



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**DEEMED TO BE UNIVERSITY**

University with Graded Autonomy Status  
(An ISO 21001 : 2018 Certified Institution)  
Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.



**FACULTY OF MANAGEMENT STUDIES**

BBA- Three Year Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

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Maduravoyal , Chennai-600095.Tamilnadu.India  
(An ISO 9001:2015 Certified Institution)



**FACULTY OF MANAGEMENT STUDIES**

**Bachelor of Business Administration –**

BBA (Full Time)

Outcome Based Curriculum & Syllabus

**REGULATION 2022**



## **FACULTY OF MANAGEMENT STUDIES**

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# **Faculty of Management Studies**

## **VISION**

"Developing core management competencies embedded with social and Environmental values through exemplary management education."

## **MISSION**

**M1:** Promoting the holistic development of our students and staff through education, and development programs in capacity building and life skills.

**M2:** Strive to promote an open learning environment in the field of management and entrepreneurship.

**M3:** inculcate ethical values in our students and staff so that they contribute optimally towards the development of the society.

## **QUALITY POLICY:**

- Aspire for high standards of excellence in teaching, research, consulting and entrepreneurship.
- Drive home the core values of humility, honesty and hard work that spell Individual and corporate success.



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### **PROGRAM EDUCATION OBJECTIVE: PEO**

**PEO1:** Students are able to inculcate entrepreneurial skills to manage current Business environment and start new businesses.

**PEO 2:** Students are capable of using research tools to investigate and analyze business environment.

**PEO 3:** Candidates present themselves with morality, integrity, hard work, ethical behaviour, social consciousness, and a broader outlook in their work place.

**PEO 4:** Capable of solving complex business problem with multi-disciplinary approach inclusive of technology.

### **PROGRAM OUTCOME: POs**

**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

**PO2: Communication Skills:** : Ability to understand and express thoughts and ideas effectively in writing and orally; and present complex information in a clear and concise manner to different groups.

**PO3: Critical and Reflective thinking:** Capability to apply analytic thought to analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach: Critical sensibility, with self awareness and reflexivity of both self and society.

**PO4: Research-related skills:** Ability to recognize cause-and-effect relationships,



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define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, ability to plan, execute and report the results of an experiment or investigation.

**PO5: Team work and Leadership qualities:** Function effectively as an individual, and as a team member or leader in diverse teams, and in multidisciplinary environment.

**PO6: Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data and further presentation.

**PO7: Multicultural competence and knowledge of heritage:** Possess knowledge of the values and beliefs of multiple cultures to effectively engage globally in a multicultural society and interact respectfully with diverse groups. Ability to understand and propagate heritage values.

**PO8: Moral and ethical awareness:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Appreciating environmental and sustainability issues, adopting objective, unbiased and truthful actions in all aspects of work.

**PO9: Lifelong learning:** Ability to update knowledge and skills, participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives



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**PROGRAM SPECIFIC OUTCOME: PSOs**

**PSO1** Demonstrate the understanding and ability to Identify, Evaluate, Analyze, Interpret and Apply Professional standards, theory, and research to address business problems in making reasoned decisions.

**PSO2.** Assess the need to adapt business practices with opportunities and challenges in an evolving global environment.

**PSO3** Ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders.

**PSO4.** Communicate in a business context in a clear, concise, coherent and professional manner.

**Mapping PEOs with Mission**

PEOs	M1	M2	M3
PEO1	2	3	2
PEO2	3	3	3
PEO3	3	2	2
PEO4	3	3	2

**Mapping PEOs with POs & PSOs**

PEOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
PEO1	3	2	2	2	3	2	2	2	2	3	2	2	2
PEO2	3	2	3	3	3	1	2	1	3	3	3	2	1
PEO3	1	3	2	2	1	1	3	3	3	1	2	2	2
PEO4	3	1	2	2	1	3	2	2	3	3	3	1	1

**Strength of Correction:3-High, 2-Medium, 1-Low**



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**Table 1: Credit Distribution Format: BBA GENERAL**

S. No	CATEGORY	Description	No. of Courses	Credits	Total	Credit Weight age	Contact hours
1	CORE COURSES	Core Theory	14	56	72	55.4	630
		Core Lab	8	16			207
2	ELECTIVE COURSES	Department Core Electives/ Skill enhancement electives (HRM, Marketing & FM)	3	12	12	9.2	135
3	OPEN ELECTIVES	Open Elective theory	1	3	3	2.3	45
		Open Elective Lab	0	0			0
4	INTERDISCIPLINARY/ ALLIED COURSES	Allied Theory(Prod,Stat& Eco)	3	12	12	9.2	135
		Allied Lab	0	0			
5	HUMANITIES & SOCIAL SCIENCES , LIFE SKILLS & SOFT SKILLS	Language 1 & 2	2	6	21	16.2	54
		English 1 & 2	2	6			54
		Soft Skills	2	2			36
		Foreign Language	1	1			18
		Environmental Studies	1	3			45
		Management Papers					
6	PROJECTS/INTERNSHIP/ CORE SKILL	Project	1	9	10	7.7	192
		Core Skills	0				
		Internship / NSS / NCC	1	1			10
7	ANY OTHER						
<b>Total</b>					<b>130</b>	<b>100</b>	<b>1606</b>

**Table 2: Revision/modification done in syllabus content:**

Course (Subject) Code	Course (Subject) Name	Concept /Topic if any, removed in current curriculum	Concept/topic added in the new curriculum	% of Revision/ Modification done
The Whole Curriculum structure and syllabus revised. <b>BBA GENERAL</b>				



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**Table 3: BBA –GENERAL**

S.No	New Courses (Subjects)	Value Added Courses	Life Skill	Electives	Inter Disciplinary	Focus On Employability/ Entrepreneurship/ Skill Development.
1	Office Management	Tally - Financial Statement Analysis	Soft Skill-I	Human Resource Management	Business Statistics For Managers	Soft Skill-I
2	Total Quality Management	E-Business Lab	Yoga And Meditation	Strategic Human Resource Management	Managerial Economics	Computer Application For Managers
3	Management Information System	NCC/NSS/ Internship		Organization Development		Documentation Procedures (Gst, It Etc.,)
4	Ethics For Managers	Foreign Language		Marketing		Leadership Skills
5		Universal Human Values		International Marketing		Business Etiquette
				Advertisement & Sales promotion Marketing		
				Financial Management		
				International Finance Management		
				Security Analysis & Portfolio Management		

**LIST OF FOREIGN LANGUAGES-2022 REGULATIONS**

S.NO	COURSE CODE	COURSE NAME
1	EBFL22I01/HBFL22I01	FRENCH
2	EBFL22I02/ HBFL22I02	GERMAN
3	EBFL22I03/ HBFL22I03	JAPANESH
4	EBFL22I04/ HBFL22I04	ARABIC
5	EBFL22I05/ HBFL22I05	CHINESE
6	EBFL22I06/HBFL22I06	RUSSIAN
7	EBFL22I07/HBFL22I07	SPANISH

**Note:** EBFL code is for E&T programmes. HBFL code is for H&S, Computer applications, HMCT den ova and Management Programmes



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**Semester: 1**

**Theory**

Course Code	Course Title	C	L	T/SLr	P/R	Ty/Lb/ETP/IE
HBTA22001 HBHI22001 HBFR22001	LANGUAGE TAMIL/ HINDI/FRENCH-I	3	3	0	0	Ty
HBEN22001	LANGUAGE ENGLISH – I	3	3	0	0	Ty
MBBA22001	PRINCIPLES OF MANAGEMENT	4	4	0	0	Ty
MBBA22002	FINANCIAL ACCOUNTING	4	3	1	0	Ty
HBCC22001	ENVIRONMENTAL STUDIES	3	3	0	0	Ty

**Practical**

MBBA22L01	COMPUTER APPLICATION FOR MANAGERS	2	0	0	4	Lb
HBCC22I01	SOFT SKILL-I (ENGLISH)	1	0	0	2	(IE)
<b>Total</b>		<b>20</b>				

**Credits Sub Total:20**

**Semester: 2**

**Theory**

Course Code	Course Title	C	L	T/SLr	P/R	Ty/Lb/ETP/IE
HBTA22002 HBHI22002 HBFR22002	LANGUAGE TAMIL/ HINDI FRENCH-II	3	3	0	0	Ty
HBEN22002	ENGLISH – II	3	3	0	0	Ty
MBBA22003	TAXATION	4	4	0	0	Ty
MBBA22004	OFFICE MANAGEMENT	4	4	0	0	Ty
MBBA22ID1	ALLIED-1 BUSINESS STATISTICS FOR MANAGERS	4	3	1	0	Ty

**Practical**

HBCC22I02	SOFT SKILL – II(ENGLISH)	1	0	0	2	(IE)
MBBA22L02	TALLY - FINANCIAL STATEMENT ANALYSIS	2	0	1	4	Lb
<b>Total</b>		<b>21</b>				

**Credits Sub Total: 21**



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**Semester: 3**

**Theory**

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ETP/IE
MBBA22005	E-COMMERCE	4	4	0	0	Ty
MBBA22006	ORGANISATIONAL BEHAVIOUR	4	4	0	0	Ty
MBBA22007	MANAGEMENT ACCOUNTING	4	3	0	1	Ty
MBBA22008	TOTAL QUALITY MANAGEMENT	4	4	0	0	Ty
MBBA22ID2	ALLIED-2 MANAGERIAL ECONOMICS	4	4	0	0	Ty

**Practical**

MBBA22L03	DOCUMENTATION PROCEDURES (GST, IT Etc.,)	2	0	0	4	Lb
MBBA22L04	E-BUSINESS LAB	1	0	0	2	Lb
		<b>23</b>				

**Credits Sub Total: 23**

**Semester: 4**

**Theory**

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ETP/IE
MBBA22009	AUDITING	4	4	0	0	Ty
MBBA22010	BUSINESS LAW	4	4	0	0	Ty
MBBA22011	PRODUCTION MANAGEMENT	4	4	0	0	Ty
HBXX22O6X	(OPEN ELECTIVE)	3	3	0	0	Ty
MBBA22EXX	(PROGRAM ELECTIVE-1)	4	4	0	0	Ty

**Practical**

MBBA22L05	HEALTH AND YOGA	2	0	0	4	Lb
MBBA22SE1	LEADERSHIP SKILLS	2	0	0	4	Lb
		<b>23</b>				

**Credits Sub Total: 23**



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**Semester: 5**

**Theory**

Course Code	Course Title	C	L	T/SLr	P/R	Ty / L/ ETP/IE
MBBA22012	STRATEGIC MANAGEMENT	4	4	0	0	Ty
MBBA22013	RESEARCH METHODOLOGY	4	4	0	0	Ty
MBBA22014	ETHICS FOR MANAGERS	4	4	0	0	Ty
HBCC22002	ENTREPRENURSHIP DEVELOPMENT	3	3	0	0	Ty
MBBA22EXX	(PROGRAM ELECTIVE-2)	4	3	1	0	Ty

**Practical**

HBFL22IXX	FOREIGN LANGUAGE	1	0	0	2	IE
HBCC22I07	NCC/NSS/INTERNSHIP	1	0	0	2	IE
		21				

**Credits Sub Total: 21**

**Semester: 6**

**Theory**

Course Code	Course Title	C	L	T/SLr	P/R	Ty / L/ ETP/IE
MBBA22015	INTERNATIONAL BUSINESS MANAGEMENT	4	4	0	0	Ty
MBBA22EXX	(PROGRAM ELECTIVE-3)	4	3	0	1	Ty

**Practical:**

MBBA22L06	PROJECT	9	0	0	18	Lb
HBCC22ET1	UNIVERSAL HUMAN VALUES	3	2	0	2	ETP
MBBA22L07	BUSINESS ETIQUETTE	2	0	0	4	Lb
		22				

**Credits Sub Total: 22**



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**Program Elective-I**

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ETP/ IE
MBBA22E01	Human Resource Management	4	4	0	0	Ty
MBBA22E02	Strategic Human Resource Management	4	4	0	0	Ty
MBBA22E03	Organization Development	4	4	0	0	Ty

**Program Elective-II**

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ETP/ IE
MBBA22E04	Marketing	4	4	0	0	Ty
MBBA22E05	International Marketing	4	4	0	0	Ty
MBBA22E06	Advertisement & Sales promotion Marketing	4	4	0	0	Ty

**Program Elective-III**

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ETP/ IE
MBBA22E07	Financial Management	4	4	0	0	Ty
MBBA22E08	International Finance Management	4	4	0	0	Ty
MBBA22E09	Security Analysis & Portfolio Management	4	4	0	0	Ty

**Credit Summary**

Semester: 1 : 20  
Semester: 2 : 21  
Semester: 3 : 23  
Semester: 4 : 23  
Semester: 5 : 21  
Semester: 6 : 22

**Total : 130**



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**LIST OF OPEN ELECTIVE-2022 REGULATIONS.**

For All H&S, Management Studies and Computer application faculties-UG Programmes.

Offering Department	S.NO	Theory/Lab	Subject Code	Subject Name
Mathematics	1.	Theory	HBMA22OE1	Graph Theory
	2.	Theory	HBMA22OE2	Optimization Techniques
Physics	3.	Theory	HBPH22OE1	Fundamentals of Optics and Sound
	4.	Theory	HBPH22OE2	Every day Physics
	5.	Lab	HBPH22OL1	Basic Physics lab
Computer Science	6.	Theory	HBCS22OE1	Office Automation
	7.	Theory	HBCS22OE2	Fundamentals of Computer and Internet
	8.	Lab	HBCS22OL1	Multimedia lab
Economics	9.	Theory	HBEM22OE1	Indian Economy
	10.	Theory	HBEM22OE2	Gender Economics
Chemistry	11.	Theory	HBCH22OE1	Chemistry in our Daily Life
	12.	Theory	HBCH22OE2	Food Chemistry
	13.	Lab	HBCH22OL1	General Chemistry Lab
English	14.	Theory	HBEN22OE1	English For Media
	15.	Theory	HBEN22OE2	Creative Writing
Geology	16.	Theory	HBGE22OE1	Disaster Mitigation and Management
	17.	Theory	HBGE22OE2	Remote Sensing and GIS
	18.	Lab	HBGE22OL1	Remote sensing and GIS lab
Psychology	19.	Theory	HBPY22OE1	Health & Yoga
	20.	Theory	HBPY22OE2	Organizational Behavior
	21.	Lab	HBPY22OL1	Understanding Self & Others
Fashion Design	22.	Theory	HBFD22OE1	Applications of Textiles
	23.	Theory	HBFD22OE2	Introduction to Fashion
	24.	Lab	HBFD22OL1	Embroidery Practical Lab
Computer Applications	25.	Theory	CBCA22OE1	Web design
	26.	Theory	CBCA22OE2	E-Commerce
	27.	Lab	CBCA22OL1	Web Designing Laboratory
Food Science Nutrition and Dietetics	28.	Theory	HBFS22OE1	Principles of Nutrition
	29.	Theory	HBFS22OE2	Food Safety and Quality Control



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	30.	Lab	HBFS22OL1	Community Nutrition Practical
Hotel Management and Catering Technology	31.	Theory	HBHM22OE1	Fundamentals of Food Production and Patisserie
	32.	Theory	HBHM22OE2	Bakery and Confectionery Basics
	33.	Lab	HBHM22OL1	Fundamentals Front office operation practical
Defense and Strategic Studies	34.	Theory	HBDS22OE1	Independent India
	35.	Theory	HBDS22OE2	Human Rights
Financial Planning	36.	Theory	MBFP22OE1	Marketing of Financial Services
	37.	Theory	MBFP22OE2	Business strategy
	38.	Lab	MBFP22OL1	Interview Techniques
Bio Technology	39.	Theory	HBBT22OE1	Food and Nutrition
	40.	Theory	HBBT22OE2	Human Physiology
	41.	Theory	HBBT22OE3	Basic Bioinformatics
	42.	Lab	HBBT22OL1	Basic Bioinformatics Lab
Physical Education and Sports	43.	Theory	HBPE22OE1	Rule of Games and Sports
	44.	Theory	HBPE22OE2	Health and Fitness
Human Resource	45.	Theory	HBHR22OE1	Workplace Counseling
	46.	Theory	HBHR22OE2	Corporate Social Responsibility
Information Science and Cyber forensics	47.	Theory	HBCF22OE1	Introduction to Data Science
	48.	Theory	HBCF22OE2	Data Mining
	49.	Theory	HBCF22OE3	Introduction to IoT
	50.	Theory	HBCF22OE4	Introduction to Big Data
	51.	Lab	HBCF22OL1	Data Science Lab
	52.	Lab	HBCF22OL2	Data Mining Lab

**Note: HODs can permit their students to choose open electives from the above list, other than their own department electives.**



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# SEMESTER – I



**FACULTY OF MANAGEMENT STUDIES**  
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<b>HBTA22001</b>	<b>TAMIL PAPER – I</b>	<b>T y/L/ETP</b>	<b>L</b>	<b>T / S.Lr</b>	<b>P / R</b>	<b>C</b>
	<b>Prerequisite:+2</b>	Ty	3	0	0	3

L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/EL : Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

1. Understand the aims and objectives of teaching Tamil.
2. Understand the rationale for learning Tamil.
3. To motivate and stimulate the students to overcome their inferiority complex and improve fluency in the language.
4. Learn significance of spoken skill.
5. The relationship between language & culture and the implications for language teaching.

**COURSE OUTCOMES (Cos) -Students completing this course were able to**

<b>CO1</b>	Tamil students are actively engaged in learning Tamil language and culture in a meaningful setting
<b>CO2</b>	Focus on applying the language in real life situations.
<b>CO3</b>	Use proficiency descriptors to motivate learners to progress to the next stage of learning. .
<b>CO4</b>	Lessons are customized to arouse students' interest and ignite the joy of learning Tamil language.
<b>CO5</b>	Develop a strong foundation in listening & speaking skills.

**Mapping of Course Outcome with Program Outcome (POs)**

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	3	2	3	2	3	3	3	2
<b>CO2</b>	2	2	3	2	3	2	2	3	3
<b>CO3</b>	3	3	2	3	2	3	3	3	2
<b>CO4</b>	2	2	3	2	2	2	2	3	2
<b>CO5</b>	3	3	3	3	3	3	2	2	3

Cos	PSO 01	PSO 02	PSO 03	PSO 04
CO 1	3	3	3	3
CO 2	2	2	3	3
CO 3	3	3	3	2
CO 4	2	2	3	3
CO 5	3	2	2	3

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Soft Skills
			√						



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**பொதுத்தமிழ்**

இளநிலைமாணாக்கருக்கு

B.A/B.Sc/B.Com/B.B.A/B.C.A/B.PES

**HBTA22001**

**முதலாம் ஆண்டு - முதல்பருவம்**

- கற்றல்நோக்கம்: 1.மாணவர்களின்கவிதை,கட்டுரைஎழுதும் திறன்வளர்த்தல்  
2. தமிழில்பிழையின்றிபேசும்எழுதும் திறன்வளர்த்தல்

**அலகு- 1**

**11 மணிநேரம்**

**அ) மரபுக்கவிதை**

- 1.தமிழின்இனிமை, இன்பத்தமிழ், எங்கள்தமிழ், சங்கநாதம்- பாரதிதாசன்
2. கோயில்வழிபாடு, வாழ்க்கைத்தத்துவங்கள் - கவிமணிதேசிகவிநாயகம்பிள்ளை
3. தமிழ்த்தாய்வாழ்த்து - மனோன்மணியம்பெ.சுந்தரம்பிள்ளை
4. அன்பெனும்பிடியுள்... .., முரசறைத்தல் - வள்ளலார்இராமலிங்கஅடிகள்

**ஆ) புதுக்கவிதை**

1. மகாத்மகாந்தியடிகள் - கவிஞர்வாலி
2. வள்ளுவர்வழங்கும்விடுதலை - ஈரோடுதமிழன்பன்
3. உலகம்-வைரமுத்து
4. இன்னமுதமாமழை - பேரா. முனைவர்பொற்கோ

**அலகு - 2**

**7 மணிநேரம்**

**நாட்டுப்புறஇலக்கியம்**

1. பொதுஅறிமுகம்
2. நாட்டுப்புறஇலக்கியவகைகள்
- 3.நாட்டுப்புறக்கலைகள்

**அலகு- 3**

**12 மணிநேரம்**

**அ) சிறுகதைகள்**

1. தேங்காய்த்துண்டுகள் (மு.வரதராசனார்)
2. அறம் (மாலன்)
3. நாற்காலியும்நான்குதலைமுறைகளும் (திலகவதி)
4. அன்னையும்பிதாவும் (இராஜாஜி)
5. விடியுமா? (கு.ப.ராஜகோபாலன்)

**ஆ) உரைநடை**

1. மு.வ. என்னும்மந்திரம் (இரா.மோகன்)



**FACULTY OF MANAGEMENT STUDIES**  
**BBA- Three Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

2. தமிழிசைஇயக்கம் (க.வெள்ளைவாரணனார்)
3. மதுரைமாநகரம் (ரா.பி.சேதுப்பிள்ளை)

**அலகு - 4**

6 மணிநேரம்

1. புதுக்கவிதை - தோற்றமும்வளர்ச்சியும்
2. உரைநடை- தோற்றமும்வளர்ச்சியும்
3. சிறுகதை- தோற்றமும்வளர்ச்சியும்

**அலகு - 5**

9 மணிநேரம்

**அ) இலக்கணம்**

1. வழக்கு
2. தொகாநிலைத்தொடர்
3. எழுத்துப்போலி
4. பதவியல்

**ஆ) மொழிப்பயிற்சி**

1. தன்வினை-பிறவினை
2. ஒருமைபன்மைமயக்கம்
3. பிறமொழிச்சொற்களைநீக்குதல்
4. விண்ணப்பம்எழுதுதல்

HBHI22001	HINDI I	Ty/L/ ETP	L	T / S.Lr	P/R	C
	Prerequisite : Knowledge of Hindi	Ty	3	0	0	3



**FACULTY OF MANAGEMENT STUDIES**

**BBA- Three Year Full Time Program- Curriculum & Syllabus**

**Program Structure for BBA (Full Time)**

L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL : Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

1. To Understand the Hindi Literature, culture and the usage of language in the various streams
2. To Build up the Confidence in conversing in Hindi language.
3. To acquire Knowledge of the usage of Hindi language in the various Government Offices

**COURSE OUTCOMES (Cos)**

Students completing this course were able to

<b>CO1</b>	understand the basic concepts and Origin of Hindi
<b>CO2</b>	Know about the roots of Hindi Literature and its perspective and methods.
<b>CO3</b>	Elaborate and understand philosophical methods of Hindi Literature.
<b>CO4</b>	Evaluate the concept of Hindi from past to present and to study the society closely through Literature
<b>CO5</b>	Understand the importance of Hindi in the contemporary world.

Mapping of Course Outcome with Program Outcome (POs)

<b>Sem I</b>	<b>Coursecode: HBHI22001</b>								
	<b>Programme Outcomes(Pos)</b>								
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	2	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	3	2	3	3	3	2
<b>CO3</b>	3	3	2	3	3	3	3	3	2
<b>CO4</b>	2	3	3	3	3	2	2	3	3
<b>CO5</b>	3	3	3	3	3	2	2	3	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Skill component	Inter disciplinary
			√						

**HBHI22001**

**HINDI I**

**UNIT - I Prose –Understanding the secret of the culture and how to draft the letters in Government offices, technical terms**

1. SabhyataRahasya



**FACULTY OF MANAGEMENT STUDIES**

**BBA- Three Year Full Time Program- Curriculum & Syllabus**

**Program Structure for BBA (Full Time)**

2. Personal Applications

3. Leave Letters

4. Government Order

5. Administrative Terminology Hindi to English (25 Words)

**UNIT - II Prose-Understanding the human relations and also to know the procedures to open the account in the bank, technical terms**

1. Mitrata

2. Letter to the Editor

3. Opening an A/C

4. Demi Official Letter

5. Administrative Terminology English to Hindi (25 Words)

**UNIT-III Prose-the contribution of youth in developing India, drafting memo and technical things used in memo**

1. YuvavonSe

2. Application for Withdrawal

3. Circular

4. Memo

5. Administrative Terminology Hindi to English (25 Words)

**UNIT-IV Prose-The effect of Nuclear energy and usage of technical terms in offices**

1. Paramanu Oorjaevam Khadya Padarth Sanrakshan

2. Transfer of an A/C

3. Missing of Pass Book / Cheque Leaf

4. Official Memo

5. Administrative Terminology English to Hindi (25 Words)

**UNIT-V Prose-The Obstacles faced by the youth for getting employment, drafting complaint letters, technical terms**

1. Yougyata aur Vyavasayka Chunav

2. Complaints

3. Ordering for Books

4. Notification

5. Official Noting Hindi to English (25 words)

**Reference Books:**

1. Prayojan Moolak Hindi: Dr. Syed Rahamathulla, Poornima Prakashan

4/7, Begum III Street, Royapettah, Chennai – 14

2. Hindi Gadhya Mala Dr. Syed Rahamathulla, Poornima Prakashan

4/7, Begum III Street, Royapettah, Chennai – 14

<b>HBFR22001</b>	<b>FRENCH-I</b>	<b>L T P C</b> <b>3 0 0 3</b>
L: Lecture T: Tutorial SLR: Supervised Learning P: Project R : Research C: Credits		
T/L/ETL : Theory / Lab / Embedded Theory and Lab		
<b>Objectives</b>		



**FACULTY OF MANAGEMENT STUDIES**  
**BBA- Three Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

1. The students will acquire a different perspective of their own culture in relation to the French culture
2. The students will discover new attitudes towards familiar practices
3. The students will acquire a sense of the French language, its music and rhythms and basic usage.
4. The students will acquire a comprehensive view of the European Union and the member states

COS	Course Outcome	Bloom's Level
CO1	Identify the French language from other European language and to show and tell French words and expression	Remembering
CO2	Understand how the language works discovering the pronunciation	Understanding
CO3	Start writing short dialogues of greetings Try to interact with someone with life skill question –what where, who etc Describe persons and places	Applying
CO4	Discover France and its physical tributes, develop an idea about the importance of France in the world affair	Analyzing
CO5	Develop enough confidence to introduce oneself and ask others simple questions about personal details. Interact as long as other person speaks slowly and clearly.	Creating
CO6	Plan a rendezvous ,a casual meeting by Interacting with basic sentences and expressions as long as the person to with whom he/she speaks can help to reformulate the sentences	Creating
CO7	Write a simple message can fill a simple questionnaire .write ones names, nationality ,address etc. on a hotel registration card /passport etc.	Creating

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	2	2	1	2	2	3
CO2	2	2	2	2	1	1	3	2	3
CO3	2	3	2	3	1	1	2	2	3
CO4	3	3	3	2	2	2	2	3	3
CO5	2	2	2	3	3	2	3	2	3
CO6	3	3	2	2	3	3	3	3	3
CO7	3	3	2	2	3	3	3	3	3

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships / Skill component	Inter disciplinary
			√						

**HBFR22001**

**FRENCH-I**

**UNIT I**

**9 Hours**

**Se saluer, La Graphie- écrire (compréhension orale, expression orale)**

- Se Présenter-
- La langue française



**FACULTY OF MANAGEMENT STUDIES**  
**BBA- Three Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

- La Graphie – écrire L’alphabet, L’abécédaire
- Les Accents et les Ponctuations
- L’interaction de base.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
  - **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT II**

**9 Hours**

**S’informer-Interactions aidant des Compétences De base**

- Des modèles interrogatifs
- Les nombres, demander le cout /le prix
- Demander l’heure, Les jours, Les mois de l’année.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
  - **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT III**

**9 Hours**

**Localiser –La France**

- Quelque symbole de la France.
- La carte de l’Europe, La France dans le contexte international, La France et les Fuseaux horaires, La francophonie, L’union Européen
- La France physique, industrielle, touristique et administrative
- Quelque symbole de Paris.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
  - **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT IV**

**9 Hours**

**Lire et prononcer Le française**

- Les son française, les voyelles françaises, les sons nasaux, les consonné, Quelque sons uniques.
- Les syllabus français, Les Rythme de la langue française.
  - **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
  - **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio reading

**UNIT V**

**9 Hours**

**Observer et Comprendre**



**FACULTY OF MANAGEMENT STUDIES**

**BBA- Three Year Full Time Program- Curriculum & Syllabus**

**Program Structure for BBA (Full Time)**

- La vie de la France quotidienne, En cas d'urgence.
  - La grammaire initiale
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
  - **Audio clips** - For oral expressions, oral assignments and oral test -20 duration less than 2 minutes (10 oral exercises, 6 audio Reading compositions& 4 tests).

**Reference Books :**

1. Parlez-vous français?Partie 1 - Dr.M.Chandrika.V.Unni& Mrs. Meena Mathews 2019 by Universal publisher
2. CLE INTERNATIONAL Lectures Clé en français facile. (2012) Hachette Paris
3. Cosmopolite: Livre d'élève A1 by Nathalie Hirsch sprung, Tony Tricot, Claude Le Ninan
4. Latitudes-1 - Régine Mérieux & Yves l'oiseau, Didier 2017
5. Alter Ego 1 - Catherine Dolez, Sylvie Pons : (2014) Hachette, Paris

<b>HBEN22001</b>	<b>ENGLISH I (Common to all UG Courses under H&amp;S)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	Total contact hours – 45	3	0	0	3
	Prerequisite – English Language				



**FACULTY OF MANAGEMENT STUDIES**  
**BBA- Three Year Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

Course designed by – Department of English													
<b>Course Objectives</b>													
<ol style="list-style-type: none"> <li>1. Develop English Language skills (LSRW) to communicate in English without any inhibition.</li> <li>2. Learn vocabulary and syntax to be fluent in English for social and academic communication</li> <li>3. Demonstrate content knowledge through appropriate language use for academic success.</li> <li>4. Develop in them analytical and interpretative skills for research, projects, placement etc.,</li> <li>5. Engage in academic and business writing with a focus on social and professional ethics.</li> </ol>													
<b>Course Outcomes (COs)</b>													
<ol style="list-style-type: none"> <li>1. Possess Language skills (LSRW) to communicate in English without any inhibition.</li> <li>2. Express with appropriate lexis and syntax in English for social and academic communication</li> <li>3. Demonstrate content knowledge through appropriate language use for academic success.</li> <li>4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,</li> <li>5. Engage themselves in organized academic and business writing with professional ethics.</li> </ol>													
<b>Program Specific Outcomes (PSOs)</b>													
<ol style="list-style-type: none"> <li>1. Demonstrating mastery of the components of English language and literature.</li> <li>2. Explaining through literature in English, diverse historical cultural and social ethics</li> <li>3. Applying literary critical perspectives to generate original analysis of literature in English</li> <li>4. Promoting cultural values and real-life skills through English language and Literature</li> </ol>													
<b>Mapping of course outcomes (COs) with Program Outcomes (POs) &amp; Program Specific Outcomes</b>													
(3/2/1 indicates the strength of correlation) 3= High; 2= Medium; 1= Low													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	3	3	1	3	3	3	3	3
2	3	3	3	3	3	3	3	1	3	3	3	3	3
3	3	3	3	3	3	3	3	1	3	3	3	3	3
4	3	3	3	3	3	3	3	1	3	3	3	3	3
5	3	3	3	3	3	3	3	1	3	3	3	3	3
3. Category	H&S	Program core	Program Elective	Open Elective	Interdisciplinary y/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others		
	√												

**HBEN22001**

**ENGLISH I**

(Common to all UG Programs under H&S- 2022 onwards)

**Course Objectives:**

The course will facilitate the students to:



## **FACULTY OF MANAGEMENT STUDIES**

### **BBA- Three Year Full Time Program- Curriculum & Syllabus**

#### **Program Structure for BBA (Full Time)**

1. Develop English Language skills (LSRW) to communicate in English without any inhibition.
2. Learn vocabulary and syntax to be fluent in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Develop in them analytical and interpretative skills for research, projects, placement etc.,
5. Engage in academic and business writing with a focus on social and professional ethics.

#### **UNIT- I: Prose**

1. Beware the loss of Biodiversity
2. The Urban - Rural Divide
3. Grading down Plastics
4. The Unsung Hero of Covid – 19 in India
5. From Aircrafts to Drones
6. My Vision for India

#### **UNIT- II: Poetry**

1. On Killing a Tree
2. The Road Not Taken

#### **UNIT- III: Short Story**

1. Portrait of a Lady
2. The Connoisseur

#### **UNIT- IV: Drama**

1. The Never-Never Nest
2. Frederick Douglass
3. Anthem for Doomed Youth

#### **UNIT- V: Functional Grammar – Charts & LSRW Development**

##### **Functional Grammar: (*Grammar exercises spread up in all four units*)**

Parts of speech- use of articles- prepositions – their uses – verb + prepositions- words followed by prepositions – modals -tenses- active -passive- impersonal passive forms- concord- conditional sentences – question tags - Common errors - Punctuation

Vocabulary development- word formation - prefixes-suffixes – synonyms-antonyms – homophones - homonyms – words often confused

##### **Charts/Diagrams and their interpretation - their use**

Tables- Flow chart- Pie chart -Bar chart

**Letters:** Formal and Informal

**LSRW Development:** audio, video and tasks for the content of lessons under each unit.

#### **Course Outcomes**

On completing the course the students will be able to

1. Possess Language skills (LSRW) to communicate in English without any inhibition.
2. Express with appropriate lexis and syntax in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**DEEMED TO BE UNIVERSITY**



University with Graded Autonomy Status  
(An ISO 21001 : 2018 Certified Institution)  
Periyar E.V.R. High Road, Maduravoyal, Chennai-95, Tamilnadu, India.

**FACULTY OF MANAGEMENT STUDIES**

BBA- Three Year Full Time Program- Curriculum & Syllabus

Program Structure for BBA (Full Time)

4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,
5. Engage themselves in organized academic and business writing with professional ethics.

**Prescribed Text:**

1. M. ChandrasenaRajeswaran, R. Pushkala & S. Bhuvaneshwari, Pinnacle: A Skills Integrated Textbook
2. V. Karpagavadivu, S. Bhuvaneshwari, J. Valentina Rani, S. Magdelin Percy, English Workbook

**Suggested Reading:** Wren and Martin: Grammar and Composition, Chand & Co, 2006



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22001</b>	<b>PRINCIPLES OF MANAGEMENT</b>								<b>LTTC 4 0 0 4</b>	
	Total Contact Hours – 45									
	Prerequisite - Nil									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>1. To enable the students to study about the evolution, functions and principles of management.</li> <li>2. To learn the applications of the principles in an organization and</li> <li>3. To study the system and process of effective controlling in the organization.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Create knowledge about basics of management and organization.									
CO2	Capable of planning for various functions of organization.									
CO3	Able to frame effective organizational structure and fix authority and responsibility.									
CO4	Demonstrate the ability to direct, lead and communicate effectively.									
CO5	Analyze and formulate best control methods.									
<b>Mapping of Course Outcomes with Program outcomes (Pos)</b>										
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	2	2	3		2		3	
	CO2	3			3		2			
	CO3	3			2			3		
	CO4	3	2		3		2		3	
	CO5		2	2		3				3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
					✓					
4	Approval				Meeting of Academic Council, June 2022					



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22001 PRINCIPLES OF MANAGEMENT**

**UNIT- I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS** **9 Hours**  
Definition of Management – Management as Science or Art – Manager Vs Entrepreneur – Levels of Management - Managerial roles and skills – Evolution of Management– Types of business organization - Sole proprietorship, partnership, company-public and private sector enterprises.

**UNIT- II PLANNING** **9 Hours**  
Nature and purpose of planning – Planning process – Types of planning – Planning premises - Objectives – Policies, procedures and methods – Strategic planning tools and techniques – Decision making steps and types.

**UNIT- III ORGANISING** **9Hours**  
Nature and purpose – Formal and informal organization – Organization chart – Organization structure – Types – Line and staff authority – Span of control - Departmentalization – Delegation of authority – Difference between Authority and Power – Responsibility - Centralization and Decentralization

**UNIT- IV DIRECTING** **9 Hours**  
Direction: Meaning – Definition – Functions. Coordination: Nature and purpose – Coordination – Need – Types – Principles - Techniques and requisites for effective coordination – Problems in coordination.

**UNIT- V CONTROLLING** **9 Hours**  
System and process of controlling – Budgetary and non-budgetary control techniques – Use of Computers and IT in Management control – Productivity problems and management – Control and performance– Reporting – Current trends and issues in Management (Only for discussion).

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2008.
3. Harold Koontz & Heinz Weihrich “Essentials of management” Tata Mc Graw Hill, 1998.
4. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 1999
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22002</b>	<b>FINANCIAL ACCOUNTING</b>		<b>L T P C</b> <b>4 3 1 0</b>							
	Total Contact Hours – 45									
	Prerequisite – +2 knowledge									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To ensure student will understand basic accounting concepts</li> <li>To ensure students can identify errors during recording of journal entries</li> <li>To prepare Trail Balance.</li> <li>To Prepare Profit and Loss Account and Balance sheet.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Understanding the significance, uses and applications of financial data									
CO2	Capable of making entries of day-to-day business transactions and to make rectification of errors.									
CO3	Enable to prepare Trial Balance and Balance Sheet.									
CO4	Ability to make inter-firm and intra-firm comparison.									
CO5	Understand the purpose and able to compute depreciation using various methods.									
<b>Mapping of Course Outcomes with Program outcomes (Pos)</b>										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/POs	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3	3		3		2			3
	<b>CO2</b>		2	3		2		3	3	
	<b>CO3</b>		2		3					3
	<b>CO4</b>	3		2	2			3	2	2
	<b>CO5</b>		3	2		3			2	
3	Category	General (A)		Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project Seminar / Internship (H)
						✓				
4	Approval	Meeting of Academic Council, June 2022								



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22002**

**FINANCIAL ACCOUNTING**

**UNIT-I DOUBLE ENTRY**

**9 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

**UNIT-II TRADING ACCOUNT**

**9Hours**

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Trading and Non-trading Organizations

**UNIT-III RECONCILIATION**

**9Hours**

Average Due date – Account Current - Classification of errors – Rectification of errors – Preparation of Suspense Account. Bank Reconciliation Statement

**UNIT-IV DEPRECIATION**

**9Hours**

Depreciation – Meaning – Causes - Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method.

**UNIT-V ENTRY SYSTEM**

**9 Hours**

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

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy &A.Murthy, Financial Accounting - Margham Publications -Chennai.
4. Shukla & Grewal, Advanced Accounting – S hand - New Delhi.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA-Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>HBCC22001</b>	<b>Subject Name : ENVIRONMENTAL STUDIES</b>							<b>L</b>	<b>Ty</b>	<b>P</b>	<b>C</b>	
	Prerequisite : None							<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	
L : Lecture T : Tutorial P : Project C: Credits												
<b>OBJECTIVES :</b>												
<ul style="list-style-type: none"> <li>To acquire knowledge of the Environment and Ecosystem &amp; Biodiversity</li> <li>To acquire knowledge of the different types of Environmental pollution</li> <li>To know more about Natural Resources and social issues and the Environment</li> <li>To attain familiarity of human population and Environment</li> </ul>												
<b>COURSE OUTCOMES (Cos) :</b>												
Students completing the course were able to												
<b>CO1</b>	To known about Environment and Ecosystem & Biodiversity											
<b>CO2</b>	To clearly comprehend air, water, Soil, Marine, Noise, Thermal and Nuclear Pollutions and Solid Waste management and identify the importance of natural resources.											
<b>CO3</b>	To know about the natural resources and environmental problems associated with climate change, global warming, acid rain, ozone layer depletion etc., and explain possible solution.											
<b>Mapping of Course Outcomes with Program Outcomes (POs)</b>												
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	1	1	1	2	1		2	2			
<b>CO2</b>	2	1	1	1	2	1		2	2			
<b>CO3</b>	2	1	1	1	2	1		2	2			
<b>Category</b>	<b>Basic Sciences</b>	<b>Engg Sciences</b>	<b>Humanities &amp; Social Sciences</b>	<b>Program core</b>	<b>Program Electives</b>	<b>Open Electives</b>	<b>Practical / Project</b>	<b>Internships / Technical Skills</b>	<b>Soft Skills</b>			
			✓									



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBCC22001**

**ENVIRONMENTAL STUDIES**

**UNIT- I ENVIRONMENT AND ECOSYSTEMS**

**9 Hours**

Definition - Scope and importance of environment – Need for public awareness – Concept, structure and function of an ecosystem – Producers, consumers and decomposers – Energy flow in the ecosystem. Biodiversity at National and local levels – India

**UNIT- II ENVIRONMENTAL POLLUTION**

**9 Hours**

Definition – Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards (g) E-Wastes and causes, effects and control measures

**UNIT- III NATURAL RESOURCES**

**9 Hours**

Forest resources: Use and over-exploitation, deforestation. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

**UNIT- IV SOCIAL ISSUES AND THE ENVIRONMENT**

**9 Hours**

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, watershed management – resettlement and rehabilitation of people; its problems and concerns climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, central and state pollution control boards- Public awareness.

**UNIT- V HUMAN POPULATION AND THE ENVIRONMENT**

**9 Hours**

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV / AIDS – women and child welfare – role of information technology in environment and human health

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. Gilbert M.Masters, 'Introduction to Environmental Engineering and Science', 2nd edition, Pearson Education (2004).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGrawHill, NewDelhi, (2006).



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22L01</b>	<b>COMPUTER APPLICATION FOR MANAGERS</b>							<b>L T P C</b> <b>0 2 4 2</b>		
Total Contact Hours – 45										
Prerequisite – Basic Computer Skill										
Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To enable the students to understand about the basic computing concepts.</li> <li>To understand the binary system and system languages</li> <li>To developing skills and enable them to excel in the MS- Office packages</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Acquire knowledge on Basic Computing concepts.									
CO2	Gained skill to handle and process data.									
CO3	Knowledge and developed skills about MS-office Packages									
CO4	Enable to prepare power point preparation and develop business presentation skill.									
CO5	Awareness about the Report creation in MS- Access.									
Mapping of Course Outcomes with Program outcomes (Pos)										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3			2		3			3
	<b>CO2</b>		2		3		3			1
	<b>CO3</b>	3	2		3		3	1		3
	<b>CO4</b>	3		3	2	3				
	<b>CO5</b>		3				3			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
			✓							
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22L01**

**COMPUTER APPLICATION FOR MANAGERS**

**UNIT- I BASICS OF COMPUTER**

**9 Hours**

Basic Computing Concepts: Introduction to Computers - Applications of Computer in Business - Basic computer Architecture: Systems Concept, CPU, Memory & storage Devices, Input & Output Technologies; Software: Types of Software with examples - Operating System – Functions - Types and classification.

**UNIT- II DBMS**

**9 Hours**

Data Base Management System – Introduction – Data processing – Communication systems – Telecommunications – Computer Network, Internet, World Wide Web and Intranets.

**UNIT- III MS-OFFICE**

**9 Hours**

**Word Processing** : Word Basics - Creating a new document - Page-Setup - Editing Document (cut, copy, paste, paste special) - Page Layout Document – Hyperlink - Header and footer – Tables – Graphics - Mail merge - Auto correct and auto format.

**UNIT- IV EXCEL**

**9 Hours**

**Excel** : Spreadsheets and their uses in business - Excel basics - Creating a new worksheet - Rearranging worksheets - Excel formatting techniques using function protection - Vlookup, Hlookup -Pivot table and chart.

**UNIT-V POWERPOINT**

**9Hours**

**PowerPoint** : Creating and inserting a new slide - Creating a title slide - Applying a design template - Creating a hierarchy - Slide sorter view - Printing the slides.  
**Access** : Creating tables - Querying, Forms -Reports.

**TOTAL NO. OF PERIODS: 45 Hours**

**REFERENCE BOOKS:**

1. P.K.Sinha, Fundamental of computers, BPB.
2. Ron Masfield ,Ms-Office, Tech Publication
3. V Rajaraman, Introduction to Information Technology, PHI ,2004
4. Leon & Leon Introduction to computers, vikas publishing house
5. D N Kakkar,R Goyal , computer applications in management, new age.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA-Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>HBCC22I01</b>	<b>SOFT SKILL I (B.A/BBA/BCOM/BSW Programs)</b>	<b>L</b>	<b>Ty</b>	<b>P</b>	<b>C</b>
	Total contact hours – 15	0	0	1	1
	Prerequisite –Plus 2 English				
	Course designed by – Department of English				

**Objectives:**

1. To make students good listeners to get engaged in interactive communication for effective team building.
2. Develop assertive and adaptive behaviour to be leaders
3. Develop peer interaction for a successful lifelong learning.
4. Learn skills necessary for a cooperative living in academic and professional environments
5. Use soft skills for the purposes of research and follow ethics in society and profession.

**Course Outcomes (Cos)**

CO1	Become good listeners to get engaged in interactive communication for effective team building.
CO2	Develop assertive and adaptive behaviour to be leaders
CO3	Develop peer interaction for a successful lifelong learning.
CO4	Learn skills necessary for a cooperative living in academic and professional environments
CO5	Use soft skills for the purposes of research and follow ethics in society and profession

**Program Specific Objectives**

PSO1	Understanding of the basic concepts of English language and literature.
PSO2	Learning through literature in English, diverse historical cultural and social ethics
PSO3	Application of literary critical perspectives to generate original analysis of literature in English
PSO4	Promotion of cultural values and real-life skills through English language and literature

**Mapping of course outcomes (COs) with Program Outcomes (POs)**

**(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low**

Cos	Pos	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	3	3	1	2	2	1	2	3
2	3	3	3	1	2	2	1	2	3
3	3	3	3	1	2	2	1	2	3
4	3	3	3	3	3	2	1	2	3
5	3	3	3	3	3	2	1	2	3

**Mapping of course outcomes (Cos) with program Specific outcomes (PSOs)**

Cos	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2
CO2	2	2	2	2
CO3	3	2	2	2
CO4	3	2	2	2
CO5	3	2	2	2

**H/M/L Indicates Strength of Correlation : H- High; M- Medium; L- Low**

Category	Basic Sciences	Engg. Science	Program core	Program Elective	Professional Core	Professional Elective	Open Elective	Practical Project/ Seminar/ Internship	Soft Skills (H)
	√								√
4	Approval				Meeting of Academic Council June 2022				

**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBCC22I01** **SOFT SKILL I**  
**(COMMON TO ALL UG DEGREE PROGRAMS)**

**Prefatory Note**

This paper aims to equip students with skills essential for work place and global environment to which they will move on from the university, once they complete the course. As such, this paper provides students with a set of ten interlinked soft skills: Listening, team work, emotional intelligence, assertiveness, learning to learn, problem solving, attending interviews, adaptability, non-verbal communication and written communication. Students will get engaged in pair work, group work, role play, discussion, presentation, story telling, writing assignments etc.,

**Course Objective**

The students will be facilitated to

1. Become good listeners to get engaged in interactive communication for effective team building.
2. Develop assertive and adaptive behaviour to be leaders
3. Develop peer interaction for a successful lifelong learning.
4. Learn to learn skills necessary for a cooperative living in academic and professional environments
5. Use soft skills for the purposes of research and follow ethics in society and profession.

Unit -I

Listening, Speaking, Reading and Writing skills (LSRW)

Unit -II

Team work skills: adaptability, emotional intelligence, learning skills

Unit -III

Leadership Qualities: assertiveness, reasoning, compassion and compatibility

Unit -IV

Problem solving: willingness to learn, creative thinking, developing observation skills

Unit -V

Interview skills: employability skills, resume writing

**Course outcome On completion of the course the students will**

1. Become good listeners to get engaged in interactive communication for effective team building.
2. Develop assertive and adaptive behaviour to be leaders
3. Develop peer interaction for a successful lifelong learning.
4. Learn skills necessary for a cooperative living in academic and professional environments
5. Use soft skills for the purposes of research and follow ethics in society and profession.

Suggested reading

6. S.P. Dhanavel, English and Soft Skills, Vol. 1, Orient Blackswan Pvt. Ltd. 2010



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University with Special Autonomy Status



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# SEMESTER II



**FACULTY OF MANAGEMENT STUDIES**  
**BBA-Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>HBTA22002</b>	<b>TAMIL PAPER – II</b>				<b>Ty /L/ ETP</b>	<b>L</b>	<b>T / S.Lr</b>	<b>P / R</b>	<b>C</b>
	<b>Prerequisite:+2</b>				Ty	3	0	0	3
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/EL : Theory / Lab / Embedded Theory and Lab									
<b>OBJECTIVES</b>									
<ol style="list-style-type: none"> <li>Communicating with friends from around the world via social networking opportunities.</li> <li>To develop 21<sup>st</sup> century learners who love &amp; appreciate Tamil language.</li> <li>Learn significance of spoken skill.</li> <li>The relationship between language &amp; culture and the implications for language teaching</li> <li>Travelling to other countries and learning about other cultures.</li> </ol>									
<b>COURSE OUTCOMES (Cos)</b>									
Students completing this course were able to									
<b>CO1</b>	Strengthen literacy skills								
<b>CO2</b>	Engage in learning Tamil language and culture in a meaningful setting								
<b>CO3</b>	Engross in independent and life-long learning								
<b>CO4</b>	Develop a strong foundation in listening & speaking skills.								
<b>CO5</b>	Arouse students' interest and ignite the joy of learning Tamil language.								
<b>Mapping of Course Outcome with Program Outcome (POs)</b>									
<b>Cos/Pos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	3	2	3	2	3	3	3	2
<b>CO2</b>	2	2	3	2	3	2	2	3	3
<b>CO3</b>	3	3	2	3	2	3	3	3	2
<b>CO4</b>	2	2	3	2	2	2	2	3	2
<b>CO5</b>	3	3	3	3	3	3	2	2	3
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									
<b>Cos</b>	<b>PSOs</b>								
	<b>PSO 01</b>		<b>PSO 02</b>		<b>PSO 03</b>		<b>PSO 04</b>		
CO 1	3		3		3		3		
CO 2	2		2		3		3		
CO 3	3		3		3		3		
CO 4	2		2		3		3		
CO 5	3		3		3		2		
<b>Category</b>	<b>Basic Sciences</b>	<b>Engg. Science</b>	<b>Humanities &amp; social Science</b>	<b>Program Core</b>	<b>Program Elective</b>	<b>Open Elective</b>	<b>Practical/ Project</b>	<b>Internships/ Technical Skills</b>	<b>Soft Skills</b>
			√						



**FACULTY OF MANAGEMENT STUDIES**  
**BBA-Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**பொதுத்தமிழ்**

இளநிலைமாணாக்கருக்கு  
B.A/B.Sc/B.Com/B.B.A/B.C.A/B.PES

**HBTA22002**  
**முதலாம் ஆண்டு - இரண்டாம் பருவம்**

- கற்றல்நோக்கம்: 1.தமிழ்ப் பண்பாட்டினை அறியச் செய்தல்  
2. கடிதம் எழுதும் திறன் வளர்த்தல்  
3. தமிழ் இலக்கிய வரலாற்றினை அறிதல்

**அலகு - 1 சங்க இலக்கியம் 9 மணிநேரம்**

1. புறநானூறு - பா.எண் - 183,184,192
2. குறுந்தொகை - பா. எண் 2,40,167
3. நெடுநல்வாடை - 1 முதல் 44 வரிகள் வரை
4. கலித்தொகை - பா.எண் 102,133

**அலகு - 2 காப்பியம் 9 மணிநேரம்**

1. சிலப்பதிகாரம் - வழக்கு உரைகதை முழுவதும்

**அலகு - 3 நீதி இலக்கியம் 9 மணிநேரம்**

1. திருக்குறள் - 34,72,96,102,103,116,124,136,158,395 (10 குறள்கள்)
2. நாலடியார் - 1,11,29,32,43,51,74,103,116,135 (10 பாடல்கள்)
3. ஆசாரக்கோவை - 20,23,25,76,96 (5 பாடல்கள்)
4. திரிகடுகம் - 7,12,27,31,38,(5 பாடல்கள்)

**அலகு - 4 தமிழ் இலக்கிய வரலாறு 9 மணிநேரம்**

1. பக்தி இலக்கியம்
2. சிற்றிலக்கியம்

**அலகு - 5 இலக்கணம் 9 மணிநேரம்**

1. வல்லினம் மிகும் இடங்கள்
2. வல்லினம் மிகா இடங்கள்
3. வினாவகைகள்
4. விடைவகைகள்



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**மொழிப்பயிற்சி**

1. கடிதம் எழுதும் முறை
2. செய்வினை - செயப்பாட்டு வினை
3. மயங்கொலிப்பிழையை நீக்குக

HBHI22002	HINDI II	Ty/L/ ETP	L	T / S.Lr	P/R	C
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**FACULTY OF MANAGEMENT STUDIES**  
**BBA-Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

Prerequisite : Knowledge of Hindi	Ty	3	0	0	3
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L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits,  
T/L/ETL : Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

- 1.To Understand the Ancient Hindi plays and its aspects.
- 2.To understand the medieval stories and well known novels
- 3.To know the techniques in writing Annotation and Translation

**COURSE OUTCOMES (Cos)**

Students completing this course were able to

<b>CO1</b>	Introduce students to the real world situation with the help of Plays and stories written by various poets and writers.
<b>CO2</b>	Understand the Literature in broader areas than merely confined to the subject
<b>CO3</b>	Evaluate the concept of Hindi from past to present and to study the society closely through Literature.
<b>CO4</b>	Make the best use of Hindi language in various streams.
<b>CO5</b>	Helps in their Career acquiring knowledge in a language

Mapping of Course Outcome with Program Outcome (POs)

<b>Sem I</b>	<b>Course code: HBHI22002</b>								
	<b>Programme Outcomes(Pos)</b>								
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	3	2	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	3	2	3	3	3	2
<b>CO3</b>	3	3	2	3	3	3	3	3	2
<b>CO4</b>	2	3	3	3	3	2	2	3	3
<b>CO5</b>	3	3	3	3	3	2	2	3	3

**3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low**

Category	Basic Sciences	Engg .Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/1 Skill component	Inter disciplinary
			√						

**HBHI22002**

**HINDI II**

**UNIT – I One Act Play – novel and translation of hindi language)**

1. Auranzeb ki Aakhiri Raat



**FACULTY OF MANAGEMENT STUDIES**  
BBA-Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

2. Mukthidhan
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

**UNIT – II One Act Play – novel and translation of hindi language)**

1. Laksmika Swagat
2. Mithayeewala
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

**UNIT-III One Act Play – novel and translation of hindi language)**

1. Basant Rituka Natak
2. Seb Aur Dev
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

**UNIT-IV One Act Play – novel and translation of hindi language)**

1. Bahut Bada Sawal
2. Vivah ki Teen Kathayen
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

**UNIT-V (Translation of Hindi Language to English language-paragraph, technical terms)**

1. Translation Practice. (English to Hindi)

**REFERENCE BOOKS:**

1. Aath Ekanki, Edited by Devendra Raj Ankur, Mahesh Anandvaaniprakashan, 4695, 21- A Dariyagunj, New Delhi-110002
2. Swarna Manjari, Edited by Dr.Chitti Annapurna, Rajeshwari Publications 21/3, Mothilal street, (opp.Ranganthan Street) T.Nagar, Chennai-600017.
3. Prayojan Mulak Hindi : Dr.Syed Rahmathullah, Poornima Prakashan, 4/7, Begum III street, Royapettah, Chennai-14
4. Anuvad Abhyas Part III Dakshin Hindi Prachar Sabha, T.Nagar, Chennai -17



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>HBFR22002</b>	<b>FRENCH-II</b>	<b>L Ty P C</b> <b>3 0 0 3</b>
L: Lecture T: Tutorial, SLr: Supervised Learning P: Project R : Research C: Credits T/L/ETL : Theory / Lab / Embedded Theory and Lab		
<b>Objectives</b>		
1. Students will be able to understand the familiar words and expressions when someone talks slowly and distinctly. 2. The students will be able to reads; he/she will be able to understand the posters, advertisements or catalogues. 3. The students will be able to communicate and ask and reply to simple questions on familiar subjects 4. The students will be able to use expressions and write simple sentences without faults to describe their living spaces		
<b>COS</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO 1</b>	Repeating the basics learnt and memorizing new a factors like the conjugations	Remembering
<b>CO 2</b>	Understanding very frequent expressions and vocabulary concerning immediate surrounding and what concerns the speaker. Also understand simple announcements and clear message.	Understanding
<b>CO 3</b>	Can read ,understand and act upon on short announcements classified in papers or catalogues ,menu cards, timings and personal shot and messages	Applying Analyzing
<b>CO 4</b>	Can utilize a series of sentences or expressions to describe in simple terms family living conditions studies and actual and recent professional activities	Evaluating
<b>CO 5</b>	Can communicate simple and direct exchange originating from simple habitual tasks on familiar activities and subjects.	Creating
<b>CO 6</b>	Can communicate simple and direct exchanges originating from simple habitual tasks on familiar activities and subjects	Creating
<b>CO 7</b>	Can write notes and simple and short messages, write like on picture postcard messages of personal vacations and thank you letters.	Creating

<b>FRENCH-II(THEORY) LANGUAGE-II</b>									
<b>COURSE OUTCOMES</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
COURSE OUTCOME 1	3	2	2	2	2	1	2	2	3
COURSE OUTCOME 2	2	2	2	2	1	1	3	2	3
COURSE OUTCOME 3	2	3	2	3	1	1	2	2	3
COURSE OUTCOME 4	3	2	3	2	2	2	2	3	3
COURSE OUTCOME 5	2	2	2	3	3	3	3	2	3
COURSE OUTCOME 6	3	3	2	2	3	3	3	3	3
COURSE OUTCOME 7	3	3	2	2	3	3	3	3	3

<b>3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low</b>									
Category	Basic Sciences	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	tical/Project	Internships/l Skill component	Inter disciplinary
			√						



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**HBFR22002**

**FRENCH– II**

**UNIT - I**

**9 Hours**

**Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Se saluer, prendre congé, se présenter quelqu'un/quelque chose, Salutations, présentatifs, détails d'identité, professions, quartiers
- Genres, nombres, articles, présentatifs, pluriels des noms, c'est/il est, pronoms toniques
- Salutations française, comportement des salutations, les quartiers parisiens, le peintre Monet
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20- duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

**UNIT- II**

**9 Hours**

**Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Dialogue de la vie d'étudiant, des liens familiaux, de l'appartenance, des habitudes ; poème, le son « eu » énonces a répéter, lecture guidée.
- S'exprimer de la fréquence, des habitudes, articles, present de l'indicatif, verbes a la terminaison – er, adjectifs possessifs et qualificatifs, locutions avec « avoir »
- Demander l'heure, Les jours, Les mois de l'année.
- **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
- **Audio clips**- For oral exercises, oral assignments and oral test-20 duration less than 2 minutes (10 oral excercises ,6 audio reading compositions& 4 tests).

**UNIT- III**

**9 Hours**

**Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Parler des voyages, identifier les vêtements, caractériser de personnes, faire des exclamations, s'informer sur la vie d'étudiant français.
- Poème, le « son i », décrire des personnes, prononcer le nom des pays et des nationalités, appréciation/exclamation
- Transport et voyages, les pays, nationalités, la mode, la partie du corps ,Adjectifs de nationalités et genres, adjectifs réguliers/irréguliers, prépositions de lieux, verbes aller- venir et verbes a la terminaison –ir
- L'aéroport de Roissy, a la douane, les vêtements, a mode a paris, quelques professions, le sport et la sante ; a Joconde, la BD,



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20-duration less than 2 minutes (10 oral exercises ,6 audio Reading compositions& 4 tests)

**UNIT- IV**

**9Hours**

**Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Communication au restaurant, des recettes, le gout et les préférences identifier le type des restaurants.
- Poème, le son « o » énonces simples, des sons nasaux, exercices de répétition
- Les repas français recette activités et sportives
- **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio reading

**UNIT- V**

**9 Hours**

**Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles**

- Planifier des vacances, parler des concours, du sport, du temps qu'il fait, s'exprimer au comparatif
- Poème le son « yu », répétition d'énonces, lire de noms de quelques villes
- Activités de vacances, mots de localisation, plan de Paris, le climat et l'écologie, un concours international, les saisons
- Adjectifs de couleur, nombres ordinaux, quelques verbes irréguliers,
- 3 temps autour du présent « de » et « a » et des verbes. Différentes formes du négatif, « il fait » le comparatif le superlatif absolu
- Auberges de jeunesse, vacance, plan de Paris arrondissements quelques monuments parisiens, tourisme fluvial français
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio Reading compositions& 4 tests).

**Référence Books :**

1. Parlez-vous français?Partie 1 - Dr.M.Chandrika.V.Unni&Mrs. Meena Mathews 2019 by Universal



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

publisher

2. CLE INTERNATIONAL Lectures Clé en français facile. (2012) Hachette Paris
3. Cosmopolite: Livre de eleve A1 by Nathalie Hirsch sprung, Ton Tricot, Claude Le Ninan
4. Latitudes-1 by Régine Mérieux & Yves l'oiseau, Didier 2017
5. Alter Ego 1 - Catherine Dolez, Sylvie Pons : (2014) Hachette, Paris



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>HBEN 22002</b>	<b>LANGUAGE II - ENGLISH II</b> <b>(Common to all UG Courses under H&amp;S)</b>					Ty/Lb/ ETP	<b>L</b>	<b>T/ S.Lr</b>	<b>P/R</b>	<b>C</b>			
	Total contact hours – 45					Ty	3	0/	0	3			
	Prerequisite – English Language												
	T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits												
<b>Course Objectives</b>													
<ol style="list-style-type: none"> <li>1. Develop four language skills appropriate to the level of education.</li> <li>2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.</li> <li>3. Express diverse forms of knowledge in different social and cultural contexts.</li> <li>4. Attain a comprehensive knowledge of communication skills to use ethically.</li> <li>5. Develop organized academic and business writing for professional careers.</li> </ol>													
<b>Course Outcomes (COs)</b>													
<ol style="list-style-type: none"> <li>1. Develop four language skills appropriate to the level of education.</li> <li>2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.</li> <li>3. Express diverse forms of knowledge in different social and cultural contexts.</li> <li>4. Attain a comprehensive knowledge of communication skills to use ethically.</li> <li>5. Develop organized academic and business writing for professional careers.</li> </ol>													
<b>Program Specific Outcomes (PSOs)</b>													
<ul style="list-style-type: none"> <li>• Demonstrating mastery of the components of English language and literature.</li> <li>• Explaining through literature in English, diverse historical cultural and social ethics</li> <li>• Applying literary critical perspectives to generate original analysis of literature in English</li> <li>• Promoting cultural values and real-life skills through English language and Literature</li> </ul>													
<b>Mapping of course outcomes (COs) with Program Outcomes (POs) &amp; Program Specific Outcomes</b>													
(3/2/1 indicates the strength of correlation) 3= High; 2= Medium; 1= Low													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	3	3	1	3	3	3	3	3
2	3	3	3	3	3	3	3	1	3	3	3	3	3
3	3	3	3	3	3	3	3	1	3	3	3	3	3
4	3	3	3	3	3	3	3	1	3	3	3	3	3
5	3	3	3	3	3	3	3	1	3	3	3	3	3
3. Category	H&S	Program core	Program Elective	Open Elective	Interdisciplinary/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others		
	√												



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

Course Code	LANGUAGE-II : ENGLISH II	Ty/Lb/ETP	L	T/S.Lr	P/R	C
HBEN22002	(Common to all UG H&S Courses)	Ty	3	0/0	0/0	3
T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits						

**Course Objective**

1. Develop four language skills appropriate to the level of education.
2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.
3. Express diverse forms of knowledge in different social and cultural contexts.
4. Attain a comprehensive knowledge of communication skills to use ethically.
5. Develop organized academic and business writing for professional careers.

**UNIT-I**

**9 Hours**

1. All the World's a Stage – William Shakespeare
2. Speech of Barack Obama
3. The Verger- Somerset Maugham

**UNIT-II**

**9 Hours**

1. Spider and the Fly - Mary Howitt
2. "They thought that a bullet would silence us, but they failed". - Malala Yousafzai
3. Refund – Fritz Karinthy

**UNIT- III**

**9 Hours**

1. Night of the Scorpion-Nissim Ezekiel
2. On Running after one's hat- G.K.Chesterton
3. The Last Leaf – O. Henry

**UNIT-IV**

**9 Hours**

1. Polonius Advice to Laertes-William Shakespeare
2. 'We Must Continue to Dream Big': An open letter from Serena Williams
3. The Necklace - Guy de Maupassant

**UNIT-V**

**9 Hours**

1. Functional English: Letter Writing (Formal, Informal, Email)
2. Resume
3. Précis
4. Reading Comprehension

Developing the hints



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**Course Outcome: On completion of the course, the students will be able to**

1. Develop four language skills appropriate to the level of education.
2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.
3. Express diverse forms of knowledge in different social and cultural contexts.
4. Attain a comprehensive knowledge of communication skills to use ethically.
5. Develop organized academic and business writing for professional careers.

**Prescribed Text:**

- ‘Greatest Speeches of the Modern World’, Rupa Publications India, 2018.
- Woudhuysen H.R. ‘The Arden Shakespeare third series’, the Arden Shakespeare Publishers, 2020.
- Karinthy. Fritz, ‘Refund: A Play in One Act’, French. Samuel, 1938.
- Simpson H. C & Wilson E. H, ‘A Senior Anthology of Poetry’, Macmillan Education, 1952.
- O’Brien. Terry, ‘50 Greatest Short Stories’, Rupa Publications India; First Edition, 2015.
- J.C.RichardswithJ.Hull&S.Proctor,Interchange,Level3,CambridgeUniversityPress,2021.
- MarkHancock,EnglishPronunciation inUse,CUP,2016.
- M.ChandrasenaRajeswaran&R.Pushkala,CommunicationLabWorkbook2022.
- M.ChandrasenaRajeswaran,R.Pushkala& S.BhuvanewariPinnacle: ASkillsIntegratedText,2022
- Dutt,K,Rajeevan,G&Prakash,,A CourseonCommunicationSkills, 1stedn,CUP,Chennai,2008

**Suggested Links:**

- <https://www.poetrybyheart.org.uk/poems/the-spider-and-the-fly/Reference>.
- <https://poets.org/poem/unknown-citizen>



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22003</b>	<b>TAXATION</b>								<b>LTP C</b>	
	Total Contact Hours – 45								3 1 0 4	
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To understand the conceptual framework of cost accounting and its application.</li> <li>To facilitate the students to gain knowledge of the principles of Indirect Taxation.</li> <li>To provide knowledge about customs duty in India for various categories of products.</li> <li>To highlight the students about customs duty.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Knowledge about Tax by business entities and its role in society									
CO2	With the understanding of excise duty able to assess excise duty.									
CO3	Ability to assess customs duty in India for various categories of products.									
CO4	Capacity to arrive various GST computations.									
CO5	Knowledge about post audit actions and capacity to handle them.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3	2	3		2	3		3	3
	<b>CO2</b>	3	2	3	2	3	3	1	3	3
	<b>CO3</b>	2	2	3	2	3	3		3	2
	<b>CO4</b>	2	2	3	3	3	3		3	3
	<b>CO5</b>		3			1	2		1	1
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22003**

**TAXATION**

**UNIT- I INTRODUCTION**

**9 Hours**

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types

**UNIT-II CENTRAL EXCISE DUTY**

**9 Hours**

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods – Exemption from excise duty – Excise and small scale industries – Excise and Exports – Demand – Refund -, Rebate of central exercise duty.

**UNIT-III CUSTOMS DUTY**

**9 Hours**

The custom duty- Levy and collection of customs duty - Organizations of custom department - Officers of customs: Powers- Appellate Machinery - Infringement of the Law - Offences and Penalties - Exemptions from duty customs duty - Draw back - Duties free Zones - Export incentive schemes.

**UNIT-IV GST – OVERVIEW & CONCEPTS**

**9Hours**

Background behind implementing GST- The need for GST- Objectives of GST- Business Impact Benefits of GST-SGST- CGST and IGST- Taxes covered by GST- Definitions - Scope and Coverage - Scope of supply- Levy of tax-Rate Structure - Taxable Events - Types of Supplies – Composite and Mixed Supplies – Composition Levy.

**UNIT- V GST AUDIT**

**9 Hours**

Assessment and Audit under GST- Demands and Recovery- Appeals and revision - Advance ruling Offences and Penalties - National Anti-Profiteering Authority – GST Practitioners – Eligibility and Practice and Career avenues.

**TOTAL NO. OF HOURS: 45 Hours**

**REFERENCE BOOKS:**

1. Shilpi Sahi – Concepts Building Approaches to Goods and Services Tax (GST), & Customs Law – CENGAGE , New Delh
2. Sweta Jain GST law and practice Taxmann Publishers, July 2017
3. V.S.Daty – GST- Input Tax Credi- Taxmann Publishers, second edition August 2017
4. C.A. Anurag Pandey- Law and Practice of GST- Sumedha Publication House 2017
5. Dr.Vandana Banger- Beginners- Guide AadhayaPrakashan Publisher 2017
6. Dr.M. Govindarajan- A practical guide send text publishers July 2017



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22004</b>	<b>OFFICE MANAGEMENT</b>								<b>LTPC</b> <b>4 0 04</b>		
	Total Contact Hours – 45										
	Prerequisite - +2										
	Course Designed by – Faculty of Management Studies										
	1. To understand the roles and responsibilities of office manager. 2. To acquire the basic knowledge about different office appliances and machines. 3. To impart knowledge about methods and procedures adopted by modern office.										
	<b>COURSE OUTCOMES (COs)</b>										
CO1	Understanding office management functions and responsibilities able to manage office effectively.										
CO2	Gained skill to frame proper office layout and to maintain office manuals business.										
CO3	Ability to develop office forms and to purchase and maintain stocks of stationeries.										
CO4	Make use of the principles in the selection of office furniture and machines to make wise purchase.										
CO5	Able to efficiently manage human resource in an effectively manner.										
	Mapping of Course Outcomes with Program outcomes (Pos)										
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	3	2			3	2				
	<b>CO2</b>		3	2	3		2				
	<b>CO3</b>	3	3	3			3	2	3		
	<b>CO4</b>	3	3	3	3		3	2	3	2	
	<b>CO5</b>	3	3	3	2	3	3	2	3	3	
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
		✓									
4	Approval									Meeting of Academic Council, June 2022	



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MBBA22004**

**OFFICE MANAGEMENT**

**UNIT– I INTRODUCTION**

**9Hours**

Office Management – Scientific office management – Functions and status of office manager– Administrative office management– Responsibilities of the office manager.

**UNIT–II OFFICE ORGANISATION**

**9 Hours**

Organisation Charts - Office manuals – Contents – Advantages – Disadvantages – Principal departments of a modern office–Office accommodation and layout–Office environment– Elements of office environment.

**UNIT– III OFFICE FORMS & STATIONARY MANAGEMENT**

**9 Hours**

Office forms – Types of forms – Forms control – Objects – Steps – Forms design–Principles– Guidelines – Rationale use of forms.

Types of stationery – Essentials of good system of regulating stationery – Selection, Purchase, Storage and record–Control of quantity in stock–Issue of stationery– Continuous stationery – Regulating consumption

**UNIT–IV MACHINES AND FURNITURE**

**9 Hours**

Basic principles in selection of furniture, equipment and machines – Office furniture –Desks, tables, chairs, miscellaneous furniture – Advantages – Disadvantages – Mechanization of office work – Types of office machines.

**UNIT–V OFFICE PERSONNEL MANAGEMENT**

**9 Hours**

Management of office personnel – Training of office staff – Methods of training –Office Supervisor – Qualities – Functions – Duties and Responsibilities – Requisites of effective supervision.

**TOTAL NO. OF PERIODS: 45 Hours**

**REFERENCE BOOKS:**

1. R.S.N.Pillai & V.Bagavathi–Office management, S.Chand & Company Ltd, New Delhi, 2013.
2. C.B.Gupta–Office Management, Sultan Chand & Sons, New Delhi, 2008.
3. Dr.R.K.Chopra, Mrs.Ankita Bhetia–Office Management, Himalaya Publishing House, New Delhi, 2012.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22ID1</b>	<b>BUSINESS STATISTICS FOR MANAGERS</b>							<b>L T P C</b>		
								<b>4 1 0 4</b>		
	Total Contact Hours – 45									
	Prerequisite – +2									
Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To enable students in gaining Knowledge about statistical methods;</li> <li>To provide skill to compute averages, correlation etc;</li> <li>To interpret statistical results.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Enhanced knowledge about data and diagrammatic presentation of data.									
CO2	Ability to compute averages and deviations.									
CO3	Knowledge on relationship between variables and their influence.									
CO4	Capacity to plot trend and forecast the future.									
CO5	Computing various index numbers.									
Mapping of Course Outcomes with Program outcomes (Pos)										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3	2	2			2		2	
	<b>CO2</b>	3	3	3	3	2	2	2	2	
	<b>CO3</b>	3	3	3	2	3	3		3	
	<b>CO4</b>	3	3	3	3	3			3	
	<b>CO5</b>	3	3	3					2	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
			✓							
4	Approval				Meeting of Academic Council, June 2022					



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22ID1</b>	<b>BUSINESS STATISTICS FOR MANAGERS</b>	<b>L T P C</b> <b>3 1 0 4</b>
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**UNIT- I BASICS OF STATISTICS** **9 Hours**

Introduction – Classification and tabulation of Statistical data – Diagrammatic and Graphical representation of Data.

**UNIT- II MEASURES OF CENTRAL TENDENCY** **9 Hours**

Measures of Central Tendency – Mean –Median –Mode – Quartiles – Measures of Dispersion – The Range – Quartile Deviation –Mean deviation - Standard Deviation

**UNIT- III CORRELATION AND REGRESSION** **9 Hours**

Bi-variate Data - Correlation - Karl person’s Coefficient of Correlation - Spearman’s rank correlation – Linear Regression (Simple problems).

**UNIT- IV TIME SERIES** **9 Hours**

Meaning of Time series - Various components of Time series: Trend, Seasonal, Cyclic and Random components - Methods of measuring Trend by (a) Graphical method (b)Moving average method. (Simple problems).

**UNIT- V INDEX NUMBER** **9 Hours**

Definition - Limitations and uses of Index numbers - Construction of index number by aggregate expenditure method and family budget method using Laspeyre’s - Paasche’s, Kelly’s and Fisher’s Formula.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

- 1) Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand& Co., (2007).
- 2) Robert M. Leekley., *Applied Statistics for Business and Economics*, Taylor & Francis, S.Chand Publishing Co., (2015).
- 3) Arora P.N., *Business Statistics*, S.Chand& Co., (2007).
- 4) Sharma J.K., *Business Statistics*, Vikas Publishing., (2016).
- 5) Hamdy A. Taha, *Operations Research: An Introduction (10<sup>th</sup> ed.)*, Pearson, (2017).
- 6) Hira D.S., Gupta P.K., *Operations Research*, S.Chand& Co., (2014).



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>HBCC22IO2</b>	<b>SOFT SKILLS II (B.A/BBA/BCOM/BSW Programs)</b>							<b>L T P C</b>		
								<b>1 1 1 1</b>		
	Total contact hours – 15									
	Prerequisite – UG I year English									
Course designed by – Department of English										
<b>Objectives:</b>										
1. Cultivate employability skills that they get employed even before they leave the university.										
2. Build self-esteem and a sense of self-worth to be good team members										
3. Cultivate empathy to think from others’ point of view to be good team leaders.										
4. Evolve as good global citizens with insights into social and professional ethics.										
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.										
<b>Course Outcomes (Cos)</b>										
C01	Cultivate employability skills that they get employed even before they leave the university									
C02	Build self-esteem and a sense of self-worth to be good team members									
C03	Cultivate empathy to think from others’ point of view to be good team leaders									
C04	Evolve as good global citizens with insights into social and professional ethics									
C05	Develop lifelong learning skills to adapt in the multicultural context of workplaces.									
Mapping of Course Outcomes with Program outcomes (Pos)										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3	3	3	1	2	2	1	2	3
	<b>CO2</b>	3	3	3	1	2	2	1	2	3
	<b>CO3</b>	3	3	3	1	2	2	1	2	3
	<b>CO4</b>	3	3	3	3	3	2	1	2	3
	<b>CO5</b>	3	3	3	3	3	2	1	2	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project Seminar / Internship (H)	Soft Skills (H)		
										✓
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBCC22I02**

**SOFT SKILL II**

**(COMMON TO ALL UG DEGREE PROGRAMS)**

**Prefatory Note**

This paper aims to equip the advanced learners with skills essential for work place and global environment to which they will move on from the university, once they complete the course. As such, it covers a range of indispensable soft skills and values such as, self-esteem, empathy, public relations, positivity, reliability, professionalism, leadership and intercultural communication, interview skills, etc.. Together with the effective English communication in global contexts, these skills, if cultivated and strengthened, can immensely help the students become employable in the multinational companies as good global citizens abiding the social and professional ethics in cross-cultural diversity.

**Course Objective**

The students will be facilitated to

1. Cultivate employability skills that they get employed even before they leave the university.
2. Build self-esteem and a sense of self-worth to be good team members
3. Cultivate empathy to think from others' point of view to be good team leaders.
4. Evolve as good global citizens with insights into social and professional ethics.
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.

**UNIT -I**

Conversational skills, Self-esteem skills, empathy, public relations

**UNIT -II**

Positivity, reliability, professionalism

**UNIT -III**

Leadership

Problem solving

**UNIT -IV**

Intercultural communication skills

Global Manthra: Go local, Cultural sensitivity, Group behaviour

Cultural intelligence : Low and High context, e mail and inter cultural communication

**UNIT -V**

Group discussion & Interview skills

**Course Outcome**

On completion of the course the students will

1. Cultivate employability skills that they get employed even before they leave the university.
2. Build self-esteem and a sense of self-worth to be good team members
3. Cultivate empathy to think from others' point of view to be good team leaders.
4. Evolve as good global citizens with insights into social and professional ethics.
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.

**Suggested reading**

1. S.P. Dhanavel, English and Soft Skills, Vol.2 Orient BlackswanPvt. Ltd. 2010
2. P.D. Chaturvedi and M. Chaturvedi, Communication Skills , Pearson, 2012



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22L02**

**TALLY – FINANCIAL STATEMENT ANALYSIS**

➤ **BASIC OF ACCOUNTING**

**Introduction, Types of Accounts, Accounting Principles or concepts Mode of Accounting, Rules of Accounting, Double-entry system of bookkeeping**

➤ **FUNDAMENTALS OF TALLY.**

**Company Features Configuration, Getting functions with Tally, Creation / setting up of Company in Tally.**

➤ **ACCOUNTING MASTERS IN TALLY.**

**Chart of Groups Groups, Multiple Groups Ledgers, Multiple Ledgers**

➤ **INVENTORY MASTERS IN TALLY.**

**Stock Groups, Stock Categories, Invoicing**

➤ **INVENTORY IN TALLY.**

**Creation of inventory, Order Processing Recorder Levels Batch-wise details**



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# SEMESTER III



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22005</b>	<b>E-Commerce</b>		<b>LTP C</b>							
			<b>4 0 0 4</b>							
	Total Contact Hours – 45									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To understand how E-commerce functions in a company.</li> <li>To provide knowledge of the backend technology requirements and the function that the internet (and associated technologies) plays in them.</li> <li>To enhance knowledge on web marketing methods to have a better understanding of the E-commerce process and different types of E-commerce</li> <li>To identify difficulties involved in migrating to e-business and to use information interchange effectively</li> <li>To educate student about security issues and how to protect data.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Demonstrate basic knowledge of E-Business and E-commerce along with different networking concepts and types commerce along with its benefits and limitations									
CO2	Develop an understanding on EDI and web-based tools to meet the challenges and effective practices of E-commerce.									
CO3	Able to handle security risks and threats using appropriate types of security process pertaining to E-Commerce									
CO4	Capacity to create a web sites suitably covering various- commerce models and E-Payment Systems.									
CO5	Enable to adhere to legal requirements to avoid negative social impact.									
	Mapping of Course Outcomes with Program outcomes (Pos)									
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>									
1	COs/POs	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3				2			3	
	<b>CO2</b>		3		2			3		
	<b>CO3</b>			3			2			
	<b>CO4</b>		3		2				2	
	<b>CO5</b>					3				3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
		✓								
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MBBA22005**

**E-Commerce**

**UNIT- I INTRODUCTION TO INFORMATION TECHNOLOGY**

**9 Hours**

WWW Concept, E-mail, facilities on Internet, Classification of Network, Internet Protocol, Mail Software, Browser & Search Engine, FTP, Telnet,. Domain registration, hosting. Electronic Data Interchange (EDI): The Meaning of EDI, EDI Working Concept, Implementation difficulties of EDI, EDI and Internet.

**UNIT- II INTRODUCTION TO E-COMMERCE AND WEBSITE DEVELOPMENT**

**9 Hours**

Introduction to electronic Commerce - Meaning –Framework - Benefits and Impact of e-Commerce - Applications of e-commerce in India. Issues, Challenges and future of E-Commerce, Building an E-commerce Website: Planning: The Systems Development Life Cycle, Systems, Analysis/Planning, System Functionality and Information Requirements. , System Design: Hardware and Software Platforms.

**UNIT- III ELECTRONIC PAYMENT SYSTEMS AND E-SECURITY**

**9 Hours**

Introduction to Payment Systems, Types of payment system, Online Payment Systems, Requirements Metrics of a Payment System, credit based electronic payment system, risk and security issues. Securing the Business on Internet- Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signature.

**UNIT -IV E-COMMERCE MODELS**

**9 Hours**

An overview, E-commerce model; Business - to - Business (B2B);Business - to - Consumer (B2C);Consumer - to - Consumer (C2C);Consumer - to - Business (C2B);Business - to - Government (B2G);Government - to - Business (G2B);Government - to - Citizen (G2C), e-commerce sales life cycle(ESLC) model. Strategies for marketing, Sales and promotion - B2C and strategies for purchasing and support activities - B2B.

**UNIT -V E-Commerce Applications:**

**9 Hours**

Frame-work for Software Agent-based e-commerce, m-commerce & its Architecture, Growth and Future for m-commerce, Block Chain Technology. Framework for understanding e business: Environmental forces affecting planning and practice, Ethical, legal and social concerns.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. Nabil R.Adam, OktayDogramaci, AryyaFanfopadhyay And Yelena Yesha, *Electronic Commerce*, 1st Edition (20 August 1998), ISBN :0139490825, 978-0139490828
2. Nabil R.Adam and OktayDogramaci, *Electronic Commerce: Technical Business and Legal Issues*, Prentice Hall USA, ISBN: 0139490825, 9780139490828.
3. Doernberg, Richard Land Hinnekens Luc, *Electronic Commerce and International Taxation*, 1st Edition 1998, Peachpit Press, USA, ISBN-13: 978-9041110534, ISBN-10: 9041110534.
4. Greenstein Firsman, *Electronic Commerce*, 2nd Edition 2002, Tata Mcgraw Hill, ISBN: 0072410817, 9780072410815.
5. Charles Trepper, *E-commerce strategies*, Latest Edition 2000, Microsoft, Eastern Economy Edition, ISBN: 0735607230, 9780735607231.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22006</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>								<b>LT P C</b>	
									<b>4 0 04</b>	
	Total Contact Hours – 45									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
Objectives:										
<ol style="list-style-type: none"> <li>To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.</li> <li>To analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour.</li> <li>To appreciate the theories and models of organizations in the workplace like, leadership, motivation etc.</li> <li>To learn and appreciate different cultures and diversity in the workplace.</li> <li>To creatively and innovatively engage in solving organizational challenges.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Enable to understand individual employees' behaviour.									
CO2	Understanding employees' satisfaction in job and the predecessor attitude.									
CO3	Better knowledge about how individual behaviour when they are in a group.									
CO4	Apply motivation theories to enhance employees' performance and positive attitude.									
CO5	Enhanced ability to lead a team effectively.									
	Mapping of Course Outcomes with Program outcomes (Pos)									
	<b>(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low</b>									
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3		3	2					
	CO2	3	2	2	3	3	2	3	2	
	CO3	3	3	3						
	CO4	3	3	3	2	3	2	3	3	3
	CO5	3	3	3		3	3		3	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
		✓								
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22006**

**ORGANISATIONAL BEHAVIOUR**

**UNIT – I OVERVIEW ON ORGANISATIONAL BEHAVIOUR**

**9 Hours**

Introduction to Organizational Behaviour – Definition - Key Elements of OB – Importance – Features - Need and Scope – Individual Perspective: Individual differences Intelligences test - Personality tests – nature - Types and uses of perception.

**UNIT – II INDIVIDUAL BEHAVIOUR**

**9 Hours**

Attitudes, Values and Job Satisfaction – Meaning - Factors - Concept of job satisfaction - Determinants, measuring and effects of job satisfaction - Theories of job satisfaction. Organizational commitment – Significance to employee productivity - Quality of work life.

**UNIT – III GROUP BEHAVIOUR**

**9 Hours**

Group Dynamics – Definition and Characteristics of group – types of group – stages of group development – Formal and Informal Groups – Group norms – Group Cohesiveness – Team Building – Types – team building process.

**UNIT – IV MOTIVATION**

**9 Hours**

Motivation: Definition – Importance - Theories of Motivation – Maslow’s Theory of need Hierarchy – Herzberg’s theory – Alderfer’s ERG theory.

**UNIT – V LEADERSHIP**

**9 Hours**

Leadership – Functions of Leadership – Styles – Theories – Power and Politics – Meaning of Power - Sources of Power - Acquisition of Power - Symbols of Power and Powerlessness.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. S.S.Khanka, Organizational Behaviour, S.Chand & Co, New Delhi.
2. J.Jayasankar, Organizational Behaviour, Margham Publications, Chennai.
3. Uma Sekaran, Organizational Behaviour Text & Cases, Tata McGraw Hill Publishing Co.Ltd.
4. I.M.Prasad – Organizational Behaviour.
5. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour, Konark Publishers Pvt. Ltd.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22007</b>	<b>MANAGEMENT ACCOUNTING</b>							<b>L T P C</b> <b>3 1 0 4</b>		
	Total Contact Hours – 45									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>1. To understand the conceptual framework of cost accounting and its application.</li> <li>2. To know the importance of variance analysis in controlling material expenses</li> <li>3. To understand the implication of Job, batch and contract costing</li> <li>4. To learn the basic of process costing and its uses.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Enlightened knowledge on the conceptual framework of cost accounting and its application.									
CO2	Capable of performing variance analysis and controlling material expenses.									
CO3	Able to account labour cost and overheads cost.									
CO4	Capacity to make up Job, batch and contract costing.									
CO5	Computation of process costing and its uses.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3		3			1		1	3
	<b>CO2</b>	3	3	3	2			1		
	<b>CO3</b>	2		3	2	1				2
	<b>CO4</b>	2	2	3						1
	<b>CO5</b>									
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22007**

**MANAGEMENT ACCOUNTING**

**UNIT- I INTRODUCTION**

**9 Hours**

Meaning, Nature and significance of cost accounting Difference between cost, management and financial accounting Analysis and classification of cost ,Material, labour& overheads Preparation of Cost

**UNIT-II ACCOUNTING FOR MATERIAL**

**9 Hours**

Accounting for Material: Material Control Techniques - Pricing of Material issues - Accounting for Labour- I: Labour Cost Control - Procedure Labour turnover, idle time and overtime.

**UNIT-III ACCOUNTING FOR LABOUR**

**9 Hours**

Methods of Wage Payment - Time and Piece Rates, Incentive Schemes. Accounting for overheads: Classification and Departmentalization - Absorption of Overheads - Determination of overhead rates -Under and Over Absorption and its treatment.

**UNIT-IV JOB COSTING**

**9 Hours**

Job, Batch and Contract Costing Job costing: Procedure of job costing Batch costing: Determination of Economic Batch quantity. Contract costing: Definition - Difference between job and contract costing - Preparation of contract account.

**UNIT- V PROCESS COSTING**

**9 Hours**

Process costing: Introduction – Characteristics - Application of process costing, - Process accounts and recording of costs. Joint products & by products: Meaning – Definition - Distinction between joint and by Product and its recording.

**TOTAL NO. OF PERIODS: 45 Hours**

**REFERENCE BOOKS:**

1. Tulsian P.C – Cost Accounting – Tata McGraw Hills 2
2. Jain & Narang : Principles and Practice of Cost Accounting, Kalyani Publishers, Ludhiana.
3. M.Y. Khan & P.K. Jain : Cost and Management Accounting, Tata McGraw Hill Publishing House, New Delhi
4. Charles Horngren, Srikant Datar, Madhav Rajan, Cost Accounting: Global Edition OLP 14th Edition, Pearson
5. Terence Lucey: Costing, Cengage Learning EMEA, 2002 R5.J. K Mitra: Advanced Cost Accounting, New Age International, 20094. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai, 2007.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22008</b>	<b>TOTAL QUALITY MANAGEMENT</b>	<b>L</b>	<b>Ty</b>	<b>P</b>	<b>C</b>
	Total Contact Hours – 45	4	0	0	4
	Prerequisite - +2				
	Course Designed by – Faculty of Management Studies				
<b>OBJECTIVES</b>					
<ol style="list-style-type: none"> <li>To acquaint the students with the basic concept of Total Quality (TQ) from design assurance to service assurance.</li> <li>To give idea about International Quality Certification Systems – ISO 9000 and other standards, their applicability in design manufacturing, quality control and services,</li> <li>To closely interlink management of quality, reliability and maintainability for total product assurance;</li> <li>To understand concepts related to quality of services in contemporary environment</li> </ol>					
<b>COURSE OUTCOMES (COs)</b>					
CO1	Knowing about Quality Policies				
CO2	Understanding Concepts of Total Quality Management				
CO3	Aware of Total Quality Management tools in Industry				
CO4	Focusing on customers' satisfaction in all activities				
CO5	Understand the application of Modern tools of Quality Control				

Mapping of Course Outcomes with Program outcomes (Pos)										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3		3	3	3	3			
	<b>CO2</b>		3	3				3		
	<b>CO3</b>	3	2		2	2	2		3	3
	<b>CO4</b>			2	3	3	3		3	3
	<b>CO5</b>	3		3		2	2			
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
		✓								
4	Approval	Meeting of Academic Council, June 2022								



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22008**

**TOTAL QUALITY MANAGEMENT**

**UNIT –I INTRODUCTION**

**9 Hours**

Introduction to Total Quality Management – Concept of TQM – Quality and Business Performance – Attitude and involvement of TOP management – Communication – Culture.

**UNIT –II INFORMATION TECHNOLOGY**

**9 Hours**

Information Technology – Strategic quality planning – Continuous process and improvement – Cost of quality.

**UNIT –III PROCESS QUALITY**

**9 Hours**

Management of Process Quality – History of Quality control – Control Chart - Statistical Quality control – problem analysis.

**UNIT- IV CUSTOMER ORIENTATION**

**9 Hours**

Customer Focus and satisfaction – a Quality focus getting employee involvement – Measure of customer satisfaction service Quality – Customer retention – profitability – Bench Marking – essence of Bench Marking – Benefits – Pitfalls in bench Marking.

**UNIT –V SYSTEM APPROACH**

**9 Hours**

Organising for TQM – System approach – The People dimension – Small groups and employment team for TQM – ISO 9000 – Universal standards of Quality – Benefits of ISO certification.

**TOTAL NO. OF PERIODS: 45 Hours**

**REFERENCE BOOKS:**

1. Beyond Total Quality Management – Geg Bounds, Lyle YorksMeladamsG.Ranney.
2. Quality for progress and Development – P.K. Bose, S.P. Mukhersee, K.G. Ramamurthy, Tata McGraw Hill.
3. Total Quality Management - (Weiley Eastern) Joel E. Rose (Deep to Deep Publication)



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22ID2</b>	<b>MANAGERIAL ECONOMICS</b>							<b>LTPC</b> <b>4 0 0 4</b>		
	Total Contact Hours – 45									
	Prerequisite – +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To make students understand the subject economics as the base for business.</li> <li>To see to that students understand the demand and supply analysis for business applications.</li> <li>To familiarize students with the economic scenario in home country with international trade.</li> <li>To provide knowledge about various market structure and</li> <li>To enable students to understand the macroeconomic concept in detail.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Apply the basic concepts of economics for taking business decisions.									
CO2	Able to apply demand and supply concept under different markets for enhancing consumers' utility.									
CO3	Analyze the concepts of cost, nature of production and its relationship to business operations.									
CO4	Capable of applying marginal analysis for different market conditions.									
CO5	Applying macroeconomic concepts for sustainable business.									
Mapping of Course Outcomes with Program outcomes (Pos)										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3					2	2		3
	<b>CO2</b>	3		2		2		2		3
	<b>CO3</b>				3					
	<b>CO4</b>		2	3				2		
	<b>CO5</b>	3			2					
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
			✓							
4	Approval	Meeting of Academic Council, June 2022								



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MBBA22ID2**

**MANAGERIAL ECONOMICS**

**UNIT – I INTRODUCTION TO BUSINESS ECONOMICS**

**9 Hours**

Introduction to Economics - Definition of economics - Nature scope and importance of managerial economics in business - Relationship between micro, macro and managerial economics - Objectives of the firm.

**UNIT –II CONCEPT OF CONSUMER BEHAVIOUR**

**9 Hours**

Consumer behaviour Utility - Marginal utility analysis, Law of diminishing marginal; Indifference curve - Definition, Properties, Consumer Equilibrium, Consumer Surplus; Demand analysis - Meaning of Meaning of Demand & Supply, Function & Supply function, Law of Demand & Supply Individual and Market Demand & Supply, Determinants of Demand & Supply, Demand & Supply Curve.

**UNIT – III CONCEPT OF PRODUCTION AND COST FUNCTION**

**9 Hours**

Production and cost analysis - Production - Factors of production - Production function – Short run long run production function - Concept - Law of variable proportion - Law of return to scale and economies of scale - Cost analysis – Types of cost, Relation Ship Between Marginal and Average cost, Break even analysis.

**UNIT – IV MARKET STRUCTURE**

**9 Hours**

Concept of market, Types, Structure, characteristics of different market structure; Product Pricing: Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition – Duopoly, Oligopoly – Pricing objectives and Strategies

**UNIT-V MACRO ECONOMIC CONCEPT**

**9 Hours**

Concept of National income, Nature of trade cycle, Inflation, Concept of Monetary and fiscal policy; Basic nature of Balance of Payment; Foreign exchange market; Exchange Rate; Concept of demonetization; Concept of Recession, Difference between a recession and a depression.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. Samuelson, Economics, Tata Mc Graw Hill, New Delhi.
2. Kontsoyianis, A., Modern Economics, Macmillan, New Delhi.
3. Principle of Microeconomics, Gregory Mankiw, Cenage Learning Publications.
4. Economics, Samuleson and Nordhaus, TMH Publishers Ltd. New Delhi
5. Dwivedi, D.N. Principles of Economics, Vikas Publishing House, New Delhi.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22L03</b>	<b>DOCUMENTATION PROCEDURE</b>								<b>L T P C</b>		
									<b>1 1 1 2</b>		
	Total Contact Hours – 20										
	Prerequisite – +2										
Course Designed by – Faculty of Management Studies											
<b>OBJECTIVES</b>											
<ol style="list-style-type: none"> <li>1. Enabling students to gain experience to filing tax</li> <li>2. To provide skill to documents relating to banking</li> <li>3. Imbibe knowledge about registering companies and other related documents</li> </ol>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Enhanced knowledge about documents requirement for filing tax and online filing.										
CO2	Building confidence on handling banking related documents.										
CO3	Capacity to document GST and VAT.										
CO4	Knowledge to register a company.										
CO5	Ability to document further documents after registration.										
Mapping of Course Outcomes with Program outcomes (Pos)											
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>											
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	3	2	3			2		2	3	
	<b>CO2</b>	2	3			2	2	2	2		
	<b>CO3</b>	3	2	3	2		3		3	3	
	<b>CO4</b>	3	2								
	<b>CO5</b>	2	2	2							
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
					✓						
4	Approval									Meeting of Academic Council, June 2022	



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22L03</b>	<b>DOCUMENTATION PROCEDURE</b>	<b>L T P C</b> <b>1 1 1 2</b>
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**(PAPER AND ONLINE WORK)**

<b>Title</b>
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- Documents required to file an Income tax
- Income tax filing through online
- Bank Correspondence – DD Request, Cheque filing, Account Opening
- GST Documentation
- MSME Registration
- VAT Registration
- Registration of a company
- PAN registration for a company
- CTIN registration
- FSSAI License Documentation



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22L04</b>	<b>E-BUSINESS – LAB</b>	<b>L Ty P C</b> <b>1 0 0 2</b>
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**Lab Content**

1.	Uses of Html basic tags
2.	Webpage showing different types of heading tags
3.	Using <DIV> tag in HTML
4.	Using <FONT> tag in HTML
5.	Using <BASEFONT> tag in HTML
6.	Listing in HTML
7.	Inserting image in HTML
8.	Using <TABLE> tag in HTML with Row span and Col span
9.	Using frames in HTML
10.	Create a webpage by making feedback form in HTML
11.	Linking WebPages in HTML



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# SEMESTER IV



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22009</b>	<b>AUDITING</b>									<b>L T P C</b> <b>4 0 0 4</b>
	Total Contact Hours – 45									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
	<ol style="list-style-type: none"> <li>1. To gain knowledge about basics of audit procedures.</li> <li>2. Understanding the procedure for vouching, valuation and verification of various items.</li> <li>3. Analyzing auditing standards and new concepts of auditing.</li> </ol>									
	<b>COURSE OUTCOMES (COs)</b>									
CO1	Examine the various audit programmes									
CO2	Apply the principles and procedure of audit and executing audit scientifically.									
CO3	Ability to prepare quality audit report.									
CO4	Enhanced knowledge about power, duties and responsibilities of company auditors.									
CO5	Capable of performing various audits with appropriate investigation.									
	Mapping of Course Outcomes with Program outcomes (Pos)									
	(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low									
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3			2				3	
	CO2			3	2		2			
	CO3	2	3			3			3	3
	CO4			3			2	2		3
	CO5	3	2	3		2	3	2		
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval	Meeting of Academic Council, June 2022								



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22009**

**AUDITING**

**UNIT– I AUDITING**

**9Hours**

Meaning – Objectives – Frauds - Errors, Accounting & Auditing: Classifications of Audit - Internal control - Internal Check & Internal Audit - Evaluation of Internal - Internal regarding purchases, sales, Salaries and wages.

**UNIT– II AUDIT PROCEDURE**

**9 Hours**

Planning & procedure of audits - Audit Programme - Audit working papers and evidences – Routine checking & Test checking - Vouching: Meaning – Importance - Vouching of cash and trading transactions.

**UNIT– III AUDIT REPORT**

**9 Hours**

Verification & valuation of assets & Liabilities - Auditor's Report - Clean & qualified report.

**UNIT– IV COMPANY AUDITOR**

**9 Hours**

Audit of limited companies Company Auditors: Appointment, Powers - Duties & Liabilities - Audit of Computerized Accounts.

**UNIT– V TYPES OF AUDIT**

**9 Hours**

Audit Standards - Audit of Companies - Management audit - Performance audit - Social audit - Environmental audit - Tax Audit - E Audit - Audit of banking companies - General Insurance companies - Educational institutions & Clubs - Investigation: Meaning – Objectives – Procedure - Various kind of Investigation.

**TOTAL NO. OF PERIODS: 45 Hours**

**REFERENCE BOOKS:**

1. Gupta, Kamal: Contemporary Auditing, Tata McGraw Hill, N. Delhi Spicer & Pegler: practical Auditing, W.W. Bigg., Indian Edition by S.V. Gratalia, Allied publishers
2. Tandon, B.N.: Principles of Auditing, S. Chand & Co., New Delhi
3. Pagare, Dinkar: Principles of Auditing. S. Chand & Co., New Delhi
4. Pagare, Dinker: Principles & Practice of Auditing, Sultan Chand, New Delhi
5. Sharma, T.R.: Auditing Principles & Problems, Sahitya Bhawan, Agra Jain, Khandelwal & Pareek: Auditing, Ramesh Book Depot, Jaipur



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22010</b>	<b>BUSINESS LAW</b>		<b>L T P C</b> <b>4 0 0 4</b>								
	Total Contact Hours – 45										
	Prerequisite - +2										
	Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>											
<ol style="list-style-type: none"> <li>To provide an understanding of legal processes involved in management of an organization.</li> <li>To make students to understanding basic contract laws relating to the operations of a Business Enterprise and managing fraudulent practices.</li> <li>To provide knowledge about Sale of Goods Act and understand its importance and conditions of warranties.</li> </ol>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Requirements to enter into valid contract with the understanding of offer and acceptance.										
CO2	Capacity to identify frauds, mistakes and illegal aspects in contact.										
CO3	Enhanced knowledge about tender of contract and act when there is breach of contract.										
CO4	Able to perform agreement on sale of goods satisfying legal formalities.										
CO5	Act according to the legal requirements relating to rules and regulations of warranty.										
	Mapping of Course Outcomes with Program outcomes (Pos)										
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/POs	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	3	3						3	2	
	<b>CO2</b>	3	3	3	1				3	2	
	<b>CO3</b>	3	3	3			1	1	3	2	
	<b>CO4</b>	3	3	3			1		3	2	
	<b>CO5</b>	3	3	3	3	1		1	3	2	
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project Seminar / Internship (H)				
		✓									
4	Approval					Meeting of Academic Council, June 2022					



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22010**

**BUSINESS LAW**

**UNIT- I BASICS OF CONTRACT ACT**

**9Hours**

Indian Contract Act – Formation – Elements of valid contract - Terms of contract – Forms of contract – Offer and Acceptance - Consideration.

**UNIT- II AGREEMENT**

**9Hours**

Capacity – Flaw in consent, Void agreements – Illegal agreements – Misrepresentation: Fraud, Mistake and Legality.

**UNIT- III EXECUTION OF CONTRACT**

**9 Hours**

Performance – Tender – Contingent contract - Quasi contract – Discharge – Remedies for breach of contract.

**UNIT - IV SALE OF GOODS ACT**

**9Hours**

Sale of Goods Act – Sale and agreement to sell – Formation – Performance of contract of sale - Caveat emptor

**UNIT -V SALES AND DELIVERY**

**9 Hours**

Conditions and warranty – Rights of unpaid seller - Rules regarding delivery.

**Reference Books:**

1. Business Laws- N.D. Kapoor , Sultan Chand and Sons
2. Business Laws – M.R. Sreenivasan , Margam Publications
3. Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
4. Mercantile Law – S. BadreAlam and P. Saravanavel
5. Business Law – R.S.N. Pillai – S. Chand



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22011</b>	<b>PRODUCTION MANAGEMENT</b>									<b>L T P C</b> <b>4 0 0 4</b>	
	Total Contact Hours – 45										
	Prerequisite - +2										
	Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>											
<ol style="list-style-type: none"> <li>1. Enabling students to understand the significance of production and operation management in today's scenario.</li> <li>2. Explain the operational strategies considering global scenario.</li> <li>3. To integrate demand and marketing and production for strategic formulation.</li> <li>4. To highlight the importance of Inventory management.</li> </ol>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Familiarity in operations management and its relationship with other functional areas.										
CO2	Enable to frame operational strategies on par with global standards.										
CO3	Capable of appropriately identifying plant location and layout.										
CO4	Able to approach operations management scientifically with time, method and motion										
CO5	Capacity to apply various quality control measures to ensure quality product periodically.										
	Mapping of Course Outcomes with Program outcomes (Pos)										
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/POs	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	3	2		3	2			3		
	<b>CO2</b>			3	3		3	3	2	2	
	<b>CO3</b>				2	2		2		3	
	<b>CO4</b>		2	3	3	3		2		3	
	<b>CO5</b>				3		3			3	
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)					
					✓						
4	Approval					Meeting of Academic Council, June 2022					



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MBBA22011**

**RODUCTION MANAGEMENT**

**UNIT – I PRODUCTION SYSTEM**

**9 Hours**

Introduction - Production - Productivity - Production management - Objectives - Functions – Nature and Scope – Decision making in production - Relationship with other functional areas.

**UNIT – II PLANT LOCATION AND LAYOUT**

**9 Hours**

Plant location selection, need & Plant location problems - Advantages of urban, semi-urban and rural locations - Systems view of locations - Factors influencing plant location. Plant layout – Meaning and definition, problems, Objectives, Principles of plant layout, types of layout and Factors influencing layout

**UNIT – III PRODUCTION PLANNING AND CONTROL**

**9 Hours**

Production Process. PPC: Routing and scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance – Inventory: Classification and coding of stock – ABC analysis – JIT.

**UNIT – IV WORK, TIME AND METHOD STUDY**

**9 Hours**

Work and method study - Importance of work study , Procedures - Time study - Human considerations in work study - Introduction to method study , Objectives, Steps involved in method study. Work measurement - Objectives, Techniques , Allowance - Computation of standard time - Comparison of various techniques.

**UNIT – V QUALITY CONTROL**

**9 Hours**

Quality control purpose - Types of inspection - Centralized and decentralized – Sampling by variables and attributes - P Chart - X - Chart – C-chart – R-chart - Construction - Control – TQM – Service operations Management – Types – Services process and delivery - (Ethical practices in operations management – Modern trends in operations management only for discussion).

**Reference Books:**

1. Buffa, E.S.and Sarin R., Modern Productions / Operations Management, Wiley, 2007.
2. Panneerselvam, R., Production and Operations Management, 3<sup>rd</sup> Edition, PHI Learning, 2012.
3. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra & Samir K Srivastava, Operations Management, 9<sup>th</sup> Edition,Pearson,2011
4. Chary, S.N., Production and Operations Management, 5<sup>th</sup> Edition, Tata McGraw-Hill, 2012.
5. B.Mahadevan, Operations Management, 2<sup>nd</sup> Edition, Pearson,2010.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22L05</b>	<b>HEALTH AND YOGA</b>			<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>Ty/L/ ETP</b>
	Total Contact Hours – 20			2	0	0	4	Lb
	Prerequisite – Degree							
	Course Designed by – Faculty of Management Studies							

**OBJECTIVES**

To introduce health psychology and arrive at the introduction to the philosophy and practice of yoga.

**COURSE OUTCOMES (COs)**

Students completing the course were able to

CO1	Compile the models of health and the psychological component of health
CO2	Classify healthy behavior and health compromising behavior
CO3	Deduce the impact of stress on health and apply effective stress management strategies
CO4	Understanding the link between yoga and Indian Philosophy
CO5	Extrapolate the role of yoga in health care

Mapping of Course Outcomes with Program outcomes (Pos)									
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	2	3					2	
	<b>CO2</b>	2	3				2	3	
	<b>CO3</b>	2	3				3	3	
	<b>CO4</b>	2	2				2	2	
	<b>CO5</b>	2	2				3	2	
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
			√						
4	Approval					Meeting of Academic Council, June 2022			



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22L05**

**HEALTH AND YOGA**

**UNIT – I Introduction to Health Psychology:**

**4 hours**

Health psychology: Definition, need for and importance of health, goals of health Psychology; Difference between health psychology and clinical psychology, health psychology and behavioral medicine. Indian scenario on Mental Health, World Health Organization and Mental Health. Models and Theories of Health – Biopsychosocial model, Biomedical model, Diathesis Stress Model.

**UNIT – II Health and Behavior:**

**4 hours**

Healthy Behavior, Health compromising Behaviors: Smoking, Alcoholism and Substance abuse. Health enhancing behaviors: Weight control, Diet, Exercise, Role of Health and Yoga in changing behavior. Critical

**UNIT – III Understanding Stress:**

**4 hours**

Stress and lifestyle disorders: Meaning and definition, development of stress; nature of stressors: Frustration, pressure; Factors predisposing stress: life events and daily hassles; Burnout. Coping with stress: Problem oriented and emotion oriented. Stress management: Meaning and definition; Changing thoughts, behavior and physiological responses.

**UNIT – IV Yoga Philosophy:**

**4 hours**

Introduction to Yoga and Yogic Practices – Definition, History, Aim and Objectives, Four Paths of Yoga and Principles of Yoga, Hatha Yoga – Distinction between Yoga and Non Yogic Practices, Concept of Yogic diet, Purpose and Utility of Asanas in Hatha Yoga, Introduction to Patanjali,

**UNIT – V Yoga in Health Care:**

**4 hours**

Yoga for specific lifestyle disorders: Asthma, Sleeplessness, Diabetes, Blood pressure and Heart Diseases. Research evidence on the impact of yoga intervention on lifestyle disorders. Halasana and Matsyasana for Thyroid, Dhanurasana and Bhujangasana for Polycystic Ovarian Syndrome Disease, Shishuasana and AdhoMukhaSvanasana for Arthritis, SuptaMatsyendrasana and Vrikshasana for Lower back pain, ArdhaMatsyendrasana and Chakrasana for Diabetes, Apanasana and Paschimottanasana for Indigestion and Stomach Disorder, Padmasana and Sirsasana for Migraine, BaddhaKonasana and Sukhasana for Depression, Balasana and Shavasana for Sleeplessness. Evaluation of the applications of psychological knowledge in the area of health and identification of gaps.

**TOTAL NO. OF PERIODS: 20 HOURS**

**Reference Books:**

1. Taylor, S.E (2006). Health Psychology. New Delhi: Tata McGraw Hill
2. Serafini, E.P & Smith T.W. (2012). Health Psychology: Bio psychosocial Interventions. New Delhi: Wiley
3. Hatha Yoga Pradipika by Swami Svatmarama.
4. BKS Iyengar (2013). YOGA - The Path to Holistic Health



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22SE1</b>	<b>LEADERSHIP SKILLS LAB</b>							<b>L T P C</b> <b>2 0 2 4</b>		
	Total Contact Hours – 20									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To enable the students to understand leadership skills.</li> <li>To upgrade the leadership skill to be effective in business.</li> <li>To develop confidence and efficiency by applying the skills in order to help future business.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Enhance knowledge about various leadership skills.									
CO2	Capable of leading a team effectively.									
CO3	Able to build good relationship with the team with good knowledge about business and move forward.									
CO4	Being creative and apply the mind in accordance to the requirement of the business as a leader.									
CO5	Enhance leadership qualities such as empathy, being a motivator counselor etc.									
Mapping of Course Outcomes with Program outcomes (Pos)										
<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/POs	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3		3	3	3			2	2
	<b>CO2</b>		2	2	2	3		2		2
	<b>CO3</b>	3	3	2		3	3			2
	<b>CO4</b>			3	3	3			2	2
	<b>CO5</b>	3	2			3		2	3	3
3	Category	General (A)		Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)
						✓				
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22SE1**

**LEADERSHIP SKILLS LAB**

<b>Week No</b>	<b>Lab Index</b>
1	Communication skill: Channel – Language – Mode of communication – Time of communication – Confidentiality etc., using practice, video play and case studies.
2 & 3	Team building: Exercises – Group Discussions.
4 & 5	Power and Authority: Delegation, Power and authority using case studies and role play
6 & 7	Motivation Skill: Case studies, role play and video play
7 & 8	Decision Making and Problem Solving skill: Developing analytical and decision making skills using case studies.
9 & 10	Interpersonal Skill: Developing interpersonal skill using exercises and case studies.
11 & 12	Case studies and Business Games on creative problem solving, influencing without authority, managing conflict, and communicating effectively.

**Reference Books:**

1. Life Skills (Jeevan Kaushal) Facilitators' Guidelines, Published by: Secretary, University Grants Commission, Bahadur Shah Zafar Marg, New Delhi- 110002.
2. The Leadership Skills Handbook (English, Hardcover, Owen Jo), Leadership 9Th Edition by HUGHES, ET ALL, Mcgrawhill.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# SEMESTER V



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22012</b>	<b>STRATEGIC MANAGEMENT</b>									<b>L T P C</b> <b>4 0 0 4</b>
	Total Contact Hours – 45									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To expose students to various perspectives and concepts in the field of strategic management.</li> <li>The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.</li> <li>To help students develop skills for applying these concepts to the solution of business problems.</li> <li>To help students master the analytical tools of strategic management</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Understand the basic concepts and principles of strategic management.									
CO2	Analyze the internal and external environment of business.									
CO3	Develop and prepare organizational strategies that will be effective.									
CO4	Devise strategic approaches to manage business successfully.									
CO5	Forge proactive leadership competencies to navigate business challenges.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3			3				3	
	CO2		3				2			3
	CO3			3				2		
	CO4		2		3				2	
	CO5					3				3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
4	Approval					✓	Meeting of Academic Council, June 2022			



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MBBA22012**

**STRATEGIC MANAGEMENT**

**UNIT- I INTRODUCTION**

**9 Hours**

Strategy – Meaning – Definition – Strategic Decision Making – Approaches to strategic decision making – Business Ethics – Strategic Management – Need – Strategic Management Planning Process – Strategic Plans during recession, recovery, boom and depression – Stability Strategy – Expansion Strategy –Retrenchment Strategy – Restructure Strategy – Levels of Strategy –strategic management: merits and demerits.

**UNIT – II STRATEGIC FORMULATION**

**9 Hours**

Corporate Strategy – Concept – Scope – Components – Strategy Formulation – Affecting Factors – Process of strategic planning – project life cycle – Portfolio analysis: BCG Matrix – G. E matrix – Step high strategy – Directional policy Matrix Strategic Management – Generic Strategic Alternatives – Horizontal, Vertical Diversification.

**UNIT – III FUNCTIONAL AND OPERATIONAL IMPLEMENTATION**

**9 Hours**

Functional and Operational Implementation: Financial, Marketing, operations/production, Personnel plans and policies, information, Integration of functional plans and policies, Strategic evaluation and control: Techniques of strategic evaluation and control, Integration of functional plans and policies- ERP – Features and applications.

**UNIT- IV CORPORATE RESTRUCTURE**

**9 Hours**

Corporate Restructuring – Concept – Process-corporate and business level strategic analysis – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Organizational structure – Corporate development – Cooperative strategies, Aspects of strategy Implementation, Project and Procedural Implementation, Resource allocation, Structural and Behavioral Implementation.

**UNIT- V GLOBAL STRATEGIES**

**9 Hours**

Global Strategies – Global expansion strategies – MNC mission statement –Market entry strategy – International strategy – Business level strategy – Strategic leadership – Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic Implementation & control: Behavioral aspects.

**TOTAL NO. OF PERIODS: 45 Hours**

**REFERENCE BOOKS:**

1. AzharKaxmi: Business Policy and Strategic Management, Tata McGraw Hill New Delhi
2. Jain, P.C. L: Strategic Management (Hindi)
3. Bhattacharry, S.K. And N. Venkataramin: Managing Business Enterprises: Strategies, Structure and Systems, Vikas Publishing House, New Delhi.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22013</b>	<b>RESEARCH METHODOLOGY</b>							<b>L T P C</b> <b>4 0 0 4</b>		
	Total Contact Hours – 45									
	Prerequisite - +2									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>1. To offer in-depth scope of knowledge and fundamental principles of research</li> <li>2. Introduce the concept of scientific research and the methods of conducting scientific enquiry</li> <li>3. To introduce the statistical tools of data analysis</li> <li>4. To impart knowledge about various stages of the research processes and the intricacies involved therein.</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Apply the basic concepts of research methods and choose appropriate research design.									
CO2	Acquaint with formulation of Hypothesis and testing of hypothesis.									
CO3	Familiar with the tools used for data collection for research									
CO4	Capable of data preparation and data analyses.									
CO5	Gain knowledge on report writing and preparing research report.									
	Mapping of Course Outcomes with Program outcomes (Pos)									
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>									
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3					2	2		3
	<b>CO2</b>	3		2				2		3
	<b>CO3</b>				3					
	<b>CO4</b>		2	3				2		
	<b>CO5</b>	3			2					
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
			✓							
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22013**

**RESEARCH METHODOLOGY**

**UNIT- I INTRODUCTION**

**9 Hours**

Research – Meaning and purpose – Types of research – Pure and applied, survey, case study, experimental, exploratory – Research Design – Steps in selection and formulation of research problem – Review of literature.

**UNIT – II SAMPLING**

**9 Hours**

Formulation of Hypothesis – Types – Testing – Sampling - Sampling techniques – Meaning of Sampling error and sample size.

**UNIT- III DATA COLLECTION**

**9 Hours**

Methods of data collection – Primary and secondary data – Observation – Interview – Questionnaire – Construction of tools for data collection – Pilot study – Meaning of validity and reliability.

**UNIT- IV DATA ANALYSIS**

**9 Hours**

Processing and analysis of data – Editing – Coding – Transcription – Tabulation – Outline of statistical analysis – Descriptive statistics – Elements of processing through computers – Packages for analysis.

**UNIT- V REPORT WRITING**

**9 Hours**

Report writing – Target audience – Types of reports – Contents of reports – Steps in drafting a report.

**REFERENCE BOOKS:**

1. C.R. Kothari, Research Methodology, WishvaPrakashan, New Delhi, edition
2. Donald R.Cooper and Pamela S.Schindler – Business Research Methods – Tata McGraw Hill.
3. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall
4. Dr. Tripathi P C, Research Methodology in Social Science, 6th Edition, Sultan Chand & Sons



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22014</b>	<b>ETHICS FOR MANAGERS</b>							<b>L T P C</b> <b>4 0 0 4</b>			
	Total Contact Hours – 45										
	Prerequisite - +2										
	Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>											
<ol style="list-style-type: none"> <li>To understand the Business Ethics and to provide best practices of business ethics.</li> <li>To learn the values and implement the same in management.</li> <li>To develop corporate social Responsibilities and practice in their professional life.</li> <li>To imbibe the Indian ethical practices.</li> </ol>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Enhanced knowledge about basic concepts of Business Ethics										
CO2	To learn the values and implement in their careers to become a good managers.										
CO3	Know the ethical decision making in management.										
CO4	With strong values, norms and beliefs build responsible organisation.										
CO5	Good Learning about the Indian ethical practices.										
Mapping of Course Outcomes with Program outcomes (Pos)											
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low											
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	2			2		3	1	3	3	
	<b>CO2</b>	3	3	2	3				3		
	<b>CO3</b>	2		2					3		
	<b>CO4</b>	1	2		2	3	3		2		
	<b>CO5</b>	3			2				3		
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
					✓						
4	Approval					Meeting of Academic Council, June 2022					



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22014**

**ETHICS FOR MANAGERS**

**UNIT-I INTRODUCTION**

**9 Hours**

Introduction to Ethics- Definition of Ethics – Objectives, nature and sources of ethics – Business Ethics – Nature, Importance and Factors influencing Business Ethics.

**UNIT-II MANAGEMENT OF ETHICS**

**9 Hours**

Ethical Issues related to Advertisement and Marketing; - Secular versus Spiritual Values in Management - Work Ethics - Stress at Workplace - Ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics - Cost of ethics in Corporate ethics evaluation - Value based leadership.

**UNIT-III ETHICAL DECISIONS**

**9 Hours**

Ethical Decision-making - Ethical Dilemmas in Organization - Social Responsibility of Business and Corporate Governance - Corporate Social Responsibility.

**UNIT-IV VALUES, NORMS AND BELIEFS**

**9 Hours**

Ethics vs. Morals - Values, Norms, Beliefs and their role - Values for managers from Indian ethos - Ethical Codes – Ethical theories; Teleological, Deontological, Natural and Kantian.

**UNIT-V INDIAN ETHICAL PRACTICES**

**9 Hours**

Ethics in Marketing and Advertising - Human Resources Management - Finance and Accounting – Production - Information Technology - Copyrights and Patents - Regulatory Framework of Corporate Governance in India - SEBI Guidelines and clause 49 - Audit Committee - Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. Management Ethics - integrity at work' by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
2. S.K.Bhatia, Business Ethics and Corporate Governance
3. Business Ethics" by W.H. Shaw, Cenage publication.
4. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai, 2007
5. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
Program Structure for BBA (Full Time)

<b>HBCC22002</b>	<b>ENTREPRENURSHIP DEVELOPMENT</b>	<b>Ty/L/ ETP</b>	<b>L</b>	<b>T/ S.Lr</b>	<b>P/R</b>	<b>C</b>
	Prerequisite : Basic knowledge in entrepreneurship development	Ty	3	0	0	3

L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits,  
T/L/ETL : Theory / Lab / Embedded Theory and Lab

**OBJECTIVES**

1. To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.
2. To recognize the value of problem solving, effective business management and entrepreneurial thinking to business development.
3. To identify the key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development

**COURSE OUTCOMES (Cos)** Students completing this course Will be able to

<b>CO1</b>	Provide information related to entrepreneurship
<b>CO2</b>	Make students state the importance of entrepreneurial development
<b>CO3</b>	State the importance of business idea generations
<b>CO4</b>	Gain knowledge on various EDP organized by Government Sectors
<b>CO5</b>	Provide them the nature of economic development and entrepreneurial growth.

Mapping of Course Outcome with Program Outcome (POs)

Sem	Programme Outcomes(Pos)									
	Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	2	3	2	3	3	3	3	3	2	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	2	3	3	2	3	3	3	3	2
<b>CO4</b>	2	3	2	3	3	3	3	3	2	3
<b>CO5</b>	3	3	3	3	2	3	2	3	3	3

Sem –VI	Programme Specific Outcomes(PSOs)		
Cos	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	2
<b>CO2</b>	2	2	3
<b>CO3</b>	3	3	2
<b>CO4</b>	3	3	3
<b>CO5</b>	3	2	3

**3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low**

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical Project	Internships/ Skill component	Inter disciplinary
			√						

Approval Meeting of Academic Council, June 2022



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBCC22002**

**ENTREPRENEURSHIP DEVELOPMENT**

**UNIT- I Concept of Entrepreneurship**

**9 Hours**

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

**UNIT- II Entrepreneurial Development Agencies.**

**9 Hours**

Commercial Banks - District Industries Centre - National Small Industries Corporation Small Industries Development Organisation - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives .MSME Sector and its coverage Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organisation (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA)

**UNIT- III Project Management**

**9 Hours**

Business idea generation techniques - Identification of Business opportunities – Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report- Tools of Appraisal.

**UNIT - IV Entrepreneurial Development Programmes**

**9 Hours**

Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements – Role of Government in organizing EDPs- Critical evaluation

**UNIT- V Economic Development and Entrepreneurial growth**

**9 Hours**

Role of Entrepreneur in Economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship. Self-help groups and empowerment of Women in India - Financing SHG and their role in Micro-financing. Financial inclusion and its penetration in India, Challenges and Government role in Financial inclusion–Pradhan Mantri Jan-Dhan Yojana - Six Pillars of Its Mission objectives

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books :**

1. Saravanel, P. Entrepreneurial Development, Principles, Policies and Programmes, EssPee Kay Publishing House - 1997, Chennai.
2. Tulsian, P.C & Vishal Pandey, Business Organization and Management, Pearson Education India, 2002, Delhi.

**Books for Reference :**

1. Janakiram, B, and Rizwana, M, Entrepreneurship Development, Text and Cases, ExcelBooks India, 2011, Delhi.
2. Arun Mittal & Gupta, S.L - Entrepreneurship Development, International Book House Pvt. Ltd, 2011, Mumbai.
3. Anil Kumar, S, Poornima, S, Abraham, K, Jayashree, K - Entrepreneurship Development, Newage International (P) Ltd, 2012, Delhi.
4. Gupta C B and Srinivasan NP, Entrepreneurial Development, Sul



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBFL22I03**

**FOREIGN LANGUAGE**

Foreign language is introduced in the curriculum to make the students globally employable. Students should select and register for any one of the foreign languages from the given list. At the end of the course students should be able to read, write and converse the language in the basic level. At the end of the semester the assessment will be done through internal examination by the examiner duly appointed by the head of the department.

<b>S.NO</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>
1	EBFL22I01/HBFL22I01	FRENCH
2	EBFL22I02/HBFL22I02	GERMAN
3	EBFL22I03/HBFL22I03	JAPANESH
4	EBFL22I04/HBFL22I04	ARABIC
5	EBFL22I05/HBFL22I05	CHINESE
6	EBFL22I06/HBFL22I06	RUSSIAN
7	EBFL22I07/HBFL22I07	SPANISH



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBCC22107**

**NCC/NSS/INTERNSHIP**

➤ **NCC**

The National Cadet Corps (NCC) is a youth development movement. It has enormous potential for nation building. The NCC provides opportunities to the youth of the country for their all-round development with a sense of Duty, Commitment, Dedication, Discipline and Moral Values so that students become able leaders and useful citizens. As NCC provides exposure to the cadets in a wide range of activities., with a distinct emphasis on Social Services, Discipline and Adventure Training. As NCC is open to all regular students of schools and colleges on a voluntary basis. The students are encouraged to participate in NCC activities.

➤ **National Service Science (NSS)**

Our Students are given an opportunity to have exposure about society. Students are accommodated in nearby village with easy access. Their stays in village would enhance their life skills. It teaches them about group behaviour, team building and social life and they would learn about adjustments, sharing, and target achievement molding them into socially responsible human beings etc. They engage them into many activities like, clearing of areas, teaching school children, educating women about about life skill, entertaining the people etc.

➤ **INTERNSHIP**

Students will have an opportunity to expose their knowledge and talent to make an innovative project. Students are supposed to do innovative projects useful to industries/society in the area of relevant field, inter and multi-disciplinary areas, under the guidance of a staff member . They have to prepare a project report and submit to the department.

At the end of the semester Viva-Voce examination will be conducted by the internal Examiner duly appointed by the Head of the department and the students will be evaluated.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# SEMESTER VI



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22015</b>	<b>INTERNATIONAL BUSINESS MANAGEMENT</b>								<b>L T P C</b> <b>4 0 0 4</b>		
	Total Contact Hours – 45										
	Prerequisite - +2										
	Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>											
<ol style="list-style-type: none"> <li>To familiarize the students to the basic concepts of international business management</li> <li>To understand the economic, cultural and ethical issues relating to international business.</li> <li>To know the origins and patterns of International Trade and concepts of terms of trade</li> <li>To know the various functions export management.</li> <li>To apply theory in varied international business situations and formulate framework for complex cross-border decision making</li> </ol>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Understand the significance of International Business										
CO2	Understand the International Business Theories										
CO3	Knowing the importance of foreign exchange and able to gain support from global trade organizations.										
CO4	Enhanced knowledge about export procedure and documents.										
CO5	Decision Making Ability in Globalization Trends and Challenges										
	Mapping of Course Outcomes with Program outcomes (Pos)										
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
2	CO1	3			2				3		
	CO2		3				2			3	
	CO3			3				2			
	CO4		2		3				3		
	CO5					3	3				
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)		
		✓									
4	Approval									Meeting of Academic Council, June 2022	



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MBBA22015**

**INTERNATIONAL BUSINESS MANAGEMENT**

**UNIT – I INTRODUCTION**

**9 Hours**

An Introduction to Global Business Meaning, nature and significance of international Business, factors causing globalization of business - Environment of International Business – Economical, Political, Demographical, Global, Social, Cultural, Technological, Legal.

**UNIT – II INTERNATIONAL TRADE AND INVESTMENT**

**9 Hours**

Global business – Multilateral trade negotiation and agreements – Challenges for global business – Global trade and investment – Theories for basis of international trade (The comparative cost theory, opportunity cost theory, Heckschey Ohlin theory) and theories of international investment – Regional trade block – Types – Advantages and disadvantages.

**UNIT – III International Finance and Foreign Exchange Market**

**9 Hours**

Foreign exchange market – Functions – Methods of effecting international payments – Swap and forward exchange – Determination of Exchange rate – Exchange Control – Methods, Objectives – Exchange rate classifications - MF, Role of IMF - IBRD, Features of IBRD - WTO, Role and Advantages of WTO - TRIPS, TRIMS, GATS - Pre-Bretton woods periods and Bretton woods systems.

**UNI-IV Production, Marketing, Financial and Human Resource Management of Global Business**

**9Hours**

Global production –Location – Scale of operations - Cost of production – Make or Buy decisions – Global supply chain issues – Quality considerations - Globalization of markets, marketing strategy – Challenges in product development , pricing, - Investment decisions – economic - Political risk – sources of fund- exchange – rate risk and management -compensation.

**UNIT – V Export Marketing and Global Trends and Challenges**

**9 Hours**

Export Marketing and Pricing Export marketing, Export pricing, costing and packaging factor Globalization Trends and Challenges; Balance of Payments Trends; Conflict in International business – Sources and types of conflict - Conflict resolutions – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision making- Consumer Protection Act. IT and International Business.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. K. Aswathappa, International Business, 5th Edition, Tata McGraw Hill, New Delhi, 2012.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition , Cengage Learning, New Delhi, 2010.
3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
4. P.G.Apte- International Financial Management, Tata McGraw Hill
5. Kapoor. D.C., Export Management, Vikas Publishing, New Delhi, 2009.
6. Nair, S.K., Contract Management, Vrinda Publications, New Delhi, 2008.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>HBCC22ET1</b>	<b>UNIVERSAL HUMAN VALUES</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>Ty/L/ ETP</b>
	Total Contact Hours – 20	3	2	0	2	ETP
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

**OBJECTIVES**

1. To describe meaning, purpose, and relevance of universal human values.
2. To understand the importance of values in individual, social, career, and national life.
3. To learn from lives of great and successful people who followed and practiced human values and achieved self-actualization.
4. To understand and practice professional ethics with the goal for the universal wellness

**COURSE OUTCOMES (COs)**

Students completing the course were able to

CO1	Become conscious practitioners of values
CO2	Realize their potential as human beings and conduct themselves properly in the ways of the world.
CO3	Develop integral life skills with values
CO4	Inculcate and practice them consciously to be good human beings.
CO5	Practice professional ethics with the goal for the universal wellness

Mapping of Course Outcomes with Program outcomes (Pos)									
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low									
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	3	3			2	3	3	
	CO2	3	2	1	2	2	3	3	
	CO3	3	3		1	3	2	2	
	CO4	2	3			2	2	3	
	CO5	2	3			3	3	3	
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
		√							
4	Approval					Meeting of Academic Council, June 2022			



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**HBCC22ET1 UNIVERSAL HUMAN VALUES**

**UNIT – I Love and Compassion**

**4 hours**

Love and its forms: love for self, parents, family, friend, spouse, community, nation, humanity, nature and other beings—living and non-living. Love and compassion and inter-relatedness, Individuals who are remembered in history for love and compassion and what will learners gain if they practice love and compassion. Related activities: Sharing learner's individual and/or group experience(s), community outreach program to manifest love and compassion toward people and nature, Simulated Situations, Case studies

**UNIT - II Truth and Righteousness**

**4 hours**

Universal truth, truth as value (artha), truth as fact (satya), veracity, sincerity, honesty among others. Understanding righteousness, Righteousness and dharma, righteousness and propriety, Individuals who are remembered in history for practicing truth and righteousness and what will learners gain if they practice Truth and Righteousness. Sharing learner's individual and/or group experience(s), exercises on ease with truth can be recalled consistently, Simulated Situations, Case studies

**UNIT – III Non-Violence and Peace**

**4 hours**

pre-requisites for non-violence- Love, compassion, empathy, and sympathy, Ahimsa as non-violence and non-killing, the impact of practicing non-violence-Peace, harmony and balance, Individuals and organizations that are known for their commitment to non-violence and peace, and what will learners gain if they practice non-violence and work towards peace. Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

**UNIT - IV Renunciation (Sacrifice) Tyaga**

**4 hours**

Renunciation and sacrifice, developing a balance between enjoyment and sacrifice, Bhoga (enjoyment) with tyagabhava and tyaga (Sacrifice) with bhogabhava is the root of all human and literary values, enjoying life and freedom with responsibility and What will learners learn/gain if they practice renunciation and sacrifice Social outreach programs for sharing and caring experience, expressing gratitude, Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

**UNIT - V Professional Ethics**

**4 hours**

Understanding Acceptance of human values and Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Developing Competence in professional ethics and practicing it, to utilize the professional competence for augmenting universal human order and create people friendly eco-friendly identify the scope and characteristics of people friendly and eco-friendly systems for the wellness of the universe as a whole.

Exercises to propagate people friendly eco-friendly activities both creative and functional, Brain storming, Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

**TOTAL NO. OF PERIODS: 20 HOURS**

**Reference Books:**

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
3. Basham, A.L. 1954. The Wonder That Was India. London: Picador Press.
4. Joshi, Kireet. 1997. Education for Character Development. Delhi: Dharam Hinduja Centre of Indic Studies.
5. Milton, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

6. Mookerji, Radha K. 1989. Ancient Indian Education. Delhi: Motilal Banarasidass
7. Saraswati, Swami Satyananda .2008. Asana Pranayama Mudra Bandha. Munger, India: Bihar School of Yoga.

<b>MBBA22L07</b>	<b>BUSINESS ETIQUETTE</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>Ty/L/ ETP</b>
	Total Contact Hours – 20	2	0	0	4	L
	Prerequisite – +2					
	Course Designed by – Faculty of Management Studies					
<b>OBJECTIVES</b>						
<ol style="list-style-type: none"> <li>1. To enable students to learn the etiquette of business.</li> <li>2. To make students to learn a good decorum to be maintained in day to day business.</li> <li>3. To build strong business relationship by applying business etiquette.</li> </ol>						
<b>COURSE OUTCOMES (COs)</b>						
Students completing the course were able to						
CO1	Practice good etiquette in profession.					
CO2	Value people and maintain good decorum within an organisation.					
CO3	Enables to rise to the moral standards expected.					
CO4	Improved interpersonal skills to frame strong foundation for good management with outside stakeholders.					
CO5	Enhances better business relationship and organizational acceptance during meetings even through electronic media.					

Mapping of Course Outcomes with Program outcomes (Pos)											
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
2	CO1	3	3			2	3	3	3	3	
	CO2	3	2	1	2	2	3	3	3	3	
	CO3	3	3		1	3	2	2	3	3	
	CO4	2	3			2	2	3	3	3	
	CO5	2	3			3	3	3	3	3	
3	Category	General (A)		Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
		√									
4	Approval						Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22L07**

**BUSINESS ETIQUETTE**

**Practices:**

1. Understanding business etiquette and Minimum standards required by etiquette practice,
2. Knowledge and appreciation of courtesy and good manners at work.
3. The values and expectations of different cultures, determining which etiquette style suits and adapt to organizational culture in particular.
4. Effective polite verbal communication, Professional phone conversation, letter and email etiquette, and communication etiquette.
5. The importance of how to behave in a professional manner with all stake holders.
6. Meeting protocol, preparation and attendance, Chairing and setting out a meeting agenda and minutes.
7. Appreciate the issues involved with regard to disability in the workplace, General disability etiquette.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# PROGRAM ELECTIVE - I



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22E01</b>	<b>HUMAN RESOURCE MANAGEMENT</b>								<b>CLTy P</b> <b>4 4 0 0</b>		
	Total Contact Hours – 45										
	Prerequisite - +2										
	Course Designed by – Faculty of Management Studies										
<b>OBJECTIVES</b>											
<ol style="list-style-type: none"> <li>To understand the fundamental concepts and practices in human resource management.</li> <li>To know the role of HR manager in recruitment and Training process.</li> <li>To analyze the various appraisal methods followed in corporate.</li> <li>To know the grievance procedures handled by an organization.</li> </ol>											
<b>COURSE OUTCOMES (COs)</b>											
CO1	Gain Knowledge and skill on basic concepts of HR.										
CO2	Capacity of analyzing and planning manpower requirements based on job analysis.										
CO3	Capable of identifying suitable source of recruitment and appropriate selection techniques.										
CO4	Ability to identify training needs and capable of executing proper training method.										
CO5	Enable to appraise employees' performance, plan compensation accordingly and to handle grievances.										
	Mapping of Course Outcomes with Program outcomes (Pos)										
	<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>										
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	3				2		3	2	3	
	<b>CO2</b>			2	3	2			2	2	
	<b>CO3</b>		3	3	2		2		2		
	<b>CO4</b>	3	2		2			2		2	
	<b>CO5</b>	3	2			3		2		2	
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
							✓				
4	Approval									Meeting of Academic Council, June 2022	



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22E01**

**HUMAN RESOURCE MANAGEMENT**

**UNIT- I INTRODUCTION**

**9 Hours**

Human Resource Management - Definition – Objectives – Functions - Evolution and growth of HRM– Qualities of HR manager – Role of a HR Manager– Problems and challenges of HR manager.

**UNIT- II HUMAN RESOURCE PLANNING**

**9 Hours**

Human Resource Planning - Objectives – Steps in Human Resources Planning – Job analysis – Job Description – Job Specification – Job Rotation.

**UNIT- III PLACEMENT**

**9 Hours**

Recruitment & Selection – Sources of recruitment - Methods of Selection – Interview- Techniques in selection and placement.

**UNIT- IV TRAINING AND DEVELOPMENT**

**9Hours**

Training & Development – Principles of Training – Assessment of Training Needs – On the Job Training Methods - Off the Job Training Methods.

**UNIT –V PERFORMANCE APPRAISAL AND COMPENSATION**

**9 Hours**

Performance Appraisal Process – Methods of Performance Appraisal – Components of Remuneration – Incentives & Benefits – Grievance Handling Procedures.

**TOTAL NO. OF PERIODS: 45 Hours**

**References Books:**

1. Tripathi - Personnel Management, Sultan Chand & Sons, New Delhi, 2000
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, New Delhi, 2005
3. Aswathappa, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 1999.
4. Davis and Werther, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 2000
5. The Handbook of Human Resource Management, Adrian Wilkinson - Griffith University and Visiting Professor at University of Sheffield ,Nicolas Bacon - City, University of London.



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22E02</b>	<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>		<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ETP</b>
	Total Contact Hours – 45		4	4	0	0	T
	Prerequisite –						
	Course Designed by – Faculty of Management Studies						
<b>OBJECTIVES</b>							
<ol style="list-style-type: none"> <li>To enable the students to know various strategies of human resource Management;</li> <li>To enhance the human resources handling skills and</li> <li>To understand the organizational culture.</li> </ol>							
<b>COURSE OUTCOMES (COs)</b>							
CO1	Familiarity in the field of human resources.						
CO2	Have good subject knowledge about the recruitment and selection.						
CO3	Upgraded skills in compensation strategy.						
CO4	Analyses and understand the retrenchment strategies.						
CO5	Resolve issues in the organization.						

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	<b>CO1</b>	3				2		3	2	3
	<b>CO2</b>			2	3	2			2	2
	<b>CO3</b>		3	3	2		2		2	
	<b>CO4</b>	3	2		2			2		2
	<b>CO5</b>	3	2			3		2		2
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
							✓			
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22E02 STRATEGIC HUMAN RESOURCE MANAGEMENT**

**UNIT – I INTRODUCTION 9 Hours**

Introduction to Strategic HRM – Definition - Need and Importance - Introduction to business and corporate strategies - Integrating HR strategies with business strategies - Developing HR plans and policies.

**UNIT – II RECRUITMENT AND SELECTION PROCESS 9 Hours**

e- Employee profile – e-selection and recruitment - Virtual learning and orientation – e -training and development – e-Performance management – Issues in employee privacy – Employee surveys online

**UNIT – III PERFORMANCE MANAGEMENT 9 Hours**

Meaning - Concept - Defining key result areas (KRA) - Result based performance - Linking performance to pay - Merit based promotions - Reward and Compensation Strategies - Performance and Skill based pay - Team based pay broad banding - Profit sharing - Executive compensation - Variable pay

**UNIT – IV RETRENCHMENT STRATEGIES 9 Hours**

Retrenchment strategies – Downsizing - Voluntary Retirement Schemes (VRS) - HR outsourcing - Early retirement plans - Project based employment - Retention and retraining - Exit interview.

**UNIT – V UNIONS & GLOBAL HRM 9 Hours**

Strategies for dealing with unions - Role of unions – Strategic collective bargaining – CB process - Grievance handling process - Global HR strategies - Introduction to global HR strategies - Developing HR as a value added function.( Re-inventing talent acquisition only for discussion).

**TOTAL NO. OF PERIODS: 45 HOURS**

**Reference Books:**

1. Mello, Jeffrey A., *Strategic Human Resource Management*, engage Learning. '004 edition (January 1, 2014)
2. Agarwala, Tanuja, *Strategic Human Resource Management*, Oxford University Press, New Delhi. Edition 25 January 2007) ISBN-10: 0195683595 ISBN-13: 978-0195683592
3. Dreher, George and Thomas Dougherty, *Human resource Strategy*, Tata McGraw Hill edition 1st ISBN-13: 978-0256211894 ISBN-10: 0256211892
4. Charles Greer, *Strategic HRM* – Pearson education Asia, New Delhi edition 19 APR 2004
5. Michael Armstrong, *Strategic HRM* - Kogan page, London 5 edition (3 August 2011) ISBN-10: 0749463945 ISBN-13: 978-074946394



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22E03</b>	<b>ORGANIZATIONAL DEVELOPMENT</b>		<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ ETP</b>
	Total Contact Hours – 45		4	4	0	0	T
	Prerequisite – Degree						
	Course Designed by – Faculty of Management Studies						
<b>OBJECTIVES</b>							
1. To have an understanding of how to improve an organizations capability through various methods; 2. To enable the students to ensure improving efficiency 3. To have knowledge about the planned process of change in organizational culture.							
<b>COURSE OUTCOMES (COs)</b>							
CO1	Knowledge and relevance of organizational development.						
CO2	Improved interpersonal skills with the learnt organizational behavior.						
CO3	Develop technical know-how of restructuring and re-engineering.						
CO4	Enhanced idea about organization culture and design.						
CO5	Learning of the organizational dynamics.						

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	<b>CO1</b>	3				2		3	2	3
	<b>CO2</b>			2	3	2			2	2
	<b>CO3</b>		3	3	2		2		2	
	<b>CO4</b>	3	2		2			2		2
	<b>CO5</b>	3	2			3		2		2
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
							✓			
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22E03**

**ORGANIZATIONAL DEVELOPMENT**

**UNIT – I INTRODUCTION**

**9 Hours**

Introduction to organizational development - Growth and relevance of OD - Diagnoses for OD - Foundations process of OD - Approaches to OD.

**UNIT – II ORGANIZATIONAL BEHAVIOUR**

**9 Hours**

Designing OD Interventions - Characteristics of OD Interventions - Overview of types of Interventions, - Interpersonal and Group Process Approaches - Organization process approaches - HRM interventions - Performance management- Career planning & Development interventions.

**UNIT – III RESTRUCTURING & REENGINEERING**

**9 Hours**

Techno Structural Interventions: Restructuring Organization, Reengineering, Employee Involvement, Work Design and Redesign. Strategic interventions – Organization and environment relationships - Organization transformation: Planning, Implementing Change, Levin’s three Phases of Planned Change.

**UNIT – IV ORGANIZATION DESIGN**

**9Hours**

Organization culture: Sociological perspective - Socialization processes - Effectiveness of OD Interventions - Evaluation and institutionalization of OD interventions – Importance, Process and Difficulties Involved - Role of an OD consultant - Dealing with consultant – Client relationships - Ethical issues in OD

**UNIT – V ORGANIZATIONAL EFFECTIVENESS**

**9 Hours**

Learning Organization and Organizational Effectiveness - Significance of learning organization to organizational effectiveness - Establishing learning dynamics in organizations - Building a learning organization

**TOTAL NO. OF PERIODS: 45 HOURS**

**Reference Books:**

1. Heinemann; *Organization Development & Transformation*, 1 Edition (21 April 2010), ISBN -10: 0435026968
2. UdaiPareek ,*Organizational Behaviour and Process*, Rawat Publication (1996), ISBN - 13: 978-8170333296
3. Cummings, Thomas G. and Christopher G. Worley, *Organisation Development and Change*, Cengage Learning Australia; 3rd edition (29 June 2007), ISBN -10: 0170132803
4. Chowdhury, Subir, *Organisation 21C*, Prentice Hall; 1 edition (10 September 2002), ISBN -13: 978-0130603142
5. Gene deszca, Cynthia ingolsorganisational change, sage publications, inc; 3rd edition (14 April 2015), ISBN -10: 1483359301



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# PROGRAM ELECTIVE-II



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22E04</b>		<b>MARKETING MANAGEMENT</b>								<b>CLTyP 4400</b>	
		Total Contact Hours – 45									
		Prerequisite - +2									
		Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>											
1. To enable the students to know various marketing management concepts for effective is operations.											
2. To develop marketing skills in order to be a good manager in future.											
<b>COURSE OUTCOMES (COs)</b>											
CO1		Familiarize concepts of marketing to students.									
CO2		Enable students to understand consumers’ behaviour and ability to identify the same.									
CO3		Ability to satisfy customers according to the expectations of various segments.									
CO4		Enhance knowledge on reaching customers by choosing the apt channel of distribution.									
CO5		Capacity to rise to the new trends in marketing and meeting the challenges.									
		Mapping of Course Outcomes with Program outcomes (Pos)									
		<b>(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low</b>									
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	
2	<b>CO1</b>	3	3								
	<b>CO2</b>		3			3		2	2	2	
	<b>CO3</b>			3			2			2	
	<b>CO4</b>	3			2						
	<b>CO5</b>	3			3		3	2	3	3	
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
							√				
4	Approval				Meeting of Academic Council, June 2022						



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22E04**

**MARKETING MANAGEMENT**

**UNIT- I INTRODUCTION**

**9 Hours**

Introduction to Marketing –Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

**UNIT- II SEGMENTATION**

**9 Hours**

Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

**UNIT- III PRODUCT MIX**

**9 Hours**

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

**UNIT- IV DISTRIBUTION**

**9 Hours**

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

**UNIT -V E-MARKETING**

**9 Hours**

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

**TOTAL NO. OF PERIODS: 45 Hours**

**Reference Books:**

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22E05</b>	<b>INTERNATIONAL MARKETING</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ ETP</b>
	Total Contact Hours – 45	4	4	0	0	Ty
	Prerequisite - Degree					
	Course Designed by – Faculty of Management Studies					
<b>OBJECTIVES</b>						
<ol style="list-style-type: none"> <li>1. It helps the student to understand the importance of international marketing</li> <li>2. To create awareness about international marketing environment</li> <li>3. To know the principles of Import and Export document procedures</li> <li>4. To make them understanding the concepts of International marketing planning and</li> <li>5. To identify the factors influencing in International Marketing mix.</li> </ol>						
<b>COURSE OUTCOMES (COs)</b>						
CO1	Understanding the basics of international marketing.					
CO2	Learn about the opportunities and challenges in international market environment					
CO3	Understand the concepts of policy framework and procedural aspects					
CO4	Analyse the marketing research concepts and Techniques.					
CO5	Apply various penetrating strategies to promote International Branding and stabilize in international markets					

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	<b>CO1</b>	3	3							
	<b>CO2</b>		3			3		2	2	2
	<b>CO3</b>			3			2			2
	<b>CO4</b>	3			2					
	<b>CO5</b>	3			3		3	2	3	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)		Project Seminar Internship (H)	/	/
						√				
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

**MMBA22E05**

**INTERNATIONAL MARKETING**

**UNIT - I INTRODUCTION**

**9 Hours**

International markets – Definition – Nature and Benefits of International Marketing - International marketing management process: An overview - Influence of physical, economic, socio-cultural, political and legal environments on International marketing information.

**UNIT- II INTERNATIONAL MARKETING ENVIRONMENT**

**9 Hours**

Business culture around the world: Language – Customs - Attitudes - Marketing strategy adjustments - Product adaptations. Geographic Description of Market – Political risk – Political Environment - Import quotas – Tariffs - Customs Restrictions - Required licenses – Registrations – Permits.

**UNIT- III EXPORT DOCUMENTATION AND PROCEDURES**

**9 Hours**

India's Export – EXIM - Import policy – Promotional measures - Export oriented units – Deemed exports - Export-Import Documentation – Kinds of Documents – Principal export documents – Auxiliary documents – Documents in import trade – Export documentation and procedures - Demand estimation.

**UNIT- IV INTERNATIONAL MARKET PLANNING**

**9 Hours**

International market selection – Influencing factors – Process – Strategies and approaches – Competition - International marketing research: Techniques – Survey – Interview techniques – Analysis of field data – Research report- Global marketing of services.

**UNIT- V INTERNATIONAL MARKETING MIX**

**9 Hours**

Developing an international product line - Foreign product diversification - International branding decisions - International warranties and service - International pricing Strategy - International promotion strategies- Promotion mix - International sales negotiations.

**TOTAL NO. OF PERIODS: 45 HOURS**

**Reference Books:**

1. Philip R. Cateora, John L.Graham – *International Marketing* - Edition: 16th ISBN-10: 0077642295 TATA McGraw-Hill Edition.
2. Vern Terpstra Ravi Sarathy – *International Marketing*– 10th Edition ISBN-10: 0981729355; Harcourt College Publishers.
3. Raja Gopal *International Marketing* [Global Environment, Corporate Strategy, 3rd edition ISBN 978 1 921388 16 3 Case Studies] –
4. Vikas Publishing House.
5. Philip R. Cateora – *International Marketing* – 15th Edition ISBN-13: 978-0073529943 McGraw-Hill International Editors.



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22E06</b>	<b>ADVERTISING AND SALES PROMOTION</b>				<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ ETP</b>	
	Total Contact Hours – 45				4	4	0	0	T	
	Prerequisite – Degree									
	Course Designed by – Faculty of Management Studies									
<b>OBJECTIVES</b>										
<ol style="list-style-type: none"> <li>To acquaint the students with the basic aspects of Advertising</li> <li>To ponder upon Advertising copy and Media management</li> <li>To highlight the procedure for Advertising budget and controlling</li> <li>To describe the process of Promotional activities</li> <li>To know the importance of ethics in advertisement and sales promotion</li> </ol>										
<b>COURSE OUTCOMES (COs)</b>										
CO1	Acquaintance with the fundamental concepts of Advertising									
CO2	Familiarity with the process of Advertising copy and Media management									
CO3	Knowledge of the procedure for Advertising budget and controlling									
CO4	Awareness of the process of Promotional activities									
CO5	Have better understanding ethics in advertising and sales promotion.									
1	COs/Pos	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
2	<b>CO1</b>	3	3							
	<b>CO2</b>		3			3		2	2	2
	<b>CO3</b>			3			2			2
	<b>CO4</b>	3			2					
	<b>CO5</b>	3			3		3	2	3	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
							√			
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MMBA22E06                      ADVERTISING AND SALES PROMOTION**

**UNIT- I INTRODUCTION**

**9 hours**

Advertising – Concept – Objectives - Evolution – Classifications – Advertising agencies – Role and Functions of agency – Client relationship – Responsibilities of agency – Client servicing - Process of setting up an ad-agency - Growth of Ad agencies - Advertising industry in Global and India's scenario.

**UNIT - II ADVERTISING COPY DEVELOPMENT**

**9 hours**

Advertising copy – Definition – Objectives – Characteristics – Content – Types – Process – Advantages – Themes & appeals – Advertising as a communication mix - Developing USP - Advertising Media: Definition – Importance – Classification – Advantages and disadvantages - Problems – Media Ethics.

**UNIT- III ADVERTISING BUDGET AND CONTROLLING**

**9 hours**

Advertising budget definition - Objectives – Approaches to an Ad budget - Factors influencing an Ad budget - Determining the size of the budget- Methods of measuring advertising effectiveness – Pre & Post testing techniques.

**UNIT - IV PROMOTION**

**9 hours**

Promotion – Sales promotion – Nature – Importance – Objectives – Role- Tools for sales promotion - Developing sales promotion programmes – Pretesting - Implementation – Evaluation of results and making necessary modifications - Ethical aspects of sales promotion.

**UNIT- V ETHICS IN ADVERTISING**

**9 hours**

Ethics in Advertising – Objectives – Importance - Need – Methods - Impact of regulatory advertising industry - Advertising research and analysis - Advertising for international market. Laws that affect advertising in India - Recent trends in Advertising and sales promotion only for discussion.

**TOTAL NO. OF PERIODS: 45 HOURS**

**Reference Books:**

1. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
2. Advertising Management with solution manual by JaishriJethwaney and Shruti Jauji Oxford University Press, Chennai.
3. Advertising and promotion by Shimp Cengage learning, Chennai.
4. Strategic advertising management by Lorry percy and Richard Elliott oxford University press, Chennai.
5. Advertising planning and implementation by Sangeeta Sharma and Raguvirsingh PHI learning India PVT Ltd.,
6. Advertising & promotions are (IMC) Integrated Marketing Communication approach



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

# PROGRAM ELECTIVE - III



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MBBA22E07</b>	<b>FINANCIAL MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ ETP</b>
	Total Contact Hours – 45	4	4	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
<b>OBJECTIVES</b>						
<ol style="list-style-type: none"> <li>To acquaint the students regarding financial functions;</li> <li>To create an awareness on financial management tools and techniques for financial decision making;</li> <li>To identify optimal capital structure, and to compute cost of capital and</li> <li>To know about the estimation of working capital.</li> </ol>						
<b>COURSE OUTCOMES (COs)</b>						
CO1	Able to perform the roles of a financial manager.					
CO2	Capable of framing suitable capital structure.					
CO3	Capacity to compute cost of capital.					
CO4	Knowledge to frame divided policy.					
CO5	Ability to manage working capital.					

Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation ) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	<b>CO1</b>	3	1	1	1	2	1		3	
	<b>CO2</b>	2	1	3	1	2			3	2
	<b>CO3</b>	2	1	3	2	2			3	
	<b>CO4</b>	3		2	2	2		3	3	
	<b>CO5</b>	3	2	2	2	2			3	1
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)		
					✓					
4	Approval					Meeting of Academic Council, June 2022				



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MBBA22E07**

**FINANCIAL MANAGEMENT**

**UNIT - I**

**9 hours**

Meaning, Objectives and Importance of Finance – Sources of finance – Functions of Finance Department – Role of financial manager.

**UNIT- II**

**9hours**

Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.

**UNIT- III**

**9 hours**

Cost of capital – Cost of equity – Cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or) composite cost of capital (WACC)

**UNIT- IV**

**9 hours**

Dividend policies – Factors affecting dividend payment –Types of Dividends - Various Dividend Models (Walter's Gordon's – M.M. Hypothesis)

**UNIT- V**

**9hours**

Working capital – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

**TOTAL NO. OF PERIODS: 45 HOURS**

**Reference Books:**

1. Financial Management - I.M. Pandey
2. Financial Management – Prasanna Chandra
3. Financial Management – S.N. Maheswari
4. Financial Management – Y. Khan and Jain



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

<b>MMBA22E08</b>	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ETP</b>
	Total Contact Hours – 45	4	4	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					

**OBJECTIVES**

1. This goal of this course is to provide knowledge of multinational financial management; international monetary and financial systems, IBRD and development banks and
2. To know about finance function in a multination firms; international flow of funds and evaluation many opportunities, cost and risks of multinational operations in a manner that allows students to see beyond the algebra and terminology to general principles.

**COURSE OUTCOMES (COs)**

CO1	Knowledge of international financial system
CO2	Familiarity in international monetary exchange policies and factors affecting the same
CO3	Analyzing various risks involved in dealing with international currency exchange.
CO4	Ability to understand financial market in global arena..
CO5	Understanding various multilateral financial institutions and their performance.

Mapping of Course Outcomes with Program outcomes (Pos)									
(3/2/1 indicates strength of correlation ) 3-HIGH, 2 -Medium, 1-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	<b>CO1</b>	3	2	1		3			
	<b>CO2</b>	3					3		
	<b>CO3</b>		3	2			3	2	
	<b>CO4</b>	3	2	3		2			
	<b>CO5</b>				3			2	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2022			



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
Program Structure for BBA (Full Time)

**MMBA22E08 INTERNATIONAL FINANCIAL MANAGEMENT**

**UNIT – I INTERNATIONAL MONETARY AND FINANCE SYSTEM**

**9 Hours**

Importance of International finance - Bretton woods conference and afterwards - European monetary system – Meaning and scope. Balance of payment and International Linkages: Balance of payments and its components - International flow of Goods - Services and Capital.

**UNIT– II FOREIGN EXCHANGE MARKETS**

**9 Hours**

Determining exchange rates - Fixed and flexible exchange rate system - Exchange rate theories - Participants in the foreign exchange markets - Foreign exchange market spot markets - Exchange rate quotes – LERMS - Factors affecting exchange rates – Spot rates - Forward exchange rates - Forward exchange contracts - Foreign exchange and currency possession - Information and Communication - Foreign exchange trades.

**UNIT – III FOREIGN EXCHANGE RISK**

**9 Hours**

Transaction exposure - Transaction exposure and Economic exposure - Management of exposures – Internal techniques – Netting – Marketing - Leading and lagging - Pricing policy - Asset and liability management and techniques - Management of Risk in Foreign Exchange Markets.

**UNIT – IV INTERNATIONAL CAPITAL AND MONEY MARKET AND INSTRUMENTS**

**9 Hours**

Salient features of different international markets: GDRs – ADRs - IDRs – Eurobonds - Euro loans – CPs - Floating rate instruments - Loan syndication and Euro deposits - International Currency transactions.

**UNIT – V MULTILATERAL FINANCE INSTITUTIONS**

**9 Hours**

Role of IMF - IBRD and other development banks - International investors and foreign investment institutions - Foreign Institutional investors sovereign funds and block chain technology. Other contemporary issues and ethical practices prevailing in Global financial markets for discussion.

**TOTAL NO. OF PERIODS: 45 HOURS**

**Reference Books:**

1. Butler C. Kirt, Multinational Finance, Thompson-Vikas, John Wiley & Sons 5th Edition, ISBN - 13: 9781270110392 New Delhi
2. Buckley Adrian, Multinational Finance, Prentice hall of India Publisher: Financial Times Management, 3rd Edition, New Delhi, ISBN-13: 978-0273682097
3. Shapiro C. Alan, Multinational Financial Management, Prentice Hall of India Publisher: John Wiley & Sons, 10th Edition, New Delhi ISBN 978-1-118-80118-5
4. Apte, International Financial Management, Publisher, Tata McGraw-Hill Education, 2010 , 6 th edition ISBN, 0070221162, 9780070221161



**FACULTY OF MANAGEMENT STUDIES**  
**BBA - Full Time Program- Curriculum & Syllabus**  
**Program Structure for BBA (Full Time)**

<b>MBBA22E09</b>	<b>SECURITY ANALYSIS AND PORTFOIL MANAGEMENT</b>	<b>C</b>	<b>L</b>	<b>T/SLr</b>	<b>P/R</b>	<b>T/L/ETP</b>
	Total Contact Hours – 45	4	4	0	0	T
	Prerequisite – Degree					
	Course Designed by – Faculty of Management Studies					
<b>OBJECTIVES</b>						
<ol style="list-style-type: none"> <li>To make investment decisions under constraints and</li> <li>To approach qualitative and quantitative techniques to solve investment related issues in business and personal aspect.</li> </ol>						
<b>COURSE OUTCOMES (COs)</b>						
CO1	Able to make investment related decisions.					
CO2	Capable to analyze many costs and consequences of decision.					
CO3	Skill to analyze as a complete solution to the business problem.					
CO4	Capacity to interpret qualitative information in detail.					
CO5	Take action plan to overcome constraints and handle portfolio Management					

Mapping of Course Outcomes with Program outcomes (Pos)								
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low								
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1			3	3	1	2	
	CO2	3		1	3	3		3
	CO3		2		2	2		
	CO4	2	3		3		2	2
	CO5		2		3		3	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓			
4	Approval				Meeting of Academic Council, June 2022			



**FACULTY OF MANAGEMENT STUDIES**  
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**MMBA22E09 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**UNIT - I INVESTMENT SETTING**

**9 hours**

Concepts of investment – Sources of investment information – Characteristics and objectives of Investment - Investment instruments - Investment cycle - Concept of total risk - Factors contributing to total risk: default risk, Interest rate risk, Market risk, Management risk, Purchasing power risk. Bond and fixed income instruments valuation – Valuation of equity and preference shares – Recent trends in investment avenues.

**UNIT- II SECURITIES MARKETS**

**9 hours**

Financial Market - Segments – Types - - Participants in financial Market – Regulatory Environment - Primary Market – Methods of floating new issues - Book building – Role of primary market – Regulation of primary market - Stock exchanges in India – BSE, OTCEI , NSE, ISE, and regulations of stock exchanges – Trading system in stock exchanges – SEBI recent policy of SEBI.

**UNIT- III FUNDAMENTAL AND TECHNICAL ANALYSIS**

**9 hours**

Concept of intrinsic value - Objectives and beliefs of fundamental analysis - Economy - Industry company framework - Economic analysis and forecasting - Technical analysis: Points and figures chart, Bar chart, RSA, RSI, Moving average analysis, MACD, Japanese Candlesticks. Capital allocation between risky and risk free assets - Utility analysis - Recent analysis method.

**UNIT- IV EFFICIENT MARKET HYPOTHESIS**

**9 hours**

Efficient Market Hypothesis - Market mechanism - Testable hypothesis about market efficiency - Implications of efficiency market - Hypothesis for security analysis and portfolio Management.

**UNIT- V PORTFOLIO MANAGEMENT**

**9 hours**

Portfolio analysis – Portfolio selection – Capital asset pricing model – Portfolio revision – Portfolio evaluation – Mutual Funds - Recent trends and ethical practices in security and portfolio Management for discussion only.

**TOTAL NO. OF PERIODS: 45 HOURS**

**References Books:**

1. Frank K. Reilly, Keith C. Brown, (2012), Investment Analysis and Portfolio Management,
2. 10th Edition, Cengage Learning. Herbert B. Mayo, (2017), Investments – An introduction, 12th Edition, Cengage Learning
3. Zvi Bodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2017), Investments, 10th edition, McGraw-Hill. Shalini Talwar, (2016),
4. Security Analysis and Portfolio Management, Cengage Learning. Prasanna Chandra, (2017), Investment Analysis and Portfolio Management, 5th edition, McGraw Hill



**FACULTY OF MANAGEMENT STUDIES**  
BBA - Full Time Program- Curriculum & Syllabus  
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**MBBA22L06**

**Project**

The students are expected to make use of the knowledge and skill inculcated during their two years of study and to apply them for making an innovative project for the development of society and industries on the title suggested by the company in one of the areas of your specialization.

Students are expected to do a Project work in an Industry. Each student will be allotted a guide based on the area of Project work. Industry may also allocate a guide. Inter disciplinary/multi-disciplinary project can also be done with guidance of relevant department. Monthly reviews will be conducted during the semester to monitor the progress of the project by the project review committee. Students have to submit the Project work at the end of the semester and appear for the Project Viva-Voce examination conducted by the examiners duly appointed by the Controller of Examination. Certificate in proof has to be included in the report along with the Bonafied certificate from the company.