



V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

Reaccredited with 'A++' Grade (4th 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 2025 - 2026)

V.V.Vanniaperumal College for Women, Virudhunagar, established in 1962, offers 13 UG Programmes (Aided), 13 UG Programmes (SF), 13 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 (TANSCHÉ) 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.

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

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, Biochemistry, Home Science - Nutrition and Dietetics, Biotechnology, Computer 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)

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

UG PROGRAMMES

Name of the Course	Course Code	Semester	Department
Introduction to Tourism	23UHN11	I	History(EM)
Indian Constitution	23UHN21	II	History(EM)
சுற்றுலா ஓர் அறிமுகம்	23UHN11	I	History (TM)
இந்திய அரசியலமைப்பு	23UHN21	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 Fundamentals of Marketing	23UCCN11 23UCCN21	I II	Commerce CA (SF)
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.

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

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 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

Key Components of Mission Statement	PEO1	PEO2	PEO3
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.

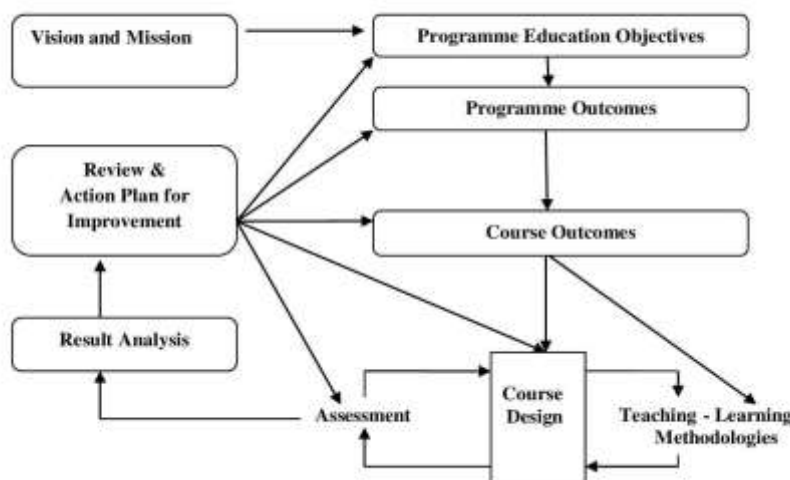
PO-PEO Mapping Matrix

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	-	-	✓

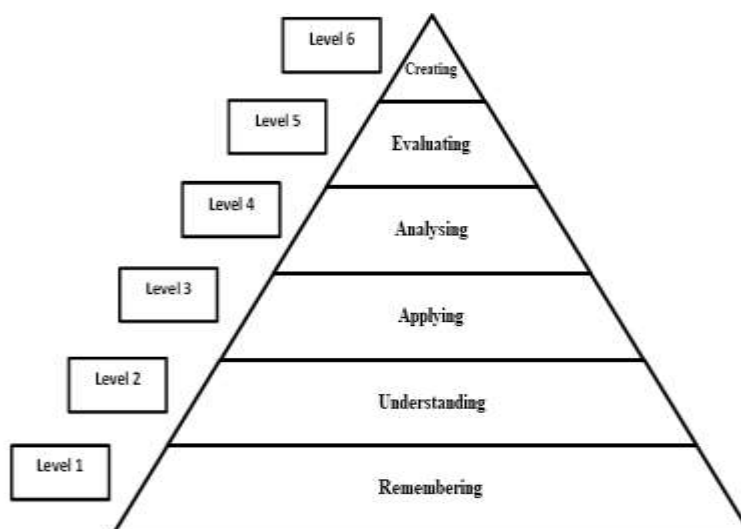
B.1.4 Course Outcomes (COs)

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"> • Generic Elective Courses • Discipline Specific Elective Courses
		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

B.2 EVALUATION SCHEME

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

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

Components	Internal Assessment Marks	External Examination Marks	Total Marks
Theory	25	75	100

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

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

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
	Total					45*

*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
	Total					75

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
Total	:	100

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

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
Total		: 25

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
Total						25*

*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
Total	: 75

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
Total						50

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
Total	100

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
Total					30

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

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
Total					60

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
Total			: 25

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
Total			: 40

*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
Total						25*

*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
Total :	75

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 Type	5	5	6	30
B	6 - 7	Internal Choice – Either... or Type	2	2	10	20
	Total					50

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

Mode of Evaluation	Marks
Periodic Test :	15
Assignment - K3 Level :	10
Online Quiz : (Multiple Choice Questions - K2 Level)	25
Poster Presentation - K3 Level	10
Report - K3 Level	10
Model Examination :	30
Total :	100

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
Total					30*

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	5	5	6	30
B	6 - 8	Internal Choice – Either... or Type	3	3	10	30
Total						60*

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

B. 2. 5 PART IV- Internship / Industrial Training

- Internship / Industrial Training is mandatory for all the Students
- **Internship:** Students have to involve in a designated activity, working in an organization under the guidance of an identified mentor for a period of 15 days.
- **Industrial Training:** Student has to undertake in-plant training in industries individually or in group for a period of 15 days.
- Internship / Industrial Training must be done during the fourth semester holidays
- **Internal Assessment only.**

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

B.2.6 SELF STUDY COURSE**B.2.6 .1 PART III - Discipline Specific 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
	:	100

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
Total	:	100

Distribution of Marks

Mode of Evaluation		Marks
Periodic Test	:	25
Model Examination	:	75
Total	:	100

Two Periodic Tests - Better of the two will be considered

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

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

*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

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

Question Pattern for Model Examination

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	7	35
B Q.No.(6-9)	Internal Choice- Either or Type	4	4	10	40
				Total	75

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 for all the Courses.
 - 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.
- **Attendance**
 - 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.

B.3 ASSESSMENT MANAGEMENT PLAN

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

Mode of Assessment	Assessment Tool	Description
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
$60\% \leq \text{Attainment Value} < 70\%$	Very Good
$50\% \leq \text{Attainment Value} < 60\%$	Good
$40\% \leq \text{Attainment Value} < 50\%$	Satisfactory
Attainment Value $< 40\%$	Not Satisfactory

Level of PO Attainment

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

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

Assessment Criteria	Target (UG)	Target (PG)
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

Assessment Criteria & Tool	Weightage
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
Total Attainment	100

$$\begin{aligned} \text{Percentage of PEO Attainment from Employment} &= \frac{\text{Number of Students who have got Employment}}{\text{Target}} \times 100 \\ \text{Percentage of PEO Attainment from Higher Education} &= \frac{\text{Number of Students who pursue Higher Education}}{\text{Target}} \times 100 \\ \text{Percentage of PEO Attainment from Entrepreneurship} &= \frac{\text{Number of Students who have become Entrepreneurs}}{\text{Target}} \times 100 \end{aligned}$$

Expected Level of Attainment for each of the Programme Educational Objectives

POs	Level of Attainment
Attainment Value $\geq 70\%$	Excellent
$60\% \leq \text{Attainment Value} < 70\%$	Very Good
$50\% \leq \text{Attainment Value} < 60\%$	Good
$40\% \leq \text{Attainment Value} < 50\%$	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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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	
Part I : Tamil/Hindi	6(3)	6(3)	6(3)	6(3)	-	-	24(12)
Part II : English	6(3)	6(3)	6(3)	6(3)	-	-	24(12)
Part III : Core Courses, Elective Courses & Self Study Course							
Core Course	5(5)	5(5)	5(5)	5(5)	6(5)	6(4)	32 (29)
Core Course	5(5)	5(5)	5(5)	4(4)	6(5)	6(4)	31 (28)
Core Course	-	-	-	-	5(3)	6(4)	11 (7)
Core Course	-	-	-	-	-	-	-
Core Course Project	-	-	-	-	1(1)	-	1 (1)
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)
tudy Course	-	-	-	-	-	0(1)	0 (1)
Part IV : Skill Enhancement Courses, Elective Courses, Environmental Studies, Value Education Self Study Course & Internship/ Industrial Training							
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/ Industrial Training	-	-	-	-	0 (1)	-	0 (1)
Part V : Extension Activities	-	-	-	-	-	0(1)	0 (1)
Total	30(23)	30(23)	30(22)	30(24)	30(24)	30(24)	180(140)
Extra Credit Course (Self Study Course)	-	-	-	-	0(2)	-	0(2)

DSEC: Discipline Specific Elective Course

SEC: Skill Enhancement Course

NMEC: Non Major Elective Course

BACHELOR OF BUSINESS ADMINISTRATION**SEMESTER V****(For those who joined in 2023 – 2024)**

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks		
								Int.	Ext.	Total
1.	Part III	Core Course -9	Accounting for Managers - II	23UBAC51	6	5	3	25	75	100
2.		Core Course -10	Entrepreneurship Development	23UBAC52	6	5	3	25	75	100
3.		Core Course -11	Strategic Management	23UBAC53	5	3	3	25	75	100
4.		Core Course -12	Project	23UBAC54PR	1	1	-	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.	Part IV		Value Education	23UGVE51	2	2	2	100	-	100
8.		Self Study Course	Practice for Competitive Examinations -online	23UGCE51	-	1	-	100	-	100
9.		Internship / Industrial Training	Internship	23UBAI51	-	1	-	100	-	100
Total					30	24	900			
10.		Extra Credit Course	Event Management	23UBAO51	-	2	3	100	-	100

**BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER VI**

(For those who joined in 2023 – 2024)

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks		
								Int.	Ext.	Total
1.	Part III	Core Course -12	Business Regulatory Framework	23UBAC61	6	4	3	25	75	100
2.		Core Course -13	Management Information System	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	Discipline Specific Quiz -online	23UBAQ61	-	1	-	100	-	100
7.	Part IV	SEC-7	Quantitative Aptitude	23UBAS61	2	2	2	25	75	100
8.	Part V	Extension Activity	Extension Activity		-	1	-	100	-	100
Total					30	24	800			



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Semester V	ACCOUNTING FOR MANAGERS II	Hours/Week: 6	
Core Course-9		Credits: 5	
Course Code 23UBAC51		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1: identify the nature, scope, functions, need, and limitations of cost and management accounting, and explain cost concepts, classifications, and financial statement tools. [K1]
- CO2: compare cost, management, and financial accounting, and distinguish between various tools such as ratio analysis, budgetary control, and marginal costing techniques. [K2]
- CO3: identify and classify different types of ratios, interpret financial statements, prepare budgets, and assess performance through variance and cost analysis.[K2]
- CO4: illustrate the preparation of budgets, cost sheets, quotations, and use tools like CVP and break-even analysis for planning and decision-making.[K3]
- CO5: interpret marginal costing concepts and apply them alongside ratio analysis and budgeting techniques for managerial decision support. [K3]

UNIT I

Cost accounting : Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation (18 Hours)

UNIT II

Management accounting: Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

Analysis and Interpretation of financial statements: Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis. (18 Hours)

UNIT III

Ratio Analysis : Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement. (18 Hours)

UNIT IV

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget (18 Hours)

UNIT V

Marginal Costing – CVP Analysis – Break Even Analysis. (18 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Management Accounting vs. Cost Accounting
2. Break Even Analysis

TEXT BOOKS

1. Dr.K.Ganesan & S. Ushena Begam. *Accounting for Managers*, Chennai, Charulatha Publications, Volume II
2. T. S. Reddy and Hari Prasad Reddy(2016)- *Management Accounting*, Margham Publication.
3. Dr.S.Peer Mohamed & Dr.S.A.N.Shazuli Ibrahim(2016).*Management Accounting*,Pass Publication.
4. Dr.S.PeerMohamed & Dr.S.A.N.Shazuli Ibrahim(2016).*Cost Accounting*, Pass Publication

REFERENCE BOOKS

1. Antony Atkinson, Rebert S Kalpan (2015).*Advanced Management Accounting*, Pearson Publications.
2. HorngrenSunderu Stratton(2013).*Introduction to Management Accounting*, Pearson Education

WEB RESOURCES

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>

Course Code 23UBAC51	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	PSO 7
CO1	3	3	-	2	2	2	-	-	-	-
CO2	3	3	2	2	2	2	-	-	-	1
CO3	3	3	3	3	2	1	-	-	-	1
CO4	2	3	-	3	3	3	1	1	-	-
CO5	2	3	2	3	3	3	1	1	-	1

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

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Semester -V	ENTREPRENEURSHIP DEVELOPMENT	Hours/Week:6	
Core Course - 10		Credits: 5	
Course Code 23UBAC52		Internal 25	External 75

COURSE OUTCOMES

On Completion of the course, students will be able to

- CO1: define the concept of entrepreneur and entrepreneurship, and generate innovative ideas of business and understand the importance of IPRs like patents and trademarks. [K1]
- CO2: explain the process of idea generation, product selection, and identify entrepreneur types, traits, and roles in economic development. [K2]
- CO3: interpret and evaluate the components of a business plan, feasibility analysis, and women entrepreneurs to real-world scenarios. [K2]
- CO4: apply knowledge of government initiatives and basic startup challenges and development schemes of women entrepreneurs. [K3]
- CO5: analyze causes and suggest remedies for industrial sickness through preventive and rehabilitative strategies and find institutional support for startups.[K3]

UNIT I

Entrepreneur – Meaning – definition – Types of entrepreneurs – Traits of Entrepreneurs – Role of Entrepreneurs in Economic Development.

Entrepreneurship – Meaning & definition - Factors affecting entrepreneurship -

Difference between entrepreneur and entrepreneurship - Recent development in entrepreneurship. (18 Hours)

UNIT II

Generating innovative ideas of business – Brainstorming - focus group – survey - customer advisory boards - Creativity and selection of Products - Capital budgeting - Project profile preparation-matching entrepreneur with the project - Introduction of Patent and Trademarks.

(18 Hours)

UNIT III

Business Plan Development: Feasibility study and evaluation of projects - Market analysis - technical analysis - cost-benefit analysis. Project formulation - assessment of business models- Dealing with basic and initial problems of setting up of enterprises. (18 Hours)

UNIT IV

Awareness of various government schemes for start-up business: Start-up India - Stand-up India -Aatmanirbhar Bharat mission - ‘Make in India’ Program – ASPIRE - MUDRA.

Womenentrepreneurs: Role of Women Entrepreneurs in Economic development – Schemes for Women entrepreneurs - Annapurna scheme - Dena shakti scheme - Mudra loan for women - Stree Shakti scheme - Role of MSME – SSI – SIDO - EDI and MDI. (18 Hours)

UNIT V

Industrial sickness: Problems and remedies of sick industries - Causes of Industrial sickness - Preventive and remedial measures of Sick industries - Preventive and rehabilitation of business - Case study discussions. (18 Hours)

SELF STUDY FOR ASSIGNMENT

1. Recent development in entrepreneurship
2. Dealing with basic and initial problems of setting up of enterprises

TEXT BOOK:

1. Dr.Khanka S.S, (2001)., *Entrepreneurial Development*, S.Chand & Co. Ltd., New Delhi.
2. Nagendra and Manjunath, V.S.,(2010) *Entrepreneurship and Management*, Pearson.

REFERENCE BOOK:

1. K.Sundar – *Entrepreneurship Development* – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.
2. Barringer, B.,(2011), *Entrepreneurship: Successfully Launching New Ventures*, Pearson, 3rd Edition
3. Peter F Drucker, *Innovation and Entrepreneurship: Practice and Principles*
4. Desai, V (2011)., *Small Scale Industries and Entrepreneurship*, Himalaya Publishing House.

WEB SOURCES

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf.
2. <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
3. <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>
4. http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf

Course Code 23UBAC52	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	2	1	1	3	2	1	2
CO2	3	3	3	1	1	-	2	3	3	3
CO3	3	2	3	3	2	2	1	-	2	3
CO4	3	2	2	3	1	1	-	-	1	1
CO5	3	3	2	-	3	3	1	2	-	3

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

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Semester -V	STRATEGIC MANAGEMENT	Hours/Week: 5	
Core Course -11		Credits: 3	
Course Code 23UBAC53		Internal 25	External 75

COURSE OUTCOMES

On Completion of the course, students will be able to

- CO1:** understanding of the fundamentals of strategic management, process, complexities of the business environment and strategic alternatives for corporate [K1]
- CO2:** describe strategic formulation, strategic implementation considering an analysis of the environmental factors [K2]
- CO3:** discover and generate viable strategies among strategic alternatives and handle challenges related to their implementation. [K2]
- CO4:** formulate strategic intent of an organization in the context of the present and evolving environment and implement them sustainably. [K3]
- CO5:** effectively choose from the alternatives strategic analysing the various models, value chain and ethical considerations and successfully implement in business. [K3]

UNIT I

Introduction to Strategic Management - Overview of Strategic Management Process - Levels of Strategy **strategic Intent**-Vision and Mission Business Definition

(15 Hours)

UNIT II

External Environment Appraisal using PESTEL - Competitor Analysis using Porter's 5-Forces model - Environmental Threat and Opportunity Profile (ETOP)

Value chain Analysis - Strategic Advantage Profile (SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis. (15 Hours)

UNIT III

Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG - GE Nine Cell Matrix – Hofer's matrix - Strategic alternatives at business level: Michael Porter's Generic competitive strategies. (15 Hours)

UNIT IV

Strategic Implementation: Developing short-term objectives and policies- functional tactics and rewards

Structural Implementation: an overview of Structural Considerations - Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control. (15 Hours)

UNIT V

Concept of Balanced Scorecard approach: Use of Big data for Balanced score card - Importance of Corporate Social Responsibility & Business Ethics - Concept of Corporate Sustainability. (15 Hours)

SELF STUDY FOR ASSIGNMENT

1. Environmental Threat and Opportunity Profile (ETOP)
2. Michael Porter's Generic competitive strategies.

TEXT BOOK

- 1.V S P Rao., (2013). *Strategic Management Text and Cases*, 2nd edition.
2. Kazmi, A., (2018). *Strategic Management and Business Policy*, Tata McGraw-Hill Education, 15th Edition.
- 3.Hill, C.W.L., and Jones, G.R., (2012). *Strategic Management: An Integrated Approach*, Cengage Learning, 9th Edition.
4. Pearce II, J., Robinson, R.B., and Mittal, A., (2017). *Strategic Management: Formulation, Implementation and Control*, McGraw-Hill, 12th Edition

REFERENCE BOOK

- 1.Kesho Prasad., (2009). *Strategic Management: text and cases*, P H I Learning Pvt Ltd., New Delhi.
- 2.L M Prasad., (2014). *Strategic Management*, Sultan Chand and Sons, New Delhi.
3. M Jeyarathnam., (2015). *Strategic Management*, Himalaya Publishing House, Mumbai.

WEB SOURCES

- 1.Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
- 2.<https://online.hbs.edu/courses/business-strategy/>
- 3.<https://www.strategicmanagement.net/>

Course Code 23UBAC53	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PS O 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	2	2	2	2	2	2	3	-	2
CO2	3	2	3	3	3	2	3	3	2	2
CO3	2	3	3	3	2	2	3	2	-	2
CO4	3	3	3	2	2	2	3	3	-	2
CO5	2	2	2	2	3	2	2	2	2	2

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

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Semester -V	PROJECT	Hours/Week:1	
Core Course -12		Credits:1	
Course Code 23UBAC54PR		Internal 100	External -

COURSE OUTCOMES

On Completion of the course, students will be able to

CO1: gain knowledge about research projects. [K2]

CO2: increase knowledge on research problem [K2]

CO3: improve practice in review of literature. [K3]

CO4: plan Data Collection and Analysis. [K3]

CO5: prepare Project Report proficiently. [K3]

Guidelines for the project:

- The project is done for a period in V Semester under the guidance of a faculty-guide.
- Weekly one hour is allotted
- The project should follow the ethics of research.
- The project should address a management problem in business, industry, economy, etc
- The student is expected to attend project review meetings in the college during the course of the project and explain about her progress in the research.
- A report has to be submitted with a minimum of 40 pages with and four -six chapters documenting all steps of research.
- APA formatting should be followed.

COURSE CODE 23UBAC54PR	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	3	2	-	1	1	-	-	-
CO2	3	3	2	2	-	1	1	-	-	-
CO3	2	2	2	2	1	3	2	-	-	1
CO4	3	3	3	3	3	2	2	2	1	2
CO5	3	2	3	3	2	3	3	1	1	2

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

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Quality Education with Wisdom and Values

B.B.A.

(For those who joined in 2023 – 2024)

Semester -V	DIGITAL MARKETING	Hours/Week: 5	
Elective Course DSEC -1		Credits: 3	
Course Code 23UBAE51		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1:** recall the fundamental concepts of digital marketing, including its evolution, content marketing, social media strategies, online reputation management, and digital analytics tools. [K1]
- CO2:** explain the evolution of digital marketing, the online marketing mix, and the processes involved in content creation, SEO, SEM, and social media strategies for building a successful digital presence. [K2]
- CO3:** describe the importance of online reputation management, including social commerce, influencer marketing, and the role of digital analytics in measuring campaign effectiveness and customer engagement. [K2]
- CO4:** implement digital marketing strategies by creating online marketing plans, optimizing content for SEO/SEM, and executing social media campaigns to generate leads and improve brand visibility. [K3]
- CO5:** apply online reputation management strategies, utilize influencer marketing, and use digital analytics tools to track and optimize campaign effectiveness and customer engagement. [K3]

UNIT I

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges - Online Marketing Mix – Digital Advertising Market in India - 6M Framework – ASCOR & POEM Digital Marketing framework. (15 Hours)

UNIT II

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing. (15 Hours)

UNIT III

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media. (15 Hours)

UNIT IV

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing. (15 Hours)

UNIT V

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value) (15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Write a short conclusion on how businesses benefit from using the Online Marketing Mix.
2. Find an example of a company using Mobile Marketing successfully and write a few lines about it.

TEXT BOOKS

1. R Prasad (2005) , *Digital Marketing*, ICFAI University Press Hyderabad
2. Philip Kotler (2017), *Marketing 4.0 - Moving from Traditional to Digital*, Wiley Publications .
3. *Digital Marketing essentials you always wanted to know* ; Vibrant publishers USA (2012).

REFERENCE BOOKS

1. Ian Dodson (2016) ,*The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*,Wiley Publications .
2. Vandhana Ahuja, (2015) *Digital Marketing*, Oxford University Press .
3. Nitin C Kamat & Chinmay Nitin Kamat (2018), *Digital Social Media Marketing*, Himalaya Publishing House.

WEB RESOURCES

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

Course Code 23UBAE51	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	1	2	2	-	3	-	1	-
CO2	3	3	1	2	2	-	3	-	1	-
CO3	3	3	-	2	2	-	3	-	1	-
CO4	3	3	1	3	3	1	3	-	1	-
CO5	3	3	-	3	3	1	3	-	1	-

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

Dr.P Suganthi
Head of the Department

Mrs.V.Balapriya
Course Designer



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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(For those who joined in 2023 – 2024)

Semester V	INDUSTRIAL RELATIONS	Hours/Week: 5	
Elective Course DSEC -1		Credits: 3	
Course Code 23UBAE52		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1:** list the key terms and definitions related to Industrial relations, industrial disputes and legislations. [K1]
- CO2:** understand the concept and significance of Industrial Relations, causes of disputes, and the role of labor legislation in maintaining harmonious work environments.. [K2]
- CO3:** explain the structure and functions of trade unions, the process of collective bargaining, and the mechanisms for worker participation in management. [K2]
- CO4:** apply the concepts of industrial relations, causes of disputes, and legal provisions to manage and resolve industrial conflicts in a practical workplace scenario. [K3]
- CO5:** apply the methods of grievance handling, collective bargaining, and trade union strategies to promote effective employee participation and labor-management cooperation. [K3]

UNIT I

Industrial Relations: Origin - Definition - Scope - Role - Objectives - Factors - Participants - Importance of IR. Approaches to Industrial Relations. System of IR in India. (15 Hours)

UNIT II

Industrial Dispute: Causes - Consequences - Strikes – Lockouts - Lay Off - Retrenchment - Transfer - Closure - Settlement of Disputes - Machinery - Negotiation - Conciliation - Meditation - Arbitration - Adjudication.

Grievance: Causes - Redressal Procedure - Standing Orders. (15 Hours)

UNIT III

Labor Legislation: Factories Act 1948 - Employee State Insurance Act 1948 - Employee Compensation Act 1923 - Payment of Wages Act, 1936 - Payment of Bonus Act, 1965 - Employee Provident Fund and Miscellaneous Provisions Act 1952 - Payment of Gratuity Act 1972.

(15 Hours)

UNIT IV

Workers' participation in management: Structure - Scope - Works Committee - Joint Management Council - Shop Council. Pre-Requisites for Successful Participation.

Collective Bargaining: Definition - Meaning - Types - Process - Importance. (15 Hours)

UNIT V

Trade Union: Growth - Economic - Social - Political Conditions - Objectives - Structures - Types - Functions (15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Employee State Insurance Act 1948.
2. Prerequisites for Successful Participation.

TEXT BOOKS

1. Dr. Mamoria, C.B, Satish Mamoria, Subba Rao, P. (2022). *Dynamics of Industrial Relations*: Himalaya Publishing House, 16th Edition.
2. Arun Monappa (2012). *Industrial Relations & Labour laws* : Tata McGraw Hill.
3. Venkata Ratnam, C.S. & Manoranjan Dhal. *Industrial Relations* : Oxford, 2nd Edition
4. Sharma, A.M. *Industrial Relations and Labour Laws*, HPH, Revised Edition
5. Sinha, P.R.N. & Indu Bala Dinha, Seema Priyadarshini Shekhar. *Industrial Relations, Trade Unions and Labour Legislation*, Pearson, 3rd Edition.

REFERENCE BOOKS

1. Pradeep Kumar (2018). *Personnel Management and Industrial Relations*: Kedarnath Ramnath and Company.

2. Gupta, C.B (Dr), Kapoor,N.D. & Tripathi,P.C (2020). *Industrial Relations and Labour Laws*: Sultan Chand and Sons.
3. Chris Hall (2017). *Trade Union and its State* : Princeton University.
4. Shrivastava,S.C. (2022).*Industrial Relations & Labour Laws* : Vikas Publishing.
5. Sharma,R.C. (2016). *Industrial Relations and Labour Legislation*: PHL learning Private Limited.

WEB RESOURCES

1. <https://labour.gov.in/industrial-relations>
2. https://www.srcc.edu/e-resources?field_e_resources_tid=447
3. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
4. <https://theintactone.com/2022/08/17/joint-management-councils/>
5. <https://labourlawreporter.com/>

Course Code 23UBAE52	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	-	1	-	-	-
CO2	2	2	-	-	2	-	1	-	1	2
CO3	3	3	-	3	3	-	1	-	-	-
CO4	3	3	1	3	2	2	3	-	2	-
CO5	3	-	1	3	3	2	3	-	2	1

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

Dr.P Suganthi
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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(For those who joined in 2023 – 2024)

Semester -V	FINANCIAL SERVICES	Hours/Week: 5	
Elective Course DSEC – 2		Credits: 3	
Course Code 23UBAE53		Internal 25	External 75

COURSE OUTCOMES:

On Completion of the course, students will be able to

- CO1: recall the meaning and importance of financial services, and understand the various types of financial services and key players within the financial services sector in India. [K1]
- CO2: understand the financial environment of India and functions of merchant banking and explain the role of SEBI in the capital market. [K2]
- CO3: understand the basic concepts of financial services like venture capital, credit rating, consumer finance, leasing and hire purchase and mutual funds [K2]
- CO4: interpret the role of leasing and hire purchase, factors, venture capital, credit rating and consumer finance [K3]
- CO5: apply the knowledge of financial services operating in the economy, mutual funds and its types and identify basic concepts of digital payments and cryptocurrency. [K3]

UNIT I

Financial Services: Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector.

Financial Environment: Financial System – RBI - Commercial Banks - Financial Institutions - National Stock Exchange - Non-Banking Financial Companies (NBFCs) (15 Hours)

UNIT II

Merchant Banking: Functions – Issue management – Managing of new issues – Underwriting - Capital market - Stock Exchange - Role of SEBI. (15 Hours)

UNIT III

Leasing and Hire purchase – Concepts and features – Types of lease Accounts.

Factoring – Functions of Factor. (15 Hours)

UNIT IV

Venture Capital – Credit Rating – Consumer Finance. (15 Hours)

UNIT V

Mutual Funds: Meaning – Types – Functions – Advantages.

Introduction to digital payments - crypto currency. (15 Hours)

SELF STUDY FOR ASSIGNMENT

1. Players in the Financial Services Sector.
2. Introduction to digital payments.

TEXT BOOK:

1. E.Gordon and K.Natarajan, *Financial markets and services*
2. Dr.Punithavathy pandian, *Financial services and Markets*
3. Kevin D Peterson, *Financial Services*.
4. Dr.L.Natarajan (2014), *Financial markets and services*, Margham Publications.

REFERENCE BOOK:

1. M.Y.Khan, *Financial Services*
2. B.Santhanam, *Financial Services*
3. Padmalatha suresh and Justin Paul, *Management of Banking and financial services*
4. Dr.M.N.Mishra, *Law of Insurance*

5. Dr.Gurusamy, *Essentials of Financial Services*, New Delhi. Tata McGraw Hill Education Private Limited.

WEB SOURCES

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. Financial Remedies Journal
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

Course Code 23UBAE53	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	PSO6. a	PSO 6.b	PSO 7
CO1	3	3	2	1	-	1	2	-	-	1
CO2	3	3	1	3	1	2	-	2	2	3
CO3	3	3	1	2	2	3	1	2	1	2
CO4	3	2	2	1	-	-	2	-	2	2
CO5	3	2	3	-	1	2	-	1	-	2

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

Dr.P.Suganthi
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Mrs.S.Jeya Shree
Course Designer



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(For those who joined in 2023 – 2024)

Semester V	SERVICES MARKETING	Hours/Week: 5	
Elective Course DSEC -2		Credits: 3	
Course Code 23UBAE54		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1 :** identify the concepts of service marketing, including service characteristics, the 7Ps, demand management, service quality gaps, and marketing strategies for various service sectors. [K1]
- CO2 :** describe service characteristics, the marketing mix, and strategies for managing demand, capacity, and internal marketing. [K2]
- CO3 :** examine service quality gaps, customer expectations, and marketing strategies for various service sectors. [K2]
- CO4 :** demonstrate service design, demand management, and sector-specific marketing strategies in real-world scenarios. [K3]
- CO5 :** apply the service marketing mix and quality management techniques to enhance service delivery and customer satisfaction. [K3]

UNIT I

Marketing Services: Introduction - Growth of the service sector - The concept of service - Characteristics of service - classification of service - Designing of the service - Blueprinting using technology - Developing human resources, Building service aspirations.

(15 Hours)

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services - Additional dimension in services marketing- people, physical evidence and process. (15 Hours)

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy. (15 Hours)

UNIT IV

Delivering Quality Service: Causes of service - quality gaps- SERVQUAL – SERVPERF - The customer expectations versus perceived service gap - Factors and techniques to resolve this gap - Customer relationship management - Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap - External communication to the customers - the promise versus delivery gap - developing appropriate and effective communication about service quality. (15 Hours)

UNIT V

Marketing of Service With Special Reference To: Financial services - Health services - Hospitality services including travel, hotels and tourism - Professional service - Public utility service - Educational services and e-services. (15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Characteristics of service
2. Marketing of Hospitality services - tourism

TEXT BOOKS

1. Reddy P.N. (2011) – *Services Marketing* – Himalaya Publication
2. Christopher Lovelock , Jochen Wirtz (2016) – *Services Marketing* – Delhi : Pearson Education
3. Valarie A Zeithmal, Mary JO Bitner - *Services Marketing: Integrating Customer Focus across the firm* - NewDelhi : Tata Mc Graw Hill

REFERENCE BOOKS

1. L Natarajan (2015) - *Services Marketing* - Chennai : Margham Publications
2. Vasanti Venugopal and V N Raghu (2015) - *Services Marketing* - Mumbai : Himalaya Publishing House

3. Keka Lahiri (2007) - *Services Marketing: issues and cases* - ICFAI University Press : Hyderabad
4. Baron - *Services Marketing: Second Edition* - Palgrave Macmillan
5. Dr. B. Balaji - *Services Marketing and Management* - S. Chand & Co: New Delhi.

WEB RESOURCES

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

Course Code 23UBAE54	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	-	1	-	-	-
CO2	2	2	1	2	2	-	1	-	-	-
CO3	3	3	-	3	3	-	1	-	-	-
CO4	3	3	1	3	3	2	3	-	2	-
CO5	3	3	1	3	3	2	3	-	2	-

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

Dr.P Suganthi
Head of the Department

Ms.M J Mathumitha
Course Designer



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(For those who joined in 2023 – 2024)

Semester -V	INTERNSHIP	Hours/Week:-	
Internship/ Industrial Training		Credits:1	
Course Code 23UBAI51		Internal 100	External -

COURSE OUTCOMES

On Completion of the course, students will be able to

- CO1: gain knowledge of all the departments [K2]
- CO2: identify the skills required in managing the different department of an organisation [K3]
- CO3: identify issues in the management practices and possible alternative for solving the issues [K3]
- CO4: relate management concepts and industrial practices [K3]
- CO5: prepare a comprehensive report on internship [K4]

Guidelines/ Regulations:

- ❖ Each student must go for Internship training in a reputed Industry / Company / Organization/ Educational Institution.
- ❖ Students should produce the completion certificate after the completion of Internship period.
- ❖ A report of 10-15 pages must be submitted by each student after the completion of the Internship period.

- ❖ Internal Viva-voce examination will be conducted.
- ❖ Students with diverse disabilities must complete a 10 day internship programme at their preferred places.

Course Code 23UBAI51	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	-	3	2	1
CO2	2	-	3	2	-	2	-
CO3	-	3	-	3	3	1	2
CO4	2	-	3	1	3	3	1
CO5	3	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 joined in 2023 – 2024)

Semester -V	EVENT MANAGEMENT	Hours/Week:-	
Extra credit Course		Credits:2	
Course Code 23UBAO51		Internal 100	External -

COURSE OUTCOMES:

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

- CO1:** identify the basic concepts and importance of event management, including activities, design, feasibility, marketing (5 Ps), and budgeting.
- CO2:** describe the components of a detailed event proposal, including coordination, design, feasibility, marketing, and financial planning (budgeting and sponsorships).
- CO3:** explain the need for event management and how to integrate event design, feasibility studies, marketing, and budgeting to plan successful events.
- CO4:** demonstrate the steps in event coordination, developing event concepts, conducting feasibility analyses, and understanding marketing strategies and financial planning for events.
- CO5:** use the principles of event management to create a basic event plan that includes design, feasibility analysis, marketing (5 Ps), and budgeting.

UNIT I

Introduction: Event Management – Definition- Need - Importance- Activities.

UNIT II

Concept and Design of Events: Event Co-ordination - Developing & Evaluating event concept – Event Design

UNIT III

Event Feasibility: Resources – Feasibility- SWOT Analysis

UNIT IV

Event Planning & Promotion: Marketing & Promotion – 5Ps of Event Marketing – Product- Price-Place- Promotion- Public Relations

UNIT V

Event Budget : Financial Analysis – Event Cost – Event Sponsorship

SELF-STUDY FOR ASSIGNMENT:

1. Importance of Event Management.
2. Event Sponsorship.

TEXTBOOKS

1. Razaq Raj, Paul Walters and Tahir Rashid (2013). *Event management - An integrated & practical approach*. SAGE Publications Ltd, 2nd Edition.

REFERENCE BOOKS

1. Chaudhary, Krishna.(2023). *Event Management*: Bio-Green Publishers, 1st Edition.
2. Anton Shone & Bryn Parry (2019). *Successful Event Management* : Cengage Learning EMEA Publishers, 5th Edition.
3. Razaq Raj, Paul Walters and Tahir Rashid (2013). *Event management - An integrated & practical approach* : SAGE Publications Limited, 2nd Edition.
4. Judy Allen (2003). *Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management*: John Wiley & Sons Publishers.
5. Alex Genadinik.(2015). *Become an Event Planning Pro & Create a Successful Event Series*: Create Space Independent Publishing Platform

WEB RESOURCES

- 1.https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
- 2.<https://www.inderscience.com/jhome.php?jcode=ijhem>-International Journal of Hospitality & Event Management
- 3.<https://www.emeraldgrouppublishing.com/journal/ijefm>-International Journal of Event and Festival Management
- 4.<https://www.eventbrite.com/blog/?s=roundup>
- 5.<https://w2ww.eventindustrynews.com/>

Course Code 23UBAO51	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	1	3	3	-	1	2	2	-
CO2	-	2	-	-	2	-	1	-	1	2
CO3	3	3	-	3	3	-	1	-	-	-
CO4	3	-	-	3	2	-	3	-	2	-
CO5	3	-	1	3	3	-	3	-	2	1

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

Dr.P Suganthi
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Semester VI	BUSINESS REGULATORY FRAMEWORK	Hours/Week: 6	
Core Course -12		Credits : 4	
Course code 23UBAC61		Internal 25	External 75

COURSE OUTCOMES:

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

CO1: recognize the fundamentals of various common laws used in the business [K1]

CO2: understand the key provisions of the business laws and their importance. [K2]

CO3: discuss about the essentials of Indian Contract Act, Special Contract Act, Sale of Goods Act, remedies available in cases of breach of these acts [K2]

CO4: implement the laws in applicable contexts by guiding the concerned parties, show the roles of concerned parties, assess the impact of the business laws and consequence of violating them [K3]

CO5: apply the business laws to real-life scenarios and resolve issues. [K3]

UNIT I

Brief outline of Indian Contracts Act - Formation - Nature and Elements of Contract – Classification of Contracts - Offer - Requirements of a Valid Offer - Acceptance - Legal rules as to a Valid Acceptance. Consideration – Definition – Types - Essentials - Performance - Discharge of a contract - Remedies for Breach of a contract - Special contracts Act - Introduction to various Special Contracts - Indemnity - Guarantee - Bailment - Pledge

(18 Hours)

UNIT II

Sale of goods Act - Sale – Contract of Sale – Sale Vs Agreement to Sell – Meaning of Goods – Conditions and Warranty – Caveat Emptor – Buyer and Seller of Goods - Unpaid Seller – Definition – Rights of an Unpaid Seller

Contract of Agency - Definition of Agent and Principal - General Rules of Agency - Kinds of Agents -Rights and duties of Agent - Rights and duties of Principal

(18 Hours)

UNIT III

Brief outline of Indian Companies Act 1956.- Kinds-formation - MOA - AOA - Prospectus - Appointment of Directors - Duties-Meeting - Resolutions -Winding up (18 Hours)

UNIT IV

Consumer Protection Act – Meaning of Consumer - Consumer Protection - Need for Consumer Protection -Rights of Consumers - Responsibilities of Consumers - Salient features of Consumer Protection Act, 1986 - RTI - Objectives of RTI Act, 2005 - Scope - SuoMoto disclosure - Method of seeking information - Eligibility to obtain information - Authorities under the Act

(18 Hours)

UNIT V

Brief outline of Cyberlaws – IT Act 2000 - Introduction to Cyberworld - Types of Cyber Threats - Difference between Cyber Crimes and Conventional Crimes - Type of Cyber Crimes - Definitions under IT Act, 2000 : Concept of Internet, Web Centric Business, E Business - Electronic Governance - Cyber jurisdiction - Contemporary Business Issues in Cyber Space - Major amendments and inclusions in IT Act 2008 -

(18 Hours)

SELF STUDY FOR ASSIGNMENT

1. Contract Vs. Agreement
2. Cyber threat Vs. Cyber Crime

TEXT BOOKS

1. Tulsian.P.C, (2018). *Business Law*, Vikas Publishing, McGraw Hill Publications, Third edition
2. Pillai R S N, Bhagavati., (2010). *Business Law*, Sultan Chand, 3rd Edition

REFERENCE BOOKS

1. Varshney G.K., (2022). *Business Regulatory Framework*, Sahitya Bhawan Publications. Revised
2. Garg K.C., Sareen V. K., Mukesh, Sharma., Chawla R.C., (2024). *Business Regulatory Framework*, Kalyani Publisher

WEB RESOURCES

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

Course Code 23UBAC61	PO1		PO2	PO3		PO4	PO5	PO6		PO 7
	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	-	-	-	-	-	-	-	-
CO2	3	3	-	-	-	1	1	-	-	-
CO3	3	3	-	-	-	1	1	-	-	-
CO4	3	3	3	2	2	3	3	2	-	-
CO5	3	3	2	2	2	3	3	2	-	-

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

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Dr. P. Suganthi
Course Designer



V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(For those who joined in 2023 – 2024)

Semester VI	MANAGEMENT INFORMATION SYSTEM	Hours/Week: 6	
Core Course -13		Credits : 4	
Course Code 23UBAC62		Internal 25	External 75

COURSE OUTCOMES:

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

CO1: understand basics of MIS, systems and computers [K1]

CO2: explain MIS, role of systems, functional information system and their role in management functions [K2]

CO3: infer about the role of hardware, system and design and decision support systems in management [K2]

CO4: identify the relevance of information systems, SDLC, functional information system for corporates [K3]

CO5: demonstrate how management informations systems and their components are beneficial to companies [K3]

UNIT I

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues

(18 Hours)

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

(18 Hours)

UNIT III

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices - Batch and online processing. Hardware - Software. Database management Systems. (18 Hours)

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing. (18 Hours)

UNIT V

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data. (18 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Big data
2. SDLC

TEXT BOOKS

1. Kelkar S.A., (2009); *Management Information Systems - A Concise Study*: Prentice-Hall Of India Pvt. Limited, 2nd Edition.
2. Murthy, C.S.V. (2008); *Management Information Systems (Text and Applications)*, Himalayas Publishing House.
3. Jawadekar S. Waman., (2017); *Management Information Systems*, Tata Mc Graw Hill Publication, 2nd Edition

REFERENCE BOOKS

1. Rajagopalan S., *Management Information Systems and EDP*, Margham Publications, Chennai

Course Code 23UBAC62	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	-	-	-	-	1	-	-	2
CO2	3	3	-	-	-	-	1	-	-	2
CO3	3	3	-	-	-	-	1	-	-	2
CO4	3	3	1	-	-	2	2	-	-	-
CO5	3	3	1	-	-	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 joined in 2023 – 2024)

Semester VI	PRODUCTION AND MATERIALS MANAGEMENT	Hours/Week: 6	
Core Course -14		Credits: 4	
Course Code 23UBAC63		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1:** identify the different concepts relating to nature, types and principles of Production and Materials Management. [K1]
- CO2:** describe the functions and procedures of Production, Purchase, and Integrated Material Management. [K2]
- CO3:** explain the Plant Location, Quality Control, and Service Facilities . [K2]
- CO4:** demonstrate the Production Design, Good Layout, and Economic Order Quantity. [K3]
- CO5:** determine the procedure of Purchase Management and Method Study and Purposes of Inspection. [K3]

UNIT I

Production Management: Introduction - Meaning - scope - Functions of Production Management - Different types of Production Systems.

Production design & Process planning: Plant location: Factors to be considered in Plant Location - Plant Location Trends. (18 Hours)

UNIT II

Layout of manufacturing facilities: Principles of a Good Layout - Layout Factors - Basic Types of Layouts - Service Facilities. (18 Hours)

UNIT III

Methods Analysis and Work Measurement: Methods Study Procedures - The Purpose of Time Study - Stop Watch - Time Study - Performance Rating - Allowance Factors - Standard Time - Work Sampling Technique.

Quality Control: Purposes of Inspection and Quality Control - Acceptance Sampling by Variables and Attributes - Control Charts. (18 Hours)

UNIT IV

Integrated materials management: Concept - service function advantages - Inventory Control - Function of Inventory - Importance - Replenishment Stock - Material demand forecasting - MRP - Basis tools - ABC - VED - FSN Analysis - Inventory Control Of Spares And Slow Moving Items - EOQ - EBQ - Stores Planning - Stores Keeping and Materials Handling - objectives – Functions. (18 Hours)

UNIT V

Purchase Management: Purchasing - Procedure - Dynamic Purchasing - Principles - import substitution - Vendor rating and Management. (18 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Work Sampling Technique.
2. FSN Analysis.

TEXT BOOKS

1. Khanna, R.B.(2015), *Production and Operations management* : Prentice Hall Publications.
2. Shridhara Bhat, K. (2020).*Material Management* : Himalaya Publishing House, Mumbai.
3. Anil Kumar, S. & Suresh, N. (2018). *Operation Management* : New Age International 1st Edition.
4. Biswajit Banerjee (2010). *Operations Management and Control* : S Chand, Revised Edition.

5. William J. Stevenson (2022). *Operations Management* : McGraw Hill, 13th Edition.

REFERENCE BOOKS

1. Saravanavel, P. & Sumathi, S. (2015). *Production and Materials Management* : Margham Publications.
2. Verma, M.M. *Materials Management*: Sultan Chand Publishing, Edition 2004
3. Gopalakrishnan, P. & Abid Haleem (2015). *Handbook of Materials Management* : PHI Learning Pvt., Ltd, 2nd Edition.
4. Ramamurthy,P. (2013). *Production and Operations Management* : JBA publishers, 2nd Edition.
5. Chary, S.N. *Production and Operations Management*: JBA Publishers,6th Edition.

WEB RESOURCES

1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4. https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5. <https://examupdates.in/materials-management-notes/>

Course Code 23UBAC63	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2	3.a	3.b	4	5	6.a	6.b	7
CO1	2	2	-	3	2	-	1	-	-	-
CO2	3	2	3	-	-	-	1	-	1	2
CO3	2	3	-	3	3	-	1	-	-	-
CO4	3	3	1	-	2	2	-	-	2	-
CO5	3	-	1	3	-	2	3	-	2	1

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 joined in 2023 – 2024)

Semester VI	INNOVATION MANAGEMENT	Hours/Week: 5	
Elective Course DSEC -3		Credits: 4	
Course Code 23UBAE61		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1:** recognize the broad concept of innovation, its tools and its benefits for business [K1]
- CO2:** identify the relationship between innovation management processes and tools, and their impact on product and process innovation. [K2]
- CO3:** explain how different types of innovation (product, process, and technical) can be used to address specific business challenges and opportunities and their potential impact on organizational growth [K2]
- CO4:** analyze how innovation creates customer value, market growth, profitability, and competitive strategies. [K3]
- CO5:** design a technical innovation plan that integrates practical knowledge, productivity, and efficiency improvements, and applies creative thinking techniques to overcome challenges. [K3]

UNIT I

Innovation Management : Concept - Scope- Characteristics - Evolution of Innovation Management - Significance - Factors Influencing - process of innovation - types of innovation - challenges and barriers of Innovation. (15 Hours)

UNIT II

Tools for Innovation : Traditional V/S Creative Thinking.

Individual Creativity Techniques: Meditation - Self-Awareness - Creative Focus.

Group Creative Techniques: Brainstorming - off The Wall Thinking - Thinking Hats Method. (15 Hours)

UNIT III

Areas of Innovation Product Innovation: Concept-New product development-

Packaging and Positioning Innovation Process Innovation: Concept - Requirement - Types- Benchmarking – TQM - Business Process Reengineering. (15 Hours)

UNIT IV

Driving Business Growth through Innovation: Create customer value - grow market share - entering into new markets - increasing profitability ratio - competitive marketing strategy. (15 Hours)

UNIT V

Technical Innovation: Needs - importance of technical innovation-continuous flow of small increments of productivity and efficiency - application of practical knowledge into a productive process (15 Hours)

SELF STUDY FOR ASSIGNMENT

1. Business Process Reengineering
2. Competitive Marketing Strategy

TEXT BOOKS

1. C S G Krishnamacharyulu & Lalitha R., (2014). *Innovation Management*. Himalaya Publishing House
2. James A Christiansen, C S G Krishnamacharyulu & Lalitha R (2000). *Competitive Innovation Management*. Mac Millan Business.

REFERENCE BOOKS

1. Paul Trott (2000). *Innovation Management & New Product Development*. Pitman
2. Kelley Tom, Jonathn Littmant, and Tom Peters (2001). *The Art of Innovation: Lessons in Creativity from IDEO* . America's Leading Design Firm - Doubleday, New York
3. Wagner, Tony (2012). *Creating Innovators: The Making of Young People Who Will Change the World* . Scribner, New York

WEB RESOURCES

1. <https://www.coursera.org/learn/innovation-management>
2. <https://sloanreview.mit.edu/tag/innovation-management/>
3. <https://www.worldscientific.com/worldscinet/ijim>
4. <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
5. <https://www.scribd.com/document/55019056/Innovation-Management-Notes-Study-Materials>

Course Code 23UBAE61	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	-	-	-
CO2	3	2	-	-	-	3	2	-	-	-
CO3	3	3	-	3	-	3	2	-	-	-
CO4	3	3	-	3	2	3	3	-	-	-
CO5	3	2	-	3	2	3	3	-	-	-

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

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Ms.V.Sobika
Course Designer



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Semester VI	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Hours/Week: 5	
Elective Course DSEC- 3		Credits : 4	
Course Code 23UBAE62		Internal 25	External 75

COURSE OUTCOMES:

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

CO1: acquaint with basics concepts and terminologies related to stock market [K1]

CO2: comprehend the concepts in securities, return and risk, fundamental and technical analysis [K2]

CO3: understand the variables involved in valuation of securities, portfolio, fundamental and technical analysis [K2]

CO4: assess and interpret measures of return and risk, valuation of bonds, shares and other measures of portfolio performance [K3]

CO5: identify and infer the value of stocks using tools of fundamental and technical analysis and the role of the instruments of derivatives in stock market [K3]

UNIT I

Theory : Meaning, objectives - classification of investment- Investment versus speculation - security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY -Stock exchanges- BSE, NSE, MCX, SEBI –functions and structure - Financial intermediaries - Return and Risk – Meaning - types of risk.

Problem: Measurement of risk and return (Simple problems only) (15 Hours)

UNIT II

Equity and bond valuation :

Theory : Equity analysis & valuation - Types of debt instruments - bond immunization - bond volatility - bond convexity.

Problem: Equity valuation models -Walter model - Gordon's model - the p/e ratio or earnings multiplier approach - measuring bond yields- yield to maturity - holding period return (Simple problems only) (15 Hours)

UNIT III

Security analysis

Theory: Fundamental Analysis: Economic analysis: factors - Industry Analysis: Industry Life Cycle - Company Analysis: Tools of Financial Statement Analysis -Technical Analysis: Dow Theory - Elliot wave theory - Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

Problems : Relative Strength Analysis, Moving Averages, breadth of market (Simple problems only) (15 Hours)

UNIT IV

Portfolio management

Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory

Problems: Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model (Simple problems only) (15 Hours)

UNIT V

Derivatives

Theory: characteristics, types of derivatives, participants in the derivative market. Characteristics of futures, forwards, swaps, options. (15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Holding period Return
2. Futures Vs. Forwards

TEXT BOOKS

1. Punithavathy Pandian, (2012); *Security Analysis & Portfolio Management*, Vikas Publishing, 2nd edition
2. Prasanna Chandra, (2021); *Investment Analysis & Portfolio Management*, McGraw Hill, 6th edition
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini, (2018); *Security Analysis & Portfolio Management*, Pearson 7th edition

REFERENCE BOOKS

1. Bhalla. V. K., (2012); *Investment Management*, S. Chand & Company Ltd.

WEB RESOURCES

1. www.stock-trading-infocentre.com
2. www.sebi.gov.in
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

Course Code 23UBAE62	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	-	1	-	-	-	-	-	-
CO2	3	3	-	-	-	1	1	-	-	-
CO3	3	3	1	-	-	1	1	-	-	-
CO4	3	3	1	2	3	2	3	-	-	-
CO5	3	3	-	2	3	2	3	-	-	-

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

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Head of the Department

Dr. P. Suganthi
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B.B.A.

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Semester -VI	FUNDAMENTALS OF LOGISTICS	Hours/Week:5	
Elective Course DSEC - 4		Credits:4	
Course Code 23UBAE63		Internal 25	External 75

COURSE OUTCOMES

On Completion of the course, students will be able to

- CO1** explain the fundamental concepts of logistics and supply chain management, cost-saving techniques and productivity along with the Procurement and Outsourcing strategies and integrated logistics systems. [K1]
- CO2** analyze and integrate key aspects of global logistics, EXIM procedures, warehousing, transportation, and advanced technologies such as bar-coding, GPS, AI, and EDI to enhance and optimize logistics performance in a dynamic business environment. [K2]
- CO3** examine national logistics policies, analyzing global logistics strategies, including transportation modes, financial challenges, and Electronic data interchange in supply chain operations.[K2]
- CO4** describe the Elements of Customer Service ,role of advanced technologies in improving logistics operations, ensuring data accuracy, and understand Courier Guidelines and Pricing in Courier.[K3]
- CO5** develop an integrated logistics approach by leveraging technology and strategic supply chain planning to optimize logistics performance in a dynamic business environment.[K3]

UNIT I

Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement - Basic concepts of national logistics policy.

(15 Hours)

Unit II

Customer Service and outsourcing :

Definition of Customer Service- Elements of Customer Service - Phases in Customer Service. Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing.

(15 Hours)

UNIT III

Global Logistics : Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics- Barriers to Global Logistics - Financial Issues in Logistics Performance - Need for Integrated logistics- Role of 3PL&4PL.

(15 Hours)

UNIT IV

EXIM: Brief overview of EXIM

Warehousing: Meaning, Types, and Benefits.

Transportation Meaning; Types of Transportations, efficient transportation system and its benefits.

Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier.

(15 Hours)

UNIT V

Technology & Logistics : Informatics, using logistics systems to support time-based competition- Bar coding, GPS, Point of sale data - Artificial Intelligence. Electronic data interchange - types - benefits.

(15 Hours)

SELF STUDY FOR ASSIGNMENT

1. Analyzing the key aspects and impact of India's National Logistics Policy.
2. Emerging trends and technologies shaping the logistics industry.

TEXT BOOK:

1. Vinod V. Sople, *Logistic Management*. Pearson Limited. 2nd Edition
2. Sudalaimuthu & Anthony Raj, *Logistics Management for International Business: Text and Cases*, First Edition
3. Satish C. Ailawadi, Rakesh P. Singh, (2011). *Logistics & Supply Chain Management*, PHI Learning Private Limited.

REFERENCE BOOK:

1. Martin Christopher. (2012). *Logistics and Supply Chain Management*, Pearson Education Limited 2012
2. David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, (1997). *Fundamentals of Logistics Management*, McGraw Hill Higher Education.

WEB RESOURCES:

1. <https://www.techtarget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.projectmanager.com/blog/logistics-management-101>
4. <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram>.
5. <https://www.track-pod.com/blog/functions-of-logistics/>

Course Code 23UBAE63	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	-	-	1	2	1	1	2
CO2	3	3	1	2	2	1	3	1	1	2
CO3	3	3	-	1	1	-	3	1	1	-
CO4	3	3	3	1	1	1	3	1	1	1
CO5	3	3	1	1	1	1	3	-	-	-

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

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B.B.A.

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Semester VI	E-BUSINESS	Hours/Week: 5	
Elective Course DSEC -4		Credits: 4	
Course Code 23UBAE64		Internal 25	External 75

COURSE OUTCOMES:

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

- CO1:** describe the meaning, value chains, the Internet, the web, and the infrastructure for e-business. [K1]
- CO2:** identify various web-based tools, e-business software, and provide an overview of the available packages. [K2]
- CO3:** identify security threats to e-business and describe security measures for e-commerce and electronic payment systems. [K2]
- CO4:** analyze strategies for marketing, sales, and promotion, including B2C, B2B, web auctions, virtual platforms, and web portals. [K3]
- CO5:** demonstrate an understanding of the international, legal, ethical, and tax issues surrounding e-business, and develop a business plan for implementing e-business. [K3]

UNIT I

Introduction to electronic business: Meaning - value chains - the Internet and the web - infrastructure for e-business (15 Hours)

UNIT II

Web based tools for e - business - e - business software - overview of packages (15 Hours)

UNIT III

Security threats to e - business - implementing security for e - commerce and electronic payment systems. (15 Hours)

UNIT IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals (15 Hours)

UNIT V

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business (15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Infrastructure for e-business
2. Business plan for implementing e-business

TEXT BOOKS

1. Garry P Schneider and James T Perry(2000). *Electronic Commerce*, Course technology, Thomson Learning.
2. Diwan, Prag and Sunil Sharma.*E-Commerce - Managers guide to E-Business*.

REFERENCE BOOKS

1. Dave Chaffey.*E-Business and E-Commerce Management*, Pearson Education.
2. Kalakota, Ravi. *Frontiers of Electronic Commerce*, Addison - Wesley, Delhi.
3. Smantha Shurety. *E-Business with Net Commerce*, Addison - Wesley, Singapore.
4. David Whitely. *E Commerce Strategy, Technology and Applications*, TMH.

WEB RESOURCES

1. https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2. <https://www.techtarget.com/searchcio/definition/e-business>
3. <https://www.britannica.com/technology/e-commerce>

4. <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
5. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

Course Code 23UBAE64	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	-	2	-	2	-	-
CO2	1	2	2	-	-	1	-	-	-	-
CO3	3	2	2	1	1	2	-	1	-	-
CO4	3	3	3	2	-	1	2	1	-	-
CO5	2	3	3	1	2	1	2	1	-	-

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

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B.B.A.

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Semester -VI	QUANTITATIVE APTITUDE	Hours/Week:2	
SEC 7		Credits:2	
Course Code 23UBAS61		Internal 25	External 75

COURSE OUTCOMES

On completion of the course, students will be able to

- CO1: recall key concepts in numerical computation and estimation, including ratio, time and work, percentages, profit/loss, interest, partnerships, and basic problem-solving techniques. [K1]
- CO2: identify data interpretation methods and describe key concepts in geometry and mensuration, focusing on industrial applications. [K1]
- CO3: demonstrate an understanding of numerical computation methods, interpret problems involving percentages, interest, and partnerships to industrial scenarios. [K2]
- CO4: exhibit an understanding of estimating solutions to problems involving time, work, and distance, and interpret data to conclusions. [K2]
- CO5: develop problem-solving skills and logical reasoning by integrating computational techniques, estimation methods, and data analysis for effective quantitative decision-making [K3]

UNIT I

Numerical computation:

Applications based on Numbers, Chain Rule, Ratio Proportion (simple problems)

(6 Hours)

UNIT II

Numerical estimation–I

Applications Based on Time and work, Time and Distance (simple problems)
(6 Hours)

UNIT III

Numerical estimation–II

Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships , Shares and dividends (simple problems)
(6 Hours)

UNIT IV

Data interpretation: Data interpretation related to Averages, Mixtures and Allegations, Bar charts, Pie charts, Venn diagrams (simple problems) (6 Hours)

UNIT V

Application to industry in Geometry and Mensuration. (simple problems) (6 Hours)

Self Study:

1. Ratio Proportion
2. Data interpretation-Pie charts

TEXT BOOK:

1. Aggarwal.R.S. (2011) - *Quantitative Aptitude for Competitive Examinations* - S. Chand Publications, New Delhi.
2. Abhijit Guha (2006) - *Quantitative Aptitude for MBA Entrance Examination* - New Delhi : Tata McGraw-Hill Publishing Company Limited
3. Rajesh Verma -*Fast Track Objective Arithmetic* , Arihant publications

REFERENCE BOOK:

1. U Mohan Rao - *Quantitative Aptitude* - Scitech publications
2. R V Praveen - *Quantitative Aptitude and Reasoning* - PHI publications
3. Disha Experts (3rd Edition) - *Quantitative Aptitude & Data Interpretation Topic* - wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) - Disha Publications

Course Code 23UBAS61	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	-	1	1	-	-	-	-	-
CO2	3	2	-	-	-	1	-	-	-	-
CO3	2	2	-	2	2	-	-	-	-	-
CO4	3	2	-	1	1	1	-	-	-	-
CO5	2	3	-	3	3	1	-	-	-	-

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

Dr.P.Suganthi
Head of the Department

Mrs.V.Balapriya
Course Designer