



**V.V.V.VANNIAPERUMAL COLLEGE FOR WOMEN**  
 (Belonging to Virudhunagar Hindu Nadars)  
 An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai  
*Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC*  
 VIRUDHUNAGAR - 626 001

**OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM  
 REGULATIONS AND SYLLABUS  
 (with effect from Academic Year 2020 - 2021)**

V.V.Vanniaperumal College for Women, Virudhunagar, established in 1962, offers 20 UG Programmes, 14 PG Programmes, 6 M.Phil. Programmes and 6 Ph.D. Programmes. The curriculums for all these Programmes, except Ph.D. Programmes, have been framed as per the guidelines given by the University Grants Commission (UGC) 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 the evaluation system.

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

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**UG PROGRAMMES**

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

## **PG PROGRAMMES**

Arts & Humanities	:	History, English, Tamil
Physical & Life Sciences	:	Mathematics, Physics, Biochemistry, Food Processing & Quality Control, Chemistry, Zoology, Computer Science, Information Technology, Computer Applications (MCA*)
Commerce & Management	:	Commerce, Business Administration (MBA*)

\* AICTE approved Programmes

## **PRE-DOCTORAL PROGRAMMES (M.Phil.)**

Arts & Humanities	:	History, English, Tamil
Physical & Life Sciences	:	Mathematics, Biochemistry
Commerce & Management	:	Commerce

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

1. Core Courses
2. Project
3. Discipline Specific Elective Courses (DSEC)
4. Allied Courses
5. Skill Enhancement Courses (SEC)
6. Non Major Elective Courses (NMEC)
7. Ability Enhancement Compulsory Courses (AECC)
8. Generic Elective Courses (GEC)
9. Self Study Courses
10. Extra Credit Courses (Optional)

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**List of Non Major Elective Courses (NMEC) Offered**


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**UG PROGRAMMES**

Name of the Course	Semester	Department
History of India upto A.D.1858	III	History(EM)
இந்தியவரலாறு கி.பி. 1858 வரை	III	History (TM)
Indian National Movement (A.D 1885-1947)	IV	History(EM)
இந்தியதேசிய இயக்கம் (கி.பி. 1885 – 1947)	IV	History(TM)
English for Professions I	III	English
English for Professions II	IV	
இக்காலநீதி இலக்கியம்	III	Tamil
உரைநடை இலக்கியம்	IV	
Basic Hindi – I	III	Hindi
Basic Hindi – II	IV	
Practical Banking	III	Commerce
Basic Accounting Principles	IV	
Business Management	III	Business Administration
Entrepreneurship	IV	
Quantitative Aptitude	III	Mathematics
Statistics and Operation Research	IV	
Physics in Everyday life	III	Physics
Fundamentals of Electronics	IV	
Industrial Chemistry	III	Chemistry
Drugs and Natural Products	IV	
Applied Zoology	III	Zoology
Animal Science	IV	
Basic Food Science	III	Home Science – Nutrition and Dietetics
Basic Nutrition and Dietetics	IV	
Women and Health	III	Biochemistry
Lifestyle Associated Disorders	IV	
Medical Lab Technology	III	Microbiology
Applied Microbiology	IV	
Infectious Diseases	III	Biotechnology
Organic Farming	IV	
Basics of Fashion	III	Costume Design And Fashion
Interior Designing	IV	
Introduction to Computers and Office Automation	III	Computer Science
Introduction to Internet and HTML 5	IV	
Computer Fundamentals and E-mail	III	Information Technology
MS Office	IV	
Fundamentals of Computers	III	Computer Applications
Web Design with HTML	IV	
Horticulture – I	III	Botany
Horticulture – II	IV	
மருத்துவதாவரவியல் - I	III	
மருத்துவதாவரவியல் - II	IV	
Library and Information Science – I	III	Library Science
Library and Information Science - II	IV	

மேல்நிலைக் கல்விவரை தமிழை முதன்மைப் பாடமாக எடுத்துக் படிக்காத மாணவிகள் கீழ்க்கண்ட பாடங்களைக் கட்டாயம் படிக்க வேண்டும்

1. அடிப்படைத் தமிழ் - எழுத்தறிதல்
2. அடிப்படைத் தமிழ் - மொழித்திறனறிதல்

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**List of Ability Enhancement Compulsory Courses & Generic Elective Courses (GEC)  
Offered**

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**ABILITY ENHANCEMENT COMPULSORY COURSES (AECC)**

1. Value Education
2. Environmental Studies

**GENERIC ELECTIVE COURSES – 1**

1. Human Rights
2. Women Studies

**GENERIC ELECTIVE COURSES – 2**

1. Constitution of India
2. Modern Economics
3. Adolescent Psychology
4. Disaster Management

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

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

**Vision of the Institution**

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

## **Mission of the Institution**

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

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

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

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

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

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

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

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

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

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

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

1. equip the students with professional knowledge so as to positively impact environment by addressing issues and offer appropriate and innovative solutions.
2. create professionals who strive continuously for growth in career or in their entrepreneurial ventures with steadfast focus on personal development, values and ethics

3. 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. communicate proficiently and confidently with the ability to express original/complex ideas effectively in different situations. (*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, synthesise and evaluate data, theories and ideas to provide valid suggestions for the betterment of the society. (*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

**PSO 1.b.** apply conceptual knowledge in functional areas of business to choose and establish themselves in a suitable career

#### **PO2 – *Scientific Reasoning and Problem Solving***

**PSO 2.a.** identify real-life challenges and problems in business administration, analyse them scientifically and suggest valid solutions to build a better business, society and nation

**PSO 2.b.** seek business opportunities in real-life situations problems for socio-economic development

#### **PO3 – *Communication Skills***

**PSO 3.** communicate effectively and confidently with various stakeholders in the matters related to management.

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

**PSO 4.** critically evaluate the micro and macro environment affecting business 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/TeamWork 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**

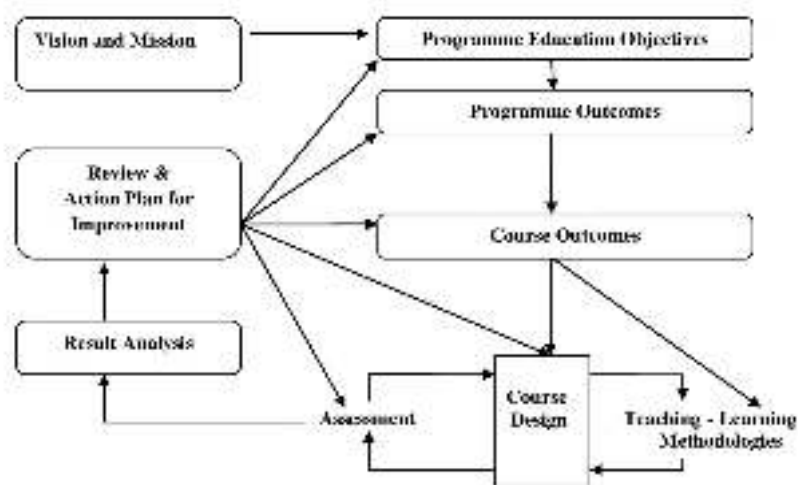
Attainment of PEOs can be measured by a PO-PEO matrix. PEOs should evolve through constant feedback from alumnae, students, industry, management, *etc.* It is mandatory that each PEO should be mapped to at least one of the POs.

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



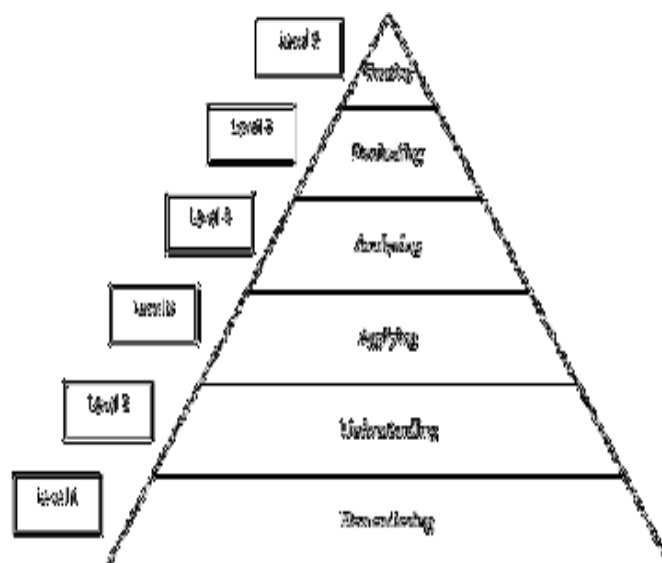
### B.1.4 Course Outcomes (COs)

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/Alternate Course
Part II	:	English
Part III	:	Core Courses
		Discipline Specific Elective Courses
		Allied Courses
		Self Study Course
Part IV	:	Skill Enhancement Courses (SEC)
		Non Major Elective Courses (NMEC)
		Ability Enhancement Compulsory Courses (AECC)
		Generic Elective Courses (GEC)
		Self Study Course
Part V	:	National Service Scheme/ Physical Education/ Youth Red Cross Society/ Red Ribbon Club/ Science Forum/ Eco Club/ Library and Information Science/ Consumer Club/ Health and Fitness Club/ National Cadet Corps/ Rotaract Club

**B.2 EVALUATION SCHEME**

Components	Internal Assessment Marks	External Examination Marks	Total Marks
Theory	25	75	<b>100</b>
Practical	40	60	<b>100</b>
Project	100	-	<b>100</b>

**B.2.1 PART III - Core Courses, Discipline Specific Elective Courses & Allied Courses****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

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

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

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Practical**

<b>Mode of Evaluation</b>		<b>Marks</b>
Periodic Test	:	30
Record	:	5
Performance	:	5
<b>Total</b>	:	<b>40</b>

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

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

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

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

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

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

**B.2.2 PART III - Self Study Course**

## Core Courses Quiz – Online

Assessment by Internal Examiner only

- Question Bank prepared by the Faculty Members of the Department for all the Core Courses offered in all the Five Semesters.
- 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**

<b>Mode of Evaluation</b>		<b>Marks</b>
Periodic Test	:	40
Model Examination	:	60
<b>Total</b>	:	<b>100</b>

Two Periodic Tests - Better of the two will be considered

**B.2.3 PART IV - Skill Enhancement Courses & Non Major Elective Courses****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

<b>Mode of Evaluation</b>		<b>Marks</b>
Periodic Test	:	25
Assignment	:	10
Quiz	:	5
<b>Total</b>	:	<b>40</b>

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

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

**Practical**

Mode of Evaluation		Marks
Periodic Test	:	30
Record	:	5
Performance	:	5
<b>Total</b>	<b>:</b>	<b>40</b>

Three Periodic Tests - Average of the best two 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	5	15
B Q. No.(4)	Internal Choice – Either Or Type	1	1	10	10
<b>Total</b>					<b>25</b>

**EXTERNAL EXAMINATION****Question Pattern**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 6)	Internal Choice - Either Or Type	6	6	5	30
B Q. No.(7- 9)	Internal Choice – Either Or Type	3	3	10	30
<b>Total</b>					<b>60</b>

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**B.2.4 PART IV- Ability Enhancement Compulsory Courses (AECC) &  
Generic Elective Courses (GEC)**

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Assessment by Internal Examiner only

- Model Examination is conducted after two periodic tests.
- Book and Study Material prepared by the Faculty Members of the respective departments will be prescribed.

**Distribution of Marks**

Mode of Evaluation		Marks
Periodic Test	:	30
Assignment	:	10
Model Examination	:	60
<b>Total</b>	<b>:</b>	<b>100</b>

Two Periodic Tests - Better of the two will be considered

Two Assignments - Better of the two will be considered

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

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

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

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

**B.2.5 PART IV - Self Study Course****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 patterns are 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**

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

**Distribution of Marks**

<b>Mode of Evaluation</b>		<b>Marks</b>
Periodic Test	:	40
Model Examination	:	60
<b>Total</b>	<b>:</b>	<b>100</b>

Two Periodic Tests - Better of the two will be considered

**B.2.6 Part V – Extension Activities**

Assessment by Internal Examiner only

**Distribution of Marks**

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

\*The marks obtained will be calculated for 100 marks



**B.2.1 EXTRA CREDIT COURSES (OPTIONAL)**

**Assessment by Internal Examiner only**  
**Distribution of Marks**

**Question Pattern****Duration: 3 Hours**

Section	Types of Question	No. of Questions	No. of Questions to be answered	Marks for each Question	Total Marks
A Q. No.(1- 10)	Multiple Choice	10	10	1	10
B Q. No.(11 -15)	Internal Choice – Either or Type	5	5	9	45
C Q. No.(16-20)	Open Choice	5	3	15	45
				<b>Total</b>	<b>100</b>

**ELIGIBILITY FOR THE DEGREE**

1. 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.

2. Attendance, progress and conduct certification from the Head of the Institution will be required for the students to write the examination.

- No Pass minimum for Internal Assessment.
- Pass minimum for External Examination is 27 marks out of 75 for Core Courses, Discipline Specific Elective Courses and Allied Courses.
- Pass minimum for External Examination is 21 marks out of 60 for Skill Enhancement Courses and Non Major Elective Courses.
- Pass minimum for Internal Practical Examination is 19 marks out of 40.
- The aggregate minimum pass percentage is 40
- Pass minimum for External Practical Examination is 21 marks out of 60 marks.
- Pass minimum for Ability Enhancement Compulsory Courses and Generic Elective Courses is 40.
- Pass minimum for Self Study Courses is 40.
- Attendance
  - For UG, PG and M.Phil. Programmes,
    - a) The students who have attended the classes for 76 days (85%) and above are permitted to appear for the Summative Examinations without any condition.

- b) The students who have only 60-75 days (66% - 84%) of attendance are permitted to appear for the Summative Examinations after paying the required fine amount and fulfilling other conditions according to the respective cases.
- c) The students who have attended the classes for 59 days and less – upto 45 days (50% - 65%) can appear for the Summative Examinations only after getting special permission from the Principal.
- d) The students who have attended the classes for 44 days or less (<50%) cannot appear for the Summative Examinations and have to repeat the whole semester.
  - For Part V in UG Programmes, the students require 75 % of attendance to get a credit.
  - For Certificate, Diploma, Advanced Diploma and Post Graduate Diploma Programmes, the students require 75% of attendance to appear for the Theory/Practical Examinations.

These rules come into effect from 2020-2021 onwards.

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

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

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

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

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

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

#### **CO Assessment Rubrics**

For the evaluation and assessment of COs and POs, rubrics are used. Internal assessment contributes 40% and End Semester assessment contributes 60% to the total attainment of a CO for the theory Courses. For the practical Courses, internal assessment

contributes 50% and Semester assessment contributes 50% to the total attainment of a CO. Once the Course Outcome is measured, the PO can be measured using a CO-PO matrix.

## CO Attainment

### Direct CO Attainment

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

### Attainment Levels of COs

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

### Target Setting for Assessment Method

For setting up the target of internal assessment tools, 55% of the maximum mark is fixed as a 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

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

### Indirect CO Attainment

At the end of each Course, an exit survey is conducted to collect the opinion of the students on attainment of Course Outcomes. A questionnaire is designed to reflect the views of the students about the attainment of 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 against 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	PO 1	PO 2	PO 3	PO4	PO 5	PO 6	PO 7
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
Value $\geq$ 70%	Excellent
Value $\geq$ 60 % and Value $<$ 70%	Very Good
Value $\geq$ 50 % and Value $<$ 60%	Good
Value $\geq$ 40% and Value $<$ 50%	Satisfactory
Value $<$ 40%	Not Satisfactory

**Level of PO Attainment**

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

**B.3.3 Assessment Process for PEOs**

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

**Target for PEO Attainment**

<b>Assessment Criteria</b>	<b>Target (UG)</b>	<b>Target (PG)</b>
Record of Employment	25% of the class strength	30% of the class strength
Progression to Higher Education	40% of the class strength	5% of the class strength
Record of Entrepreneurship	2% of the class strength	5% of the class strength

**Attainment of PEOs**

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

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

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

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

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

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

**Level of PEO Attainment**

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

**C. PROCESS OF REDEFINING THE PROGRAMME EDUCATIONAL OBJECTIVES**

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



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### BACHELOR OF BUSINESS ADMINISTRATION (5031)

Outcome Based Education with Choice Based Credit System

Programme Structure - Allotment of Hours and Credits

For those who join in the Academic Year 2020-2021

Components	Semester						Total Number of Hours (Credits)
	I	II	III	IV	V	VI	
<b>Part I</b> : Tamil /Hindi/ Alternate Course	6(3)	6(3)	-	-	-	-	12(6)
<b>Part II</b> : English	6(3)	6(3)	-	-	-	-	12(6)
<b>Part III</b> : Core Courses, Discipline Specific Elective Courses, Allied Courses & Self Study Course							
Core Course	6(5)	6(5)	6(5)	6(5)	6(5)	6(5)	36(30)
Core Course	-	-	6(5)	6(5)	5(5)	6(5)	23(20)
Core Course	-	-	5(4)		6(5)	6(5)	17 (14)
Core Course	-	-	5(5)	-		-	5(5)
Project	-	-	-	-	-	3(3)	3(3)
DSEC	-	-	-	-	5(4)	5(4)	10(7)
Allied Course	5(3)	5(3)	-	5(3)	-	-	15(9)
Allied Course	5(3)	5(3)	5(3)	5(3)	-	-	20(12)
Allied Course	-	-	-	5(3)	-	-	5(3)
Self Study Course	-	-	-	-	-	0(1)	0(1)
<b>Part IV</b> : Skill Enhancement Courses, Non Major Elective Courses, Ability Enhancement Compulsory Courses, Generic Elective Courses & Self Study Course							
SEC	-	2(2)	-	-	2(2)	2(2)	6(6)
SEC	-	-	-	-	2(2)	2(2)	4(4)
SEC	-	-	-	-	2(2)		2(2)
Non Major Elective Course	-	-	2(2)	2(2)	-	-	4(4)
AECC - Value Education	2(2)	-	-	-	-	-	2(2)
AECC - Environmental Studies	-	-	-	-	2(1)	-	2(2)
GEC -1	-	-	1(1)	-	-	-	0(1)
GEC - 2	-	-	-	1(1)	-	-	2(1)
Self Study Course	-	-	-	-	0(1)	-	0(1)
<b>Part V</b> : Extension Activities	-	-	-	0 (1)	-	-	0(1)
<b>Total</b>	<b>30 (19)</b>	<b>30 (19)</b>	<b>30 (25)</b>	<b>30 (23)</b>	<b>30 (27)</b>	<b>30(27)</b>	<b>180(140)</b>
Extra Credit Course	-	-	-	0(2)	-	-	-

DSEC: Discipline Specific Elective Course

SEC: Skill Enhancement Course

AECC : Ability Enhancement Compulsory Course

GEC: Generic Elective Course





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

**PROGRAMME CONTENT**

**SEMESTER I**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part I</b>	Tamil/Hindi I	20UTAG11/ 20UHDG11	6	3	3	25	75	100	
2.	<b>Part II</b>	English –I	20UENG11A/ 20UENG11B/ 20UENG11C	6	3	3	25	75	100	
3.	<b>Part III</b>	Core Course -1	Principles of Management	20UBAC11	6	5	3	25	75	100
4.		Allied Course -1	Business Economics	20UBAA11	5	3	3	25	75	100
5.		Allied Course -2	Financial Accounting	20UBAA12	5	3	3	25	75	100
6.	<b>Part IV</b>	AECC – 1	Value Education	20UGVE11	2	2	-	100	-	100
<b>Total</b>				<b>30</b>	<b>19</b>		<b>600</b>			

**B.B.A. (SEMESTER) - SEMESTER II**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part I</b>	Tamil/Hindi II	20UTAG21/ 20UHDG21	6	3	3	25	75	100	
2.	<b>Part II</b>	English –II	20UENG21A/ 20UENG21B/ 20UENG21C	6	3	3	25	75	100	
3.	<b>Part III</b>	Core Course -2	Human Resource Management	20UBAC21	6	5	3	25	75	100
4.		Allied Course -3	Business Statistics	20UBAA21	5	3	3	25	75	100
5.		Allied Course -4	Cost Accounting	20UBAA22	5	3	3	25	75	100
6.	<b>Part IV</b>	SEC-1	Leadership Skills	20UBAS21	2	2	2	40	60	100
<b>Total</b>				<b>30</b>	<b>19</b>		<b>600</b>			

**B.B.A. (SEMESTER) - SEMESTER III**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part - III</b>	Core Course -3	Marketing Management	20UBAC31/	6	5	3	25	75	100
2.		Core Course -4	Operations Management	20UBAC32	6	5	3	25	75	100
3.		Core Course -5	Entrepreneurship	20UBAC33	5	4	3	25	75	100
4.		Core Course – 6	Organizational Behaviour	20UBAC34	5	5	3	25	75	100
5.		Allied Course – 5	Business Communication	20UBAA31	5	3	3	25	75	100
6.	<b>Part - IV</b>	NMEC –I	Business Management	20UBAN31	2	2	2	40	60	100
7.		GEC – 1	1.Human Rights/ 2. Women Studies	20UGHR31 20UGWS32	1	1	2	100	-	100
<b>Total</b>				<b>30</b>	<b>25</b>	<b>700</b>				

**B.B.A. (SEMESTER) - SEMESTER IV**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part - III</b>	Core Course -7	Business Law	20UBAC41	6	5	3	25	75	100
2.		Core Course -8	Financial Management	20UBAC42	6	5	3	25	75	100
3.		Allied Course -6	Computer Application in Management	20UBAA41	5	3	3	25	75	100
4.		Allied Course -7	Service Marketing	20UBAA42	5	3	3	25	75	100
5.		Allied Course -8	MS Office Practical	20UBAA41P	5	3	3	40	60	100
6.	<b>Part - IV</b>	NMEC -2	Entrepreneurship	20UBAN41	2	2	2	40	60	100
7.		GEC – 2	1. Constitution of India/ 2. Modern Economics/ 3. Adolescent Psychology/ 4. Disaster Management	20UGEC41 20UGEM42 20UGEA43 20UGED44	1	1	2	100	-	100
8.	<b>Part - V</b>	Extension Activities			-	1	100			
<b>Total</b>					<b>30</b>	<b>23*</b>	<b>800</b>			

**B.B.A. (SEMESTER) - SEMESTER V**

S.No.	Components		Title of the Course	Course Code	Hours Per Week	Credits	Exam.Hours	Marks		
								Int.	Ext.	Total
1.	<b>Part - III</b>	Core Course -9	Research Methodology	20UBAC51	6	5	3	25	75	100
2.		Core Course -10	Secretarial Practice	20UBAC52	5	5	3	25	75	100
3.		Core Course -11	Management Accounting	20UBAC53	6	5	3	25	75	100
4.		DSEC-1	Digital Business/ Organizational Psychology/ Industrial Law	20UBAE51/ 20UBAE52/ 20UBAE53	5	4	3	25	75	100
5.	<b>Part IV</b>	SEC – 2	Tally Practical	20UBAS51P	2	2		40	60	100
6.		SEC- 3	E-Presentation	20UBAS52P	2	2	2	40	60	100
7.		SEC- 4	Mathematics for Competitive Examinations	20UBAS53	2	2	2	40	60	100
8.		Self Study Course	Practice for Competitive Examinations - Online	20UGCE51	–	1	–	100	-	100
9.		AECC – 2	Environmental Studies	20UGES51	2	1	2	100		100
<b>Total</b>					<b>30</b>	<b>27</b>				<b>750</b>
9.		Extra Credit Course	Event management	20UBA051	-	2		100		<b>100</b>

**B.B.A. (SEMESTER) - SEMESTER VI**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	<b>Part - III</b>	Core Course -12	Strategic Management	20UBAC61	6	5	3	25	75	100
2.		Core Course -13	Banking Theory and Practice	20UBAC62	6	5	3	25	75	100
		Core Course -14	Business Environment	20UBAC63	6	5	3	25	75	100
3.			Project	20UBAP61PR	3	3	3	40	60	100
4.		DSEC-2	Consumer Behaviour/ International Business/ Financial Markets and Services	20UBAE61/ 20UBAE62/ 20UBAE63	5	4	3	25	75	100
5.		Online Course	Core Courses Assessment	20UBAOL61	–	1	–	50	-	50
6.	<b>Part - IV</b>	SEC- 4	Soft Skills	20UBAS61	2	2	2	40	60	100
7.		SEC- 5	Employability Skills	20UBAS62	2	2	2	40	60	100
				<b>Total</b>	<b>30</b>	<b>27</b>				<b>750</b>



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### B.B.A.

(2020 -21 onwards)

Semester I	<b>PRINCIPLES OF MANAGEMENT</b>	Hours/Week: 6	
Core Course		Credits: 5	
Course Code <b>20UBAC11</b>		Internal 25	External 75

### COURSE OUTCOMES

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

CO1: identify the role of various levels of management in an organization. [K1]

CO2: understand the requisites for effective planning and decision making. [K2]

CO3: apply the theories of management in business situations. [K3]

CO4: analyse the decision making process and its effectiveness in a company. [K4]

CO5: examine the communication process and their barriers within the working area. [K4]

### UNIT I

**Introduction to Management:** Meaning - Definition - Characteristics – Importance - Functions of Management - Levels of Management.

**Management:** Art, Science and Profession - Difference between Management and Administration - Management Contributions of F.W. Taylor and Henry Fayol. (18 Hours)

### UNIT II

**Planning:** Meaning – Definition - Characteristics - Importance - Merits - Demerits – Types of Planning - Steps in Planning - Requisites for Effective Planning.

**Decision Making:** Meaning - Characteristics -Types of Decisions – Decision Making Process - Requisites for Effective Decision. (18 Hours)

### UNIT III

**Organizing:** Meaning - Definition – Steps in Organizing – Importance of Organization

**Structure of Organization:** Line - Functional and Line and Staff (Three types only) – Difference between Formal and Informal Organization. (18 Hours)

### UNIT IV

**Staffing:** Meaning - Importance – Elements – Functions – Factors affecting Staffing.

**Direction:** Meaning – Principles - Importance - Techniques of Direction. (18 Hours)

### UNIT V

**Control:** Meaning - Definition - Need for Control - Steps in Control - Types of Control.

**Communication:** Meaning – Definition - Importance - Characteristics of Communication – Types - Process – Barriers. (18 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Types of Communication
2. Sources of Recruitment

### TEXT BOOK

Ramasamy, T. (2015). *Principles of Management*, Mumbai: Himalaya Publishing House Pvt. Ltd., 8<sup>th</sup> Revised Edition.

### REFERENCE BOOKS

1. Jayasankar, J. (2015). *Principles of Management*, Chennai: Margham Publications, 2<sup>nd</sup> Edition.
2. Kumkum Mukherjee. (2009). *Principles of Management and Organisational Behaviour*, Chennai: Vijay Nicole Imprints Private Limited. 2<sup>nd</sup> Edition.
3. Prasad, L.M. (2015). *Principles and Practice of Management*, New Delhi: Sultan Chand & Sons, 9<sup>th</sup> Edition.



Course Code 20UBAC11	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	M	M	H	H	M	M	H	L	M	-
CO2	H	H	H	L	M	H	M	M	L	-
CO3	M	H	H	H	M	H	H	L	M	-
CO4	H	H	L	M	M	L	L	M	L	L
CO5	M	H	L	M	M	L	H	M	M	M

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## B.B.A.

(2020 -21 onwards)

Semester I	<b>BUSINESS ECONOMICS</b>	Hours/Week: 5	
Allied Course		Credits: 3	
Course Code <b>20UBAA11</b>		Internal <b>25</b>	External <b>75</b>

### COURSE OUTCOMES

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

- CO1: describe the fundamental concepts of managerial economics and macroeconomics. [K1]
- CO2: explain the various factors that determine the business economics and macro indicators. [K2]
- CO3: illustrate the components of micro and macroeconomics affecting business. [K2]
- CO4: determine demand, cost, price and output for products in different market structures and assess macroeconomic aspects of business. [K3]
- CO5: analyze the macroeconomic determinants, demand, cost, price and market structures for business. [K4]

### UNIT I

**Introduction to Business Economics:** Definition of Business Economics – Nature – Scope - Importance - Limitations – Circular Flow of Economic Activity – Managerial Economics with other Disciplines - Law of Supply . (15 Hours)

### UNIT II

**Utility Analysis:** Law of Diminishing Marginal Utility – Law of Demand – Types of Elasticity of Demand - Measurement of Elasticity of Demand - Uses - Factors Affecting Elasticity of Demand - Demand Forecasting Techniques. (15 Hours)

### UNIT III

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

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

(15 Hours)

### UNIT IV

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

(15 Hours)

### UNIT V

**Macro Indicators of Economics:** National Income - Methods of Computing National Income **Inflation:** Meaning – Types - Causes - Effects - Measures to Control.

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

(15 Hours)

### SELF STUDY FOR ASSIGNMENT

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

### TEXT BOOK

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

### REFERENCE BOOKS

1. Varshney, R.L. & Maheshwari, K.L. (2014). *Managerial Economics*, New Delhi: Sultan Chand & Sons, 22<sup>nd</sup> Edition.
2. Yogesh Maheswari (2015). *Managerial Economics*, New Delhi: PHI Learning Private Limited, 3<sup>rd</sup> Edition.
3. Mithani, D.M. (2015). *Principles of Economics*, Mumbai: Himalaya Publishing House, 11<sup>th</sup> Edition.

Course Code 20UBAA11	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	H	H	H	M	M	L	H	L	L
CO2	H	M	H	M	H	L	H	M	M	M
CO3	H	M	H	H	M	H	H	H	H	M
CO4	H	M	H	M	M	M	H	M	M	L
CO5	H	H	H	H	M	H	H	M	M	M

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### B.B.A. (2020 -21 onwards)

Semester I	<b>FINANCIAL ACCOUNTING</b>	Hours/Week: 5	
Allied Course		Credits: 3	
Course Code 20UBAA12		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: recollect fundamental concepts from basic accounting to final accounts of trading and non-trading concerns. [K1]
- CO2: describe the various approaches of accountancy, books of accounts and final accounts. [K2]
- CO3: solve the basic accounting problems related to books of accounts, depreciation for trading and Non-Trading concerns. [K3]
- CO4: prepare various subsidiary books with ledger, receipts and payment accounts and final accounts. [K3]
- CO5: draw inference about different depreciation methods and financial position of a firm. [K4]

### UNIT I

**Introduction to Accounting:** Book - Keeping – Meaning – Systems – Accountancy - Meaning – Objectives - Importance - Advantages – Limitations - Accounting Concepts and Conventions - Kinds of Accounts. (15 Hours)

### UNIT II

**Double Entry System:** Journal - Subsidiary Books – Purchase Book, Sales Book, Return Book, Cash Book - Petty Cash Book - Ledger – Trial Balance - Accounting Standards - Concept - Objectives - Accounting Standards followed in India. (15 Hours)

### UNIT III

**Depreciation:** Meaning - Causes and Need - Methods of Depreciation - Straight Line Method – Written Down Value Method (Simple Problems Only). (15 Hours)

### UNIT IV

**Final Accounts (Accounts of Trading Concerns):** Elementary Problems with Simple Adjustments – Capital Expenditure - Revenue Expenditure - Deferred Revenue Expenditure – Meaning - Distinction. (15 Hours)

### UNIT V

**Accounts of Non – Trading Concerns:** Receipts and Payments Account - Income and Expenditure Account and Balance Sheet. (15 Hours)

#### NOTE:

**Composition of the Question Paper: Theory : 40 %**  
**Problems : 60 %**

#### SELF STUDY FOR ASSIGNMENT

1. Final Accounts of a Company
2. Regulatory Body in Accounting

#### TEXT BOOK

*Reddy, T.S. & Murthy, A. (2013). Financial Accounting, Chennai: Margham Publications, 4<sup>th</sup> Edition.*

#### REFERENCE BOOKS

1. Gupta, R.L. & Radhaswamy, M. (2014). *Advanced Accounting*, New Delhi: Sultan Chand & Sons, 13<sup>th</sup> Edition.
2. Jain, S.P. & Narang, K.L. (2002). *Financial Accounting*, Ludhiana: Kalyani Publishers. 1<sup>st</sup> Edition.

Course Code 20UBAA12	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	H	H	M	H	L	H	L	M	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	L	H	L	M	M	H	M	H
CO4	H	H	H	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M

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VIRUDHUNAGAR - 626 001

### B.B.A.

(2020 -21 onwards)

Semester I	<b>VALUE EDUCATION</b>	Hours/Week: 2	
Core Course		Credits: 2	
Course Code 20UGVE11		Internal 100	External -

### COURSE OUTCOMES

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

CO1: describe the general human values and their associated values that are essential to make them committed and responsible individuals. [K1]

CO2: indicate the importance and benefits of upholding human values. [K2]

CO3: explain the steps to be taken for upholding human values and human rights. [K2]

CO4: practice the individual values needed for maintaining harmonious relationship with members of family, institution, organization or society for preserving and transmitting its tradition and culture. [K3]

CO5: uphold the legal, moral, ethical and spiritual values for nurturing health and happiness leading to national integrity and peace and for the existence of human beings with humanity. [K3]

### UNIT I

**Values of Life An Introduction:** Definition of Values - Significance of Values - Classification of Values - Need for Value Education.

### UNIT II

**Values for Individual Welfare:** Honesty and Integrity- Punctuality- Positive Thinking - Commitment at the Workplace



**UNIT III**

**Values for Familial Welfare/Peace:** Respect and Love for Elders - Truthfulness-  
Harmonious Relationship - Hospitality

**UNIT IV**

**Values for Social Welfare/Prosperity:** Patriotism and Non-Violence - Human  
Rights -Women's Rights

**UNIT V**

**Values for Spiritual Welfare/Well-being:** Faith in God – Meditation – Purity - Self  
Surrender

**BOOKS PRESCRIBED**

Maithili.B, Thilakam.C *et al. Value Education*. Chennai: New Century Book  
House (P) Ltd., 2014.

Course Code 20UGVE11	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	-	-	L	-	H
CO2	H	M	-	-	L	-	H
CO3	H	M	-	-	L	-	H
CO4	H	M	-	-	H	H	H
CO5	H	M	-	-	L	H	H

Dr. M. Geetha  
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Dr. M.Tamilselvi  
Dr. P. Malarvizhi  
Course Designers

## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN



(Belonging to Virudhunagar Hindu Nadars)  
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VIRUDHUNAGAR - 626 001

### B.B.A. (2020 -21 onwards)

Semester II	<b>HUMAN RESOURCE MANAGEMENT</b>	Hours/Week: 6	
Core Course		Credits: 5	
Course Code <b>20UBAC21</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: describe the various aspects of Human Resources Management, man power sourcing, selection, promotion, wages and salary etc., [K1]
- CO2: discuss various HR policies, Training and development, Performance and reward management etc. [K2]
- CO3: illustrate the reasons for the causes of labour turnover, poor relation between employees, absenteeism. [K3]
- CO4: classify the various methods of selection, promotion, job evaluation, training and development and employee morale. [K4]
- CO5: analyse the human resource by using various performance appraisal methods and reward them using incentives and promotions. [K4]

### UNIT I

**Human Resource Management** : Meaning and Definition – Importance and Objectives – Scope and Nature – Functions and Characteristics – Organisation chart of HRM - Personnel Management – Difference between HRM and PM. (18 Hours)

### UNIT II

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

**Selection** : Meaning - Methods.

**Training** : Types - Principles - Objectives. (18 Hours)

### UNIT III

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

**Absenteeism:** Reasons for Absenteeism – Measures for the Control of Absenteeism – Labour Turnover – Impact and Causes – Measures to Control Labour Turnover. (18 Hours)

### UNIT IV

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

**Incentives:** Meaning- Benefits. (18 Hours)

### UNIT V

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

**Employer and Employee Relations:** Meaning- Reasons for Poor Relations - Methods of Improving Relations. (18 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Turnover in Various Industries
2. Non-Monetary Motivational Factors

### TEXT BOOK

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

### REFERENCE BOOKS

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

Course Code 20UBAC21	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	H	H	H	M	M	L	H	M	L	L
CO2	M	H	H	M	M	L	H	M	M	M
CO3	M	M	M	H	M	H	H	L	M	M
CO4	H	H	H	L	M	H	H	M	L	L
CO5	M	H	H	H	M	H	H	L	M	L

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VIRUDHUNAGAR - 626 001

## B.B.A. (2020 -21 onwards)

Semester II	<b>BUSINESS STATISTICS</b>	Hours/Week: 5	
Allied Course		Credits: 5	
Course Code <b>20UBAA21</b>		Internal 25	External 75

### COURSE OUTCOMES

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

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

CO2: summarize the model of business statistics. [K1]

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

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

CO5: calculate the measures of central tendency, dispersion, correlation and regression. [K4]

### UNIT I

**Statistics:** Meaning – Characteristics – Classification – Meaning - Types - Geographical - Chronological - Qualitative and Quantitative - Tabulation – Meaning, Objectives - Types of Tables.

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

### UNIT II

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



Course Code 20UBAA21	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	H	H	H	H	M	H	H	H	M	M
CO2	H	H	H	H	M	H	M	H	M	H
CO3	H	H	H	H	M	H	H	H	M	H
CO4	H	M	H	H	M	H	H	M	H	H
CO5	H	H	H	H	M	H	H	H	M	H

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### B.B.A. (2020 -21 onwards)

Semester II	<b>COST ACCOUNTING</b>	Hours/Week: 5	
Allied Course		Credits: 3	
Course Code <b>20UBAA22</b>		Internal <b>25</b>	External <b>75</b>

### COURSE OUTCOMES

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

CO1: describe the different types of Cost, Material, Labour, Overheads and Unit costing. [K1]

CO2: identify the role of qualified and competent cost Accountant. [K2]

CO3: understand the various Cost Accounting Tools used in an organisation. [K2]

CO4: show solutions to problems in the areas of Material, Labour, Overhead and Output Costing. [K3]

CO5: compare and select from different techniques in Material, Labour, Overhead and Output costing. [K4]

### UNIT I

**Introduction to Cost Accounting:** Meaning - Objectives – Cost Accounting Vs Financial Accounting – Advantages of Cost Accounting – Objections to Cost Accounting – Meaning of Cost Centre and Cost Unit - Classification of Cost. (15 Hours)

### UNIT II

**Material Control :** Meaning - Objectives - Advantages – Stock Levels - Economic Order Quantity – ABC Analysis - Bin Card and Stores Ledger –Valuation of Material Issues – FIFO, LIFO, HIFO, Simple Average and Weighted Average Methods (Simple Problems). (15 Hours)



### UNIT III

**Labour:** Direct and Indirect Labour – Labour Turnover – Methods of Wage Payment – Time Wage System - Piece Wage System and Taylor’s Differential Piece Rate System - Premium Bonus Scheme – Halsey Plan and Rowan Plan. (15 Hours)

### UNIT IV

**Overheads :** Meaning - Allocation and Apportionment of Overheads – Methods of Absorption of Overheads – Production Unit - Percentage on Material Cost - Percentage on Labour Cost - Direct Labour Hour Rate - Machine Hour Rate Methods (Simple Problems). (15 Hours)

### UNIT V

**Unit or Output Costing:** Meaning – Preparation of Cost Sheet - Production Account – Tenders or Quotations (Simple Problems) - Job Costing - Batch Costing - Contract Costing (Theory only). (15 Hours)

### NOTE:

**Composition of the Question Paper: Theory : 40 %**

**Problems : 60 %**

### SELF STUDY FOR ASSIGNMENT

1. Preparation of Cost Statement for a Product
2. Different Types of Costing

### TEXT BOOK

Pillai, R.S.N. & Bagavathi.(2015). *Cost Accounting*, New Delhi: S. Chand Publishing, 10<sup>th</sup> Edition.

### REFERENCE BOOKS

1. Jain, S.P. & Narang, K.L. (2015). *Advanced Cost Accounting*, Ludhiana: Kalyani Publishers.
2. Iyengar, S.P. (2006). *Cost Accounting*, New Delhi: S. Chand & Co., 3<sup>rd</sup> Edition.

Course Code 20UBAA22	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	H	H	M	H	L	H	L	M	H	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	H	H	L	M	M	H	M	H
CO4	H	H	M	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M

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### B.B.A. (2020 -21 onwards)

Semester II	<b>LEADERSHIP SKILLS</b>	Hours/Week: 2	
Skill Enhancement Course		Credits: 2	
Course Code <b>20UBAS21</b>		Internal 40	External 60

### COURSE OUTCOMES

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

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

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

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

CO4: illustrate with example functions, dimensions and skills of leadership. [K3]

CO5: analyse the role of a leader, leadership styles and skills. [K4]

### UNIT I

**Leader:** Meaning - Role of a Leader - Leadership – Meaning – Nature and Importance – Functions of Leadership. (6 Hours)

### UNIT II

**Leadership Styles:** Dimensions of Leadership Task – Task Oriented Leadership and Relationship Oriented Leadership – Transactional and Transformational Leadership - Essential Elements of Effective Leadership. (6 Hours)

### UNIT III

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

**UNIT IV**

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

**UNIT V**

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

**SELF STUDY FOR ASSIGNMENT**

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

**TEXT BOOK**

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

**REFERENCE BOOKS**

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

Course Code 20UBAS21	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	H	H	M	H	L	H	L	M	H	H
CO2	H	M	H	H	M	L	L	M	M	M
CO3	M	H	H	H	L	M	M	H	M	H
CO4	H	H	M	M	M	H	L	H	H	M
CO5	M	M	M	M	L	M	L	H	H	M

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**B.B.A.**

**(2020 -21 onwards)**

Semester III	<b>MARKETING MANAGEMENT</b>	Hours/Week: 6	
Core Course		Credits: 5	
Course Code <b>20UBAC31</b>		Internal 25	External 75

### COURSE OUTCOMES

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

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

CO2: explain the nature, process and fundamental components of marketing management. [K2]

CO3: discover the strategies, approaches, functions, classifications and levels of marketing management in an organization. [K3]

CO4: classify the elements of Product, Price, place and promotional mix in the business. [K4]

CO5: assess the various types of branding, pricing, retailers, wholesalers and advertising media in marketing management. [K5]

### UNIT I

**Market:** Definition - Features- Classification of Goods.

**Marketing:** Definition – Approaches to the Study of Marketing – Evolution of Marketing Concept - Function of Marketing –Factors Influencing Marketing Concept.

Difference Between Selling and Marketing.

**Marketing Mix:** Elements of Marketing Mix. (15 Hours)

### UNIT II

**Product:** Levels of Product - Product Mix – Classification of Product – Product Life Cycle – New Product Development Process – Reasons for Product Failure.

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

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

### UNIT III

**Pricing Decisions:** Objectives – Factors Affecting Pricing Decision – Procedure for Price Determination – Kinds of Pricing

**Market Segmentation:** Criteria for Segmentation – Methods of Segmentation.  
(15 Hours)

### UNIT IV

**Channel of Distribution:** Factors to be Considered in Selecting Channels – Major Channels of Distribution.

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

**Types of Retailers:** Small Scale Retailers - Departmental Stores – Chain Stores – Mail Order Business – Hire Purchase System.  
(15 Hours)

### UNIT V

**Advertising:** Objectives of Advertising – Advantages and Disadvantages of Advertising – Kinds of Advertising – Reasons for Failure of Advertisement – Elements of Good Advertisement Copy.

**Types of media:** Indoor Advertising and Outdoor Advertising - Factors Determining Media Selection.  
(15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Umbrella Branding.
2. Creating an Advertisement.

### TEXT BOOK

Pillai, R.S.N. (2013). *Marketing Management*. New Delhi: Prentice Hall of India, 1<sup>st</sup> Edition.

**REFERENCE BOOKS**

1. Sherlekar, S.A. (2019). *Marketing Management*, New Delhi: Himalaya Publishing House, 14<sup>th</sup> Edition.
2. Jayasankar, J. (2015). *Marketing*, Chennai: Margham Publications, 2<sup>nd</sup> Edition.
3. Philip Kotler & Kevin Keller. (2017). *Marketing Management*, New Delhi: Prentice Hall of India, 15<sup>th</sup> Edition.

Course Code 20UBAC31	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	H	H	M	H	H	M	L	H	H	H
CO2	H	H	M	H	H	M	L	H	H	M
CO3	H	H	H	H	H	H	M	H	H	M
CO4	H	H	M	M	H	H	M	H	H	H
CO5	H	M	H	M	H	H	M	M	H	H

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**B.B.A.**

**(2020 -21 onwards)**

Semester III	<b>OPERATIONS MANAGEMENT</b>	Hours/Week: 6	
Core Course		Credits: 5	
Course Code <b>20UBAC32</b>		Internal 25	External 75

### COURSE OUTCOMES

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

CO1: identify different types of production system, plant layout and location. [K1]

CO2: gain knowledge regarding the activities of operations management in accomplishing the Production objectives. [K2]

CO3: relate the factors that determine the quality in operations management. [K3]

CO4: analyze the current production management practices in an organization and provide suggestions and improvements. [K4]

CO5: evaluate the operations management practices for attaining efficiency. [K5]

### UNIT I

**Operations Management:** Definition – Functions and Scope – Product Design – Factors Influencing Product Design – Types of Production System – Intermittent and Continuous Production Systems. (15 Hours)

### UNIT II

**Plant Location:** Meaning - Factors Affecting Plant Location – Site Selection – Urban Area – Rural Area – Material Flow Pattern.

**Plant Layout:** Definition – Objectives – Factors Influencing Layout – Types of Layout – Product – Process – Fixed Position – Cellular Manufacturing – Hybrid Layout.

(15Hours)



### UNIT III

**Plant Maintenance:** Meaning – Area Maintenance - Symptoms of Poor Maintenance – Types of Maintenance – Preventive - Breakdown - Predictive - Scheduled and Maintenance Prevention – Steps in Preventive Maintenance. (15 Hours)

### UNIT IV

**Work Study:** Definition - Objectives- Steps – Method Study – Definition - Objectives - Steps.

**Motion Study:** Principles of Motion Economy.

**Work Measurement:** Definition – Objectives - Steps - Techniques of Work Measurement. (15 Hours)

### UNIT V

**Quality Control:** Need – Steps in Quality Control – Control Charts and their Uses (R Chart, P Chart, X Chart and C Chart) - Supply Chain Management – Objectives - Activities Involved in Supply Chain Management. (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Principles of Good Layout.
2. Principles of Method Study.

### TEXT BOOK

Aswathappa, K and Sridhara Bhat, K.(2009). *Production and Operation Management*, Mumbai Himalaya Publishing House.

### REFERENCE BOOKS

1. Amrine, H.T., (1993). *Manufacturing Organization and Management*, New Delhi: Prentice Hall of India, 6<sup>th</sup> Edition.
2. Chary, S.N., (2017). *Production and Operations Management*, New Delhi : Tata McGraw Hill, 5<sup>th</sup> Edition.
3. Goel, B.S., (2011). *Production and Operations Management*, Luthiana : Pragathi Prakasham Publications, 3<sup>rd</sup> Edition.

Course Code 20UBAC32	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	H	H	H	M	M	L	H	L	L	-
CO2	H	M	H	M	H	L	H	M	M	-
CO3	H	M	H	H	M	H	H	H	H	-
CO4	H	M	H	M	M	M	H	-	-	
CO5	H	H	H	H	M	H	H	-	-	-

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**B.B.A.**

**(2020-21 onwards)**

Semester III	<b>ENTREPRENEURSHIP</b>	Hours/Week: 5	
Core Course		Credits: 4	
Course Code <b>20UBAC33</b>		Internal 25	External 75

## COURSE OUTCOMES

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

CO1: describe the concept of entrepreneurship. [K1]

CO2: explain the nature and features of entrepreneurship. [K2]

CO3: demonstrate the functions and process of entrepreneurship. [K3]

CO4: analyze the problems, challenges and various schemes of entrepreneurship. [K4]

CO5: evaluate the scope of entrepreneurship. [K5]

## UNIT I

**Entrepreneur:** Evolution – Character – Types – Need – Functions – Concept of Entrepreneurship – Role of Entrepreneurship – Difference between Male and Female Entrepreneur – Entrepreneur and Manager – Entrepreneur and Intrapreneur. (15 Hours)

## UNIT II

**Women Entrepreneurship:** Concept – Functions – Problems – Growth of Women Entrepreneurship in India.

**Rural Entrepreneurship:** Need – Problems – Develop of Rural Entrepreneurship – NGOs and Rural Entrepreneurship. (15 Hours)

## UNIT III

**Family Business:** Features – Types – Advantages and Disadvantages – Making Family Business More Effective – Challenges Faced by Family Business in India.

**Sickness in Small Enterprises:** Meaning of Industrial Sickness – Process – Signals – Symptoms – Cause and Consequences – Corrective Measures to Curb Sickness. (15 Hours)

**UNIT IV**

**Institutional Support:** DIC – SIDCO – SIDBI – TIIC – SIPCOT – EXIM BANK – Contemporary Schemes for Entrepreneur for Government of India. (15 Hours)

**UNIT V**

**Entrepreneurship Development Programme:** Need – Objectives – Problems – Phases of EDP.

**Export Business:** Nature – Forms - Advantages and Disadvantages. (15 Hours)

**SELF STUDY FOR ASSIGNMENT**

1. Role of Entrepreneurship in Economic Development.
2. Evaluation of Entrepreneurship Development Programme.

**TEXT BOOK**

Khanka.S.S. Reprint (2012). *Entrepreneurial Development*, S.Chand & Company Limited.

**REFERENCE BOOKS**

1. Gupta.C.B. and Srinivasan.N.P.(2005). *Entrepreneurial Development*, New Delhi: Sultan chand & Co.
2. Gordon.E. and Natarajan.K.(2003). *Entrepreneurship Development*, Mumbai: Himalaya Publishing House.

Course Code 20UBAC33	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	H	H	H	H	M	H	H	H	M	M
CO2	H	H	H	H	M	H	M	H	M	H
CO3	H	H	H	H	M	H	H	H	M	H
CO4	H	M	H	H	M	H	H	M	M	H
CO5	H	H	H	H	M	H	H	H	M	H

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### B.B.A.

(2020 -21 onwards)

Semester III	<b>ORGANIZATIONAL BEHAVIOUR</b>	Hours/Week: 5	
Core Course		Credits: 5	
Course Code <b>20UBAC34</b>		Internal 25	External 75

### COURSE OUTCOMES

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

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

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

CO3: illustrate the organizational behaviour of any organization. [K3]

CO4: classify the various factors influencing organizational behaviour. [K4]

CO5: recommend the strategies to maintain good organizational behaviour among employees. [K5]

### UNIT I

Organizational Behaviour – Meaning, Definition – Key elements of OB – Nature and Scope of OB – Contributing Disciplines to OB – Evolution of OB - Models of OB – Scientific management – Human relations management- Hawthorne Studies – Development of OB. (15 Hours)

### UNIT II

Personality – Concept – Determinants – Types of Personalities – Theories – Development of Personality – Perception – Meaning – Perceptual Process – Factors Affecting perception – Attitude – Features – Formation of Attitude – Values – Concept – Types – Job Satisfaction – Determinants of Job satisfaction. (15 Hours)

### **UNIT III**

Groups – Definition - Characteristics – Why do People Form and Join Groups - Types – Stages of Group development – How do Group Make Decisions – Advantages and Disadvantages of Group Decision Making – Team – Features – How Teams Differ From Groups Types of Teams. (15 Hours)

### **UNIT IV**

Motivation – Meaning – Need – Theories – Maslow, Herzberg’s Two Factor Theory, Theory X and Theory Y – Motivational Tools: Financial Incentives, Non-Financial Incentives – Management by Objectives – Advantages and Disadvantages of MBO. (15 Hours)

### **UNIT V**

Organizational Culture – Meaning – Types – Creating, Sustaining and Changing a Culture – Organizational Climate – Factors Determining Organizational Climate - Organizational Change – Meaning – Reasons – Lewins Change Model – Organizational Development – Meaning – Characteristics – OD Intervention Techniques. (15 Hours)

### **SELF STUDY FOR ASSIGNMENT**

1. Role of manager.
2. Group dynamics.

### **TEXT BOOK**

Dr. S.S. Khanka (2002). *Organizational Behavior*, New Delhi: S.Chand Publishing. 1<sup>st</sup> Edition.

### **REFERENCE BOOKS**

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

Course Code 20UBAC34	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	H	H	H	H	L	H	H	M
CO2	H	H	H	H	H	H	L	H	H	M
CO3	H	H	H	H	H	H	L	H	H	M
CO4	H	H	H	H	H	H	L	H	H	M
CO5	H	H	H	H	H	H	L	H	H	M

Dr. P. Suganthi  
Head of the Department

Ms. S. Cindhana  
Course Designer



## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR - 626 001

**B.B.A.**

**(2020 - 2021 onwards)**

Semester III	<b>BUSINESS COMMUNICATION</b>	Hours/Week: 5	
Allied Course		Credits: 3	
Course Code <b>20UBAA31</b>		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course the students will be able to

CO1: describe the concepts of communication. [K1]

CO2: understand process and types of communication. [K2]

CO3: using communication effectively in business. [K3]

CO4: analyse the suitable types and methods of communication in business. [K4]

CO5: assess the importance of various communication types in the business. [K5]

### UNIT I

**Introduction to Communication:** Meaning- Significance- Process.

**Types of communication:** Verbal- Non- Verbal- Oral- Written- Formal- Informal.

(15 Hours)

### UNIT II

**Direction of Communication:** Downward Flow- Upward Flow- Lateral Flow- Diagonal Flow.

**Barriers to communication:** Noise - Psychological Barriers - Linguistic Barriers - Socio-Cultural Barriers- Information Overload - Poor Listening – Impoliteness - Filtering – Overcoming Communication Barriers.

(15 Hours)

### UNIT III

**Business Letter:** Parts & Layout of Letter- Enquiry Letter - Letter of Reply- Letter of Order - Letter of Collection- Sales Letter - Email Enquiries.



**Meeting:** Notice of Meeting- Agenda- Minutes of Meeting- Memo.

**Reports:** Types of Reports- Structure of Report. (15 Hours)

#### UNIT IV

**Oral Communication :** Meaning - Nature and Scope - Principles of Effective Oral Communication – Paralinguistic- Techniques of Effective Speech - Media of Oral Communication (Face-to-face Conversation - Telephone Conversation - Teleconferences - Press Conference – Demonstration - Meetings - Public Address System - Oral Report - Online Meeting). (15 Hours)

#### UNIT V

**Aural Communication (Listening):** Importance- Types - Effective Listening Skills- Courtesy Makers - Role of Attitude in Business Communication. (15 Hours)

#### SELF STUDY FOR ASSIGNMENT

1. Composing Business Email.
2. Role Play.

#### TEXT BOOK

1. Francis Soundararaj (2015). *Speaking and Writing for Effective Business Communication*, Chennai: Sharon Educational Assistance (SEA), 1<sup>st</sup> Edition.
2. Urmila Rai, SM Rai, (2018). *Business communication*, Himalaya Publishing Company, 2<sup>nd</sup> Edition.

#### REFERENCE BOOK

1. K.K.Sinha (2012). *Business Communication*, New Delhi: Galgotia Publishing Company, 4<sup>th</sup> Edition
2. Sanjay Gupta (2019). *Business Organisation and Communication*, Agra:SBPD Publications, 5<sup>th</sup> Edition.

Course Code 20UBAA31	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	H	H	H	M	M	L	H	L	L	-
CO2	H	M	H	M	H	L	H	M	M	L
CO3	H	M	H	H	M	H	H	H	H	M
CO4	H	M	H	M	M	M	H	-	-	
CO5	H	H	H	H	M	H	H	-	-	-

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VIRUDHUNAGAR - 626 001

### B.B.A. (2020 -21 onwards)

Semester IV	<b>BUSINESS LAW</b>	Hours/Week: 6	
Core Course		Credits: 5	
Course Code <b>20UBAC41</b>		Internal 25	External 75

### COURSE OUTCOMES

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

CO1: state the Legislations relating to Business. [K1]

CO2: explain the Provisions of Law of Contract, sale of goods, partnership Act and other business laws. [K2]

CO3: apply the provisions of Partnership, sale of goods, contract and other laws in their day to day life. [K3]

CO4: compare the relationship ship between the parties involved in various business laws and Right to Information Act. [K4]

CO5: assess the problems relating to business and propose solutions for that. [K5]

### UNIT I

**Indian Contract Act, 1872** - Law of contract - Nature - Classification of Contracts Mistakes, Misrepresentation and Fraud Breach, Performance and Discharge of contract Remedies in case of breach of contract. (22 Hours)

### UNIT II

**Law of Agency** Definition, Nature and Classification of Agency, Appointment, Termination Duties and Liabilities for agents Relation with third parties - Type of agents. (14 Hours)

### UNIT III

**Partnership Act, 1932** Definition Essentials of Partnership - Relation of partners to one another and third parties Duties, Rights and Liabilities of partner - Dissolution of Partnership at will, Limited Liability Partnership. (18 Hours)

### UNIT IV

**Sale of Goods Act, 1930:** Definition, Price, Seller formalities Conditions and warranties - Rights and remedies in case of breach Lien and stoppage in transit Transfer of property. (16 Hours)

### UNIT V

**Consumer Protection Act 1986** Definition Consumer Protection Council: Central, State and District Consumer Disputes Redressal Agency: District Forum, State Commission, National Commission - **Right to Information Act, 2005** Right to Information Exemption from Disclosure Powers and Functions of Information Commission Role of Government Penalties. (20 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Essentials of a contract.
2. Nature of partnership.

### TEXT BOOK

1. Kapoor, N.D.( 2014). *Elements of Mercantile Law*, New Delhi: S.Chand & Co. Ltd.,

### REFERENCE BOOKS

1. Davar, (2000). *Indian Mercantile Law*, New Delhi : Tata McGraw Hill Publish & Co Ltd.,
2. Akileshwar & Pathak, (2002). *Legal Aspects of Business*, New Delhi : Tata McGraw Hill Publish & Co Ltd.
3. Tulisan, P.C., (2000). *Business Law*, New Delhi : Tata McGraw Hill Publish & Co Ltd.,

Course Code 20UBAC41	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	L	L	L	H	-	H	-	-	-
CO2	L	L	L	L	L	H	L	-	-	-
CO3	L	L	L	L	L	L	L	M	M	M
CO4	L	L	L	L	L	L	L	M	M	M
CO5	L	H	H	H	L	M	L	M	M	M

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VIRUDHUNAGAR - 626 001

**B.B.A.**

**(2020 -21 onwards)**

Semester IV	<b>FINANCIAL MANAGEMENT</b>	Hours/Week: 6	
Core Course		Credits: 5	
Course Code <b>20UBAC42</b>		Internal <b>25</b>	External <b>75</b>

## COURSE OUTCOMES

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

- CO1: discuss basic concepts in financial management. [K1]
- CO2: understand the various components of financial management in a company. [K2]
- CO3: solve problems in different areas of financial management. [K3]
- CO4: examine the various methods of problem-solving in capital structure, leverage, cost of capital, capital budgeting and working capital. [K4]
- CO5: support or criticize decision making in various areas of financial management. [K5]

## UNIT I

**Financial Management:** Meaning - Objectives and Scope - Finance Function - Role of Financial Manager.

**Financial Goal:** Profit maximization Vs. Shareholder Wealth maximization (SWM) – Risk-Return Tradeoff. (14 Hours)

## UNIT II

**Source of Capital:** Equity - Preference Shares - Debt - Retained Earnings.

**Capital structure:** Meaning - Theories and Factors Determining Capital Structure.

**Leverage:** Meaning - Types: Operative Leverage, Financial Leverage and Composite Leverage (Simple Problems Only) (18 Hours)

### UNIT III

**Cost of Capital:** Concepts and Importance.

**Computation of Cost of Capital:** Cost of debt – Cost of Preference Capital – Equity Capital – Cost or Retained Earnings and Weighted Average Cost of Capital. (20 Hours)

### UNIT IV

**Capital Budgeting:** Introduction - Capital Budgeting Process - Time Value of Money

**Investment Evaluation Methods:** Payback Period – Accounting Rate of Return – Net Present Value and Internal Rate of Return (Problem on IRR to be excluded). (18 Hours)

### UNIT V

**Working Capital Management:** Meaning – Concepts – Factors Determining Working Capital – Need for Working Capital and Types of Working Capital – Estimating Working Capital Requirement – Management of Current Asset – Assets – Cash – Stock and Accounts Receivables (Theory only). (20 Hours)

**NOTE: Question Pattern: Theory : 40%**  
**Problems : 60%**

### SELF STUDY FOR ASSIGNMENT

1. Opportunity Cost of Capital
2. Discuss a case about Capital Budgeting Decision taken by a Company

### TEXT BOOK

Maheswari S.N., (2014). *Financial Management*, New Delhi: Sultan Chand & Sons, 10<sup>th</sup> Edition.

### REFERENCE BOOKS

1. Khan, M.Y., and Jain, P.K. (2010). *Theory and Problems in Financial Management*, New Delhi : Tata McGraw Hill, 2<sup>nd</sup> Edition
2. Pandey, I.M., (2016). *Financial Management*, New Delhi: Vikas Publishing House, 11<sup>th</sup> Edition
3. Reddy T.S. and Hair Prasad Reddy Y., (2014). *Financial and Management Accounting*, Chennai: Margham Publications, 4<sup>th</sup> Edition.

Course Code 20UBAC42	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	H	H	M	H	L	H	L	M	H	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	H	H	L	M	M	H	M	H
CO4	H	M	H	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M

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**B.B.A.**

**(2020 -21 onwards)**

Semester IV	<b>COMPUTER APPLICATIONS IN MANAGEMENT</b>	Hours/Week: 5	
Allied Course		Credits: 5	
Course Code <b>20UBAA41</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: recognize the basic components in MS Word, MS Excel and MS Power Point in an efficient manner to create documents, excel sheets, slideshow respectively and Internet. [K1]
- CO2: understand the various commands of MS Word, MS Excel, MS PowerPoint and uses of Email. [K2]
- CO3: create and format the documents in MS word, analyze the data using Excel and create PowerPoint slides, and to compose email and post assignments in classroom. [K3]
- CO4: modify the format of any documents dynamically in MS word, compare the data in MS Excel, sketch the slide show presentation using MS PowerPoint and to attach files in composing Mail. [K4]
- CO5: edit and review the documents in MS Word, calculate values in sheets using different formulas in MS Excel and to use various business application software. [K5]

### UNIT I

**Introduction to Computers:** Meaning and Definition – Characteristics – Parts of Computer System - Areas of Application - Memory and Control Unit.

**Operations Systems:** Definition- Functions of Operation System.

**Components of desktop:** Icon – Taskbar – Start menu – Files and Folders.

(15 Hours)

## UNIT II

**MS Word:** Features – Starting MS Word – Components - Creating a Word Document - Saving - Opening and Closing a Document - Editing Word Document - Inserting Objects- Formatting Pages - Formatting Paragraph - Creating List and Numbering - Header and Footer- Formatting Document - Mail Merge - Work with Charts and Graphs - Printing a Document. (15 Hours)

## UNIT III

**MS-Excel:** Features – Uses – Starting Excel – Navigating Worksheets - Opening - Entering - Editing - Copying - Moving Data– Excel Functions.  
**Formatting Worksheets:** Numeric - Date and Time - Alignment - Adjusting Column Width and Row Height - Auto Formatting – Charts – Creating a Chart. (15 Hours)

## UNIT IV

**MS PowerPoint:** Starting - Creating a Presentation using Auto Content Wizard, Design Templates and Blank Presentation - Opening an Existing Presentation – Saving and Closing a Presentation - Viewing a Presentation.  
**Inserting Pictures:** Clip Art - AutoShape - Adding Movies and Sounds - Organisation Chart - Word Art - Insert - Tables - Charts - Object - Slide Show Presentation – Custom Animation - Slide Transition. (15 Hours)

## UNIT V

**Internet:** Web browsers – Search Engine – Business App.  
**E-Mail:** Creating – Composing – Sending Mail and Receiving Mail – Attaching a Document in E-Mail.  
**Google Classroom:** Sending Assignments in Google Classroom. (15 Hours)

## SELF STUDY FOR ASSIGNMENT

1. Generations of Computer
2. Creating a video PPT

**TEXT BOOKS**

1. Sudalaimuthu.S, Anthony Raj. S. (2008).*Computer Applications in Business*, Himalaya Publishing House Private Limited, 1<sup>st</sup> Edition.

2. P.Rizwan Ahmed (2018). *Computer Application in Business , Office Automation*, Margham Publications.

**REFERENCE BOOK**

1. P.Rizwan Ahmed (2018). *Computer Application, MS Office and Internet & Web Technology*, Firewall Media.

Course Code 20UBAA41	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	H	H	H	M	M	L	H	-	-	-
CO2	M	L	H	M	H	L	H	-	-	L
CO3	M	M	H	H	H	H	H	-	-	M
CO4	H	M	H	L	M	H	H	-	-	
CO5	M	H	H	H	M	H	H	-	-	-

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**B.B.A.**

**(2020 -21 onwards)**

Semester IV	<b>SERVICES MARKETING</b>	Hours/Week: 5	
Allied Course		Credits: 3	
Course Code <b>20UBAA42</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: describe the concepts of service marketing. [K1]
- CO2: explain the fundamentals of service marketing mix. [K2]
- CO3: illustrate the marketing mix of any given service. [K3]
- CO4: analyse the elements of service marketing. [K4]
- CO5: explain the various offerings in services marketing. [K5]

### UNIT I

**Services Marketing:** Introduction – Characteristics of Service – Difference Between Services and Products – Need for Service Marketing - Classification of Services - Recent Trends in CRM of Service Sector. (15 Hours)

### UNIT II

Marketing Management Process for Services – Buyer Characteristics of Services – Buyer Decision Making Process – Elements of Service Marketing Mix, Service Quality, Dimensions. (15 Hours)

### UNIT III

**Service marketing planning:** Marketing Planning – Benefits of Marketing Planning– Limitations of Marketing Planning

**Service product:** Service Concept – Stages New Service Development – Service Life Cycle

**Service Pricing:** Methods of Pricing in Services – Pricing Strategies. (15 Hours)

#### UNIT IV

**Service promotion:** Advertising – Advertising Process – Advertising Media for Promoting Services

**Service Place:** Location of Service Premises – Look of Premises – Role of Customer in Distribution System (15 Hours)

#### UNIT V

**People in services:** Types of Services Personnel – HR Planning of Service Employees

**Service process:** Designing Service Process – Service Process Planning – Types of Service Process Layout

**Physical evidence:** Physical Environment (15 Hours)

#### SELF STUDY FOR ASSIGNMENT

1. Analyse how services are marketed differently than products by comparison
2. Explain the challenges in marketing a service selected by choice.

#### TEXT BOOK

Venugopal, Vasanti., Raghu, V.N., (2015). *Services Marketing*, Mumbai: Himalaya Publishing House Pvt. Ltd. Reprint 201

#### REFERENCE BOOKS

1. Natarajan. L., (2012). *Services Marketing*, Chennai: Margham Publications, Reprint 2012.
2. Reddy, P.N., Appanaiah, H.R., Anil Kumar,S., Nirmala, (2011). *Services Marketing*, Mumbai: Himalaya Publishing House Pvt Ltd. Reprint 2011.

Course Code 20UBAA42	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	H	H	M	M	M	H	H	H
CO2	H	H	H	H	M	M	M	H	H	H
CO3	H	H	H	H	M	M	M	H	H	H
CO4	H	H	H	H	M	M	M	H	H	H
CO5	H	H	H	H	M	M	M	H	H	H

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### B.B.A.

(2020 -2021 onwards)

Semester IV	<b>MS OFFICE PRACTICAL</b>	Hours/Week: 5	
Core Course		Credits: 3	
Course Code <b>20UBAA41P</b>		Internal 25	External 75

### COURSE OUTCOMES

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

CO1: recognize the basic functions of MS Word, MS Excel and MS PowerPoint. [K1]

CO2: categorize operations in MS Word, MS Excel and MS PowerPoint. [K2]

CO3: create and formatting documents, sheets and presentations in MS Word. [K3]

CO4: modify the format of any file in MS word, MS Excel MS PowerPoint to suit the requirements. [K4]

CO5: review the documents, sheets and presentations and suggest changes to fulfil the objectives. [K5]

### LIST OF PROGRAMS

1. Create a Time Table using Tables Menu in MS Word.
2. Prepare a Resume using Font, Paragraph and Page Layout Menus MS-Word.
3. Create an Advertisement in MS Word
4. Apply Mail Merge Concept in Letters in MS-Word.
5. Prepare Students Mark List in MS-Excel.
6. Calculate Net Pay of Employees in MS-Excel.
7. Use Filter Option to Retrieve the Data Stored in MS-Excel.
8. Create Different Types of Charts in MS-Excel.
9. Apply Various Formulas using Excel.
10. Create Slides in PowerPoint and Apply Animation Effects using Hyperlinks.

Course Code 20UBAA41P	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	H	H	L	-	M	L	H	-	-	-
CO2	H	H	L	-	M	L	H	-	-	
CO3	H	H	M	-	M	H	H	-	-	L
CO4	H	H	L	-	M	H	H	-	-	
CO5	H	H	L	L	M	H	H	-	-	-

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### B.B.A. (2020 - 21 onwards)

Semester IV	<b>EVENT MANAGEMENT</b>	Credit : 1
Extra Credit Course – 1		
Course Code <b>20UBAO41</b>		Internal: 100

### COURSE OUTCOMES

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

- CO1: identify the essentials of planning an event. [K1]
- CO2: describe the practical aspects of organizing events of various forms. [K2]
- CO3: identify the processes involved in format and venue selection, registration, catering, accommodation, transport, security and entertainment. [K3]
- CO4: analyze the budgets, critical paths, work breakdown structures, risk mitigation and contingency planning. [K4]
- CO5: assess legal and ethical issues involved in event management. [K5]

### ACTIVITIES

1. Introduction to Event Planning.
2. Learning Your Client's Needs.
3. Preparation of SWOT Analysis.
4. Selecting Theme, Dress Code and Staffing.
5. Budget Planning and Preparation.
6. Networking, Advertising, Branding & Public Relations.

Course Code 20UBAO41	PO1		PO2		PO3	PO4	PO5	PO6	PO7
	PSO 1a	PSO 1.b	PSO 2. a	PSO 2. b	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	H	H	M	H	H	M	L		H
CO2	H	H	M	-	H	M	L	-	M
CO3	H	H	H	-	H	H	M	-	M
CO4	H	H	M	-	H	H	M	H	H
CO5	H	M	H	-	H	H	M	H	H

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## B.B.A. (SEMESTER) (2020-21 onwards)

Semester V	<b>RESEARCH METHODOLOGY</b>	Hours/Week: 6	
Core Course – 9		Credits: 5	
Course Code <b>20UBAC51</b>		Internal 25	External 75

### COURSE OUTCOMES

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

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

[K1]

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

CO3: apply various concepts and modern techniques of research methodology to resolve the real-time business problems in the society. [K3]

CO4: examine the steps in research process and communicate its findings. [K4]

CO5: experiment on various business practices and policies scientifically and communicate the cause and effect relationship with well-structured reports for creating good interpersonal relationships and harmonious environment in both businesses and society. [K5]

### UNIT I

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

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

**Social Science Research:** Importance - Limitations – Case study - Survey. (18 Hours)

## UNIT II

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

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

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

**Research Design:** Meaning – Types - Contents. (18 Hours)

## UNIT III

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

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

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

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

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

**Pre test:** Meaning - Objectives.

**Pilot study:** Meaning - Objectives. (18 Hours)

## UNIT IV

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

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

**Non-random sampling:** Convenience - Judgmental - Quota - Snowball. (18 Hours)

## UNIT V

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

**Report writing:** Objectives - Types - Contents of reports – Principles of good report writing – Steps in drafting reports.

(18 Hours)

## SELF STUDY FOR ASSIGNMENT

1. Role and process of Review of Literature.
2. Reference, Bibliography & Foot notes

## Text Book

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

**Reference Books**

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

Course Code 20UBAC51	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	M	M	H	H	-	H	L	-	-	L
CO2	L	L	H	H	-	H	H	-	-	H
CO3	H	H	H	H	L	H	H	L	L	M
CO4	M	M	H	H	H	H	M	L	L	-
CO5	M	M	H	H	H	M	L	H	H	L

**Dr. P. Suganthi**  
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## V.V. VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR– 626 001

### B.B.A. (SEMESTER) (2020-21 onwards)

Semester V	<b>SECRETARIAL PRACTICE</b>	Hours/Week: 6	
Core Course – 10		Credits: 5	
Course Code <b>20UBAC52</b>		Internal 25	External 75

#### COURSE OUTCOMES

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

- CO1: define the concepts of company and develop skills required to prepare, maintain, and handle office records & information. [K1]
- CO2: understand about a company, the role of a company secretary and the procedure for preparing documents and conducting meetings. [K2]
- CO3: prepare the various documents during major events of the company like incorporation, capital issue, meetings, etc. [K3]
- CO4: analyse the process of formation of a company, conducting meetings, documentation and the role of company secretary in these activities. [K4]
- CO5: criticize the nature of duties and responsibilities of a Secretary and develop essential skills in performing secretarial tasks. [K5]

#### UNIT I

**Company and its classification:** Company – Kinds of Company – Mode of Incorporation: Statutory company and registered company – Number of members: Private company and public company – Liability of members: Companies limited by shares, companies limited by guarantee and unlimited companies – Other companies: Licensed company, one man company, foreign company, Government company, holding and subsidiary company.

(18 Hours)

## UNIT II

**Formation of a Company: Promotion:** Promoter, Legal position of a promoter, Promoter's liability and remuneration.

**Incorporation:** Steps, conclusiveness of certificate of incorporation – Capital subscription – Commencement of business, duties of the secretary in promotion, incorporation and capital subscription stage (18 Hours)

## UNIT III

**Role and requisites of a Company secretary:** Company Secretary – Duties - Rights and Liabilities of the company secretary - Qualification for appointment as secretary - Dismissal of the secretary. (18 Hours)

## UNIT IV

**Preparation of various documents:** Memorandum of Association and its contents – Articles of Association and its contents, Distinction between Memorandum and Articles. **Prospectus:** Issue and contents of the prospectus. (18 Hours)

## UNIT V

**Meetings: Board meeting:** Notice – Agenda – Quorum — Minutes and its contents - General meeting and its types – Secretarial work related to Statutory Meeting, Annual General Meeting and Extraordinary General Meeting.

**Resolution and its kinds:** Ordinary - special resolution requiring special notice. (18 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Characteristics of a company
2. Duties of the secretary at the commencement of business stage

### PRESCRIBED BOOKS:

Kuchhal, M.C., (2013). *Secretarial Practice*, New Delhi :Vikas Publishing House Pvt. Ltd.

### REFERENCE BOOKS

1. Srikanth,S., Rajagopal, Shanti Rekha, Balakrishnan, Revathy., (2014). *Corporate Laws and Secretarial Practice*, New Delhi: Jain Book Depot.

2. Khosh, Prasnatha K., (2011). *Secretarial Practice and Office Management*, New Delhi : Jain Book Depot.
3. Kumar, Arun., Sharma, Rachana., (1998) *Secretarial Practice and Company Law*, New Delhi : Atlantic Publishers and distributors.

Course Code 20UBAC52	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	H	M	M	M	H	M	H	H	H	H
CO2	H	H	M	M	H	-	M	H	H	H
CO3	H	H	M	-	H	L	H	M	L	H
CO4	H	M	M	L	M	M	M	M	-	L
CO5	H	L	L	-	-	-	-	H	M	L

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**B.B.A. (SEMESTER)**

**(2020-21 onwards)**

Semester V	<b>MANAGEMENT ACCOUNTING</b>	Hours/Week: 6	
Core Course – 11		Credits: 5	
Course Code <b>20UBAC53</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: recall the basic concepts in financial statement analysis, ratios, marginal costing and Budget. [K1]
- CO2: explain the financial statements, ratios, fund flow and cash flow statements, and budget. [K2]
- CO3: prepare financial statements, fund flow and cash flow statements and budget to make decision making. [K3]
- CO4: interpret and analyse the various financial statements using ratios, marginal costing techniques and budgets. [K4]
- CO5: evaluate financial position of the firm and take decisions using ratios, marginal cost and budget. [K5]

### UNIT I

**Management Accounting:** Meaning – Nature – Functions - Advantages and Disadvantages - Difference between Management Accounting and Financial Accounting.

**Financial Statement Analysis:** Comparative, Common Size and Trend Percentages.

(18 Hours)

### UNIT II

**Ratio Analysis:** Meaning - Mode of expression - Merits and Demerits – Classification of Ratios (Simple Problems Only).

(18 Hours)

### UNIT III

**Fund Flow Statement:** Meaning – Preparation of Fund Flow Statement.

**Cash Flow Statement:** Meaning - Merits and Demerits – Preparation of Cash Flow Statement (Simple Problems Only) (18 Hours)

### UNIT IV

**Marginal Costing:** Meaning - Merits and Demerits, Difference between Absorption Costing and Marginal Costing - Break Even Chart – Assumptions - Merits and Demerits (Simple Problems Only) - Application of Marginal Costing Technique. (18 Hours)

### UNIT V

**Budgetary Control:** Meaning – Objectives - Merits and Demerits - Steps in Budgetary Control – Classification of Budgets - Budget Preparation – Flexible Budget, Materials Procurement Budget – Sales Budget – Cash Budget (Simple Problems Only). (18 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Perform Ratio Analysis Using Financial Statements of Real-Time Companies
2. Do Break Even Analysis of An Imaginary Company

### PRESCRIBED BOOK

Pillai, R.S.N., and Bagavathi (2010).V., *Management Accounting, New Delhi*, S. Chand & Co. Ltd.

### REFERENCE BOOKS

1. Maheshwari S.N., and CA Sharad K. Maheshwari Dr Suneel K. Maheshwari (2021). *Principles of Management Accounting*, New Delhi: S. Chand & Co. Ltd., 2021.
2. Khan, M.Y., and Jain, P.K., (2021). *Management Accounting*, McGraw Hill Publishers, 8<sup>th</sup> edition
3. Dr. Ramachandran R., Dr. Srinivasan R. (2013). *Management Accounting*, Sriram publications.

Course Code 20UBAC531	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	H	L	L	-	-	H	-	-	-	-
CO2	H	L	L	-	L	H	-	-	-	L
CO3	H	M	M	-	M	H	-	-	-	L
CO4	H	M	H	-	H	H	-	-	-	M
CO5	H	M	H	-	-	H	-	-	-	M

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### B.B.A. (SEMESTER) (2020-21 onwards)

Semester V	<b>DIGITAL BUSINESS</b>	Hours/Week: 5	
Discipline Specific Elective Course – 1		Credits: 4	
Course Code <b>20UBAE51</b>		Internal 25	External 75

#### COURSE OUTCOMES

On completion of the course the students will be able to

- CO1: identify the concept, process, applications, methodologies involved in Digital Business. [K1]
- CO2: understand the Digital Business practices in various business functions. [K2]
- CO3: illustrate digital business practices including E-commerce, marketing, security, payments, etc in real-time business. [K3]
- CO4: estimate recent developments in digital business practices. [K4]
- CO5: evaluate the digital business over traditional business and recommend suitable changes. [K5]

#### UNIT 1

**Introduction:** Concept and Meaning of Digital Business - Characteristics - Impact - Digital Business Vs. Traditional Business

**Digital Transformation:** Meaning – Innovation – Myths and Reality - Challenges – Digital transformation beyond technology

(15 Hours)

#### UNIT II

**E-Commerce:** Meaning – E-Business – E-Distinction - Fundamental strategic driving parameters – impact – Payback benefits - Disadvantages and Restrictions – Foundation Blocks of E-Commerce Strategy – Strategic issues in executing E-Commerce Strategy – Types of E-Commerce Models - Types of E-Business Models

**Mobile Commerce:** Introduction – Difference between E-Commerce and M-Commerce – Advantages and Disadvantages. (15 Hours)

### UNIT III

**Building an E-Business:** Generating Business ideas – Executing E-business plan – Websites and Portals – Website hosting – Web design – Enhancing the user experience

**Ethical issues:** Ethics in E-Business – Privacy – Fraud on the Internet

**Digital Security:** Meaning – information considered as Digital security risk – Tools – Cyber crimes affecting E-Commerce – Cyber space laws in India. (15 Hours)

### UNIT IV

**Digital Marketing:** Meaning, Seven Steps in E-Marketing – E-Marketing strategies - Benefits

**Digital Marketing Environment :** Global markets for Digital marketing – Electronic Imbursement system

**Online Consumer Behaviour Analysis:** Social and Cultural circumstances – Individual characteristics and resources – Segmenting and targeting online customers – Differentiation and Positioning strategies

**Social Media Marketing** – Overview of Social media sites – Online Promotional techniques.

(15 Hours)

### UNIT V

**Digital payments:** Introduction – Payment and Receipts – Paperless transactions – Traditional payment Vs. Digital Payment – Digital Payment Methods – Benefits and Challenges – Payment security Meaning – Measures – Compliances – Other precautions:

Digital signature – two-factor authentication – Tokenisation. (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Individual Marketing in digital space.
2. UPI Payment

### TEXT BOOK

Kamat, Nitin C. & Kamat, Chinmay Nitin. (2018). *Digital Business Management*, Himalaya Publishing House Pvt Ltd., Mumbai

**REFERENCE BOOKS**

1. Chaffey, Dave. (2014). *Digital Business and E-Commerce Management - Strategy, Implementation and Practice*, Pearson Education Limited.
2. Wirtz, W. Bernd. (2021). *Digital Business and Electronic Commerce- Strategy, Business Models and Technology*. Springer International Publishing
3. Combe, Colin. (2006). *Introduction to E-business Management and Strategy*. Elsevier Limited.

Course Code 20UBAE51	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	H	H	H	L	M	-	H	-	-	-
CO2	H	H	H	-	M	-	H	-	-	M
CO3	H	H	H	H	L	H	H	L	L	H
CO4	H	H	L	-	M	H	H	M	M	M
CO5	H	H	L	L	M	H	H	M	M	-

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**B.B.A. (SEMESTER)**

**(2020-21 onwards)**

Semester V	<b>ORGANIZATIONAL PSYCHOLOGY</b>	Hours/Week: 5	
Discipline Specific Elective Course - 1		Credits: 4	
Course Code <b>20UBAE52</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: identify individual's different emotional and psychological features. [K1]
- CO2: understand the work environment and different behavior of self and others in this context. [K2]
- CO3: apply the psychological concepts in personal and professional life for better handling of work environment. [K3]
- CO4: examine the environmental, psychological and behavioural factors affecting organisation. [K4]
- CO5: criticize the organizational policies and practices in order to ensure moral and ethical business practices and good learning environment for workforce. [K5]

### UNIT I

**Introduction to Organizational Psychology:** Definitions - Meaning – Scope - Objectives - Major subfields - Benefits – Challenges – Trends.

**Work environment:** Elements in work environment– Unpleasant working conditions and effects – Measures – Creation of good work environment. (15 Hours)

### UNIT II

**Individual Behavior:** Positive and negative behavior: Factors influencing Individual Behavior: Personal –Psychological – Organizational – Environmental; Behavioral models: Rational economic man – Social man – Organizational man – Self-actualizing man.

**Learning:** Definitions – Characteristics – Factors determining learning – Theories: Operant conditioning – Classical conditioning – Social learning – Applications of learning.

**Emotions:** Definitions – Nature of emotions – Types of emotions – Effects of emotions on job performance - Emotional Intelligence: Definitions – Importance – Components – Benefits of good emotional intelligence in organizations – Strategies to manage emotions.

(15 Hours)

### UNIT III

**Conflict:** Definitions – Causes of conflicts – Effects of conflicts – Types – Levels - Strategies for conflict resolution.

**Grievances:** Definitions – Characteristics – Methods to identify grievances: open-door policy – complaint boxes- Opinion survey – Exit survey – Grievance redressal procedure – Benefits – Features of sound redressal procedure.

(15 Hours)

### UNIT IV

**Quality of work life (QWL):** Definitions – Importance - Factors contributing to good QWL – Measuring QWL – Strategies to improve QWL.

**Interpersonal behavior:** Meaning – Dimensions – Importance – Strategies to develop interpersonal relationships.

**Transactional Analysis:** Meaning – Johari window – Types of ego states – Life positions – Types of transactions.

(15 Hours)

### UNIT V

**Employee Discipline:** Definitions – Positive and negative aspects of discipline – Objectives – Causes of indiscipline – Acts of indiscipline – Procedure for indiscipline – Red hot stove rule - Kinds of punishments.

**Stress management:** Definitions – Causes: Personal factors- Organizational factors – Consequences of stress – Methods to prevent and manage stress.

**Career development:** Meaning – Types of career - Stages of career – Importance of career development.

(15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Glass ceiling.
2. Work-life balance.



**TEXT BOOKS**

1. Jayasankar, J.(2015). Organisational behavior (Organisational psychology), Chennai. Margham publication.
2. Prasad, L. M. (2012). *Organisational Behaviour*, New Delhi, Sultan Chand & Sons, 2<sup>nd</sup> Edition.

**REFERENCE BOOKS**

1. Feldman, R .S. (2017). *Understanding Psychology*, New Delhi, Tata McGraw Hill Publishing Company Limited, 6<sup>th</sup> Edition.
2. Robbins, S .P., Judge, T .A., & Sanghi, S. (2011). *Organizational Behavior*, Pearson Education Inc. 13<sup>th</sup> Edition.
3. Greenberg, J., & Baron, R.A. (2003). *Behavior in organizations*, Prentice Hall, India, 8<sup>th</sup> Edition.

Course Code 20UBAE52	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	L	H	H	H	M	L	-	H	H	H
CO2	L	M	H	H	H	H	L	H	H	H
CO3	L	H	H	H	H	M	M	H	H	H
CO4	L	M	H	H	L	H	H	L	H	M
CO5	L	H	L	L	-	M	-	-	L	H

**Dr. P. Suganthi**  
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**Dr. M. Jothilakshmi**  
Course Designer



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VIRUDHUNAGAR– 626 001

**B.B.A. (SEMESTER)**

**(2020-21 onwards)**

Semester V	<b>INDUSTRIAL LAW</b>	Hours/Week: 5	
Discipline Specific Elective Course - 1		Credits: 4	
Course Code <b>20UBAE53</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: identify various rights and provisions of Indian workers regarding employment, work environment and social security in order to create good industrial relations. [K1]
- CO2: understand essential components of Indian labour legislations so as to comprehend business and labour problems. [K2]
- CO3: apply various industrial laws in organizations to ensure fair working conditions and socio-economic development among the workforce of organizations. [K3]
- CO4: examine legal requirements of business organizations and society critically. [K4]
- CO5: summarize provisions of various legal provisions related to work environment social justice, equality and socio-economic development. [K5]

### UNIT I

**The Factories Act, 1948** – Definitions – Objectives – Scope – Duties of the occupier - Health - Safety - Welfare – Employment of young persons and Women – Annual leave with wages.

**The Trade Union Act, 1926** - Definitions – Registration of trade unions– Cancellation of Registration – Rights and liabilities of registered trade unions - Amalgamation – Dissolution.

(15 Hours)

### UNIT II

**The Industrial Employment (Standing Orders) Act, 1946:** Definitions - Submission of draft standing orders - Certification of standing orders - Date of operation of standing orders — Duration and modification of standing orders.

**Payment of Wages Act, 1936:** Definitions - Responsibility for payment of wages - Deductions from wages. (15 Hours)

### UNIT III

**Employees' Provident Funds and Miscellaneous Provisions Act, 1952:** Definitions – Executive committee – Contributions - Employees Provident Fund Schemes.

**The Payment of Gratuity Act, 1972:** Definitions – Eligibility of employees - Payment of gratuity – Nomination - Powers of gratuity - Recovery of Gratuity - Exemption of employer from liability in certain cases. (15 Hours)

### UNIT IV

**The Industrial Disputes Act, 1947:** Definitions – Works committee - Conciliation officers - Board of Conciliation - Courts of Inquiry - Labour Courts - Tribunals - National Tribunals - Strikes and lockouts – Layoff and retrenchment.

**The Employee State Insurance Act, 1952:** Definitions – Contributions – Sickness – Maternity – Disablement – Occupational disease – Accidents. (15 Hours)

### UNIT V

**Maternity benefit Act, 1961:** Definitions – Applications of act - Women prohibited during certain periods - Right to payment of maternity benefit - Notice of claim for maternity benefit and payment – Leaves – Nursing breaks - Dismissal during absence or pregnancy - Forfeiture of maternity benefit -

**The payment of bonus act, 1965:** Definitions - Short title - extent and application - Establishments to include departments - undertakings and branches - Eligibility for bonus - Disqualification for bonus - Payment of minimum and maximum bonus - Set on and set off of allocable surplus - Time limit for payment of bonus. (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Provisions relating to hazardous processes under The factories act, 1948.
2. Provisions relating to the standing committee under The Employee State Insurance Act, 1952.

### TEXT BOOK

Padhi, P. (2018). *Labour and Industrial Laws*, Prentice Hall India Private Limited.

**REFERENCE BOOKS**

1. Sasane, A.P. (2011). *Industrial and labour laws*, New Delhi, Aitbs Publishers.
2. Srivastava, S.C. (2018). *Industrial relations and labour laws*, Noida, Vikas Publishing House Private Limited, 6<sup>th</sup> Revised edition.

Course Code 20UBAE53	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	L	M	H	H	L	M	-	H	H	H
CO2	-	M	H	H	H	L	-	H	H	M
CO3	L	H	H	H	L	L	H	M	H	H
CO4	-	L	M	M	L	H	M	H	H	H
CO5	L	H	H	H	L	H	-	H	H	H

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**B.B.A. (SEMESTER)**

**(2020-21 onwards)**

Semester V	<b>TALLY PRACTICAL</b>	Hours/Week: 2	
Skill Enhancement Course – 2		Credits: 2	
Course Code <b>20UBAS51P</b>		Internal 40	External 60

### COURSE OUTCOMES

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

CO1: Recall the basic concepts of Journal, Ledger, Trial Balance, Balance Sheet and Defining GST tax details. [K1]

CO2: Categorize various operations in Ledger Creation, Group creation, Voucher reation and Stock Creation. [K2]

CO3: Create Company, Posting vouchers, Maintain stock groups and stock items. [K3]

CO4: Generating Report in Stock Maintenance, Trial Balance and Balance Sheet. [K4]

CO5: Review the reports and Export Day Book, Trial Balance, Balance Sheet and Other Financial Statements. [K5]

### Lab List

1. Creation of a new Company
2. Alteration of existing Company
3. Opening two or more companies with different names
4. Creation of group in Tally
5. Creation of single and multiple ledger in Tally
6. Creation of different types of vouchers
7. Creation of ledger accounts with opening balances – Preparation and printing of Trial Balance and Balance Sheet
8. Creation of ledger accounts without opening balances – Voucher entries covering all types of vouchers – preparation and printing of Daybooks, Ledgers and Trial Balance
9. Inventory – Stock group creation – Stock Item creation – preparation of purchase vouchers and sales vouchers with stock items and quantity data – preparation of stock summary and stock ledger

10. Preparation of sales invoice with stock items, quantity, rate, discounts and tax details and printing sales invoice.
11. Establishing GST and Defining tax Details.

Course Code 20UBAS51P	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	H	L	H	-	L	H	M	L	M	H
CO2	H	L	L	-	-	L	M	H	M	H
CO3	H	M	-	-	M	L	M	H	M	H
CO4	H	M	L	-	L	L	H	M	M	L
CO5	H	L	L	-	L	L	M	-	M	L

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**B.B.A. (SEMESTER)**

**(2020-21 onwards)**

Semester V	<b>E-PRESENTATION</b>	Hours/Week: 2	
Skill Enhancement Course – 3		Credits: 2	
Course Code <b>20UBAS52P</b>		Internal 40	External 60

### COURSE OUTCOMES

On completion of the course the students will be able to

- CO1: list the requirements of an e-design for different events / activities related to a business / product / service. [K1]
- CO2: explain the various components of an e-design for different events / activities and understand the features of a non-cloud-based designing software. [K2]
- CO3: use e-designing cloud-based software and prepare an e-design for different events / activities using available templates. [K3]
- CO4: estimate the contents of a design, its attractiveness and suitability. [K4]
- CO5: appraise the validity of an e-design in conveying intended message and recommend suitable changes

### Lab Program List

1. Design an Identity card for college students
2. Design a Visiting card for yourself
3. Design a welcome banner for college cultural festival
4. Design a logo for the company reflecting its business
5. Design a Certificate of Appreciation for winners in sports competition
6. Design an invitation for your College day
7. Design a flyer inviting all for a Guest lecture
8. Design a pamphlet advertising about College Admission
9. Design a print Advertisement for a product of your choice
10. Design a cover page for a book or magazine
11. Design Infographics for a given data

Course Code 20UBAS52P	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	H	M	H	M	H	-	H	-	-	-
CO2	H	M	L	-	M	-	H	-	-	-
CO3	H	M	M	-	M	H	H	-	-	-
CO4	H	M	L	-	M	H	H	-	M	L
CO5	H	M	L	L	M	H	H	M	M	L

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**B.B.A. (SEMESTER)**

**(2020-21 onwards)**

Semester V	<b>MATHEMATICS FOR COMPETITIVE EXAMINATIONS</b>	Hours/Week: 2	
Skill Enhancement Course – 4		Credits: 2	
Course Code <b>20UBAS53</b>		Internal 40	External 60

### COURSE OUTCOMES

On Completion of the course, students will be able to

- CO1: observe the real life situations in the field of aptitude problems. [K1]
- CO2: discuss the concept of problems on numbers, ages, averages, profit and loss, permutations and combinations. [K2]
- CO3: enhance their knowledge for successful career. [K2]
- CO4: apply the knowledge gained in aptitude towards solving day to day problems. [K3]
- CO5: estimate the numerical aptitude problems and get optimum solution for the betterment of humanity. [K4]

### UNIT I

Problems on Numbers (6 Hours)

### UNIT II

Problems on Ages (6 Hours)

### UNIT III

Problems on Averages (6 Hours)

### UNIT IV

Problems on Profit and Loss (6 Hours)

### UNIT V

Permutations and Combinations (6 Hours)

**TEXT BOOK**

Aggarwal.R.S. (Reprint 2014). *Quantitative Aptitude for Competitive Examinations*, (Seventh Revised Edition), New Delhi: S. Chand Publications.

Unit	Chapter	Section
	Section-I Arithmetical Ability	
I	7	Solved Examples: 1 - 15 Problems and Exercise 7A: 1 – 20 Problems
II	8	Solved Examples: 1 - 7 Problems and Exercise 8A: 1 – 20 Problems
III	6	Solved Examples: 1 - 15 Problems and Exercise 6A: 1 – 20 Problems
IV	11	Solved Examples: 1 - 20 Problems and Exercise 11A: 1 – 15 Problems
V	30	Solved Examples: 1 - 9 Problems and Exercise 30: 1 – 27 Problems

Course Code 20UBAS53	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	H	H	H	H	M	M	L	L	L	-
CO2	H	H	H	H	M	M	L	L	L	-
CO3	H	H	H	H	M	M	M	L	L	-
CO4	H	H	H	H	M	M	L	L	L	-
CO5	H	H	H	H	M	M	L	L	L	L

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Head of the Department

Mrs. K. Eswari  
Course Designer



## V.V. VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR– 626 001

### B.B.A. (SEMESTER) (2020-21 onwards)

Semester V	<b>EVENT MANAGEMENT</b>	Credit : 2
Extra Credit Course – 1		
Course Code <b>20UBA051</b>		Internal 100

#### COURSE OUTCOMES

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

CO1: identify the essentials of planning an event.

CO2: describe the practical aspects of organizing events of various forms.

CO3: identify the role and purpose(s) of special events in the organizations.

CO4: analyze the techniques and strategies required to plan successful special events.

CO5: assess the quality and success of special events.

#### UNIT I

**Introduction to Event Planning:** Role of event planner and Qualities of good event planner - Importance of organizing events and its components. (6 Hours)

#### UNIT II

Aim of event - Develop a mission - Establish Objectives Preparing event proposal. (6 Hours)

#### UNIT III

Coordination - Creativity - Designing - Protocols - Dress codes - staging - staffing. (6 Hours)

#### UNIT IV

Leadership skills - Managing team - Group development - Managing meetings (6 Hours)

**UNIT V**

Organizing the event - Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honor - speakers - media – photographers.

(6 Hours)

**SELF STUDY FOR ASSIGNMENT**

1. Summarize the key experience of any mega events that you have attended.
2. Appraise the important features of private events with examples.

**TEXT BOOK**

RazaqRaj , Paul Walters and Tahir Rashid, (2008). *Event Management Intergrated& Practical Approaches*, SAGE Publications, 1<sup>st</sup> Edition.

**REFERENCE BOOKS**

Anukrati Sharma and ShrutiArora, (2018). *Event Management and Marketing*, MarghamBharti Publications, 1<sup>st</sup> New Edition.

Course Code 20UBA051	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	H	H	M	H	M	M	L	H	-	H
CO2	H	H	H	H	M	M	H	H	M	M
CO3	H	M	M	H	M	H	L	M	M	M
CO4	H	M	M	H	M	H	M	-	-	H
CO5	L	H	H	H	H	H	H	M	H	L

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### B.B.A. (SEMESTER) (2020 -21 onwards)

Semester VI	<b>STRATEGIC MANAGEMENT</b>	Hours/Week: 6	
Core Course – 12		Credits: 5	
Course Code <b>20UBAC61</b>		Internal 25	External 75

### COURSE OUTCOMES

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

CO1: describe the concepts and theories of strategic management. [K1]

CO2: understand strategic intent, formulation and types of strategy. [K2]

CO3: develop appropriate strategies for an organisation. [K3]

CO4: analyze whether the strategies developed are beneficial. [K4]

CO5: recommend the best strategy to apply in a business [K5]

### UNIT I

**Introduction to strategic management:** Strategic management – Meaning – Nature – Importance – Limitations – Strategy – Meaning – Mintzberg five Ps for Strategy – Strategic Decision Making – Approaches to Strategic Decision Making – Strategic Management Process. (18 Hours)

### UNIT II

**Strategic Intent:** Hierarchy of Strategic Intent – Vision – meaning – Formulation of Vision – Mission – Meaning – Components of Mission – Difference between Vision and mission – Goal and Objective – Difference between Goal and Objective – Issues in setting Objective. (18 Hours)

### UNIT III

**Formulation of Strategy:** Industry Life Cycle – Porter's Five Force Model – Process of Organizational Analysis – Strategic factors in Organizational Analysis - Value chain analysis – Three Circle Analysis. (18 Hours)

#### **UNIT IV**

**Types of Strategy:** Corporate Strategy – Business Level Strategy – Functional Strategy - Strategic Choice Process. (18 Hours)

#### **UNIT V**

**Strategic Choice:** Concept – Choice Process – Gap analysis - BCG Growth Share Matrix - GE Nine Cell Planning Grid – Objective Factors and Subjective Factors. (18 Hours)

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

1. SWOT Analysis
2. Environment Scanning

#### **TEXT BOOK**

Prasad, L.M., (2018). *Strategic management*, New Delhi, Sultan Chand & Sons.

#### **REFERENCE BOOKS**

1. Jeyarathnam, M. (2007). *Business Policy and Strategic Management*, Mumbai: Himalaya Publications, 2<sup>nd</sup> Edition.
2. AzharKazmi, (2008). *Strategic Management and Business Policy*, New Delhi : Tata McGraw Hill, 3<sup>rd</sup> Edition.
3. Kazmi Adele Et.Al (2015). *Strategic Management*, McGraw Hill Education, 4<sup>th</sup> Edition.

Course Code 20UBAC61	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	M	H	M	H	L	M	L	-	-	M
CO2	H	H	H	M	M	H	M	L	L	M
CO3	M	H	H	H	M	H	M	M	M	M
CO4	M	H	H	H	M	M	L	-	-	M
CO5	M	H	H	H	H	H	M	-	-	M

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### B.B.A. (SEMESTER)

(2020 -21 onwards)

Semester VI	<b>BANKING THEORY AND PRACTICE</b>	Hours/Week: 6	
Core Course – 13		Credits: 5	
Course Code <b>20UBAC62</b>		Internal 25	External 75

### COURSE OUTCOMES

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

CO1: identify the nature, functions of the banking system and different kinds of financial instruments available in banking services. [K1]

CO2: discuss the practical applications of banking aspects in real life situations. [K2]

CO3: demonstrate the functions and concepts of banking products and services. [K3]

CO4: infer from the current banking system, practices and operations [K4]

CO5: assess about various banking practices, schemes and implications of recent technological trends in banking. [K5]

### UNIT I

**Banking:** Introduction – Origin of Banking – Definition – Characteristics of Banking – Banker and Customer Relationship - Primary Relationship - Subsidiary Relationship – Types of account - Types of Customers. (18 Hours)

### UNIT II

**Banking System in India:** Commercial Banks - Role of Public and Private sector banks - State Bank of India - Functions - Nationalized Banks - Functions - Regional Rural Banks - Functions - Cooperative Banks - Development Banks - NABARD - EXIM Banks - Foreign Banks. (18 Hours)



### UNIT III

**Negotiable Instruments:** Definition – Characteristics – Types – Classification – Negotiation Vs Assignment

**Cheques:** Definition - Requisites of a valid cheque - Types of cheques – Types of Crossing

**Endorsement:** Meaning – Definition – Rules - Kinds. (18 Hours)

### UNIT IV

**Paying Banker:** Precautions before Honouring a Cheque – Dishonouring of Cheques - Statutory protection in due course.

**Collecting Banker:** Duties – Statutory protection holder.

**Lending:** Principles of Sound Lending – Secured and Unsecured Advances – Advance against life policies - Advance against the security of land and building - Advance against security of goods - lien - Pledge -Mortgage - Assignment. (18 Hours)

### UNIT V

**E-Banking:** Meaning – Benefits – Internet Banking – Mobile Banking – Virtual Banking.

**E-Payments:** ATM Card – Debit / Credit Card – Smart Card – Electronic Purse – Digital Cash.

**Cyber Law and Cyber Security:** Meaning – Need - Importance. (18 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Prepare a report on E-Banking operations.
2. Prepare a report on cashless transactions in the banking system.

### TEXT BOOK

Sundaram.S.M. (2014).*Banking Theory and Practice*,SreeMeenakshi Publications, 9<sup>th</sup> edition.

### REFERENCE BOOK

1. Gordon. E &Natarajan. K (2012). *Banking Theory and Practice*, Himalaya Publishing House Pvt. Ltd., 24<sup>rd</sup> Edition.
2. Shekhar K C and LekshmyShekhar (2007). *Banking Theory and Practice*, Vikas Publishing House Pvt. Ltd., 20<sup>th</sup> Edition.

Course Code 20UBAC62	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	H	M	H	H	-	H	L	M	-	L
CO2	L	L	H	H	H	H	H	-	M	H
CO3	H	H	-	L	M	H	H	M	L	M
CO4	M	M	H	H	H	H	M	M	L	H
CO5	M	M	H	H	H	M	L	H	H	H

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### B.B.A. (SEMESTER) (2020 -21 onwards)

Semester VI	<b>BUSINESS ENVIRONMENT</b>	Hours/Week: 6	
Core Course – 14		Credits: 5	
Course Code <b>20UBAC63</b>		Internal 25	External 75

### COURSE OUTCOMES

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

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

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

CO3: interpret the various components of environment of a business. [K3]

CO4: explain the environment of business and analyse it from ethical, socio- cultural and global perspectives. [K4]

CO5: appraise the Business Environment of companies and the practices adopted in handling the dynamic business environment. [K5]

### UNIT I

**Business Environment:** Definition – Nature – Importance of Business Environment.

**Types of Business Environment:** Internal Environment and External Environment: Micro and Macro Environment. (18 Hours)

### UNIT II

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

**Social responsibility of business towards stakeholders:** Responsibility towards Buyer – Responsibility towards Competitors – Responsibility towards Employee – Responsibility towards Suppliers – Responsibility towards Government – Responsibility towards Community – Responsibility towards shareholders. (18 Hours)

### UNIT III

**Business Ethics:** Meaning – Characteristics - Factors Influencing Business Ethics – Unethical practice of Business.

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

**Technique of environmental Analysis:** BCG Matrix – SWOT analysis – PESTLE Analysis – Michael Porter’s Five Forces Model. (18 Hours)

### UNIT IV

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

**Foreign Capital:** Meaning – Merits and Demerits of foreign capital.

**Multi National Company (MNC):** Meaning – Features – Advantages of MNC Company and Disadvantages of MNC’s. (18 Hours)

### UNIT V

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

**WTO:** Introduction - Objectives – Benefits of WTO – Functions of WTO.

(18 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Prepare SWOT analysis for an MNC and prepare your own company SWOT
2. Recent CSR activities and trends of a company.

### TEXT BOOK

Gupta, C.B, (2013). *Business Environment*, New Delhi: S.Chand Publishing, 8<sup>th</sup> Edition.

### REFERENCE BOOKS

1. Dr. Balaji, C.D., (2017). *Business Environment*, Chennai: Margham Publications, 1<sup>st</sup> Edition.
2. Aswathappa, K. (2017). *Elements of Business Environment, (Text, Cases and Exercises)*, Bangalore: Himalaya Publishing House, 13<sup>th</sup> Edition.
3. Chidambaram, K. and Alagappan V. (2014). *Business Environment*, Noida :Vikas Publishing House Pvt Limited, 1<sup>st</sup> Edition.

Course Code 20UBAC63	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	H	H	M	H	M	M	L	H	-	H
CO2	H	H	H	H	M	M	H	H	M	M
CO3	H	M	M	H	M	H	L	M	M	M
CO4	H	M	M	H	M	H	M	-	-	H
CO5	L	H	H	H	H	H	H	M	H	L

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**B.B.A. (SEMESTER)**

**(2020 -21 onwards)**

Semester VI	<b>PROJECT</b>	Hours/Week: 6	
Core Course – 15		Credits: 4	
Course Code <b>20UBAC61PR</b>		Internal 40	External 60

### COURSE OUTCOMES

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

- CO1: report the research process for the research problem identified and the steps involved in it. [K3]
- CO2: formulate hypothesis and collect data through appropriate research instruments. [K3]
- CO3: apply appropriate statistical tools to infer conclusions for the research problem identified [K3]
- CO4: analyse the findings and check the statistical significance of the hypotheses of the study. [K4]
- CO5: infer from the findings of the research and propose suggestions to or advance further discussions about the research problem. [K5]

Guidelines for the project:

- The project is done for a period of 3 weeks after V Semester under the guidance of a faculty-guide
- 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.
- 3 copies of report should be prepared.

- A viva voce will be conducted by an external examiner, where the student has to prepare a presentation about her project.

Course Code 20UBAC61PR	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	H	H	M	-	-	-	-	-	-	-
CO2	H	H	M	H	H	M	M	M	-	-
CO3	H	H	M	H	-	H	L	M	-	H
CO4	H	H	H	H	-	M	H	M	M	M
CO5	H	H	M	H	-	L	L	M	-	M

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### B.B.A. (SEMESTER)

(2020 -21 onwards)

Semester VI	<b>CONSUMER BEHAVIOR</b>	Hours/Week: 6	
Discipline Specific Elective Course – 2		Credits: 4	
Course Code <b>20UBAE61</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: define and understand consumer behaviour in the context of understanding consumers and affecting marketing decisions. [K1]
- CO2: identify the basics and dynamics of consumer behavior, consumer's decision and business decisions. [K2]
- CO3: demonstrate what influences consumer's decisions and business decisions. [K3]
- CO4: Analyze the relationship between individual behaviour and consumers decisions and between consumer behaviour and management decisions. [K4]
- CO5: assess the management's strategy and decisions based on the understanding of consumer behavior. [K5]

### UNIT I

**Consumer behavior:** Meaning - Definition - Characteristics - Scope of Consumer Behavior – Why Consumer Behavior is important – Types – Importance - Advantages and Disadvantages – Factors Influencing Consumer Behavior. (15 Hours)

### UNIT II

**Psychological Influences on Consumer Behavior:** Motivation and Consumer Behavior - Types of Buying Motives - McClelland's Motivation Theory (Trio of Needs).

**Perception:** Types of Perception – Limitations of Perceptions



**Personality:** Theories of personality – Neo-Freudian Theory - Trait theory.

**Learning:** Meaning – Definition – Elements of Learning.

**Attitudes:** Model – Functions of attitudes- factors affecting attitudes of consumers.

**Self-Image:** Types of self-Image (15 Hours)

### UNIT III

**Culture:** Meaning- Nature – levels – Elements - Culture Affects Consumer Behavior.

**Cross-cultural consumer analysis:** cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing.

**Group Dynamics and Reference Groups:** Meaning - Types of Group dynamics and reference groups. (15 Hours)

### UNIT IV

**Consumer Behavior Analysis and Marketing Strategy:** Consumer Behavior and Product Strategy - Consumer Behavior and Pricing Strategy - Consumer Behavior and Distribution Strategy - Consumer Behavior and Promotion Strategy. (15 Hours)

### UNIT V

**Decision Making:** Buying Process–Steps – Model - Consumer Involvement - Organizational Buying Behavior VS Consumer Buying Behavior – Problems of Consumers in India. (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Evaluate Psychological Factors Which Influence Consumer Choice.
2. Summarize How the Internet Changed Consumer Behavior.

### TEXT BOOK

1. RamanujMajumdar (2011). Consumer behaviour, Published by PHI Learning, 3<sup>rd</sup> Edition.
2. Leon G.Schiffman& Leslie L .Kanuk (2010). *Consumer Behaviour*, New Delhi: Prentice Hall of India, 10<sup>th</sup> Edition.

**REFERENCE BOOKS**

1. Dr. Dharmendra Kumar, (2017). *Consumer Behavior*, SahityaBhawan Publications, 1<sup>st</sup> Edition.
2. Jain Monika Bhatt, P.C., and Chand, S.C., (2004). *Consumer behavior in Indian context*, 2<sup>nd</sup> Revised Edition.

Course Code 20UBAE61	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	H	H	H	M	-	M	-	-	-	H
CO2	H	H	H	-	-	-	L	-	-	H
CO3	H	-	H	L	-	H	L	-	-	H
CO4	H	H	H	M	-	M	H	M	M	H
CO5	M	M	M	H	-	L	L	L	-	H

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**B.B.A. (SEMESTER)**

**(2020 -21 onwards)**

Semester VI	<b>INTERNATIONAL BUSINESS MANAGEMENT</b>	Hours/Week: 5	
Discipline Specific Elective Course – 2		Credits: 4	
Course Code <b>20UBAE62</b>		Internal 25	External 75

### COURSE OUTCOMES

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

- CO1: identify the concept of International Business. [K1]
- CO2: explain the components of various cultural, economic, political and legal aspects of the International Business Environment. [K2]
- CO3: interpret the relationship between international business environment and International Business management. [K3]
- CO4: examine the effect of environmental factors and business practices on international business. [K4]
- CO5: criticize the recent practices in International Business and summarize its highlights. [K5]

### UNIT I

**International Business:** Definition – Evolution – Nature – Problems – Grades of International Business - International Business Versus Domestic Business – Advantages of International Trade. (15 Hours)

### UNIT II

**International Business Environment:** Cultural Environment – Elements of Cultural Environment – Economic Environment - Stages of Economic Environment – Political and Legal Environment – Political System. (15 Hours)

### UNIT III

**International Financial Environment:** Balance of Payment – Components of Balance of Payment – International Monetary Fund – Objectives – Functions – International Bank for Reconstruction and Development – Objectives – Functions.

**Foreign Exchange Market** – Features – Participants – transactions in Interbank Markets – Types of Transactions (15 Hours)

### UNIT IV

**Foreign Trade Promotion** – Meaning - Institutions for Export Promotion.

**Foreign Investment in India** – Foreign Direct Investment scheme - Portfolio Investmentscheme.

**Financing of Foreign Trade** – Methods of payment. (15 Hours)

### UNIT V

**Globalization** – Meaning - Introduction – Arguments – Dangers.

**Current Issues in International Business** – Intellectual Property Rights - IPR Under WTO.

**International Management** – Plant Location Decision – Staffing Policy – International Capital Budgeting – International Pricing Policy. (15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Summarise about International Bank for Reconstruction Development.
2. Argue about International distribution channels.

### TEXT BOOK

Jeevanandam .C. (2008).*International Business* . New Delhi : Sultan Chand & Sons, 1<sup>st</sup> Edition.

### REFERENCE BOOKS

1. Francis Cherunilam (2011). *International Business Text and Cases* .New Delhi :Asoke K. Ghosh, PHI Learning Private Limited, 5<sup>th</sup> Edition.
2. SubbaRao.P (2006). *International Business Text and Cases* .Mumbai : Himalaya Publishing House, 2<sup>nd</sup> Revised Edition.

Course Code 20UBAE62	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	H	H	H	H	M	H	-	-	M	H
CO2	H	H	H	H	H	H	L	M	-	H
CO3	H	-	H	M	M	H	H	L	M	M
CO4	H	H	H	H	L	H	M	H	-	-
CO5	H	H	H	M	-	M	L	H	H	H

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### B.B.A. (SEMESTER) (2020 -21 onwards)

Semester VI	<b>FINANCIAL MARKETS AND SERVICES</b>	Hours/Week: 5	
Discipline Specific Elective Course – 2		Credits: 4	
Course Code <b>20UBAE63</b>		Internal 25	External 75

#### COURSE OUTCOMES

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

CO1: define the concept of financial system & services. [K1]

CO2: demonstrate the various financial products, services and insurance schemes in India. [K2]

CO3: illustrate about various financial instruments and their role in financial planning. [K3]

CO4: analyze the products and services in Financial Markets. [K4]

CO5: evaluate the features of financial products and services. [K5]

#### UNIT I

**Introduction to Indian Financial System:** Financial Services-Meaning-Importance

**Financial Market:** Meaning-Definition-Functions

**Money Market:** Meaning-Definition-Characteristics-Objectives-Importance. (15 Hours)

#### UNIT II

**Mutual Fund:** Promotions of Mutual Funds-Benefits - Needs for Mutual Fund -Regulation of SEBI on Mutual Fund

**Factoring:** Meaning - Steps involved in Factoring Transactions - Key Elements of Factoring - Types of Factoring. (15 Hours)

### UNIT III

**Hire Purchase:** Meaning - Characteristics-Hire Purchase Agreement - Features of Hire Purchase – Content.

**Leasing:** Meaning - Terms used in Leasing Agreements - Steps in Leasing Transactions - Direct Lease - Types. (15 Hours)

### UNIT IV

**Insurance:** Origin and History – Meaning – Definitions – Characteristics – Principles - Advantages

**IRDA:** Introduction - Powers of IRDA - Duties of IRDA - Functions of IRDA

**Insurance Intermediaries:** Agents - Surveyor and Loss Assessor. (15 Hours)

### UNIT-V

**Life Insurance:** Introduction - Principles of Investment of Life Insurance - Types of Insurance -Terms used in Life Insurance

**General Insurance:** Types of Fire Insurance - Vehicle Insurance - Health Insurance.

(15 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Venture Capital
2. Securitization & Asset Reconstruction Company

### TEXT BOOK

Santhanam.B, (2015).*Banking theory, Law & Practice*, Margham publications, 5th Edition.

### REFERENCE BOOKS

1. Natrajan.K ,Gordon.E , (2015). *Financial Markets and Services*,Margham publications.
2. Varshney P.N, Sundharam K.P.M.,(2014). *Banking Theory Law & Practice*, Sultan Chand and Sons Publications.

Course Code 20UBAE63	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	H	M	M	M	M	M	L	-	-	M
CO2	H	M	L	L	M	L	M	-	M	-
CO3	H	H	M	M	H	-	-	H	M	H
CO4	H	L	M	M	H	M	L	L	M	L
CO5	M	H	H	H	M	M		-	-	-

**Dr. P. Suganthi**

Head of the Department

**Dr.C.Rajalakshumi**

Course Designer





## V.V. VANNIAPERUMAL COLLEGE FOR WOMEN

(Belonging to Virudhunagar Hindu Nadars)

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Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC

VIRUDHUNAGAR- 626 001

**B.B.A. (SEMESTER)**

**(2020 -21 onwards)**

Semester VI	<b>SOFT SKILLS</b>	Hours/Week: 2	
Skill Enhancement Course – 5		Credits: 2	
Course Code <b>20UBAS61</b>		Internal 40	External 60

### COURSE OUTCOMES

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

CO1: examine appropriate decisions for solving critical problems in an organization. [K1]

CO2: demonstrate the good team building skills in an organization. [K2]

CO3: prepare to handle situations with emotional poise and balance. [K3]

CO4: analyse business decision with out-of box thinking using better technological skills.  
[K4]

CO5: evaluate to get better deals in both business and professional life with the better negotiation skills. [K5]

### UNIT I

**Attitude:** Positive attitude – Assertive Behavior – Definition – Techniques of Assertive behavior: Confidence building – Personal branding : Introduction – Benefits – components.  
(6 Hours)

### UNIT II

**Emotional Intelligence (EI) - Adaptability – Stress Management –** Types of Stress – Strategies. Stress Management Tools - Stress Interview  
(6 Hours)

### UNIT III

**Problem solving:** Introduction- Importance - Problem analysis.

**Decision making:** Introduction – Techniques.

**Creative thinking:** Introduction – Importance – Blocks for creative thinking – Tools  
-Six Thinking Hats- Lateral Thinking.

(6 Hours)

#### UNIT IV

**Team Building-** nature of the team- personal as well as professional goals - Effective team work - Interpersonal communication.

**Art of Negotiation** - What is negotiation, Ways of negotiating - the power of language and non-verbal communication. Tools: Win- Win Strategy

(6 Hours)

#### UNIT V

**Time Management:** Importance –Skills required- Strategies –Tools: Stephen Covey Time management Matrix –Time wasters – Technology Integration.

**Work –life balance:** Importance - Strategies – Consequences.

(6 Hours)

#### SELF STUDY FOR ASSIGNMENT

1. Personal time management analysis
2. Management Games

#### Text book

1. Frederick H. Wentz, (2012). *Soft Skills Training: A Workbook to Develop Skills for Employment*, Create space Independent Publishing.

#### Reference Books

1. Jeff Keller, (2012) *Attitude Is Everything: Change Your Attitude... and You Change Your Life!*- Harper Collins Publishers India.
2. Daniel Goleman (2009) *Working with Emotional Intelligence* – Bloomsbury Publishing- 1<sup>st</sup> Edition.

Course Code 20UBAE63	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	M	M	H	M	L	H	-	-	-	M
CO2	H	M	L	H	M	-	-	M	-	L
CO3	M	L	H	L	L	-	L	-	H	-
CO4	L	M	L	H	H	L	H	M	M	-
CO5	L	H	H	M	M	M	L	-	M	M

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

**Dr. P. Suganthi**  
Course Designer



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VIRUDHUNAGAR- 626 001

### B.B.A. (SEMESTER)

(2020 -21 onwards)

Semester VI	<b>EMPLOYABILITY SKILLS</b>	Hours/Week: 2	
Skill Enhancement Course – 6		Credits: 2	
Course Code <b>20UBAS62</b>		Internal 40	External 60

### COURSE OUTCOMES

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

- CO1: identify individual career goals and various employability skills. [K1]
- CO2: discover how to set employable goals and develop employability skills. [K2]
- CO3: illustrate the role of developing communication, resume preparation and group discussion in becoming employable. [K3]
- CO4: point out how acquiring employability skills enable to reach employment goals efficiently. [K4]
- CO5: evaluate interpersonal communication, resume preparation, group discussion and other employability skills of an individual and suggest improvement. [K5]

### UNIT I

**Employment goal setting:** Identification of Personality, Skill, Interest - Career management: Career goal setting - Career Planning: Meaning – Objectives- Need - Components and process. (6 Hours)

### UNIT II

**Interpersonal communication:** Transactional analysis – one-to-many communication Body language -Importance of facial expression – Eye contact – How body language reveals our emotions and thoughts? Gesture – Hand to face gesture, leg gesture, body postures – How to have an impressive body language? (6 Hours)

### UNIT III

**Resume preparation:** Qualities of a good resume – Parts of a resume – Do’s and Don’ts in preparation of a resume – Model resume preparation – E-resume, Applying for jobs through job portals. (6 Hours)

### UNIT IV

**Group discussion:** Skills required for Group Discussion – Do’s and Don’ts of Group Discussion – Assessment of Group Discussion Skills – SWOT analysis to improve Group Discussion Skills. (6 Hours)

### UNIT V

**Preparing for interview:** Meaning, Dress Code, need for punctuality, Avoiding tensions and nervousness, Qualities observed during the interview - How to answer questions? - Commonly asked questions - Need for preparation. (6 Hours)

### SELF STUDY FOR ASSIGNMENT

1. Myer Briggs Personality Model.
2. Mock Interview and Group discussion.

### TEXT BOOK

Singh O.P. (2013). *“Art of Effective Communication in Group Discussion and Interview”*, S. Chand and Company Pvt. Ltd, New Delhi, 2<sup>nd</sup> Edition,

### REFERENCE BOOKS

1. Farhathullah, (2006). *Planning career in 21<sup>st</sup> Century Job Market*, Boston : Boston Publishers.
2. Sudhir Andrews, (2006). *How to succeed at Interviews*, New Delhi : Tata Megraw Hill, New Delhi.

Course Code 20UBAS62	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	M	M	H	M	L	H	-	-	-	M
CO2	H	M	L	H	M	-	-	M	-	L
CO3	M	L	H	L	M	-	L	-	M	-
CO4	L	M	L	H	H	L	H	M	-	-
CO5	M	H	H	M	M	M	L	-	L	M

**Dr. P.Suganthi**

Head of the Department

**Ms. R.Elizabeth**

Course Designer