



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 2024 - 2025)

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

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

A. CHOICE BASED CREDIT SYSTEM (CBCS)

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

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, Zoology Biochemistry, Home Science - Nutrition and Dietetics, Biotechnology, Computer Science, Computer Science (Data Science) and Computer Applications (MCA) *
Commerce & Management	:	Commerce, Business Administration (MBA) *

* AICTE approved Programmes

OUTLINE OF CHOICE BASED CREDIT SYSTEM – UG

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

**List of Non Major Elective Courses (NME)
(2024-2025 onwards)**

UG PROGRAMMES

Name of the Course	Course Code	Semester	Department
Introduction to Tourism	24UHIN11	I	History (E.M)
Indian Constitution	24UHIN21	II	
சுற்றுலா ஓர் அறிமுகம்	24UHIN11	I	History (T.M)
இந்திய அரசியலமைப்பு	24UHIN21	II	
Popular Literature and Culture	24UENN11	I	English
Philosophy for Literature	24UENN21	II	

அடிப்படைத் தமிழ் இலக்கணம் - I எழுத்தறிதல்/ பேச்சுக்கலைத்திறன்	24UBTN11/ 24UTAN11	I	Tamil
அடிப்படைத்தமிழ் - மொழித் திறனறிதல் / பயன்முறைத் தமிழ்	24UBTN21/ 24UTAN21	II	
Basic Hindi - I	24UBHN11	I	Hindi
Basic Hindi - II	24UBHN21	II	
Practical Banking/ Financial Literacy-I	24UCON11/ 24UCON12	I	Commerce
Basic Accounting Principles/ Financial Literacy-II	24UCON21/ 24UCON22	II	
Practical Banking / Self-Employment and Startup Business	24UCON11/ 24UCCN11	I	Commerce C.A.
Basic Accounting Principles / Fundamentals of Marketing	24UCON21/ 24UCCN21	II	
Women Protection Laws	24UCPN11	I	Commerce
Basic Labour Laws	24UCPN21	II	Professional Accounting
Basics of Event Management	24UBAN11	I	Business Administration
Managerial Skill Development	24UBAN21	II	
Quantitative Aptitude -I	24UMTN11	I	Mathematics
Quantitative Aptitude - II	24UMTN21	II	
Physics for EveryDay Life	24UPHN11	I	Physics
Astrophysics	24UPHN21	II	
Food Chemistry	24UCHN11	I	Chemistry
Dairy Chemistry	24UCHN21	II	
Ornamental fish farming and Management	24UZYN11	I	Zoology
Biocomposting for Entrepreneurship	24UZYN21	II	
Foundations of Baking and Confectionery	24UHSN11	I	Home Science – Nutrition and Dietetics
Women's Health and Wellness	24UHSN21	II	
Nutrition and Health	24UBCN11	I	Biochemistry
Life Style Diseases	24UBCN21	II	

Social and Preventive Medicine	24UMBN11	I	Microbiology
Nutrition & Health Hygiene	24UMBN21	II	
Herbal Medicine	24UBON11	I	Biotechnology
Organic Farming and Health Management	24UBON21	II	
Basics of Fashion	24UCFN11	I	Costume Design And Fashion
Interior Designing	24UCFN21	II	
Office Automation	24UCSN11	I	Computer Science
Introduction to HTML	24UCSN21	II	
Office Automation	24UITN11	I	Information Technology
Basics of Internet	24UITN21	II	
Fundamentals of Information Technology	24UDSN11	I	Data Science
Computer Fundamentals	24UDSN21	II	
Office Automation	24UCAN11	I	B.C.A.
Web Designing	24UCAN21	II	
Organic Farming	24UBYN11	I	Botany
Nursery and Landscaping	24UBYN12	I	
Mushroom Cultivation	24UBYN21	II	Botany
Medicinal Botany	24UBYN22	II	
Library and Information Science - I	24ULSN11	I	Library Science
Library and Information Science - II	24ULSN21	II	
Cadet Corps for Career Development I	24UNCN11	I	National Cadet Corps
Cadet Corps for Career Development II	24UNCN21	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

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.

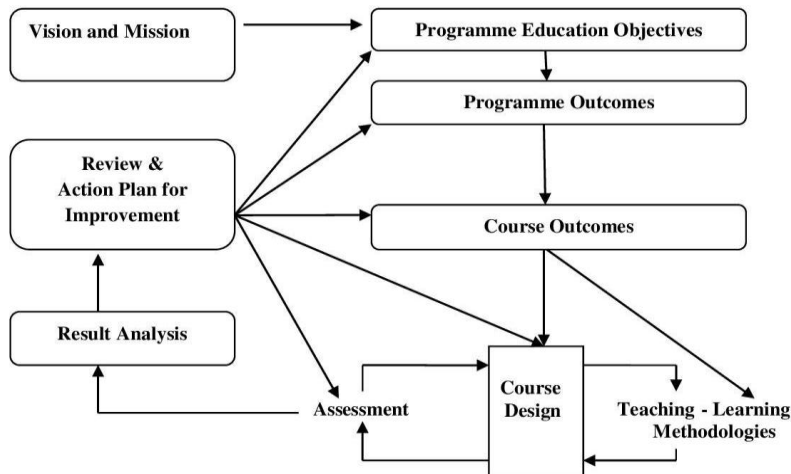
PO-PEO Mapping Matrix

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	-	-	✓

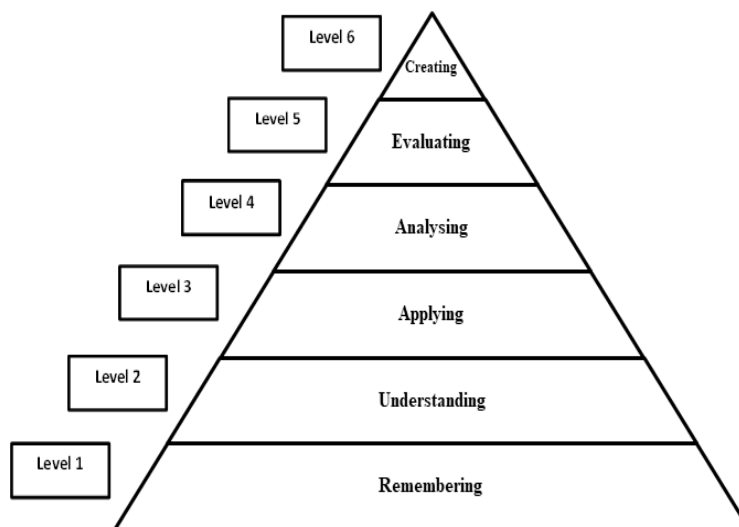
B.1.4 Course Outcomes (COs)

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 Type	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

Two Periodic Tests - Better of the two will be considered

Two Assignments - 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
Model Test	:	30
Record & Performance	:	10
Total	:	40

Two Model Tests - Average of the two 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 (Based on the Listed activities) - K3 Level :	10
Online Quiz (Multiple Choice Questions - K2 Level) :	25
Poster Presentation - K3 Level	10
Report on Student's Awareness creation on Environmental Protection / Ethical Values -- K3 Level	10
Model Examination :	30
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 ½Hours**

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

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

B.2.5 PART IV- Internship/ Field Project

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

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

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

B.2.6 SELF STUDY COURSE

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

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

Distribution of Marks

Mode of Evaluation		Marks
Periodic Test	:	25
Model Examination	:	75
Total	:	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.
 - Pass minimum for External Examination is 27 marks out of 75 marks for Core Courses, Elective Courses (Generic Elective, DSEC Courses)
 - Pass minimum for External Examination is 18 marks out of 50 marks for Skill Enhancement Courses and Non Major Elective Courses (NMEC).
 - The aggregate minimum pass percentage is 40.
 - Pass minimum for External Practical Examination is 21 marks out of 60 marks.
 - Pass minimum for Ability Enhancement Compulsory Courses and Generic Elective Courses is 40 marks.
 - Pass minimum for Self Study Courses is 40 marks.
- Attendance
 - For UG, PG Programmes,
 - a) The students who have attended the classes for 76 days (85%) and above are permitted to appear for the Summative Examinations without any condition.
 - b) The students who have only 60-75 days (66% - 84%) of attendance are permitted to appear for the Summative Examinations after paying the required fine amount and fulfilling other conditions according to the respective cases.
 - c) The students who have attended the classes for 59 days and less – upto 45 days (50% - 65%) can appear for the Summative Examinations only after getting special permission from the Principal.

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

These rules come into effect from 2023-2024 onwards.

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
$60\% \leq$ Attainment Value $< 70\%$	Very Good
$50\% \leq$ Attainment Value $< 60\%$	Good
$40\% \leq$ Attainment Value $< 50\%$	Satisfactory
Attainment Value $< 40\%$	Not Satisfactory

Level of PO Attainment

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

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

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

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

Expected Level of Attainment for each of the Programme Educational Objectives

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

Level of PEO Attainment

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

C. PROCESS OF REDEFINING THE PROGRAMME EDUCATIONAL OBJECTIVES

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



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Quality Education with Wisdom and Values

BACHELOR OF BUSINESS ADMINISTRATION (5031)

Outcome Based Education with Choice Based Credit System

Programme Structure - Allotment of Hours and Credits

For those who joined in the Academic Year 2024-2025

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(4)	6(4)	32 (28)
Core Course	5(5)	5(5)	5(5)	4(4)	6(4)	6(4)	31 (27)
Core Course	-	-	-	-	5(3)	6(4)	11 (7)
Core Course	-	-	-	-	-	-	-
Core Course Project	-	-	-	-	1(3)	-	1 (3)
Elective Course (DSEC)	-	-	-	-	5(3)	5(4)	10 (7)
Elective Course (DSEC)	-	-	-	-	5(3)	5(4)	10 (7)
ve Course (Allied)	4(3)	4(3)	4(3)	4(3)	-	-	16 (12)
tudy Course	-	-	-	-	-	0(1)	0 (1)
Part IV : Skill Enhancement Courses, Elective Courses, Environmental Studies, Value Education, Self Study Course & Internship/ Field Project							
SEC	2(2)	-	1(1)	2(2)	-	-	5 (5)
SEC	-	2(2)	2(2)	2(2)	-	2(2)	8 (8)
Elective Course(NME)	2(2)	2(2)	-	-	-	-	4 (4)
AECC - Value Education	-	-	-	-	2(2)	-	2 (2)
AECC - Environmental Studies	-	-	1(0)	1(2)	-	-	2 (2)
Self Study Course	-	-	-	-	0(1)	-	0 (1)
Internship/ Field Project	-	-	-	-	0 (1)	-	0 (1)
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



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BACHELOR OF BUSINESS ADMINISTRATION - Programme Code – 5031

PROGRAMME CONTENT

(for those who join in 2024 – 2025)

SEMESTER I

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	Part I	Tamil/Hindi I	24UTAG11/ 24UHDG11	6	3	3	25	75	100	
2.	Part II	English –I	24UENG11	6	3	3	25	75	100	
3.	Part III	Core Course -1	Principles of Management	24UBAC11	5	5	3	25	75	100
4.		Core Course -2	Accounting for Managers - I	24UBAC12	5	5	3	25	75	100
5.		Elective Course -1	Managerial Economics	24UBAA11	4	3	3	25	75	100
6.	Part IV	NME – 1	Basics of Event Management	24UBAN11	2	2	2	25	75	100
7.		SEC -1 Foundation Course	Managerial Communication	24UBAF11	2	2	2	25	75	100
Total				30	23		700			

**BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER II**

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks		
								Int.	Ext.	Total
1.	Part I		Tamil/Hindi II	24UTAG21/ 24UHDG21	6	3	3	25	75	100
2.	Part II		English –II	24UENG21	6	3	3	25	75	100
3.	Part III	Core Course -3	Organisational Behaviour	24UBAC21	5	5	3	25	75	100
4.		Core Course -4	Accounting for Managers -II	24UBAC22	5	5	3	25	75	100
5.		Elective Course -2	International Business	24UBAA21	4	3	3	25	75	100
6.	Part IV	NME - 2	Managerial Skill Development	24UBAN21	2	2	2	25	75	100
7.		SEC - 2	Business Etiquette and Corporate Grooming	24UBAS21	2	2	2	25	75	100
Total					30	23	700			

**BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER III**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	Part I	Tamil/ Hindi III	24UTAG31/ 24UHDG31	6	3	3	25	75	100	
2.	Part II	English –III	24UENG31	6	3	3	25	75	100	
3.	Part III	Core Course -5	Marketing Management	24UBAC31	5	5	3	25	75	100
4.		Core Course -6	Financial Management	24UBAC32	5	5	3	25	75	100
5.		Elective Course -3	Business Statistics	24UBAA31	4	3	3	25	75	100
6.	Part IV	SEC – 3	New Venture Management	24UBAS31	1	1	2	25	75	100
7.		SEC -4	Computer Applications in Business Practical	24UBAS32P	2	2	2	40	60	100
8.			Environmental Studies	24UGES41	1	-	-	-	-	-
Total				30	22		700			

B.B.A. – SEMESTER IV

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks		
								Int.	Ext.	Total
1.	Part I		Tamil/Hindi IV	24UTAG41/ 24UH DG41	6	3	3	25	75	100
2.	Part II		English –IV	24UENG41	6	3	3	25	75	100
3.	Part III	Core Course -7	Research Methodology	24UBAC41	5	5	3	25	75	100
4.		Core Course -8	Business Environment	24UBAC42	4	4	3	25	75	100
5.		Elective Course -4	Operations Research	24UBAA41	4	3	3	25	75	100
6.	Part IV	SEC-5	Tally Practical	24UBAS41P	2	2	2	40	60	100
7.		SEC -6	Intellectual Property Rights	24UBAS42	2	2	2	25	75	100
8.			Environmental Studies	24UGES41	1	2	2	100	-	100
Total					30	24		800		

B.B.A. - SEMESTER V

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

B.B.A. – SEMESTER VI

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	Part III	Core Course -12	Business Regulatory Framework	24UBAC61	6	4	3	25	75	100
2.		Core Course -13	Entrepreneurial Development	24UBAC62	6	4	3	25	75	100
3.		Core Course -14	Production and Materials Management	24UBAC63	6	4	3	25	75	100
4.		Elective Course DSEC -3	Innovation Management / Security analysis and Portfolio Management	24UBAE61 / 24UBAE62	5	4	3	25	75	100
5.		Elective Course DSEC -4	Fundamentals of Logistics / E-Business	24UBAE63 / 24UBAE64	5	4	3	25	75	100
6.		Self Study Course	Core Course Quiz - online	24UBAQ61	-	1	-	100	-	100
7.	Part IV	SEC-7	Quantitative Aptitude	24UBAS61	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 I	PRINCIPLES OF MANAGEMENT	Hours/Week: 5	
Core Course - 1		Credits: 5	
Course Code 24UBAC11		Internal 25	External 75

COURSE OUTCOMES:

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

CO1: describe nature, scope, levels, functions and approaches of management. [K1]

CO2: indicate planning process and importance of decision making in management. [K2]

CO3: identify various organization structure and organizing techniques. [K2]

CO4: apply effective Direction, Co-ordination & Control mechanisms in organization. [K3]

CO5: demonstrate ethical practices of an organisation, significance of ethics in business and its implications. [K3]

UNIT I

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

UNIT II

Planning: Nature – Objectives– Importance – Types – Steps in Planning –Barriers in planning– Policies – Procedures and Methods – Natures and Types of Policies.

Decision making – Process of Decision making – Types of Decision. **(15 Hours)**

UNIT III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization - Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. **(15 Hours)**

UNIT IV

Direction: Nature and Purpose - Leadership – Types of leadership

Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination

Controlling – Meaning and Importance – Control Process. **(15 Hours)**

UNIT V

Business Ethics: Definition – Types of Ethical issues – Principles of Business Ethics - Factors affecting Business Ethics - Environment Protection - Responsibilities of Business – Personal Responsibility – Corporate Responsibility – Social Responsibility. **(15 Hours)**

SELF STUDY FOR ASSIGNMENT:

1. Nature and Types of Policies.
2. Social Responsibility

TEXT BOOKS

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

REFERENCE BOOKS

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

Web Resources

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

Course Code 24UBAC11	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	1	1	2	1	2	-	2	2	-
CO2	3	3	2	2	1	3	-	1	1	-
CO3	2	3	3	1	2	1	-	2	2	-
CO4	2	2	3	1	3	1	-	3	3	1
CO5	2	2	-	1	3	-	-	2	2	3

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

Dr.P Suganthi
Head of the Department

Ms.M J Mathumitha
Course Designer



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Semester I	ACCOUNTING FOR MANAGERS - I	Hours/Week: 5	
Core Course - 2		Credits: 5	
Course Code 24UBAC12		Internal 25	External 75

Course Outcomes:

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

CO1: recognize the Journal, ledger, trial balance and cash book [K1]

CO2: classify errors and making rectification entries [K2]

CO3: understand final accounts with adjustments. [K2]

CO4: illustrate Hire Purchase system [K3]

CO5: prepare single and double entry system of accounts. [K3]

UNIT I

Accounting: Meaning and Scope of Accounting - Basic Accounting Concepts and Conventions

– Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal

– Ledger - Preparation of Trial Balance. (15 Hours)

UNIT II

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

UNIT III

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

UNIT IV

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

Hire Purchase System – Meaning – Concepts & Types. (Theory Only) (15 Hours)

UNIT V

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

SELF STUDY:

1. Bank Reconciliation Statement
2. Interest on drawings and Capital

TEXT BOOKS

1. Dr.T.Ramasamy. (2012). *Financial Accounting*. Gold Books Publishing House, Srivilliputtur,

REFERENCE BOOKS

1. Dr.K.Ganesan & S.Ushena Begam. *Accounting for Managers*, Chennai: Charulatha Publications, Volume 1
2. M N Arora (2019). *Accounting for Management*, Himalaya Publications House.
3. SN Maheswari (2018). *Financial Accounting*, Vikas Publishing House.
4. TS Reddy (2019) A.Murthy, *Financial Accounting*, Margham Publications, 6th Edition.

WEB RESOURCES

1.https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf

2.<https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>

3.<https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>

Course Code 24UBAC12	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO 6.a	PSO 6.b	PSO7
CO1	2	3	3	2	-	2	-	-	-	-
CO2	1	2	-	1	-	-	-	1	-	-
CO3	3	2	1	2	-	1	-	-	-	-
CO4	3	3	2	1	2	1	-	2	1	-
CO5	2	3	1	1	2	1	-	1	1	-

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

Dr.P.Suganthi
Head of the Department

Ms.V.Sobika
Course Designer



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B.B.A

(for those who join in 2024 – 2025)

Semester I	MANAGERIAL ECONOMICS	Hours/Week: 4	
Elective Course – 1		Credits: 3	
Course Code 24UBAA11		Internal 25	External 75

Course Outcomes:

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

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

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

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

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

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

UNIT I

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

(12 Hours)

UNIT II

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

UNIT III

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

Pricing Decisions: Objectives of Pricing Policy – Factors Determining Pricing Policy – Pricing Theories – Cost Plus Pricing - Product Life Cycle Pricing - Marginal Pricing - Product Line Pricing - Going Rate Pricing - Dual Pricing - Administered Pricing. (12 Hours)

UNIT IV

Market Structure: Perfect Competition - Monopoly Competition - Monopolistic Competition - Characteristics – Profit Maximizing Prices and Outputs in the Short Run and Long Run - Oligopoly – Features. (12 Hours)

UNIT V

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

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

Business Cycle: Meaning – Phases - Fiscal policy (12 Hours)

Self Study for Assignment

1. Objectives of Firm
2. Product Life Cycle Pricing

TEXT BOOK

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

REFERENCE BOOKS

1. Varshney, R.L. & Maheshwari, K.L. (2014). *Managerial Economics*, New Delhi: Sultan Chand & Sons, 22nd Edition.
2. Yogesh Maheswari (2015). *Managerial Economics*, New Delhi: PHI Learning Private Limited , 3rd Edition.
3. Mithani, D.M. (2015). *Principles of Economics*, Mumbai: Himalaya Publishing House, 11th Edition.
4. Dwivedi, D.N. (2015). *Managerial Economics*, Vikas Publishing House, 8th Edition.
5. H L Ahuja. (2017). *Managerial Economics*, S. Chand, 9th Edition.
6. Sankaran, S. (2019). *Managerial Economics*, Chennai: Margham Publication.

WEB RESOURCES

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
4. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
5. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

Course Code 24UBAA11	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
CO 1	2	3	3	3	3	3	-	1	-	-
CO 2	3	2	3	3	3	3	-	3	-	-
CO 3	2	3	2	2	2	3	-	1	-	-
CO 4	3	2	3	3	3	2	-	1	-	-
CO 5	2	2	2	2	3	3	-	3	2	2

Dr. P. Suganthi

Head of the Department

Mrs. L. M. Mahalakshmi

Course Designer



V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A

(for those who join in 2024 – 2025)

Semester I	BASICS OF EVENT MANAGEMENT	Hours/Week: 2	
NME - 1		Credits: 2	
Course Code 24UBAN11		Internal 25	External 75

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. [K1]

CO2: List the components of a detailed event proposal, including coordination, design, feasibility, marketing, and financial planning (budgeting and sponsorships).[K1]

CO3: describe the need for event management and how to integrate event design, feasibility studies, marketing, and budgeting to plan successful events. [K2]

CO4: explain the steps in event coordination, developing event concepts, conducting feasibility analyses, and understanding marketing strategies and financial planning for events. [K2]

CO5: use the principles of event management to create a basic event plan that includes design, feasibility analysis, marketing (5 Ps), and budgeting. [K3]

UNIT I

Introduction: Event Management – Definition- Need, Importance- Activities. (6 Hours)

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

Event Budget :Financial Analysis – Event Cost – Event Sponsorship (6 Hours)

SELF STUDY

1. Importance of Event Management
2. Event Sponsorship

TEXT BOOKS

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. Judy Allen.(2003). *Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management*:John Wiley & Sons Publishers.
4. Alex Genadinik.(2015). *Become an Event Planning Pro & Create a Successful Event Series*: Create Space Independent Publishing Platform

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 24UBAN11	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
CO 1	3	3	1	3	3	-	1	2	2	-
CO 2	2	3	1	2	3	2	1	1	1	-
CO 3	2	3	3	2	3	2	3	1	1	-
CO 4	3	3	1	3	3	2	1	2	1	-
CO 5	2	3	2	3	3	2	3	2	2	-

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

Dr.P.Suganthi
Head of the Department

Mrs.A.Ajitha
Course Designer



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B.B.A.

(for those who join in 2024 – 2025)

Semester 1	MANAGERIAL COMMUNICATION	Hours/Week: 2	
SEC(Foundation course) - 1		Credits: 2	
Course Code 24UBAF11		Internal 25	External 75

COURSE OUTCOMES:

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

CO1: identify communication process and its barriers. [K1]

CO2: describe the managerial communication methods used in business. [K1]

CO3: relate the usage of modern communication tools & its significance for managers. [K2]

CO4: contrast various business letters in different scenarios. [K2]

CO5: develop oral communication, presentation & body language skills for interview. [K2]

UNIT I

Communication: Definition – Methods – Types – Direction for communication flow - Principles of effective Communication – Barriers to Communication – Communication etiquette.

(6 Hours)

UNIT II

Business Letter: Layout - Kinds of Business Letters: Application – Offer - Acceptance/ Acknowledgement and Promotion letters - Business Development Letters: Enquiry – Replies – Order – Sales – Circulars - Grievances.

(6 Hours)

UNIT III

Interviews: Direct - Telephonic – Virtual – Stress - Panel interviews - Group discussion – Presentation skills – Body language in interviews.

(6 Hours)

UNIT IV

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

UNIT V

Modern Forms of Communication: Podcasts – Email - Virtual meetings – Websites and their use in Business – Social media - Professional Networking sites. (6 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Promotion letters.
2. Professional Networking sites.

TEXT BOOKS

1. Krishan Mohan & Meena Banerji (2008); *Developing Communication Skill*. Macmillan India Ltd.,
2. A Murphy, W Hildebrandt & P Thomas (2008); *Effective Business Communication*. at McGraw-Hill Publishing Company Limited, New Delhi
3. Urmila Rai and S M Rai (2008); *Business Communication*. Himalaya Publishing House, Mumbai.

REFERENCE BOOKS

1. Dr. C B Gupta (2017); *Basic Business Communication*. Sultan Chand & Sons, New Delhi.
2. R C Bhatia (2015); *Business Communication: Ane Books Pvt Ltd., Delhi*.
3. R C Sharma & Krishan Mohan (2006), *Business Correspondence and Report Writing: Mc Graw Hill, India Pvt Ltd., New Delhi*.

WEB RESOURCES

1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

Course Code 24UBAF11	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	1	2	-	2	3	-
CO2	3	3	3	2	1	2	2	2	3	-
CO3	3	3	3	2	3	3	3	3	2	-
CO4	3	3	3	1	2	1	1	3	2	-
CO5	2	3	3	1	2	1	3	3	3	-

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

Dr.P Suganthi
Head of the Department

Ms.M J Mathumitha
Course Designer



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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A

(for those who join in 2024 – 2025)

Semester II	ORGANIZATIONAL BEHAVIOUR	Hours/Week. 5	
Core Course - 3		Credits. 5	
Course Code 24UBAC21		Internal 25	External 75

COURSE OUTCOMES:

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

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

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

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

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

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

UNIT I

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

(15 Hours)

UNIT II

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

(15 Hours)

UNIT III

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

(15 Hours)

UNIT IV

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

(15 Hours)

UNIT V

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

(15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Role of manager.
2. Group dynamics.

TEXT BOOKS

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

REFERENCE BOOKS

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

Course Code 24UBAC21	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PSO 1. a	PSO 1. b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	1	1	1	1	-	-	1	-
CO2	3	2	1	1	1	2	-	-	1	3
CO3	3	2	2	2	2	1	-	1	1	-
CO4	2	3	3	3	2	2	1	3	3	3
CO5	2	3	3	3	2	3	1	3	3	3

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

Dr. P. Suganthi

Head of the Department

Dr. P. Suganthi

Course Designer



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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A

(for those who join in 2024 – 2025)

Semester II	ACCOUNTING FOR MANAGERS - II	Hours/Week: 5	
Core Course - 4		Credits:5	
Course Code 24UBAC22		Internal 25	External 75

Course Outcomes:

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

CO1: identify the nature, scope and functions of cost accounting. [K1]

CO2: compare cost, management & financial accounting. [K2]

CO3: identify the various ratio and compare it with standards to assess deviations [K2]

CO4: illustrate budget and use budgetary control[K3]

CO5: interpret marginal costing and its components. [K3]

UNIT I

Cost Accounting – Meaning – Nature - Scope and Functions – Need - Importance and Limitations- Cost concepts and Classification – Cost sheets – Tenders & Quotation

(15 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.

(15 Hours)

UNIT III

Ratio Analysis – Interpretation - Benefits and Limitations. Classification of Ratios – Liquidity – Profitability - Turnover. Cash flow and Funds flow statement.

(15 Hours)

UNIT IV

Budgets and Budgetary control – Meaning – Objectives - Merits and Demerits – Sales - Production - Flexible Budgets and Cash Budget.

(15 Hours)

UNIT V

Marginal Costing – CVP Analysis – Break Even Analysis

(15 Hours)

SELF STUDY:

1. Management Accounting vs. Financial Accounting.
2. Cash Budget

TEXT BOOKS

1. T. S. Reddy and Hari Prasad Reddy (2016). *Management Accounting*, Margham Publication.
2. Dr.S.N.Maheshwari (2006). *Cost and Management Accounting*, New Delhi, Sultan Chand & Sons.

REFERENCE BOOKS

1. Antony Atkinson, Rebert S Kalpan (2015). *Advance Management Accounting*, Pearson Publications.
2. Dr.K.Ganesan & S. Ushena Begam, *Accounting for Managers*, Chennai, Charulatha Publications, Volume II

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/>

CourseCode 24UBAC22	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO4	PSO 5	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)

Dr.P.Suganthi
Head of the Department

Ms.V.Sobika
Course Designer



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VIRUDHUNAGAR

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B.B.A.

(for those who join in 2024 – 2025)

Semester II	INTERNATIONAL BUSINESS	Hours/Week: 4	
Elective Course- 2		Credits: 3	
Course Code 24UBAA21		Internal 25	External 75

COURSE OUTCOMES

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

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

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

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

CO4: demonstrate business concepts in global environment [K3]

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

UNIT I

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

UNIT II

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

UNIT III

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

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

UNIT IV

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

UNIT V

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

SELF STUDY FOR ASSIGNMENT

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

TEXT BOOK

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

REFERENCE BOOKS

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

WEB RESOURCES

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. https://saylordotorg.github.io/text_international-business
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

CourseCode 24UBAA21	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	-	-	-	1	-	2	2	-
CO2	3	3	-	-	-	1	-	2	-	-
CO3	3	3	-	-	-	1	-	2	2	-
CO4	3	3	2	2	2	2	-	2	2	2
CO5	3	3	2	2	2	2	-	2	2	2

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

Dr. P. Suganthi
Head of the Department

Dr. P. Suganthi
Course Designer



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B.B.A

(for those who join in 2024 – 2025)

Semester - II	MANAGERIAL SKILL DEVELOPMENT	Hours/Week: 2	
NME- 2		Credits: 2	
Course Code 24UBAN21		Internal 25	External 75

Course Outcomes:

On completion of this course, students will be able to;

CO1: identify the area in application of Management Concepts. [K1]

CO2: describe the Concept and Functions of Management. [K1]

CO3: classify the managerial functions and structure at different levels of Management. [K2]

CO4: describe qualities of a Leader & Decision making skills [K2]

CO5: prepare and reveal strong written and oral communication skills needed in the workplace. [K3]

UNIT I

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

UNIT II

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

UNIT III

Organizing : Meaning and Definition - Organizational Structure - Different types.

Span of Control : Factors Governing the Span of Control. (6 Hours)

UNIT IV

Leadership: Meaning and definition - Types of leadership and qualities required for a
good Leader.

Decision making: Types of decision. (6 Hours)

UNIT V

Communication: Communication - Meaning and definition – Elements – Types - Process of communication - Barriers of communication and methods for overcoming the barriers.

(6 Hours)

SELF STUDY

1. Qualities of Leader.
2. Types of Communication.

TEXT BOOKS

1. Ramasamy, T. (2015). *Principles of Management*, Mumbai: Himalaya Publishing House Pvt. Ltd., 8th Revised Edition.
2. Mukherjee, K.(2009). *Principles of Management: Tata McGraw Hill Education Private Limited*, 2nd Edition.

REFERENCE BOOKS

1. Jayasankar, J. (2015). *Principles of Management*, Chennai: Margham Publications, 2nd Edition.
2. Prasad, L M.(2014). *Principles and Practices of Management: New Delhi :Sultan Chand and Sons*

WEB RESOURCES

1. https://www.academia.edu/4358901/managerial_skill_development_pdf
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
3. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>

Course Code 24UBAN21	PO1		PO2	PO 3		PO4	PO 5	PO 6		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	2	1	1	-	-	1	2	2	-
CO2	3	2	3	2	2	-	1	3	3	-
CO3	2	1	2	-	3	2	-	1	1	-
CO4	3	2	3	1	2	1	-	2	3	-
CO5	2	2	2	-	3	-	-	2	2	-

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

Dr. P. Suganthi
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Mrs.S.Shreenithi
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B.B.A

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Semester II	BUSINESS ETIQUETTE AND CORPORATE GROOMING	Hours/Week: 2	
SEC- 2		Credits: 2	
Course Code 24UBAS21		Internal 25	External 75

Course Outcomes:

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

CO1: define fundamental concepts of business etiquette and corporate grooming. [K1]

CO2: outline the etiquette and grooming practices followed in the business environment and the significance of communication. [K1]

CO3: describe the role of good manners, etiquette at formal gatherings, and basic disability etiquette. [K2]

CO4: effective telephone and email etiquette, social media for networking, and grooming for success. [K2]

CO5: demonstrate common workplace courtesies, networking conversation techniques, and adherence to dress codes. [K3]

UNIT I

Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behaviour-role of good manners in business-professional conduct and personal spacing. (6 Hours)

UNIT II

Workplace Courtesy Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective. (6 Hours)

UNIT III

Telephone Etiquette, email etiquette and Disability Etiquette : Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices. (6 Hours)

UNIT IV

Networking for Business:Strategies for effective networking-Leveraging social media and online platforms for Networking-Enhancing Social Skills for Networking-Techniques for initiating and sustaining conversations- Maintaining and nurturing professional connections. (6 Hours)

UNIT V

Business Attire and Professionalism Business style and professional image: Dress Code-Guidelines for appropriate Business Attire- Grooming for Success. (6 Hours)

SELF STUDY

1. Effective Networking Strategies and Etiquette
2. Dress Code

TEXT BOOKS

1. ShitalKakkar Mehra (2012). *Business Etiquette: A Guide For The Indian Professional*. HarperCollins Publishers India.:

REFERENCE BOOKS

1. Barbara Pachter (2013).*The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success* : Mc Graw Hill Education.
- 2.Kochhar, Nina (2011). *At Ease with Etiquette*: B. Jain Publishers.
- 3.Sahukar, Nimeran, and Bhalla, Prem P. (2004). *The Book of Etiquette and Manners*: Pustak Mahal Publishers.
- 4.Gulati, Sarvesh (2012). *Corporate Grooming and Etiquette*: Rupa Publications India Pvt. Ltd.

WEB RESOURCES

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5. https://wikieducator.org/Business_etiquette_and_grooming

Course Code 24UBAS21	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
CO 1	3	2	3	-	-	-	-	3	3	-
CO 2	2	2	3	-	-	-	-	3	3	-
CO 3	2	2	3	1	1	-	-	3	3	-
CO 4	3	2	3	1	1	1	1	2	3	1
CO 5	2	1	3	1	1	1	1	3	3	1

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

Dr.P.Suganthi
Head of the Department

Mrs.A.Ajitha
Course Designer