitations- Divisionalisation - Strategic Business Units (SBUs) - Project organization - Matrix Organization Structure - Factors influencing organizational structure – Technology and Environment-Structure and strategic Implementation.

Extra Reading/keywords: *Optimum action plan*

UNIT – V : STRATEGIC LEADERSHIP AND CONTROL

15 HOURS

Strategic leadership-Functions of leadership – Traits of effective leaders - Transactional Vs transformation leaders – visionary leadership - competitive advantage - Strategic evaluation criteria- Importance- Barriers of strategic evaluation - Strategic control - Operational control- Techniques for operational control - Control process- Measurement of performance - Characteristics of effective control system.

Extra Reading/keywords: *Technology strategy*

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

TEXT BOOK:

1. V.S.P Rao and V.Hari Krishna (2013), Strategic Management: Text and Cases :, Tata McGraw Hill, New Delhi.

SUGGESTED READINGS:

1. R.M. Srivastava (2017), Management Policy & Strategic Management, Excel Books, 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.

WEB REFERENCE:

1. <https://www.managementstudyguide.com/strategic-management-process.htm>
2. <https://www.studysmarter.co.uk/explanations/business-studies/strategic-analysis/porters-five-forces/>
3. <https://www.managementstudyguide.com/strategy-formulation-process.htm>
4. <https://www.managementstudyguide.com/strategic-leadership.htm>

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

COURSE OUTCOME

CO No.	Course Outcomes	Cognitive vel (K1-K5)
CO-1	Relate need for strategic planning, internal and external environment, strategic alternatives, issues in strategy implementation and functions of leadership that will be suitable to the society at large.	K1
CO-2	Summarise the benefits of strategic planning, forecasting techniques, retrenchment and combination strategies, problems in resource allocation, and competitive advantage applicable for business transactions.	K2
CO-3	Identify modes of strategic management, competitor's analysis, Concepts of restructuring, functional structure and its benefits and barriers of strategic evaluation related with the in business operations.	K3
CO-4	Analyse the strategic management process, Organizational capabilities, methods of restructuring, Strategic Business Units and techniques for strategic and operational control for the growth of the organization.	K4
CO – 5	Evaluate the mission and vision, approaches to internal analysis, reasons for strategic alliances, factors influencing organizational structure and characteristics of effective control system of present business scenario.	K5

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

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	M	M	H	H	H
CO 2	M	M	H	H	M	L	H	M	M
CO 3	H	L	H	H	L	L	H	M	L
CO 4	H	L	H	H	M	L	H	L	H
CO 5	H	M	H	H	L	M	M	M	M

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2021 - 22)

Course Title	MAJOR CORE - 16: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Code	U21BB6MCT16
Course Type	Theory
Semester	VI
HOURS/Week	5
Credits	4
Marks	100

CONSPECTUS

To enable the students to identify the investment opportunities and the nature of investment decisions and to Interpret the investment environment and assess the procedural issues of the security markets.

COURSE OBJECTIVES

1. To understand the basic concepts and terminologies relating to stock market, objectives of investment and investment process.
2. To comprehend the structure of money market and capital market in India, Stock market indices and functions and role of SEBI in securities market.
3. To analyse the bond risk, bond return, different methods of performing fundamental and technical analysis regarding investment.
4. To evaluate the techniques and methods of movement of price of shares using various theories like Dow theory, Elliot wave theory and efficient market hypothesis
5. To examine the building of portfolio of shares, various approaches to the portfolio and the theories related to portfolio management.

UNIT- I : INVESTMENT AND SECURITIES MARKET

15 HOURS

Investment – Objectives of investment - Investment Process – Investment planning - Securities Market – Participants of securities market – Type of securities – Equity – types - Types

of preference stock – Types of Debentures – Warrants – Advantages - Source of investment information – Investment planning – features – stages of life and investment goals - Investment Avenues – Mutual funds – Types- Real assets – Forms of real assets.

Extra Reading/keywords: *Risk, Return and liquidity*

UNIT – II : SECURITY MARKET INDICES AND RISK

15 HOURS

Primary Market – Types of Issue – Parties involved – Investor consideration - Recent Trends - Stock Exchange – Functions – Regulators – Online Trading – Procedure - BSE – NSE – OTCEI - Market Indices – SENSEX – NIFTY - SEBI – Objectives – Functions – Role of SEBI in primary and secondary market - Return and Risk – Types of risk – Risk measurement

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

UNIT- III: BOND EVALUATION AND FUNDAMENTAL ANALYSIS

15 HOURS

Bond –Bond risk – Time value concept –Bond return - Economic Analysis – Macro Economic Factors – Economic Indicators – Econometric models - Industry Analysis – Kinds of Industries – Industry life cycle – Factors - Company Analysis – factors – Qualitative factors- Quantitative factors - Financial Analysis – Analysis – Ratio Analysis

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

UNIT-IV: TECHNICAL ANALYSIS

15 HOURS

Technical Analysis – Assumptions - Differences between Technical Analysis and Fundamental analysis – History - Technical tools – Dow theory – Trends – Support and Resistance levels – GAPS - Charts – Point and figure charts – Bar charts – Chart patterns - Candlestick chart – Kinds – Elliot wave theory – Assumptions - Efficient market hypothesis – Basic concepts – Forms of market efficiency

Extra Reading/keywords: *Saucer and Head and Shoulder*

UNIT – V: PORTFOLIO MANAGEMENT

15 HOURS

Portfolio Management – Steps in portfolio management – Factors contributing to portfolio management - Principles - Portfolio construction – Approaches – Traditional approach – Analysis of Constraints - Selection of portfolio – Modern Approach – Managing the portfolio - Capital Asset pricing model – Assumptions – Basic concepts – Current validity - Arbitrage Pricing theory –Arbitrage portfolio – The APT Model – Arbitrage pricing equation

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:

CO No.	Course Outcomes	Cognitive Level (K1-K5)
CO-1	Demonstrate the significance of investment programme in market environment, types of issues in primary market, meaning of technical analysis, steps in portfolio management.	K1
CO-2	Relate how different markets function in India, Functions and Regulators of stock exchange, time value concept, industry life cycle, various charts and managing the portfolio.	K2
CO-3	Infer the importance of fundamental analysis in evaluating security, role of SEBI in primary and secondary market, macro- economic factors, qualitative and quantitative factors and Bar charts.	K3
CO-4	Analyse the application of various methods of technical analysis, Candlestick chart and its Kinds, types of risk, forms of market efficiency, Econometrics.	K4
CO-5	Examine the role of portfolio in making investment decisions, traditional approach and analysis of Constraints, online trading procedure, ratio analysis, arbitrage pricing theory and arbitrage pricing model.	K5

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

TEXT BOOKS

1. PunithavathyPandian (2023), Security Analysis and Portfolio Management, Vikas Publishing House Private Ltd, Noida.
2. Dr. L. Natarajan (2020), Investment Management, Margham Publications, Chennai.

SUGGESTED READINGS

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

WEB REFERENCES

1. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA3014.pdf

2. <https://www.managementstudyguide.com/security-analysis-and-portfolio-management.htm>
3. http://jmpcollege.org/Adminpanel/AdminUpload/Studymaterial/SECURITY%20ANALYSIS%20AND%20PORTFOLIO%20MANAGEMENT_MODULE.pdf

PO – CO MAPPING

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

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2021 - 22)

Course Title	MAJOR CORE 17 – INTERNATIONAL BUSINESS
Code	U21BB6MCT17
Course Type	Theory
Semester	VI
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS

To enable the students to explain business expansion abroad and key issues related to their operations in other countries, to compare and contrast cultures and societies globally using socioeconomic and cultural frameworks and to develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

COURSE OBJECTIVES

1. To evaluate the different conceptual theories in international business and to know about the MNC involvement in the international business.
2. To understand the knowledge about theories of international trade and the main concept of life cycle stages in the international business.
3. To analyze the concepts of foreign exchange market and foreign direct investment, and also ensure the social responsibility among the employees and the customer.
4. To facilitate the global environment in role of various financial institutions with the knowledge of globalisation in various field.
5. To understand EXIM policy and recent trends in IMF, it ensures to do business with correct procedure of payment for export.

UNIT – I: INTRODUCTION TO INTERNATIONAL BUSINESS **12 HOURS**

International business –Importance- Nature - Scope - Features of international trade – Difference between Internal and International trade - Internationalization process -Approaches - Modes of entry - Advantages of International Trade-Driving forces of international Business- Arguments against international trade - Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

Extra Reading/keywords: *Micro and Macro international business environment*

UNIT – II: INTERNATIONAL BUSINESS THEORIES **12 HOURS**

Introduction of Trade theories— Mercantilism — Criticism of mercantilism - Absolute Advantage —Criticism of Absolute advantage - Comparative Advantage - Heckscher -Salient points – Assumptions of Heckscher Ohlin Theory - The New Trade Theory — Porter's Diamond Competitive Advantage Theory - Porters Diamond model- Product life Cycle- Timeline of International trade theories.

Extra Reading/keywords: *SWOT analysis, Foreign Exchange theories*

UNIT -III: FOREIGN INVESTMENTS& SOCIAL RESPONSIBILITY **12 HOURS**

Foreign Investments - Types- Needs of FDI - Impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct - Investments - Factors influencing FDI - Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries - Social responsibility- Towards employees- Towards customers.

Extra Reading/keywords: *Franchise, Partnership*

UNIT – IV: GLOBALISATION **12 HOURS**

Globalisation - Features of globalisation – Process of globalisation -Drivers in Globalisation - Globalisation of Markets, production, investments and Technology -World tradein goods and services - Major trends and developments -World trade and protectionism - Tariff and non-tariff barriers - Privatisation – Liberalisation – Advantages of globalisation.

Extra Reading/keywords: *Theories of migration, population movements*

UNIT – V: EXIM POLICY AND IMF **12 HOURS**

EXIM- India's Trade Policy – New Foreign trade policy -New EXIM Policy - Terms of Payment in Export -Export & Import Procedures - EXIM Bank – ECGC - IMF - Objectives –

Functions of the fund - Organisation & Structure of the fund –Leading operations of the fund -
Recent trends in IMF - SDR - Origin – Uses of SDR's.

Extra Reading/keywords: *IDBI, Commercial banks*

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

TEXT BOOK

1. Dr. S. Sankaran (2018), International Business, Margham publications, Chennai.
2. Francis Cherunilam (2020), International Business, PHI Learning Pvt Ltd., New Delhi.

SUGGESTED READINGS

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.

WEB REFERENCES

1. <https://www.sscasc.in/wp-content/uploads/downloads/MCOM/International-Business.pdf>
2. https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf
3. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/IB/1InternationalBusinessEnvironment.pdf>
4. https://sde.uoc.ac.in/sites/default/files/sde_videos/International%20Business_0.pdf

COURSE OUTCOMES:

CO No.	Course Outcomes	Cognitive Level
CO-1	Identify different conceptual theories in international business, trade theories, investment, EXIM policy, SDR, International monetary fund	K1
CO-2	Develop the knowledge about theories of international trade and timeline of international trade, New foreign trade, The New Trade Theory	K2
CO-3	Demonstrate concepts of foreign exchange market and foreign direct investment , Tariff and Non - Tariff barriers in globalization.Social responsibility	K3
CO-4	Analyze global environment in role of various financial institutions and Horizontal and Vertical Foreign Direct Investment	K4

	and Globalisation.	
CO-5	Evaluate the various kinds of EXIM policy in the business, Recent trends in IMF, Globalisation of Markets, production, investments, Structure of the fund.	K5

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

PO – CO MAPPING

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

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2021 - 22)

Course Title	MAJOR ELECTIVE - 4 TOTAL QUALITY MANAGEMENT
Code	U21BB6MET04
Course Type	Theory
Semester	VI
Hours/Week	4
Credits	3
Marks	100

CONSPECTUS

To understand the basic concepts and theories of total quality management. Students can acquire the knowledge of basic requirements of TQM. It will enable the students to understand the TQM framework and its applications. Students can enhance their knowledge of ISO quality management system.

COURSE OBJECTIVES

1. To enable students to understand the importance of quality in modern business scenarios to individuals, organizations, customers, suppliers, and society.
2. To identify and describe the key components of TQM principles and understand how organization approach to TQM quality control.
3. To examine the traditional and modern tools and techniques to measure the quality as well as understand the concept of six sigma in organization.
4. To understand the importance of Taguchi approach, QFD and the TPM pillars in the TQM approach.
5. To facilitate the understanding of Quality Management system and its implementation of ISO Standards.

UNIT – I: INTRODUCTION TO QUALITY**12 HOURS**

Evolution of quality –Definitions of quality - Dimensions of product and service quality – TQM framework – Barriers to TQM – Contributions of Deming, Juran and Crosby - Quality statement – Cost of Quality - Analysis techniques for Quality costs- Customer focus - Customer Satisfaction –Types of customer – Customer perception of Quality - Identifying customer needs – KANO model of customer satisfaction – Customer complaints – Customer retention.

Extra Reading/keywords: *Quality Awards*

UNIT-II :TQM PRINCIPLES**12 HOURS**

TQM leadership – Strategic quality planning – Quality Council – Employee Involvement Motivation – Empowerment – Team and Teamwork – Quality Circle - Recognition and Reward – Continuous process improvement – PDCA cycle, 5S, Kaizen -Quality control – Quality control strategy and policy -Concept of quality control- Principles of TQC - Supplier partnership – Partnering – Supplier selection – Supplier rating.

Extra Reading/keywords: *Quality control*

UNIT-III : TQM TOOLS AND TECHNIQUES I**12 HOURS**

Seven traditional tools of quality – New Management tools – Affinity diagram – Relationship diagram - Tree diagram - Matrix diagram- Matrix data analysis – Decision tree – Arrow diagram - Six Sigma – Concepts, Methodology – Process – Six Sigma in organization - Benchmarking – Reasons to benchmark – Types of benchmark - Benchmarking process - Failure Mode Effect Analysis (FMEA) – Types of FMEA – Benefits – Stages of FMEA.

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

UNIT-IV : TQM TOOLS AND TECHNIQUES II**12 HOURS**

Control Charts – Types - Control Chart for Variables – Control Chart for attributes - Process Capability – Process Capability Indices – Quality Function Deployment – Objectives - QFD Process – Benefits of QFD – Taguchi's Quality loss function – Taguchi Approach vs Traditional Approach - Total Productive Maintenance (TPM) – TQM vs TPM – Features – Eight Pillars for TPM - Twelve steps for TPM development – Performance measures – Objectives.

Extra Reading/keywords: *Creative methodology in TQM*

UNIT-V : ORGANISING TQM AND QUALITY SYSTEMS**12 HOURS**

Need for ISO 9000 – ISO 9001-2008 Quality system- Elements – Documentation - ISO 9001 requirements – Implementation of Quality system- Quality audit – Stages - ISO 14000

Concepts – ISO 14000 Family – EMS model – Benefits - Process of obtaining ISO Certification – Need – Advantages - New Version of ISO Standards - Model of Quality system – Global benefits in Quality 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.

TEXT BOOKS:

1. Dr.V.Jayakumar and Dr.R.Raju (2019), Total Quality Management, Himalaya Publishing House, Delhi.
2. K.ShridharaBhat (2017), Total Quality Management ,Himalaya Publishing House, Delhi

SUGGESTED READINGS:

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.

WEB REFERENCES:

1. <https://drive.google.com/file/d/1-9SlZRIRv9dsn63WNH5KGui0XERtbSVZ/view>
2. <https://drive.google.com/file/d/10UuRPKUHhwrXnDjphiApruSYWikRiexZ/view>
3. <https://drive.google.com/file/d/1Epi4XiSZPSrjW6qQpJzG56snAihbZPpp/view>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K5)
CO-1	Identify and Recall the Quality, Quality statement, essentials of quality circle, characteristics of TQC and the essential of quality system.	K1
CO-2	Summaries the Analysis techniques for Quality costs, Strategic quality planning, Benefits and Stages of FMEA, Benchmarking process, Taguchi’s Quality loss function.	K2

CO-3	Demonstrate the KANO model of customer satisfaction, Continuous process improvement, Six Sigma in organization, Performance measures, New Version of ISO Standards.	K3
CO-4	Analyse the Customer complaints, Team and Teamwork, Seven traditional tools of quality, New Management tools, Control Charts, Global benefits in Quality system	K4
CO-5	Evaluate the Product and Service Quality, Supplier rating, Benchmarking process, Process Capability and Process Capability Indices, Process of obtaining ISO Certification.	K5

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

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	M	L	H	L	L	M	M	L
CO 2	H	M	L	L	M	L	H	M	L
CO 3	H	M	L	H	H	M	M	H	M
CO 4	H	L	M	M	M	H	M	H	H
CO 5	L	H	H	L	H	M	M	L	L

PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2021 - 22)

Course Title	NME-4 DISASTER MANAGEMENT
Code	U21BB6NM04
Course Type	Theory
Semester	VI
Hours/Week	3
Credits	3
Marks	100

CONSPECTUS

The objective of the course is to enable the learners to understand the Various Types of Disasters, Mitigation Strategies to Specific Disasters, role of Preparedness Activities, various Public Awareness Programmes and Responsibilities of the Central Government and state government.

COURSE OBJECTIVES

1. To expose the students to various concepts in disaster management, improving tolerance, preventing losses and dangers, and providing relief to the affected people.
2. To describe the various disaster mitigation measures that can help reduce disaster losses and suffering so that there is less demand for money and resources in the aftermath
3. To elucidate the reduce the risk of disasters caused by human error, deliberate destruction, and building or equipment failures.
4. To analyze the types of disaster training programs that ensure safety, equity, and equality for all organisms, especially human beings.
5. To evaluate the various Agencies for Disaster Management, coordinate and collaborate with all disaster management and related organizations.

UNIT I: INTRODUCTION**9 HOURS**

Disaster: Definition, Introduction - Various Types of Disasters: Natural Disasters – Earthquake, Volcanic Eruption, Landslides, Tsunami, Cyclone - Flood: Flash floods, River floods, Coastal floods, Drought: Meteorological drought, Hydrological drought, Agricultural drought - Manmade Disasters: Accidents - Road, Rail, Air, Sea and Fires.

Extra Reading/Keywords: *Hydrological drought*

UNIT II: DISASTER MITIGATION**9 HOURS**

Mitigation: Meaning, Principles of Disaster - Mitigation Approaches of Mitigation: Structural Approach, Non – structural Approach - Mitigation Strategies to Specific Disasters – Disaster Mitigation Tools – Risk Reduction Measures - Mitigation Actions - Types of Mitigation Techniques – Classification of Mitigation Measures.

Extra Reading/Keywords : *Mitigation Approaches*

UNIT III: DISASTER PREPAREDNESS AND PLANNING**9 HOURS**

Definition: Objectives: Preparedness Activities – Elements of Disaster Preparedness - Preparedness Strategies - Principles of Disaster Preparedness – Disaster Preparedness Measures – Disaster Preparedness Plan - Principles of Disaster Planning – Prepare for More Common Types of Disasters.

Extra Reading/Keywords : *Disaster Preparedness*

UNIT IV: DISASTER TRAINING**9 HOURS**

Disaster training – Need for Training – Training Policy - Types of Training and Trainee categories – Disaster Management Training – Skills Training - Co-ordination Training – Specialized Training – Implementation of Training - Public Awareness Programmes Through Face To – Face Interactions, Electronics Media and Print Media Training.

Extra Reading/Keywords : *Disaster Management Training*

UNIT V: DISASTER MANAGEMENT POLICY AND LEGISLATION**9 HOURS**

Disaster Management Act – 2005 – Agencies for Disaster Management: Nation Disaster Management Authority (NDMA) – Power and Functions of NDMA, Responsibilities of the Central Government. - National Executive Committee (NEC) – State Disaster Management Authority – District Disaster Management Authority – Role of District Magistrate.

Extra Reading/Keywords : *Role of District Magistrate*

BOOKS FOR REFERENCE:

1. “Disaster Management” Dr.P.K.Balamurugan, Mr. S. Ajith Kumar, New Century Book House (P) LTD, 2020 (I,II,III,V units)

2. “Disaster Management” ,B.Narayan, A.P.H. Publishing Corporation , New Delhi, 2014.(iv unit).

SUGGESTED READINGS:

- 1.“Disaster Management” , I Sundar, T. Sezhiyan 1stEdition, Sarup and Sons, New Delhi, 2007.
2. Natural Disaster Management, Destruction, Safety and Pre cautions,S.Prasad, Mangalam publishers and Distributors, New Delhi–2007.

WEB REFERENCES:

1. <https://egyankosh.ac.in/bitstream/123456789/26475/4/Unit-19.pdf>. (iv unit 4.3)

COURSE OUTCOME (CO):

The learner

CO No.	Course Outcomes	Cognitive Level (K1-K5)
CO-1	Identify and Recall the Disaster Management, Principles of Disaster Mitigation, Preparedness Activities, Disaster Preparedness Plan, Disaster training, Need for Training, Agencies for Disaster Management.	K1
CO-2	Summarise the various types of Disaster management, Preparedness Strategies, Principles of Disaster Planning, Types of Training and Trainee categories, Power and Functions of NDMA Types of Mitigation Techniques	K2
CO-3	Construct the structural Approach and Non - structural Approach, Preparedness Strategies, Disaster Management Training, Principles of Disaster Planning, Responsibilities of the Central Government.	K3
CO-4	Analyse the Mitigation Strategies to Specific Disasters, Classification of Mitigation Measures Disaster Mitigation Tools, Disaster Preparedness Measures, Disaster Preparedness Plan,	K4
CO-5	Evaluate the Mitigation Strategies to Specific Disasters, Public Awareness Programmes, State, District Disaster Management Authority, Responsibilities of the Central Government District.	K5

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

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	M	L	H	L	L	M	M	L

CO 2	H	M	L	L	M	L	H	M	L
CO 3	H	M	L	H	H	M	M	H	M
CO 4	H	L	M	M	M	H	M	H	H
CO 5	L	H	H	L	H	M	M	L	L

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	L
CO 4	L	L	H
CO 5	H	M	L

(For Candidates admitted in the academic year 2021 - 22)

Course Title	SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY
Total HOURS	30
HOURS/Week	2
Code	U21DS6SBT06
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. To understand the different types of research.
2. To analyze the research objectives and frames the hypothesis
3. To 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:

1. Blaxter, L., Hughes, C. and Tight (1999) How to research? Viva Book private Limited
2. Kothari, C.R. (2004) research Methodology- Methods and Technioques, New Age International Publishers, India
3. Lal, B.(2002) Research Methodology, ABD Publishers. India