



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 (3rd Cycle) by NAAC
VIRUDHUNAGAR - 626 001

**OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
REGULATIONS AND SYLLABUS
(with effect from Academic Year 2023 - 2024)**

V.V.Vanniaperumal College for Women, Virudhunagar, established in 1962, offers 13 UG Programmes (Aided), 14 UG Programmes (SF), 13 PG Programmes and 6 Ph.D. Programmes. The curricula for all these Programmes, except Ph.D. Programmes, have been framed as per the guidelines given by the University Grants Commission (UGC) & Tamil Nadu State Council for Higher Education (TANSICHE) under Choice Based Credit System (CBCS) and the guidelines for Outcome Based Education (OBE).

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

A. CHOICE BASED CREDIT SYSTEM (CBCS)

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

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

UG PROGRAMMES

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

Commerce & Management : Commerce, Commerce (Computer Applications),
Commerce (Professional Accounting),
Business Administration

PG PROGRAMMES

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

Commerce & Management : Commerce, Business Administration (MBA) *

* AICTE approved Programmes

OUTLINE OF CHOICE BASED CREDIT SYSTEM – UG

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

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

UG PROGRAMMES

Name of the Course	Course Code	Semester	Department
Introduction to Tourism	23UHIN11	I	History(EM)
Indian Constitution	23UHIN21	II	History(EM)
சுற்றுலா ஓர் அறிமுகம்	23UHIN11	I	History (TM)
இந்திய அரசியலமைப்பு	23UHIN21	II	History(TM)
Popular Literature and Culture	23UENN11	I	English
English for Professions	23UENN21	II	
பேச்சுக்கலைத்திறன்	23UTAN11	I	Tamil
பயன்முறைத் தமிழ்	23UTAN21	II	
Practical Banking	23UCON11	I	Commerce (Aided)
Basic Accounting Principles	23UCON22	II	
Financial Literacy-I	23UCON12	I	Commerce (SF)
Financial Literacy -II	23UCON21	II	
Self-Employment and Startup Business	23UCCN11	I	Commerce CA (SF)
Fundamentals of Marketing	23UCCN21	II	

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

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

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.

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

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

Vision of the Department of B.B.A

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

Mission of the Department of B.B.A

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

B.1.1 Programme Educational Objectives (PEOs)

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

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

The students will be able to

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

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

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

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

B.1.2 Programme Outcomes (POs)

POs shall be based on Graduate Attributes (GAs) of the Programme. The GAs are the attributes expected of a graduate from a Programme in terms of knowledge, skills, attitude and values. The Graduate Attributes include Disciplinary Knowledge, Communication Skills, Critical Thinking, Problem Solving, Analytical Reasoning, Research Related Skills, Co-

operation/Team Work, Scientific Reasoning, Reflective Thinking, Information/Digital Literacy, Multicultural Competence, Moral and Ethical Awareness/Reasoning, Leadership Qualities and Lifelong Learning.

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

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

B.1.3 Programme Specific Outcomes (PSOs)

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

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

PO1 - *Disciplinary Knowledge*

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

PSO 1.b. apply conceptual knowledge in functional areas of business to choose and

establish themselves in a suitable career as a job seeker or as an entrepreneur

PO2 – Communication Skills

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

PO3 – Scientific Reasoning and Problem Solving

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

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

PO4 – Critical Thinking and Analytical Reasoning

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

PO5 – Digital Literacy, Self - directed and Lifelong Learning

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

PO6 – Cooperation/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.

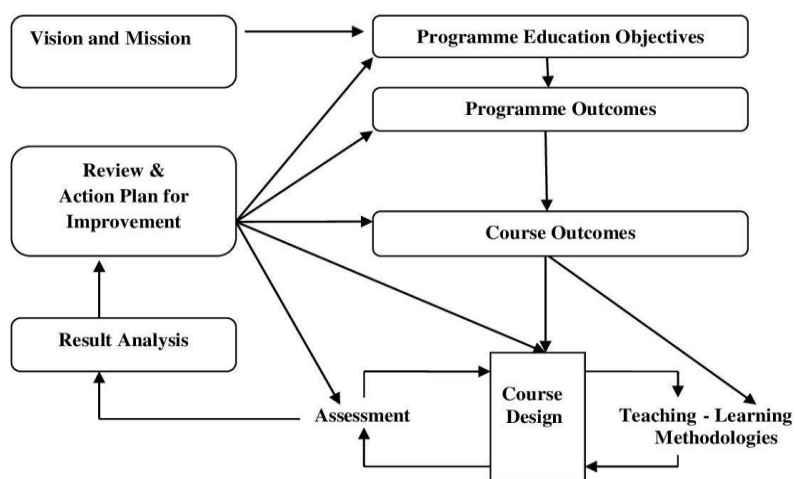
PO-PEO Mapping Matrix

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.

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

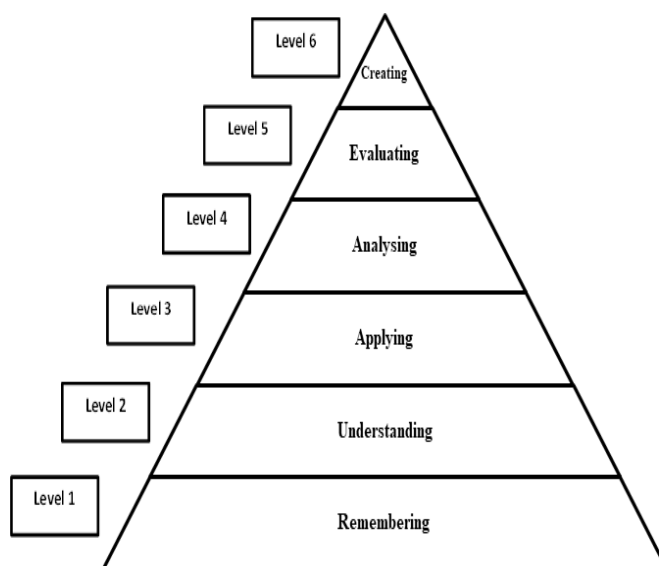
B.1.4 Course Outcomes (COs)

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



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

BLOOM'S TAXONOMY



CO – PO Mapping of Courses

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

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

PO/PSOs	PO1/ PSO1	PO2/ PSO2	PO3/ PSO3	PO4/ PSO4	PO5/ PSO5	PO6/ PSO6	PO7/ PSO7
COs							
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
		Elective 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**B.2.1.PART II**

Components	Internal Assessment Marks	Summative Examination Marks	Total Marks
Theory	15	75	100
Practical	5+5	-	

INTERNAL ASSESSMENT**Distribution of Marks**

Mode of Evaluation		Marks
Periodic Test	:	15
Practical	:	5+5
Total		25

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

B.2.2.Part I & PART III - Core Courses, Discipline Specific Elective Courses & Elective Courses

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

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

Mode of Evaluation		Marks
Internal Test	:	15
Assignment	K3 Level	5
Quiz	K2 Level	5
Total		25

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

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

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

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

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

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

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

B.2.3 PART IV - Skill Enhancement Courses, Non Major Elective Courses and**Foundation Course****INTERNAL ASSESSMENT****Distribution of Marks****Theory**

Mode of Evaluation		Marks
Internal Test	:	15
Assignment	K2 Level	5
Quiz	K2 Level	5
Total		25

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

Two Assignments - Better of the two will be considered

Three Quiz Tests - Best of the three will be considered

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

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

Summative Examination

Mode of Evaluation		Marks
Summative Examination	:	50
Multiple Choice Questions (K2 Level)	:	25
Total	:	75

Question Pattern**Duration: 2 Hours**

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

B.2.6. Part V – Extension Activities

Assessment by Internal Examiner only

Distribution of Marks

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

*The marks obtained will be calculated for 100 marks

ELIGIBILITY FOR THE DEGREE

- The candidate will not be eligible for the Degree without completing the prescribed Courses of study, lab work, *etc.*, and a minimum Pass marks in all the Courses.
- No Pass minimum for Internal Assessment.
- Pass minimum for External Examination is 27 marks out of 75 marks for Core Courses, Discipline Specific Elective Courses and Allied Courses.
- Pass minimum for External Examination is 21 marks out of 60 marks for Skill Enhancement Courses and Non Major Elective Courses.
- The aggregate minimum pass percentage is 40.
- Pass minimum for External Practical Examination is 21 marks out of 60 marks.
- Pass minimum for Ability Enhancement Compulsory Courses and Generic

Elective Courses is 40 marks.

➤ Pass minimum for Self Study Courses is 40 marks.

- Attendance

➤ For UG, PG Programmes,

a) The students who have attended the classes for 76 days (85%) and above are permitted to appear for the Summative Examinations without any condition.

b) The students who have only 60-75 days (66% - 84%) of attendance are permitted to appear for the Summative Examinations after paying the required fine amount and fulfilling other conditions according to the respective cases.

c) The students who have attended the classes for 59 days and less – upto 45 days (50% - 65%) can appear for the Summative Examinations only after getting special permission from the Principal.

d) The students who have attended the classes for 44 days or less (<50%) cannot appear for the Summative Examinations and have to repeat the whole semester.

➤ For Part V in UG Programmes, the students require 75 % of attendance to get a credit.

➤ For Certificate, Diploma, Advanced Diploma and Post Graduate Diploma Programmes, the students require 75% of attendance to appear for the Theory/Practical Examinations.

These rules come into effect from 2020-2021 onwards.

B.3 ASSESSMENT MANAGEMENT PLAN

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

B.3.1 Assessment Process for CO Attainment

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

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

Indirect Assessment – Done through Course Exit Survey.

CO Assessment Rubrics

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

CO Attainment

Direct CO Attainment

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

Target Setting for Assessment Method

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

Formula for Attainment for each CO

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

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

Attainment Levels of COs

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

Indirect CO Attainment

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

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

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

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

B.3.2 Assessment Process for Overall PO Attainment

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

PO Assessment Tools

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

Programme Articulation Matrix (PAM)

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

Indirect Attainment of POs for all Courses

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

Attainments of POs for all Courses

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

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

Expected Level of Attainment for each of the Programme Outcomes

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

Level of PO Attainment

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

B.3.3 Assessment Process for PEOs

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

Target for PEO Attainment

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

Attainment of PEOs

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

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

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

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

Expected Level of Attainment for each of the Programme Educational Objectives

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

Level of PEO Attainment

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

C. PROCESS OF REDEFINING THE PROGRAMME EDUCATIONAL OBJECTIVES

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



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VIRUDHUNAGAR - 626 001

BACHELOR OF BUSINESS ADMINISTRATION (5031)

Outcome Based Education with Choice Based Credit System

Programme Structure - Allotment of Hours and Credits

For those who joined in the Academic Year 2023-2024

Components	Semester						Total Number of Hours (Credits)
	I	II	III	IV	V	VI	
Part I : Tamil /Hindi	6(3)	6(3)	6(3)	6(3)	-	-	24(12)
Part II: English	6(3)	6(3)	6(3)	6(3)	-	-	24(12)
Part III: Core Courses, Discipline Specific Elective Courses & Self Study Course							
Core Course	5(5)	5(5)	5(5)	5(4)	6(4)	5(5)	31(28)
Core Course	5(5)	5(5)	5(5)	4(4)	5(4)	5(4)	29(27)
Core Course	-	-	-	-	5(4)	4(4)	9(8)
Core Course Project	-	-	-	-	-	4(3)	4(3)
DSEC	-	-	-	-	5(3)	5(3)	10(6)
DSEC	-	-	-	-	5(3)	5(3)	10(6)
Elective Course	4(3)	4(3)	4(3)	4(3)	-	-	16(12)
Self Study Course	-	-	-	-	-	0(1)	0(1)
Part IV :Skill Enhancement Courses, Non Major Elective Courses, Ability Enhancement Compulsory Courses, Generic Elective Courses & Self Study Course							
SEC	2(2)	-	1(1)	-	-	-	3(3)
SEC	-	2(2)	2(2)	2(2)	2(2)	2(2)	10(10)
Non Major Elective Course	2(2)	2(2)	-	-	-	-	4(4)
AECC-Value Education	-	-	-	-	2(2)	-	2(2)
AECC-Environmental Studies	-	-	-	2(2)	-	-	2(2)
GEC-1	-	-	1(1)	-	-	-	1(1)
GEC-2	-	-	-	1(1)	-	-	1(1)
Self Study Course	-	-	-	-	0(1)	-	0(1)
Part V : Extension Activities	-	-	-	0(1)	-	-	0(1)
Total	30(23)	30(23)	30(23)	30(23)	30(23)	30(25)	180(140)
Extra Credit Course	-	-	-	0(2)	-	-	-

DSEC: Discipline Specific Elective Course
AECC: Ability Enhancement Compulsory Course

SEC: Skill Enhancement Course
GEC: Generic Elective Course



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VIRUDHUNAGAR - 626 001

BACHELOR OF BUSINESS ADMINISTRATION

Programme Code – 5031

2023-24 onwards

PROGRAMME CONTENT

SEMESTER I

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

**B.B.A.
PROGRAMME CONTENT
SEMESTER II**

S.No.	Components	Title of the Course	Course Code	Hours Per Week	Credits	Exam. Hours	Marks			
							Int.	Ext.	Total	
1.	Part I	Tamil/Hindi II	23UTAG21/ 23UHGD21	6	3	3	25	75	100	
2.	Part II	English –II	23UENG21	6	3	3	25	75	100	
3.	Part III	Core Course -3	Human Resource Management	23UBAC21	5	5	3	25	75	100
4.		Core Course -4	Business Statistics	23UBAC22	5	5	3	25	75	100
5.		Elective Course	Organizational Behaviour	23UBAA21	4	3	3	25	75	100
6.	Part IV	NME-2	Business Management	23UBAN21	2	2	3	25	75	100
7.		SEC -2	Leadership Skills	23UBAS21	2	2	3	25	75	100
Total				30	23		700			



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B.B.A.

(2023-24 onwards)

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

COURSE OUTCOMES:

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

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

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

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

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

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

UNIT I:

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

UNIT II

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

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

Procedures, Methods, Objectives - Meaning and Definition.

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

UNIT III

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

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

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

UNIT IV

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

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

UNIT V

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

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

SELF STUDY FOR ASSIGNMENT:

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

TEXT BOOKS

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

REFERENCE BOOKS

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

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

Dr. P. Suganthi
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VIRUDHUNAGAR - 626 001

B.B.A.

(2023-24 onwards)

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

Course Outcomes:

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

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

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

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

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

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

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

(15 Hours)

UNIT V

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

SELF STUDY

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

TEXT BOOKS

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

REFERENCE BOOKS

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

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

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VIRUDHUNAGAR - 626 001

B.B.A.

(2023-24 onwards)

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

COURSE OUTCOMES

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

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

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

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

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

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

UNIT I

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

UNIT II

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

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

UNIT III

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

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

(12 Hours)

UNIT IV

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

(12 Hours)

UNIT V

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

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

Business Cycle: Meaning – Phases - Fiscal policy

(12 Hours)

SELF STUDY FOR ASSIGNMENT

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

TEXT BOOK

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

REFERENCE BOOKS

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

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

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

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B.B.A.

(2023-24 onwards)

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

On completion of this course, students will;

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

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

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

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

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

SELF STUDY

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

TEXT BOOKS

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

REFERENCE BOOKS

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

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

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B.B.A.

(2023-24 onwards)

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

Course Outcomes:

On completion of this course, students will;

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

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

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

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

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

SELF STUDY

1. Application letter for organization
2. Resume writing

TEXT BOOKS

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

REFERENCE BOOKS

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

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

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B.B.A

(2023-2024 onwards)

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

COURSE OUTCOMES:

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

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

UNIT I

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

UNIT II

Procurement: Man power Planning–Meaning-Objectives and Steps-Recruitment–Sources.
Selection: Meaning-Methods.
Training: Types-Principles-Objectives. (15Hours)

UNIT III

Promotion: Methods-Use-Career planning-Promotions-Transfers–Objectives-Types-Policies
-Separation and its Types.
Absenteeism: Reasons for Absenteeism–Measures for the Control of Absenteeism–Labour Turnover– Impact and Causes–Measures to Control Labour Turnover. (15 Hours)

UNIT IV

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

Incentives: Meaning-Benefits. (15 Hours)

UNIT V

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

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

SELF STUDY FOR ASSIGNMENT

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

TEXT BOOK

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

REFERENCE BOOKS

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

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

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

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B.B.A.

(2023-24 onwards)

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

COURSE OUTCOMES

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

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

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

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

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

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

UNIT I

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

Tabulation : Meaning, Objectives - Types of Tables.

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

SELF STUDY FOR ASSIGNMENT

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

NOTE:

Composition of the Question Paper: Theory : 20 %

Problems: 80 %

TEXTBOOK

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

REFERENCEBOOKS

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

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

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

Dr. P. Suganthi
Head of the Department

Mrs.V.Balapriya
Course Designer



V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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VIRUDHUNAGAR - 626 001

B.B.A.

(2023-24 onwards)

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

COURSE OUTCOMES:

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

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

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

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

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

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

UNIT I

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

(12 Hours)

UNIT II

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

(12 Hours)

UNIT III

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

UNIT IV

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

UNIT V

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

SELF STUDY FOR ASSIGNMENT:

1. Role of manager.
2. Group dynamics.

TEXT BOOKS

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

REFERENCE BOOKS

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

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

Dr. P. Suganthi

Head of the Department

Dr. P. Suganthi

Course Designer



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VIRUDHUNAGAR - 626 001

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

COURSE OUTCOMES

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

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

CO2: describe the concepts of management [K1]

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

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

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

SELF STUDY FOR ASSIGNMENT

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

TEXT BOOK

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

REFERENCE BOOKS

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

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

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Course Designer



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B.B.A.

(2023 -24 onwards)

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

COURSE OUTCOMES

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

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

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

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

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

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

UNIT I

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

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

(6 Hours)

UNIT II

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

(6 Hours)

UNIT III

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

UNIT IV

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

UNIT V

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

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

SELF STUDY FOR ASSIGNMENT

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

TEXT BOOK

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

REFERENCE BOOKS

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

Course Code 23UBAS21	PO1		PO2		PO3	PO4	PO5	PO6		PO7
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CO2	3	2	3	3	2	1	1	2	2	2
CO3	2	3	3	3	1	2	2	3	2	3
CO4	3	3	3	3	2	3	1	3	3	2
CO5	2	2	3	3	1	2	1	3	3	2

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

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Head of the Department

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