



## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai  
Reaccredited with 'A++' Grade (4<sup>th</sup> Cycle) by NAAC

**VIRUDHUNAGAR**

**Quality Education with Wisdom and Values**

### OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM REGULATIONS AND SYLLABUS

(with effect from Academic Year 2023 - 2024)

V.V.Vanniaperumal College for Women, Virudhunagar, established in 1962, offers 13 UG Programmes (Aided), 15 UG Programmes (SF), 15 PG Programmes and 6 Ph.D. Programmes. The curricula for all these Programmes, except Ph.D. Programmes, have been framed as per the guidelines given by the University Grants Commission (UGC) & Tamil Nadu State Council for Higher Education (TANSCH) under Choice Based Credit System (CBCS) and the guidelines for Outcome Based Education (OBE).

The Departments of Commerce, English, History, Mathematics, Biochemistry and Tamil upgraded as Research Centres offer Ph.D. Programmes as per the norms and regulations of Madurai Kamaraj University, Madurai and do not come under the purview of CBCS.

#### A. CHOICE BASED CREDIT SYSTEM (CBCS)

The CBCS provides an opportunity for the students to choose Courses from the prescribed Courses. The CBCS is followed as per the guidelines formulated by the UGC. The performance of students is evaluated based on the uniform grading system. Computation of the Cumulative Grade Point Average (CGPA) is made to ensure uniformity in evaluation system.

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#### List of Programmes in which CBCS/Elective Course System is implemented

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##### UG PROGRAMMES

Arts & Humanities	:	History (E.M. & T.M.), English, Tamil
Physical & Life Sciences	:	Mathematics, Zoology, Chemistry, Physics, Biochemistry, Home Science - Nutrition and Dietetics, Costume Design and Fashion, Microbiology, Biotechnology, Computer Science, Information Technology, Data Science, Computer Applications and Computer Applications - Graphic Design
Commerce & Management	:	Commerce, Commerce (Computer Applications), Commerce (Professional Accounting), Business Administration

**PG PROGRAMMES**

Arts & Humanities	:	History, English, Tamil
Physical & Life Sciences	:	Mathematics, Physics, Chemistry, Zoology Biochemistry, Home Science - Nutrition and Dietetics, Biotechnology, Computer Science, Computer Science (Data Science) and Computer Applications (MCA) *
Commerce & Management	:	Commerce, Business Administration (MBA) *

\* AICTE approved Programmes

**OUTLINE OF CHOICE BASED CREDIT SYSTEM – UG**

1. Core Courses
2. Elective Courses
  - Generic Elective Courses
  - Discipline Specific Elective Courses (DSEC)
  - Non Major Elective Courses (NMEC)
3. Skill Enhancement Courses (SEC)
4. Environmental Studies (EVS)
5. Value Education
6. Self Study Courses (Online)
7. Extra Credit Courses (Self Study Courses) (Optional)

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**List of Non Major Elective Courses (NME)  
(2023-2024 onwards)**

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**UG PROGRAMMES**

Name of the Course	Course Code	Semester	Department
Introduction to Tourism	23UHIN11	I	History(EM)
Indian Constitution	23UHIN21	II	History(EM)
சுற்றுலா ஓர் அறிமுகம்	23UHIN11	I	History (TM)
இந்திய அரசியலமைப்பு	23UHIN21	II	History(TM)
Popular Literature and Culture	23UENN11	I	English
English for Professions	23UENN21	II	
பேச்சுக்கலைத்திறன்	23UTAN11	I	Tamil
பயன்முறைத் தமிழ்	23UTAN21	II	
Practical Banking	23UCON11	I	Commerce (Aided)
Basic Accounting Principles	23UCON22	II	
Financial Literacy-I	23UCON12	I	Commerce (SF)

Financial Literacy -II	23UCON21	II	
Self-Employment and Startup Business	23UCCN11	I	Commerce CA (SF)
Fundamentals of Marketing	23UCCN21	II	
Women Protection Laws	23UCPN11	I	Commerce (Professional Accounting)
Basic Labour Laws	23UCPN21	II	
Basics of Event Management	23UBAN11	I	Business Administration
Business Management	23UBAN21	II	
Quantitative Aptitude I	23UMTN11	I	Mathematics
Quantitative Aptitude II	23UMTN21	II	
Physics for Everyday life -I	23UPHN11	I	Physics
Physics for Everyday life -II	23UPHN21	II	
Food Chemistry	23UCHN11	I	Chemistry
Drugs and Natural Products	23UCHN21	II	
Ornamental fish farming and Management	23UZYN11	I	Zoology
Biocomposting for Entrepreneurship	23UZYN21	II	
Foundations of Baking and Confectionery	23UHSN11	I	Home Science – Nutrition and Dietetics
Basic Nutrition and Dietetics	23UHSN21	II	
Nutrition and Health	23UBCN11	I	Biochemistry
Life Style Diseases	23UBCN21	II	
Social and Preventive Medicine	23UMBN11	I	Microbiology
Nutrition & Health Hygiene	23UMBN21	II	
Herbal Medicine	23UBON11	I	Biotechnology
Organic farming and Health Management	23UBON21	II	
Basics of Fashion	23UCFN11	I	Costume Design And Fashion
Interior Designing	23UCFN21	II	
Office Automation	23UCSN11	I	Computer Science
Introduction to Internet and HTML 5	23UCSN21	II	
Office Automation	23UITN11	I	Information Technology
Introduction to HTML	23UITN21	II	
Introduction to HTML	23UCAN11	I	Computer Applications
Fundamentals of Computers	23UCAN21	II	
Introduction to HTML	23UGDN11	I	Computer Applications - Graphic Design
Fundamentals of Computers	23UGDN21	II	
Organic Farming	23UBYN11	I	Botany
Nursery and Landscaping	23UBYN12		
Mushroom Cultivation	23UBYN21	II	
Medicinal Botany	23UBYN22		
Cadet Corps for Career Development I	23UNCN11	I	National Cadet Corps
Cadet Corps for Career Development II	23UNCN21	II	

## **B. OUTCOME BASED EDUCATION (OBE) FRAMEWORK**

The core philosophy of Outcome Based Education rests in employing a student - centric learning approach to measure the performance of students, based on a set of pre-determined outcomes. The significant advantage of OBE is that it enables a revamp of the curriculum based on the learning outcomes, upgrade of academic resources, quality enhancement in research and integration of technology in the teaching–learning process. It also helps in bringing clarity among students as to what is expected of them after completion of the Programme in general and the Course in particular. The OBE directs the teachers to channelise their teaching methodologies and evaluation strategies to attain the Programme Educational Objectives (PEOs) and fulfill the Vision and Mission of the Institution.

### **Vision of the Institution**

The founding vision of the Institution is to impart Quality Education to the rural womenfolk and to empower them with knowledge and leadership quality.

### **Mission of the Institution**

The mission of the Institution is to impart liberal education committed to quality and excellence. Its quest is to mould learners into globally competent individuals instilling in them life-oriented skills, personal integrity, leadership qualities and service mindedness.

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### **B.1 Programme Educational Objectives, Programme Outcomes and Programme Specific Outcomes**

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It is imperative for the Institution to set the Programme Educational Objectives (PEOs), Programme Outcomes (POs) and Course Outcomes (COs), consistent with its Vision and Mission statements. The PEOs and the POs should be driven by the Mission of the Institution and should provide distinctive paths to achieve the stated goals. The PEOs for each Programme have to fulfill the Vision and Mission of the Department offering the Programme.

### **Vision of the Department of B.B.A**

To excel in business education with a focus on the integrated development of values, knowledge, attitude and skills to suit the ever changing business environment.

### **Mission of the Department of B.B.A**

To offer management education that advances continuous enhancement of management skills and competency, fosters entrepreneurial culture and innovation, promotes right attitude, values, ethics and holistic development, and thus, enabling to handle dynamic business situations successfully.

#### **B.1.1 Programme Educational Objectives (PEOs)**

PEOs are broad statements that describe the career and professional achievements that the Programme is preparing the graduates to achieve within the first few years after graduation. PEOs are framed for each Programme and should be consistent with the Mission of the Institution.

#### **Programme Educational Objectives (PEOs) of B.B.A. Programme**

##### **The students will be able to**

To equip the students with professional knowledge so as to positively impact environment by addressing issues and offer appropriate and innovative solutions.

To create professionals who strive continuously for growth in career or in their entrepreneurial ventures with steadfast focus on personal development, values and ethics

To nurture and develop management skills in students so as to effectively handle business situations and work with enhanced efficiency

<b>Key Components of Mission Statement</b>	<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>
Continuous enhancement of management skills and competency	✓	✓	✓
Fosters entrepreneurial culture and innovation	✓	-	✓
Promotes right attitude, values, ethics and holistic development	-	✓	-

#### **B.1.2 Programme Outcomes (POs)**

POs shall be based on Graduate Attributes (GAs) of the Programme. The GAs are the attributes expected of a graduate from a Programme in terms of knowledge, skills, attitude and

values. The Graduate Attributes include Disciplinary Knowledge, Communication Skills, Critical Thinking, Problem Solving, Analytical Reasoning, Research Related Skills, Co-operation/Team Work, Scientific Reasoning, Reflective Thinking, Information/Digital Literacy, Multicultural Competence, Moral and Ethical Awareness/Reasoning, Leadership Qualities and Lifelong Learning.

**On successful completion of the Programme, the students will be able to**

- 1 apply effectively the acquired knowledge and skill in the field of Arts, Physical Science, Life Science, Computer Science, Commerce and Management for higher studies and employment. (*Disciplinary Knowledge*)
- 2 articulate innovative thoughts and ideas proficiently in both in spoken and written forms. (*Communication Skills*)
- 3 identify, formulate and solve problems in real life situations scientifically / systematically by adapting updated skills in using modern tools and techniques. (*Scientific Reasoning and Problem Solving*)
- 4 critically analyse, synthesize and evaluate data, theories and ideas to provide valid suggestions through assignments, case studies, Internship and projects for the fulfillment of the local, national and global developmental needs. (*Critical Thinking and Analytical Reasoning*)
- 5 use ICT in a variety of self-directed lifelong learning activities to face career challenges in the changing environment. (*Digital Literacy, Self - directed and Lifelong Learning*)
- 6 self-manage and function efficiently as a member or a leader in diverse teams in a multicultural society for nation building. (*Co-operation/Team Work and Multicultural Competence*)
- 7 uphold the imbibed ethical and moral values in personal, professional and social life for sustainable environment. (*Moral and Ethical Awareness*)

**B.1.3 Programme Specific Outcomes (PSOs)**

Based on the Programme Outcomes, Programme Specific Outcomes are framed for each UG Programme. Programme Specific Outcomes denote what the students would be able to do at the time of graduation. They are Programme-specific and it is mandatory that each PO should be mapped to the respective PSO.

**On completion of B.B.A. Programme, the students will be able to**

**PO1 - *Disciplinary Knowledge***

**PSO 1.a.** apply the knowledge acquired from the courses specific and related to business administration to pursue higher studies and in job assignments.

**PSO 1.b.** apply conceptual knowledge in functional areas of business to choose and establish themselves in a suitable career as a job seeker or as an entrepreneur

**PO2 – *Communication Skills***

**PSO 2.** communicate effectively and confidently with various stakeholders in the matters related to management.

**PO3 – *Scientific Reasoning and Problem Solving***

**PSO 3a.** identify real-life challenges and problems in their own entrepreneurial ventures or in corporates that they have been placed, analyse them scientifically and suggest valid solutions to build a better business, society and nation

**PSO 3b.** seek business opportunities in real-life situations problems for socio-economic development

**PO4 – *Critical Thinking and Analytical Reasoning***

**PSO 4.** critically evaluate the micro and macro environment affecting own business or in job placements employing contemporary research and provide valid suggestions using modern tools and techniques for the betterment of the organization

**PO5 – *Digital Literacy, Self - directed and Lifelong Learning***

**PSO 5.** use ICT to stay updated with business concepts, events, trends and technologies to handle changing and challenging business situations

**PO6 – *Cooperation/Team Work and Multicultural Competence***

**PSO 6.a.** develop leadership qualities so as to be capable of functioning in diverse teams for achieving success in career.

**PSO 6.b** maintain interpersonal relationship and develop a positive outlook while working in teams

**PO7 – *Moral and Ethical Awareness***

**PSO 7.** follow the legal, ethical and moral values steadfastly in their career for sustainable environment.

### PO-PEO Mapping Matrix

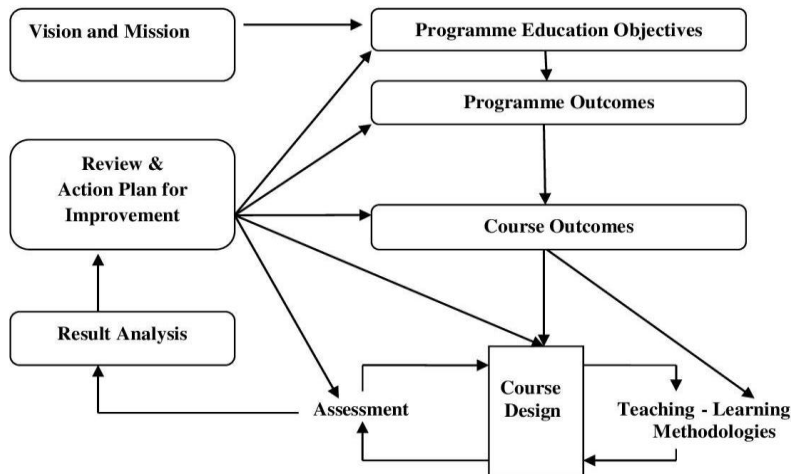
Attainment of PEOs can be measured by a PO-PEO matrix. PEOs should evolve through constant feedback from alumnae, students, industry, management, *etc.* It is mandatory that each PEO should be mapped to at least one of the POs.

PEOs POs/PSOs	PEO1	PEO2	PEO3
PO1/PSO1.a	-	✓	✓
PO1/PSO1.b	✓	✓	✓
PO2/PSO2.a	✓	✓	-
PO2/PSO2.b	✓	✓	-
PO3/PSO3	-	✓	✓
PO4/PSO4.a	-	✓	✓
PO4/PSO4.b	✓	✓	-
PO5/PSO5	✓	✓	-
PO6/PSO6	-	✓	✓
PO7/PSO7	-	-	✓

#### B.1.4 Course Outcomes (COs)

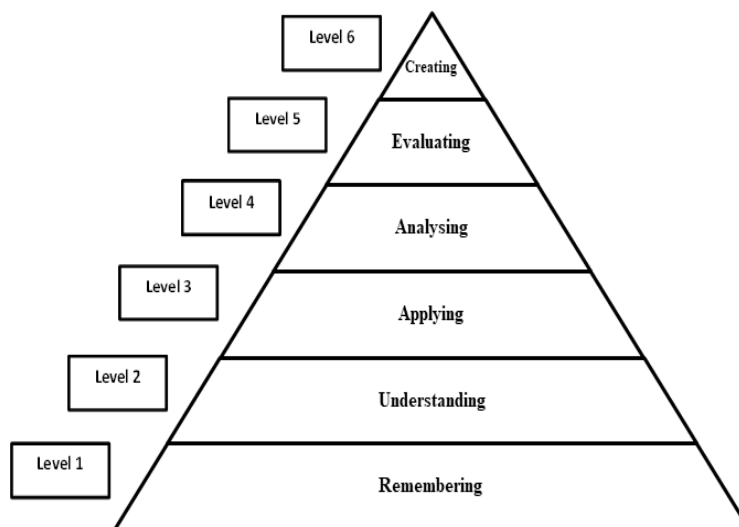
Course Outcomes are narrow statements restricted to the Course contents given in five units. Course Outcomes describe what students would be capable of, after learning the contents of the Course. They reflect the level of knowledge gained, skills acquired and attributes developed by the students after learning of Course contents. COs are measurable, attainable and manageable in number. COs contribute to attain POs in such a way that each CO addresses at least one of the POs and also each PO is reasonably addressed by an adequate number of COs.





It is important to determine the methods of assessment. A comprehensive assessment strategy may be outlined using the revised Bloom's Taxonomy levels.

### BLOOM'S TAXONOMY



### CO – PO Mapping of Courses

After framing the CO statements, the COs framed for each Course is mapped with POs based on the relationship that exists between them. The COs which are not related to any of the POs is indicated with (-), signifying Nil. Measurement Mapping is based on Four Points Scale [High (H), Medium (M), Low (L) and Nil (-)]. For calculating weighted percentage of contribution of each Course in the attainment of the respective POs, the weights assigned for H, M and L are 3, 2 and 1 respectively.

**CO-PO/PSO Mapping Table (Course Articulation Matrix)**

PO/PSOs COs	PO1/ PSO1	PO2/ PSO2	PO3/ PSO3	PO4/ PSO4	PO5/ PSO5	PO6/ PSO6	PO7/ PSO7
CO1							
CO2							
CO3							
CO4							
CO5							

**ELIGIBILITY FOR ADMISSION**

The candidate should have passed the Higher Secondary Examination conducted by the Board of Higher Secondary Education, Tamil Nadu or any other equivalent examination accepted by the Academic Council with Commerce as one of the subjects in Higher Secondary Course.

**DURATION OF THE PROGRAMME**

The candidates shall undergo the prescribed Programme of study for a period of three academic years (six semesters).

**MEDIUM OF INSTRUCTION**

English

**COURSES OFFERED**

Part I	:	Tamil/Hindi Course
Part II	:	English
Part III	:	Core Courses
		Elective Courses <ul style="list-style-type: none"> <li>• Generic Elective Courses</li> <li>• Discipline Specific Elective Courses</li> </ul>
		Self Study Course - online
Part IV	:	Skill Enhancement Courses (SEC)
		Elective Course (NMEC)
		Environmental Studies Value Education
		Field Project/Internship
		Self Study Course - online
Part V	:	National Service Scheme/ Physical Education/ Youth Red Cross Society/ Red Ribbon Club/ Science Forum/ Eco Club/ Library and Information Science/ Consumer Club/ Health and Fitness Club/ National Cadet Corps/ Rotaract Club

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**B.2 EVALUATION SCHEME**


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**B.2.1.PART II**

Components	Internal Assessment Marks	Summative Examination Marks	Total Marks
Theory	15	60	100
Practical	5	15	
Assignment	5	-	

Three Periodic Tests - Average of the best two will be considered

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**B.2.2.Part I & PART III - Core Courses, Elective Courses (Generic, DSEC)**


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Components	Internal Assessment Marks	External Examination Marks	Total Marks
Theory	25	75	<b>100</b>

**INTERNAL ASSESSMENT****Distribution of Marks****Theory**

Mode of Evaluation		Marks
Periodic Test		: 15
Assignment	K3 Level	: 5
Quiz	K1 Level	: 5
<b>Total</b>		<b>: 25</b>

Three Periodic Tests - Average of the best two will be considered

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Question Pattern for Internal Tests****Duration: 2 Hours**

Section	Q.No.	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A	1- 4	Multiple Choice	4	4	1	4
B	5-7	Internal Choice - Either ...or Type	3	3	7	21
C	8-9	Internal Choice - Either ...or Type	2	2	10	20
<b>Total</b>						<b>45*</b>

\*The total marks obtained in the Periodic Test will be calculated for 15 marks

**SUMMATIVE EXAMINATION****Question Pattern****Duration: 3 Hours**

Section	Q.No	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A	1 - 10	Multiple Choice	10	10	1	10
B	11 - 15	Internal Choice – Either ...or Type	5	5	7	35
C	16 - 18	Internal Choice – Either... or Type	3	3	10	30
<b>Total</b>						<b>75</b>

**PROJECT****Assessment by Internal Examiner Only****Internal Assessment****Distribution of Marks**

Mode of Evaluation	:	Marks
Project work and Report	:	60
Presentation and Viva –Voce	:	40
<b>Total</b>	<b>:</b>	<b>100</b>

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**B.2.3 PART IV - Skill Enhancement Courses, Non Major Elective Courses and Foundation Course**


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**B.2.3.1 FOUNDATION COURSE****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

Mode of Evaluation		Marks
Periodic Test	:	15
Assignment	K2 Level	5
Quiz	K1 Level	5
<b>Total</b>	:	<b>25</b>

Three Periodic Tests - Average of the best two will be considered

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Question Pattern for Periodic Tests****Duration: 1 Hour**

Section	Q.No.	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A	1 - 3	Internal Choice - Either ...or Type	3	3	5	15
B	4	Internal Choice – Either ...or Type	1	1	10	10
<b>Total</b>						<b>25*</b>

\*The total marks obtained in the Periodic Test will be calculated for 15 marks

**SUMMATIVE EXAMINATION**

Mode of Evaluation	Marks
Summative Examination	50
Online Quiz (Multiple Choice Questions - K2 Level)	25
<b>Total</b>	<b>75</b>

**Question Pattern****Duration: 2 Hours**

Section	Q.No.	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A	1 - 5	Internal Choice - Either ... or	5	5	6	30
B	6 - 7	Internal Choice - Either... or Type	2	2	10	20
<b>Total</b>						<b>50</b>

**B.2.3.2 Skill Enhancement Course - Entrepreneurial skills****INTERNAL ASSESSMENT ONLY****Distribution of Marks**

Mode of Evaluation	Marks
Periodic Test	: 15
Assignment	: 5
Quiz	: 5
Model Examinations	: 60
Online Quiz(Multiple Choice Questions - K2 Level)	: 15
<b>Total</b>	<b>: 100</b>

**Question Pattern for Periodic Tests****Duration: 1 Hour**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 3)	Internal Choice – Either Or Type	3	3	6	18
B Q. No.(4)	Internal Choice – Either Or Type	1	1	12	12
<b>Total</b>					<b>30</b>

Two Periodic Tests - Better of the two will be considered

Two Assignments - Better of the two will be considered

Two Quiz Tests - Better of the two will be considered

**Question Pattern for Model Examination****Duration: 2 Hours**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1-5)	Internal Choice – Either Or Type	5	5	6	30
B Q. No.(6- 8)	Internal Choice – Either Or Type	3	3	10	30
<b>Total</b>					<b>60</b>

**B.2.3.3 Skill Enhancement Courses/ Non Major Elective Courses****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

Mode of Evaluation		Marks
Periodic Test	:	15
Assignment	K3 Level	5
Quiz	K2 Level	5
<b>Total</b>	<b>:</b>	<b>25</b>

Three Periodic Tests - Average of the best two will be considered

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Practical**

Mode of Evaluation		Marks
Practical Test*	:	30
Record & Performance	:	10
<b>Total</b>	<b>:</b>	<b>40</b>

\*Average of the two Practical Tests will be considered

**Question Pattern for Periodic Tests****Duration: 1 Hour**

Section	Q.No.	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A	1 - 3	Internal Choice - Either ...or Type	3	3	5	15
B	4	Internal Choice – Either ...or Type	1	1	10	10
<b>Total</b>						<b>25*</b>

\*The total marks obtained in the Periodic Test will be calculated for 15 marks

**SUMMATIVE EXAMINATION**

<b>Mode of Evaluation</b>	<b>Marks</b>
Summative Examination :	50
Online Quiz (Multiple Choice Questions - K2 Level) :	25
<b>Total</b> :	<b>75</b>

**Question Pattern****Duration: 2 Hours**

<b>Section</b>	<b>Q.No.</b>	<b>Types of Question</b>	<b>No. of Questions</b>	<b>No. of Questions to be answered</b>	<b>Marks for each Question</b>	<b>Total Marks</b>
A	1 - 5	Internal Choice - Either ... or Type	5	5	6	30
B	6 - 7	Internal Choice – Either... or Type	2	2	10	20
	<b>Total</b>					<b>50</b>

**B.2.4 PART IV- ENVIRONMENTAL STUDIES / VALUE EDUCATION****INTERNAL ASSESSMENT ONLY****Evaluation Pattern**

<b>Mode of Evaluation</b>	<b>Marks</b>
Periodic Test :	15
Assignment (Based on the listed activities) - K3 Level :	10
Online Quiz (Multiple Choice Questions - K2 Level) :	25
Poster Presentation - K3 Level	10
Report on student's Awareness creation on Environmental Protection /Ethical Values - K3 Level	10
Model Examination :	30
<b>Total</b> :	<b>100</b>

Three Assignment - Best of the three will be considered



**Question Pattern for Periodic Tests****Duration: 1 Hour**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 3)	Internal Choice – Either Or Type	3	3	6	18
B Q. No.(4)	Internal Choice – Either Or Type	1	1	12	12
<b>Total</b>					<b>30*</b>

Two Periodic tests - Better of the two will be considered

The total marks obtained in the Periodic test will be calculated for 15 marks

**Question Pattern for Model Examination****Duration: 2 ½ Hours**

Section	Q.No.	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A	1 - 5	Internal Choice - Either ... or Type	5	5	6	30
B	6 - 8	Internal Choice – Either... or Type	3	3	10	30
<b>Total</b>						<b>60*</b>

\*The total marks obtained in the Model Examination will be calculated for 30 marks

**B.2.5 PART IV- Internship/ Field Project**

Internship / Field Project is compulsory for II year UG Science Students

- **Internship:** A designated activity that carries one credit involving not less than 15 days of working in an organization under the guidance of an identified mentor
- **Field Project:** Students comprising of maximum 5 members in a team need to undertake project that involve conducting surveys inside/outside the college premises and collection of data from designated communities or natural places.
- Assessment by Internal Examiner only

Mode of Evaluation		Marks
Onsite Learning/Survey	:	50
Report	:	25
Viva-Voce	:	25
<b>Total</b>		<b>100</b>

## B.2.6 SELF STUDY COURSE

### B.2.6 .1 PART III - Core & Elective Courses Quiz – Online

- Assessment by Internal Examiner only
- Question Bank is prepared by the Faculty Members of the Departments for all the Core and Elective Courses offered in all the Semesters.
- No. of Questions to be taken 700.
- Multiple Choice Question pattern is followed.
- Online Test will be conducted in VI Semester for 100 Marks.
- Model Examination is conducted after two periodic tests.

#### Distribution of Marks

Mode of Evaluation		Marks
Periodic Test	:	25
Model Examination	:	75
<b>Total</b>	<b>:</b>	<b>100</b>

Two Periodic Tests - Better of the two will be considered

### B.2.6 .2 PART IV - Practice for Competitive Examinations – Online

Assessment by Internal Examiner only

- Question Bank prepared by the Faculty Members of the respective Departments will be followed.
- Multiple Choice Question pattern is followed.
- Online Test will be conducted in V Semester for 100 Marks.
- Model Examination is conducted after two periodic tests.

#### Subject wise Allotment of Marks

Subject		Marks
Tamil	:	10
English	:	10
History	:	10
Mathematics	:	10
Current affairs	:	10
Commerce, Law & Economics	:	10
Physical Sciences	:	10
Life Sciences	:	15
Computer Science	:	5
Food and Nutrition	:	5
Sports and Games	:	5
<b>Total</b>	<b>:</b>	<b>100</b>

**Distribution of Marks**

<b>Mode of Evaluation</b>		<b>Marks</b>
Periodic Test	:	25
Model Examination	:	75
<b>Total</b>	<b>:</b>	<b>100</b>

Two Periodic Tests - Better of the two will be considered

**B.2.7. Part V – Extension Activities****INTERNAL ASSESSMENT ONLY****Distribution of Marks**

<b>Mode of Evaluation</b>		<b>Marks</b>
Attendance	:	5
Performance	:	10
Report/Assignment/Project/Camp/Practical	:	10
<b>Total</b>	<b>:</b>	<b>25*</b>

\*The marks obtained will be calculated for 100 marks

**B.2.8 EXTRA CREDIT COURSES (OPTIONAL)****2.8.1 Extra Credit Course offered by the Department.**

Assessment by Internal Examiner Only (To be conducted along with the III Periodic Test)

**Distribution of Marks**

<b>Mode of Evaluation</b>		<b>Marks</b>
Quiz (Multiple Choice Questions)	:	25
Model Examination	:	75
<b>Total</b>	<b>:</b>	<b>100</b>

**Question Pattern for Model Examination**

<b>Section</b>	<b>Types of Question</b>	<b>No. of Questions</b>	<b>No. of Questions to be answered</b>	<b>Marks for each Question</b>	<b>Total Marks</b>
A Q.No.(1-5)	Internal Choice- Either or Type	5	5	7	35
B Q.No.(6-9)	Internal Choice- Either or Type	4	4	10	40
				<b>Total</b>	<b>75</b>

### 2.8.2 Extra credit Course offered by MOOC (Massive Open Online Course)

- The Courses shall be completed within the first V Semesters of the Programme.
- The allotment of credits is as follows (**Maximum of 10 credits**)

4weeks Course	- 1 credit
8 weeks Course	- 2 credits
12 weeks Course	- 3 credits

### ELIGIBILITY FOR THE DEGREE

- The candidate will not be eligible for the Degree without completing the prescribed Courses of study, lab work, *etc.*, and a minimum Pass marks in all the Courses.
  - No Pass minimum for Internal Assessment.
  - Pass minimum for External Examination is 27 marks out of 75 marks for Core Courses, Elective Courses (Generic Elective, DSEC Courses)
  - Pass minimum for External Examination is 18 marks out of 50 marks for Skill Enhancement Courses and Non Major Elective Courses (NMEC).
  - The aggregate minimum pass percentage is 40.
  - Pass minimum for External Practical Examination is 21 marks out of 60 marks.
  - Pass minimum for Ability Enhancement Compulsory Courses and Generic Elective Courses is 40 marks.
  - Pass minimum for Self Study Courses is 40 marks.
- Attendance
  - For UG, PG Programmes,
    - a) The students who have attended the classes for 76 days (85%) and above are permitted to appear for the Summative Examinations without any condition.
    - b) The students who have only 60-75 days (66% - 84%) of attendance are permitted to appear for the Summative Examinations after paying the required fine amount and fulfilling other conditions according to the respective cases.
    - c) The students who have attended the classes for 59 days and less – upto 45 days (50% - 65%) can appear for the Summative Examinations only after getting special permission from the Principal.

- d) The students who have attended the classes for 44 days or less (<50%) cannot appear for the Summative Examinations and have to repeat the whole semester.
- For Part V in UG Programmes, the students require 75 % of attendance to get a credit.
  - For Certificate, Diploma, Advanced Diploma and Post Graduate Diploma Programmes, the students require 75% of attendance to appear for the Theory/Practical Examinations.

These rules come into effect from 2023-2024 onwards.

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### **B.3 ASSESSMENT MANAGEMENT PLAN**

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An Assessment Management Plan that details the assessment strategy both at the Programme and the Course levels is prepared. The continuous assessment is implemented using an assessment rubric to interpret and grade students.

#### **B.3.1 Assessment Process for CO Attainment**

Assessment is one or more processes carried out by the institution that identify, collect and prepare data to evaluate the achievement of Course Outcomes and Programme Outcomes. Course Outcome is evaluated based on the performance of students in the Continuous Internal Assessments and in End Semester Examination of a Course. Target levels of attainment shall be fixed by the Course teacher and Heads of the respective departments.

**Direct Assessment (Rubric based)** - Conventional assessment tools such as Term Test, Assignment, Quiz and End Semester Summative Examination are used.

**Indirect Assessment** – Done through Course Exit Survey.

#### **CO Assessment Rubrics**

For the evaluation and assessment of COs and POs, rubrics are used. Internal assessment contributes 40% and End Semester assessment contributes 60% to the total attainment of a CO for the theory Courses. For the practical Courses, internal assessment contributes 50% and Semester assessment contributes 50% to the total attainment of a CO. Once the Course Outcome is measured, the PO can be measured using a CO-PO matrix.

## CO Attainment

### Direct CO Attainment

Course Outcomes of all Courses are assessed and the CO – wise marks obtained by all the students are recorded for all the assessment tools. The respective CO attainment level is evaluated based on set attainment rubrics.

### Target Setting for Assessment Method

For setting up the target of internal assessment tools, 55% of the maximum mark is fixed as target. For setting up the target of End Semester Examination, the average mark of the class shall be set as target.

### Formula for Attainment for each CO

Attainment = Percentage of students who have scored more than the target marks

$$\text{Percentage of Attainment} = \frac{\text{Number of Students who scored more than the Target}}{\text{Total Number of Students}} \times 100$$

### Attainment Levels of COs

Assessment Methods	Attainment Levels	
Internal Assessment	Level 1	50% of students scoring more than set target marks in Internal Assessment tools
	Level 2	55% of students scoring more than set target marks in Internal Assessment tools
	Level 3	60% of students scoring more than set target marks in internal Assessment tools
End Semester Summative Examination	Level 1	50% of students scoring more than average marks in End Semester Summative Examination
	Level 2	55% of students scoring more than average marks in End Semester Summative Examination
	Level 3	60% of students scoring more than average marks in End Semester Summative Examination

### Indirect CO Attainment

At the end of each Course, an exit survey is conducted to collect the opinion of the students on Course Outcomes. A questionnaire is designed to reflect the views of the students about the Course Outcomes.

### **Overall CO Attainment= 75% of Direct CO Attainment + 25 % of Indirect CO Attainment**

In each course, the level of attainment of each CO is compared with the predefined targets. If the target is not reached, the Course teacher takes necessary steps for the improvement to reach the target.

For continuous improvement, if the target is reached, the Course teacher can set the target as a value greater than the CO attainment of the previous year.

### **B.3.2 Assessment Process for Overall PO Attainment**

With the help of CO - PO mapping, the PO attainment is calculated. PO assessment is done by giving 75% weightage to direct assessment and 25% weightage to indirect assessment. Direct assessment is based on CO attainment, where 75% weightage is given to attainment through End Semester examination and 25% weightage is given to attainment through internal assessments. Indirect assessment is done through Graduate Exit Survey and participation of students in Co-curricular/ Extra curricular activities.

### **PO Assessment Tools**

<b>Mode of Assessment</b>	<b>Assessment Tool</b>	<b>Description</b>
Direct Attainment (Weightage -75%)	CO Assessment	This is computed from the calculated CO Attainment value for each Course
Indirect Attainment (Weightage - 25%)	Graduate Exit Survey 10%	At the end of the Programme, Graduate Exit Survey is collected from the graduates and it gives the opinion of the graduates on attainment of Programme Outcomes
	Co-curricular/ Extra-curricular activities 15%	For participation in Co-curricular/Extra-curricular activities during the period of their study.

**Programme Articulation Matrix (PAM)**

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Average Direct PO Attainment								
Direct PO Attainment in percentage								

**Indirect Attainment of POs for all Courses**

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Graduate Exit Survey							
Indirect PO Attainment							

**Attainments of POs for all Courses**

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
Direct Attainment (Weightage - 75%)							
Indirect Attainment (Weightage - 25%)							
Overall PO Attainment							

**Overall PO Attainment= 75% of Direct PO Attainment +  
25% of Indirect PO Attainment (Graduate Exit Survey  
& Participation in Co- curricular and  
Extra curricular Activities)**

**Expected Level of Attainment for each of the Programme Outcomes**

POs	Level of Attainment
Attainment Value $\geq 70\%$	Excellent
$60\% \leq$ Attainment Value $< 70\%$	Very Good
$50\% \leq$ Attainment Value $< 60\%$	Good
$40\% \leq$ Attainment Value $< 50\%$	Satisfactory
Attainment Value $< 40\%$	Not Satisfactory



**Level of PO Attainment**

<b>Graduation Batch</b>	<b>Overall PO Attainment (in percentage)</b>	<b>Whether Expected Level of PO is Achieved? (Yes/No)</b>

**B.3.3 Assessment Process for PEOs**

The curriculum is designed so that all the Courses contribute to the achievement of PEOs. The attainment of PEOs is measured after 5 years of completion of the Programme only through indirect methods.

**Target for PEO Attainment**

<b>Assessment Criteria</b>	<b>Target (UG)</b>	<b>Target (PG)</b>
Record of Employment	15% of the class strength	30% of the class strength
Progression to Higher Education	50% of the class strength	5% of the class strength
Record of Entrepreneurship	2% of the class strength	5% of the class strength

**Attainment of PEOs**

<b>Assessment Criteria &amp; Tool</b>	<b>Weightage</b>
Record of Employment	10
Progression to Higher Education	20
Record of Entrepreneurship	10
Feedback from Alumnae	30
Feedback from Parents	10
Feedback from Employers	20
<b>Total Attainment</b>	<b>100</b>

$$\text{Percentage of PEO Attainment from Employment} = \frac{\text{Number of Students who have got Employment}}{\text{Target}} \times 100$$

$$\text{Percentage of PEO Attainment from Higher Education} = \frac{\text{Number of Students who pursue Higher Education}}{\text{Target}} \times 100$$

$$\text{Percentage of PEO Attainment from Entrepreneurship} = \frac{\text{Number of Students who have become Entrepreneurs}}{\text{Target}} \times 100$$

### Expected Level of Attainment for each of the Programme Educational Objectives

POs	Level of Attainment
Attainment Value $\geq 70\%$	Excellent
$60\% \leq$ Attainment Value $< 70\%$	Very Good
$50\% \leq$ Attainment Value $< 60\%$	Good
$40\% \leq$ Attainment Value $< 50\%$	Satisfactory
Attainment Value $< 40\%$	Not Satisfactory

### Level of PEO Attainment

Graduation Batch	Overall PEO Attainment (in percentage)	Whether Expected Level of PEO is Achieved? (Yes/No)

## C. PROCESS OF REDEFINING THE PROGRAMME EDUCATIONAL OBJECTIVES

The college has always been involving the key stakeholders in collecting information and suggestions with regard to curriculum development and curriculum revision. Based on the information collected, the objectives of the Programme are defined, refined and are inscribed in the form of PEOs. The level of attainment of PEOs defined earlier will be analysed and will identify the need for redefining PEOs. Based on identified changes in terms of curriculum, regulations and PEOs, the administrative system like Board of Studies, Academic Council and Governing Body may recommend appropriate actions. As per the Outcome Based Education Framework implemented from the Academic Year 2020 -2021, the following are the Programme Structure, the Programme Contents and the Course Contents of B.B.A. Programme.



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**VIRUDHUNAGAR**

**Quality Education with Wisdom and Values**

### BACHELOR OF BUSINESS ADMINISTRATION (5031)

*Outcome Based Education with Choice Based Credit System*

Programme Structure - Allotment of Hours and Credits

For those who joined in the Academic Year 2023-2024

Components	Semester						Total Number of Hours (Credits)
	I	II	III	IV	V	VI	
<b>Part I : Tamil/Hindi</b>	6(3)	6(3)	6(3)	6(3)	-	-	24(12)
<b>Part II : English</b>	6(3)	6(3)	6(3)	6(3)	-	-	24(12)
<b>Part III : Core Courses, Elective Courses &amp; Self Study Course</b>							
Core Course	5(5)	5(5)	5(5)	5(5)	6(4)	6(4)	32 (28)
Core Course	5(5)	5(5)	5(5)	4(4)	6(4)	6(4)	31 (27)
Core Course	-	-	-	-	5(3)	6(4)	11 (7)
Core Course	-	-	-	-	-	-	-
Core Course Project	-	-	-	-	1(3)	-	1 (3)
Elective Course (DSEC )	-	-	-	-	5(3)	5(4)	10 (7)
Elective Course (DSEC)	-	-	-	-	5(3)	5(4)	10 (7)
ve Course (Allied)	4(3)	4(3)	4(3)	4(3)	-	-	16 (12)
study Course	-	-	-	-	-	0(1)	0 (1)
<b>Part IV : Skill Enhancement Courses, Elective Courses, Environmental Studies, Value Education Self Study Course &amp; Internship/ Field Project</b>							
SEC	2(2)	-	1(1)	2(2)	-	-	5 (5)
SEC	-	2(2)	2(2)	2(2)	-	2(2)	8 (8)
Elective Course(NME)	2(2)	2(2)	-	-	-	-	4 (4)
AECC - Value Education	-	-	-	-	2(2)	-	2 (2)
AECC - Environmental Studies	-	-	1(0)	1(2)			2 (2)
Self Study Course	-	-	-	-	0(1)		0 (1)
Internship/ Field Project	-	-	-	-	0 (1)	-	0 (1)
<b>Part V : Extension Activities</b>	-	-	-	-	-	0(1)	0 (1)
<b>Total</b>	<b>30(23)</b>	<b>30(23)</b>	<b>30(22)</b>	<b>30(24)</b>	<b>30(24)</b>	<b>30(24)</b>	<b>180(140)</b>
Extra Credit Course (Self Study Course)	-	-	-	-	0(2)	-	0(2)

DSEC: Discipline Specific Elective Course

SEC: Skill Enhancement Course

NMEC: Non Major Elective Course



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**BACHELOR OF BUSINESS ADMINISTRATION - Programme Code – 5031**

**PROGRAMME CONTENT**

**(For those who joined in 2023 – 2024 )**

**SEMESTER I**

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks		
								Int.	Ext.	Total
1.	<b>Part I</b>		Tamil/Hindi I	23UTAG11/ 23UH DG11	6	3	3	25	75	100
2.	<b>Part II</b>		English –I	23UENG11	6	3	3	25	75	100
3.	<b>Part III</b>	Core Course -1	Principles of Management	23UBAC11	5	5	3	25	75	100
4.		Core Course -2	Accounting for Managers I	23UBAC12	5	5	3	25	75	100
5.		Elective Course -1	Managerial Economics	23UBAA11	4	3	3	25	75	100
6.	<b>Part IV</b>	NME – 1	Basics of Event Management	23UBAN11	2	2	2	25	75	100
7.		SEC -1 Foundation Course	Managerial Communication	23UBAF11	2	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>23</b>		<b>700</b>		

**BACHELOR OF BUSINESS ADMINISTRATION**  
**SEMESTER II**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part I</b>	Tamil/ Hindi II	23UTAG21/ 23UHDG21	6	3	3	25	75	100	
2.	<b>Part II</b>	English –II	23UENG21	6	3	3	25	75	100	
3.	<b>Part III</b>	Core Course -3	Human Resource Management	23UBAC21	5	5	3	25	75	100
4.		Core Course -4	Business Statistics	23UBAC22	5	5	3	25	75	100
5.		Elective Course -2	Organizational Behaviour	23UBAA21	4	3	3	25	75	100
6.	<b>Part IV</b>	NME - 2	Business Management	23UBAN21	2	2	2	25	75	100
7.		SEC - 2	Leadership Skills	23UBAS21	2	2	2	25	75	100
<b>Total</b>				<b>30</b>	23	<b>700</b>				

**BACHELOR OF BUSINESS ADMINISTRATION**  
**SEMESTER III**

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks		
								Int.	Ext.	Total
1.	<b>Part I</b>		Tamil/Hindi III	23UTAG31/ 23UHGD31	6	3	3	25	75	100
2.	<b>Part II</b>		English –III	23UENG31	6	3	3	25	75	100
3.	<b>Part III</b>	Core Course -5	Marketing Management	23UBAC31	5	5	3	25	75	100
4.		Core Course -6	Financial Management	23UBAC32	5	5	3	25	75	100
5.		Elective Course -3	International Business	23UBAA31	4	3	3	25	75	100
6.	<b>Part IV</b>	SEC – 3	New Venture Management	23UBAS31	1	1	2	100	-	100
7.		SEC -4	Computer Applications in Business Practical	23UBAS32P	2	2	2	40	60	100
8.			Environmental Studies	23UGES41	1	-	-	-	-	-
<b>Total</b>					<b>30</b>	<b>22</b>		<b>700</b>		

**BACHELOR OF BUSINESS ADMINISTRATION****B.B.A. – SEMESTER IV**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part I</b>	Tamil/Hindi IV	23UTAG41/ 23UHGD41	6	3	3	25	75	100	
2.	<b>Part II</b>	English –IV	23UENG41	6	3	3	25	75	100	
3.	<b>Part III</b>	Core Course -7	Research Methodology	23UBAC41	5	5	3	25	75	100
4.		Core Course -8	Business Environment	23UBAC42	4	4	3	25	75	100
5.		Elective Course -4	Operations Research	23UBAA41	4	3	3	25	75	100
6.	<b>Part IV</b>	SEC-5	Tally Practical	23UBAS41P	2	2	2	40	60	100
7.		SEC -6	Intellectual Property Rights	23UBAS42	2	2	2	25	75	100
8.			Environmental Studies	23UGES41	1	2	2	100	-	100
<b>Total</b>				<b>30</b>	24		<b>800</b>			

**B.B.A. - SEMESTER V**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part III</b>	Core Course -9	Accounting for Managers - II	23UBAC51	6	4	3	25	75	100
2.		Core Course -10	Entrepreneurial Development	23UBAC52	6	4	3	25	75	100
3.		Core Course -11	Strategic Management	23UBAC53	5	3	3	25	75	100
4.		Core Course -12	Project	23UBAC54PR	1	3	-	100	-	100
5.		Elective Course DSEC -1	Digital Marketing / Industrial Relations	23UBAE51 / 23UBAE52	5	3	3	25	75	100
6.		Elective Course DSEC -2	Financial Services / Services Marketing	23UBAE53 / 23UBAE54	5	3	3	25	75	100
7.	<b>Part IV</b>		Value Education	23UGVE51	2	2	2	100	-	100
8.		Self Study Course	Practice for Competitive Examinations - online	23UGCE51	-	1	-	100	-	100
9.		Internship / Field Project	Internship / Field Project	23UBAI51G	-	1	-	100	-	100
				<b>Total</b>	<b>30</b>	24	<b>900</b>			
10.		Extra Credit Course	Event Management	23UBAO51	-	2	3	100	-	100



**B.B.A. – SEMESTER VI**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part III</b>	Core Course -12	Business Regulatory Framework	23UBAC61	6	4	3	25	75	100
2.		Core Course -13	Management Information Systems	23UBAC62	6	4	3	25	75	100
3.		Core Course -14	Production and Materials Management	23UBAC63	6	4	3	25	75	100
4.		Elective Course DSEC -3	Innovation Management / Security analysis and Portfolio Management	23UBAE61 / 23UBAE62	5	4	3	25	75	100
5.		Elective Course DSEC -4	Fundamentals of Logistics / E-Business	23UBAE63 / 23UBAE64	5	4	3	25	75	100
6.		Self Study Course	Core Course Quiz - online	23UBAQ61	-	1	-	100	-	100
7.	<b>Part IV</b>	SEC-7	Quantitative Aptitude	23UBAS61	2	2	2	25	75	100
8.	<b>Part V</b>	Extension Activity	Extension Activity		-	1	-	100	-	100
				<b>Total</b>	<b>30</b>	24	<b>800</b>			







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**VIRUDHUNAGAR - 626 001**

### B.B.A.

(2023-24 onwards)

Semester 1	<b>PRINCIPLES OF MANAGEMENT</b>	Hours/Week: 5	
Core Course - 1		Credits: 5	
Course Code <b>23UBAC11</b>		Internal 25	External 75

#### COURSE OUTCOMES:

On completion of the course, the students will be able to

**CO1:** define the basic functions of management and the concept of Business Ethics.[K1]

**CO2:** demonstrate an understanding of functions of management and role of business ethics in various managerial positions and activities of business [K2]

**CO3:** identify the scope, types, process and approaches of management and its functions, and their impact on managerial decision making [K2]

**CO4:** apply the principles of management functions and concepts of business ethics [K3]

**CO5:** illustrate the role of various management functions and business ethics at various levels of management for effective decision making and performance of business .[K3]

#### UNIT I:

**Management:** Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches. (15 Hours)

#### UNIT II

**Planning:** Meaning-Definition- Nature – Importance – Forms – Types – Steps in Planning .

**Policies:** Meaning-Definition- Nature and Types of Policies.

Procedures, Methods, Objectives - Meaning and Definition.

**Decision Making** : Meaning-Definition- Process of Decision making – Types of Decision.  
(15 Hours)

### UNIT III

**Organizing:** Meaning –Principles of Organisation-Classification of Organisation: Formal and Informal.Difference between Formal and Informal organization.

**Structure of Organization:** Line-Functional and Line and Staff (three types only).

**Staffing:** Meaning- Importance - Functions –Elements of Staffing (15 Hours)

### UNIT IV

**Direction:** Meaning- Principles-Nature and Importance-Techniques of Direction .

**Co- ordination:** Meaning- Need, Type and Techniques and requisites for excellent Co-ordination . (15 Hours)

### UNIT V

**Controlling** : Meaning - Need for control-Steps in control Process

**Business Ethics** : Meaning - Definition-Principles of business ethics –factors affecting business ethics (15 Hours)

### SELF STUDY FOR ASSIGNMENT:

1. Factors affecting decision making.
2. Business Ethics in India

### TEXT BOOKS

1. L.M.Prasad (2021).*Principles & Practice of Management*: Sultan Chand & Sons, 10 th Edition.
2. Dr.C.B.Gupta(2012).*Management Principles & Practice*: Sultan Chand & Sons, 3 rd Edition.
3. P.C. Tripathi& P.N Reddy(2017); *Principles of Management*, Sultan Chand & Sons,6th Edition.

### REFERENCE BOOKS

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter (2021) *Fundamentals of Management*. Pearson Education,7th Edition
2. Stoner, Freeman, Gilbert Jr. (2014). *Management*: New Delhi: Prentice Hall India, 6th edition

Course Code <b>23UBAC11</b>	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1. a	1. b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	3	3	3	2	2	2	-	1	1	3
CO2	3	2	3	3	2	2	1	2	2	3
CO3	3	2	2	3	3	1	1	3	2	-
CO4	2	3	3	2	2	2	-	2	1	2
CO5	2	3	2	2	2	3	1	2	2	3

Dr. P. Suganthi  
Head of the Department

Mrs.V.Balapriya  
Course Designer



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**VIRUDHUNAGAR - 626 001**

**B.B.A.**

**(2023-24 onwards)**

Semester 1	<b>ACCOUNTING FOR MANAGERS - I</b>	Hours/Week: 5	
Core Course - 2		Credits: 5	
Course Code <b>23UBAC12</b>		Internal 25	External 75

### Course Outcomes:

On completion of the course, the students will be able to

**CO1:** Recall basic concepts of accounting and hire purchase [K1]

**CO2:** Understand the financial reports of a business [K2]

**CO3:** Explain basic and final accounts and hire purchase concepts [K2]

**CO4:** Prepare statement of accounting by providing depreciation and know about hire purchase transactions of a business. [K3]

**CO5:** Interpret about the performance of business from its accounts. [K3]

### UNIT I

**Accounting:** Meaning and Scope of Accounting - Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal – Ledger - Preparation of Trial Balance. (15 Hours)

### UNIT II

**Subsidiary Book** – Preparation of Cash Book – Bank Reconciliation Statement – Rectification of errors – Suspense account. (15 Hours)

### UNIT III

**Preparation of Final Accounts** – Adjustments – Closing stock – Outstanding - Prepaid and Accrued – Depreciation - Bad and Doubtful debts - Provision and Discount on debtors and Creditors - Interest on drawings and Capital. (15 Hours)

### UNIT IV

**Depreciation:** Meaning - Causes and Need - Methods of Depreciation- Straight Line Method - Written down Value Method

Hire Purchase System – Meaning – Concepts & Types. (Theory Only)

(15 Hours)

### UNIT V

**Single Entry** – Meaning – Features – Defects - Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method. (15 Hours)

### SELF STUDY

1. Double Entry Book Keeping Methods
2. Bank Reconciliation Statement

### TEXT BOOKS

1. CA(DR.)P.C.Tulsian, CA Bharat Tulsian, *Financial Accounting*, New Delhi, S.Chand & Company Pvt.Ltd
2. Dr.T.Ramasamy(2012). *Financial Accounting*, Srivilliputtur, Gold Books Publishing House



**REFERENCE BOOKS**

1. Dr.K.Ganesan & S.Ushena Begam. *Accounting for Managers*, Chennai: Charulatha Publications, Volume 1
2. M N Arora (2019). *Accounting for Management*, Himalaya Publications House.
3. David Kolitz (2017). *Financial Accounting*, USA: Taylor and Francis group.
4. SN Maheswari( Jan 2018). *Financial Accounting*, Vikas Publishing House.
5. T. Horngren Charles, L. Sundern Gary, A. Elliott John( Oct 2017). *Introduction to Financial Accounting*, Pearson Publications.
6. TS Reddy (2019) A.Murthy, *Financial Accounting*, Margham Publications, 6th Edition.

Course Code 23UBAC12	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1. a	1. b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	3	2	2	3	2	2	1	3	2	2
CO2	3	3	3	1	3	2	2	1	1	3
CO3	3	3	1	3	1	2	2	3	2	3
CO4	3	3	3	2	2	3	1	3	3	2
CO5	3	3	3	3	2	3	2	2	1	3

Dr.P.Suaganthi  
Head of the Department

Mrs.S.Shree nithi  
Course Designer



## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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**VIRUDHUNAGAR - 626 001**

**B.B.A.**

**(2023-24 onwards)**

Semester 1	<b>MANAGERIAL ECONOMICS</b>	Hours/Week: 4	
Elective Course		Credits: 3	
Course Code <b>23UBAA11</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

**CO1:** describe the various managerial economic concepts in business [K1]

**CO2:** explain the fundamental concepts and underlying theories in demand, production, cost, pricing and market structures. [K2]

**CO3:** express the role of managerial economics in business. [K2]

**CO4:** determine demand, cost, price and output for products in different market classifications. [K3]

**CO5:** interpret the impact of micro and macro economic components on business. [K3]

### UNIT I

Introduction: Nature and Scope of Managerial Economics – Definition of Economics – Important Concepts of Economics – Relationship Between Micro, Macro and Managerial Economics – Nature and Scope – Objectives of Firm. (12 Hours)

### UNIT II

**Supply Analysis: Determinants of Supply** – Law of Supply – Types of Elasticity of Supply.

**Utility Analysis:** Law of Diminishing Marginal Utility – Law of Demand – Types of Elasticity of Demand - Measurement of Elasticity of Demand - Uses - Factors Affecting Elasticity of Demand - Demand Forecasting Techniques. (12 Hours)

### UNIT III

**Cost Concepts:** Types – Cost Curves – Revenue Concepts - Equilibrium – Meaning – Conditions of Equilibrium – Break Even Analysis.

**Pricing Decisions:** Objectives of Pricing Policy – Factors Determining Pricing Policy – Pricing Theories – Cost Plus Pricing - Product Life Cycle Pricing - Marginal Pricing - Product Line Pricing - Going Rate Pricing - Dual Pricing - Administered Pricing.

(12 Hours)

### UNIT IV

**Market Structure:** Perfect Competition - Monopoly Competition - Monopolistic Competition - Characteristics – Profit Maximizing Prices and Outputs in the Short Run and Long Run - Oligopoly – Features.

(12 Hours)

### UNIT V

**Macro Indicators of Economics:** National Income - Methods of Computing National Income .

**Inflation:** Meaning – Types - Causes - Effects - Measures to Control .

**Business Cycle:** Meaning – Phases - Fiscal policy

(12 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Isoquant and Isocost
2. Pricing under Different Marketing Conditions

### TEXT BOOK

Narayana Nadar, E. & Vijayan, S. (2012). *Managerial Economics*, New Delhi: PHI Learning Private Limited, 2<sup>nd</sup> Edition.

### REFERENCE BOOKS

1. Varshney, R.L. & Maheshwari, K.L. (2014). *Managerial Economics*, New Delhi: Sultan Chand & Sons, 22<sup>nd</sup> Edition.
2. Yogesh Maheswari (2015). *Managerial Economics*, New Delhi: PHI Learning Private Limited , 3<sup>rd</sup> Edition. \

3. Mithani, D.M. (2015). *Principles of Economics*, Mumbai: Himalaya Publishing House, 11<sup>th</sup> Edition.
4. Dwivedi, D.N. (2015). *Managerial Economics*, Vikas Publishing House, 8<sup>th</sup> Edition.
5. H L Ahuja. (2017). *Managerial Economics*, S. Chand, 9<sup>th</sup> Edition.
6. Sankaran, S. (2019). *Managerial Economics*, Chennai: Margham Publication.
7. Thomas and Maurice. (2017). *Managerial Economics, Foundations of Business Analysis and Strategy*, McGraw Hill Education, 10<sup>th</sup> Editions.
8. Dominick Salvatore. (2016). *Managerial Economics: Principles and Worldwide Applications*, Oxford University Press, 8<sup>th</sup> Edition.

Course Code 23UBAA11	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
	CO 1	3	3	3	2	2	1	3	1	1
CO 2	3	2	3	2	3	1	3	2	2	2
CO 3	3	2	3	3	2	3	3	3	3	2
CO 4	3	2	3	2	2	2	3	2	2	1
CO 5	3	3	3	3	2	3	3	2	2	2

Dr. P. Suganthi  
Head of the Department

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Mrs. L. M. Mahalakshmi  
Course Designer



# V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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**VIRUDHUNAGAR - 626 001**

**B.B.A.**

**(2023-24 onwards)**

Semester 1	<b>BASICS OF EVENT MANAGEMENT</b>	Hours/Week: 2	
NME- 1		Credits: 2	
Course Code <b>23UBAN11</b>		Internal 25	External 75

On completion of this course, students will;

CO1: define the basics of event management. [K1]

CO2: recall the concepts related to planning, coordination, resource allocation, promotion and budgeting in event management . [K1]

CO3: describe the activities involved in event management and the steps in planning ,developing and evaluating the event concept. [K2]

CO4: understand about the importance of concept and design resources, feasibility, marketing and promotion and budgeting in event management[K2]

CO5: prepare a list of requisites in detail to conduct an event and to discover the need for SWOT Analysis and Financial Analysis for an event.[K3]

## UNIT I

**Introduction:** Event Management – Definition – Need - Importance- Types - Benefits of Events. (6 Hours)

## UNIT II

**Concept and Design of Events:** Event Management Functions - Event Co-ordination - Developing & Evaluating event concept – Event Design. (6 Hours)

## UNIT III

**Event Feasibility:**Resources – Feasibility - SWOT Analysis. (6 Hours)

#### **UNIT IV**

**Event Planning & Promotion** :Marketing & Promotion Tools – 5Ps of Event Marketing – Product – Price - Place - Promotion - Public Relations. (6 Hours)

#### **UNIT V**

**Event Budget**:Finance & Budgets Management– Event Cost – Event Sponsorship. (6 Hours)

#### **SELF STUDY**

- 1.SWOT analysis of an event
2. Planning and promotion of an event

#### **TEXT BOOKS**

1.Razaq Raj,Paul Walters and Tahir Rashid (2013).*Event management an integrated & practical approach*: SAGE Publications Ltd, 2<sup>nd</sup> Edition.

#### **REFERENCE BOOKS**

- 1.Chaudhary, Krishna.(2023).*Event Management*:Bio-Green Publishers,1<sup>st</sup> Edition.
2. Anton Shone & Bryn Parry.(2019). *Successful Event Management* :Cengage Learning EMEA Publishers,5<sup>th</sup> Edition.
3. Judy Allen.(2003).*Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management*:John Wiley & Sons Publishers.
4. Alex Genadinik.(2015).*Become an Event Planning Pro & Create a Successful Event Series* : Create Space Independent Publishing Platform

Course Code 23UBAN11	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO 7
	PSO 1. a	PSO 1. b	PSO 2. a	PSO 2. b	PSO 3	PSO 4	PSO 5	PSO 6.a.	PSO 6.b.	PSO 7
CO1	2	1	2	1	1	1	1	1	2	1
CO2	2	2	2	2	2	1	1	2	2	1
CO3	2	3	3	3	2	1	1	1	1	1
CO4	2	3	3	2	2	1	1	1	1	1
CO5	2	2	3	2	2	1	2	2	2	1

Dr.P.Suganthi  
Head of the Department

Mrs.A.Ajitha  
Course Designer



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**VIRUDHUNAGAR - 626 001**

**B.B.A.**

**(2023-24 onwards)**

Semester 1	<b>MANAGERIAL COMMUNICATION</b>	Hours/Week: 2	
SEC-1 Foundation Course		Credits: 2	
Course Code <b>23UBAF11</b>		Internal 25	External 75

### Course Outcomes:

On completion of this course, students will;

**CO1:** define the basics of principles and etiquette of communication. [K1]

**CO2:** identify the effective communication in business with brevity and clarity. [K1]

**CO3:** understand organizational communication and communication barriers in writing. [K2]

**CO4:** describe the verbal and non-verbal communication through presentations. [K2]

**CO5:** prepare modern forms of communication tools and its significance for professional. [K2]

### UNIT I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette. (6 Hours)

### UNIT II

Business Letter – Layout- Kinds of Business Letters – application – offer- acceptance - acknowledgement and promotion letters - Business Development Letters – Enquiry – replies- Order- Sales – circulars - Grievances. (6 Hours)

### UNIT III

Interviews- Direct - telephonic and Virtual interviews- Group discussion – Presentation skills – body language. (6 Hours)

### UNIT IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing. (6 Hours)



**UNIT V**

Modern Forms of Communication – podcasts - Email - virtual meetings – Websites and their use in Business – social media- Professional Networking sites. (6 Hours)

**SELF STUDY**

1. Application letter for organization
2. Resume writing

**TEXT BOOKS**

1. Dr. C B Gupta. *Basic Business Communication*, Sultan Chand & Sons, New Delhi, 2017.
2. Rajendra Paul and J S Kovalahalli, *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, 2017.

**REFERENCE BOOKS**

1. R C Sharma and Krishan Mohan, *Business Correspondance and Report Writing*, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006.
2. Kevin Galaagher, *Skills Development for Business and Management Students*, Oxford University Press, Delhi, 2010.
3. R C Bhatia., *Business Communication*, Ane Books Pvt Ltd., Delhi, 2015.

Course Code	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO 7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
23UBAF11	1. a	1. b	2. a	2. b	3	4	5	6.a.	6.b.	7
CO1	3	3	2	1	1	1	1	1	2	
CO2	3	3	2	2	2	1	1	2	2	
CO3	3	3	3	3	2	1	1	1	1	
CO4	3	3	3	2	2	1	1	1	1	
CO5	3	3	3	2	2	1	2	2	2	

Dr.P.Suganthi

Head of the Department

Mrs. M. J. Madhumitha

Course Designer



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VIRUDHUNAGAR - 626 001

**B.B.A**

**(2023-2024 onwards)**

Semester II	<b>HUMAN RESOURCE MANAGEMENT</b>	Hours/Week: 5	
Core Course - 3		Credits: 5	
Course Code <b>23UBAC21</b>		Internal 25	External 75

### **COURSE OUTCOMES:**

On completion of the course, the students will be able to

**CO1:** Describe the various aspects of Human Resources Management, man power sourcing, selection, promotion, wages and salary etc., [K1]

**CO2:** Discuss various HR policies, Training and development, Performance and reward management etc. [K2]

**CO3:** Interpret the various methods of selection, promotion, job evaluation, training and development and employee morale. [K2]

**CO4:** Illustrate the reasons for the causes of labour turnover, poor relation between employees, absenteeism. [K3]

**CO5:** Relate the human resource by using various performance appraisal methods and reward them using incentives and promotions. [K3]

### **UNIT I**

**Human Resource Management:** Meaning and Definition – Importance and Objectives – Scope and Nature–Functions and Characteristics– Organization chart of HRM-Personnel Management– Difference between HRM and PM. (15 Hours)

### **UNIT II**

**Procurement:** Man power Planning–Meaning-Objectives and Steps-Recruitment–Sources.

**Selection:** Meaning-Methods.

**Training:** Types-Principles-Objectives. (15Hours)

### **UNIT III**

**Promotion:** Methods-Use-Career planning-Promotions-Transfers–Objectives-Types-Policies -Separation and its Types.

**Absenteeism:** Reasons for Absenteeism–Measures for the Control of Absenteeism–Labour Turnover– Impact and Causes–Measures to Control Labour Turnover. (15 Hours)

**UNIT IV**

**Wage and Salary Administration:** Meaning- Factors to be Considered- Job Evaluation– Methods - Merits and Demerits-Performance Appraisal.

**Incentives:** Meaning-Benefits. (15 Hours)

**UNIT V**

**Employee Morale:** Meaning-Types- Factors Affecting Morale-Effects -Measurement and Methods of Improving Morale.

**Employer and Employee Relations:** Meaning-Reasons for Poor Relations-Methods of Improving Relations. (15 Hours)

**SELF STUDY FOR ASSIGNMENT**

1. Turn over in Various Industries
2. Non-Monetary Motivational Factors

**TEXT BOOK**

Aswathappa, K.(2011).*Human Resource Management*, New Delhi: McGraw Hill, 6th Edition.

**REFERENCE BOOKS**

1. Tripathi, (2001). *Personnel Management*, New Delhi: Sultan and Chand Publishers, 5th Edition.
2. Khanka, S.S. (2013). *Human Resource Management (Text and Cases)*, New Delhi: S.Chand Publishers.

Course Code 23UBAC21	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	3	2	3	1	2	2	1	1
CO2	2	3	3	2	3	1	2	2	2	2
CO3	2	2	2	3	3	3	1	1	2	2
CO4	3	3	3	1	3	3	2	2	3	1
CO5	2	3	3	3	3	3	3	1	2	1

**Strong(3) Medium (2) Low (1)**

Dr.P.Suganthi  
Head of the Department

Mrs.S.Shree Nithi  
Course Designer



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**VIRUDHUNAGAR - 626 001**

**B.B.A.**

**(2023-24 onwards)**

Semester II	<b>BUSINESS STATISTICS</b>	Hours/Week:5	
Core Course-4		Credits:5	
Course Code <b>23UBAC22</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the various concepts of business statistics. [K1]

CO2: explain the model of business statistics. [K2]

CO3: summarize the fundamentals of business statistics.[K2]

CO4: discuss the problems of measures of central tendency, dispersion, correlation and regression. [K3]

CO5: sketch the measures of central tendency, dispersion, correlation and regression.[K3]

### UNIT I

**Statistics:**Meaning–Characteristics–Classification–Geographical-Chronological-Qualitative and Quantitative.

**Tabulation** : Meaning, Objectives - Types of Tables.

**Diagrammatic Presentation of Data:** Types - Bar Diagram - Simple and Multiple – Pie Diagram – Graphical Presentation of Data - Histogram- Frequency Polygon and Frequency Curve. (15 Hours)

### UNIT II

**Measures of Central Tendency:** Meaning–Types–Mean-Arithmetic-Geometric and Harmonic Mean - Median - Mode - Merits and Demerits of Central Tendency (Simple Problems only). (15 Hours)

### UNIT III

**Measures of Dispersion:** Meaning– Need- Range- Quartiles- Inter Quartile - Range Deciles- Percentiles- Mean Deviation- Standard Deviation (Simple Problems only).  
(15 Hours)

### UNIT IV

**Correlation Analysis:** Meaning – Uses – Positive and Negative Correlation – Scatter Diagram – Karl Pearson’s Coefficient of Correlation and Pearson’s Rank Correlation  
(15 Hours)

### UNIT V

**Regression:** Meaning - Uses – Regression Lines – Regression Equations (Straight line method only) (Simple Problems only) (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Prepare Diagrammatic Representation for Real Data.
2. Interpret Regression Analysis from a Research.

### NOTE:

**Composition of the Question Paper: Theory : 20 %**

**Problems: 80 %**

### TEXTBOOK

Pillai R.S.N., Bhagawathi, V.,(2010).*Statistics*-Theory and Practice ,New Delhi: S. Chand & Company Limited, 7<sup>th</sup> Revised Edition

### REFERENCEBOOKS

1. Gupta, S.P.& Gupta, M. P. (2014). *Business Statistics*, New Delhi: Sultan Chand & Sons,14<sup>th</sup> Edition.
2. Murray Spiegel, John Schiller, Alu Srinivasan & Debasree Goswami .(2017). *Probability and Statistics*, NewDelhi: McGraw- Hill, 3rdEdition, Schaum’s out-line Series.
3. David M. Levine, David F. Stephan, Kathryn A. Szabat, & Viswanatha. P.K., (2017). *Business Statistics–A First Course*, Pearson Education,7<sup>th</sup> Edition

Course Code 23UBAC22	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PSO 1. a	PSO 1. b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	3	3	2	2	-	1	1	3
CO2	3	3	3	3	2	2	1	2	2	3
CO3	3	3	3	3	2	1	1	3	2	-
CO4	2	2	3	2	2	2	-	2	1	2
CO5	2	3	2	2	2	3	1	2	2	3

**Strong (3) Medium (2) Low (1)**

Dr. P. Suganthi  
Head of the Department

Mrs.V.Balapriya  
Course Designer



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**VIRUDHUNAGAR - 626 001**

**B.B.A.**

**(2023-24 onwards)**

Semester II	<b>ORGANIZATIONAL BEHAVIOUR</b>	Hours/Week: 4	
Elective Course		Credits: 3	
Course Code <b>23UBAA21</b>		Internal 25	External 75

### **COURSE OUTCOMES:**

On completion of the course, the students will be able to

CO1: describe the concepts of organizational behaviour. [K1]

CO2: explain the fundamentals of organizational behaviour. [K2]

CO3: comprehend the concepts of personality, Attitude, Groups, Motivation, Culture. [K2]

CO4: illustrate the development of Organisational behaviour and the role of personality, attitude, groups and motivation in influencing organizational behaviour. [K3]

CO5: demonstrate understanding the behavioural factors in the organisation and how it can be changed for favourable results. [K3]

### **UNIT I**

Organizational Behaviour – Meaning, Definition – Key elements of OB – Nature and Scope of OB – Contributing Disciplines to OB – Evolution of OB - Models of OB – Scientific management –Human relations management- Hawthorne Studies – Development of OB.

(12 Hours)

### **UNIT II**

Personality – Concept – Determinants – Types of Personalities – Theories – Development of Personality – Perception – Meaning – Perceptual Process – Factors Affecting perception – Attitude– Features – Formation of Attitude – Values – Concept – Types – Job Satisfaction – Determinantsof Job satisfaction.

(12 Hours)

### **UNIT III**

Groups – Definition - Characteristics – Why do People Form and Join Groups - Types – Stages of Group development – How do Group Make Decisions – Advantages and Disadvantages of Group Decision Making – Team – Features – How Teams Differ From Groups Types of Teams. (12 Hours)

### **UNIT IV**

Motivation – Meaning – Need – Theories – Maslow, Herzberg’s Two Factor Theory, Theory X and Theory Y – Motivational Tools: Financial Incentives, Non-Financial Incentives – Management by Objectives – Advantages and Disadvantages of MBO. (12 Hours)

### **UNIT V**

Organizational Culture – Meaning – Types – Creating, Sustaining and Changing a Culture – Organizational Climate – Factors Determining Organizational Climate - Organizational Change – Meaning – Reasons – Lewins Change Model – Organizational Development – Meaning – Characteristics – OD Intervention Techniques. (12 Hours)

### **SELF STUDY FOR ASSIGNMENT:**

1. Role of manager.
2. Group dynamics.

### **TEXT BOOKS**

1. Dr. S.S. Khanka (2002). Organizational Behavior, New Delhi: S.Chand Publishing. 1st Edition.

### **REFERENCE BOOKS**

1. Stephen, P. Robbins. (2016). Organisational Behavior, New Delhi: PHI Learning / Pearson Education, 16th Edition.
2. Rao, V.S. (2009). Organizational Theory and Behavior, New Delhi: Konark Publishers.



Course Code <b>23UBAA21</b>	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PSO 1. a	PSO 1. b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	1	1	1	1	-	-	1	-
CO2	3	2	1	1	1	2	-	-	1	3
CO3	3	2	2	2	2	1	-	1	1	-
CO4	2	3	3	3	2	2	1	3	3	3
CO5	2	3	3	3	2	3	1	3	3	3

Dr. P. Suganthi

**Head of the Department**

Dr. P. Suganthi

**Course Designer**



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VIRUDHUNAGAR - 626 001

Semester II	<b>BUSINESS MANAGEMENT</b>	Hours/Week: 2	
NME - 2		Credits: 2	
Course Code 23UBAN21		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: Identify the areas in application of management concepts [K1]

CO2: describe the concepts of management [K1]

CO3: classify the managerial functions at various levels of management [K2]

CO4: explain the importance of various functions in management [K2]

CO5: use the management concepts in managerial decision making [K3]

### UNIT I

**Management:** Meaning and Definition – Levels of management – Management as Science – Management as an Art – Management as a Profession – Functions of Management. (6 Hours)

### UNIT II

**Planning:** Importance of Planning – Steps in Planning – Formal Vs Informal Planning – Limitations of Planning – Steps to Make Planning Effective. (6 Hours)

### UNIT III

**Organizing:** Meaning and Definition - Organizational Structure – Different Types - Span of Control – Factors Governing the Span of Control. (6 Hours)

**UNIT IV**

**Leadership:** Meaning And Definition – Types of Leadership and Qualities Required for Good Leader - Decision Making – Meaning – Types of Decision. (6 Hours)

**UNIT V**

**Communication:** Meaning and Definition - Process of Communication - Barriers of Communication and Methods for Overcoming the Barriers. (6 Hours)

**SELF STUDY FOR ASSIGNMENT**

1. Qualities of leader.
2. Types of communication.

**TEXT BOOK**

1. Kumkum Mukherjee (2009). *Principles of Management*, Tata Mc Graw Hill Education Private Limited,

**REFERENCE BOOKS**

1. Jayasankar, J. (2015). *Principles of Management*, Chennai: Margham Publications, 2-  
Edition.
2. Prasad, L.M. (2015). *Principles and Practice of Management*, New Delhi: Sultan Chand & Sons, 9-  
Edition.

Course Code 23UBAN21	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	-	3	-	3	3
CO 2	3	3	1	2	-	2	3
CO 3	3	2	2	2	1	2	3
CO 4	3	2	-	-	1	2	3
CO 5	3	1	3	2	-	1	3

**Dr.P.Suganthi**  
Head of the Department

**Mrs.A.Ajitha**  
Course Designer



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VIRUDHUNAGAR - 626 001

**B.B.A.**

**(2023 -24 onwards)**

Semester II	<b>LEADERSHIP SKILLS</b>	Hours/Week: 2	
SEC - 2		Credits: 2	
Course Code <b>23UBAS21</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: state about the fundamental concepts related to leader and leadership. [K1]

CO2: describe the functions of leadership, compare the dimensions of leadership and state the importance of communication, planning, interpersonal skills and Emotional Intelligence. [K1]

CO3: identify and distinguish leadership dimensions, skills and leader as a boss, planner, communicator, feedback seeker, guide and counsellor. [K2]

CO4: infer the functions, importance, dimensions and skills of leadership with examples. [K2]

CO5: illustrate the role of a leader, leadership styles and skills. [K3]

### UNIT I

**Leader:** Meaning - Role of a Leader - Leadership – Meaning – Nature and Importance – Functions of Leadership

**Theories of Leadership:** Trait theory – Behavioral theory - Managerial Grid

(6 Hours)

### UNIT II

**Leadership Styles:** Dimensions of Leadership Task – Task Oriented Leadership and Relationship Oriented Leadership – Transactional and Transformational Leadership - Essential Elements of Effective Leadership.

(6 Hours)

### UNIT III

**Leadership Skills:** Importance – Communication Skills – Leader as a Good Communicator and Feedback Seeker. (6 Hours)

### UNIT IV

**Planning:** Meaning - Steps in Planning process - Planning Skills – Role of Leader in Effective Planning (6 Hours)

### UNIT V

**Emotional Intelligence:** Components -Importance – Managing Emotions - Practicing Emotional Management.

**Interpersonal Skills:** Need - Importance – Developing Team Work and Counseling Skills – Leader as a Guide and Counselor. (6 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Qualities of a Leader.
2. Ways to Improve Interpersonal Relationship.

### TEXT BOOK

Gupta, C.B. (2017). *Management: Theory and Practice*, New Delhi: Sultan Chand & Sons, New Delhi, 19 Revised and Enlarged Edition.

### REFERENCE BOOKS

1. Khanka, S.S. (2011). *Organisational Behaviour*, New Delhi: Sultan Chand Company Ltd., 4 Edition.
2. Prasad, L. M. (2012). *Organisational Behaviour*, New Delhi: Sultan Chand & Sons, 2. Edition.

Course Code 23UBAS21	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a.	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	3	3	1	3	1	2	3	3
CO2	3	2	3	3	2	1	1	2	2	2
CO3	2	3	3	3	1	2	2	3	2	3
CO4	3	3	3	3	2	3	1	3	3	2
CO5	2	2	3	3	1	2	1	3	3	2

**Strong(3) Medium(2) Low(1)**

Dr. P. Suganthi.  
**Head of the Department**

Ms. V.Sobika  
**Course Designer**



## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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**VIRUDHUNAGAR**

**Quality Education with Wisdom and Values**

### B.B.A

(for those who join in 2023 – 2024 )

Semester III	<b>MARKETING MANAGEMENT</b>	Hours/Week: 5	
Core Course - 5		Credits: 5	
Course Code <b>23UBAC31</b>		Internal 25	External 75

#### COURSE OUTCOMES:

On completion of the course, the students will be able to

**CO1:** describe the concepts of marketing management. [K1]

**CO2:** explain the nature, process and fundamental components of Marketing Management. [K2]

**CO3:** identify the elements of Product, Price, place and promotional mix in the business. [K2]

**CO4:** discover the strategies, approaches, functions, classifications and levels of marketing management in an organization [K3]

**CO5:** discover the various types of branding, pricing, promoting and advertising media in marketing management [K3]

#### UNIT I:

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions. (15 Hours)

#### UNIT II

Segmentation – Need and Basis of Segmentation -Targeting – Positioning

Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods.

Product Mix - New Product Development Process - Product Life Cycle.

**Branding:** Definition – Reasons for Branding – Types of Brand – Advantages and Disadvantages of Branding.

**Packaging and Labelling:** Functions of Packaging – Importance of Labelling. (15 Hours)

### UNIT III

**Pricing :** Factors Influencing Pricing Decisions – Pricing Objectives- Kinds of pricing  
Market Physical Distribution - Importance – Distribution Problems - Various Kinds of  
Marketing Channels.

**Wholesalers & Retailers:** Services Rendered by Wholesalers – Services of the Retailers –  
Difference Between Wholesalers and Retailers - Types of Wholesalers. (15 Hours)

### UNIT IV

A Brief Overview of Communication Mix - Types of Media & its Characteristics - Print -  
Electronic - Outdoor – Internet- A tool to customer loyalty.

Sales Promotion tools - IMC (Integrated marketing communication) – Definition – Process -  
Need & Significance - CRM – Importance. (15 Hours)

### UNIT V

**Sales Force Management:** Personal Selling Process - Motivation, Compensation and Control  
of Sales Force

Digital Marketing: Introduction - Applications & Benefits. (15 Hours)

### SELF STUDY FOR ASSIGNMENT:

1. Types of Segmentation.
2. Applications of Digital Marketing.

### TEXT BOOKS

1. Gupta,C.B & Rajan Nair.( 2020). *Marketing Management*: Sultan Chand & Son,19<sup>th</sup>  
Edition
2. Ramasamy,V.S. & S. Namakumari.(2002).*Principles of Marketing*:S.G. Wasani  
Macmillan India Ltd,1<sup>st</sup> Edition
3. K Karunakaran (2017), *Marketing Management*: Himalaya Publishing House,19<sup>th</sup> Edition

### REFERENCE BOOKS

1. Philip Kotler & Gary Armstrong( 2018), *Principles of Marketing*: A South Asian  
Perspective, Pearson Education
2. Rajan Saxena (2017), *Marketing Management*: Tata Mc Graw Hill



**WEB RESOURCES**

1. [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Course Code <b>23UBAC31</b>	PO 1		PO 2	PO 3		PO 4	PO 5	PO 6		PO 7
	PSO 1. a	PSO 1. b	PSO 2	PSO 3. a	PSO 3.b	PSO 4	PO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	3	-	-	1	1	-	-	-
CO2	3	3	2	2	-	1	1	-	-	-
CO3	2	2	2	2	1	3	2	-	-	-
CO4	3	3	3	3	3	2	2	2	1	-
CO5	3	2	3	3	2	3	3	1	1	-

**Strong (3)    Medium (2)    Low (1)**

Dr. P. Suganthi  
**Head of the Department**

Mrs. S.Shree Nithi  
**Course Designer**



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**VIRUDHUNAGAR**

**Quality Education with Wisdom and Values**

**B.B.A**

**(for those who join in 2023 – 2024 )**

Semester III	<b>FINANCIAL MANAGEMENT</b>	Hours/Week: 5	
Core Course - 6		Credits: 5	
Course Code <b>23UBAC32</b>		Internal 25	External 75

### COURSE OUTCOMES:

On completion of the course, the students will be able to

**CO1:** understand the meaning, objectives, and importance of finance. [K1]

**CO2:** identify the various sources of finance, its composition in capital and how it can be allocated profitably to various projects . [K2]

**CO3:** describe the types of costs of capital and its influence in the decision making process [K2]

**CO4:** determine the factors affecting capital structure planning and the optimal debt-equity proportion. [K3]

**CO5:** apply the concepts and theories of capital structure, including leverage. [K3]

### UNIT I:

**Financial Management:** Meaning - Objectives and Importance of Finance – Sources of Finance – Functions of Financial Management – Role of Financial Manager in Financial Management.

(15 Hours)

### UNIT II

**Capital Structures Planning:** Factors Affecting Capital Structures – Determining Debt and Equity proportion – Theories of Capital Structures – Leverage Concept. (Simple problems only)

**Cost of Capital :** Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC) (Simple Problems only)

(15 Hours)

### UNIT III

**Capital Budgeting:** ARR - Pay back period - Net present value - IRR (Theory only) - Capital rationing - simple problems on capital budgeting methods. (15 Hours)

### UNIT IV

**Dividend Policies:** Factors Affecting Dividend Payment - Company Law Provision on Dividend Payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis) (Simple problems only) (15 Hours)

### UNIT V

**Working Capital:** Components of Working Capital – Operating Cycle – Factors Influencing Working Capital – Determining (or) Forecasting of Working Capital Requirements. (Simple problems only) (15 Hours)

### SELF STUDY:

1. Factors Affecting Capital Structure
2. Forecasting of Working Capital Requirements.

### TEXT BOOKS

1. I.M.Pandey, 2009 , *Financial Management* ,Vikas Publishing.
2. Khan, M.Y. and Jain, P.K. (2021). *Management Accounting: Text, Problems and Cases*. New Delhi: Tata McGraw Hill Education Pvt. Ltd. 8<sup>th</sup> Edition.
3. CA Mahsehwari, Sharad K., Mahshwari, Suneel. and Maheshwari, S. N., (2022). *A Textbook of Accounting for Management*. New Delhi: S Chand and Company Ltd. 5th Edition.

### REFERENCE BOOKS

1. Y. Khan and Jain 2009 Edition, *Financial Management* , Sultan Chand & Sons
2. Dr. K. Ganesan & S.Ushena Begam, *Financial Management*, Charulatha Publications , Chennai
3. A. Murthy, *Financial Management* , Margham Publication.

**WEB RESOURCES**

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. [https://images.topperlearning.com/topper/revisionnotes/8006\\_Topper\\_21\\_101\\_504\\_553\\_10201\\_Financial\\_Management\\_up201904181129\\_1555567170\\_5654.pdf](https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf)
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR

CourseCode <b>23UBAC32</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO7
CO1	3	2	2	2	-	2	-	2	1	-
CO2	3	3	1	-	2	2	-	1	1	-
CO3	2	2	-	2	2	3	-	2	1	-
CO4	3	2	1	2	2	2	-	-	-	1
CO5	2	3	-	2	2	2	-	2	3	1

**Strong (3)    Medium (2)    Low (1)**

Dr. P. Suganthi  
**Head of the Department**

Ms.V.Sobika.  
**Course Designer**



## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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**VIRUDHUNAGAR**

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### B.B.A.

(for those who join in 2023 – 2024 )

Semester III	<b>INTERNATIONAL BUSINESS</b>	Hours/Week: 4	
Elective Course- 1		Credits: 3	
Course Code <b>23UBAA31</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: get familiarized with basic concepts of International Business [K1]

CO2: gain knowledge about theories of international trade. [K2]

CO3: know the concepts of foreign exchange market and foreign direct investment. [K2]

CO4: demonstrate business concepts in global environment [K3]

CO5: identify contemporary issues of International Business. [K3]

### UNIT I

Introduction to International Business: Importance, nature and scope of international business-  
Distinction between Domestic and International Business - Reasons for International business -  
Advantages and Disadvantages of International Business - Modes of Entry (12 Hours)

### UNIT II

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond  
Competitive Advantage Theory (12 Hours)

### UNIT III

Balance of Payment - Meaning-difference between balance of trade and balance of payment - components

Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Advantages of Host and Home Countries. (12 Hours)

#### **UNIT IV**

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology- Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers. (12 Hours)

#### **UNIT V**

Regional Economic Groupings - Importance - Advantages and Disadvantages- Important Regional Economic Groupings in the World - NAFTA, ASEAN, SAARC, SAFTA- Contemporary Issues in International Business- Functions of IMF, World Bank, ILO and WTO (12 Hours)

#### **SELF STUDY FOR ASSIGNMENT**

1. Modes of Entry for International Business
2. Major Trends in Globalisation

#### **TEXT BOOK**

1. Gupta CB (2014). *International Business*, S Chand & Co. Ltd, 2014
2. Cherunilam, F. (2010). *International Business: Text and Cases*, PHI Learning, 5th Edition, 2010

#### **REFERENCE BOOKS**

1. Hill, C.W.L. and Jain, A.K. (2018). *International Business: Competing in the Global Marketplace*, Tata McGraw-Hill Education, 11<sup>th</sup> Edition,
2. Subba Rao P. (2016). *International Business, (Text and Cases)*, Himalaya Publishing House.

#### **WEB RESOURCES**

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
3. <https://www.imf.org/en/home>

4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-managemen>

CourseCode 23UBAA31	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO5	PSO 6.a	PSO 6.b	PSO7
CO1	3	3	-	-	-	1	-	2	2	-
CO2	3	3	-	-	-	1	-	2	2	-
CO3	3	3	-	-	-	1	-	2	1	-
CO4	3	3	2	2	2	2	-	2	2	2
CO5	3	3	2	2	2	2	-	2	2	2

**Strong(3)    Medium (2)    Low (1)**

Dr. P. Suganthi  
Head of the Department

Dr. P. Suganthi  
Course Designer



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**B.B.A.**

(for those who join in 2023 – 2024 )

Semester III	<b>NEW VENTURE MANAGEMENT</b>	Hours/Week: 1
SEC - 1		Credits: 1
Course Code <b>23UBAS31</b>		Internal 100

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: define the concept of entrepreneurship and the process of developing successful business. [K1]

CO2: recall the importance of feasibility analysis in assessing a new venture's financial strength and viability including industry and competitor analysis. [K1]

CO3: explain the process of building a new venture, including forming a team, demonstrating leadership and financing the new venture. [K2]

CO4: evaluate the feasibility analysis incorporating industry and competitor analysis to assess the financial strength and viability of new venture ideas and entry strategies in diverse market landscape. [K2]

CO5: apply the concept of entrepreneurship by recognizing opportunities and generating ideas, as well as developing successful business ideas. [K3]

### UNIT I

**Concept of Entrepreneurship** – Meaning - Definition - Evolution – Characteristics – Types – Needs – Functions – Difference between Male and Female Entrepreneur. (3 Hours)



## UNIT II

**Developing Successful Business Ideas:** Recognizing Opportunities and Generating Ideas - Entry strategies- New Product – Franchising - Buying an existing firm. (3 Hours)

## UNIT III

**Feasibility Analysis:** Meaning - Industry and Competitor Analysis - assessing a New Venture's Financial Strength and Viability. (3 Hours)

## UNIT IV

**An Idea to a New Venture:** Meaning - Process of Building a New Venture - Team – Leadership - Corporate Entrepreneurship - Social Entrepreneurship. (3 Hours)

## UNIT V

**Financing the New Venture:** Financing entrepreneurial ventures - Needs - Valuation of a new company - Arrangement of funds - MSMEs. (3 Hours)

## SELF STUDY FOR ASSIGNMENT

1. Sources of Business idea for starting a new venture
2. Process of Building a new Venture

## TEXT BOOK

- 1.Kathleen R.Allen (2013). *New Venture Creation*, Cengage Publication
- 2.Scarborough N.M., Cornwall,J.R., & Zimmerer,T (2016). *Essentials of Entrepreneurship and Small Business Management*, Boston: Pearson
- 3.Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha, *Entrepreneurship*, Mc Graw Hill, 11<sup>th</sup> Edition,

## REFERENCE BOOKS

- 1.K.Ramachandran *Entrepreneurship Development, Indian Cases on Change Agents*, Mc GraHill Publication.
- 2.Agrawal, Rashmi and Mehra, Yogieta S. (2017) *Project Appraisal and Management*, Taxmann Publications,New Delhi.

**WEB RESOURCES**

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venturedevelopment/new-venture-development-lecture-notes/15212217>.
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. [https://www.tutorialspoint.com/entrepreneurshipdevelopment/startinga business.htm](https://www.tutorialspoint.com/entrepreneurshipdevelopment/startinga%20business.htm)
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

Course Code <b>23UBAS31</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	2	2	3	2	3	2	2	3	3	-
CO2	3	3	3	2	2	3	2	2	2	-
CO3	3	3	2	2	3	2	-	2	2	-
CO4	2	2	-	2	2	3	2	3	-	-
CO5	3	2	3	3	2	3	2	1	1	-

**Strong(3)      Medium (2)      Low (1)**

Dr. P. Suganthi  
**Head of the Department**

Mrs.A.Ajitha  
**Course Designer**



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### B.B.A.

(for those who join in 2023 – 2024 )

Semester III	<b>COMPUTER APPLICATIONS IN BUSINESS PRACTICAL</b>	Hours/Week: 2	
SEC- 4		Credits: 2	
Course Code		Internal	External
<b>23UBAS32P</b>		40	60

#### COURSE OUTCOMES:

On completion of the course, the students will be able to

CO1: explain the basic components in MS Word, MS Excel, MS Powerpoint, Google and Internet. [K2]

CO2: describe the various commands of MS Word, MS Excel, MS Powerpoint. [K2]

CO3: demonstrate Mail merge in MS Word, analyze the data using MS Excel, create slides, flyer, videos using MS Powerpoint. [K3]

CO4: apply the format of any documents dynamically in MS Word, Compare the data in MS Excel, prepare the slideshow presentation using MS Powerpoint. [K3]

CO5: Use Google forms to collect questionnaire, use of other google applications and Articulate about cyber security and other internet protocols.[K3]

#### UNIT I

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

(6 Hours)

## **UNIT II**

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts- Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization. (6 Hours)

## **UNIT III**

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style- color- gradient fills- arranging objects- adding header and footer – slide background – slide layout – Slide Show – Adding Graphics-Inserting pictures – movies – tables – Adding Effects- Setting animation and transition effects, audio and video, Printing handouts. (6 Hours)

## **UNIT IV**

Google Applications: Create an email ID – Compose a professional email – Creating and editing document in Google documents – Google spreadsheet - Google Drive – Creating a folder – Uploading & Downloading file/folder – Sharing a file – Google Meet – Features – Flyer Designing - Cyber Security – Threats to Computer security – Preventive measures (6 Hours)

## **UNIT V**

Use Google forms to develop & share questionnaire. (6 Hours)

### **SELF STUDY FOR ASSIGNMENT:**

1. Find and interpret about the software applications widely use for the Business Purpose.
2. Create a flyer of your choice and submit in Google classroom.

**TEXT BOOKS**

1. S Sudalai Muthu and S Antony Raj (2008); *Computer Application in Business*, Himalaya Publishing House, Mumbai.
2. K Mohan Kumar and S Rajkumar (2010); *Computer Applications in Business*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Sadhana Rana (2009); *Computer Applications in Management*, Vayu Education of India, New Delhi.
4. Priyanka (2010); *Computer Applications in Business*, Vayu Education of India, New Delhi.

**REFERENCE BOOKS**

- 1.P.Rizwan Ahmed (2019); *Computer Application in Business*, Margham Publications.
- 2.Dr. R.Paramaeswaran; *Computer Application in Business* ( Tamil Nadu)
- 3.Hem Chand Jain and H.N. Tiwari; *Taxmann's Basics of Computer Applications in Business*, Taxmann Publications Private Limited .
- 4.C Nellai Kannan (2012), *MS Office*.

**Web Resources**

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>

Course Code <b>23UBAS32P</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	2	3	2	-	2	1	3	1	3	-
CO2	2	3	2	2	2	3	3	2	3	-
CO3	2	3	3	-	2	2	3	1	3	-
CO4	2	3	1	1	2	2	3	2	2	-
CO5	2	3	3	1	2	-	3	1	2	-

**Strong(3)    Medium(2)    Low(1)**

Dr.P Suganthi

Ms.M J Mathumitha

**Head of the Department****Course Designer**



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**B.B.A.**

(for those who join in 2023 – 2024 )

Semester -IV	<b>RESEARCH METHODOLOGY</b>	Hours/Week: 5	
Core Course - 7		Credits: 5	
Course Code <b>23UBAC41</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the dynamic business environments and its problems, research types, research process, sampling methods, data collection methods and report writing procedures.

[K1]

CO2: understand the business and social problems faced by companies and relate with the theory and practices of research methodology. [K2]

CO3: explain various concepts and modern techniques of research methodology to resolve the real-time business problems in the society. [K2]

CO4: apply the steps in research process and communicate its findings. [K3]

CO5: identify real-time business problems and undertake scientific research to arrive at solutions. [K3]

### UNIT I

**Introduction:** Definitions - Objectives - Characteristics - Importance.

**Types of Research:** Pure – Applied – Exploratory – Diagnostic – Evaluation – Action – Historical – Analytical - Descriptive - Experimental.

Social Science Research: Importance - Limitations – Survey. (15 Hours)

### UNIT II

**Research Process:** Steps involved in research process

Selection and Formulation of Research Problems: Sources – Importance – Steps. Literature Review

**Hypothesis:** Meaning – Types - Sources - Characteristics of a good hypothesis.

**Research Design:** Meaning – Types - Contents. (15 Hours)

### UNIT III

**Sources of data:** Primary Sources - Secondary Sources - Merits – Demerits.

Methods of collecting primary data: Observation – Interview - Mail Survey - Panel method.

**Tools for data collection:** Questionnaire - Interview schedule - Observation schedule.

**Types of Scales:** Nominal – Ordinal - Interval – Ratio.

Questionnaire: Types of questions to be used - Questions to be avoided.

Pilot study: Meaning - Objectives. (15 Hours)

### UNIT IV

**Sampling:** Meaning - Characteristics – Benefits.

**Random Sampling Methods:** Simple random – Stratification – Systematic - Cluster - Area - Multistage – Multiphase – Replicated.

**Non-random sampling:** Convenience - Judgmental - Quota - Snowball. (15 Hours)

### UNIT V

**Processing of data:** Meaning - Editing – Coding - Classification - Tabulation.

**Report writing:** Objectives - Types - Contents of reports – Principles of good report writing – Steps in drafting reports - Reference, Bibliography & Foot notes (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Literature Review
2. Reference, Bibliography & Foot notes

### TEXT BOOK

1. Krishnaswami, O.R., & Rangantham, M. (2012). *Methodology of Research in Social Sciences*, Himalaya Publishing House.

### REFERENCE BOOKS

1. Kothari, C.R., (2001). *Research Methodology: Methods and Techniques*, New Delhi, Wiley Easter Ltd, 2nd Edition.

Course Code <b>23UBAC41</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	3	3	2	3	1	-	-	3
CO2	3	3	3	3	3	3	3	-	-	3
CO3	3	3	3	2	2	3	3	1	1	3
CO4	2	2	3	2	1	2	2	1	1	3
CO5	2	2	3	3	1	2	1	3	3	3

**Strong(3)    Medium(2)    Low(1)**

Dr .P. Suganthi  
Head of the Department

Mrs. S. Arunshenbagamani  
Course Designer





## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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**VIRUDHUNAGAR**

**Quality Education with Wisdom and Values**

**B.B.A**

**(for those who join in 2023 – 2024 )**

Semester - IV	<b>BUSINESS ENVIRONMENT</b>	Hours/Week: 4	
Core Course – 8		Credits: 4	
Course Code <b>23UBAC42</b>		Internal 25	External 75

### Course Outcomes:

On completion of the course, the students will be able to

**CO1:** identify the concept of a business environment. [K1]

**CO2:** indicate the importance and factors which affect the business environment.[K2]

**CO3:** explain the various components of the business environment. [K2]

**CO4:** interpret the environment of business and analyse it from ethical, socio- cultural and global perspectives. [K3]

**CO5:** interpret the impact of micro and macro-environment of the business. [K3]

### UNIT I

**Business Environment:** Definition – Nature – Importance of Business Environment - Types of Business Environment- Internal Environment and External Environment - Micro and Macro Environment.

**Environmental Analysis:** Concept and Approaches to Environmental Scanning.

Technique of environmental Analysis: BCG Matrix – SWOT analysis – PESTLE

Analysis – Michael Porter's Five Forces Model. (12 Hours)

### UNIT II

**Economic Environment:** Economic System- Basic Units-Characteristics - Functions- Types. NITI AAYOG

**Technology environment :** Industry 4.0 - Meaning - Features - Basic Applications and Uses -

Blockchain - AI - AR - Cloud - IOT - IIOT. (12 Hours)

### UNIT III

**Social responsibility of business:** Importance of Corporate Social responsibility – Limitations of Corporate Social responsibility.

**Social responsibility of business towards stakeholders:** Responsibility towards Buyer – Competitors - Employee - Suppliers - Government - Community - shareholders (12 Hours)

### UNIT IV

**Socio-Cultural Environment:** Introduction - Factors of socio-cultural environment – Effects of Social and Cultural environment on Business.

**Business Ethics:** Meaning – Characteristics - Factors Influencing Business Ethics – Unethical practice of Business. (12 Hours)

### UNIT V

**Globalization:** Meaning – Features – Advantages and Disadvantages of Globalization.

Multi National Company (MNC): Meaning – Features – Advantages of MNC

Company and Disadvantages of MNC's.

**WTO: Introduction** - Objectives – Benefits of WTO. (12 Hours)

#### Self Study

1. NITI Aayog
2. IOT

#### TEXT BOOK

1. Gupta, C.B, (2018). *Business Environment*, New Delhi: S.Chand Publishing, 11<sup>th</sup> Revised Edition.

2.Sankaran, S,(2016). *Business Environment*, Margham Publications House

#### REFERENCE BOOKS

1.Dr. Balaji, C.D., (2017). *Business Environment*, Chennai: Margham Publications, 1<sup>st</sup> Edition.

2.Aswathappa, K. (2017). *Elements of Business Environment, (Text, Cases and Exercises)*, Bangalore: Himalaya Publishing House, 13<sup>th</sup> Edition.

3.Chidambaram, K. and Alagappan V. (2014). *Business Environment*, Noida :Vikas Publishing House Pvt Limited, 1<sup>st</sup> Edition.

#### WEB RESOURCES

1. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>

2. <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
3. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11<sup>th</sup> Revised Edition, India
4. <https://pestleanalysis.com/political-factors-affecting-business/>
5. <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf>

Course Code 23UBAC42	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3. b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	2	3	3	3	3	3	3	3	3	2
CO2	3	2	3	3	3	3	3	2	3	2
CO3	2	3	2	2	2	3	3	3	3	3
CO4	3	2	3	3	3	2	2	3	3	3
CO5	2	2	2	2	3	3	3	3	3	3

**Strong(3)      Medium(2)      Low(1)**

Dr.P.Suganthi  
Head of the Department

Mrs.L.M.Mahalakshmi  
Course Designer



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### B.B.A.

(for those who join in 2023 – 2024 )

Semester IV	<b>OPERATIONS RESEARCH</b>	Hours/Week: 4	
Elective Course- 4		Credits: 3	
Course Code <b>23UBAA41</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify and develop operational research models from the verbal description of the real system. [K1]

CO2: understand the mathematical techniques that are needed to solve optimization problems. [K2]

CO3: formulate operation research model and graphical method to optimize resources. [K2]

CO4: develop to describe the optimal methods, networks and theories for effective solution. [K3]

CO5: identify suitable model and decision for effective utilization of resources. [K3]

### UNIT I

**Introduction to operation Research:** Concept and scope of OR- Linear Programming problem - General mathematical model of LPP - Steps of L.P model formulation - Graphical method of the solution of LPP. (Simple Problems) (12 Hours)

### UNIT II

**Transportation problem:** Basic definitions - Finding an initial basic feasible solution- North-west corner rule – Row Minima method - Column Minima method - Least cost entry method-Vogel's approximation method .(simple problems) (12 Hours)

### UNIT III

**Assignment problem:** Hungarian method - Minimization and Maximization case - Unbalanced assignment problem

**Sequencing Problem:** Processing n jobs on 2 machines - Processing n jobs on 3 machines. (Simple problems) (12 Hours)

### UNIT IV

**Network scheduling:** Introduction -Basic terms - Rules of network construction-Network models - PERT and CPM - Constructing network - Critical path- Difference between PERT and CPM. (simple problems) (12 Hours)

### UNIT V

**Game Theory:** Introduction- The Maximin - Minmax principle - Dominance property – Pure and Mixed Strategy.

**Decision Theory:** Introduction - Decision making under uncertainty ( Maximax, maximin, Laplace criterion). (12 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Interpret the methods of LCM
2. PERT

### TEXT BOOK

1. P.R. Vittal & V. Malini, *Operative Research*, Margham Publications ,
2. S. Kalavathy , *Operations Research*, Vikas publishing House Pvt lmtd, 4<sup>th</sup> Edition.

### REFERENCE BOOKS

1. P.K. Gupta & Man Mohan, *Problems in Operations Research*, Sultan Chand & sons ,New Delhi.
2. P. Gupta, N. Aruna Rani, M. Haritha (2018), *Operations Research and Quantitative Techniques*, 1<sup>st</sup> Edition, Himalaya Publishing House.

### WEB RESOURCES

1. [chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf](https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf)
2. <https://www.onlinemathlearning.com>
3. <https://www.kellogg.northwestern.edu>

Course Code <b>23UBAA41</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	2	2	1	3	3	3	1	-	2	-
CO2	2	2	1	3	3	3	1	-	2	-
CO3	2	2	1	3	3	3	1	-	2	-
CO4	2	2	-	3	3	3	-	1	-	-
CO5	2	2	-	3	3	3	-	1	-	-

**Strong(3)      Medium (2)      low (1)**

Dr.P.Suganthi  
Head of the Department

Mrs.V.Balapriya  
Course Designer



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**B.B.A.**

(for those who join in 2023 – 2024 )

Semester -IV	<b>TALLY PRACTICAL</b>	Hours/Week: 2	
SEC- 5		Credits: 2	
Course Code <b>23UBAS41P</b>		Internal 40	External 60

### COURSE OUTCOMES:

On completion of the course, the students will be able to

CO1: explain the basic concepts of Journal, Ledger, Trial Balance, Balance Sheet and

Defining GST tax details. [K2]

CO2: explain various operations in Ledger Creation, Group Creation, Voucher Creation and

Stock Creation. [K2]

CO3: relate the Reports and Export Day Book, Trial Balance, Balance Sheet and other

Financial Statements. [K3]

CO4: demonstrate report in Stock Maintenance, Trial Balance and Balance Sheet. [K3]

CO5: create Company, Posting Vouchers, Maintain Stock Groups and Stock Items. [K3]

### Lab List

1. Creation of a new company
2. Alteration of an existing company
3. Opening two or more companies with different names
4. Creation of Group in Tally
5. Creation of single and multiple ledger in Tally
6. Creation of different types of vouchers
7. Creation of ledger accounts with opening balances – Preparation and printing of Trial Balance and Balance Sheet
8. Creation of ledger accounts without opening balances – Voucher entries covering all types of vouchers – Preparation and printing of DayBooks, Ledgers, Trial Balance

9. Inventory – Stock Group Creation – Stock Item Creation – Preparation of Purchase Vouchers and Sales Vouchers with Stock Items and Quantity Data – Preparation of Stock Summary and Stock Ledger
10. Preparation of Sales Invoice with Stock Items, Quantity, Rate, Discounts and Tax Details and Printing Sales Invoice
11. Establishing GST and Defining tax details

### TEXT BOOKS

1. C Nellai Kannan (2008); *Tally: Thirunelveli* NELS Publications.
2. S Palanivel (2015); *Tally: accounting software: Madurai Margham* Publications.
3. Vikas Gupta (2017); *Comdex Tally, ERP 9 Course Kit with GST and MS Excel: Wiley India.*

### REFERENCE BOOKS

1. *Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press.*
2. *Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications.*

### Web Resources

1. <https://tallysolutions.com/learning-hub/>
2. <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
3. <https://www.tutorialkart.com/tally/tally-tutorial/>
4. <https://sscstudy.com/tally-erp-9-book-pdf-free-download>

Course Code <b>23UBAS41P</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	-	2	3	1	3	-	-	-
CO2	3	3	-	2	3	1	3	-	-	-
CO3	3	3	1	2	3	1	3	-	-	-
CO4	3	3	1	2	3	1	3	-	-	-
CO5	3	3	1	2	3	1	3	-	-	-

**Strong(3)    Medium(2)    Low(1)**

Dr.P Suganthi  
Head of the Department

Ms.M J Mathumitha  
Course Designer





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### B.B.A.

(for those who join in 2023 – 2024 )

Semester IV	<b>INTELLECTUAL PROPERTY RIGHTS</b>	Hours/Week: 2	
SEC- 6		Credits: 2	
Course Code <b>23UBAS42</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recollect the meaning of IPR and its classifications [K1]

CO2: comprehend the fundamentals of IPR [K1]

CO3: imbibe the significance of Trademarks, Copyrights and Geographical Indications [K2]

CO4: explain rights and protection conferred by IPR [K2]

CO5: identify the IPR's role in Digital areas. [K3]

### UNIT I

IPR Introduction: and the need for IPR – IPR in India –Different Classifications –Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing– Intellectual Property Rights in the Cyber World. (6 Hours)

### UNIT II

Introduction – Classification – Importance – Types of Patent Applications in India - Patentable Invention– Inventions Not Patentable (6 Hours)

### UNIT III

Introduction – Fundamentals – Concept – Purpose – Functions –Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs –Need for Protection of Industrial Designs (6 Hours)

#### **UNIT IV**

Introduction to Copyright– Conceptual Basis –Copyright and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copyright- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media. (6 Hours)

#### **UNIT V**

GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance (6 Hours)

#### **SELF STUDY FOR ASSIGNMENT**

1. Patentable Invention
2. Rights Conferred by Copyright

#### **TEXT BOOK**

1. Radhakrishnan R, Balasubramanian, S. (2008). *Intellectual Property Rights Text and Cases*, EXCEL Books, New Delhi, 1<sup>st</sup> edition
2. Nithyananda, K.V. (2019). *Intellectual Property Rights* . Cengage India. 1<sup>st</sup> Edition

#### **REFERENCE BOOKS**

1. Ahuja,V.K., (2017). *Intellectual Property Rights in India*. Lexis Nexis, Nagpur

#### **WEB RESOURCES**

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_450\\_2020.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf)
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. [https://www.icsi.edu/media/webmodules/FINAL\\_IPR&LP\\_BOOK\\_10022020.pdf](https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf)

Course Code <b>23UBAS42</b>	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	2	2	3	1	-	-	-	3
CO2	3	3	2	2	3	1	-	-	-	3
CO3	3	3	3	2	3	1	-	-	-	3
CO4	3	3	3	2	3	1	-	-	-	3
CO5	3	3	3	2	3	1	-	-	-	3

**Strong(3)    Medium(2)    Low(1)**

Dr. P. Suganthi  
**Head of the Department**

Dr. P. Suganthi  
**Course Designer**