



# SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at “A” Grade (3rd Cycle) by NAAC)

Chatram Bus Stand, Tiruchirappalli – 620002.

## CRITERION - II

### 2.6.2. PO CO MAPPING FOR BUSINESS ADMINISTRATION

# SHRIMATI INDIRA GANDHI COLLEGE

NATIONALLY ACCREDITED AT “ A” GRADE (3<sup>rd</sup> cycle) BY NAAC

(Affiliated to Bharathidasan University)

Tiruchirappalli-620 002

DEPARTMENT OF BUSINESS ADMINISTRATION


## PROGRAMME OUTCOME

- Understand LSRW and apply knowledge of human communication and language processes.
- Prepare culture and praise worthy as a citizen of India.
- Examine employment / entrepreneurship opportunities.
- Understand the fundamental values /principles of Indian consciousness.
- Ability to use communication and soft skills effectively.

## PROGRAMME SPECIFIC OUTCOME

- Become knowledgeable in the subject of Business Administration and Apply the On Completion of BBA Programme

- 1.The students will gain professional and teamworking skills.
- 2.The students will have general idea of operations in business.
- 3.The students will have specialized skills to deal with specific area issues.
- 4.The Students will be able to apply technical knowledge for business advancement.
- 5.The students will be capable of analysing, investigating and solving critical business issues.

  
The Head  
Dept Of Business Administration  
Shrimati Indira Gandhi College  
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Tiruchirappalli-620 002

DEPARTMENT OF BUSINESS ADMINISTRATION

## CORE COURSE -I MANAGEMENT CONCEPTS

### OBJECTIVES:

- To make students understand the basic concepts and principles of management
- To help them acquire the skills needed to become a successful manager
- To enable them to understand the various processes of the management.

### UNIT- I

Nature and Scope of Management – Management as a Science, an Art or a Profession – Process – Levels of management – F.W.Taylor’s Scientific Management – Fayol’s Theory of Management.

### UNIT- II

Planning – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making.

### UNIT-III

Organizing – Concept – Organization as a process – Elements of Organization process – Types of organization – Span of Control – Delegation – Centralization – Decentralization.

### UNIT-IV

Staffing – Functions – Process – Selection – Recruitment – Training. Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

### UNIT-V

Co-ordination – Controlling – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

### COURSE OUTCOME

1. To help the students understanding the functions and responsibilities of Managers.
2. To provide them tools and techniques to be used in the performance of the Managerial job.

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## DEPARTMENT OF BUSINESS ADMINISTRATION

- 3.To enable them to analyze and understand the environment of the organization.
- 4.To help the students to develop cognizance of the importance of Management Principles.
- 5.To Understand the concepts related to the functions of Management

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB1	3	2	3	2	1	3	2	1	2	-
16CCBB1	2	2	3	2	1	3	2	3	2	1
16CCBB1	3	2	3	3	2	2	3	2	2	3
16CCBB1	2	2	3	3	2	2	3	2	3	3
16CCBB1	3	3	2	3	3	2	1	1	2	3
AVERAGE	2.6	2.2	2.8	2.6	1.8	2.4	2.2	2.2	2.2	2

  
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DEPARTMENT OF BUSINESS ADMINISTRATION

## CORE COURSE – II FINANCIAL ACCOUNTING

### OBJECTIVES:

- To enable learners understand the fundamental concepts of Accounting
- To give them a basic knowledge of accounting principles
- To facilitate them to prepare final Accounts of business and non-trading concerns.

### UNIT- I

Definition of Account–Nature of Accounting–Accounting Concepts and Postulates–  
Double Entry Vs single entry–Books of Accounts

### UNIT- II

Journal–Ledger-Subsidiary Books-Trial Balance

### UNIT-III

Bank Reconciliation Statement (BRS)-Final Accounts of Sole Trader–  
trading, Profit and Loss Account and Balance Sheet with simple adjustments.

### UNIT-IV

Methods of Depreciation–

  
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DEPARTMENT OF BUSINESS ADMINISTRATION

StraightLineMethod,WrittenDownValueMethodandAnnuityMethod.

UNIT-V

CapitalandRevenue–AccountsofNon-tradingorganizations-Income and ExpenditureAccount–  
Receipts andPayments Account.

(Marks–Theory40% and Problems60%)

## COURSE OUTCOME

1. Demonstrate a good understanding the concept of double entry system and principles of accounting
2. Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.
3. Understand of various methods of maintaining accounts of Departments.
4. Learn accounting for branches and departments.
5. Develop understanding about the accounting of single

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB2 CO1	2	3	3	2	1	3	2	1	3	2
16CCBB2 CO2	2	2	3	2	1	3	2	2	3	2
16CCBB2 CO3	3	2	2	3	3	2	1	2	3	1
16CCBB2 CO4	2	3	2	2	3	2	1	2	3	1
16CCBB2	2	3	2	2	3	2	1	2	2	1

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## DEPARTMENT OF BUSINESS ADMINISTRATION

CO5										
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4

### MANAGERIAL ECONOMICS

#### OBJECTIVES:

- To promote the ability to understand the basic concepts of Economics
- To give students the capacity to make relevance of economics in business decisions
- To help them be equipped with the economic tools for business analysis.

#### UNIT- I

Managerial Economics–Nature and Characteristics–Scope–  
Relationship with other disciplines–Laws of Demand.

#### UNIT- II

Concept of Utility–Law of Diminishing Marginal Utility–Concept of Consumer Surplus–  
Elasticity of Demand -Types.

#### UNIT-III

Factors of Production–Law of returns–Law of variable proportions–Law of return to scale–  
Economies of Large Scale Production.

#### UNIT-IV

Market Structures–  
Price and Output determination under perfect competition, monopoly, monopolistic competition and oligopoly.

#### UNIT-V

National Income–Concepts, Measurement and Difficulties in measurement–Inequalities of Income–Causes.

### COURSE OUTCOME

  
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1. Develop Understanding to take business decisions in different business situation using theory and concept.
2. Analyze consumer behavior and their utility for their consumption through utility, consumer equilibrium, indifference curve & demand concept.
3. Apply the concept of demand and elasticity practically.
4. Evaluate the relationship between price and output determination in different market structure.
5. Demonstrate future demand of a product using 1. qualitative and quantitative techniques.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16ACBB1 CO1	3	2	3	2	-	3	2	1	4	2
16ACBB1 CO2	-	-	-	-	-	1	2	3	2	2
16ACBB1 CO3	1	2	1	2	3	3	2	2	3	-
16ACBB1 CO4	3	3	2	2	3	1	2	1	-	3
16ACBB1 CO5	3	2	-	2	1	1	2	1	2	1
AVERAGE	2	1.8	1.2	1.6	1.4	1.8	2	1.6	2.2	1.6

-CORE COURSE - V

  
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DEPARTMENT OF BUSINESS ADMINISTRATION

MANAGERIAL COMMUNICATION

## OBJECTIVES:

- To make students understand the significance and principles of communication
- To help them acquire adequate skills in business correspondence and
- To enable students to write reports and speeches on topics related to business.

## UNIT- I

Communication–Meaning and Objectives–Communication Cycle–Principles–Types  
– Media–Barrier to Communication.

## UNIT- II

Business Letters -Kinds –Layout and Parts–Enquiry and Reply– Offers and Quotations  
– Orders – Execution and Cancellation –Complaint letters – Claims and Adjustments -  
Commercial Terms and Abbreviations.

## UNIT-III

Collection Letters–Sales Promotion Letters–Circular Letters.

## UNIT-IV

Bank Correspondence–Import and Export Correspondence–Application Letters.

## UNIT-V

Report Writing – Structure of Report – Kinds (Press, Market and Business Reports) –  
Modern means of Electronic Communication–Internet–E-mail-Video Conferencing–FAX–  
Websites and their uses in business.

## COURSE OUTCOME

1. Make the students to understand the significance, media and principles of Communication.

Course code Subject

2. Help the students to acquire knowledge about different kinds of Business Managerial  
Communication Correspondence.

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DEPARTMENT OF BUSINESS ADMINISTRATION

3.Enable the students to apply modern electronic media


of Communication.

4.Discuss and recognise communication barriers.

5. Impart the correct practices of the strategies of effective business writing.

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16CCBB5 CO1	3	3	2	2	3	3	2	2	3	3
16CCBB5 CO2	2	1	-	2	3	2	3	2	3	-
16CCBB5 CO3	-	1	2	2	1	2	3	2	3	-
16CCBB5 CO4	-	-	1	2	1	2	3	3	2	3
16CCBB5 CO5	3	3	2	3	2	3	2	3	2	2
AVERAGE	1.6	1.6	1.4	2.2	2	2.4	2.6	2.4	2.6	2.2

## CORECOURSE-VI COMPUTERAPPLICATIONSINBUSINESS(Theory+Practical)

  
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DEPARTMENT OF BUSINESS ADMINISTRATION

## OBJECTIVES:

- To enable students to understand the basic concepts in computer applications
- To give in-depth knowledge of documentation through MS Office packages
- To help them apply various accounting procedures through TALLY software.

## UNIT- I

Meaning of computer – Characteristics – Area of application cycle – components – Memory unit – Input and Output devices – Hardware and Software operation system – Introduction to Windows 2007 logging on Desk top and task Icons on desk top – Start menu options – Creation of files and folders. Window explorer. Find options shortcuts – brief case running applications and customization.

## UNIT- II

Introduction to MS word - Short cut for MS word – Creating word documents – Business letters using wizards – Editing, inserting objects and formatting documents – Spelling and grammar check – Word count – Thesaurus - Auto correct- Working with tables – Saving, opening and closing documents – Mail merge.

## UNIT-III

Introduction to MS Excel and its features – Programmes and applications – spreadsheets – Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rules saving, opening and closing of workbooks.

## UNIT-IV

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company and groups – Editing and deleting ledgers – Introduction to vouchers – Entry, payment, receipt, sales, purchase, contract and Journal vouchers – Editing and deleting vouchers.

## UNIT-V

Introduction to inventories – Creation of stock categories – Stock groups – Stock items – Configuration and features of stock item – Editing and deleting stocks – Day books - Trial balance – Profit and loss account – Balance sheet.

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DEPARTMENT OF BUSINESS ADMINISTRATION

## COURSE OUTCOME

- 1.To make the students to understand the significance, media and principles of Communication.
- 2.To help the students to acquire knowledge about different kinds of Business Correspondence.
- 3.To enable the students to apply modern electronic media of Communication.
- 4.Discuss and recognise communication barriers.
5. To impart the correct practices of the strategies of effective business writing.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB6 CO1	3	2	3	2	-	3	2	1	4	2
16CCBB6 CO2	-	-	-	-	-	1	2	3	2	2
16CCBB6 CO3	1	2	1	2	3	3	2	2	3	-
16CCBB6 CO4	3	3	2	2	3	1	2	1	-	3
16CCBB6 CO5	3	2	-	2	1	1	2	1	2	1
AVERAGE	2	1.8	1.2	1.6	1.4	1.8	2	1.6	2.2	1.6

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DEPARTMENT OF BUSINESS ADMINISTRATION

## III BUSINESS LAW

### OBJECTIVES:

- To enlighten the students on the basic principles and legal aspects of business laws
- To promote the understanding of various legislations relating to business
- To make them acquire knowledge on the legal aspects in the business environment.

### UNIT- I

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

### UNIT- II

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract.

### UNIT-III

Law of Agency – Mode of creation – Agency by Ratification – Sub-Agent and Substituted Agent – Termination of Agency.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### UNIT-IV

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

### UNIT-V

Partnership – Definition - Essentials - Rights, duties and Liabilities of partners  
-Types of partnership-Dissolution of partnership.

### Course Outcome

1. To understand the various provisions of the Indian Contract Act.
2. To apply the various legal procedures under sale of goods act 1930 in Business.
3. To understand Rights and Liabilities of partners under limited liability.
4. To make the students point of view understand design, plans manage and control .
5. To Understand the contract of Indemnify and Guarantee, contract of Bailment, Contract of pledge and contract of Agency and Type of Agents.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16ACBB3 CO1	3	3	2	3	2	3	1	-	2	3
16ACBB3 CO2	2	2	1	3	2	1	2	2	-	-
16ACBB3 CO3	3	2	2	1	-	2	1	2	1	-



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<b>16ACBB3</b>	3	3	3	2	2	-	3	3	2	2
<b>CO4</b>										
<b>16ACBB3</b>	3	3	3	2	2	1	-	2	1	-
<b>CO5</b>										
<b>AVERAGE</b>	2.8	2.2	2.2	2.2	1.6	1.4	1.4	1.8	1.2	1

### NONMAJORELECTIVE –I A) MANAGEMENTPRINCIPLES

#### OBJECTIVES:

- Toenablestudentstounderstandthebasicconceptsandprinciplesofmanagement
- Tohelpthemtoacquiretheskillsneededtobecom successfulmanagers
- Toexposelearnerstovariousprocessesofthemanagementsystem.

#### UNIT- I

Management – Concept – Nature –Management as a Science, an Art and Profession –Levels ofmanagement.

#### UNIT- II

Planning–Concept–Process–TypesofPlans– Objectives,Policies,and Procedures.

#### UNIT-III

Organizing–Concept–Organizationasaprocess–Typesoforganization– Centralization– Decentralization.

#### UNIT-IV

Staffing–Concept–Functions–Process–Selection–Recruitment–Training.Direction –Concepts.

#### UNIT-V

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## DEPARTMENT OF BUSINESS ADMINISTRATION

Co-ordination – Controlling – Concept – Need and importance – Process –  
BudgetaryControl

### COURSE OUTCOME

- 1.Help the students gain understanding of the functions and responsibilities of Manager.
2. Provide them tools and techniques used in the performance of the managerial jobs.
- 3.Understand the concepts related to Business.
- 4.Demonstrate the roles, skills and functions of management.
5. Understand the complexities associated with management

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16NMEBB1 CO1	3	2	2	1	2	1	2	2	3	-
16NMEBB1 CO2	2	1	2	3	1	1	-	2	1	1
16NMEBB1 CO3	3	2	1	2	3	1	2	3	-	-
16NMEBB1 CO4	1	2	3	-	1	2	3	-	1	2
16NMEBB1 CO5	1	2	1	2	-	3	2	-	1	2
AVERAGE	2	1.8	1.8	1.6	1.4	1.4	1.8	1.4	1.2	1



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DEPARTMENT OF BUSINESS ADMINISTRATION

## CORE COURSE – IX COST ACCOUNTING

### OBJECTIVES:

#### To enable students

- understand the basic concepts of cost accounting,
- gain knowledge on principles and procedures of cost accounting and
- apply the costing techniques in different practical situations.

### UNIT- I

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost – Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

### UNIT- II

Materials – EOQ -Levels of Stock – Receipts and Issues of materials – ABC Analysis -Stores Ledger–FIFO,LIFO,Simple Average and Weighted Average.

### UNIT-III

Labour – Time-Keeping and Time-Booking – Methods of Remuneration and Incentive Schemes–Overtime and Idle time–Labour Turnover– Causes, Types and Measurement.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### UNIT-IV

Overheads–Collection,Classification,Allocation,ApportionmentandAbsorption–  
Recovery Rates – Over and Under Absorption -Machine Hour Rate – Job Costing  
–ContractCosting.

### UNIT-V

Operating Costing – Process Costing: Normal Loss, Abnormal Loss and  
Abnormal Gains(excludingEquivalent Production andInterprocess).

## COURSE OUTCOME

- 1.Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues.
- 2.Develop the knowledge about remuneration and incentivesof labour with calculations of overheads.
- 3.Gather knowledge on preparation of cost sheet in organization practical point of view.
- 4.Facilitate the idea and meaning of process costing with accounting procedure of costing and analysis the treatment of normal and abnormal losses & gains.
- 5.Impart the knowledge of operating costing with various methods and techniques.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB9 CO1	2	3	3	2	1	3	2	1	3	2
16CCBB9 CO2	2	2	3	2	1	3	2	2	3	2
16CCBB9	3	2	2	3	3	2	1	2	3	1



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CO3										
16CCBB9	2	3	2	2	3	2	1	2	3	1
CO4										
16CCBB9	2	3	2	2	3	2	1	2	2	1
CO5										
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4

### CORE COURSE – X

➤ FINANCIAL MANAGEMENT.

#### UNIT- I

Financial Management - Meaning and Scope - Finance Functions – Profit Maximization and Wealth Maximization – Sources of Finance - Short term Banks sources – Long term - Shares - debentures, preferred stock – debt.

#### UNIT- II

Cost of Capital – Concept, Importance – Classification – Calculation of Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings – Weighted Average Cost of Capital.

#### UNIT-III

Leverages – Meaning and Significance – Types: Operating, Financial and Combined Leverages – EBIT and EPS Analysis, Dividend – Forms of Dividend – Factors determining dividend - Dividend Theories and Dividend Policies

#### UNIT-IV

Capital Structure Planning – Meaning and Scope – Approaches: Net Income Approach – Net Operating Income Approach – MM Approach – Arbitrage Process – Traditional Approach – Indifference Point.

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## DEPARTMENT OF BUSINESS ADMINISTRATION

### UNIT-V

Capital Budgeting (Investment Decisions) – Concept and Importance – Appraisal Methods: Pay Back Method – Discounted Cash Flow Method - NPV Method, Excess Present Value Index, IRR, ARR and ROI.

1. Demonstrate a good understanding of concepts, goals and functions of financial management.
2. Analyze the pattern of fund requirement and associated risk through financial planning.
3. Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity .
4. Estimate various capital structure theories and factors affecting capital structure decisions in a firm.
5. Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained Earnings.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB10 CO1	2	3	3	2	1	3	2	1	3	2
16CCBB10 CO2	2	2	3	2	1	3	2	2	3	2
16CCBB10 CO3	3	2	2	3	3	2	1	2	3	1
16CCBB10 CO4	2	3	2	2	3	2	1	2	3	1
16CCBB10	2	3	2	2	3	2	1	2	2	1

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CO5										
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4

### CORE COURSE - XI COMPANY LAW AND SECRETARIAL PRACTICE

#### OBJECTIVES:

To help learners

- understand the concept of company law and secretarial practice
- comprehend important elements of company documents and
- get enlightened on the role of company secretary and the procedures of meetings.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### UNIT- I

Company-Definitions-Features-kinds-PrivateLtdCompanyVsPublicCompany.

### UNIT- II

Formationofcompanies -PromotionStage-CommencementStage-  
MemorandumofAssociation-Clauses--ArticlesofAssociation-contents-Prospectus-  
Contents.

### UNIT-III

Shares-kinds-Equity shares-Preference shares-premium and Discount-  
Allotment-Minimum subscription-Forfeiture of shares-Debentures-Types-  
Dividend – Meaning –Types.

### UNIT-IV

Secretary-Definition-Types-company secretary-Legal position-  
Qualification-Appointment-Rights,DutiesandLiabilities-  
Termination.

### UNIT-V

Meetings-Types-Statutory,AnnualGeneralMeeting-Duties-Notice-Agenda-  
Quorum,Resolution – Types.

## COURSE OUTCOME

- 1.To acquire the basic knowledge on important terms and registration.
- 2.To understand the concept of Memorandum of Association, Articles of association.
- 3.To develop the application skill on the structure of company,  
Incorporation of a company, company meeting, preparation of  
agenda and minutes and procedures for winding up of a company.
- 4.To analyse the role of directors and secretary, rights and liabilities of secretary, Qualification  
and disqualification of directors and secretary,
- 5.To gain confidence to start up a new company in the modern era.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB11 CO1	2	3	3	2	1	3	2	1	3	2
16CCBB11 CO2	2	2	3	2	1	3	2	2	3	2
16CCBB11 CO3	3	2	2	3	3	2	1	2	3	1
16CCBB11 CO4	2	3	2	2	3	2	1	2	3	1
16CCBB11 CO5	2	3	2	2	3	2	1	2	2	1
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4



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DEPARTMENT OF BUSINESS ADMINISTRATION

## CORE COURSE – XI RESEARCH METHODS IN MANAGEMENT

### OBJECTIVES:

#### To help students

- understand the basic theoretical ideas and logic of research
- know about various aspects of research problems and
- gain thorough knowledge on the development of research projects

### UNIT- I

Research – Concept - Business research – Definition – Features – Types: Basic and applied, exploratory, descriptive and causal – Phases of business research.

### UNIT- II

Process and formulation of Research problem- Sources – Identification – Selection – Criteria of a good research problem – Research Design – Meaning – Essential stages in the preparation of Research Design – Evaluation of the Research Design – A Model Design.

### UNIT-III

Hypothesis — Characteristics of good Hypothesis – Types – Sampling – Nature - Simple, Probability, Complex Probability and Non-probability.

### UNIT-IV

Sources and Collection of data - Primary and Secondary sources - Methods of data Collection – Merits and demerits - Presentation - Coding, data entry and tabulation - Analysis Interpretation of data.

### UNIT-V





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## DEPARTMENT OF BUSINESS ADMINISTRATION

Research Report–Concept–Types–Steps in Organization of Research Report–  
Significance of Report Writing– Drafting of reports– Contents of a report.

### COURSE OUTCOME

- 1.To remember the nature and classification of research design and the types of research.
- 2.To understand history of research, types of research .
- 3.To apply research methods in social and business sciences .
- 4.To analyze sampling concept and methods of sampling .
- 5.To evaluate the data - uses, advantages, disadvantages, types and sources and create skilful research reports.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB12 CO1	2	3	2	3	1	2	-	2	1	-
16CCBB12 CO2	1	3	3	2	1	2	3	2	-	1
16CCBB12 CO3	3	3	2	3	1	2	2	1	2	1
16CCBB12 CO4	2	1	-	3	2	3	1	2	3	-
16CCBB12 CO5	2	3	2	3	2	3	2	3	2	-
AVERAGE	2.2	2.6	1.8	2.8	1.4	3.2	1.6	2	1.6	0.4

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DEPARTMENT OF BUSINESS ADMINISTRATION

## MAJOR BASED ELECTIVE – I SERVICES MARKETING

### OBJECTIVES:

#### To enable students

- know the various concepts of services marketing
- understand the strategies for managing and marketing of services and
- devise strategies for marketing services in the liberalized business environment.

### UNIT- I

Services marketing–Introduction–Growth of services sector–Types–Characteristics–  
Constraints in services marketing– Difference between goods & services.

### UNIT- II

Marketing Management process for services–organizing marketing planning–  
Analysing opportunities–target market–Developing the services marketing Mix.

### UNIT– III

Strategies for managing capacity to match demand-  
Strategies for managing demand to match capacity-Services  
Marketing Mix elements.

### UNIT-IV

Service product–analysis of the service offer–service planning–  
factors affecting pricing decisions – special issues of service pricing.



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### UNIT-V

Promotion Mix for services – Place in service –  
Identifying & Evaluating major channel alternating – physical factors – physical environment.

### COURSE OUTCOME

- 1.. Remember fundamentals of services and understand consumer behavior in service industry.
- 2.Align internal capabilities in organization by applying suitable strategies for gaining customer loyalty.
3. Analyze gaps in service delivery and accordingly plan demand forecast, delivery planning and sales forecast.
- 4.Evaluate requirement to use CRM for customer satisfaction and retention of market share, use complaints as an opportunity for enhancing quality of service.
5. Create customer loyalty with internal capabilities Product Services

16MBEBB1 CO1	2	3	3	2	1	3	2	1	3	2
16MBEBB1 CO2	2	2	3	2	1	3	2	2	3	2
16MBEBB1 CO3	3	2	2	3	3	2	1	2	3	1

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16MBEBB1 CO4	2	3	2	2	3	2	1	2	3	1
16MBEBB1 CO5	2	3	2	2	3	2	1	2	2	1
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4



## ***EVEN SEMESTER***

### ***MARKETING MANAGEMENT***

#### **PROGRAMME OUTCOME**


- Understand LSRW and apply knowledge of human communication and language processes.
- Prepare culture and praise worthy as a citizen of India.
- Examine employment / entrepreneurship opportunities.
- Understand the fundamental values /principles of Indian consciousness.
- Ability to use communication and soft skills effectively.

#### **PROGRAMME SPECIFIC OUTCOME**

- Become knowledgeable in the subject of Business Administration and Apply the On Completion of BBA Programme

1. The students will gain professional and teamworking skills.
- 2.The students will have general idea of operation in business.
- 3.The students will have specialized skills to deal with specific area issues.
- 4..The Students will be able to apply technical knowledge for business advancement.
- 5..The students will be capable of analysing, investigating and solving critical business issues.

#### **OBJECTIVES:**

  
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- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends
- To make students realize the relationship between marketing channels and corresponding strategies.

#### UNIT- I

Market and Marketing: Distinction between marketing and selling - Types of market – Concepts – Functions - Marketing management – Objectives – Importance - Marketing Environment-Marketing Information System.

#### UNIT- II

Market Segmentation: Criteria of effective segmentation – Benefits – Bases for market segmentation - Factors influencing consumer behavior – Buyer motives – Buying process.

#### UNIT-III

Marketing Mix - Product planning and development – Product mix decisions – New product development – Product life cycle and strategies - Pricing – Meaning – Influencing factors – Objectives – Pricing methods.

#### UNIT-IV

Marketing channels - Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions - Physical distribution – Elements of physical distribution (logistics)

#### UNIT-V

Promotion mix - Personal selling – Process - Advertising – Objectives – Types -



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**CORE COURSE -3**

**16CCBB3 Marketing Managemnt**

- 1.Understand the basic concepts, importance of marketing and marketing environment.
- 2.Learn concepts related to consumer behaviour and market segmentation.
- 3.Analyze the concept of product, branding and product life cycle.
- 4.Learn and understand the concepts of pricing and distribution.
5. Demonstrate the concepts of promotion and promotion mix.

<b>PO/PSO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>16CCBB3 CO1</b>	3	2	3	2	3	2	1	2	-	1
<b>16CCBB3 CO2</b>	1	1	2	-	1	2	1	2	2	1
<b>16CCBB3 CO3</b>	2	3	2	1	1	2	2	-	1	2
<b>16CCBB3 CO4</b>	2	3	3	1	-	1	2	3	3	3



<b>16CCBB3</b>	3	1	3	2	3	2	-	2	3	2
<b>CO5</b>										
<b>AVERAGE</b>	2.2	2	2.6	1.2	1.6	1.8	1.2	1.8	1.8	1.8

**CORE COURSE –  
IV MATHEMATICS AND STATISTICS FOR  
MANAGERS**

**OBJECTIVES:**

- To make students understand and the basic mathematical and statistical tools
- To promote the ability to appropriate statistical techniques in business
- To help students analyze management problems in research and decision making.


**UNIT- I**

Differentiation - Derivation of standard Function, Addition, Difference and product Rule, Maxima and Minima – Application of Derivatives in Business.

**UNIT- II**

Matrices and Determinants - Definition – Basic concepts - Addition, Subtraction and Multiplication of Matrices – Elementary Operations: Transpose of a Matrix, Inverse, and Solving equations by matrix method – Determinants and Solution of Simultaneous Linear Equations.

**UNIT-III**

  
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Statistics – Definition – Nature – Scope and Objectives – Diagrammatic representation – One, two and three dimensional diagrams – Graphic representation - Histogram, Frequency Polygon, Frequency Curve, Histogram and Pie diagram – Classification and tabulation.

#### UNIT-IV

Measures of Central Tendency - Mean, Median, Mode, Geometric Mean and Harmonic Mean – Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation and coefficient of variation.

#### UNIT-V

Simple Correlation - Karl Pearson's Co-efficient of Correlation and Spearman's Rank Correlation – Simple Regression Analysis.

### COURSE OUTCOME

1. Have an insight into the basic statistical techniques.
2. Evaluate the simple problems based on measures of dispersion, correlation and regression.
3. Gain the knowledge about set theory, matrix, differentiation and integration.
4. Apply different quantitative models in solving business problems.
5. Evaluate the solution of Linear Programming problem

1. PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB4 CO1	2	3	2	3	1	2	-	2	1	-
16CCBB4 CO2	1	3	3	2	1	2	3	2	-	1



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16CCBB4	3	3	2	3	1	2	2	1	2	1
CO3										
16CCBB4	2	1	-	3	2	3	1	2	3	-
CO4										
16CCBB4	2	3	2	3	2	3	2	3	2	-
CO5										
AVERAGE	2.2	2.6	1.8	2.8	1.4	3.2	1.6	2	1.6	0.4

## ALLIED COURSE

### BUSINESS ENVIRONMENT

#### OBJECTIVES:

- To promote basic understanding of the concepts of business environment
- To provide broad knowledge of domestic and international environment
- To make learner the impact of environment on business.

#### UNIT- I

Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types.

#### UNIT- II

Economic Environment - Concept - Factors - Basic Economic System - Economic Planning - Privatization - Nature and objectives.

#### UNIT-III

Political Environment - Political Institutions - Legislature,

Executives and



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Judiciary-GovernmentinBusiness-  
Regulatory,InterventionandParticipatoryroles.

- 1.Understand the concept, factors environment of the business and five year plans of India.
- 2.Examine the concept and role of social environment, ethics and corporate governance.
- 3.Understand various government policies, institutions and its role in business.
- 4.Develop insights of economic policies, RBI role, process of economic reforms.
- 5.Develop knowledge of Technological environment, issues in technology acquisition and transfer.

<b>PO/PSO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
16ACBB2 CO1	2	3	2	3	1	2	-	2	1	-
16ACBB2 CO2	1	3	3	2	1	2	3	2	-	1
16ACBB2 CO3	3	3	2	3	1	2	2	1	2	1
16ACBB2 CO4	2	1	-	3	2	3	1	2	3	-
16ACBB2 CO5	2	3	2	3	2	3	2	3	2	-
<b>AVERAGE</b>	<b>2.2</b>	<b>2.6</b>	<b>1.8</b>	<b>2.8</b>	<b>1.4</b>	<b>3.2</b>	<b>1.6</b>	<b>2</b>	<b>1.6</b>	<b>0.4</b>



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## CORE COURSE-VII

### ORGANISATIONAL BEHAVIOUR

#### OBJECTIVES:

- To provide basic knowledge on various models of organizational behavior
- To expose them to the concepts of motivation and group dynamics
- To help them acquire interpersonal skills.

#### UNIT- I

Organizational Behaviour – Concept – Nature - Models - Other similar fields of study – Disciplines contributing to Organizational Behaviour- Individual Behaviour – Perception.

#### UNIT- II

Personality – Definition - Determinants - Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

#### UNIT-III


Leadership – Concept – Qualities of effective Leadership – Leadership Styles - Definition of Power – Types of Power - Sources of power – Power and Politics.

#### UNIT-IV

Definition of Authority – Characteristics – Types of Authority - Morale – Concept – importance – Measurement of Morale – Steps to improve Morale in an organization.

#### UNIT-V

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – Mc Gregor's Theory X and Theory Y –

  
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Herzberg Two Factor Theory -StressManagement–Concept-Sources-  
Effectsofstress-ManagementofStress.

1. Become effective leaders by addressing the human side of enterprise.
2. Understand individual behavior in organizations, including attitudes, job satisfaction, emotions personality, values, perception, decision making, and motivational theories. Organisational Behaviour
3. Understand group behavior in organizations, including Communication, leadership, power and politics, conflict, and negotiations.
4. Understand the organizational system, including organizational structures, culture, human resources, and change.
5. Understand the behaviour of Individuals.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB7 CO1	3	3	3	2	1	2	3	2	3	1
16CCBB7	1	2	3	2	1	2	3	2	3	1



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<b>CO2</b>										
<b>16CCBB7</b>	2	3	1	2	2	1	2	1	2	1
<b>CO3</b>										
<b>16CCBB7</b>	1	2	1	2	2	1	2	3	3	-
<b>CO4</b>										
<b>16CCBB7</b>	1	2	1	-	1	2	3	2	1	2
<b>CO5</b>										
<b>AVERAGE</b>	1.8	2.4	1.8	1.6	1.4	1.6	2.6	2	2.4	1

**CORE COURSE – VIII**  
**OPERATION RESEARCH**

**OBJECTIVES:**

**To help students**


- understand the scientific methods used in Operations Research
- allocate scarce resources with optimum utilization in production and
- gain knowledge on replacement decisions.

**UNIT-I**

Operations Research – Concepts – Models – Scope – Phases – Limitations –  
Operations Research and Decision Making – Linear Programming Problem:  
Formulation of L.P.P. -Graphical Method.

**UNIT-II**

Transportation Problem: North West Corner Rule - Least Cost Method -  
Vogel's Approximation Method.

  
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### UNIT– III

Inventory Control: Categories of Inventory – reasons for carrying inventory – costs and terms associated with inventory – Deterministic and Probabilistic Inventory Problem.

### UNIT–IV

Assignment Problem: Solving assignment Problem – Travelling Salesman Model – Maxima and Minima Method – Hungarian Method.

### UNIT–V


Replacement Decisions: Replacement of equipment that deteriorates gradually – Replacement of Equipment that fails suddenly.

**(Marks: Theory 20% and Problems 80%)**

#### Course outcome

- 1 To Formulate and obtain the optimal solution for Linear programming problems.
2. To Learn and to calculate optimal solution of LPP through graphical method.
3. To Determine the optimal solution for transportation problems and Assignment problems.
4. To Decide an optimal replacement period/policy for a given item/equipment/machine.
5. To Understand the need of inventory management.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB8 CO1	3	3	2	3	2	-	1	3	2	1
16CCBB8 CO2	2	3	1	2	3	3	2	2	3	2

  
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16CCBB8 CO3	1	2	3	3	2	2	3	2	1	-
16CCBB8 CO4	2	1	3	3	2	3	2	1	2	1
16CCBB8 CO5	2	1	2	1	2	1	3	2	3	3
AVERAGE	2	2	1.2	2.4	2.2	1.8	2.2	2	2.2	1.4

## ALLIED COURSE – IV

### PRODUCTION MANAGEMENT

#### OBJECTIVES:

##### To enable students

- understand the nature and importance of production management
- comprehend the principles and areas of application of shop floor management and
- know the operations and skills needed for major decisions in material management.

#### UNIT- I

Production Management – Scope and Significance – Production System –



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Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

#### UNIT- II

Work Study - Time Study - Motion Study – Work Measurement – Principles and factors - Maintenance of Plant – Types.

#### UNIT-III

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

#### UNIT-IV

Quality Control and Inspection – Objectives and Significance – SQC – AGMARK, ISI and ISO – Certification Marks.

#### UNIT-V

Material Management – Objectives and importance – Purchasing – Procedure – Store Keeping – Objectives – Functions - JIT.

#### **TEXTBOOK RECOMMENDED:**

Production and Operations Management – K. ASWATHAPPA, Himalaya Publishing House.

#### **BOOKS FOR REFERENCE:**

1. Production and Operations Management – B.S. GOYEL.
2. Production and Operations Management – PANNERSELVAM, Prentice Hall of India
3. Material Management – M.M. VARMA.

1. To understand the basic concepts and theories of the production Management.
2. To Understand the Production Techniques.

  
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3. To understand technique of layout location in Production Management.
4. To understand the Material Management and Inventory Management.
5. To Plan and Implement suitable quality control measure in quality circle to TQM.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16ACBB4 CO1	2	3	2	3	1	2	-	2	1	-
16ACBB4 CO2	1	3	3	2	1	2	3	2	-	1
16ACBB4 CO3	3	3	2	3	1	2	2	1	2	1
16ACBB4 CO4	2	1	-	3	2	3	1	2	3	-
16ACBB4 CO5	2	3	2	3	2	3	2	3	2	-
AVERAGE	2.2	2.6	1.8	2.8	1.4	3.2	1.6	2	1.6	0.4

## NONMAJORELECTIVE –II

### A) BANKINGPRACTICES



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## **OBJECTIVES:**

- To promote an understanding of the basic concepts in banking
- To acquaint learners with the theoretical and legal concepts of banking in India
- To help them to attain the competencies required for a career in banking services.

### **UNIT- I**

Banking–Meaning-Definition–Function of banking-Classification of Banks

### **UNIT- II**

Definition of the terms Banker and Customer–  
differential relationship between Banker and Customer– General and Special  
relationship.

### **UNIT-III**

Cheques-Definition of a Cheque–Characteristics of Cheques–Marking–  
Honor and Dishonor of Cheques.

### **UNIT-IV**


Crossing of Cheques–significance–Endorsement –Types.

### **UNIT-V**

Recent trends in Banking services – Modern services of Banks – ATM,  
Credit Card, Debit Card, Green Card.

## **COURSE OUTCOME**

1. Demonstrate a good understanding of the Banking system, their challenges and functions
2. Analyse critically the role of RBI, its functions and schemes in India.
3. Examine the customer and their obligation.

  
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4.Evaluate a various types of accounts and problems faced by the customer.

5.To understand the E-Banking Techniques.

<b>PO/PSO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>16NMEBB2</b> PCO1	3	3	2	3	2	3	2	-	-	1
<b>16NMEBB2</b> PCO1	3	3	2	3	2	3	2	-	-	1
<b>16NMEBB2</b> PCO1	3	3	2	3	2	3	2	-	-	1
<b>16NMEBB2</b> PCO1	3	3	2	3	2	3	2	-	-	1
<b>16NMEBB2</b> PCO1	3	3	2	3	2	3	2	-	-	1
<b>AVERAGE</b>	3	3	2	3	2	3	2	-	-	1

**CORE COURSE = XIII**



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## HUMAN RESOURCE MANAGEMENT

### OBJECTIVE:

#### To help students

- understandofthebasicelementsofHRM
- gainknowledgeonvariousfacets,thepolicies andpracticesofHRMand
- acquireknowledgeontherecenttrendsinHRM.

### UNIT- I

Human Resource - Definition – Characteristics and Objectives – Principles of HRM–FunctionsofPersonnelDepartment–ManagerialandOperativeFunctions.

### UNIT- II

HR Planning - Basics and needs – Factors - Steps in HR Planning – Job Analysis, JobDescription and Job Specification - Recruitment-Selection– Interviews and Tests andPlacementofPersonnel.

### UNIT-III

Training – Objectives – Methods – Importance of Executive Development – Methods –Promotion-Criteriaandtypes –Transfer-Types - CareerPlanning.

### UNIT-IV

Wages– Different methods of wage payments – Time and Piece rate system – IncentiveSchemes-Fringebenefits.

### UNIT-V

PerformanceEvaluation-Importance–Methods–DisciplineandDisciplinaryprocedure –Grievances-Stepsin GrievanceHandling.

1.To enable the students to understand the HR Management and system at various levels in



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general and in certain specific industries or organizations.

2.To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.

3.To develop relevant skills necessary for application in HR related issues

4.To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

5.To integrate the knowledge of HR concepts to take correct business decisions.

<b>PO/PSO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>16CCBB10</b> CO1 CO	2	3	3	2	1	3	2	1	3	2
<b>16CCBB10</b> CO2	2	2	3	2	1	3	2	2	3	2
<b>16CCBB10</b> CO3	3	2	2	3	3	2	1	2	3	1
<b>16CCBB10</b> CO4	2	3	2	2	3	2	1	2	3	1
<b>16CCBB10</b> CO5	2	3	2	2	3	2	1	2	2	1
<b>AVERAGE</b>	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4



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## CORE COURSE = XIV

### MANAGEMENT ACCOUNTING

#### OBJECTIVES:

##### To help students

- understand the nature and scope of management accounting
- gain knowledge in the preparation of financial statement analysis, marginal costing, budget, working capital, standard costing and
- utilize the management tools and techniques to take appropriate financial decisions.

#### UNIT- I

Management Accounting – Definition – Objectives – Merits and Limitations  
– Financial Statement Analysis – Comparative Statements –  
Common Size Statements – Ratio Analysis – Construction of Balance sheet  
(simple problems).

#### UNIT- II


Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

#### UNIT-III

Marginal Costing – Objectives and Limitations –  
Cost Volume Profit (CVP) Analysis – Break Even Analysis – Merits and  
Demerits – Margin of Safety.

#### UNIT-IV

Budget and Budgetary Control – Characteristics and Limitations –  
Preparation of Sales, Production, Raw material Cost, Cash,  
Master Budgets and Flexible Budgets.

  
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## UNIT-V

WorkingCapital–Types–FactorsDeterminingWorkingCapital-  
EstimateofWorkingCapitalRequirements–StandardCosting–MaterialandLabour  
Varianceonly.

**(Marks:Theory40% andProblems60%)**

## COURSE OUTCOME

- .To enhance the abilities of learners to develop the concept of Management and its significance in the business.
- 2.To enhance the abilities of learners to analyse the Fund flow analysis and Cash flow analysis.
- 3.To enable the learners to understand ,develop and apply the techniques of Management
4. To make the students develop competence with their usage in managerial decision making and control.
5. To evaluate the working capital and estimate the working capital requirements

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB10 CO1	2	3	3	2	1	3	2	1	3	2
16CCBB10 CO2	2	2	3	2	1	3	2	2	3	2
16CCBB10 CO3	3	2	2	3	3	2	1	2	3	1
16CCBB10 CO4	2	3	2	2	3	2	1	2	3	1



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<b>16CCBB10</b>	2	3	2	2	3	2	1	2	2	1
CO5										
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4

## CORE COURSE – XV

### ENTREPRENEURIAL DEVELOPMENT

#### OBJECTIVES:

##### To help students

- understand the concepts of entrepreneurship development
- acquire requisite knowledge and skills for becoming successful entrepreneurs and
- formulate and develop business projects.

#### UNIT- I

Entrepreneurship–Evolution of entrepreneurship-Traits of an Entrepreneur–Functions  
 -Types of Entrepreneurs–Role of Entrepreneurship in Economic Development–  
 Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

#### UNIT- II

Entrepreneurial Environment–Factors affecting Entrepreneurial Growth–  
 Entrepreneurial Motivation–Need for Achievement Motivation–  
 Barrier to Entrepreneurship Development.

#### UNIT-III

Entrepreneurship Development Programme (EDP) – Need for EDP –



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Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

#### UNIT-IV

Project Management – Concept of Project and Classification – Sources of a Business Idea – Project Identification – Project Formulation – Project Appraisal Methods – Preparation of Project Reports.


#### UNIT-V

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business – Benefits to Industrial Units located in Backward Areas – Industrial Estates.

#### CORE COURSE - XV

##### 16CCBB15 Entrepreneurial Development

1. acquire the fundamental knowledge of entrepreneurs, entrepreneurship.
2. To understand the concept of Intrapreneurs, women To entrepreneurs, and objectives of Entrepreneurship Development (ECGC), Small Industries Development Bank of India (SIDBI) and other financial Institutions.
4. To Analyze the Programme, industrial estate, incentives, subsidies and growth strategies.
3. To familiarize about Entrepreneurship Development Programme, steps involved in starting small industry, District Industries Centers (DIC), Export Credit Guarantee Corporation significance contribution of women entrepreneurs with their success stories, factors influencing the choice of organization, feasibility analysis, and techniques of project appraisal, role of commercial banks, causes and symptoms of industrial sickness.
5. To Evaluate the phases of Entrepreneurship Development Programme, establishing entrepreneurial system, selection of a good project, various sources of finance and Rehabilitation of industrial sickness.

  
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PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16CCBB15	2	3	3	2	1	3	2	1	3	2
16CCBB15 CO2	2	2	3	2	1	3	2	2	3	2
16CCBB15 CO3	3	2	2	3	3	2	1	2	3	1
16CCBB15 CO4	2	3	2	2	3	2	1	2	3	1
16CCBB15 CO5	2	3	2	2	3	2	1	2	2	1
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4

**AJOR BASED ELECTIVE –  
IIMANAGEMENTCONCEPTSINTHIR  
UKKURAL**

**OBJECTIVE:**



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The objective of this course is to expose the students of management studies, Thirukkural the book of wisdom that has stood the test of time for over 2000 years and still remains relevant as a guiding force for the mankind. It was written by Saint Thiruvalluvar who was born near Chennai in 30 BC. Thirukkural has been divided into three major divisions, viz, Virtue, wealth and Love. It has in all 1330 Verses.

Only the relevant verses related to contemporary Management Concept is selected for the study.

#### UNIT-I

Business Ethics in verse 113 Thirukkural. Adapting to changing Environment in verse 474, 426 and verse 140, Thirukkural. Learning the intricacies of different tasks in verse 462 and 677

#### UNIT-II

Communication Principles in Decision making process – verse 948, 472, 467, 663, Thirukkural, Leadership in verse 436, 770 and 994.

#### UNIT- III

Goal setting in verse 596, planning in verse 468, capital investment Decision Verse 471, 461 and 478


#### UNIT- IV

Social Responsibility of Business Verse 211 Stress Management in Verse 627, 351, 331, 369, 380, 377)

#### UNIT-V

Personnel selection in verse 515, Personnel Welfare in verse 520, staffing in verse 517

#### COURSE OUTCOME

  
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- 1.To understand the fundamentals of Thirukural.
- 2.To expose the thirukuralm,the book of wisdom.
- 3.To know the verses related to contemporary management concept.
- 4.To give guidance to have a worthy life.
- 5.To know the human values in detail.

COURSE OUTCOME

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
<b>16MBEBB2</b> CO1	2	3	3	2	1	3	2	1	3	2
<b>16MBEBB2</b> CO2	2	2	3	2	1	3	2	2	3	2
<b>16MBEBB2</b> CO3	3	2	2	3	3	2	1	2	3	1
<b>16MBEBB2</b> CO4	2	3	2	2	3	2	1	2	3	1
<b>16MBEBB2</b> CO5	2	3	2	2	3	2	1	2	2	1
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4



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## MAJOR BASED ELECTIVE – III

### GLOBAL BUSINESS MANAGEMENT

#### OBJECTIVES:

##### To make students

- understand the fundamental concepts of international trade
- comprehend basic principles of MNCs and
- acquire broad knowledge on Global Liberalization and WTO Agreements.

#### UNIT– I

International Business: an overview – Types of International Business – Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends.

#### UNIT- II


Indian Export Performance – Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses – Trading Houses – Star Trading Houses – Super Star Trading Houses.

#### UNIT-III

GATT – Uruguay Round Negotiation – WTO – GATS – TRIMS – TRIPS – Agreement – Dispute settlement under WTO – Tariff Barriers.

#### UNIT– IV

MNC - Meaning – Dominance of MNCs – MNCs and International Trade



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- Models –MNCsinIndia.

#### UNIT–V

Globalization of Business – Recent Trends - Implicationand Impact – Policy Options  
-LiberalizationandIntegrationwiththeGlobalEconomy–  
ImpactofPrivatizationinIndia.

#### COURSE OUTCOME

1. To Explain the concepts in international business with respect to foreign trade/international business.
- 2.To Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.1Global Business
- 3.To Assist in the importing and exporting functions of a Management business
- 4.To Analyse the principle of international business and strategies adopted by firms to expand globally.
- 5.To Integrate concept in international business concepts with functioning of global.

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
16MBEBB3 CO1	2	3	3	2	1	3	2	1	3	2
16MBEBB3 CO2	2	2	3	2	1	3	2	2	3	2
16MBEBB3	3	2	2	3	3	2	1	2	3	1



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CO3										
16MBEBB3	2	3	2	2	3	2	1	2	3	1
CO4										
16MBEBB3	2	3	2	2	3	2	1	2	2	1
CO5										
AVERAGE	2.2	2.6	2.4	2.2	2.2	2.2	1.4	1.8	2.8	1.4



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