

Sree Saraswathi Thyagaraja College (Autonomous)

(Affiliated to Bharathiar University and approved by UGC and accredited by NAAC
with A Grade) Palani Road, Thippampatti, Pollachi – 642 107

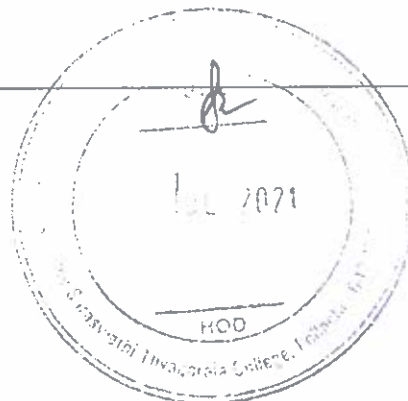


Knowledge Wisdom Compassion

19th Academic Council Meeting

Item No 21/AC/5A

Revised Curriculum Structure, Syllabi and Scheme of Examinations of BBA
Programmes for the students admitted during -2021-2022



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**SREE SARASWATHI THYAGARAJA COLLEGE [AUTONOMOUS],
POLLACHI
BBA Degree Programme PEO, PO and PSO**

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Within a few years of obtaining UG degree in BBA the student will be able to

PEO1: Analyze social and environmental aspects with professional values, ethics and equity to transform the knowledge, skills and expertise to the community.

PEO2: Involve in lifelong learning to adapt educational needs in a changing world to maintain their competency and to contribute to the advancement of knowledge in a multi-disciplinary environment.

PEO3: Emerge as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.

PEO4: Graduates will possess professional competence to do higher studies, research, undertake diverse careers in administration, global management and entrepreneurship

PROGRAMME OUTCOMES (POS)

At the students the completion of the programme will be able to

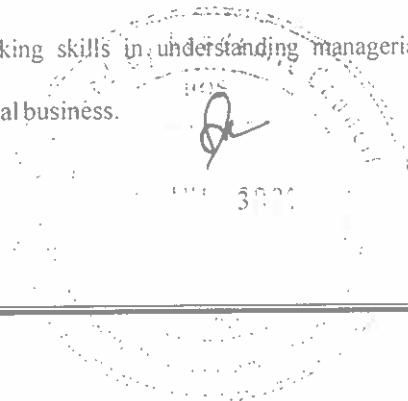
PO1: Demonstrate professionally with social, cultural and ethical responsibility as an individual as well as in multifaceted teams with positive attitude.

PO2: Adapt to sustain in emerging era and constantly upgrade skills towards independent and lifelong learning.

PO3: Able to define, analyze and devise solutions for multifunctional business problems and issues in the functional areas and to communicate effectively in different business contexts and situations with professionalism by adapting appropriate new age resources and emerging technology.

PO4: Ability to demonstrate the knowledge of contemporary issues in legal aspects, understanding and reporting their impact on societal and environmental contexts, leading towards sustainable organizational development through entrepreneurial orientation.

PO5: Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.



PROGRAMME SPECIFIC OUTCOMES (PSOs)

At the completion of the programme, the students will be able to

PSO1: Apply the knowledge gained during the course of the programme to identify, formulate and solve real life problems to meet the core competency with continuous upgradation.

PSO2: Apply the knowledge of ethical and management principles required to work in a team with stewardship of the society.

PSO3: Communicate effectively on complex administration activities with the community and with society at large

PSO4: Possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.

PSO5: An ability to perform different roles effectively as an individual, member or leader in diverse teams and in multi-disciplinary streams with entrepreneurial edge.

Mapping the POs with PEO

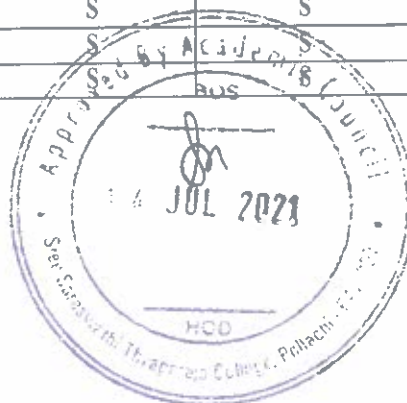
POs/PEOs	PEO1	PEO2	PEO3	PEO4
PO1	S	S	S	S
PO2	S	S	S	S
PO3	M	S	S	M
PO4	S	S	S	M
PO5	S	S	S	S

S- Strong; L- Low; M-Medium

Mapping the PSOs with PEO

PSOs/PEOs	PEO1	PEO2	PEO3	PEO4
PSO1	S	S	S	S
PSO2	S	S	S	S
PSO3	S	S	S	S
PSO4	S	S	S	S
PSO5	S	S	S	S

S- Strong; L- Low; M-Medium



Curriculum Framework with Choice Based Credit System (CBCS) and Syllabus for Outcome Based Education (OBE) in Bachelor of Business Administration (BBA) degree programme for the students admitted from the academic year 2021–22 onwards

The Department of Business Administration allows the management students to have the enhanced academic mobility and enriched employability of the students. The Choice Based Credit System (CBCS) preserves the identity, autonomy and uniqueness of every programme and reinforce their efforts to be student centric in curriculum designing and skill imparting.

Choice Based Credit System (CBCS):

Choice based credit system (CBCS), provides a learning platform wherein the student has the flexibility to choose their course from a list of electives, core, allied, non -major courses, value-based courses, and skill-based courses. This is a student-centric approach to learning or acquiring higher education. The curriculums with CBCS to achieve and accomplish the students experience their choice of courses and credits for their horizontal and vertical mobility.

Outcome Based Education:

“Outcome-Based Education” (OBE) is considered as a student-centred instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes. In the OBE model, the required knowledge and skill sets for a particular degree is predetermined and the students are evaluated for all the required parameters (Outcomes) during the course of the programme.

Part – I: Languages: Part – I comprises of category namely Tamil/Hindi/Malayalam/French

Part – II: English: Part – II comprises of the category namely English

Part – III: Core Courses:

A set of *Major papers* which includes Theory, Practical, Allied, Core Electives, Project and Internship in the major field of study selected by the student. Core courses are mandatory in nature.

Part – IV: Non - Major Electives (NME):

A set of non – major elective courses are offered as choices of the students, outside of their major discipline. The courses other than the core and allied shall be opted by the students as Non – Major Elective.

Value Based Courses (VBC):

Courses focusing on cross-cutting issues relevant to the current pressing concerns both nationally and internationally such as gender, environment and sustainability, human values and professional ethics, development of creative and divergent competencies.

Skill Based Courses (SBC):

The courses offered as skill based courses under Part IV of the programme is aimed at imparting Advanced Skill of the programme. This comprises off our courses from 3rd to 6th semesters

Massive Open Online Courses (MOOC):

According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, Spoken Tutorial, Coursera etc. As per **University Grants Commission (UGC)** notification published in the gazette of India about UGC (Credit Framework for Online Learning Courses through SWAYAM) Regulation, 2016 on 19th July 2016, the Massive Open Online Course (MOOC) through any online platform is compulsory. The institute is transferring the equivalent credit earned through SWAYAM on receipt of MOOCs completion certificate and it shall incorporate these marks/credits in the overall mark sheet of the student.

Part – V: Extension Activities:

Students shall be actively participating in the extension activities such as National Service Scheme (NSS), YOGA, Youth Red Cross (YRC), Sports, and Red Ribbon Club (RRC). The extension activities are must for each student to take part in at-least in any one of these activities for the fulfillment of the degree.

For BBA programme, a student must earn 140 credits as mentioned in the below table.

BBA 2021 – 22 onwards**Summary of Courses Pattern and Credit Distribution in Choice Based Credit System**

Part	Curriculum Structure	No. of Courses	Credits to be earned
I	Languages	2	6
II	English	2	6
III	Core Courses	19	80
	Allied Courses	4	16
	Core Electives	3	12
IV	Non-Major Electives (NME)	2	4
	Value Based Courses (VBC)	2	4
	Skill Based Courses (SBC)	4	8
V	Extension Activities	1	Grade
Total		39	140
	Extra Credit Courses:		
	i) MOOC	2	4
	ii) Professional English		
Total			



PART	TYPE OF COURSE	COURSE CODE	NAME OF THE COURSE	INS. HR ^s	CIA	EXT	TOT	CR	
SEMESTER - I									
I	Language	Theory	21TAM1L10	Language Course -I	5	50	50	100	3
II	English	Theory	21GEN1L10	Communicative English - 1	5	50	50	100	3
III	Core1	Theory	21BBA1C10	Management Principles & Practices	4	50	50	100	4
III	Core2	Theory	21BBA1C20	Business Communication	5	50	50	100	4
III	Allied1	Theory	21BMAGAD0	Business Mathematics for Managers	5	50	50	100	4
IV	Value Based Course - 1	Theory	21DHE1V10	Environmental Studies	2	50	-	50	2
	ECC - 1	Theory	21GEN1Z10	Professional English - 1	2+2*	50*	50*	100*	4
Total for Semester - I				30+2*	300+50*	250+50*	550+100*	20+4*	
SEMESTER - II									
I	Language	Theory	21TAM2L20	Language Course -II	5	50	50	100	3
II	English	Theory	21GEN2L20	Communicative English - 2	5	50	50	100	3
III	Core3	Theory	21BBA2C10	Financial Accounting	5	50	50	100	5
III	Core4	Theory	21BBA2C20	Organizational Behaviour	4	50	50	100	4
III	Allied2	Theory	21BMAGAH0	Business Statistics for Managers	5	50	50	100	4
IV	Value Based Course - 2	Theory	21DHE2V20	Value Education and Human Rights	2	50	0	50	2
	ECC - 2	Theory	21GEN2Z20	Professional English - 2	2+2*	50*	50*	100*	4
Total for Semester - II				30+2*	300+50*	250+50*	550+100*	21+4*	
SEMESTER - III									
III	Core5	Theory	21BBA3C10	Marketing Management	6	50	50	100	4
III	Core6	Theory	21BBA3C20	Human Resource Management	6	50	50	100	4
III	Core7	Theory	21BBA3C30	Financial Management	6	50	50	100	5
III	Allied3	Theory	21BBA3A10	Business Economics	6	50	50	100	4
IV	SBC1	Theory	21BBA3S10	Banking and Insurance	4	30	45	75	2
	NME1	Theory	21BBA3N10	Non-Major Electives - 1	2	-	50	50	2
Total for Semester - III				30	230	295	525	21	

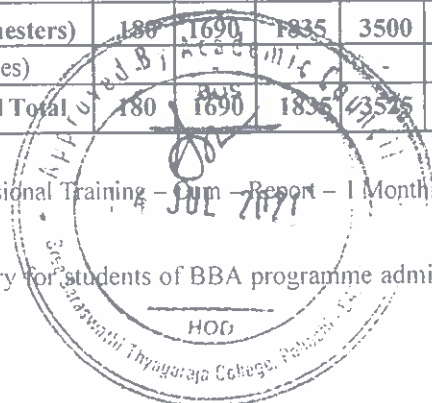
SEMESTER – IV									
III	Core8	Theory	21BBA4C10	Production Management	6	50	50	100	5
III	Core9	Theory	21BBA4C20	Cost & Management Accounting	6	50	50	100	5
III	Core10	Theory	21BBA4C30	Business Law	6	50	50	100	5
III	Allied4	Theory	21BBA4A10	Marketing Research	6	50	50	100	4
IV	SBC2	Practical	21BBA4S20	Lab: I Business Application Software (Practical Examination Only)	4	30	45	75	2
IV	NME2		21BBA4N20	Non-Major Electives – 2	2	-	50	50	2
Total for Semester – IV					30	230	295	525	23
SEMESTER V									
III	Core11	Theory	21BBA5C10	Entrepreneurship Development	5	50	50	100	4
III	Core12	Theory	21BBA5C20	Income Tax Law & Practice	5	50	50	100	5
III	Core13	Theory	21BBA5C30	Investment Management	5	50	50	100	4
III	Core14	Project	21BBA5C40	Summer Project / (Institutional Training)	-	-	100	100	2
III	Core15	Theory	21BBA5C50	Digital Marketing	5	50	50	100	4
III	CE1	Theory	21BBA5EA0	Core Elective – 1	5	50	50	100	5
IV	SBC3	Theory	21BBA5S30	E- Business	5	30	45	75	2
V	ETN		21ETN5XXX	Extension Activities	Grade				
Total for Semester – V					30	280	395	675	26
SEMESTER VI									
III	Core16	Theory	21BBA6C10	International Business	4	50	50	100	4
III	Core17	Theory	21BBA6C20	Customs Duty and GST	4	50	50	100	5
III	Core18	Theory	21BBA6C30	Business Environment	4	50	50	100	4
III	Core19	Theory	21BBA6C40	Consumer Behaviour	4	50	50	100	4
III	CE2	Theory	21BBA6EA0	Core Elective – 2	5	50	50	100	5
III	CE3	Theory	21BBA6ED0	Core Elective – 3	5	50	50	100	5
IV	SBC4	Practical	21BBA6S40	Lab: 2 Accounting Package (Practical Examination Only)	4	30	45	75	2
Total for Semester – VI					30	330	345	675	29
Sub Total (I-VI semesters)					180	1690	1835	3500	140
	ECC (2)	Professional English- I & II	**MOOC (2 Courses)						4*8
Grand Total					180	1690	1835	3525	152

\$ INS. HR = Instructional Hours

Institutional Training-Cum-Report – 120 Hours per semester

@@ Extra Credit courses which are conducted during the special hours.

** As per UGC guidelines SWAYAM Courses are made compulsory for students of BBA programme admitted



during 2019 – 20 onwards. Every student has to compulsorily complete 2 SWAYAM courses and earn 8 credits (2 Credits per course) to become eligible for the award of degree. Credits will appear in the consolidated mark sheet.

This Regulation regarding SWAYAM-MOOC course was subsequently amended in Standing Committee meeting held on 9th Dec, 2020 as ... "As per UGC Guidelines, Online Courses are made compulsory for the students of all Under Graduate & Post Graduate programmes admitted during 2019 -20 and onwards. Every student has to compulsorily complete 2 MOOC courses and earn 4 credits (2 credits per course) during the course of study to become eligible for the award of degree. Credits will appear only in the consolidated mark sheet".

Students BBA has to choose any one of the courses from the following list of Language courses offered:

List of Part – I Language Courses

S. No.	Semester	Type of course	Course Code	Course Name
1	I	Theory	21TAM1L10	Tamil – I
2	I	Theory	21HIN1L10	Hindi – I
3	I	Theory	21MAL1L10	Malayalam - I
4	I	Theory	21FRE1L10	French – I
5	II	Theory	21TAM2L20	Tamil – II
6	II	Theory	21HIN2L20	Hindi – II
7	II	Theory	21MAL2L20	Malayalam – II
8	II	Theory	21FRE2L20	French – II

List of Part – II Language Courses

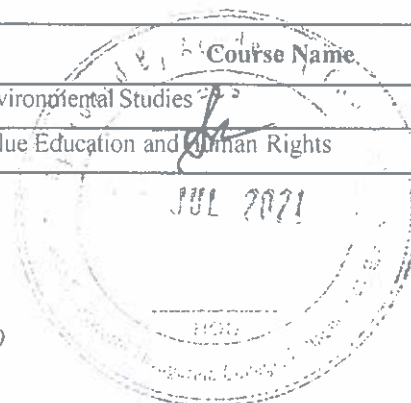
S. No.	Semester	Type of course	Course Code	Course Name
1	I	Theory	21GEN1L10	COMMUNICATIVE ENGLISH-I
2	I	Theory	21GEN2L20	COMMUNICATIVE ENGLISH-II

List of Allied Courses (CBCS) (1 from each semester I to IV)

S. No.	Semester	Type of course	Course Code	Course Name
Allied – I				
1	I	Theory	21BMAGAD0	Business Mathematics for Managers
Allied – II				
2	II	Theory	21BMAGAH0	Business Statistics for Managers
Allied – III				
3	III	Theory	21BBA3A10	Business Economics
Allied – IV				
4	IV	Theory	21BBA4A10	Marketing research

List of Value Based Courses

S. No.	Semester	Type of course	Course Code	Course Name
1	I	Theory	18DHE1V10	Environmental Studies
2	II	Theory	18DHE2V20	Value Education and Human Rights



List of Non – Major Electives (NME) offered

S. No.	Semester	Type of course	Course Code	Course Name	Offering Department
1	III	Theory	21TAM3N10	Basic Tamil – I	Tamil
2	III	Theory	21TAM3N20	Advanced Tamil – I	
3	IV	Theory	21TAM4N30	Basic Tamil II	
4	IV	Theory	21TAM4N40	Advanced Tamil II	
5	III	Theory	21BEN3N10	Basic English for Competitive Examinations - I	English
6	IV	Theory	21BEN4N20	Basic English for Competitive Examinations II	
15	III	Theory	21BCM3N10	Practical Banking	Commerce
16	IV	Theory	21BCM4N20	Capital Market	
19	III	Theory	21BBA3N10	Sales Management	Management
20	IV	Theory	21BBA4N20	Advertising Management	
21	III	Practical	219BCS3N10	Excel Communications and Slide Logic	Computer Science
22	IV	Practical	21BCS4N20	Web Design for Non-Designers	

List of Core Elective Courses (CBCS)

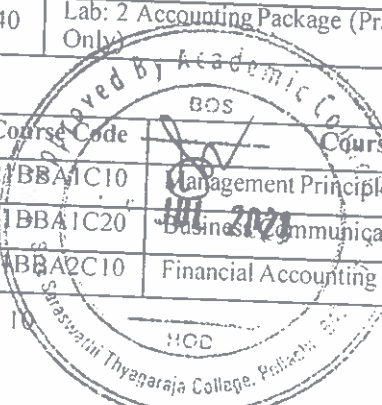
S. No.	Semester	Elective	Type of course	Course Code	Course Name
Core – Elective-I					
1	V	I	Theory	21BBA5EA0	Customer Relationship Management
2	V	II	Theory	21BBA5EB0	Financial Services
Core – Elective-II					
3	VI	I	Theory	21BBA6EA0	Services Marketing
4	VI	II	Theory	21BBA6EB0	Travel and Tourism Management
Core – Elective-III					
5	VI	I	Theory	21BBA6EC0	Event Management
6	VI	II	Theory	21BBA6ED0	Total Quality Management

List of Skill Based Courses

S. No.	Semester	Type of course	Course Code	Course Name
1	III	Theory	21BBA3S10	Banking and Insurance
2	IV	Practical	21BBA4S20	Lab: I Business Application Software (Practical Examination Only)
3	V	Theory	21BBA5S30	E- Business
4	VI	Practical	21BBA6S40	Lab: 2 Accounting Package (Practical Examination Only)

List of Core Courses:

S. No.	Semester	Core	Type of course	Course Code	Course Name
1	I	Core 1	Theory	21BBA1C10	Management Principles & Practices
2	I	Core 2	Theory	21BBA1C20	Business Communication
3	II	Core 3	Theory	21BBA2C10	Financial Accounting



4	II	Core 4	Theory	21BBA2C20	Organizational Behaviour
5	III	Core 5	Theory	21BBA3C10	Marketing Management
6	III	Core 6	Theory	21BBA3C20	Human Resource Management
7	III	Core 7	Theory	21BBA3C30	Financial Management
8	IV	Core 8	Theory	21BBA4C10	Production Management
9	IV	Core 9	Theory	21BBA4C20	Cost & Management Accounting
10	IV	Core 10	Theory	21BBA4C30	Business Law
11	V	Core 11	Theory	21BBA5C10	Entrepreneurship Development
12	V	Core 12	Theory	21BBA5C20	Income Tax Law & Practice
13	V	Core 13	Theory	21BBA5C30	Investment Management
14	V	Core 14	Training/Project	21BBA5C40	Summer Project / (Institutional Training) #
15	V	Core 15	Theory	21BBA5C50	Digital Marketing
16	VI	Core 16	Theory	21BBA6C10	International Business
17	VI	Core 17	Theory	21BBA6C20	Customs Duty and GST
18	VI	Core 18	Theory	21BBA6C30	Business Environment
19	VI	Core 19	Theory	21BBA6C40	Consumer Behaviour



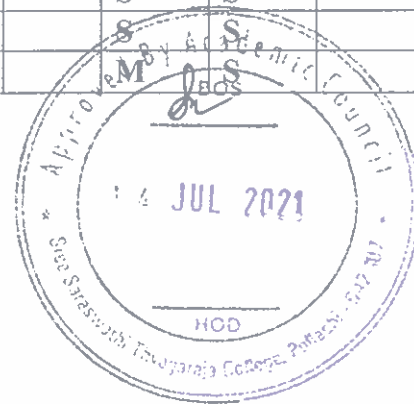
SEMESTER – I

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21TAM1L10	Tamil	Part I Tamil Paper I	60	-	-	3
<p>Preamble: தமிழ் இலக்கியத்தில் உள்ள நேரடித்தன்மை, நிகழ்கால சமூகஅசைவுகள், மொழிநடை ஆகியவற்றை மாணவர்கள் எளிதில் விளங்கிக் கொள்ளும் வகையில் முதல் பருவத்துக்கான பாடங்கள் தெரிவு செய்யப்பட்டுள்ளன. இன்றைய இலக்கியங்கள் தரும் படைப்பனுபவத்தின் நீட்சியாகப் பொதுக்கட்டுரைகள், கடிதம், கவிதை, சிறுகதை படைப்பதற்கான பயிற்சிகளையும் தமிழ்ப்பாடம் வழங்குகிறது.</p>						
<p>Prerequisite:</p> <ul style="list-style-type: none"> மேனிலைப்பள்ளி முடிய கற்றவற்றைப் பகுத்து தொகுத்து ஆராயும் போக்கில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளது. மானிட மதிப்புகளை உணரும் வகையிலும், போட்டித்தேர்வுகளை எதிர்கொள்ளும் நிலையிலும் 'தமிழ்' - பகுதி - I அமைக்கப்பட்டுள்ளது. பிழையின்றிப் பேச, எழுத ஆராயும் முயற்சிக்குப் பயிற்சி தரப்படுகிறது. 						
<p>Course Outcomes (COs)</p>						
<p>On successful completion of this course the students will be able to:</p>						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy Knowledge Level
CO1	இக்கால இலக்கியங்களின் பயன்களை அறிவித்தலின் வெளிப்பாடாக கவிதைப் பரிமாணங்கள், படைப்புகள் குறித்த அடிப்படைச் செய்திகளை உணர்ந்து கொள்ளுதல்.					K1
CO2	தமிழர்களின் பண்பாட்டுக் கூறுகளையும் பின்னணியையும் வெளிப்படுத்தும் விதமாகச் சிறுகதைகள், புதினம் சார்ந்த கருத்துகளைப் புரியவைத்தல்.					K2
CO3	நடைமுறையில் தமிழைப் பிழையின்றி எழுத உதவுதல், கவிதை, கடிதம், கதை எழுதும் திறமையை வளர்த்தல்.					K3


Mapping the Programme Outcomes

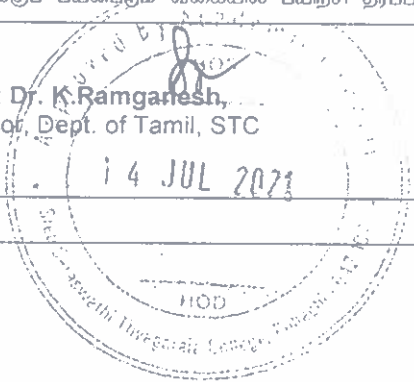
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M			S	S			
CO2	S	S	M			S	S			
CO3	S	S	S			S	S			

S- Strong; L- Low; M-Medium



Unit	Course contents	Hours	e-Resources/ e-Content	
I	அலகு I கவிதைகள்	15	YouTube Videos & PPT	
	பாரதியார்			பொய்யோ மெய்யோ - நிற்பதுவே நடப்பதுவே
	பாரதிதாசன்			மாண்டவன் மீண்டான் - ஆற்றோரம் தழைமரங்கள்
	நாமக்கல் கவிஞர்			கண்டிலேன் - ஐயம் இல்லை தெய்வம்
	வாணிதாசன்			மாலை - அங்கு இங்குமாய் சிதறிய
	கண்ணதாசன்			தத்துவப்பாடல் - பரமசிவன் கழுத்திலிருந்து
	நா.காமராசன்			சரித்திர கர்ப்பம் - அம்மா இருட்டுக்குள்
	மேத்தா			வெளிச்சம் வெளியே இல்லை - வீட்டுக்கு வெளியே
	அப்துல் ரகுமான்			சுயப்பிரசவம் - தெரிந்துகொள்
	சிற்சி			பெல்ஜியம் கண்ணாடி - மரச்சட்ட தங்ககேக்குகள்
	இளம்பிறை			அறுவடைக்காலம் - அல்லும்பகலும்
	விஜயலட்சுமி			அற்புத ரகசியங்கள் - எந்தப்பாடலும்
	கல்பனா			பறத்தல் அதன் சுதந்திரம் - ஓடி ஓடித் திரிந்து
	ஹைக்கூ கவிதைகள்			கிழிந்தது சேலை - என்.டி.ராஜகமலர் விடுமுறையேவேண்டாம் - சீனு.தமிழ்நெஞ்சன் புதுச்செருப்பு - தோழன் மஞ்சள் பூசி - புதுவை தமிழ்நெஞ்சன் ஐயனார் கை - மணிசண்முகம்
II	அலகு II சிறுகதைகள்	15	PPT	
	புதுமைப்பித்தன்			சங்குத்தேவனின் தர்மம்
	கு.அழகிரிசாமி			பித்தளை வளையல்
	வ.ரா.			கோட்டைவீடு
	ஜெயகாந்தன்			இரண்டு குழந்தைகள்
	பிரபஞ்சன்			அப்பாவின் வேஷடி
	தனுஷ்கோடி ராமசாமி			தீம் தரிகிட
	ஆதவன்			கனவுக்குமிழி
	தமயந்தி			பஞ்சாயத்து
III	அலகு III புதினம் திலகவதி	10	PPT	
IV	அலகு IV இலக்கிய வரலாறு	10	PPT	
	1. கவிதை இலக்கியத்தின் தோற்றமும் வளர்ச்சியும்			
	2. சிறுகதையின் தோற்றமும் வளர்ச்சியும்			
3. புதினத்தின் தோற்றமும் வளர்ச்சியும்				
V	அலகு V இலக்கணம்	10	YouTube Videos & PPT	
	பயிற்சி அளித்தல் - மொழித்திறன் வளர்த்தல்			
	1. எழுத்து மாற்றத்தால் ஏற்படும் பிழைகள்			
	2. வல்லினம் மிகும், மிகா இடங்கள்			
	3. மெல்லெழுத்து மிகும் இடங்கள்			
	4. வாக்கியங்களில் ஏற்படும் பிழைகள்			
5. இலக்கணக் குறிப்பு				
6. சரியான சொற்களைக் கண்டறிதல்				
கவிதை எழுதுதல், கடிதம், விண்ணப்பம் வரைதல்.				
Total		60		
<p>Text Book(s): பாட நூல்கள்</p> <p>1. கவிதை, சிறுகதைத் திரட்டு - தமிழ்த்துறை வெளியீடு. ஸ்ரீ சரஸ்வதி தியாகராஜா கல்லூரி, 2021 ஜூன் பதிப்பு.</p> <p>2. பன்முக நோக்கில் தமிழ் இலக்கிய வரலாறு - முனைவர் கா. வாசுதேவன், தேவன் பதிப்பகம்.</p>				

<p>3. தமிழ் இலக்கிய வரலாறு</p>	<p>16,43, திருநகர், திருவாணைக்கோவில், திருச்சிராப்பள்ளி - 620 005 பன்னிரெண்டாம் பதிப்பு - 2017.</p> <p>- மு. வரதராசன் சாகித்ய அகாடமி வெளியீடு, புதுதில்லி. மறுபதிப்பு - 2012.</p>
<p>Reference Book(s): பார்வை நூல்கள்</p> <p>1.கொங்குதேர் வாழ்க்கை - இ. இராஜமார்த்தாண்டன் யுனையெட் ரைட்டர்ஸ், 67 - பீட்டர்ஸ் சாலை, இராயப்பேட்டை, சென்னை -14. முதல் பதிப்பு - 2003</p> <p>2.சிறுகதையின் தோற்றமும் வளர்ச்சியும் - சிட்டி சிவபாத சுந்தரம், க்ரியா பதிப்பகம், சென்னை, முதல் பதிப்பு - 1989.</p> <p>3.தமிழில் சிறுகதை பிறக்கிறது - சி.செல்லப்பா, காலச்சுவடு பதிப்பகம், நாகர்கோவில், பதிப்பு-2007</p> <p>4. தமிழில் தவறின்றி எழுத, பேச, கற்க! - நல்லாமுர் முனைவர் கோ.பெரியண்ணன் முத்தமிழ் பதிப்பகம் 9 எ மேக்மில்லன் காலனி நங்கை நல்லூர், சென்னை - 61. பதிப்பு -2006.</p> <p>5.தமிழ் நாவல் நூறாண்டு வரலாறும் வளர்ச்சியும் - பெ.கோ. சுந்தரராஜன்(சிட்டி),சோ. சிவபாத சுந்தரம் கிறிஸ்தவ இலக்கிய சங்கம், அஞ்சல் பெட்டி எண். 501, பார்க் டவுன், சென்னை- 600 003.</p>	
<p>Focus of Course: இக்கால இலக்கியங்களின் வகைமைகளை எடுத்துக்காட்டும் விதத்தில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளன. பிழையின்றிப் பேச, எழுதப் பயிற்சி வழங்கப்படுகிறது. கடிதம், கதை, கவிதை எழுதுதலுக்குப் பயன்படும் வகையில் பயிற்சி தரப்பட்டுள்ளது.</p>	
<p>Course Designer: Dr. K.Ramganesha, Assistant Professor, Dept. of Tamil, STC</p>	<p> BoS Chairman</p>



SEMESTER I

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21GEN1L10	Communicative English-I	Language	70	5	-	3
Preamble: This course aims to provide a better understanding on the various aspects of communicative skills through a keen focus on LSRW.						
Prerequisite: Basic knowledge in Communicative English and Skills						

Syllabus

Unit	Course contents	Instructional Hours
I	<p>1. Listening and Speaking</p> <p>a. Introducing self and others b. Listening for specific information</p> <p>c. Pronunciation (without phonetic symbols)</p> <p>i. Essentials of pronunciation ii. American and British pronunciation</p> <p>2. Reading and Writing</p> <p>a. Reading short articles – newspaper reports / fact based articles</p> <p>i. Skimming and scanning ii. Diction and tone iii. Identifying topic sentences</p> <p>b. Reading aloud: Reading an article/report</p> <p>c. Journal (Diary) Writing</p> <p>3. Study Skills - I a. Using dictionaries, encyclopaedias, thesaurus</p> <p>4. Grammar in Context: Naming and Describing • Nouns & Pronouns • Adjectives</p>	15
II	<p>1. Listening and Speaking</p> <p>a. Listening with a Purpose b. Effective Listening c. Tonal Variation d. Listening for Information e. Asking for Information f. Giving Information</p> <p>2. Reading and Writing</p> <p>1. a. Strategies of Reading: Skimming and Scanning b. Types of Reading : Extensive and Intensive Reading c. Reading a prose passage d. Reading a poem e. Reading a short story</p> <p>2. Paragraphs: Structure and Types a. What is a Paragraph? b. Paragraph structure c. Topic Sentence d. Unity e. Coherence f. Connections between Ideas: Using Transitional words and expressions g. Types of Paragraphs</p> <p>3. Study Skills II: Using the Internet as a Resource a. Online search b. Know the keyword c. Refine your search d. Guidelines for using the Resources of learning resources of Government of India f. Terms to know</p> <p>4. Grammar in Context Involving Action-I a. Verbs b. Concord</p>	15
III	<p>1. Listening and Speaking a. Giving and following instructions b. Asking for and giving directions c. Continuing discussions with connecting ideas</p> <p>2. Reading and writing a. Reading feature articles (from newspapers and magazines) b. Reading to identify point of view and perspective (opinion pieces, editorials etc.) c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.</p> <p>3. Grammar in Context: Involving Action – II Verbals - Gerund, Participle, Infinitive • Modals</p>	15

IV	1. Listening and Speaking a. Giving and responding to opinions 2. Reading and writing a. Note taking b. Narrative writing – writing narrative essays of two to three paragraphs 3. Grammar in Context: Tense • Present • Past • Future	15
V	1. Listening and Speaking a. Participating in a Group Discussion 2. Reading and writing a. Reading diagrammatic information – interpretations maps, graphs and pie charts b. Writing short essays using the language of comparison and contrast 3. Grammar in Context: Voice (showing the relationship between Tense and Voice)	15
Total		75

Text Book(s): Communicative English Text Book		
Reference Book(s)		
a. Books by Penny Ur		
b. The Oxford English-English-Tamil dictionary (for pronunciation)		
c. https://www.esolcourses.com/		
d. For Readers' Theatre: https://www.youtube.com/watch?v=JaLQJt8orSw&t=469s (the link to the performance; refer scripts by Aaron Shepherd)		
Focus of the Course: Skill Development		
e-Resources or e-Content: https://www.youtube.com/watch?v=cjGoHFGJQ		
Course Designer:		BoS Chairman
Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Gain mastery in LSRW Skills	K1
CO2	Understand the fundamentals of grammar	K2
CO3	Apply LSRW skills and practice it	K2
CO4	Comprehend the nuances of English Language	K3

Mapping with programme Outcome

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	S	S	S	S	S	M
CO2	M	S	S	M	M	S	M	S	L	M
CO3	M	S	S	S	L	S	M	S	S	S
CO4	M	S	S	M	M	S	M	S	S	M

SEMESTER – I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA1C10	Core I	Management Principles and Practices	Concept	50	-	-	4

Preamble:

- The course intends to give an introduction to the core principles of the management along with the management process. It further aims to act as a foundation for other courses in the programme.
- To provide a basis of understanding to the students with reference to working of business organization through the process of management.

Prerequisite: Basic management concepts

Syllabus:

Unit	Course contents	Hours
I	Business – Meaning - Business and Profession, requirement of successful business organization – Meaning - Importance of Business organization. Forms of Business organization: Features – merits and its demerits- Sole traders, Partnership firm, Joint-stock companies – Co-operative organizations- Public Utilities and Public Enterprises.	10
II	Nature and scope of Management Process - Definitions of Management – Management: Science or An Art? - Scientific management - Managerial functions and rules - the evolution of Management Theory.	10
III	Planning: meaning and purpose of planning, steps in planning, Types of planning, Objectives and policies - decision-making: Process of decision – making, types of decisions.	10
IV	Organizing: Types of Organization - Organization Structure - Span of Control - use of staff units and committees. Delegation: Delegation and Centralization – Line and Staff relationship. Staffing: sources of recruitment - selection process - training.	10
V	Directing: Nature and purpose of Directing - Communication – Leadership - Motivation - Controlling: Need for co-ordination – meaning and importance of control process – Budgetary and non-Budgetary controls – Modern trends in Management process.	10
Total		50

Text Book(s):

1. P. N. Reddy (2013), Principles of Business Organization and Management- 6th Edition Tata-McGraw-Hill.

Reference Book(s):

1. Y. K. Bhushan (2013), Business Organization and Management 11th Edition, Sultan Chand & Sons.
2. L. M. Prasad (2015), Principles of Management, 9th Edition, Sultan Chand & Sons.
3. V. S. P. Rao, Hari Krishna V(2004), Management: Text and Cases, 6th Edition, Excel Books
4. Koontz & Weihrich (2007), Essentials of Management, 7th Edition Tata McGraw Hill.

Focus of Course: Employability

e-Resource/e-Content URL:

- Vidya-MitraPortal: <http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

E-Resource/e-Content URL: : Youtube Videos

Course Designer
S. Rajesh Kannan,
Assistant Professor &
Head Department of
BBA, STC.

BOS Chairman
S. Rajesh Kannan,
Assistant Professor & Head
Department of BBA, STC.

Course Outcomes (COs): On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept, functions and levels of management.	K1
CO2	To recall the various forms of organization	K1
CO3	Planning of effective Business Strategies and take appropriate business decisions.	K2
CO4	Apply leadership and motivation theories to motivate employees in the organisation.	K3
CO5	Apply the managerial tasks of planning, organizing, and controlling in a variety of circumstances and management practices worldwide.	K3

Mapping with Programme Outcome and Programme Specific Outcome

Cos / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	M	S	M	M	L
CO2	M	M	S	S	S	M	M	S	M	S
CO3	S	M	S	M	S	M	M	L	S	M
CO4	S	S	M	M	M	M	M	M	M	S
CO5	S	M	S	M	S	M	S	M	S	S

S – Strong; L – Low; M – Medium

SEMESTER – I

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA1C20	Core 2	Business Communication	Concept	60	-	-	4

Preamble: To enable the students to acquire knowledge of business correspondence.

Prerequisite: Proficiency in Communication

Syllabus:

Unit	Course contents	Hours
I	Essentials and Importance of Business Communication - Methods of Communication –Types - Barriers.	12
II	Communication through letters - Layout of a letter-Business Enquiries – Offers and Quotations- Order – Execution of Orders -Cancellation of Orders – Claims - Adjustment and Settlement of Accounts - Letters of Complaints - Collection Letters - Letters To Agency - Status Enquires - Bank Correspondence – Tenders-Insurance Letters - Letter to the editor.	12
III	Correspondence of Company Secretary with Share Holders and Directors – Agenda – Minutes preparation.	12
IV	Communication through reports: Essentials-Important Contents -Reports by Individuals – Committees - Annual Reports -Application for Appointment - Reference and Appointment Orders.	12
V	Internal Communication: Short Speeches – Memo – Circulars –Notice - Explanation to Superiors - Precise Writing - Communication Medias - Merits of various devices - Inter-com, Telegrams - Telex and Telephone – Fax-Internet.	12
Total		60

Text Book(s):

- Rajendra Pal, J. S. Korlahalli (2012), Essentials of Business Communication, 13th Edition, Sultan Chand & Sons, New Delhi.

Reference Book(s):

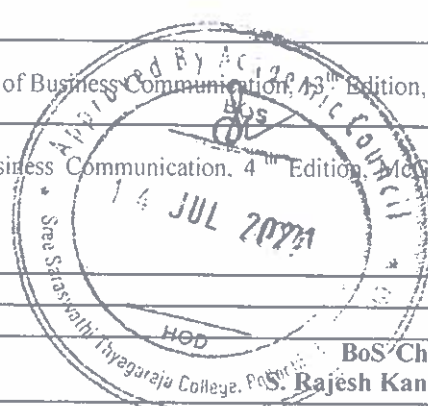
- Jain Neera Mukherji Shoma (2012). Effective Business Communication. 4th Edition, McGraw Hill Education (India) Pvt Ltd, New Delhi.

Focus of Course: Skill Development

E-Resource/e-Content URL: : You tube Videos

Course Designer
S. Rajesh Kannan

BoS Chairman
S. Rajesh Kannan



Course Outcomes (COs) : On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to recall the concept and importance of communication.	K1
CO2	Understand the correspondence of various stakeholders in the organization	K1
CO3	Analyze and acquire the knowledge in various communication media	K3
CO4	To develop the various etiquettes by using ICT tools	K3
CO5	Apply the skills in letter writing and report writing	K3

Mapping with Programme Outcome and Programme Specific Outcome

Cos/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	M	M	L	S	L	M
CO2	M	M	S	S	M	L	L	L	M	M
CO3	M	M	M	S	M	M	M	S	M	M
CO4	M	S	S	M	S	M	S	S	M	M
CO5	M	M	M	S	L	M	S	S	M	L

S – Strong; L – Low; M – Medium

SEMESTER – I (BBA)

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BMAGAD1	Business Mathematics for Managers	Allied	50	10	-	4

Preamble: To facilitate the learners to apply laws of set in real problems, Cramer's rule for solving equation, role of matrix in input-output analysis and to deal with different types of annuities

Prerequisite: Basic knowledge of set theory and mathematics of finance from HSC level.

Syllabus: Business Mathematics for Managers

Unit	Course contents	Hours
I	Set theory: Definition – types of sets – set operations - Laws and properties of sets (without proofs)-Verification using Venn diagram only -Principle of inclusion and exclusion statement-problems on two sets only.	12
II	Matrices: Definition of matrix – types of matrix – matrix operations Determinants: Solving system of simultaneous linear equations by variables using Cramer's rule.	12
III	Inverse of a matrix: Definition- Inverse of a matrix- finding inverse of 3x3, 2x2 non-singular matrices- solving simultaneous equations in 2 or 3 unknowns using inverse method	12
IV	Mathematics Of Finance: Simple Interest and Compound Interest - Effective Rate and Nominal Rate Of Interest	12
V	Depreciation – Annuities – Present Value of an Immediate Annuity – Present Value of an Annuity Due – Amount of an Immediate Annuity – Amount of an Annuity Due - problems only.	12
Total		60

Text Book:

1. P.A.Navanecthan, Business Mathematics and Statistics, Jai Publishers, 2010.

UNIT I :[Page No: 104-128]

UNIT II :[Page No: 147-175]

UNIT III :[Page No:180-187]

UNIT IV :[Page No: 43-49,51-57,61-64]

UNIT V :[Page No 65-71,74-75]

Theory - 20% , Problems - 80%

Reference Book(s):

1. P.R. Vittal, Business Mathematics, Margham Publications, 2004
2. S.P Rajagopalan, R. Sattanathan. Business Mathematics . Tata MC Graw Hill Education, Private Limited, 2010
3. Ameet Kumar, NBanerjee. Business Mathematics, BS Publication. 2012
4. QuaziZameeruddin , V.K.Khanna , S.K. Bhambri, Business Mathematics, Vikas publication,1999

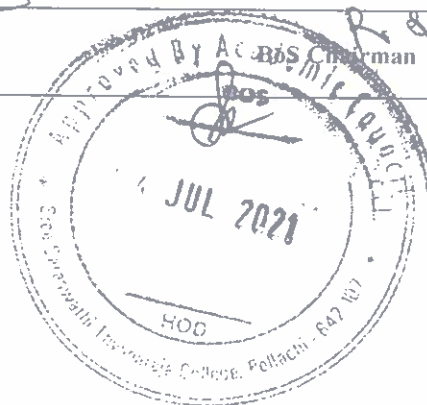
Learning Methods (*):

- Assignment/Seminar/ Self-Study/etc..

Focus of Course: Employability, Skill Development

e-Resource/e-Content URL: <http://youtube.com/watch?v=s4cJFW8sV9Y>

Course Designer: K.Dhanalakshmi,
Assistant Professor, Dept. of Mathematics, STC



Course Outcomes (COs)		
On successful completion of this course the students will be able to		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply set inclusion Principle to real problems	K3
CO2	Illustrate Cramer's rule in solving equations	K3
CO3	Apply Matrix theory in solving simultaneous linear equations	K3
CO4	Describe Mathematics of finance in Business	K2
CO5	Enumerate different types of annuities	K1

Mapping the Programme Outcomes (For BBA)

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	M	L	M	M	S	M	S
CO2	L	S	M	M	M	M	S	M	L	M
CO3	M	M	M	S	M	S	M	S	M	M
CO4	M	S	L	S	S	M	S	S	S	S
CO5	M	S	M	L	S	S	S	M	M	M

S - Strong; L - Low; M - Medium

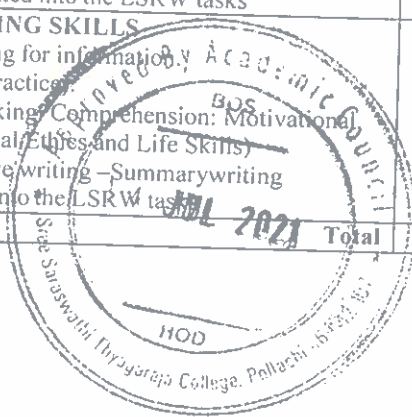
Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21GENIZ10	Extra Credit Course	Professional English for Commerce and Management	Extra Credit Course	60	-	-	2

Preamble: This course to develop the language skills of students by offering adequate practice in Professional contexts.

Prerequisite: Basic Knowledge in English

Syllabus:

Unit	Course contents	Hours
I	<p>COMMUNICATION:</p> <p>Listening: Listening to audio text and answering questions - Listening to Instructions</p> <p>Speaking: Pair work and small group work.</p> <p>Reading: Comprehension passages - Differentiate between facts and opinion</p> <p>Writing: Developing a story with pictures.</p> <p>Vocabulary: Register specific - Incorporated into the LSRW tasks</p>	12
II	<p>DESCRIPTION:</p> <p>Listening: Listening to process description.- Drawing a flow chart.</p> <p>Speaking: Role play (formal context)</p> <p>Reading: Skimming/Scanning- Reading passages on products, equipment and gadgets.</p> <p>Writing: Process Description - Compare and Contrast Paragraph-Sentence Definition and Extended definition-Free Writing.</p> <p>Vocabulary: Register specific - Incorporated into the LSRW tasks.</p>	12
III	<p>NEGOTIATION STRATEGIES:</p> <p>Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)</p> <p>Speaking: Brainstorming. (Mind mapping). Small group discussion (Subject-Specific)</p> <p>Reading: Longer Reading text.</p> <p>Writing: Essay Writing (250 words)</p> <p>Vocabulary: Register specific - Incorporated into the LSRW tasks</p>	12
IV	<p>PRESENTATION SKILLS:</p> <p>Listening: Listening to lectures.</p> <p>Speaking: Short talks.</p> <p>Reading: Reading Comprehension passages</p> <p>Writing: Writing Recommendations Interpreting Visuals inputs</p> <p>Vocabulary: Register specific - Incorporated into the LSRW tasks</p>	12
V	<p>CRITICAL THINKING SKILLS</p> <p>Listening: Listening comprehension- Listening for information</p> <p>Speaking: Making presentations (with PPT- practice)</p> <p>Reading: Comprehension passages - Note making/ Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)</p> <p>Writing: Problem and Solution essay- Creative writing - Summary writing</p> <p>Vocabulary: Register specific - Incorporated into the LSRW tasks</p>	12
Total		60



Text Book(s): 1. Professional English for Commerce and Management published by TRANSCE	
Reference Book(s): 1. a. Books by Penny Ur 2. The Oxford English-English-Tamil dictionary (for pronunciation)	
Focus of Course: Skill Development	
E-Resource/e-Content URL: <ul style="list-style-type: none"> • https://www.csolcourses.com/ • For Readers' Theatre: https://www.youtube.com/watch?v=JaLQJt8orSw&t=469s (thelink to the performance; refer scripts by Aaron Shepherd) 	
Course Designer TRANSCE	BoS Chairm Mr. S. Rajesh Kannan Assistant Professor & HOD Department of BBA,STC

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Gain mastery in LSRW Skills	K1
CO2	Understand the fundamentals of grammar	K1
CO3	Apply LSRW skills and practice it	K3
CO4	Comprehend the nuances of English Language	K3

Mapping with Program Outcomes and Program Specific Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	S	S	S	S	S	M
CO2	M	S	S	M	M	S	M	S	L	M
CO3	M	S	S	S	L	S	M	S	S	S
CO4	M	S	S	M	M	S	M	S	S	M

S – Strong; L – Low; M – Medium

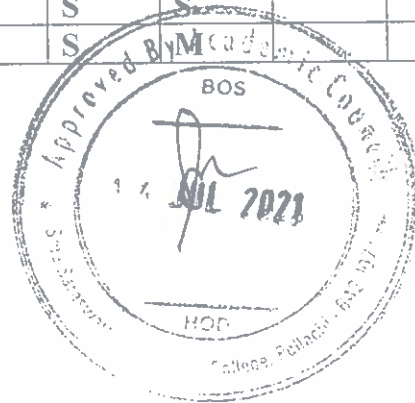
SEMESTER – II

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21TAM2L20	Tamil	Part I Tamil Paper II	60			3
<p>Preamble: தொன்மையான தமிழ்ச் சமூகத்தின் பண்பாடு வாயிலாக எடுத்துக் கொள்ளப்பட வேண்டிய அம்சங்களை விளக்குதலையும், வாழ்க்கையை நெறிப்படுத்துவதையும் சமூக நோக்கமாகக் கொண்டிருக்கும் இலக்கியங்களின் வழியே மானிட மதிப்புகளை அறிந்து கொள்ளும் வகையில் தமிழ்ப்பாடம் அமைக்கப்பட்டுள்ளது. மாணவர்களுக்குப் பயன்பாட்டு நோக்கில் மொழிபெயர்ப்புப் பயிற்சி வைக்கப்பட்டுள்ளது.</p>						
<p>Prerequisite:</p> <ol style="list-style-type: none"> மேனிலைப்பள்ளி முடிய கற்றவற்றைப் பகுத்து தொகுத்து ஆராயும் போக்கில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளது. மானிட மதிப்புகளை உணரும் வகையிலும், போட்டித்தேர்வுகளை எதிர்கொள்ளும் நிலையிலும் 'தமிழ்' - பகுதி - I அமைக்கப்பட்டுள்ளது. பிழையின்றிப் பேச, எழுத ஆராயும் முயற்சிக்குப் பயிற்சி தரப்படுகிறது. 						
<p>Course Outcomes (COs)</p> <p>On successful completion of this course the students will be able to:</p>						
CO Number	Course Outcome (CO) Statement					Blooms Taxonomy Knowledge Level
CO1	தமிழ்ப்பண்பாடு, சமூகஅமைப்பு, குறிக்கோள் அமைந்த இனவாழ்க்கையைப் பற்றிய செய்திகளை உணர்ந்து கொள்ளுதல்.					K1
CO2	பக்தி இயக்கம் வளர்ந்த வரலாறு, தமிழ் உரைநடை காலந்தோறும் மாறிவந்த நிலை ஆகியவை சார்ந்த கருத்துகளைப் புரியவைத்தல்.					K2
CO3	நடைமுறையில் தமிழைப் பிழையின்றி எழுத உதவுதல். மொழிபெயர்ப்புக் கலை, கதை எழுதும் திறமையை வளர்த்தல்.					K3

Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M			S	S			
CO2	S	S	M			S	S			
CO3	M	M	S			S				

S- Strong; L- Low; M-Medium



Unit	Course contents	Hours	e-Resources/ e-Content
I	<p>அலகு I சங்க இலக்கியம்</p> <p>நற்றிணை - நின்றசொல்லர் (1) - கபிலர்</p> <p>ஐங்குறுநூறு - அன்னாய் வாழி வேண்டன்னை (203) - கபிலர் மறுவல்தாவிச் சிறுகருங்காக்கை (391) - ஓதலாந்தையார்</p> <p>கலித்தொகை - அரிதாய அறன்எய்தி (11) - பாலை பாடிய பெருங்கடுங்கோ</p> <p>அகநானூறு - கிளியும் பந்தும் கழங்கும் (49) - வண்ணப்புறக்கந்தரத்தனார் சிறுகரு பிடவின் வெண்தலை (34) - மருதனிளநாகனார்</p> <p>புறநானூறு - பல்சான்றீரே பல்சான்றீரே (246) - பெருங்கோப்பெண்டு குழவி இறப்பினும் ஊன்தடி பிறப்பினும் (74) - சேரமான் கணைக்கால் இரும்பொறை</p>	12	YouTube Videos & PPT
II	<p>அலகு II பக்தி இலக்கியங்கள் & சிற்றிலக்கியங்கள்</p> <p>தேவாரம் - சுந்தரர்</p> <ol style="list-style-type: none"> 1. மேலைவிதியே வினையின் பயனே (419) 2. பிறவாய் இறவாய் பேணாய் மூவாய் (420) 3. பொய்யே உன்னைப் புகழ்வார் புகழ்ந்தால் அடியேன் (421) 4. ஊனைப் பெருக்கி உன்னை நினையாது (422) 5. காதல்செய்து களித்துப் பிதற்றி (423) <p>திருக்கோவையார் - மாணிக்கவாசகர்</p> <ol style="list-style-type: none"> 1. முனிவரும் மன்னரும் பொன்னான் முடியுமென (332) 2. மூவர்நின் நேத்த முதலவன் ஆடமுப் பத்து மும்மைத் (337) 3. பிரியா ரெனவிகழ்ந் தேன் முன்னம் யான்பின்னை எற்பிரியின (340) <p>கருவூர்த்தேவர் - தஞ்சை ராசராசேச்சரம்</p> <ol style="list-style-type: none"> 1. உலகெலாம் தொழுவந்து எழுகதிர்ப் பருதி (162) 2. நெற்றியிற கண்என் கண்ணின்நின் றகலா (163) 3. எவரும்நீர் மறைகள். எவையும் வானவர்கள் (166) 4. தனிப்பெருந்தாமே முழுதுறப் பிறப்பின் (168) <p>திருமந்திரம் - திருமுலர்</p> <ol style="list-style-type: none"> 1. எளிபே விறதாசி இறைச்சி அறுத்திட்டு (272) 2. தாய்மை அருள் ஊண் சுருக்கம் பொறை (556) 3. உள்ளத்தும் உள்ளன் புறத்துள்ளன் (1532) 4. தானே தனக்குப் பன்கவனும் நட்பானும் (2228) 5. அவமும் சிவமும் அறியார் அறியார் (2340) <p>சித்தர் பாடல்கள் - சிவவாக்கியர் (2 பாடல்கள்) பாம்பாட்டிச்சித்தர் (2 பாடல்கள்) இடைக்காட்டுச்சித்தர் (2 பாடல்கள்)</p>	18	YouTube Videos & PPT

	<p>கடுவெளிச்சித்தர் (2 பாடல்கள்) அழகணிச்சித்தர் (2 பாடல்கள்)</p> <p>சிற்றிலக்கியங்கள் - தமிழ்விடுதாது -- தமிழ்மொழியின் சிறப்பு, சிவபெருமானின் சிறப்பு (20 வரிகள்)</p> <p>அற்புதத்திருவந்தாதி - அரனென்கோ நான்முகன், இன்று நமக்கெளிதே, நேர்ந்தரவங் கொள்ளச், திறத்தான் மடநெஞ்சே, அடிபேறிற பாதாளம் (5 பாடல்கள்)</p> <p>திருவரங்கக் கலம்பகம் - பெருமானின் அவதாரச் சிறப்பு, புயவகுப்பு (இரண்டாம் பாடல்)</p>		
III	<p>அலகு III உரைநடை</p> <p>1. நேரம் கடிகாரத்தில் இல்லை - வெ. இறையன்பு 2. நான் தோல்வியைத் தழுவின போது - ஏ.பி. ஜே. அப்துல்கலாம் 3. தமிழகத்தில் இதழியல் வளர்ச்சி - மா. பா. குருசாமி 4. மனிதனும் சுற்றுச்சூழலும் - பேராசிரியர் ஜே. தர்மராஜ் 5. எதையும் தீர்மானிக்கும் சக்தி - சி. எஸ். தேவநாதன்</p>	10	PPT
IV	<p>அலகு IV இலக்கிய வரலாறு</p> <p>1. சங்க இலக்கியத்தின் சிறப்புகள் 2. பக்தி இலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 3. சிற்றிலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 4. உரைநடையின் தோற்றமும் வளர்ச்சியும்</p>	10	YouTube Videos & PPT
V	<p>அலகு V இலக்கணம்</p> <p>பயிற்சி அளித்தல் - மொழித்திறன் வளர்த்தல் - மொழி ஆளுமை</p> <p>1. ஒருமை, பன்மை மயக்கங்கள் 2. வழஉச்சொற்களை நீக்குதல் 3. பிறமொழிச் சொற்களை நீக்குதல் 4. சொற்பிரிப்பு பிழைகளை நீக்குதல் 5. ஒலி வேறுபாடு அறிந்து சரியான பொருள் அறிதல் 6. மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்கு) 7. சிறுகதை எழுதுதல்.</p>	10	YouTube Videos & PPT
Total		60	
<p>Text Book(s): பாட நூல்கள்</p> <p>1. சங்க, பக்தி இலக்கிய, உரைநடைத்திரட்டு - தமிழ்த்துறை வெளியீடு, ஸ்ரீ சரஸ்வதி தியாகராஜா கல்லூரி 2021 ஜூன் பதிப்பு</p> <p>2. தமிழ் இலக்கிய வரலாறு - முனைவர் கா. முத்துவேல் தேவன் பதிப்பகம், 16743, திருநகர்பதிருவாணிக்கோவில், திருச்சிராப்பள்ளி - 620 005, பன்னிரண்டாம் பதிப்பு - 2017.</p> <p>3. தமிழ் இலக்கிய வரலாறு - மு. வரதராசன்</p>			



Reference Book(s): பார்வை நூல்கள்

1. சங்க இலக்கியத் தொகுப்புகள் - நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,
41 - B, சிட்கோ இண்டஸ்ட்ரியல் எஸ்டேட்,
அம்பத்தூர், சென்னை - 600 098
இரண்டாம் பதிப்பு - 2004.
2. பத்தாயிரம் மைல் பயணம் - வெ. இறையன்பு
புதிய தலைமறை பதிப்பகம்,
24, ஜி.என். செட்டி சாலை,
தியாகராயநகர், சென்னை - 600 017,
ஆறாம் பதிப்பு - 2015.
3. இந்தியக் கலைகள் - பி. கோதண்டராமன்
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,
41 - B, சிட்கோ இண்டஸ்ட்ரியல் எஸ்டேட்,
அம்பத்தூர், சென்னை - 600 098
இரண்டாம் பதிப்பு - 2009.
4. அலைகடலுக்கப்பால் அருந்தமிழ் - முனைவர் ஆ. கார்த்திகேயன்
அகரம், மனை எண்.1, நிர்மலா நகர்
தஞ்சாவூர் - 613 007. முதல் பதிப்பு - 2007.
5. பக்தி இலக்கியம் - ப. அருணாசலம்
சைவ சித்தாந்த நூற்பதிப்புக்கழகம்
சென்னை - 06, பதிப்பு - 1900.
6. சைவமும் சமணமும் - வேலுப்பிள்ளை
எளி இந்தியன் பதிப்பகம்
102 எண் 57 பி.எம்.ஜி.காம்பெளக்ஸ்
தெற்கு உஸ்மான் சாலை
தி.நகர், சென்னை -17, பதிப்பு -1900
7. தமிழில் தவறின்றி எழுத, பேச
கற்க! - நல்லாமூர். முனைவர் கோ. பெரியண்ணன்
முத்தமிழ் பதிப்பகம்,
9எ மேகமில்லன், காலனி, நங்கை நல்லூர்,
சென்னை - 61, பதிப்பு - 2006.

Focus of Course: தமிழ் வரலாறு, சமூக வரலாறு குறித்த காலத்தின் செய்திகள் தரப்பட்டுள்ளன. பிழையின்றி எழுத, பேச, கட்டுரை, கதை எழுதுதலுக்குப் பயன்படும் வகையில் பயிற்சி தரப்பட்டுள்ளது.

Course Designer: Dr.T. Radhika lakshmi
Associate Professor, Dept. of Tamil, STC

BoS Chairman

SEMESTER II

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21GEN2L20	Communicative English-II	Language	70	5	-	3
<p style="text-align: center;">Preamble: This course aims to provide a better understanding on the various aspects of communicative skills through a keen focus on LSRW.</p> <p style="text-align: center;">Prerequisite: Basic knowledge in Communicative English and Skills</p>						

Syllabus

Unit	Course contents	Instructional Hours
I	<p>1. Listening and Speaking a. Listening and responding to complaints (formal situation) b. Listening to problems and offering solutions (informal)</p> <p>2. Reading and writing a. Reading aloud (brief motivational anecdotes) b. Writing a paragraph on a proverbial expression/motivational idea.</p> <p>3. Word Power/Vocabulary a. Synonyms & Antonyms</p> <p>4. Grammar in Context • Adverbs Prepositions</p>	15
II	<p>1. Listening and Speaking: a. Listening to famous speeches and poems b. Making short speeches- Formal: welcome speech and vote of thanks. Informal occasions- Farewell party, graduation speech</p> <p>2. Reading and Writing: a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic) b. Reading poetry b .i. Reading aloud: (Intonation and Voice Modulation) b .ii. Identifying and using figures of speech - simile, metaphor, personification etc.</p> <p>3. Word Power : a. Idioms & Phrases</p> <p>4. Grammar in Context: Conjunctions and Interjections</p>	15
III	<p>1. Listening and Speaking a. Listening to Ted talks b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and 3 reports of multiple kinds c. Interactions during and after the presentations</p> <p>2. Reading and writing a. Writing emails of complaint b. Reading aloud famous speeches</p> <p>3. Word Power a. One Word Substitution 4. Grammar in Context: Sentence Patterns</p>	15
IV	<p>1. Listening and Speaking a. Participating in a meeting: face to face and online b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.</p> <p>2. Reading and Writing a. Reading visual texts – advertisements b. Preparing first drafts of short assignments</p> <p>3. Word Power a. Denotation and Connotation</p> <p>4. Grammar in Context: Sentence Types</p>	15
V	<p>1. Listening and Speaking a. Informal interview for feature writing b. Listening and responding to questions at a formal interview</p> <p>2. Reading and Writing a. Writing letters of application b. Readers' Theatre (Script Reading) c. Dramatizing everyday situations/social issues through skits (writing scripts and performing)</p> <p>3. Word Power a. Collocation</p> <p>4. Grammar in Context: Working With Clauses</p>	15
Total		75

Text Book(s): Communicative English Text Book		
Reference Book(s)		
a. Books by Penny Ur		
b. The Oxford English-English-Tamil dictionary (for pronunciation)		
c. https://www.esolcourses.com/		
d. For Readers' Theatre: https://www.youtube.com/watch?v=JaLQJt8orSw&t=469s (the link to the performance; refer scripts by Aaron Shepherd)		
Focus of the Course: Skill Development		
e-Resources or e-Content: https://www.youtube.com/watch?v=ejGoHFGJQ		
Course Designer:	TRANCHE	BoS Chairman
Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Gain mastery in LSRW Skills	K1
CO2	Understand the fundamentals of grammar	K2
CO3	Apply LSRW skills and practice it	K2
CO4	Comprehend the nuances of English Language	K3

Mapping with programme Outcome

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	S	S	S	S	S	M
CO2	M	S	S	M	M	S	M	S	L	M
CO3	M	S	S	S	L	S	M	S	S	S
CO4	M	S	S	M	M	S	M	S	S	M

S – Strong; L – Low; M – Medium



SEMESTER – II

CourseCode	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA2C11	Core 3	Financial Accounting	Application	60	-	-	5

Preamble: The basic accounting concepts, Double entry book keeping system and various books of accounts, Preparation of final accounts, etc.

Prerequisite: Basic knowledge in Accounting

Syllabus:

Unit	Course contents	Hours
I	Meaning and definition of accounting – Basic Accounting concepts - Kinds of Accounts – GAAP(Generally Accepted Accounting Principles) - Financial Accounting Vs. Cost Accounting - Financial Accounting Vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts - Problems	12
II	Subsidiary books - Cash Book – Types of cash book - Problems - Purchase book - Sales book - Sales return and Purchase return books - Trial Balance - Errors – Types of errors – Problems – Bank Reconciliation statement – Problems.	12
III	Manufacturing Accounting - Trading – Profit & Loss Account - Balance sheet – Problems with simple adjustments - Accounting for Depreciation – Methods of Depreciation – Problems (Straight Line Method and Written Down Value Method only).	12
IV	Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet.	12
V	Single entry system- Advantages and Disadvantages- Difference between Single entry system and Double entry system - ascertaining profit or loss under single entry system- methods- Statement of Affairs and conversion method (Problems).	12
Total		60

Note : Problems 80% and Theory 20%

Text Book(s):

1. T.S.Reddy & A.Murthy (2014), Financial Accounting, 6th Revised Edition, Margham Publications, Chennai.

Reference Book(s):

1. S.P.Jain, K.L.Narang (2014). Advanced Accountancy, 18th Revised Edition, Kalyani Publications, Chennai
2. S.N.Maheswari (2012), Principles of Accounting, 17th Revised Edition, Sultan Chand & Sons, New Delhi.
3. Gupta and Radhaswamy (2014) Advanced Accountancy, Sultan Chand & Sons, 17th Revised Edition, New Delhi.
4. Narayanaswamy (2014), Financial Accounting: A Managerial Perspective, Fifth Edition, Prentice Hall India Learning Private Limited.

Focus of Course: Employability

E-Resource/e-Content URL: Youtube Videos

Course Designer
S.Rajesh Kannan
Assistant Professor,
Department of BBA, STC

BoS Chairman
S.Rajesh Kannan
Assistant Professor &
Head of the Department,
Department of BBA, STC.



Course Outcomes (COs) : On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To acquire knowledge of Accounting principles and practice	K1
CO2	To understand how to prepare the subsidiary books and trial balance of a company	K2
CO3	To understand how to prepare final account of the company and methods of depreciation	K2
CO4	To apply knowledge in preparing Balance sheet for Non-profit organization	K3
CO5	To describe the concept of single entry and double entry system	K1

Mapping with Programme Outcome and Programme Specific Outcome

Cos/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	S	S	M	L	L	S	M
CO2	S	M	M	S	M	M	L	L	M	M
CO3	S	M	M	M	L	L	L	L	M	L
CO4	M	S	M	M	M	M	L	L	M	L
CO5	M	L	M	M	L	S	M	M	M	M

S - Strong; L - Low; M - Medium

SEMESTER – II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA2C21	Core 4	Organisational Behaviour	Analysis	60	-	-	4

Preamble:

- The objective of the course is to help the students understand the ideology of organizational behavior.
- This course covers various management concepts, individual behaviour, group dynamics and team development, leadership traits, organizational change and development.

Prerequisite: Basic Management Concepts.

Syllabus:

Unit	Course contents	Hours
I	Importance and Scope of Organizational Psychology –Hawthorne Experiment: Importance-Findings and Implications - Individual differences -Intelligence tests - Measurement of Intelligence - Personality tests: Psychological Test – Myers – Briggs Type Indicator – Big Five Personality Model – Personality Traits for testing – Personality: Nature, Types and Uses.	12
II	Perception - factors affecting perception – Motivation theories - Maslow’s, Hertzberg, McGregor, ERG- Financial and Non - Financial Motivation - Techniques of Motivation.	12
III	Job Satisfaction- Meaning – Factors - Importance of Job Satisfaction – Morale – Importance – Theories of Attitude – Functional Attitude theory – Cognitive Behavioural Theory (CBT) - Employee Attitude and Behaviour and their significance to employee productivity	12
IV	Group: Types - Group Dynamics – Cohesiveness –Group norms- Conflict: Types of Conflict - Resolution of Conflict- Sociometry.	12
V	Leadership – Types – Theories – Trait, Managerial Grid, Fielders Contingency Theory - Organizational Climate - Organizational Effectiveness - Organizational Development - Counseling and Guidance - Importance of Counseling - Types of Counseling	12
Total		60

Text Book(s):

1. L.M.Prasad (2014), Organizational Behaviour, 5th Edition, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. Fred Luthans (2014) Organizational Behaviour: Text and Cases, McGraw Hill.(Education) Private Ltd, 12th Edition, NewDelhi.
2. Stephen. P. Robbins (2013), Organizational Behaviour, Pearson, 12th Edition, New Delhi.
3. Aswathappa.K (2013) Organizational Behaviour Text and Cases & Games, Himalaya Publishing House, 11th Edition, NewDelhi.
4. Anuranjan Misra (2012), Organisational Behaviour, A. B. Publication, New Delhi.

Focus of Course: Employability

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer
S.Rajesh Kannan,
Assistant Professor,
Department of BBA, STC.

BoS Chairman
S. Rajesh Kannan
Assistant Professor HOD,
Department of BBA, STC.

Course Outcomes (COs) : On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to understand the organizational psychology by applying intelligence test and analyzing the personality traits of peers.	K1
CO2	Apply the perceptual knowledge to motivate employees through various techniques of motivation.	K3
CO3	Enhance Job Satisfaction to improve employee productivity	K2
CO4	Promote Group Dynamics and Cohesiveness to solve group conflicts.	K3
CO5	Lead the team by understanding the organizational climate and work for its	K3

Mapping with Programme Outcome and Programme Specific Outcome

Cos/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium

SEMESTER – II

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21GEN2Z20	Extra Credit Course	Professional English for Commerce and Management	Extra Credit Course	75	-	-	2

Syllabus:

Unit	Course contents	Hours
I	<p style="text-align: center;">COMMUNICATIVE COMPETENCE:</p> <p>Listening: Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions).</p> <p>Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions.</p> <p>Reading: Two subject-based reading texts followed by comprehension activities/exercises</p> <p>Writing: Summary writing based on the reading passages.</p>	12
II	<p style="text-align: center;">PERSUASIVE COMMUNICATION:</p> <p>Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication.</p> <p>Speaking: debates – Just-A Minute Activities</p> <p>Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions</p> <p>Writing: dialogue writing- writing an argumentative /persuasive essay.</p>	12
III	<p style="text-align: center;">DIGITAL COMPETENCE:</p> <p>Listening: Listening to interviews (subject related)</p> <p>Speaking: Interviews with subject specialists (using video conferencing skills)</p> <p>Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)</p> <p>Reading: Selected sample of Web Page (subject area)</p> <p>Writing: Creating Web Pages. Reading Comprehension: Essay on Digital Competence for Academic and Professional Life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.</p>	12
IV	<p style="text-align: center;">CREATIVITY AND IMAGINATION:</p> <p>Listening: Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/Other MOOC videos on Indian academic sites E.g. https://www.youtube.com/watch?v=tpvicScuDy0)</p> <p>Speaking: Making oral presentations through short films – subject based</p> <p>Speaking: Making oral presentations through short films – subject based</p> <p>Reading: Essay on Creativity and Imagination (subject based)</p> <p>Writing: Basic Script Writing for short films (subject based) - Creating blogs, flyers and brochures (subject based)- Poster making – writing slogans/captions (subject based)</p>	12
V	<p style="text-align: center;">WORKPLACE COMMUNICATION & BASICS OF ACADEMIC WRITING:</p> <p>Speaking: Short academic presentation using PowerPoint</p> <p>Reading and Writing: Product Profiles. Circulars. Minutes of Meeting: Writing an introduction. paraphrasing. Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)</p> <p>Capitalization (use of upper case).</p>	
Total		60

Text Book(s): 1. Professional English for Commerce and Management published by TRANSCE	
Reference Book(s): 1. a. Books by Penny Ur 2. The Oxford English-English-Tamil dictionary (for pronunciation)	
Focus of Course: Skill Development	
E-Resource/e-Content URL: <ul style="list-style-type: none"> • https://www.esolcourses.com/ • For Readers' Theatre: https://www.youtube.com/watch?v=Jal.QJt8orSw&t=469s (the link to the performance; refer scripts by Aaron Shepherd) 	
Course Designer TRANSCE	BoS Chairm S.Rajesh Kannan Assistant Professor & HOD Department of BBA, STC

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Gain mastery in LSRW Skills	K1
CO2	Understand the fundamentals of grammar	K1
CO3	Apply LSRW skills and practice it	K3
CO4	Comprehend the nuances of English Language	K3

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	M	S	S	S	S	M
CO2	M	S	S	M	M	S	M	S	L	M
CO3	M	S	S	S	L	S	M	S	S	S
CO4	M	S	S	M	M	S	M	S	S	M

S – Strong; L – Low; M – Medium

SEMESTER – III

Course code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA3C10	Core 5	Marketing Management	Concept	60	-	-	4
Preamble: To enable the students to acquire knowledge of principles of marketing management							
Prerequisite: Basic Management Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Definition & Concept of Marketing – Functions of Marketing – Marketing Management – Meaning, Importance of Marketing in Developing Countries– Marketing Environment: Various Environmental factors affecting the marketing functions. Marketing Analytics	12
II	STP Strategies: Market Segmentation - different bases – Targeting – Market Structure – Positioning.	12
III	Marketing mix: Product – Marketing Characteristics – Consumer Goods – Industrial Goods – Production Policy – Product Life Cycle (PLC) – Product Mix – Modification and Elimination – Developing New Products – Strategies.	12
IV	Pricing: Meaning of Buyer and Seller – Pricing Policies – Objective - Factor Influencing Pricing Decision – Competitors action to Price Changes – Multi Product Pricing. Physical Distribution – Management of Physical Distribution – Marketing Risks.	12
V	Promotion: Strategies for promotion- Brand- Branding Decisions – Brand Image, Brand Identity.	12
Total		60

Text Book(s):

1. Gupta C.B & Rajan Nair N.(2013), Marketing Management Text and Cases, 12th Edition, Sultan Chand & Sons, New Delhi.

Reference Book(s):

- S.A.Sherlekar (2012), Marketing Management, Himalaya Publishing House, New Delhi.
- Kotler, P., Keller, K.L., Koshy, A. and Jha, M. (2010) Marketing Management, 14th Edition, Pearson, New Delhi.
- Rajan Saxena (2006), Marketing Management. 3rd Edition, Tata McGraw Hill Publishing company Limited, New Delhi.
- V.S.Ramaswamy & S.Namakumari (2009), Marketing Management, 4th Edition, Macmillan Publishers India Limited, Newyork.

Focus of Course: Employability

E-Resource/e-Content URL:

- Vidya-MitraPortal: <http://vidyemitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer
S. Rajesh Kannan
Assistant Professor & Head
Department of BBA

BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head
Department of BBA,STC

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Remember the key concept and elements of marketing management.	K1
CO2	Understand target segmentation and consumer decision making.	K3
CO3	Acquire knowledge to develop new products in the organization.	K2
CO4	Interpret the importance of middlemen in the marketing arena.	K3
CO5	Comprehend how to build a brand among competitors.	K3

Mapping Cos with POS and PSOs

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	S	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	S	M	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium

SEMESTER – III

Course code Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA3C20	Core 6	Human Resource Management	Concept	60	-	-	4
Preamble: <ul style="list-style-type: none"> The objective of the course is to help the students understand the ideology of organizational behavior. This course covers various management concepts, individual behavior, group dynamics and team development, leadership traits, organizational change and development. 							
Prerequisite: Basic Management Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Human Resource Management - meaning, nature, scope and objectives - Functions of Human Resource Department - The Role of Human Resource manager - organization of Human Resource department - Human Resource Policies and Procedures.	12
II	Human Resource planning - Job analysis - Job description - Job specification - Recruitment and selection – Training and Development.	12
III	Performance appraisal - Job evaluation and merit rating – Promotion - Transfer and demotion – Human relations - approaches to good industrial relations - Punishment.	12
IV	Wages and salary administration - Incentive system - Labour welfare and social security - safety, health and welfare practices - retirement benefits to employees.	12
V	Factories Act 1948: Definitions, Objectives, provision regarding health, safety and welfare of workers. Over view on HR Analytics	12
Total		60

Text Book(s):
Tripathi.P.C (2013). Personnel Management and Industrial Relations, 20th Edition, Sultan Chand & Sons, New Delhi.

- Reference Book(s):**
- L. M. Prasad(2014), Personnel Management and Industrial Relations, 3rd Edition, Sultan Chand & Sons, New Delhi.
 - Mamoria. C. B & Rao V.S.P (2014), Personnel Management and Industrial Relations, 20th Edition Himalaya Publishing House, Mumbai.
 - VSP. Rao (2011), Human Resource Management Text & Cases, 3rd Edition, Excel Books, Mumbai
 - K. Aswathappan (2012), Human Resource Management Text & Cases, 7th Reprint Edition. Tata McGrawHill Publishing Company Limited, New Delhi.

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal: <http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer
K. Shobaba
Assistant Professor
Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head
Department of BBA, STC

Course Outcomes (COs)

On successful completion of this course the students will be able to:

SEMESTER – II

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19BMAGAH0	Business Statistics for Managers	Allied	50	10	-	4
Preamble: To facilitate the learner to have deep knowledge and importance of various measures of central tendency & Dispersion, Index numbers and Correlation Regression Analysis.						
Prerequisite: Basic knowledge of statistics taught at HSC level						

Syllabus: Business Statistics for Managers

Unit	Course contents	Hours
I	Measures of central Tendency – Mean, Median, Mode – problems (except step deviation method)	12
II	Measures of Dispersion: Range, Q.D, S.D, C.V.	12
III	Index numbers - Weighted and Unweighted Index numbers – Cost of living Index number - Ideal index number – Laspeyre’s, Paasche’s, Fisher’s, Marshall – Edgeworth index number.	12
IV	Correlation: Definition Types of correlation. Karl Pearson’s correlation (excluding Bivariate frequency distribution) – Rank correlation – Definition, Formula for rank correlation coefficient; calculation of Spearman’s rank correlation coefficient for non-repeated ranks only.	12
V	Regression:- Definition of Regression, Regression coefficients – Equations of Regression lines and uses.	12
Total		60

Text Book:

- P .A. Navaneethan, Business Mathematics and Statistics, Jai Publishers, May 2014
 Unit I :Chapter 7 [Page No 159-180,190-250]
 Unit II :Chapter 8 [Page No 305-310,325 – 338, 360 -367]
 Unit III :Chapter 10 [Page No 444-455,467- 471, 474-483]
 Unit IV :Chapter 12 [Page No 503-522]
 Unit V :Chapter 13 [Page No 540- 554]

Theory - 20% , Problems - 80%

Reference Book(s):

- P.R. Vittal, Mathematical Statistics, Margham Publications . 2004.
- Gupta. S.C., Kapoor. V.K., “Elements of Mathematical Statistics”, Sultan Chand & Sons, New Delhi.
- Gupta C.B, Vijay Gupta, “An introduction to Statistical Methods”, Vikas publishing house private limited.
- R.S.N.Pillai, Bagavathi. Statistics theory & Practice, S. Chand company PVT Ltd. New Delhi . Reprint 2015.
- G.C.Beri. Business Statistics. The McGraw-Hill Companies, 2009.

Learning Methods (*):

Assignment/Seminar/Self-Study/etc.,

Focus of Course: Skill Development

e-Resource/e-Content URL: <http://youtube.com/watch?v=6tevNMK22y8>

Course Designer: K.Dhanalakshmi, Assistant Professor, Dept. of Mathematics, STC

R. S. Pillai
BoS Chairman



Course Outcomes (COs)		
On successful completion of this course the students will be able to		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO 1	Learn various measures of central tendency and dispersion, correlation, regression	K1
CO 2	Relate knowledge of statistics and their uses	K1
CO 3	Compare the concept of correlation, regression	K2
CO 4	Solve the problems in measures of central tendency, dispersion	K3
CO 5	Apply these concepts in real life situations	K3

Mapping the Programme Outcomes (For BBA)

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	S	M	S	S	L	S	S	M
CO2	M	M	S	M	M	S	M	M	M	L
CO3	M	M	M	L	L	M	L	S	M	S
CO4	L	M	S	M	S	S	M	M	L	S
CO5	L	S	S	M	M	S	S	M	M	L

S – Strong; L – Low; M – Medium



SEMESTER – III

Course code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
18BBA3C30	Core 7	FINANCIAL MANAGEMENT	Concept	60	15	-	5

Preamble: This course aims at facilitating the student to understand the important concepts of financial management

Prerequisite: Basic knowledge in Management & Accounts

Syllabus:

Unit	Course contents	Hours
I	Finance Functions: Meaning – Definition and scope of finance functions – Objectives of financial management – Profit maximization and wealth maximization. Sources of finance – short term - long term. Rating Agencies – Overview on Financial Analytics.	15
II	Financing Decision: Cost of capital – cost of specific sources of capital – equity – Preferred stock debt – Reserves – WACC, Operating leverage and Financial leverage. (Problems Only)	15
III	Capital Structure – Factors influencing Capital structure – optimal capital structure – Dividend and Dividend policy: Meaning, classification – Sources available for dividends, Dividend policy general, Determinants of dividend policy.	15
IV	Working Capital Management: Meaning– concepts – importance – Determinants of working capital. Cash Management: Motives for holding Cash – objectives and Strategies of cash management. Receivable management: Objectives – cost of credit Extension, benefits –Credit Policies – Credit terms – Collection policies.	15
V	Capital Budgeting – Meaning - objectives – Methods of appraisal – Non-Discounting Methods - Payback period method – Accounting rate of return- Discounting Methods - Net present value method (NPV) - Internal rate of return – Profitability Index method (Problems only)	15
Total		75

Text Book(s):

S. N. Maheswari (2014), Financial Management, 14th Revised Edition, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. M. Pandey (2011), Financial Management, 14th Edition, Vikas Publications, New Delhi.
2. Prasanna Chandra (2014), Fundamentals of Financial Management, 6th Edition, Tata Mc Graw Hill Education Private Limited, United States.
3. Chandra Bose (2014), Fundamentals of Financial Management, 2nd Edition, PH & Learning Pvt Ltd, Chennai.
4. Palanivelu V.R (2010), Financial Management: (Theory, Problems & Solutions), 2nd Edition, Sultan Chand & Sons, New Delhi.

Focus of Course: Skill Development

e-Resource/e-Content URL:

e-PG Pathshala: <https://epgp.inflibnet.ac.in/ahl.php?csrno=6>
 You Tube: https://www.youtube.com/watch?time_continue=6&v=LkwDMSDIkf4

Course Designer
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 Dept. of BBA, STC

BoS Chairman
S.Rajesh Kannan
 Assistant professor & Head
 Department of BBA, STC

SEMESTER – III

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA3A10	Allied 3	Business Economics	Analysis	75	-	-	4

Preamble: To learn the objectives of business firms, Factors of production and BEP Analysis, Types of competitions and price administration.

Prerequisite: Basic Economics Concepts.

Syllabus:

Unit	Course contents	Hours
I	Definition of economics – wealth – welfare – scarcity and growth definition – differences between micro and macroeconomics – basic problems of an economy – what to produce? – problem of choice – how to produce? – for whom to produce? – problem of technology.	15
II	Demand analysis – concept of demand and supply – law of demand – elasticity of demand – factors determining elasticity of demand – objectives of business firms – profit maximization and social responsibility – production – factors of production – law of diminishing returns – law of variable proportion – returns to scale and production possibility curve – economies of scale.	15
III	Meaning of market – market structure – concepts cost, revenue – prices – break even analysis – pricing methods – different market condition – perfect, imperfect, monopoly, duopoly and oligopoly – price discrimination.	15
IV	Distribution – meaning of distribution – concepts of rent, wages, interests and profits – theories of distribution – marginal productivity – wages – nominal wages – real wages – modern theory of wage – Keynes liquidity preference theory of interest – theories of profit – dynamic theory profit – risk and uncertainty theory of profit.	15
V	Government and business – pricing policy of public utilities – government measures to control monopoly – inflation – control of inflation – concept of trade cycle – public finance – principle of maximum social advantage.	15
Total		75

Text Book(s):

- Sankaran.S (2014). Business Economics, Margham Publication, 4th Edition, Chennai.

Reference Book(s):

- K.Rajagopalachari (2011). Business Economics, Atlantic Publishers and Distributors, New Delhi.
- Sundaram K.P & Sundaram E. (2007). Business Economics, Margham Publications, New Delhi.
- R. B. Dransfield (2014), Business Economics, Vikas Publishing House Pvt Ltd, New Delhi. Paul Keat (2013). Philip Young. Managerial Economics, 7th Edition, Pearson Higher Education Global Edition

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-Mitra Portal: <http://vidymitra.inflibnet.ac.in/index.php/search> e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Designer
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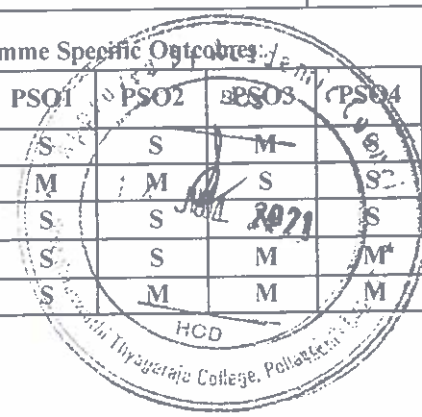
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CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the objectives of business firms	K1
CO2	Identify the determinants of the demand and supply for a good in a competitive market	K3
CO3	Analyze production function and its factors for effective utilization of resources.	K2
CO4	Apply the concept of pricing policies in various market situation	K3
CO5	Understand the role of government in economic system, price policy in public utility and economic planning In India	K3

Mapping with programme Outcomes and programme Specific Outcomes

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium



SEMESTER – III

Course code Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA3S10	SBC 1	Banking and Insurance	Concept	50 Hrs	-	-	3

Preamble: This course aims at facilitating the student to understand the nuances of Banking Industry its services and functioning of Insurance Industry in India.

Prerequisite: Basic knowledge Financial Services.

Syllabus:

Unit	Course contents	Hours
I	Evolution of Banking: Origin and Development of Banking - Structure of Banking in India- Reserve Bank of India - Regulations on Banks - RBI credit control Measures – Emerging trends in Banking - Core Banking – E-Banking - Online Banking - Tele Banking- Net Banking - Mobile Banking – Small Banks – Payment Banks.	10
II	Ancillary Services of Banks: Safe custody of valuables – Lockers - Remittances – RTGS/NEFT/Drafts - Fee based services- Issuing Guarantees and letters of credit - Selling Third Party Products- Insurance and Mutual fund units - Credit Cards, Debit Cards - Brokerage and Demat Services .	10
III	Insurance - Meaning, nature and significance essential requirements and principles of Risk insurance; reinsurance; Privatization of insurance business in India; Insurance Regulatory Development Authority – Recent Developments in the Insurance sector.	10
IV	Life Insurance: Law relating to life Insurance; General Principles of Life Insurance Contract: Proposal and policy; assignment and nomination; title and claims; concept of trust in life policy; LIC - Role and functions	10
V	Meaning and importance of General Insurance - Different types of General Insurance - Present Organizational set up of General Insurance companies in India - GICl - its subsidiaries, Private Companies - Principles of General Insurance: Insurable Interest, Indemnity, subrogation, Good Faith.	10
Total		50

Text Book(s):

1. Prof. E. Gordon & Dr. P.K. Gupta (2017), Banking and Insurance, Himalaya Publishing House Pvt. Ltd, 1/e.
2. Sundharam and Varshney (2007), Banking theory Law & Practice, Sultan Chand & Sons, New Delhi.
3. O. P. Agarwal (2014), Banking and Insurance, Himalaya Publishing House Pvt. Ltd, 3/e.
4. Neelam C. Gulati (2010), Banking and Insurance:- Principles & Practices, Excel Books Pvt. Ltd, 2/e

Reference Book(s):

1. Mishra M.N (2012), Insurance, S. Chand & Co, New Delhi, 18/e.
2. C. Satyadevi (2009), Financial Services Banking and Insurance, S. Chand Publishing, 1/e.
3. Periasamy P. (2015), Insurance Principles and Practice, Himalaya Publishers, New Delhi

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL: You Tube:

- <https://www.youtube.com/watch?v=tYjiv3LrF0I>
- <https://www.youtube.com/watch?v=VThLSgbGE-Y>

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CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the fundamentals of Banking Industry	K1
CO2	Understand simple Banking transactions & Products	K1
CO3	Understand the fundamentals of Insurance Industry	K1
CO4	Develop the knowledge about Life & General Insurance	K2

Mapping with programme Outcomes and programme Specific Outcomes

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	M	S	L	M	M	L	M	L
CO2	M	S	S	S	S	M	M	M	S	L
CO3	L	M	M	M	M	L	L	M	M	L
CO4	S	S	S	M	M	L	L	M	M	L

S – Strong; L – Low; M – Medium

SEMESTER IV

Course code Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA4C10	Core 8	Production Management	Concept	60 Hrs	-	-	4
Preamble: This course aims at facilitating the student to acquire knowledge of production process and material management.							
Prerequisite: Basic knowledge Process of Production Management and Effective Management Materials.							

Syllabus:

Unit	Course contents	Hours
I	Production Management – Functions – Scope – Plant location – Factors – Site location – Plant layouts - Principles - Process – Product layout for production planning and control – Principles - Information flow – Routing – Scheduling – Dispatching – Production Control.	12
II	Materials Handling – Importance – Principles – Criteria for selection of material handling equipment. Maintenance – Types – Breakdown – Preventive – Routine – Methods study – Time Study – definition- Motion Study – Principles.	12
III	Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – Purchasing – Procedure – Principles – Import Substitution and Import Purchase Procedure – Vendor Rating – Vendor Development.	12
IV	Functions of Inventory – Importance – Tools – ABC, VED, FSN Analysis – EOQ – Lead Time Analysis, Store Keeping – Objectives – Functions – Store Keeper – Duties – Responsibilities – Location of Store – Bin card.	12
V	Quality Control – Types of Inspection Centralized and Decentralized; TQM: Meaning – Objectives – Elements – Benefits – Bench Marking: Meaning – Objectives – Advantages – ISO: Features – Advantages – Procedure for obtaining ISO.	12
	Total	60

Text Book(s):

1. Production and operations Management – Aswathappa K, Bhat Shridhara K, Himalaya Publishing House, New Delhi, 2013.
2. Industrial Engineering and Management Science -Banga. T.R, New Delhi, Khanna Publishers, 2007.

Reference Book(s):

1. Materials Management- V.V.Varma.2011, New Delhi: Sultan Chand & sons.
2. Materials Management - Gopalakrishnan.2015 Prentice Hall of India Pvt. Ltd.
3. Materials Management -A.K.Datta.2012, PHI Learning PVT LTD, New Delhi.

Focus of Course: Skill Development

e-Resource/e-Content URL:

You Tube Videos

Course Designer
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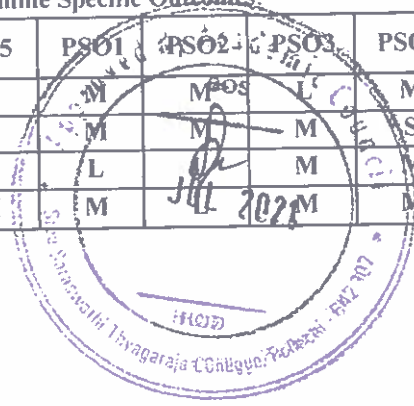
BoS Chairman
S. Rajesh Kannan
 Assistant Professor & Head
 Dept of BBA, STC

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Principles of Material Management	K1
CO2	Understand production process and material management	K1
CO3	Understand the Functions of Material Management	K1
CO4	Develop the knowledge about Effective Management of Materials	K2

Mapping with programme Outcomes and programme Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	M	S	L	M	M	L	M	L
CO2	M	S	S	S	S	M	M	M	S	L
CO3	L	M	M	M	M	L	M	M	M	L
CO4	S	S	S	M	M	M	M	M	M	L

S – Strong; L – Low; M – Medium



SEMESTER – IV

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA4C20	Core 9	COST AND MANAGEMENT ACCOUNTING	Application	50	25	-	5

Preamble: To enable the students to acquire knowledge of Accounting for Managerial Decisions.

Prerequisite: Basic Accounting Concepts.

Syllabus:

Unit	Course contents	Hours
I	Meaning – definition – scope – objectives – function - merits and demerits of Cost and Management Accounting - distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification.	15
II	Preparation of cost sheet - stores control – EOQ - maximum, minimum, reordering levels pricing of materials issues - FIFO, LIFO, Average Cost, Standard Price methods - labour cost - remuneration and incentives.	15
III	Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios -liquidity, profitability, solvency – inter firm comparison	15
IV	Fund flow analysis - cash flow analysis.	15
V	Standard costing - variance analysis - material and labour variances Marginal Costing – cost volume profit analysis. Budgeting and preparation of Budget: Cash Budget, Flexible budget, Production & Sales Budget.	15
	Total	75

(Theory and Problems may be in the ratio of 40% and 60% respectively)

Text Book(s):

S.P. Jain and K. L. Narang (2014), Cost & Management Accounting, 14th Revised Edition, Kalyani Publishers, Kerala.

Reference Book(s):

1. RK Sharma & K. Gupta (2012), Cost and Management Accounting, 2nd Edition, 2010, Kalyani Publishers, Kerala.
2. S. N. Maheswari (2014), Principles of Management Accounting, Sultan Chand & Sons, 17th Revised Edition, New Delhi.
3. Reddy. S & Hari Prasad Reddy (2014), Cost and Management Accounting, 14th Edition, Margam Publications, Chennai.
4. M. N. Arora (2009), A Text Book of Cost and Management Accounting, 8th Edition, Vikas Publishing House Pvt Ltd., New Delhi.

Focus of Course: Skill Development

e-Resource/e-Content URL:

- Vidya-Mitra Portal: <http://vidymitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer
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Department of BBA

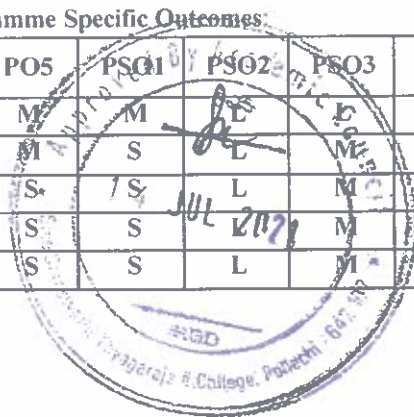
BoS Chairman
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CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To acquire knowledge of Cost Accounting principles and practice	K1
CO2	To prepare the cost sheet and store control	K3
CO3	To prepare and analyze the Financial statement	K4
CO4	To apply knowledge in preparing Fund flow and cash flow statement	K3
CO5	To develop knowledge on standard costing and preparation of budget.	K3

Mapping with programme Outcomes and programme Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	M	M	L	M	M	L
CO2	L	M	M	L	M	S	L	M	M	M
CO3	L	M	M	L	S	S	L	M	S	M
CO4	L	M	M	L	S	S	M	M	M	M
CO5	L	M	M	L	S	S	L	M	M	M

S – Strong; L – Low; M – Medium



SEMESTER – IV

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA4C30	Core 10	Business Law	Concept	60	-	-	4
Preamble: On successful completion of this course, the students should have understood <ul style="list-style-type: none"> • Law of contract, Law of sale of goods • Law of Agency, Negotiable Instruments Act. • To familiarize the students with laws relating to business. 							
Prerequisite: Basic Management Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Law of contract-contract-classification-Essential elements of a valid contract-offers and acceptance- Consideration – Capacity of parties – Free consent. (Legal Rules)	12
II	Law of sale of goods: Formulation of contract of sale-Agreement to sell or Sale-Hire purchase agreement sa le and Bailment la w of Agency: Creation of agency -Classification of agents. Relations of principal and agent – Termination of Agency.	12
III	Company law- Company as legal entity – Definition and kinds of companies - Incorporation of Companies – Memorandum and Articles of association – Certificates of incorporation – prospectus – Commencement of Business – Liability form is statement in prospectus.	12
IV	Application – Allotment of shares and Debentures – Issues of shares at discount and premium. Membership of companies – Meeting and proceedings.	12
V	Winding up of companies – compulsory winding up and voluntary winding up and subject to the supervision of the court.	12
	Total	60

Text Book(s):

N.D. Kapoor (2011), Business Law, Elements of Mercantile Law & Company Law, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. Tulsian P.C.(2013), Business Law, Tata McGraw-Hill, New Delhi.
2. Banerjee P.K (2010). Business Law, Vikas Publishing House Pvt. Ltd, Noida India.
3. V.Balachandran & S. Thothadri (2013), Legal aspects of Business, Vijay.Nicole imprints Private Limited, Chennai.
4. B.S.Raman(2011), Business Law, United Publishers, Mangalore.

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csno=7>

Course Designer
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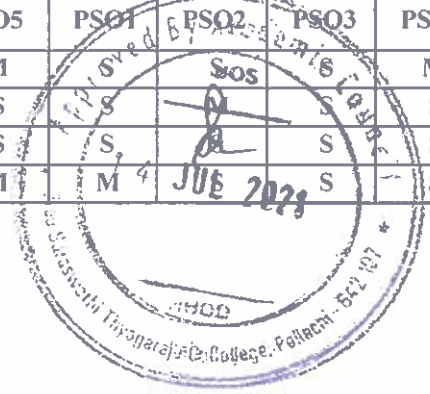
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To state the concept of contract and different elements of contract	K1

CO2	To understand the formation and kinds of companies	K2
CO3	Acquire knowledge on basic documents in a company and various methods of raising capital.	K2
CO4	To explain the provisions relating to winding up of the companies	K3

Mapping with programme Outcomes and programme Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M	S	S	S	M	M
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	S	M
CO4	S	M	S	S	M	M	S	S	S	S

S – Strong; L – Low; M – Medium



SEMESTER – IV

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
21BBA4A10	Allied 4	MARKETING RESEARCH	Concept	50	10	-	4
Preamble: <ul style="list-style-type: none"> To enhance the students understanding of the marketing research and different applications of Marketing Research To develop the skills required & to explore different approaches of Marketing research To be able to exploit Marketing Research data for management decision making 							
Prerequisite: Basic knowledge in Research and Marketing Management							

Syllabus:

Unit	Course contents	Hours
I	<i>Marketing Research Dynamics</i> - Introduction to marketing Research – Meaning of Research, Research Characteristics, Various Types of Research - marketing research as a tool of Management – relevance of marketing research in the Indian Context - Recent Trends in Marketing Research, issues in international marketing research..	12
II	<i>Planning the Research Process</i> - Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design - Introduction, Meaning of Research Design, Types of Research Design, Research Design and Marketing Decision Process, Choosing a Good Research Design	12
III	<i>Sources of Data - Collection and Methods:</i> Introduction, Meaning and Nature of Secondary Data, Advantages of Secondary Data, Types of Secondary Data Sources, Primary Data and its Types. Designing Questionnaire, Interview, Survey Field Work and Data Collection. Measurement and Scaling Techniques-Introduction, Importance of Measurement and Scaling in Marketing Research, Scales of Measurement: Fundamental Properties, Primary Scales of Measurement, Attitude Measurement Scales	12
IV	<i>Sampling</i> – Meaning of Sampling, Importance of Sampling in Marketing Research, Sampling Theory: Basic Constructs, Process of Sampling Design, Determining Sample Size. Probability and Non-Probability Sampling - applications of sampling methods in marketing problems. Hypothesis, Steps Involved in Hypothesis Testing, Test of Significance.- Parametric and Non-Parametric Tests	12
V	<i>Data Processing and Preliminary Data Analysis:</i> Introduction, Nature and Scope of Data Preparation, Editing, Coding, Data analysis techniques – Research Report - Writing a Market Research Report, Structure of the Report, Components of a Report, Style and Layout of a Report, Presenting the Report SPSS and its applications – Analyzing and Graphing data-Navigating in SPSS - Getting data in and out of SPSS.	12
	Total	60

<p>Assignment Topics</p> <ul style="list-style-type: none"> ✓ Creation of simple web-based questionnaires. ✓ Applications of Marketing Research I: Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research ✓ Applications of Marketing Research II: Advertising Research, Media research, Sales Analysis and Forecasting. Data Mining Online Marketing Research, Research in Lifestyle Retail, Marketing Research and Social Marketing, Rural Marketing Research, Services Marketing Research, Brand Equity Research, International Marketing and Branding Research

<p>Text Book(s):</p> <ol style="list-style-type: none"> 1. S. L. Gupta. Marketing Research, Excel Books India, 2004 2. Naresh K. Malhotra and Satyabhusan Das; Marketing Research: An Applied Orientation, Pearson, Seventh Edition, March 2019 3. Malhotra, Essentials of Marketing Research, Pearson Education India; First edition (1 April 2016) 4. Beri, Marketing research Tata McGraw-Hill Education, 01-Sep-2007 5. Dr. P Narayana Reddy, Dr. G V R K Acharyulu, Marketing Research, Excel Books India, 2009
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<p>Reference Book(s):</p> <ol style="list-style-type: none"> 6. Boyd, Harper W. Jr., Westfall, Ralph and Stasch, Stanley, Marketing Research: Text and Cases, Richard D. Irwin Inc., Homewood, Illinois. 7. Green, P. E. and Tull, D. S., Research for Marketing Decisions, 5th edition, Prentice-Hall of India, New Delhi. 8. Luck D. J., Wales, H.G., Taylor, D. A. and Rubin R. S., Marketing Research, 11th Edition, Prentice-Hall of India, New Delhi. 9. Tull, D. S. and Hawkins D. I., Marketing Research: Measurement and Method, 6th Edition, Prentice-Hall of India, New Delhi

<p>Focus of Course: Employability (Employability/Entrepreneurship/Skill Development)</p>

<p>e-Resource/e-Content URL:</p> <ul style="list-style-type: none"> • Vidya-Mitra Portal: http://vidyamitra.inflibnet.ac.in/index.php/search • e-PG Pathshala: http://epgp.inflibnet.ac.in/ahl.php?csrno=7
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<p>Course Designer: S. Rajesh Kannan Assistant Professor & Head Dept. of BBA, STC</p>	<p>BoS Chairman S. Rajesh Kannan Assistant Professor & Head, Dept. of BBA, STC</p>
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Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To know the various types Marketing research	K1
CO2	To acquire knowledge on about Differences in Culture	K3
CO3	Understand the overview of International trade Theory	K2
CO4	Acquire the knowledge on Financing of Foreign Trade & Foreign exchange	K3
CO5	To Apply the knowledge on Documentation for Foreign Trade	K3

Mapping with Program Outcomes:										
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium



SEMESTER – IV

Course code Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA4S20	SBC2	Business Application Software	Practical	50	-	-	3
Preamble: To teach the student about the working knowledge of business application software and its usages							
Prerequisite: Basic concepts of computer							

BUSINESS APPLICATION SOFTWARE (Practical Only)

Credits: 3

Course Code:

19BBA4S10

Course Category: Skill Based Course

Instructional Hours:

50

Learning Objectives:

To teach the student about the working knowledge of business application software and its usages

MS – Word

1. Type a paragraph and perform the following changes:

- Font Size, Font style, Line spacing, Page Setup, Background Color etc.
- Insert page number on all pages at the bottom of the page with right alignment.
- Insert header consisting date, time and headings and footer consisting of page number. Underline a text. Check the spellings and grammar
- Change the paragraph using bullets or numbering format.
- Find any word in the paragraph and replace it with another word.

1. Prepare your class timetable using table menu.
2. Prepare a College Day invitation.
3. Create Word document for Daily Newspaper (The Hindu).
4. Using Mail merge prepare an interview call letter.
5. Prepare a Job Application letter enclosing your Bio-Data



MS – Excel

1. Create Increment Abstract with the following fields:
Emp Name, Emp code, Department, Department code, Actual Salary, Increment % and Calculate Increment Amount and Net Salary.
2. With a given data prepare a payroll:
Basic - Rs.6,500/-, D.A - 40%, HRA - 12%, TA - 10%, MA - 5%, CCA - 10%, PF - 2%,
Deductions - 10%.
3. Create individual mark sheet with the following fields:
Sub code, Sub name, Max. Ext. Mark, Max. Int .Mark, Ext. Mark Obtained, Int. Mark Obtained and calculate Total marks. Remarks (Pass or Fail), Result, Average and Grade.
4. Create a chart to display sales volume of an organization for the last five years.
5. Create an Electricity Bill with the following fields:
Consumer No, Consumer Name, Previous Meter Reading, Current Meter Reading and Calculate Unit Consumed (UC), Rate per Unit (Based on the unit level) and Amount.

MS – Power Point

1. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
2. Draw an organization chart with minimum three hierarchical levels.
3. Design an advertisement campaign with minimum three slides.
4. Show a slide show with custom animation (Minimum 3 Slides at a time).

Learning Outcome:

After the completion of the course, the student gets proficiency in MS Word, MS excel, MS PowerPoint.

TEXT BOOK

1. C.Nellaikannan (2012), MS- Office, 5th Edition, Nels Publication, Tirunelveli

REFERENCE BOOKS

1. Bittu Kumar (2010), Microsoft Office 2010, V & S Publishers, Chennai.
2. John Lambert and Curtis Frye (2016), Microsoft Office 2016, Microsoft Press, Chennai.
3. Torben Lage Frandsen (2013), Microsoft Powerpoint, Book boon Publishers.
4. T.Karthikeyan and Dr. C. Muthu (2014), PC Software for Office- Automation, Sultan Chand and Company, New Delhi.

Course Outcomes (COs)

After the completion of the course, the student gets proficiency in MS Word, MS excel, MS PowerPoint.



SEMESTER V

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA5C10	Core 11	Entrepreneurship Development	Concept	50	-	-	4
Preamble: <ul style="list-style-type: none"> To enable the students to acquire knowledge of Entrepreneurship. To impart knowledge and skills needed to become an entrepreneur. To motivate young people to set up own ventures and contribute to national economic development. 							
Prerequisite: Basic idea about business							

Syllabus:

Unit	Course contents	Hours
I	Entrepreneur - meaning- importance-Qualities, nature, types, traits, culture, similarities and economic and differences between Entrepreneur and Intrapreneur. Entrepreneurship development-its importance- Role of Entrepreneurship -Entrepreneurial environment.	10
II	Evolution of Entrepreneurs- Entrepreneurial promotion. Training and developing motivation: factors - mobility of Entrepreneurs - Entrepreneurial change - occupational mobility-factors in mobility - Role of consultancy organizations in promoting Entrepreneurs-Forms of business for Entrepreneurs.	10
III	Creating and starting the venture - Steps for starting a small industry –selection of types of organization - International entrepreneurship opportunities.	10
IV	Managing, growing and ending the new venture - Preparing for the new venture launch - early management decisions Managing early growth of the new venture- new venture expansion strategies and issues -Going public – ending the venture.	10
V	Entrepreneurship Development and Government: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available. Women Entrepreneurs Reasons for low / no women Entrepreneurs their Role, Problems and Prospects	10
Total		50

Text Book(s):

- Vasanth Desai " Dynamics of Entrepreneurial Development and Management Himalaya Publishing House

Reference Book(s):

- N.P.Srinivasan & G.P.Gupta," Entrepreneurial Development ", Sultan Chand & Sons.
- P.Saravanelu "Entrepreneurship Development ", Eskapee Publications.
- Satish Taneja, "Entrepreneur Development ", New Venture Creation.
- Robert D.Hisrich, Michael P.Peters, " Entrepreneurship Development, Tata McGraw Hill edition.

Focus of Course: Entrepreneurship
(Employability/Entrepreneurship/Skill Development)

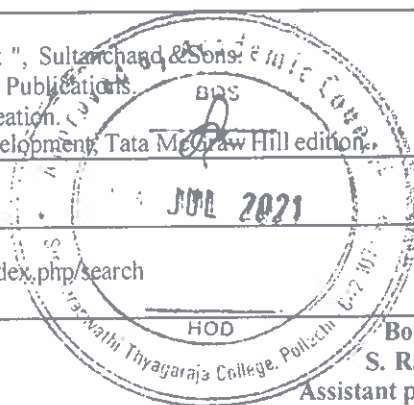
e-Resource/e-Content URL:

- Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahi.php?csrno=7>

Course Designer:

S. Rajesh Kannan,
Assistant Professor & Head,
Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
Assistant professor & Head
Dept. of BBA, STC



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept, origin and growth of entrepreneurship	K1
CO2	Understand the process of starting a new venture	K2
CO3	To Know the various governmental and non-governmental support offered to the entrepreneurs	K2
CO4	Prepare a business plan	K3



SEMESTER V

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA5C20	Core 12	Income Tax Law and Practice	Application	50	10	-	5

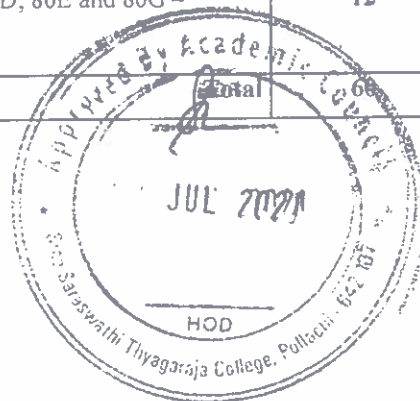
Preamble:

To gain knowledge about income tax law and practices in India.

Prerequisite: Basic Taxation Concepts.

Syllabus:

Unit	Course Content	Hours
I	Income Tax in India- Introduction - Important Definitions under the income Tax Act 1961- Assessee – Types of Assessee - Persons – Income - Agricultural Income - Assessment Year - Previous Year – Residential status – Scope of total Income - Exempted Incomes u/s10	12
II	Income under the Head Salary - Allowances - Perquisites - Profit in lieu of salary - Deductions out of Gross Salary. Income under the Head House Property: Computation of Annual Value of Let out House and Self-Occupied House	12
III	Income under the Business and Profession: Basis of Charge - Computation of Business Income- In come from Profession- Basis of Charge	15
IV	Profits and Gains of Business and Profession – Computation of Profits and Gains of Business - Computation of Professional Income – Doctors, Chartered Accountant and Lawyer. Income from Capital Gains- Short -term and long- term Capital Gains – Exempted Capital Gains.	12
V	Income from Other Sources: General Income-Specific Income-Computation of Gross total income - Deductions allowed under Section 80C, 80CCC,80D, 80DD, 80E and 80G - Computation of Total Income and Tax Liability	12



Text Book: 1. V.P Gaur & D.B Narang. "Income Tax –Law & Practice", Kalyani Publishers, Punjab-141008--* Relevant Assessment Year.	
Reference Book(s): 1. B. B. Lal, Varshisht. N, "Direct Taxes", Pearson Education, New Delhi, *Relevant Assessment Year. 2. Dr. H. C.Mehrotra & Dr. S.P. Goyal, "Direct Taxes law & Practice", Sahitya Bhawan, Publications, 2.Agra.* Relevant Assessment Year. 3. Vinod Singnia, "Income tax law and practice" Taxman Publications, New Delhi, * Relevant Assessment Year. 4. Dr.Bhagavathi Prasad, "Direct Taxes Law & Practice" Vishwa Publication, New Delhi *Relevant Assessment Year.	
Note: Theory -20%, Problems -80%	
Focus of Course: Employability	
e-Resource/e-Content URL: <ul style="list-style-type: none"> • NPTEL Video: http://nptel/index.php/search • e-Pathshala : http://e-pathshala /index.php/search 	
Course Designer: Dr.V.Sivakamy Associate Professor Dept. of BBA, STC	BoS Chairman S. Rajesh Kannan Assistant professor & Head Dept. of BBA, STC

Course Outcomes (COs):		
On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To understand the basic concepts of income tax act 1961	K2
CO2	To acquire knowledge on various heads of incomes	K2
CO3	To integrate the provisions related to Set off and carry forward of losses and various deductions allowed	K3
CO4	To apply the knowledge in the preparation of Gross Total Income	K3

Mapping with Program Outcomes:

Cos/ POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	S	S	S	S	S	S	S
CO2	L	M	S	S	M	S	M	S	S	S
CO3	M	S	S	S	M	S	M	S	S	S
CO4	M	S	M	S	M	S	M	S	S	S

S – Strong; L – Low; M – Medium

SEMESTER V

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
21BBA5C30	Core 13	INVESTMENT MANAGEMENT	Concept	60	-	-	4
Preamble: This course aims at facilitating the student to have a thorough knowledge about the investment and able to construct a portfolio.							
Prerequisite: Basic knowledge in Financial Management							

Syllabus

Unit	Course Contents	Hours
I	Concept of Investment – Important – Investment Avenues: LIC schemes -Bank Deposit - Government Securities - Mutual Fund Scheme - Post Office Schemes -Provident Fund - Company Deposits - Real Estate - Gold & Silver Investment Management Process: Steps	12
II	Investment in Shares and Debentures - Comparison with Other Forms of Investment - Primary Market: Role of NIM Mechanics of Floating New Issues Secondary Market: Function -Mechanics of Security Trading –OTCEI -NSE Futures & Options.	12
III	Risk and Returns – kinds - measures of risk - return. Valuation of securities - valuation of bonds - Valuation preference and equity shares.	12
IV	Security Analysis - Fundamental Analysis: Economic, Industry and Company Analysis –Technical Analysis: Dow Theory - Types of Chart Patterns.	12
V	Efficient Market Theory. Random Walk Theory - Weak Form - Semi Strong Form-Strong Form., Portfolio Analysis: Markowitz theory - Optimum portfolio Online share Trading – Demat account - Advantages and Disadvantages - Steps in opening a Demat account – Working of a Demat accounts set by SEBI.	12
Total		60

Text Book(s):

1. Dr. V. Radha, R. Parameswaran & Dr. V. R. Nedunchezian (2006), Investment Management, Prasanna Publishers, Chennai.

Reference Book(s):

1. Preethi Singh (2014), Investment Management, Himalaya Publishing House, New Delhi.
2. Bhalla G.S (2009), Investment Management, Sultan Chand & Sons, New Delhi.
3. Dr. R. P. Rustagi (2012), Investment Analysis and Portfolio Management, 4th Edition, Sultan Chand & Sons, New Delhi.
4. Francis (2007), Investment Management, Tata McGraw Hill Publishing Company Ltd, New Delhi.

Focus of Course: Skill Development

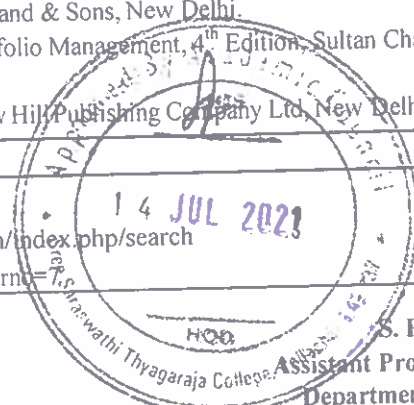
e-Resource/e-Content URL:

- Vidya-MitraPortal: <http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=>

Course Designer:

Dr. V. Sivakamy
Asso. Professor
Department of BBA , STC

BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head,
Department of BBA , STC



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Level
CO1	Be thorough in Investment Concepts	K1
CO2	Understands various channels available	K1
CO3	Knows how to analyse the stocks by studying the risk and return pattern.	K3
CO4	Learns how to trade online and open a Demat account	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium



SEMESTER V

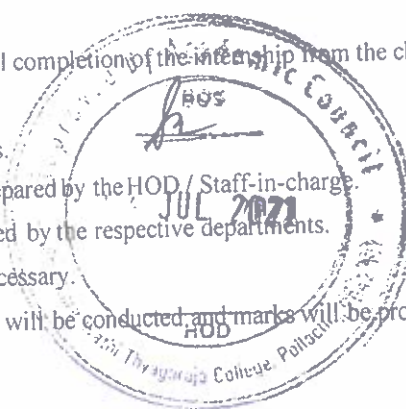
Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
21BBA5C40	Core 14	Summer Project (Institutional Training)	Application	-	-	-	2
Preamble: This course aims at imparting practical exposure to students							
Prerequisite: Basic knowledge of Management and its functionalities.							

Learning Objective:

To give optimum exposure on the practical side of the functioning of industries.

Guidelines

1. Duration of the internship training is 12 days during the Summer Vacation which falls at the end of the 4th Semester.
2. The departments concerned will prepare on exhaustive panel of Institutions, Industries and practitioners.
3. The individual student has to identify the institution / industry / practitioners of their choice and inform the same to the HOD / Staff-in-charge.
4. The students hereafter will be called as Trainees should maintain a work diary in which the daily work done should be entered and the same should be attested by the section in-charge.
5. A detailed outline of the job to be done, sections in which they have to be attached both in the office as well as in the field, should be provided to each student.
6. The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached.
7. The trainees have to obtain a certificate on successful completion of the internship from the chief executive of the organization.
8. Monitoring and inspection by staff on a regular basis.
9. Schedule of visit to be made by the staff is to be prepared by the HOD / Staff-in-charge.
10. Report writing manual and format should be prepared by the respective departments.
11. Specimen forms are to be attached wherever it is necessary.
12. Report evaluation: External Viva-Voce examination will be conducted and marks will be provided.
13. Report should be submitted in the 5th Semester.



SEMESTER V

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA5C50	Digital Marketing	Core	60	-	-	5
Preamble: To teach the students about fundamentals of Digital marketing and the knowledge of online marketing elements.						
Prerequisite: Basic Marketing Concepts.						

Syllabus:

Unit	Course contents	Hours	e-Resources/ e-Content
I	Introduction to Digital Marketing-Digital Vs Real (Direct Marketing)-Digital Marketing Channels (Website Display Ads, (Adword Program). Email, Social Media , SMS, Messenger, Forum, Mobile appAds, Video Ads, Audio Ads	12	PPT
II	Creating initial digital marketing Plan-Content Management-SWOC Analysis-Target group analysis	12	YouTube Videos
III	Search Engine optimization-Writing the SEO Content- Web design (Static, Dynamic and Web applications, Mobile site)- Optimization of Web sites (frontend – UI/UX Design, content management, Markup validation, Loading speed. Backend – Digital promotions, SEO,SMO,SMM) –MS Expression Web(Blogger, Word press)	12	NPTEL Video Lectures
IV	Google Ad words-Creating accounts- Google Ad Words- types Sales : Drive sales online, in app, by phone, or in store CAMPAIGN TYPES Search • Display • Shopping • Smart Leads: Get leads and other conversions by encouraging customers to take action CAMPAIGN TYPES Search • Display • Shopping • Video • Smart	12	PPT (Practical)
V	Website traffic: Get the right people to visit your website CAMPAIGN TYPES Search • Display • Shopping • Video Product and brand consideration: Encourage people to explore your products or services CAMPAIGN TYPES Display • Video Brand awareness and reach: Reach a broad audience and build awareness CAMPAIGN TYPES Display • Video App promotion: Get more installs and interactions for your app CAMPAIGN TYPES: App	12	PPT (Practical)
	Total	60	

Text Book(s):

- Ryan Deiss, Russ Henneberry (2017), Digital Marketing for Dummies, John Wiley & Sons ,Inc Hoboken,New Jersey.

Reference Book(s):

- Ian Dodson (2016), The Art of Digital Marketing, John Wiley & Sons , Inc Hoboken,New Jersey.
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2017), Marketing 4.0, Excel Books, John Wiley & Sons ,Inc Hoboken,New Jersey.
- Chuck Hemann, Ken Burbary, Digital Marketing Analytics (2013) Que Publishing, United States Of America.

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamidra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer:
S. Rajesh Kannan
 Assistant Professor & Head
 Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
 Assistant Professor & Head
 Dept. of BBA, STC

Course Outcomes (COs)

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Nature, types, characteristics and role of Services.	K1
CO2	Analyze the Digital Marketing and Service Promotion Mix	K3
CO3	Able to Optimize Search Engine	K2
CO4	Able to Drive sales online, in app, by phone, or in store. Get leads and other conversions by encouraging customers to take action.	K3
CO5	Getting the right people to visit your website. Encourage people to explore your products or services. Reach a broad audience and build awareness. Get more installs and interactions for your app.	K3

Mapping with programme Outcome

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	M	S	L	M	M	L	M	L
CO2	M	S	S	S	S	M	M	M	S	L
CO3	L	M	M	M	M	L	L	M	M	L
CO4	S	S	S	M	M	M	L	M	M	L

S –Strong; L –Low; M –Medium



SEMESTER V

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA5S30	SBC 3	E-Business	Concept	60	-	-	3
Preamble: To teach the student about basic knowledge on Electronic Commerce and its application.							
Prerequisite: Basic Marketing Concepts.							

Syllabus:

Unit	Course contents	Hours
I	<i>E-Marketing-An Overview</i> – Introduction, Objectives, Definition, History and, Features of E-Marketing, Definition of E-Marketing, History of E-Marketing, Features of E-Marketing, E-marketing: Scope, Benefits and Problems, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing	12
II	<i>Components of E-Marketing</i> - Introduction, Objectives, Customers (Buyers): Impulsive, Patient and Analytical Sellers and Products, Infrastructure: Building a Product System, Intermediaries, Other Business Partners, Support Services, Digital Products. <i>Types of E-Market</i> - Introduction, Objectives, Definition of E-market, E-Malls, E-Storefront, E-Marketplace.	12
III	<i>E-Marketing Tools</i> - Introduction, Objectives, E-Mail Marketing, Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising <i>E-Marketing Mix Strategy</i> - Introduction, Objectives, the 4Ps in E-Marketing, Additional 3Ps in E-Marketing of Services, the 2P+2C+3S Formula in E-Marketing	12
IV	<i>E-Customer Relationship Management</i> – Introduction, Objectives, Concept of E-CRM, Prerequisites for the Implementation of E-CRM, Transition from CRM to E-CRM, E-CRM and Community Building, E -CRM and Customer Lifecycle, E-CRM versus E-Loyalty, Conversion Optimization	12
V	<i>Legal and Ethical Issues in E-Marketing</i> – Introduction, Objectives, Need for E-Business Legal Protection, Legal and Ethical Issues in E-Marketing, Privacy, Digital Property, Online Expression, Emerging Issues	12
	Total	60



Text Books:

Efrain Turban, Jae Lee, David King, H. Michale Chung (2012), Electronic Commerce—A Managerial Perspective, 3rd Edition, Pearson Education Asia, HK.

Reference Books:

1. Kalakota Ravi Whinston B Analrew (2013), Electronic Commerce, 5th Edition, Pearson Education, New Delhi.
2. Hanson Ward- Kirthi Kalyanam (2013), Internet marketing & Electronic Commerce, 2nd Edition, Cengage learning, New Delhi.
3. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang (2012), Electronic Commerce fundamental & Application, 3rd Edition, Wiley Publishers, India New Delhi.
4. Puja Walia Mann and Nidhi (2009), Electronic Commerce, 1st Edition, MJP Publishers, Chennai.

Focus of Course: Employability (Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>

e-PGPathshala

:<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer
S. Rajesh Kannan.
Assistant Professor & Head
Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head
Dept. of BBA, STC

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate an understanding of the foundations and importance of E Business.	K1
CO2	Analyze the impact of E-commerce on consumer market.	K1
CO3	Acquire the knowledge in Web Advertisement and online Marketing.	K2
CO4	Describe various business models of e-commerce namely Business to Consumer, Business-to-Business, Intra-organizational.	K3
CO5	Recognize the legal and ethical issues in E- Business.	K3

Mapping with programme Outcomes and programme Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	M	M	M	M	M
CO2	M	S	L	L	S	M	L	M	M	M
CO3	S	M	L	L	S	M	M	M	M	M
CO4	M	S	L	L	S	M	M	S	S	S
CO5	M	S	L	L	S	S	S	S	S	S

S – Strong; L – Low; M – Medium

SEMESTER VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6C10	CORE 16	INTERNATIONAL BUSINESS	CONCEPT	50	-	-	4
Preamble: To enable the students to acquire knowledge of International Business							
Prerequisite: Basic Business Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Introduction and Overview: Introduction – The Globalization of the World Economy – The Changing Nature of International Business – Differences in International Business. National Differences in Political Economy: Introduction – Political Systems – economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition.	10
II	Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Culture change – Cross – Culture Literacy – Culture and competitive Advantage.	10
III	An overview of International trade Theory: Introduction – An Overview of Trade Theory – Mercantilism – Absolute Advantage – Comparative Advantage –WTO & Development of World trade – Regional grouping of countries and its impact.	10
IV	Financing of Foreign Trade – Foreign exchange – World Bank – International Monetary Fund	10
V	Documentation for Foreign Trade - pre-shipment procedure – post-shipment procedure	10
Total		50

Text Book(s):

- Hill C.W (2014), International Business, Competing in the Global market place, 9th Edition, Irwin –McGraw Hill, New York.

Reference Books

- Philip.R.Cateora (2011). International Marketing. 9th Edition. Irwin McGraw Hill, New York.
- Francis Cherunilam (2010), International Business, 5th Edition, Wheeler Publications, New Delhi.
- Charles W L Hill (2016), International Business-Competing in the Global market place, 11th Edition, Irwin – McGraw Hill, New York.
- Vyuptakesh Sharan (2011), International Business, India, Third Edition, Dorling Kindersley Publishers, Noida, India.

e-Resource/e-Content URL:

- Vidya-MitraPortal: <http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala : <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer:
S.Rajesh Kannan
Assistant Prof & Head, BBA
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BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head
Department of BBA, STC

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Remember the key concept and elements of International trade	K1
CO2	To acquire knowledge on Differences in Culture	K1
CO3	Understand the overview of International trade Theory	K2
CO4	Acquire the knowledge on Financing of Foreign Trade & Foreign exchange	K1
CO5	To Apply the knowledge on Documentation for Foreign Trade	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	S	M	M	S	S	S
CO2	S	M	S	M	S	M	M	S	S	S
CO3	M	M	S	S	M	M	M	M	M	S
CO4	S	S	S	S	S	M	S	M	M	S
CO5	S	S	M	M	M	M	S	S	M	M

S – Strong; L – Low; M – Medium



SEMESTER VI

Course Code	Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6C20	Core -17	Customs Duty and Goods and Services Tax	Concept	60	15	-	5
Preamble : This course aims to learn the Indirect taxation system in India							
Prerequisite: Basic knowledge in indirect Taxation							

Syllabus:

Unit	Course Contents	Hours
I	Tax system - canons of taxation - Indian tax system – Indirect Tax review and New GST Policy introductory remarks	12
II	Customs duty – basic concepts – types – valuation – customs procedure, import and export procedure – powers of officers – levy and exemption – penalties and offences – Export promotion scheme, EOU – SEZ – Duty drawback	12
III	Meaning of GST – Salient features of GST – Constitutional amendments - subsuming of taxes – benefits of implementing GST (Dual Model) – Structure of GST: Central GST – State GST – Integrated GST – Union Territory GST.	12
IV	Supply of goods and Services: Meaning of supply – Place of supply – principal of supply – composite supply – mixed supply – outward supply – exempted supply. Registration under GST: Procedure for registration – compulsory registration – deemed registration – Exemption from GST registration	12
V	Procedure under GST: Procedures relating to levy (CGST and SGST) – Procedure relating to levy (IGST). Returns filing procedures under GST: Payment procedure under GST - Input tax credit - Outcome of GST	12
Total		60

Text Book:

- Gurukripa, "GST Self Learning", Gurukripa Publications, 2017.

Reference Book :-

- V. Balachandran, "Indirect Taxation" Sultan Chand & Kalyani Publishers, 16th Edition, 2014.
- R. Radhakrishnan, "Indirect Taxation", Kalyani Publishers, 2016.
- Dr. Radha and Dr. Parameswaran, "Business Taxation", Prasanna Publishers, Chennai, 2013.
- Dr. Radha and Dr. Parameswaran, "Indirect Taxation", Prasanna Publishers, Chennai, 2016.

Focus of Course :- Skill Development

e-Resources/e-Content URL : <https://ctd.tn.gov.in/documents>

Course Designer:

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Asso. Prof

Department of BBA, STC

BoS - Chairman

S. Rajesh Kannan

Assistant Professor & Head,
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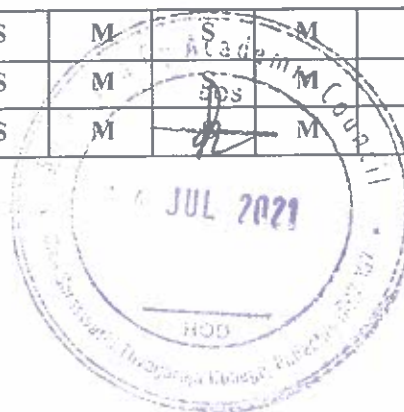
Course Outcomes (COs) :		
On Successful completion of this course the students will able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To gain the knowledge about the Indian Taxation System	K1
CO2	To understand the Structure of Goods and Service Tax	K2
CO3	To gain competency in Supply of Goods and Service Tax and Registration under GST	K2
CO4	To apply the Return filing of GST and Payment Procedure.	K3

Mapping with Program Outcomes and Program Specific Outcomes:

COs / POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	S	S	S	S	S	S	S

CO2	L	M	S	S	M	S	M	S	S	S
CO3	M	S	S	S	M	S	M	S	S	S
CO4	M	S	M	S	M	S	M	S	S	S

S - Strong; L - Low; M - Medium



SEMESTER VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6C30	Core 18	BUSINESS ENVIRONMENT	Concept	60	-	-	4
Preamble: To enable the students to acquire knowledge of Business environment.							
Prerequisite: Basic Business Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Business Environment: Meaning – Various environments affecting business – Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International environments.	12
II	Business and culture: Culture – Elements of culture – Impact of foreign culture – Traditional values and its impact – Change and resistance to change - Caste and communities – Linguistic and Religious groups – Joint Family system.	12
III	Business and Society: Social responsibilities of Business – Responsibilities to shareholders; Responsibility to employees; Responsibility to customer; Responsibility to the community; Responsibility to the Government – Business Ethics – Population – Demographic pattern changes – Standard of living – Urbanization – Migration.	12
IV	Business and Government: State Regulations of business Industrial Licensing policy – Technology – Indigenous Technology – Import of Technology – Import of Technological changes of business.	12
V	Economic system: socialism – Capitalism - Mixed Economy – Their impact of Business – Public sector, private sector, joint sector – objectives, growth, achievements and failures of public sector in India.	12
Total		60

Text Book(s):	
1. Francis Cherunilam (2013), Business Environment & Text Cases, Himalaya Publishing House, New Delhi.	
Reference Book(s):	
1. K. Aswathappa (2013), Essentials of Business Environment Text & Cases, 8th edition, Himalaya Publishing House, New Delhi.	
2. Justin Paul (2010), Business Environment, 3 rd Edition, McGraw Hill Education India Pvt Ltd, New Delhi.	
3. M. Adikary (2012), Economic Environment of Business, 9 th Edition, Sultan Chand & Sons, New Delhi.	
4. A. C. Fernando (2011), Business Environment, Pearson Education India, New Delhi.	
e-Resource/e-Content URL:	
<ul style="list-style-type: none"> Vidya-Mitra Portal: http://vidyamitra.inflibnet.ac.in/index.php/search e-PG Pathshala : http://epgp.inflibnet.ac.in/ahl.php?csrno=7 	
Course Designer: S. Rajesh Kannan Assistant Professor & Head Department of BBA, STC	BoS Chairman S. Rajesh Kannan, Assistant Professor & Head Department of BBA, STC

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To understand various Business Environment scenario at national and International level.	K1
CO2	To acquire knowledge on Business and culture.	K3
CO3	Able to understand & remember the responsibility of Business and Society	K3
CO4	Enhance the knowledge on Business and Government.	K1
CO5	To learn the concepts of Economic system.	K2

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	S	M	M	M	M	M	M
CO2	S	M	S	M	M	S	M	M	M	S
CO3	M	M	M	S	M	S	M	M	S	M
CO4	M	M	M	M	M	S	M	M	M	M
CO5	S	M	S	S	S	S	M	S	S	S

S – Strong; L – Low; M – Medium

SEMESTER VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6C40	Core 19	Consumer Behaviour	Analysis	60	-	-	4
Preamble: To enable the students to learn the basics of consumer behaviour							
Prerequisite: Basic Marketing Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.	12
II	Consumer research — Paradigms — The process of consumer research – consumer motivation — dynamics — types — measurement of motives — consumer perception	12
III	Consumer Learning — Behavioural learning theories — Measures of consumer learning— Consumer attitude — formation — Strategies for attitude change	12
IV	Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.	12
V	Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making	12
Total		60

Text Book(s):

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, 6th Edn, 1998.

Reference Book(s):

1. Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002
2. Barry Berman and Joel R Evans — Retail Management — A Strategic Approach Prentice Hall of India, Tenth Edition, 2006
3. Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

Focus of Course: Employability

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer:
S. Rajesh Kannan,
Assistant Professor & Head, BBA
Department of BBA, STC

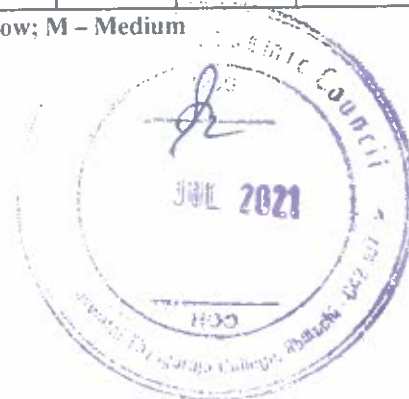
BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head,
Department of BBA, STC

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Remember the key concept of consumer Behaviour, consumer value and satisfaction.	K1
CO2	Understand Consumer research and motivation	K3
CO3	Acquire knowledge to develop theories of consumer learning and attitude	K2
CO4	Interpret the importance Social class Cross Cultural Customers Behaviour Strategies.	K3
CO5	Comprehend Consumer Decision Making and its models	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium



SEMESTER VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6S30	SBC 4	ACCOUNTING PACKAGE	Practical	50	-	-	3
Preamble: <ul style="list-style-type: none"> To teach the student about the working knowledge of Accounting Package Software and its usages 							
Prerequisite: Basic concepts of Accounts & Systems – Business Application Software.							

ACCOUNTING PACKAGE (Practical Examination only)

Objectives

To familiarize the students with the concepts of financial accounting on computers and skill for using accounting software.

LIST OF PRACTICALS

1. Company creation
2. Ledger creation (Single & Multiple)
3. Group creation (Single & Multiple)
4. Entering accounting vouchers
5. Creating Stock Group, Stock Item, Unit Price and Categories in tally (Inventory information)
6. Creating Stock Summary Report
7. Entering accounting vouchers
8. Creating purchase order
9. Creating sales order
10. Creating invoice
11. Tax Calculation-GST
12. Generating Reports (Balance sheet, Trial Balance & P&L account)
13. Connecting Data into MS Word Document and Excel

Learning Outcome:

After the completion of the course the student will acquire knowledge about TALLY.

Text Book

1. A. K. Nadhani & K. K. Nadhani (2010), Tally 6.3 Tutorial, BPB Publication.

Reference Books

1. Namarata Agarval & Sanjay Kumar (2001), Financial Accounting on Computers using Tally, 1st Edition, Dreamtech Press.
2. N. Satyapal (2000), Using Tally, 2nd Edition, Khanna Publications, Delhi.
3. Asok K Nadhani (2007), Implementing Tally, 2nd Edition, BPB publication, New Delhi
4. Lalitha. B. Singh (2002), Accounting by Tally, 2nd Edition, Asian Publishers, New Delhi.

CORE ELECTIVES-I

SEMESTER – V

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA5EA0	CE 1A	Customer Relationship Management	Application	60	-	-	4

Preamble:

- To enable the students to understand the importance of satisfying the customer in today's competitive world
- To develop the students with an ability to manage effective relationships with customers in a range of business settings
- Students would be able to Design, develop & integrate CRM mechanism in the organization.

Prerequisite: Basic Marketing & IT Knowledge

Syllabus:

Unit	Course contents	Hours
I	CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.	12
II	Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.	12
III	CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM – Data Ware housing - Advantages	12
IV	CRM Process Framework – Governance Process – Performance Evaluation Process.	12
V	Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Cyber Security in CRM.	12
Total		60

Text Book(s):

1. Customer Relationship Management. K. Balasubramaniyan, GIGO publication, 2005.
2. The Essentials Guide to Knowledge Management – E-Business and CRM Application, Amrit Tiwana, Pearson Education, 2001.

Reference Book(s):

1. E-business – Roadmap for Success, Dr. Ravi Kalakota, Pearson Education, Asia, 2000
2. Business – The Dell Way, Rebecca Saunders, India Book Distributors, 2000

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer:
S. Rajesh Kannan
Asst. Professor
Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head,
Dept. of BBA, STC

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	To know the basic concepts of CRM	K1
CO2	To understand the CRM process	K2
CO3	Acquire knowledge on CRM strategies	K2
CO4	Understand the integration of IT in CRM & its implementation	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S	S	M	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	M	S	M	S	S	M	M	S

S – Strong; L – Low; M – Medium

SEMESTER – V

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA5EB0	CE 1B	FINANCIAL SERVICES	Concept	60	-	-	4

Preamble:

To enable the students to acquire knowledge of Indian financial system, products and services.

Prerequisite: Basic Financial Concepts.

Syllabus:

Unit	Course contents	Hours
I	Indian Financial System – Capital & Money market - Recent developments in the capital markets - NBFCs in India.	12
II	Merchant Banking - Functions - Mode of raising capital from Domestic and foreign markets - Raising short term funds – Loan Syndication - SEBI guidelines on merchant banking in India.	12
III	Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - overview - tax aspects - Lease Accounting - Types of leases - Evaluation of leasing proposals.	12
IV	Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds	12
V	Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Consumer Finance – Securitization -Credit Cards – Depositories – Crowd funding.	12
Total		60

Text Books:

1. Khan M.Y. Financial services. Mcgraw Hill Education, 2012 Edition.
2. Merchant Banking & Financial Services – Guruswamy
3. H. R. Machraju, "Indian Financial System". Vikas Publication.

Reference Book(s):

1. Nalini Prava Tripathy, Financial Instruments and Services, PHI New Delhi, 2013 Edition.
2. Thummuluri Siddaiah - Financial Services, Pearson, 2011 Edition.
3. Madhu Vij Swati Dhawan, Merchant Banking and Financial services - Mcgraw Hill Education, 2012 Edition

Focus of Course: Employability

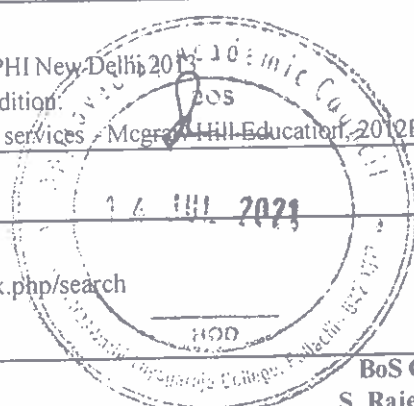
e-Resource/e-Content URL:

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Course Designer:

S. Rajesh Kannan
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BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head
Department of BBA, STC



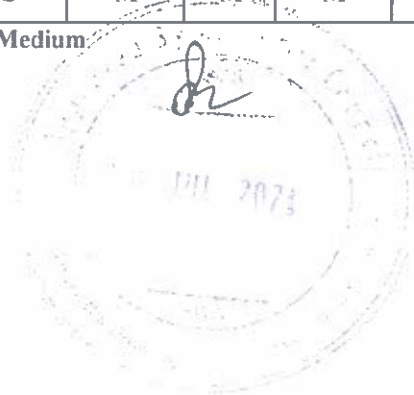
Course Outcomes (COs)

On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the key concept of Indian financial system.	K1
CO2	Acquire knowledge about Merchant Banking & its services.	K3
CO3	Understand the nuances of Hire Purchase and Leasing	K2
CO4	Analyse the role of Mutual Funds in Indian Capital Market	K3
CO5	Comprehend various financial services	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium



CORE ELECTIVES-II
SEMESTER- VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6EA0	CE 2A	Services Marketing	Concept	60	-	-	4
Preamble: To teach the students about fundamentals of service marketing and the knowledge on service marketing mix elements.							
Prerequisite: Basic Marketing Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Service: Concept – Goods Vs Services – Nature – Types – Characteristics - Role Of Services – Classification Of Services – Reason For Growth In Service Sector – Need For Service Marketing – Service Marketing Management – Marketing Strategy In Service.	12
II	Service Marketing Mix: Elements – Service Product – Pricing In Services – Service Promotion: Promotion Mix For Services. Distribution in Services – Advertising – Sales Promotion – Personal Selling – Public Relations and Publicity.	12
III	Place In Services: Location – Channels of Service Delivery – Designing A Distribution System – Direct And Indirect Distribution - Franchising. People In Service: Types Of Service Personnel – Physical Evidence: Physical Facilities – Environment – Role of Physical Evidence.	12
IV	Service Process: Designing Service Process – Spectrum – Service Design Options – Service Process Planning – Gap Analysis – Benefits of Service Quality – Service Quality Management.	12
V	Service Marketing: Travel and tourism Marketing-Health care marketing-Aviation Marketing-Globalization of services-Marketing of financial Services-banking-Insurance-Factoring.	12
Total		60

Text Book(s): 1. Vasanti Venugopal & Ragu (2015). Service Marketing, Himalaya Publishing House, New Delhi.	
Reference Book(s): 1. Dr.S.Shajahan (2015), Service Marketing, Himalaya Publishing House, New Delhi. 2. Ravishankar (2010), Service Marketing the Indian Perspective, Excel Books, New Delhi. 3. Jha (2014), Service Marketing, Himalaya Publication, New Delhi. 4. Govind Apte (2004), Service Marketing, 5 th Edition, Oxford University Press, New Delhi.	
Focus of Course: Employability (Employability/Entrepreneurship/Skill Development)	
e-Resource/e-Content URL: <ul style="list-style-type: none"> • Vidya-MitraPortal: http://vidyamitra.inflibnet.ac.in/index.php/search • e-PG Pathshala : http://epgp.inflibnet.ac.in/ahl.php?csrno=7 	
Course Designer: Dr. A. Arun, Assistant Professor & Head Department of BBA, STC	BoS Chairman S. Rajesh Kannan Assistant Professor & Head Department of BBA, STC

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Nature, types, characteristics and role of Services.	K1
CO2	Analyze the Service Marketing and Service Promotion Mix	K3
CO3	Examine the Location and Channels of Service Delivery	K2
CO4	Able to design services process	K3
CO5	Apply service marketing in various sectors like Travel and tourism Marketing, Health care marketing and Aviation Marketing.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	S	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium

SEMESTER – VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6EB1	CE 2B	Travel and Tourism Management	Concept	60	-	-	4
Preamble: To equip the students with the necessary knowledge base of travel and tourism market and understand the importance of travel and tourism in the development of country's economy.							
Prerequisite: Basic knowledge on Management & Tourism Concepts							

Syllabus:

Unit	Course contents	Hours
I	Tourism – Definitions and Concepts- Historical development of Tourism Industry – General Tourism Trends-. Types of Tourists: Visitor- Traveller, and Excursionist.	12
II	Tourism Products & Attraction- Nature, Characteristics and Components of Tourism Industry. Difference between tourism and consumer product- Elements and characteristics of tourism products	12
III	Types and Forms of Tourism- Inter–regional and intra–regional tourism- inbound and outbound tourism-domestic, international tourism. Forms of Tourism-religious- historical-social-adventure- health- business- conferences- conventions- incentives- sports and adventure- senior tourism	12
IV	Tourist Transportation: Air transportation: The airline industry present policies & practices - Functioning of Indian carriers Surface Transport: Coach-Bus Tour- Fare Calculation- Transport & Insurance documents- All-India Permits Rail Transport: Railway Systems of World - Indian Railways- Types of rail tours in India- Place-on- Wheels and Royal Orient- Deccan Odyssey- Toy Trains- Indrail Pass. Water Transport: Cruise ships- ferries- hovercrafts- river and canal boats	12
V	International Tourism Organizations-Origin and functions of WTO- IATA, PATA, ASTA, UFTAA, and ICAO.	12

Text Book(s):

1. Robert Chrislie Mill, Alastair M.Morrison, (200), The Tourism System: An Introductory Text, Kluwer Academic Publications, California 2012

Reference Book(s):

1. Bhatia, A.K., - Tourism Development: Principles and Practices, 2012, Sterling Publishers Pvt. Ltd., New Delhi
2. Charles R. Goeldner, J. R. Brent Ritchie, Tourism Principles, Practices, Philosophies, 14th Edition, 2013, Johan Willey & Sons Inc. New Delhi
3. Chris Coper, Tourism, 2011, Pearsons Education Ltd., Hong Kong.
4. Dr. M. Selvam, Tourism Industry in India, HPH, 8th Edition, 2014

Focus of Course: Skill Development
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer:
S. Rajesh Kannan
 Assistant Professor & Head
 Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
 Assistant Professor & Head
 Dept. of BBA, STC

Course Outcomes (COs)

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to know the basic concepts of tourism and tourist destinations	K1
CO2	To understand the various tourist product and attractions	K2
CO3	To acquire knowledge on tourist transportation	K2
CO4	To discuss the functions of International Tourism Organizations	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S	S	S	S	S	M
CO2	S	S	S	S	S	M	S	S	S	S
CO3	M	S	S	S	S	M	S	S	M	S
CO4	S	M	S	S	M	S	M	S	S	S

S – Strong; L – Low; M – Medium

CORE ELECTIVES-III

SEMESTER – VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credits
21BBA6EC0	CE 3A	Event Management	Concept	50 Hrs	-	-	4

Preamble: This course aims at facilitating the student to understand the needs of addressing events and demonstrate an awareness of why events have evolved in human society.

Prerequisite: Basic knowledge Addressing Events.

Syllabus:

Unit	Course Contents	Hours
I	Events – Definition, Natures, scope, C's of events, designing, interaction and importance. As a marketing tool - various needs addressed by events, focusing and implementing events, advantages and disadvantages of events.	10
II	Elements of events - event infrastructure, target audience, organizers, venue, media activities to be carried out. Concept of market in events, segmentation and targeting of the market events.	10
III	Positioning in events and the concept of event property. Events as a product. Methods of pricing events, Events and promotion, various functions of management in events.	10
IV	Strategic market planning, Development and assessment of market plan.	10
V	Strategic alternatives arising from environment, competition and defined objectives. Pricing objectives, Evaluation of event performance - measuring performance & correcting deviations.	10
Total		50

Text Book(s):

1. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan- Enkay Publishing House.

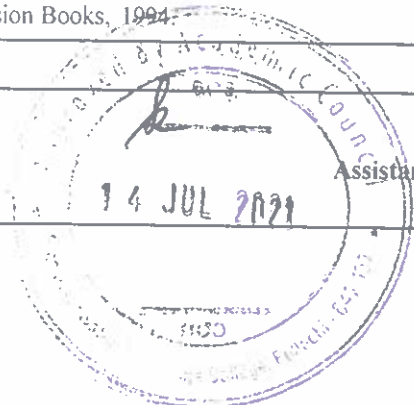
Reference Book(s):

1. Event Marketing Management-Gaur and saggere.V. 2012 Edition.
2. Marketing in the New Era, Panwar. J.S., Sage Publication, 2013.
3. Marketing Management, Analysis, Planning, Implementation and Control, Kotler.P., Prentice Hall, 2015.
4. Event and Entertainment Avrich.Barry, Delhi, Vision Books, 1994.

Focus of Course: Skill Development

Course Designer:
Dr. A.Arun
 Asso Professor & Head
 Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
 Assistant Professor & Head
 Dept. of BBA, STC



Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Level
CO1	Understand the needs of addressing events	K1
CO2	Understand demonstrate an awareness of why events have evolved in human society	K1
CO3	Understand the attribute of Events	K1
CO4	Develop the knowledge about Marketing Events	K2

Mapping with programme Outcome

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	M	S	L	M	M	L	M	L
CO2	M	S	S	S	S	M	M	M	S	L
CO3	L	M	M	M	M	L	L	M	M	L
CO4	S	S	S	M	M	M	L	M	M	L

S -Strong; L -Low; M -Medium



SEMESTER - VI

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA6ED0	CE 3B	TOTAL QUALITY MANAGEMENT	Concept	60	-	-	4
Preamble: To enable the students on concept of quality in production leading to total quality in business management							
Prerequisite: Basic Quality Concepts.							

Syllabus:

Unit	Course contents	Hours
I	Total quality management – concepts – quality management in retrospect – evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality Vs Product Quality. Total Quality: - Value & Differential advantage.	12
II	Pillars of Total quality management – Strategic thinking and planning, the starting point for total quality – Total quality policy and deployment guidelines – Total quality approaches – Leadership for TQM. Attitude & involvement of top management. Organizational implications.	12
III	Total quality models – Enablers for total quality – quality responsibilities – achieving total commitment to quality – Information & customer – Strategic information system – Strategic quality management.	12
IV	Quality education and training quality process, Quality system – Quality measurement system – Quality cost – Quality planning – Quality information feedback – Internal customer conflict – customer retention and problems.	12
V	Tools of TQM – Benchmarking process- Quality Function Deployment – FMEA – Statistical Process capability & Six sigma – Lean Six sigma – Barriers to TQM implementation.	12
Total		60

Text Book(s): 1. Joseph and Berk, Total quality management, Excel Books, 1995
Reference Book(s): 1. Bha rat Wakhlu , Total quality 2. Bill Creech , Five Pillars of TQM 3. Mohanty R.P and Lakhe R.R. , TQM in service sector 4. Stephen George , TQM Strategies and Techniques 5. Sundararaju , Total quality Management, Tata McGraw Hill, 2001.
Focus of Course: Employability (Employability/Entrepreneurship/Skill Development) JUL 2021
e-Resource/e-Content URL: <ul style="list-style-type: none"> Vidya-MitraPortal: http://vidyamitra.inflibnet.ac.in/index.php/search e-PG Pathshala : http://epgp.inflibnet.ac.in/ahp.php?csno=7

Course Designer:
S. Rajesh Kannan,
Assistant Professor & Head,
Dept. of BBA, STC

BoS Chairman
S. Rajesh Kannan
Assistant Professor & Head,
Dept. of BBA, STC

Course Outcomes (COs)

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Remember the key concept of TQM	K1
CO2	Understand Total Quality Management approaches and Guidelines	K3
CO3	Acquire knowledge to Quality Models	K2
CO4	Interpret the importance of Quality education and training quality process.	K3
CO5	Comprehend promotional strategies how to choose the TQM tool.	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	S	M	S	M
CO2	M	M	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	S	M	M	M	S	M	M	M	M
CO5	S	M	S	M	S	S	M	M	M	S

S – Strong; L – Low; M – Medium

Non-Major Elective Courses from other Department


SEMESTER IV

21BCS3N10	Lab : Excel Communications and Slide Logic	Practical	-	3	24	2
Preamble: Implement MS Office Excel and Power Point Concepts to develop various applications.						
Prerequisite: Basic knowledge on application development ideas.						

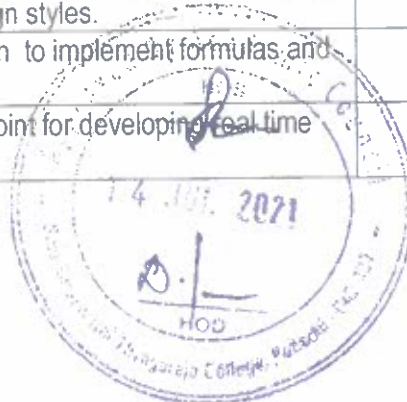
SYLLABUS

Ex. No	Course contents	Hours																														
1	Preparation of Electricity Bill using Excel.	2																														
2	<p>Prepare the following worksheet(s) containing an year wise sale figure of five salesmen in Rs.</p> <table border="1" style="margin-left: 40px; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Salesman</th> <th>2015</th> <th>2016</th> <th>2017</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td>NIKANDAN</td> <td>000</td> <td>000</td> <td>000</td> <td>000</td> </tr> <tr> <td>YAN</td> <td>000</td> <td>000</td> <td>000</td> <td>000</td> </tr> <tr> <td>LVAM</td> <td>000</td> <td>000</td> <td>000</td> <td>000</td> </tr> <tr> <td>PHIT</td> <td>000</td> <td>000</td> <td>0000</td> <td>000</td> </tr> <tr> <td>IGESH</td> <td>000</td> <td>000</td> <td>5000</td> <td>000</td> </tr> </tbody> </table> <p>Apply the following Mathematical & Statistical functions: Calculate the commission for each salesman under the condition :- Total sales is greater than Rs. 3, 00,000/-, then commission is 10% of total sale made by the salesman. Otherwise, 4% of total sale Calculate the maximum sale made by each salesman. Calculate the maximum sale made in each year. Calculate the minimum sale made by each salesman. Calculate the minimum sale made in each year. Count the no. of sales persons. Calculate the cube of sales made by MANIKANDAN in the year 2015.</p>	Salesman	2015	2016	2017	2018	NIKANDAN	000	000	000	000	YAN	000	000	000	000	LVAM	000	000	000	000	PHIT	000	000	0000	000	IGESH	000	000	5000	000	2
Salesman	2015	2016	2017	2018																												
NIKANDAN	000	000	000	000																												
YAN	000	000	000	000																												
LVAM	000	000	000	000																												
PHIT	000	000	0000	000																												
IGESH	000	000	5000	000																												
3	Prepare a worksheet to compute mean/median/mode of student percentage.	2																														
4	<p>The following are the salaries of five employees. Create a File in MS EXCEL</p> <table border="1" style="margin-left: 40px; border-collapse: collapse; text-align: center;"> <thead> <tr> <th>Roll Number</th> <th>Name</th> <th>Salary Rs.</th> <th>Part time Rs.</th> <th>Accounts/Arrears</th> </tr> </thead> <tbody> <tr> <td>1011</td> <td>Prabha</td> <td>10000</td> <td>500</td> <td>1600</td> </tr> <tr> <td>1012</td> <td>Anitha</td> <td>14000</td> <td>600</td> <td>1700</td> </tr> <tr> <td>1013</td> <td>Ravi</td> <td>18000</td> <td>700</td> <td>1800</td> </tr> <tr> <td>1014</td> <td>Sanjay</td> <td>15000</td> <td>800</td> <td>1700</td> </tr> <tr> <td>1015</td> <td>Madhu</td> <td>17000</td> <td>900</td> <td>1600</td> </tr> </tbody> </table> <p>Using Conditional Formatting list out employees who got</p> <ol style="list-style-type: none"> Less than Rs. 15000 as salary More than Rs. 700 as Part time Between Rs. 1600 and Rs. 1800 as Arrears. 	Roll Number	Name	Salary Rs.	Part time Rs.	Accounts/Arrears	1011	Prabha	10000	500	1600	1012	Anitha	14000	600	1700	1013	Ravi	18000	700	1800	1014	Sanjay	15000	800	1700	1015	Madhu	17000	900	1600	3
Roll Number	Name	Salary Rs.	Part time Rs.	Accounts/Arrears																												
1011	Prabha	10000	500	1600																												
1012	Anitha	14000	600	1700																												
1013	Ravi	18000	700	1800																												
1014	Sanjay	15000	800	1700																												
1015	Madhu	17000	900	1600																												

5	<p>Create a MS-Excel worksheet Display a Pie Chart for following data, Also calculate total marks and average marks using functions.</p> <table border="1" data-bbox="336 226 890 443"> <thead> <tr> <th>Roll Number</th> <th>Mark out of 500</th> </tr> </thead> <tbody> <tr> <td>101</td> <td>432</td> </tr> <tr> <td>102</td> <td>300</td> </tr> <tr> <td>103</td> <td>400</td> </tr> <tr> <td>104</td> <td>302</td> </tr> <tr> <td>105</td> <td>455</td> </tr> </tbody> </table>	Roll Number	Mark out of 500	101	432	102	300	103	400	104	302	105	455	2				
Roll Number	Mark out of 500																	
101	432																	
102	300																	
103	400																	
104	302																	
105	455																	
6	<p>Generate the following worksheet</p> <table border="1" data-bbox="336 510 518 790"> <thead> <tr> <th>Roll No.</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>2050</td> <td>67</td> </tr> <tr> <td>2051</td> <td>49</td> </tr> <tr> <td>2052</td> <td>40</td> </tr> <tr> <td>2053</td> <td>74</td> </tr> <tr> <td>2054</td> <td>61</td> </tr> <tr> <td>2055</td> <td>57</td> </tr> <tr> <td>2056</td> <td>45</td> </tr> </tbody> </table> <p>and do the following:</p> <ol style="list-style-type: none"> Crte chart of the marks. Compute sum of marks using auto sum, auto calculate and sum function. Compute average of marks. Show pass or fail if marks are above 50 or less than 50 Put header and footer in the spread sheet. 	Roll No.	Marks	2050	67	2051	49	2052	40	2053	74	2054	61	2055	57	2056	45	2
Roll No.	Marks																	
2050	67																	
2051	49																	
2052	40																	
2053	74																	
2054	61																	
2055	57																	
2056	45																	
7	<p>Use Microsoft PowerPoint to create a slideshow entitled "About Me" Your presentation must contain at least five slides, should be eye-catching and have a creative use of visual and audio effects. Your slides should also be edited for correct use of spelling and grammar. You should discuss:</p> <ul style="list-style-type: none"> Your early life (where you were born, who's in your family, where you grew up, which→ elementary school(s) you attended, etc.) The person that you are now (hobbies, your favorite music, favorite classes, sports you're→ interested in, what makes you different than other people, etc.) What you had like your future to be (which high school and college you would like to graduate→ from, your ideal career after graduation, will you be married?, have children?, etc.) 	3																
8	<p>Prepare a power point presentation on Indian Festivals.</p>	2																
9	<p>Use Microsoft PowerPoint to create a slideshow for Input and Output Devices. Your presentation must contain at least five slides, should be eye-catching and have a creative use of visual and audio effects.</p>	2																
10	<p>Use Microsoft PowerPoint to create a slideshow entitled "Our College" Your presentation must contain at least five slides, should be eye-catching and have a creative use of visual and audio effects. Give all information of your college.</p>	2																
11	<p>Prepare a PowerPoint slide show on "Swachh Bharat Mission" with the contents given below.</p>	3																

	<p>ect a suitable design template and appropriate slide layouts.→</p> <p>aphics that can enhance your presentation may also be inserted. You can replace→</p> <p>standard bullet symbols with other graphics.</p> <p>d animation effects to the bullet items.→</p> <p>d transition and appropriate sound effects.→</p>	
12	<p>e Microsoft PowerPoint to create a slideshow entitled "Resume". Your presentation must contain at least five slides, should be eye-catching and have a creative use of visual and audio effects.</p>	2
Total		27
<p>Reference Book:</p> <p>1. C.Nellai Kannan, "MS OFFICE", NELS PUBLICATIONS, Tirunelveli, 2012.</p>		
<p>Recommended: MS office Excel and Power Point.</p>		
<p>Focus of Course: Employability</p>		
<p>Course Designer:: Suresh Kumar.R, Assistant Professor, Dept. of Computer Science, STC.</p>		 <p>Ms.D.Geetha HOD, Dept. of Computer Science, BoS, Chairman.</p>

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply the fundamental concepts of Excel and power point.	K3
CO2	Make use of various functions and design styles.	K3
CO3	Develop excel worksheet or presentation to implement formulas and chart concepts.	K3
CO4	Examine the tools in excel and power point for developing real time applications .	K4



SEMESTER IV

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19BCS4N20	Lab : Web Design for Non-Designers	Practical	-	3	24	2

Preamble: The Objective of this course is to make the students to design simple web pages and improve their web designing skills.

Prerequisite: Basic idea about the web pages.

Syllabus:

Ex. No	Course contents	Hours
1	Create a page having suitable background color, title and text with color.	2
2	Create a HTML document to display your personal information with proper order using alignment and paragraph tags.	2
3	Design a page that illustrates text formatting tags.	2
4	Create a page for ordered, unordered and definition list.	2
5	Create a page that illustrates the marquee tag.	1
6	Create a page to embed images into a web page.	3
7	Create a page to create a hyperlink.	2
8	Create a page to create a table.	3
9	Create a page to illustrate the frame tag.	2
10	Create a page to create form.	3
11	Create a page to embed internal CSS in a Web page	2
12	Create a page to embed external CSS in a Web page	3
Total		27

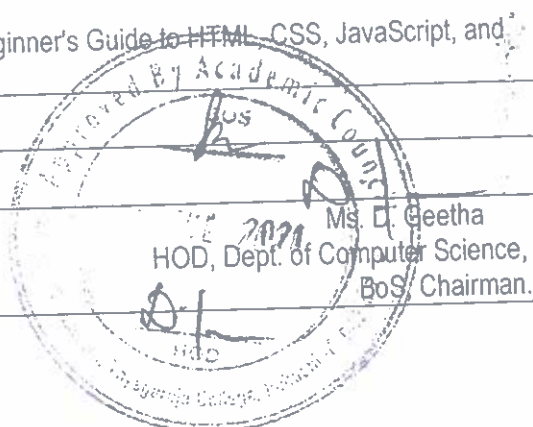
Reference Book:

- Jennifer Niederst Robbins –“Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics”, O'Reilly Media; Fourth edition

Recommended: Browser

Focus of Course: Employability/Entrepreneurship

Course Designer: Murugesan.G,
Assistant Professor,
Dept. of Computer Science, STC.



Non – Major Elective Courses from BBA department

SEMESTER – III

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA3N10	NME	SALES MANAGEMENT	Concept	27	-	-	2
Preamble: To make the students to acquire basic knowledge about the sales management							
Prerequisite: Basic Marketing Concepts.							

Syllabus:

Unit	Course contents	Hours	e-Resources/ e-Content
I	Sales management: Meaning – scope – objectives - evolution of sales management - Functions of sales management – setting sales objectives, policies and strategies.	5	PPT
II	Organization of the sales departments - Geographic, Product wise, Market based. Sales Planning - Market analysis & Sales forecasting - Methods of forecasting sales.	6	PPT
III	Personal selling – nature – scope – merits – personal selling process - Qualities of sales personnel – changing patterns in personal selling.	5	PPT
IV	Sales force management: Importance of the sales force and its management - Functions of Sales Manager. Recruitment & selection - training and development - motivation, incentive schemes & compensation – performance appraisal.	6	PPT
V	Controlling the sales efforts - Sales territory. - Consideration in allocation of sales territory - Sales Quota - Objectives, principles of sales quota, administration of sales quota, uses of sales quota. Sales & cost analysis - Uses & Methods.	5	PPT
Total		27	

Text Book(s):

1. Bolen J.H. Advertising

Reference Book(s):


1. Sontakk C.N. Advertising and Sales Management
2. Davar S.K. Salesmanship and advertising

Focus of Course: Employability
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer
S.Rajesh Kannan
Assistant Professor & Head
Department of BBA, STC


S.Rajesh Kannan
Assistant Professor & Head
Department of BBA, STC

Course Outcomes (COs)

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Remember the key concept of sales management	K1
CO2	Understand the methods of sales forecasting	K3
CO3	Acquire the knowledge to increase personal selling	K2
CO4	Interpret the importance of Sales force management	K3
CO5	Comprehend to administer the sales quota	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M	S	M	M	S	M
CO2	M	M	S	S	S	M	M	S	S	S
CO3	S	M	S	M	S	S	S	M	M	M
CO4	S	S	M	S	M	M	S	S	M	S
CO5	S	M	S	M	S	S	M	S	M	S

S – Strong; L – Low; M – Medium



SEMESTER - IV

Course Code	Course Type	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21BBA4N10	NME 2	ADVERTISING MANAGEMENT	Concept	27	-	-	2
<p>Preamble: To enable the students to acquire knowledge of advertising.</p>							
<p>Prerequisite: Basic Marketing Concepts.</p>							

Syllabus:

Unit	Course contents	Hours	e-Resources/ e-Content
I	Advertising: Meaning, Features, Functions - Setting of Advertising objectives - forms of advertising media.	5	PPT
II	Advertising Media: Media Types & its Evolution, Factors Affecting Media Choice. Advertising agencies	6	PPT
III	Advertisement Campaign: steps in campaign planning - Social effects of advertising. Advertising Budget	5	PPT
IV	Advertising Appeals - Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy.	6	PPT
V	Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising Unit.	5	PPT
Total		27	

Text Book(s):

1. Bolen J.H. Advertising

Reference Book(s):

1. Sontakk C.N. Advertising and Sales Management
2. Davar S.K. Salesmanship and advertising
3. Baranikumar, Advertising and Sales Promotion.

Focus of Course: Employability

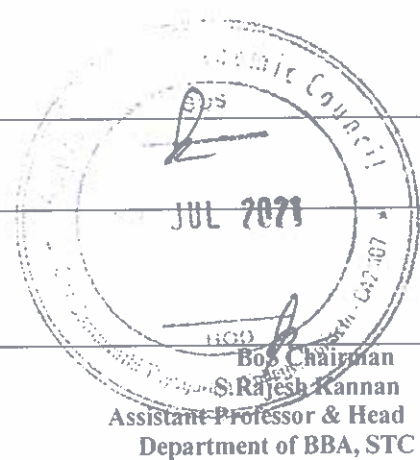
(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

- Vidya-MitraPortal:<http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala :<http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer

S.Rajesh Kannan
Assistant Professor
Department of BBA, STC



Course Outcomes (COs)

On successful completion of this course the students will be able to:

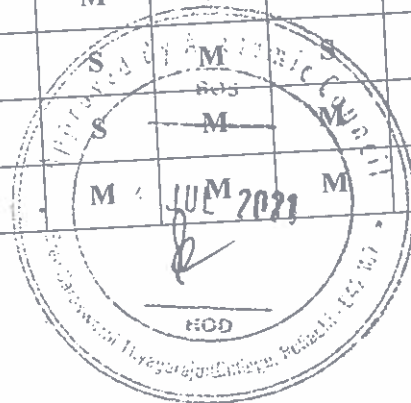
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level

CO1	Remember the key concept and forms of advertising medias	K1
CO2	Understand the advertisement media and agencies	K3
CO3	Acquire knowledge to develop new advertising appeal and campaign	K2
CO4	Interpret the impact of advertising	K3
CO5	Comprehend the internet advertising strategies	K3

Mapping with Program Outcomes:

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	M	S	M	S	M
CO2	M	S	S	S	S	M	M	S	S	M
CO3	S	M	S	M	S	S	S	M	S	M
CO4	S	M	S	M	S	M	S	M	S	M
CO5	S	M	S	M	S	S	S	M	S	S

S – Strong; L – Low; M – Medium



SEMESTER – III

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21TAM3N10	Basic Tamil	Basic Tamil Paper I	27	-	-	2

Preamble: தமிழ்மொழியை அறிமுகம் செய்து தமிழ் எழுத்துக்களின் சிறப்பு, தமிழர் பண்பாடு, தமிழ் இலக்கியங்களை அறிமுகம் செய்து, மொழியைப் புரிந்து கொள்வதற்கும், மடல் எழுதுவதற்கும் அடிப்படைத்தமிழ் வழி பயிற்சி அளிக்கப்படுகின்றது.

Prerequisite:

- தமிழ்மொழி கற்காத பிறமொழி கற்ற மாணவர்களுக்குத் தமிழ் எழுத்துக்களின் அறிமுகத்தை ஏற்படுத்தும் நோக்கில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் மக்களின் பண்பாடுகளை அறியும் நோக்கில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- பிழையின்றிப்பேச, எழுத பயிற்சி அளிக்கப்படுகிறது.

Course Outcomes (COs)

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	தமிழ் எழுத்துக்களை அடையாளப்படுத்துதல்	K1
CO2	தமிழ்ச்சொற்கள், வாக்கிய அமைப்பு, அடிப்படை இலக்கணப் பிழைகள் ஆகியவற்றை உணரவைத்தல்.	K2
CO3	கதை, பாடல்களின் கருத்துணர்தல்	K3

Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M			S	M			
CO2	S	S	M			S	M			
CO3	S	S	M			M	S			

S- Strong; L- Low; M-Medium



Unit	Course contents	Hours	e-Resources/ e-Content
I	அலகு I தமிழ் எழுத்துக்கள் அறிமுகம் - உயிர், மெய், உயிர்மெய், ஆய்தம், குறில், நெடில் வேறுபாடு, எழுத்துப்பயிற்சி மற்றும் உச்சரிப்பு	06	YouTube Videos & PPT
II	அலகு II திணை. பால். எண். இடம், காலம்	06	YouTube Videos & PPT
III	அலகு III சேர்த்தெழுதுக. பிரித்தெழுதுக. பொருத்துக	04	YouTube Videos & PPT
IV	அலகு IV பெயர்ச்சொல். வினைச்சொல் வகைகள்	05	YouTube Videos & PPT
V	அலகு V குறிப்புகளைக் கொண்டு கதை எழுதுதல், வாசிப்புப் பயிற்சியளித்தல்	06	YouTube Videos & PPT
Total		27	

Reference Book(s): பார்வை நூல்கள்

I.பஞ்சதந்திரம்

முனைவர். துரை சுந்தரேசன்
ஜோதி லட்சுமி பப்ளிகேசன்,
24-135 கற்பகம் அனென்யு,
நான்காம் தெரு,



சென்னை – 28, பதிப்பு - 2006.

2. நல்ல தமிழ் - முனைவர். க. வெள்ளி மலை
விஜயா பதிப்பகம்
20, இராஜ வீதி
கோவை – 1, பதிப்பு - 2006.
3. தமிழில் தவறின்றி எழுத பேச
கற்க! - நல்லாமூர் முனைவர் கோ.பெரியண்ணன்
முத்தமிழ் பதிப்பகம்,
9 எ மேக்மில்லன் காலனி,
நங்கை நல்லூர், சென்னை – 61.
பதிப்பு -2006
4. இனிய தமிழ் பயிற்சி நூல்
புத்தகம் -3 - கோ.சந்திரலேகா
அலைடு பப்ளிஷர்ஸ் பிரைவேட் லிமிடெட்,
சென்னை - 02.
பதிப்பு – 2008.
- 5.தமிழ் இலக்கிய வரலாறு - மு. வரதராசன்
சாகித்ய அகாடமி வெளியீடு, புதுதில்லி.
மறுபதிப்பு - 2012

Focus of Course: தமிழ் எழுத்துக்களின் வரி வடிவத்தையும் வாக்கிய அமைப்பையும் மாணவர்கள் அறிந்து கொள்ளப் பயன்படுகிறது.

Course Designer: **Dr. G.Malarvizhi**

Associate Professor, Dept. of Tamil, STC

BoS Chairman



SEMESTER – IV

Course Code	Course Name	Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21TAM4N30	Basic Tamil	Basic Tamil Paper II	27	-	-	2

Preamble: அடிப்படைத் தமிழ்ச் சொற்களை அறிந்து கொள்வதற்கும் தமிழர்களின் பண்பாடு, இலக்கியங்களை உணர்ந்து கொள்வதற்கும் பயன்படுகின்றது.

Prerequisite:

- தமிழ்மொழி கற்காத பிறமொழி கற்ற மாணவர்களுக்குத் தமிழ் எழுத்துக்களின் அறிமுகத்தை ஏற்படுத்தும் நோக்கில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் மக்களின் பண்பாடுகளை அறியும் நோக்கில் பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- பிழையின்றிப் பேச, எழுத பயிற்சி அளிக்கப்படுகிறது.

Course Outcomes (COs)

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	சொற்பொருளுக்கான விளக்கங்கள் குறித்து எடுத்துரைத்தல்.	K1
CO2	தமிழர்களின் பண்பாட்டினை வெளிப்படுத்தும் விழாக்கள் குறித்து எடுத்துரைத்தல்.	K2
CO3	பத்தியைப்படித்து எழுதுதல், தலைப்புகளைக் கொடுத்து அதைப் பற்றி விளக்கி, எழுதும் திறமையை வளர்த்தல்	K3

Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S			S	M			
CO2	S	S	M			S	S			
CO3	M	M	S			M	M			



Unit	Course contents	Hours	e-Resources/ e-Content
I	அலகு I சொற்பொருள் விளக்கம் - மலர்கள், காய்கள், சுவைகள், பழங்கள் உடல் உறுப்புகள்.	05	YouTube Videos & PPT
II	அலகு II வாக்கியத்தில் அமைத்து எழுதுதல்	04	YouTube Videos & PPT
III	அலகு III தமிழர் விழாக்கள் - பொங்கல், ஆடிப்பெருக்கு, கார்த்திகை தீபம், தைப்பூசம், பங்குனி உத்திரம்.	06	YouTube Videos & PPT
IV	அலகு IV பத்தியைப்படித்து பொருள் அறிதல்	06	YouTube Videos & PPT
V	அலகு V தலைப்புகளைக் கொடுத்து மாணவர்களை எழுத வைத்தல். - சுதந்திரதினம், குடியரசுதினம், இயற்கை, மனிதம், கல்வி, வேளாண்மை.	06	YouTube Videos & PPT
Total		27	

Reference Book(s): பார்வை நூல்கள்

- இலக்கிய வரலாறு - சோம.இளவரசு
மணிவாசகர் பதிப்பகம்
8-7 சிங்கர் தெரு
பாரி முனை
சென்னை - 8
ஆறாம்பதிப்பு - 2007
- பாரதியார் கவிதைகள் - பாரதியார்



ஸ்ரீ இந்து பப்ளிகேசன்ஸ்
100, கெனால பங்க் ரோடு
கிழக்கு சி.ஐ.டி.நகர்
சென்னை - 35
13-ஆம் பதிப்பு -2011

3. பொதுக்கட்டுரைகள் - கவிஞர் செந்தமிழ்ச்செழியன்
சக்திப ப்ளிகேசன் ஹவுஸ்,
1ஊஜீர் தெரு
வண்ணாரப்பேட்டை, சென்னை -21
முதற்பதிப்பு - 2014.
4. நாட்டுப்புற இயல் ஆய்வு - டாக்டர் சு.சக்திவேல்
மணிவாசகர் பதிப்பகம்
31, சிங்கர் தெரு,
பாரி முனை
சென்னை -108
முதற்பதிப்பு - 1983.
5. இனிய தமிழ் பயிற்சிநூல்
புத்தகம் -3 - கோ.சந்திரலேகா
அலைடு பப்ளிகேசன்ஸ் பிரைவேட் லிமிடெட்
சென்னை - 02.
பதிப்பு - 2008.

Focus of Course: தமிழ்ச்சொற்களின் இயல்புகளையும், தமிழ் இலக்கிய மரபு மற்றும் பண்பாட்டுக்கூறுகள் பற்றிய செய்திகள் தரப்பட்டுள்ளன. கட்டுரை எழுதுவதற்கான பயிற்சிகள் தரப்பட்டுள்ளன.

Course Designer: **Dr. R.BABY**

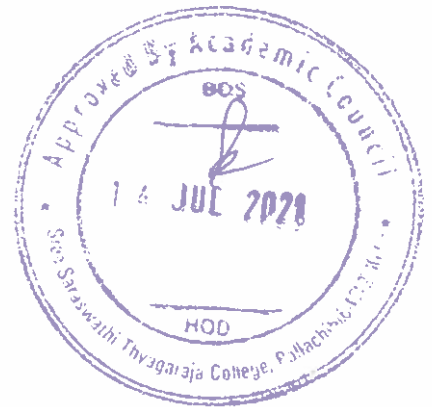
Associate Professor, Dept. of Tamil, STC



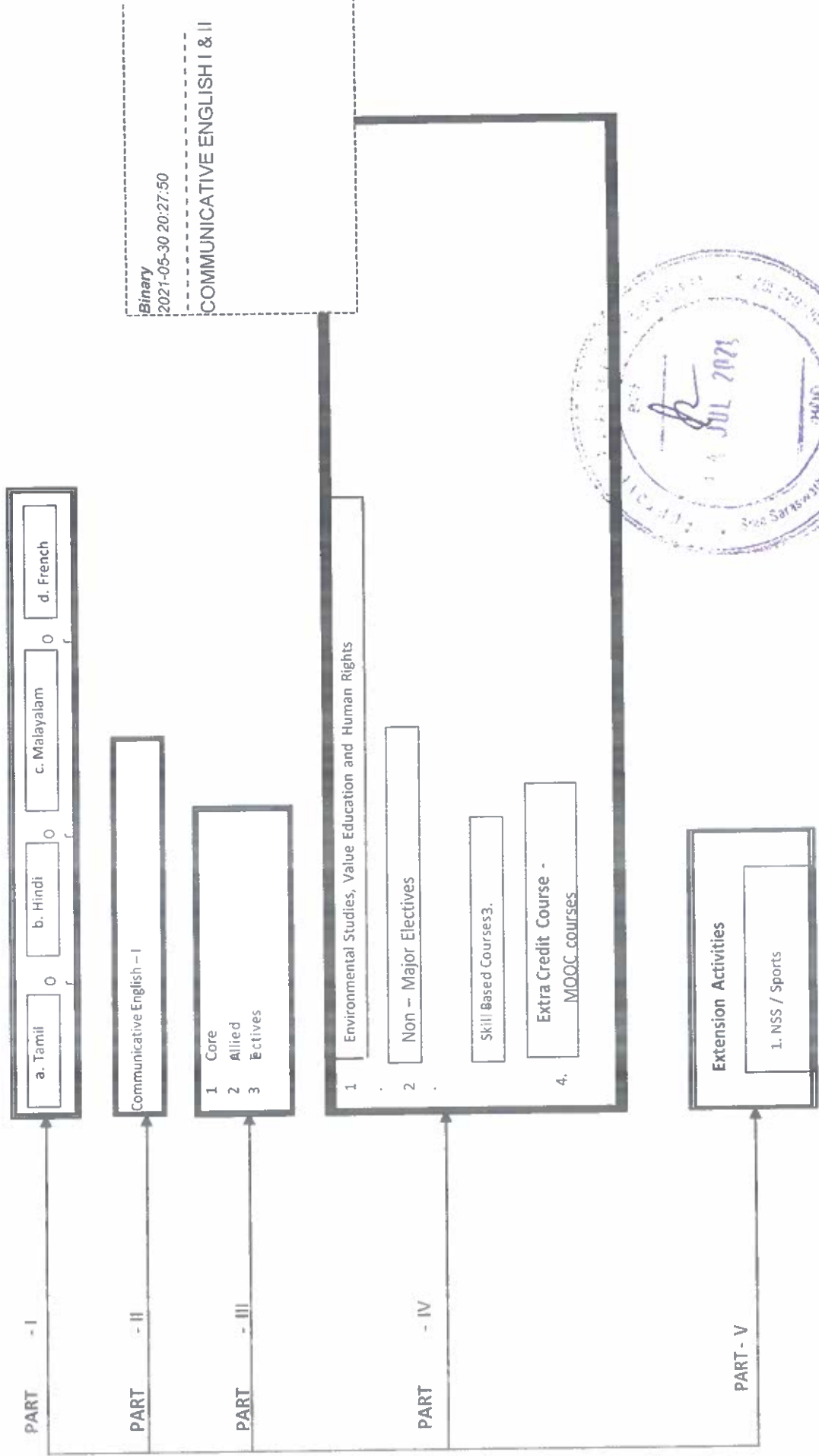
BoS Chairman



Autonomous Examination System and Regulations



**CURRICULUM STRUCTURE OF UG PROGRAMS
(2019 – 20 Batch Onwards)**



**Distribution of marks for Continuous Internal Assessment (CIA)
and End Semester Examinations (ESE) (UG & PG - Theory)**

S. No	Course	Max Marks	Marks for		Components for CIA							
			CIA	ESE	Test			Assg.	Seminar [For PG Only]	Attd. [For UG Only]	SBC	Total
					CIA I	CIA II	Model Exam					
1	Theory (Value Based Course) (UG)	50	50	-	10	10	25	-	-	5	-	50
2	Theory (IDC - PG)	50	50	-	15	15	20	-	-	-	-	50
3	Theory (Allied/Skill based/Elective) (UG)	75	30	45	3	3	9	5	-	5	5#	30
4	Theory (UG & PG) (Core/Elective/Allied)	100	50	50	7.5	7.5	15	5	5	5	10* @	50

Note:

- IDC – Inter Departmental Course
- # - 1 Skill based task
- * - 2 Skill based tasks [Only For UG]
- @ - 3 Skill based tasks [Only For PG]

**Distribution of marks for Continuous Internal Assessment (CIA)
and End Semester Examinations (ESE) (UG & PG - Practical)**

S. No	Course	Max Marks	Marks for		Components for CIA						
			CIA	ESE	CIA I	CIA II	Model Exam	Lab Perf.	Observation	SBC	Total
1	Practical (Allied/Elective/Core)	50	25	25	2.5	3.5	10	2.5	2.5	5#	25
2	Practical (SBC/Elective/Core)	75	30	45	3	3	9	5	5	5#	30
3	Practical (Core/Elective/Allied/SBC)	100	50	50	7.5	7.5	15	5	5	10*	50

Note:

SBC – Skill Based Course

- # - 1 Skill based task
- * - 2 Skill based tasks

**Distribution of marks for Continuous Internal Assessment
(CIA) and End Semester Examinations (ESE) (UG & PG - Project
and Internship)**

S. No	Course	Max Marks	Marks for		CIA				ESE	
			CIA	ESE	Review I	Review II	Report sub	Model viva voce	Evaluation	Viva voce
1	Project / Summer Internship	50	-	50	-	-	-	-	30	20
2	Project	100	50	50	15	15	10	10	30	20
3	Summer Internship	100	50	50	25	25	-	-	30	20
4	Project	200	100	100	30	30	20	20	60	40
5	Summer Internship	100	-	100	-	-	-	-	60	40

Distribution of marks for Continuous Internal Assessment (CIA) and End Semester Examinations (ESE) (PG Psychology & Social Work - Internship and Field work)

S. No	Papers	Max Marks	Marks for		CIA				ESE	
			CIA	ESE	Atten.	Work diary / IC	Report/ Record	Professional Knowledge & Initiatives /viva voce	Evaluation	Viva voce
1	PG Internship for Psychology/ Field work for Social work	100	50	50	10	10	10	20	30	20

IC – Individual Conference

Note:

- The new regulations introduced by the Bharathiar University are applicable to CIA, ESE and the Question Paper pattern only. But the regulations already in vogue are applicable without any change to all other areas like course credits, hours of teaching etc., for the students admitted from the academic year 2021 – 2022 and onwards.

THE QUESTION PAPER PATTERN

UG: CYCLE TEST – I & II

[FOR 2 UNITS - 2 HOURS – 50 MARKS]

[FOR CORE/ELECTIVE/ALLIED/SKILL BASED COURSES]

SECTION A

[05 MULTIPLE CHOICE QUESTIONS]
[ALL 5 FROM K1 LEVEL]:

05x01= 05 MARKS

SECTION B

[250 WORDS – OPEN CHOICE TYPE – 3 OUT OF 5
QUESTIONS][2 QUESTIONS FROM K1 LEVEL]
[2 QUESTIONS FROM K2 LEVEL]
[1 QUESTION FROM K3 LEVEL]:

03 x 05 = 15 MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 3 QUESTIONS]
[ALL 3 ARE FROM K1,K2 & K3 LEVEL RESPECTIVELY]:

03 x10 = 30 MARKS

TOTAL:

50 MARKS

UG: MODEL & END SEMESTER EXAMINATION
[FOR CORE/ELECTIVE/ ALLIED COURSES]

[FOR 5 UNITS – 3 HOURS – 100 MARKS]

SECTION A

[10 MULTIPLE CHOICE QUESTIONS]
[ALL 10 FROM K1 LEVEL]:

10x01= 10 MARKS

SECTION B

[250 WORDS – OPEN CHOICE TYPE – 5 OUT OF 7
QUESTIONS][2 QUESTIONS FROM K1 LEVEL]
[3 QUESTIONS FROM K2 LEVEL]
[2 QUESTIONS FROM K3 LEVEL]:

05 x 06 = 30 MARKS

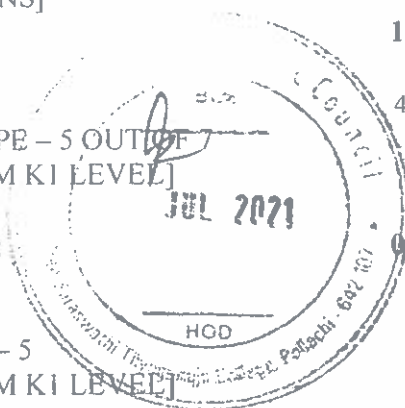
SECTION C

[500 WORDS – EITHER OR TYPE – 5
QUESTIONS][2 QUESTIONS FROM K1 LEVEL]
[2 QUESTIONS FROM K2 LEVEL]
[1 QUESTION FROM K3 LEVEL]:

05 x 12 = 60 MARKS

TOTAL:

100 MARKS



**UG: MODEL & END SEMESTER
EXAMINATION [FOR SKILL BASED
COURSES / ALLIED & NME]**

[FOR 5 UNITS – 3 HOURS – 75 MARKS]

SECTION A

[10 MULTIPLE CHOICE QUESTIONS]
[ALL 10 FROM K1 LEVEL]:

10x01= 10 MARKS

SECTION B

[250 WORDS – OPEN CHOICE TYPE – 5 OUT OF 7
QUESTIONS][2 QUESTIONS FROM K1 LEVEL]
[3 QUESTIONS FROM K2 LEVEL]
[2 QUESTIONS FROM K3 LEVEL]:

05 x 05 = 25 MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 5
QUESTIONS][2 QUESTIONS FROM K1 LEVEL]
[2 QUESTIONS FROM K2 LEVEL]
[1 QUESTION FROM K3 LEVEL]:

05 x 08 = 40 MARKS

TOTAL:

75 MARKS

PG: CYCLE TEST – I & II

FOR 2 UNITS - 2 HOURS – 50 MARKS]

[FOR CORE/ELECTIVE/ALLIED / INTERDEPARTMENTAL COURSES]

SECTION A

[05 MULTIPLE CHOICE QUESTIONS]
[ALL 5 FROM K1 LEVEL]:

05x01= 05 MARKS

5

SECTION B

[250 WORDS – OPEN CHOICE TYPE – 3 OUT OF 5
QUESTIONS][1 QUESTION FROM K1 LEVEL]
[2 QUESTIONS FROM K2
LEVEL][1 QUESTION FROM
K3 LEVEL]
[1 QUESTION FROM K4 LEVEL]:

03 x 05 = 15 MARKS

SECTION C

[500 WORDS – EITHER OR TYPE – 3 QUESTIONS]
[ALL 3 ARE FROM K2,K3&K4 LEVEL RESPECTIVELY] :

03 x10 = 30 MARKS

TOTAL:

50 MARKS

PG: MODEL & END SEMESTER
EXAMINATION[FOR 5 UNITS – 3 HOURS –
100 MARKS]

**[FOR CORE/ELECTIVE/ALLIED
COURSES]**

SECTION A
[10 MULTIPLE CHOICE QUESTIONS]
[ALL 10 FROM K1 LEVEL]:

10x01= 10 MARKS

SECTION B
[250 WORDS – OPEN CHOICE TYPE – 5 OUT OF 7
QUESTIONS][2 QUESTIONS FROM K1 LEVEL]
[2 QUESTIONS FROM K2
LEVEL][2 QUESTIONS FROM
K3 LEVEL]
[1 QUESTION FROM K4 LEVEL]:

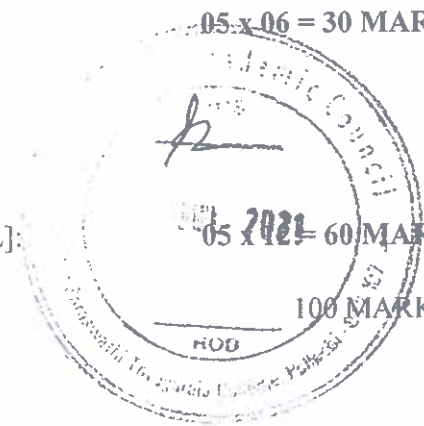
05 x 06 = 30 MARKS

SECTION C
[500 WORDS – EITHER OR TYPE – 5
QUESTIONS][2 QUESTIONS FROM K2 LEVEL]
[2 QUESTIONS FROM K3 LEVEL]
[1 QUESTION COMPULSORY FROM K4 LEVEL]:

05 x 02 = 60 MARKS

TOTAL:

100 MARKS



24 SKILL BASED TASKS FOR THEORY / PRACTICAL COURSES:

- FLOWCHARTS
- MINIATURES
- DEMONSTRATION
- SNAP TALK
- VIVA VOCE
- CLASS PRESENTATION [ORAL/POSTER]
- BUSINESS PLAN
- GROUP DISCUSSION
- SIMULATION EXERCISE
- CASE STUDY
- GAMES
- PUZZLES
- MODELS
- PAPER PRESENTATION
- ARTICLE REVIEW
- DEBATE
- SEMINAR
- REPORTS
- PORTFOLIOS
- QUESTIONNAIRE
- PUBLICATION
- SURVEY
- MINI PROJECT [INDIVIDUAL / GROUP]
- USP COMPONENT [UNIQUE TO THE COURSE]



Controller of Examinations For Implementation

PA for that particular course will not be calculated. The CGPA will be calculated for those candidates who have no arrears at all. The ranking also will be done for those candidates without arrears only.

1. The improvement marks will not be taken for calculating the rank. In the case of courses which lead to extra credits also, they will neither be considered essential for passing the degree nor will be included for computing ranking, GPA, CGPA etc.
2. The grading will be awarded for the total marks of each course.
3. Fees shall be paid for all arrears courses compulsorily.
4. There is provision for re-totalling and revaluation for UG and PG Programmes on payment of prescribed fees.

7. Grade system for extra credit courses

S.No	Marks	Grade
1	90 – 100	O – Outstanding
2	75 – 89	D – Distinction
3	70 – 74	A – Very Good
4	60 – 69	B – Good
5	50 – 59	C – Average
6	Less than 50	R – Reappear

8. Classification of Successful Candidates [Course-wise]

RANGE OF MARKS (In percent)	GRADE POINTS	GRADE	DESCRIPTION
90 - 100	9.0 - 10.0	O	OUTSTANDING
80 - 89	8.0 - 8.9	D+	EXCELLENT
75 - 79	7.5 - 7.9	D	DISTINCTION
70 - 74	7.0 - 7.4	A+	VERY GOOD
60 - 69	6.0 - 6.9	A	GOOD
50 - 59	5.0 - 5.9	B	AVERAGE
40 - 49 #	4.0 - 4.9	C	SATISFACTORY
00 - 39	0.0	U	RE-APPEAR
ABSENT	0.0	U	ABSENT

Reappearance is necessary for those who score below 50% Marks in PG; **; those who score below 40% Marks in UG*; # only applicable for UG programs

Individual Courses

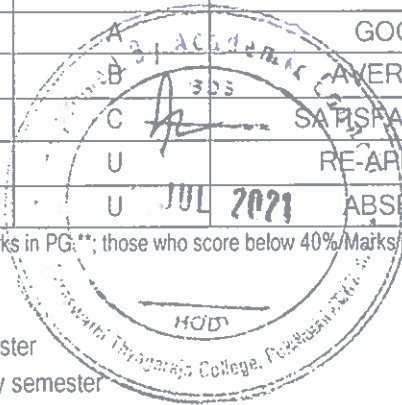
C_i = Credits earned for course "i" in any semester

G_i = Grade Point obtained for course "i" in any semester

'n' refers to the semester in which such courses were credited.

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

GPA = $\frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$



Classification of Successful Candidates (Overall):

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5 to 10.0	O+	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+ #	Third Class
4.0 and above but below 4.5	C #	
0.0 and above but below 4.0	U	Re-appear

** The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major, Allied, Inter Departmental and Elective Course alone) are eligible. # Only applicable to U.G. Programme

$$\sum n_i C_n G_n$$

CUMULATIVE GRADE POINT AVERAGE [CGPA] = -----

$$\sum n_i C_n$$

Sum of the multiplication of grade points by the credits of entire program

CGPA = -----

Sum of the Courses of entire Program

In order to get through the examination, each student has to earn the minimum marks prescribed in the internal (wherever applicable) and external examinations in each of the theory course, practical course and project viva.

Reappearance

The students having arrears shall appear in the subsequent semester (external) examinations compulsorily. The candidates may be allowed to write the examination in the same syllabus for 3 years only. Thereafter, the candidates shall be permitted to write the examination in the revised / current syllabus depending on various administrative factors. There is no re-examination for internals.

Criteria for Ranking of Students:

1. Marks secured in Core, Elective and Inter Disciplinary Course (Part III) courses will be considered for PG Programs and marks secured in Core, Elective, Inter Departmental and Allied Courses (Part-III) will be considered for UG programs, for ranking of students.
2. Candidate must have passed all courses prescribed chosen / opted in the first attempt itself.
3. Improvement marks will not be considered for ranking but will be considered for classification.

External Examination Grievances Committee:

Those students who have grievances in connection with examinations may represent their grievances, in writing, to the chairman of examination grievance committee in the prescribed Performa. The Principal will be chairman of this committee.

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9.5 to 10.0	O+	First Class - Exemplary *
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8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+ #	Third Class
4.0 and above but below 4.5	C #	
0.0 and above but below 4.0	U	Re-appear

*** The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major, Allied, Inter Departmental and Elective Course alone) are eligible. *#* Only applicable to U.G. Programme

$$\sum n_i C_n G_n$$

CUMULATIVE GRADE POINT AVERAGE [CGPA] = -----

$$\sum n_i C_n$$

Sum of the multiplication of grade points by the credits of entire program

CGPA = -----
Sum of the Courses of entire Program

In order to get through the examination, each student has to earn the minimum marks prescribed in the internal (wherever applicable) and external examinations in each of the theory course, practical course and project viva.

Reappearance

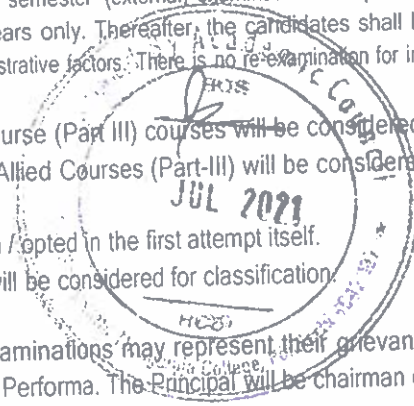
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SREE SARASWATHI THYAGARAJA COLLEGE (AUTONOMOUS)
THIPPAMPATTI, POLLACHI - 642 107
Student Grievance Form
(Forms Available at Utility Stores)

Date:
Place:

From

Register No.....
Name.....
Class.....

Sree Saraswathi Thyagaraja College,
Pollachi - 642 107

To

The Principal / Examination-in-charge,
Sree Saraswathi Thyagaraja College,
Pollachi - 642 107

Through:

1. Head of the Department,
Department of.....,
Sree Saraswathi Thyagaraja College,
Pollachi - 642 107
2. Dean of the Department
Faculty of.....,
Sree Saraswathi Thyagaraja College,
Pollachi - 642 107

Respected Sir / Madam,

Sub:..... - reg.

NATURE OF GRIEVANCE

.....
.....

Thanking you,



Yours Truly,

Signature

Forwarded by:

1. PC / HOD with comments / recommendation
2. Dean with comments / recommendation
3. Signature and Directions of the Principal
4. Controller of Examinations