



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 (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, 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)
(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	
Everyday Banking/ Practical Banking	24UCON11N/ 24UCON11	I	Commerce (Aided)
Basic Accounting Principles	24UCON21	II	
Everyday Banking	24UCON11N	I	Commerce (Self)
Emotional Intelligence	24UCON21N	II	
Everyday Banking/Self- Employment and Startup Business	24UCON11N/ 24UCCN11	I	Commerce C.A.(Self)
Fundamentals of Marketing	24UCCN21	II	
Everyday Banking/ Practical Banking	24UCPN11N/ 24UCPN12N	I	Commerce Professional Accounting
Basic Accounting Principles	24UCPN21N	II	
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 and 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	
Introduction to HTML	24UCSN11N	I	Computer Science
Office Automation	24UCSN21N	II	
Basics of Internet	24UITN11N	I	

Data Analysis using Spreadsheet	24UITN21N	II	Information Technology
Fundamentals of Information Technology	24UDSN11	I	Data Science
Computer Fundamentals	24UDSN21	II	
Web Designing	24UCAN11N	I	B.C.A.
Fundamentals of Computers	24UCAN21N	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

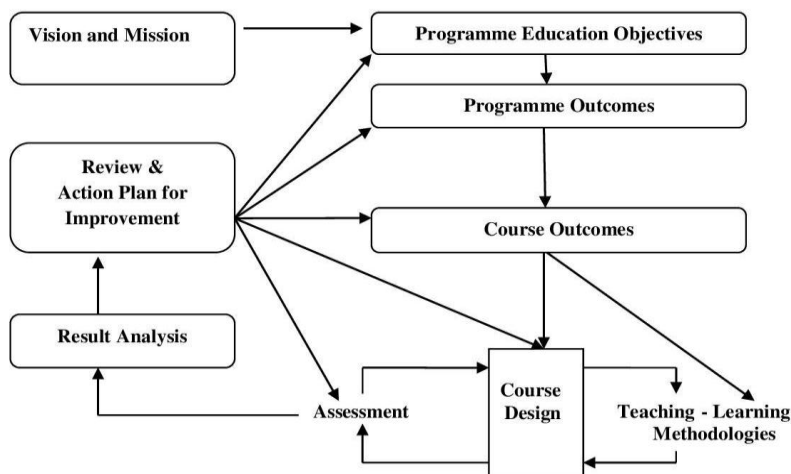
Attainment of PEOs can be measured by a PO-PEO matrix. PEOs should evolve through constant feedback from alumnae, students, industry, management, *etc.* It is mandatory that each PEO should be mapped to at least one of the POs.

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)

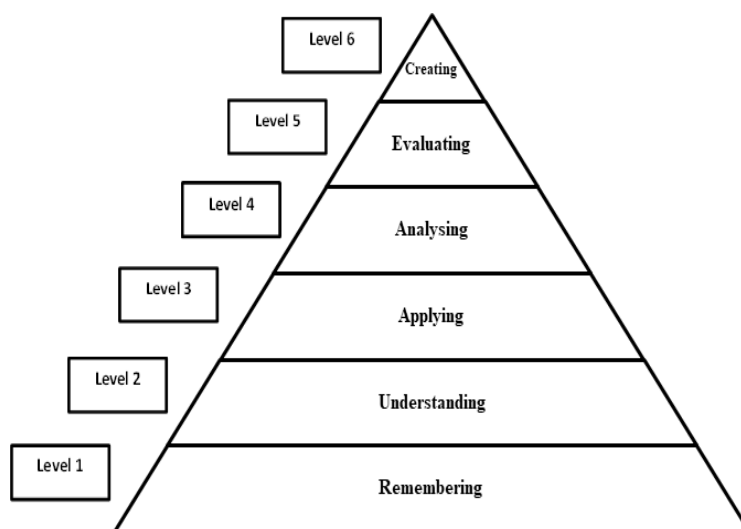
Course Outcomes are narrow statements restricted to the Course contents given in five units. Course Outcomes describe what students would be capable of, after learning the contents of the Course. They reflect the level of knowledge gained, skills acquired and attributes developed by the students after 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
		Internship/Industrial Training
		Self-Study Course - online

Part V	:	National Service Scheme/ Physical Education/ Youth Red Cross Society/ Red Ribbon Club/ Science Forum/ Eco Club/ Library and Information Science/ Consumer Club/ Health and Fitness Club/ National Cadet Corps/ Rotaract Club
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B.2 EVALUATION SCHEME

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

*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 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 / 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.2.5 SELF STUDY COURSE**B.2.5.1 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.2.5.2 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.2.6. 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.2.7 Transfer of credits earned through MOOC (UGC recognized Courses)

- Students can opt for minimum of
 - 12 weeks Courses for Core Courses
 - 8 weeks Courses for Elective Courses
 - 4 weeks Courses for Skill Enhancement Course
- The Online Courses opted by the students will be verified and approved by the Head of the Department and forwarded to the Controller of Examinations through the Principal.
- Students are required to register for the equivalent Online Courses through the Institution's SWAYAM-NPTEL Local Chapter after submitting a Permission letter to the Head of the Department.
- The Course should be completed before the beginning of that particular Semester in which the selected Course is offered.
- The student should submit the Course Completion Certificate immediately after receiving it, to the Department.
- The Head of the Department has to send the list of the students and their Course Completion Certificates to the Controller of Examinations through the Principal.

- The students who have submitted the Completion Certificate are exempted from appearing the Periodic Tests and Summative Examinations of the respective course but without any exemption for class attendance.
- Credits allotted for the particular Course in the Curriculum will be transferred after the completion of the Online Course
- Students can earn up to 10 credits within the mandatory credits requirements of the Degree Programme by completing UGC recognised Online Courses.

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 marks for all Courses.
- Pass minimum for External Practical Examination is 21 marks out of 60 marks.

Attendance

- The students who have attended the classes for 76 days (85%) and above are permitted to appear for the Summative Examinations without any condition.
- 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.
- The students who have attended the classes for 59 days and less - up to 45 days (50%- 65%) can appear for the Summative Examinations only after getting special permission from the Principal.
- 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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VIRUDHUNAGAR

Quality Education with Wisdom and Values

BACHELOR OF BUSINESS ADMINISTRATION (5031)

Outcome Based Education with Choice Based Credit System

Programme Structure - Allotment of Hours and Credits

For those who joined in the Academic Year 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 and 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)
Elective Course (Allied)	4(3)	4(3)	4(3)	4(3)	-	-	16 (12)
Self-Study Course	-	-	-	-	-	0(1)	0 (1)
Part IV : Skill Enhancement Courses, Elective Courses, Environmental Studies, Value Education, Self-Study Course and 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)
Value Education	-	-	-	-	2(2)	-	2 (2)
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 III
(2024-2025 onwards)

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.		AECC – 1	Environmental Studies	24UGES41	1	0	-	-	-	-
Total					30	22	700			

BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER IV
(For those who joined in 2024 – 2025)

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/ 24UHDG41	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 – 3	Tally Practical	24UBAS41P	2	2	2	40	60	100
7.		SEC -4	Intellectual Property Rights	24UBAS42	2	2	2	25	75	100
8.			Environmental Studies	24UGES41	1	2	-	100	-	100
Total					30	24	800			

BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER V
(For those who joined in 2024 – 2025)

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	5	3	25	75	100
2.		Core Course -10	Management Information System	24UBAC52	6	5	3	25	75	100
3.		Core Course -1	Strategic Management	24UBAC53	5	3	3	25	75	100
4.		Core Course -12	Project	24UBAC54 PR	1	1	-	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	-	100	-	100
8.		Self Study Course	Practice for Competitive Examinations - online	24UGCE51	-	1	-	100	-	100
9.		Internship/ Industrial Training	Internship	24UBAI51	-	1	-	100	-	100
Total					30	24	900			
10.		Extra Credit Course	Event Management	24UBAO51	-	2	-	100	-	100

BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER VI
(2024-2025 onwards)

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	Entrepreneurship 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	Discipline Specific Quiz - online	24UBAQ61	-	1	-	100	-	100
7.	Part IV	SEC-7	Quantitative Aptitude	24UBAS61	2	2	2	25	75	100
7	Part V	Extension Activity	Extension Activity		-	1	-	100	-	100
Total					30	24		800		



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VIRUDHUNAGAR

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B.B.A (2024-2025 onwards)

Semester - III	MARKETING MANAGEMENT	Hours/Week: 5	
Core Course - 5		Credits: 5	
Course Code 24UBAC31		Internal 25	External 75

COURSE OUTCOMES

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

- CO1:** describe the concepts of marketing management, Marketing Mix and Communication [K1]
- CO2:** explain the need for Marketing approaches, segmentation, pricing decisions, CRM and fundamental components of marketing management. [K2]
- CO3:** Identify the elements of Product, Price, place and promotional mix in the business and advertising media in marketing management. [K2]
- CO4:** discover the role of distribution network, functions, classifications and levels of products in marketing management in an organization [K3]
- CO5:** discover the various types of branding, pricing, sale promotion and Applications of Digital marketing. [K3]

UNIT I:

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

(15 Hours)

UNIT II

Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix- New Product Development Process - Product Life Cycle. Branding – Packaging.

(15 Hours)

UNIT III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives.

Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

(15 Hours)

UNIT IV

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

(15 Hours)

UNIT V

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

Digital Marketing: Introduction- Applications & Benefits

(15 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Types of Segmentation.
2. Components of physical distribution mix.

TEXT BOOKS

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

REFERENCE BOOKS

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

WEB SOURCES

- <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
- http://eprints.stiperdharma.wacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
- <https://www.enotesmba.com/2013/01/marketing-management-notes.html>

Course Code 24UBAC31	PO1		PO2		PO 3	PO4	PO 5	PO 6		PO7
	PSO 1. a	PSO 1. b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	3	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)

Dr. P. Suganthi
Head of the Department

Mrs.S.Shree Nithi
Course Designer



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B.B.A.
(2024– 2025 onwards)

Semester III	FINANCIAL MANAGEMENT	Hours/Week: 5	
Core Course - 6		Credits:5	
Course Code 24UBAC32		Internal 25	External 75

COURSE OUTCOMES

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

- CO1:** define the concepts of business research, principles of Research and source of data collection. [K1]
- CO2:** describe about the usage of research design, formulation of hypothesis, collection and classification of data and report writing techniques. [K2]
- CO3:** Classify the data collection sources, understand data coding, tabulation and tools to be used in research reports. [K2]
- CO4:** apply the steps in the research process from formulating hypotheses to preparation of final report. [K3]
- CO5:** identify the process of writing and organizing a research report in an ethical manner by using sound measurement tools. [K3]

UNIT I

Financial Management: Meaning - Objectives and Importance of Finance – Sources of Finance– Functions of Financial Management – Role of Financial Manager in Financial Management. (15 Hours)

UNIT II

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

Cost of Capital : Cost of equity – Cost of preference share capital – Cost of debt – Cost of

retained earnings – Weighted Average (or) Composite cost of capital (WACC) (Simple Problems). (15 Hours)

UNIT III

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

UNIT IV

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

UNIT V

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

SELF STUDY FOR ASSIGNMENT:

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

TEXT BOOKS

1. Dr.S Peer Mahamed and S A N Shazuli Ibrahim(2008).*Financial Management*, Global Publications
2. Maheswari S.N.(2014). *Financial Management*, New Delhi: Sultan Chand & Sons, 10th Edition.

REFERENCE BOOKS

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

WEB RESOURCES

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR

Course Code 24UBAC32	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	2	2	2	-	2	-	2	1	-
CO2	3	3	1	-	2	2	-	1	1	-
CO3	2	2	-	2	2	3	-	2	1	-
CO4	3	2	1	2	2	2	-	-	-	1
CO5	2	3	-	2	2	2	-	2	3	1

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

Dr.P.Suganthi
Head of the Department

Ms.V.Sobika
Course Designer



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B.B.A.

(2024-2025 onwards)

Semester III	BUSINESS STATISTICS	Hours/Week: 4	
Elective Course-3		Credits: 3	
Course Code 24UBAA31		Internal 25	External 75

COURSE OUTCOMES

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

- CO1: understand and apply statistical concepts, central tendency, variation, correlation, time series trends and seasonal variations for decision-making.[K1]
- CO2: interpret index numbers, Measuring Trend, F-test, and ANOVA for data-driven decision-making.[K2]
- CO3: analyze data variability using measures of dispersion, regression methods and Chi-Square test for real-world economic and business applications.[K2]
- CO4: apply statistical tools to, skewness, and kurtosis, T –test and use graphical methods and diagrams to interpret statistical data and tabulation.[K3]
- CO5: solve and interpret statistical distributions using tools like measures of central tendency, variation and testing hypothesis.[K3]

UNIT I

Introduction : Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.(Simple Problems)
(12 Hours)

UNIT II

Measures of Variation: Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression. (Simple problems)
(12 Hours)

UNIT III

Analysis of Time Series: Methods of Measuring Trend and Seasonal Variations

Index Numbers: Consumer Price Index – Cost of Living Indices. (Simple problems)

(12 hours)

UNIT IV

Sampling: Basic Concept of Sampling-Sampling Methods-Sampling procedures - simple, stratified and systematic.- Sampling and Non Sampling Errors

Probability: Basic Probability Concepts and Rules -Addition and Multiplication Theorems- Conditional Probability

(12 hours)

UNIT V

Testing of hypothesis: Procedure for Hypothesis selection -Null and Alternative Hypothesis- Chi-Square test - T Test - F Test - ANOVA. (Simple problems)

(12 hours)

SELF STUDY FOR ASSIGNMENT

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

TEXTBOOK

1. P.R. Vittal, *Business Mathematics and Statistics*, Margham Publications, Chennai,2004.
2. S.P. Gupta, *Statistical Methods*, Sultan Chand & Sons, New Delhi,2007
3. Gupta, S.P.& Gupta, M. P. (2014). *Business Statistics*, New Delhi: Sultan Chand & Sons,14th Edition.

REFERENCE BOOKS

1. Murray Spiegel, John Schiller, Alu Srinivasan & Debasree Goswami .(2017). *Probability and Statistics*, New Delhi: McGraw- Hill, 3rd Edition, Schaum's out-line Series.
2. David M. Levine, David F. Stephan, Kathryn A. Szabat, & Viswanatha. P.K., (2017). *Business Statistics–A First Course*, Pearson Education,7th Edition

WEB RESOURCES

- 1.<https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- 2.<https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- 3.<http://www.statisticshowto.com>
- 4.<https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- 5.<https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

Course Code 24UBAA31	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	3	2	2	-	1	1	3
CO2	3	3	3	3	2	2	1	2	2	3
CO3	3	3	3	3	2	1	1	3	2	-
CO4	2	2	3	2	2	2	-	2	1	2
CO5	2	3	2	2	2	3	1	2	2	3

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

Dr. P. Suganthi
Head of the Department

Mrs.V.Balapriya
Course Designer



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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(2024 – 2025 onwards)

Semester III	NEW VENTURE MANAGEMENT	Hours/Week: 1	
SEC - 3		Credits: 1	
Course Code 24UBAS31		Internal 25	External 75

COURSE OUTCOMES

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

- CO1: identify the concept of entrepreneurship and developing successful business ideas and finding feasibility analysis. [K1]
- CO2: discover the entry strategies and assess a new venture's financial strength and viability and various alternate sources of funding and with rules and regulations governing support by the institutions. [K1]
- CO3: explain the process of building a new venture, developing creativity and understanding innovation, including preparing the proper ethical and legal foundation forming a team. [K2]
- CO4: discover the idea to a new venture and create traditional sources of financing for new venture . [K2]
- CO5: apply the sources of innovation in business to find out financial analysis and managing growth for new venture [K3].

UNIT I

Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship – Functions - developing creativity and understanding innovation - stimulating creativity - Organizational actions that enhance creativity - Managerial responsibilities - Creative Teams.

Sources of Innovation in Business - Managing Organizations for Innovation and Positive Creativity. (3 Hours)

UNIT II

Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas.

Entry strategies: New Product – Franchising - Buying an existing firm. (3 Hours)

UNIT III

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis - assessing a New Venture's Financial Strength and Viability.

(3 Hours)

UNIT IV

Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation - Building a New-Venture Team – Leadership - Corporate Entrepreneurship - Social Entrepreneurship. (3 Hours)

UNIT V

Financing the New Venture: Financing entrepreneurial ventures - Managing growth -Valuation of a new company - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups – MSMEs - any new venture - rules and regulations governing support by these institution (3 Hours)

SELF STUDY FOR ASSIGNMENT

1. Organizational actions that enhance creativity
2. Preparing the Proper Ethical and Legal Foundation

TEXT BOOK

- 1.Kathleen R.Allen (2013), *New Venture Creation*, Cengage Publication.
- 2.. K. Ramachandran, *Entrepreneurship Development*, Indian Cases on Change Agents, Mc Graw Hill Publication.
- 3.David H. Holt (2016), *Entrepreneurship: New Venture Creation*, Pearson Education India.

REFERENCE BOOKS

1. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha
Entrepreneurship, McGraw Hill, 11th Edition.
2. Arun Sahay, V. Sharma, (2008), *Entrepreneurship and New Venture Creation*,
Excel Book
3. Agrawal, Rashmi and Mehra, Yogita S. (2017), *Project Appraisal and Management*,
Taxmann Publications. New Delhi.

WEB RESOURCES

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

Course Code 24UBAS31	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	3	2	2	3	3	-
CO2	3	3	1	2	2	3	2	2	2	2
CO3	3	2	2	2	3	2	-	2	2	1
CO4	2	3	-	-	2	1	2	3	-	3
CO5	3	2	3	3	2	3	2	1	1	-

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

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



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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(2024-2025 onwards)

Semester 3	COMPUTER APPLICATIONS IN BUSINESS PRACTICAL	Hours/Week: 2	
SEC- 4		Credits: 2	
Course Code 24UBAS32P		Internal 40	External 60

COURSE OUTCOMES

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

- CO1 :** describe and identify basic features and tools of Microsoft Word, Excel, PowerPoint, and Google applications. [K2]
- CO2 :** define the process of creating, formatting, and editing documents, spreadsheets, presentations, and using Google applications for communication and collaboration. [K2]
- CO3 :** explain the key concepts and functions of Microsoft Word, Excel, PowerPoint, and Google applications for document creation, spreadsheet management, and presentations. [K3]
- CO4 :** illustrate how to effectively use various features in Microsoft Office and Google applications to meet specific tasks such as formatting, data analysis, and presenting information. [K3]
- CO5 :** apply the features of Microsoft Word, Excel, PowerPoint, and Google applications to create, format, and edit documents, spreadsheets, and presentations for real-world tasks. [K3]

UNIT I

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders,

alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents . (6 Hours)

UNIT II

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

UNIT III

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

UNIT IV

Google Applications: Create an email ID – Compose a professional email – Creating and editing document in Google documents – Google spreadsheet - Google Drive – Creating a folder – Uploading & Downloading file/folder – Sharing a file – Google Slides - Creating and presenting Google slides - Google Meet – Features – Creating a Google Calendar Event and Sharing it - Flyer Designing - (6 Hours)

UNIT V

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

SELF STUDY FOR ASSIGNMENT:

1. Slide layout and Slide Show
2. Flyer Designing

TEXT BOOKS

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

REFERENCE BOOKS

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

WEB RESOURCES

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

Course Code 24UBAS32P	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	-	-	-
CO2	3	3	1	-	-	-	3	-	-	-
CO3	3	3	1	-	1	1	3	-	-	-
CO4	3	3	-	-	2	1	3	-	-	-
CO5	3	3	-	-	2	1	3	-	-	-

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

Dr.P Suganthi
Head of the Department

Ms.M J Mathumitha
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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(2024 – 2025 onwards)

Semester - IV	RESEARCH METHODOLOGY	Hours/Week: 5	
Core Course - 7		Credits: 5	
Course Code 24UBAC41		Internal 25	External 75

COURSE OUTCOMES

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

- CO1:** Define the concepts of business research, principles of Research and source of data collection. [K1]
- CO2:** Describe and decide the usage of research design and formulation of hypothesis, classify the data and report writing techniques. [K2]
- CO3:** Classify the data collection sources, data coding, tabulation and tools to be used in research reports. [K2]
- CO4:** apply the steps in the research process from formulating hypotheses to establishing the report. [K3]
- CO5:** identify the process of writing and organizing a research report in an ethical manner by using sound measurement tools. [K3]

UNIT I

Introduction to Business Research: Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing. (15 hours)

UNIT II

Research Design: Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling- characteristics- process- techniques. (15 Hours)

UNIT III

Sources and Collection of Data: Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.

(15 Hours)

UNIT IV

Data Analysis and Preparation: Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data – analysis of data using research tools. (15 Hours)

UNIT V

Presenting results and writing the report: The written research Report & Research Ethics – Plagiarism. (15 Hours)

SELF STUDY FOR ASSIGNMENT

1. Preparation of Questionnaire
2. Cross Tabulation

TEXT BOOK

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

REFERENCE BOOKS

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

WEB SOURCES

- https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
- https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf
- <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>

- https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

Course Code 24UBAC41	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	2	2	2	2	-	3
CO2	3	3	3	2	2	2	2	2	-	3
CO3	3	3	3	2	2	2	2	3	1	3
CO4	3	2	3	2	2	2	2	1	1	3
CO5	3	2	3	3	2	3	3	3	3	3

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

Dr .P. Suganthi
Head of the Department

Mrs. S.Shree Nithi
Course Designer



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B.B.A.

(2024 – 2025 onwards)

Semester IV	BUSINESS ENVIRONMENT	Hours/Week: 4	
Core Course -8		Credits: 4	
Course Code 24UBAC42		Internal 25	External 75

COURSE OUTCOMES

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

- CO1:** identify the basics of business environment. [K1]
- CO2:** gain an overview about various types of business environment.[K2]
- CO3:** explain the various components of the business environment. [K2]
- CO4:** interpret how various elements of business environment operate and influence the environment [K3]
- CO5:** interpret the impact of the micro and macro-environment on the business. [K3]

UNIT I

The concept of Business Environment: nature – significance. A brief overview of political-cultural - legal - economic - social environments - impact on business and strategic decisions
(12 Hours)

UNIT II

Political Environment: Functions of state - economic roles of government - government and legal environment. The constitutional environment - rationale and extent of state intervention
(12 Hours)

UNIT III

Economic Environment: Business Cycles (Inflation - Deflation) - Macroeconomic Parameters Like GDP - Growth Rate - Population - Urbanization - National Income - Per Capita Income, - Impact on Business Decisions Five-year planning. Establishment of NITI Aayog (National Institution for Transforming India) - 1991 New Economic Policy - business liberalization, privatization – globalization (12 Hours)

UNIT IV

Social environment: cultural heritage - social attitudes - castes and communities - Joint family systems - linguistic - religious groups - types of social organisation. (12 Hours)

UNIT V

Technology environment: Industry 4.0 - Meaning - Features - basic Applications and Uses- Blockchain - AI - AR - Cloud - IOT - IIOT - Big Data and Analytics (12 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Impact on Business Decisions Five-year planning.
2. Big Data and Analytics.

TEXT BOOKS

1. Sankaran.S. (Reprint 2016). *Business Environment*: Margham Publishing House, hid Revised Edition
2. Gupta.C.B.(Reprint 2018). *Business Environment*: Sultan Chand & Sons. 11th Revised Edition
3. Ashwathappa.K. (Reprint 2016). *Essentials of Business Environment*: Himalaya Publishing House, 6th Edition, India.
4. Joshi Rosy Kapoor Sangam. *Business Environment*: Kalyani Publishers, Ludhiana.

REFERENCE BOOKS

1. Prakash.N.R.Mohan. *Business Environment: A Test/Reference Book With Case Studies Ebook*.
2. 2019. *Business Environment*, Ruchi Goyal Publisher, Neelkanth Publishers Pvt. Ltd.

3. *Business Environment* : Pearson, 4th Edition.
4. Ahmed, Faisal Alam, M. Absar, *Business Environment Indian and Global Perspective*: PHI Learning, 3rd Edition.

WEB RESOURCES

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

Course Code 24UBAC42	PO1		PO2	PO3		PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3. b	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	2	3	3	3	3	3	3	3	3	2
CO2	3	2	3	3	3	3	3	2	3	2
CO3	2	3	2	2	2	3	3	3	3	3
CO4	3	2	3	3	3	2	2	3	3	3
CO5	2	2	2	2	3	3	3	3	3	3

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

Dr.P Suganthi
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B.B.A.

(2024 – 2025 onwards)

Semester IV	OPERATIONS RESEARCH	Hours/Week: 4	
Elective Course-4		Credits: 3	
Course Code 24UBAA41		Internal 25	External 75

COURSE OUTCOMES

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

- CO1: apply Operations Research techniques to optimize decision-making in real-world business, industrial, and management problems by integrating concepts from LPP, Transportation, Assignment, and Network Scheduling models.[K1]
- CO2: analyze transportation and assignment models to optimize resource allocation and solve sequencing problems efficiently.[K2]
- CO3: solve complex decision-making problems using Network Scheduling, Game Theory, and decision theory, including project scheduling, strategy selection, and uncertainty analysis.[K2]
- CO4: apply assignment models and decision theory to optimize decision-making under uncertainty.[K3]
- CO5: implement Operations Research techniques in real-world problem-solving across project management, strategic planning, and decision-making. [K3]

UNIT I

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

UNIT II

Transportation problem: Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.(simple problems) (12 Hours)

UNIT III

Assignment problem: Hungarian method - Minimization and Maximization case - Unbalanced assignment problem **Sequencing Problem:** Processing n jobs on 2 machines - Processing n jobs on 3 machines -processing n jobs on m machines. (Simple problems) (12 Hours)

UNIT IV

Network scheduling: Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT (Simple problems) (12 hours)

UNIT V

Game Theory:Maximin - Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game.

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

SELF STUDY FOR ASSIGNMENT

- 1.Least Cost Method
2. PERT

TEXT BOOK

1. 1.P.R. Vittal& V. Malini, *Operative Research* ,Margham Publications ,Chennai – 17
2. P.K. Gupta& Man Mohan, *Problems in Operations Research* ,Sultan Chand & sons, New Delhi
3. V.K. Kapoor, *Introduction to operational Research* ,Sultan Chand & sons ,New Delhi.

REFERENCE BOOKS

1. P. Gupta, N. Aruna Rani, M. Haritha (2018), *Operations Research and Quantitative Techniques*, First edition, Himalaya Publishing House.
2. DR H. Premraj, *Elements of Operation Research*, Margham publications, Chennai, 2019

WEB RESOURCES

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

Course Code 24UBAA41	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	3	3	3	1	-	2	-
CO2	2	2	1	3	3	3	1	-	2	-
CO3	2	2	1	3	3	3	1	-	2	-
CO4	2	2	-	3	3	3	-	1	-	-
CO5	2	2	-	3	3	3	-	1	-	-

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

Dr.P.Suganthi
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B.B.A.

(2024-2025 onwards)

Semester IV	TALLY PRACTICAL	Hours/Week: 2	
SEC- 5		Credits: 2	
Course Code 24UBAS41P		Internal 40	External 60

COURSE OUTCOMES

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

- CO1 : understanding basic accounting principles, rules for accounting, and the process of setting up a company in Tally. ERP 9. [K2]
- CO2 : identify list payroll features, report generation tools, and shortcut keys in Tally. ERP 9. [K2]
- CO3 : describe basic accounting principles, masters creation, voucher and inventory entries, and key features like payroll and reporting in Tally. ERP 9. [K3]
- CO4 : explain accounting principles, manage accounting/inventory masters, perform voucher entries, and use advanced features like payroll and reporting in Tally. ERP 9. [K3]
- CO5 : apply accounting principles to set up a company and configure Tally. ERP 9 for practical use in real-world accounting scenarios. [K3]

UNIT I

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts

- Rules for Accounting - Creation/ Setting up of Company in Tally ERP 9 and Configuration.

(6 Hours)

UNIT II

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation.

Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure. (6 Hours)

UNIT III

Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers - Sales invoice with stock item, quantity, rate discount and tax details - Bill Wise Details. (6 Hours)

UNIT IV

Advance Inventory in Tally. ERP 9: Order processing - Batch Wise Details - Cost Category – Cost Centers. (6 Hours)

UNIT V

Technological Advantages - Payroll - Report Generations - Short Keys in Tally. ERP 9 (6 Hours)

SELF STUDY FOR ASSIGNMENT:

1. Rules for Accounting
2. Short Keys in Tally. ERP 9

TEXT BOOKS

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

REFERENCE BOOKS

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

WEB RESOURCES

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

Course Code 24UBAS41P	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	-	3	-	-	-
CO2	3	3	1	-	1	-	3	-	-	-
CO3	2	3	1	-	1	-	3	-	-	-
CO4	3	3	1	-	1	-	3	-	-	-
CO5	3	3	-	-	1	1	3	-	-	-

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

Dr.P Suganthi
Head of the Department

Ms.M J Mathumitha
Course Designer



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B.B.A.

(2024–2025 onwards)

Semester - IV	INTELLECTUAL PROPERTY RIGHTS	Hours/Week: 2	
SEC - 6		Credits: 2	
Course Code 24UBAS42		Internal 25	External 75

COURSE OUTCOMES

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

- CO1: recollect the meaning of IPR and its various classifications.[K1]
- CO2: comprehend the fundamentals of IPR, guidelines of trade mark and registration of Copyright [K1]
- CO3: discover the significance of trade marks, copyrights and geographical indications.[K2]
- CO4: explain rights and protection conferred by IPR and basic need for Protection of Industrial Designs [K2]
- CO5: identify the IPR's role in Digital areas and Intellectual Property Rights in the Cyber World and about patentable invention uses.[K3]

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

Geographical Indications: Concept, Protection & Significance (6 Hours)

SELF STUDY FOR ASSIGNMENT

1. Patentable Invention
2. Rights Conferred by Copyright

TEXT BOOK

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

REFERENCE BOOKS

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

WEB RESOURCES

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf

Course Code 24UBAS42	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	3	3	2	2	3	1	-	-	-	3
CO2	3	3	2	2	3	1	-	-	-	3
CO3	3	3	3	2	3	1	-	-	-	3
CO4	3	3	3	2	3	1	-	-	-	3
CO5	3	3	3	2	3	1	-	-	-	3

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

Dr.P.Suganthi
Head of the Department

Mrs.S.Jeya Shree
Course Designer



V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A (2024-2025 onwards)

Semester - V	HUMAN RESOURCE MANAGEMENT	Hours/Week: 6	
Core Course - 9		Credits: 5	
Course Code 24UBAC51		Internal 25	External 75

COURSE OUTCOMES

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

- CO1:** describe the various aspects of Human Resources Management, manpower sourcing, selection, recent trends HRM and HR policies. [K1]
- CO2:** discuss various Job evaluation processes, HR responsibilities, Performance and reward management etc. [K2]
- CO3:** interpret the various methods of selection, promotion, job evaluation, training and development and employee morale. [K2]
- CO4:** illustrate the concept of Training assessment, Human resource planning, employee engagement, Compensation, incentives and welfare benefits. [K3]
- CO5:** relate the human resource recruitment process, career development, HR Audit, workforce approaches in global trend. [K3]

UNIT I

Nature and scope of Human Resources Management : Roles & responsibilities of HR manager
 - HR Policies & procedures - Differences between personnel management and HRM –
 Environment of HRM - Concept & scope of Strategic Human resource management (SHRM) -
 HRM as a competitive advantage in the VUCA world. (18 Hours)

UNIT II

Human Resource Planning: Job Evaluation-methods - Job analysis - Job description - Job specification.

Recruitment – Selection – Process - Methods – Interview - Tests - Induction and Placement.

(18 Hours)

UNIT III

Training and Development: Training Process - Methods - Training Need Assessment - Career Development - Transfer and Promotion.

Performance Management: Meaning - Process - Performance appraisal methods - Performance Monitoring and review.

(18 Hours)

UNIT IV

Employee Engagement: Meaning- Importance- evaluation- measuring employee employee engagement- Employee Compensation - components- incentives- benefits - welfare and social security measures.

(18 Hours)

UNIT V

Human Resource Audit: Nature – Benefits – Scope – Approaches - HRIS - Recent trends in HRM:

Green HRM & Virtual HRM Practices - Understanding People Analytics - Multi generational workforce - Global HRM.

(18 Hours)

SELF STUDY FOR ASSIGNMENT

1. HRM has a competitive advantage in the VUCA world.
2. Global HRM

TEXT BOOK

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

REFERENCE BOOKS

1. Tripathi- (2001)-. *Personnel Management*, New Delhi: Sultan and Chand Publishers - 5th Edition.
2. Khanka S.S-(2013) - *Human Resource Management (Text and Cases)* - New Delhi: S.Chand Publishers.
3. L M Prasad (2014) - *Human Resource Management* , Sultan Chand and Sons 3rd Edition

WEB SOURCES

1. <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
3. <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>

Course Code 24UBAC51	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	2	2	3	2	3	2	1	1
CO2	3	2	2	2	3	2	3	2	2	2
CO3	3	3	3	3	2	3	3	1	2	2
CO4	2	2	2	1	3	1	3	2	3	1
CO5	3	3	2	3	3	3	3	1	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.

(2024 – 2025 onwards)

Semester V	MANAGEMENT INFORMATION SYSTEM	Hours/Week: 6	
Core Course -10		Credits : 5	
Course Code 24UBAC52		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

Kelkar S.A., (2009); *Management Information Systems - A Concise Study*:

REFERENCE BOOKS

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

WEB RESOURCES

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf

3. Jmis - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

Course Code 24UBAC52	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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VIRUDHUNAGAR

Quality Education with Wisdom and Values



B.B.A.

(2024-25 onwards)

Semester -V	STRATEGIC MANAGEMENT	Hours/Week:5	
Core Course - 11		Credits:3	
Course Code 24UBAC53		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 BOOKS

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 BOOKS

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 24UBAC53	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	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)

Dr.P.Suganthi
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B.B.A.

(2024-25 onwards)

Semester V	PROJECT	Hours/Week: 1
Core Course - 12		Credits: 1
Course Code 24UBAC54PR		Internal 100

COURSE OUTCOMES

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

- CO1:** gain knowledge about research projects. [K2]
- CO2:** increase knowledge on research problem [K3]
- CO3:** improve practice in review of literature. [K3]
- CO4:** plan appropriate method for data Collection and collect data. [K3]
- CO5:** analyse data and prepare comprehensive project report. [K4]

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 24UBAC51PR	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)

Dr.P Suganthi
Head of the Department

Mrs.L.M.Mahalakshmi
Course Designer



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B.B.A.

(2024-25 onwards)

Semester V	DIGITAL MARKETING	Hours/Week: 5	
DSEC -I		Credits: 3	
Course Code 24UBAE51		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. Challenges in Digital Marketing
2. Mobile Marketing

TEXT BOOKS

1. Damian Ryan (2017). *Understanding Digital Marketing*, USA: Korgan Page Limited, 4th Edition
2. Philip Kotler (2017). *Marketing 4.0 - Moving from Traditional to Digital*, Wiley Publications.
3. Digital Marketing essentials you always wanted to know (2012). Vibrant Publishers USA.
4. *International Journal of Internet Marketing and Advertising*.
5. R Prasad (2005). *Digital Marketing : Hyderabad*, ICFAI University Press

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.
4. Romi Sainy & Rajendra Nargundhkar (2018). *Digital Marketing Cases from India*, Notion Press Incorporated.
5. *Journal of Digital & Social Media Marketing*

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 24UBAE51	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

Ms.M J Mathumitha
Course Designer



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B.B.A.

(2024-25 onwards)

Semester V	INDUSTRIAL RELATIONS	Hours/Week: 5	
DSEC -1		Credits: 3	
Course Code 24UBAE52		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 - Mediation - 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. Pre-Requisites for Successful Participation.

TEXT BOOKS

1. 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.](#), [Kapoor N.D](#) [Tripathi PC](#) (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 Relation 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 24UBAE52	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
Head of the Department

Mrs.L.M.Mahalakshmi
Course Designer



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B.B.A.

(2024-25 onwards)

Semester -V	FINANCIAL SERVICES	Hours/Week: 5	
DSEC – 2		Credits: 3	
Course Code 24UBAE53		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 Financial Services Sector.
2. Introduction to digital payments.

TEXT BOOKS

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 BOOKS

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 24UBAE53	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	1	-	1	2	-	-	1
CO2	3	3	1	3	1	2	-	2	2	3
CO3	3	3	-	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
Head of the Department

S.Jeya Shree
Course Designer



V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(2024 – 2025 onwards)

Semester - V	SERVICES MARKETING	Hours/Week: 5	
DSEC -2		Credits: 3	
Course Code 24UBAE54		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 – SERVPEF - 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. Choose a business (e.g., hotel, bank, hospital) and identify one major service quality gap it might face. Suggest a possible solution.
2. Select a real-life service brand and analyze how it applies at least three of the 7Ps.

TEXT BOOKS

1. Reddy P.N. (2011). *Services Marketing*. Himalaya Publication
2. Christopher Lovelock , Jochen Wirtz (2016). *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*, Hyderabad: ICFAI University Press
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 24UBAE54	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
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Mrs.S.Shree Nithi
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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A (2024-2025 onwards)

Semester - V	INTERNSHIP	Hours/Week: -
Internship/ Industrial Training		Credits: 1
Course Code 24UBAI51		Internal 100

COURSE OUTCOMES

On completion of the course, the 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 24UBAI51	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	3	3	-	2	3	-	3	2	1	1
CO2	-	2	2	-	3	2	-	2	2	-
CO3	3	-	-	3	-	3	3	1	-	2
CO4	2	2	-	-	3	1	3	-	3	1
CO5	-	3	2	3	3	-	3	1	2	-

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

Dr.P.Suganthi
Head of the Department

Mrs.L.M.Mahalakshmi
Course Designer



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VIRUDHUNAGAR

Quality Education with Wisdom and Values

B.B.A.

(2024-25 onwards)

Semester 5	EVENT MANAGEMENT	Hours/Week: -
Extra Credit Course-1		Credits: 2
Course Code 24UBAO51		Internal 100

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.

TEXT BOOKS

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 24UBAO51	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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VIRUDHUNAGAR

Quality Education with Wisdom and Values



B.B.A. (2024-25 onwards)

Semester VI	BUSINESS REGULATORY FRAMEWORK	Hours/Week: 6	
Core Course -12		Credits : 4	
Course code 24UBAC61		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 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 consequences of violating them. [K3]
- CO5** apply the 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 – Suo Moto 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*. McGraw Hill Publications, Third edition
2. Pillai R.S.N. & Bhagavati. (2010). *Business Law*. Sultan Chand, 3rd Edition
3. Kapoor.N.D.(2019). *Elements of Mercantile Law*. Sultan Chand & Sons

REFERENCE BOOKS

1. Varshney.G.K. (2022). *Business Regulatory Framework*. Sahitya Bhawan Publications. Revised Edition.

2. Garg.K.C,Sareen.V. K, Mukesh Sharma & Chawla R.C. (2024). *Business Regulatory Framework*, Kalyani Publisher
4. Pawan Kumar Oberoi (2015). *Business Regulatory Framework*, Global Academic Publishers & Distributors.

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 24UBAC61	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	-	-	-	-	-	-	-	-
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)

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.

(2024 – 2025 onwards)

Semester VI	ENTREPRENEURSHIP DEVELOPMENT	Hours/Week: 6	
Core Course - 13		Credits : 4	
Course code 24UBAC62		Internal 25	External 75

COURSE OUTCOMES

On Completion of the course, students will be able to

- CO1:** understand the concepts of Entrepreneurship and business plan development and with various government schemes for start-up business. [K1]
- CO2:** apply knowledge in the business plans and implementation and about creativity and selection of products and various schemes for women entrepreneurs. [K2]
- CO3:** discover the various analyses of business in setting up of enterprises and recent development in entrepreneurship, 'Make in India' Program and with project profile preparation. [K2]
- CO4:** explain the causes of industrial sickness and giving introduction of patent and trademarks and assessment of business model and about role of women entrepreneurs in economic development. [K3]
- CO5:** analyze the traits of entrepreneurs, feasibility study and evaluation of projects various problems and remedies of sick industries and communicate the various roles of entrepreneur & MSME, SSI, SIDO, EDI and MDI and Dealing with basic and initial problems of setting up of enterprises. [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.

Women entrepreneurs: 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. Role of Women Entrepreneurs in Economic development

TEXT BOOKS

1. Dr.Khanka S.S. (2001). *Entrepreneurial Development*, New Delhi: S.Chand & Co. Ltd.,
2. Kuratko & Rao, *Entrepreneurship: A South Asian Perspective*, New Delhi: Cengage.
3. Nagendra and Manjunath.V.S. (2010). *Entrepreneurship and Management*, Pearson.
4. Sangeeta Sharma (2016). *Entrepreneurship Development*, PHI Learning Pvt. Ltd.,

REFERENCE BOOKS

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

WEB RESOURCES

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 24UBAC62	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	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)

Dr.P.Suganthi
Head of the Department

Mrs.S.Jeya Shree
Course Designer



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B.B.A.

(2024 – 2025 onwards)

Semester VI	PRODUCTION AND MATERIALS MANAGEMENT	Hours/Week: 6	
Core Course -14		Credits : 4	
Course code 24UBAC63		Internal 25	External 75

COURSE OUTCOMES

On completion of the course, students will be able to

- CO1 : recall key concepts in production management, layout principles, methods analysis, work measurement, and quality control. [K1]
- CO2 : interpret the concepts of integrated materials management, inventory control, purchasing procedures, and vendor management, and understand their impact on operational efficiency. [K2]
- CO3 : explain the concepts of production management, methods analysis, work measurement, quality control, and purchasing procedures, and understand their applications in real-world scenarios. [K2]
- CO4 : apply their understanding of production systems and layout principles to solve real-world production challenges, optimizing efficiency and resource utilization in manufacturing settings. [K3]
- CO5 : use methods analysis, quality control, inventory management, and purchasing techniques to improve operational efficiency. [K3]

UNIT I

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 - the 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 and Functions (18 Hours)

UNIT V

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

SELF STUDY ASSIGNMENT

1. Principles of a Good Layout
2. Objectives of Stores Keeping and Materials Handling

TEXT BOOKS

1. Saravanavel.P. & Sumathi.S. (2015). *Production and Materials Management*, Margham Publications.
2. Khanna.R.B. (2015). *Production and Operations management*, Prentice Hall Publications.
3. Anil Kumar.S. & Suresh.N. (2018). *Operation Management*, New Age International, 1st Edition.
4. William J. Stevenson (2022). *Operations Management*, Mc Graw Hill, 13th Edition.
5. Aswathappa.K. & Shridhara Bhat.K. (2011). *Production and Operations Management*, Mumbai : Himalaya Publishing House.

REFERENCE BOOKS

1. Rama Murthy.P (2009). *Production and Operations Managements*, New Delhi : New Age International Private Limited Publishers.
2. Biswajit Banerjee (2010). *Operations Management and Control*, S Chand, Revised Edition.
3. K.Shridhara Bhat (2020). *Material Management*, Mumbai: Himalaya Publishing House
4. Pannerselvam.R. (2009). - *Production and Operations Management*, New Delhi: P H I Learning Private Limited.
5. Chunawalla.S.A. & Patel.D.R. (2009). *Production and Operations Management*, Mumbai : Himalaya Publishing House.

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 24UBAC63	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	1	-	-	-	-	2
CO2	3	3	1	1	1	-	-	-	-	-
CO3	3	3	-	3	3	1	-	-	-	-
CO4	3	3	-	3	3	1	-	-	-	2
CO5	3	3	-	3	3	1	-	-	-	-

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

Dr.P.Suganthi
Head of the Department

Ms.M.J.Mathumitha
Course Designer



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B.B.A.

(2024 – 2025 onwards)

Semester VI	INNOVATION MANAGEMENT	Hours/Week: 5	
Elective Course DSEC -3		Credits : 4	
Course code 24UBAE61		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 Vs. 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. Krishnamacharyulu.C.S.G. & Lalitha.R, *Innovation Management* , Himalaya Publishing House.
2. James A Christiansen, Krishnamacharyulu.C.S.G. & Lalitha.R. (2000). *Competitive Innovation Management*, Macmillan Business.
3. Khanka S.S, *Creativity and Innovation in Entrepreneurship*, Sultan Chand & Sons

REFERENCE BOOKS

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

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/554019056/Innovation-Management-Notes-Study-Materials>

Course Code 24UBAE61	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	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)

Dr.P.Suganthi
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VIRUDHUNAGAR

Quality Education with Wisdom and Values



B.B.A.

(2024 – 2025 onwards)

Semester VI	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Hours/Week: 5	
Elective Course DSEC -3		Credits : 4	
Course code 24UBAE62		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 Theory Vs. Forwards Thoery

TEXT BOOKS

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

REFERENCE BOOKS

1. Bhalla.V.K. (2012). *Investment Management*, S. Chand & Company Ltd.,
2. Kevin.S. (2006). *Portfolio Management*, PHI publishing, 2nd Revised edition.
3. Natarajan.L. (2012). *Investment Management*, Chennai: Margham Publications, 1st edition.

WEB RESOURCES

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

Course Code 24UBAE62	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)

Dr. P. Suganthi
Head of the Department

Dr. P. Suganthi
Course Designer



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B.B.A.

(2024 – 2025 onwards)

Semester -VI	FUNDAMENTALS OF LOGISTICS	Hours/Week:5	
Elective Course DSEC - 4		Credits:4	
Course Code 24UBAE63		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 BOOKS

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

REFERENCE BOOKS

1. Martin Christopher (2012). *Logistics and Supply Chain Management*, Pearson Education Limited.
1. David Grant, Douglas.M.Lambert, JamesR.Stock & LisaM.Ellram (1997). *Fundamentals of Logistics Management*, McGraw Hill Higher Education.
2. Sunil Chopra & Peter Meindl (2012). *Supply Chain Management - Strategy Planning and Operation*, PHI Learning / Pearson Education, 5th edition.

WEB SOURCES

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 24UBAE63	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	2	1	-	-	2	2	-	-	-
CO2	2	3	1	2	3	3	3	-	-	-
CO3	2	3	-	1	3	3	2	-	-	-
CO4	2	2	2	1	-	2	3	-	-	2
CO5	2	3	2	1	3	3	3	-	-	2

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

Dr.P.Suganthi
Head of the Department

Mrs.S.Shree Nithi
Course Designer



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B.B.A.

(2024 – 2025 onwards)

Semester VI	E - BUSINESS	Hours/Week: 5	
Elective Course DSEC -4		Credits : 4	
Course code 24UBAE64		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, identify various web-based tools and e-business software, and explain the environment of e-business. [K1]
- CO2: identify various web-based tools and e-business software, recognize security threats and security measures for e-commerce and electronic payment systems, and understand international, legal, and ethical issues in e-business. [K2]
- CO3: identify security threats to e-business and describe security measures for e-commerce and electronic payment systems, examine strategies for marketing, sales, and promotion in B2C and B2B contexts, and give an overview of web-based tools and packages. [K2]
- CO4: analyze strategies for marketing, sales, and promotion, including B2C, B2B, web auctions, virtual platforms, and web portals, consider legal and tax issues in e-business, and interpret the infrastructure of the internet and web for business. [K3]
- CO5: demonstrate an understanding of international, legal, ethical, and tax issues surrounding e-business, develop a business plan for implementing e-business, and analyze value chains and strategies for support and purchasing activities. [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 & James.T.Perry (2000). *Electronic Commerce*, Course technology, Thomson Learning.
2. Diwan, Prag & Sunil Sharma , *E-Commerce - Managers guide to E-Business*.
3. Kosivr, David, *Understanding E-Commerce*.

REFERENCE BOOKS

1. Dave Chaffey, *E-Business and E-Commerce Management*, Pearson Education.
2. Kalakota Ravi, *Frontiers of Electronic Commerce*, Delhi: Addison - Wesley.
3. Smantha Shurety, *E-Business with Net Commerce*, Singapore: Addison – Wesley.
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 24UBAE64	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	2	3	3	-	2	-	2	-	-
CO2	1	2	2	-	-	1	1	-	-	-
CO3	2	1	2	1	1	1	-	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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Ms.V.Sobika
Course Designer



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B.B.A.

(2024 – 2025 onwards)

Semester VI	QUANTITATIVE APTITUDE	Hours/Week:2	
SEC-7		Credits:2	
Course Code 24UBAS61		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 (6 Hours)

UNIT II

Numerical estimation–I

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

UNIT III

Numerical estimation–II

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

UNIT IV

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

UNIT V

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

SELF-STUDY ASSIGNMENT

1. Ratio Proportion
2. Data interpretation - Pie charts

TEXT BOOKS

1. Aggarwal.R.S. (2011). *Quantitative Aptitude for Competitive Examinations*, New Delhi: S. Chand Publications.
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 BOOKS

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

WEB RESOURCES

1. www.m4maths.com
2. www.Indiabix.com
3. <https://www.123test.com/numerical-reasoning-test/>
4. <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
5. <https://playquiz2win.com/reasoning.html>

Course Code 24UBAS61	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

Ms.M.J.Mathumitha
Course Designer