



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY

University with Graded Autonomy Status
(An ISO 21001 : 2018 Certified Institution)
Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.



FACULTY OF MANAGEMENT STUDIES

BBA- Three Year Full Time Program- Curriculum & Syllabus

Program Structure for BBA (Full Time)

Dr. M.G.R

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Maduravoyal , Chennai-600095.Tamilnadu.India

(An ISO 9001:2015 Certified Institution)



FACULTY OF MANAGEMENT STUDIES

Bachelor of Business Administration –

BBA (Full Time)

Outcome Based Curriculum & Syllabus

REGULATION 2023

Note:- Applicable for 2023 Batch Onwards



FACULTY OF MANAGEMENT STUDIES

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Program Structure for BBA (Full Time)

DECLARATION

I, **Dr.G.Brindha**, Head of **Faculty of Management Studies** Department, hereby declare that this copy of the syllabus for **Bachelor of Business Administration (BBA)** Full time **2023 Regulation** from page no. 1 to 112 is the final version which is being taught in the class and uploaded in our University website. I assure that the Syllabus available in our University website is verified and found correct. The Curriculum and Syllabi have been approved by our Academic Council / Vice Chancellor.

Date:

Signature



FACULTY OF MANAGEMENT STUDIES

BBA- Three Year Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

Faculty of Management Studies

VISION

"Developing core management competencies embedded with social and Environmental values through exemplary management education."

MISSION

M1: Promoting the holistic development of our students and staff through education, and development programs in capacity building and life skills.

M2: Strive to promote an open learning environment in the field of management and entrepreneurship.

M3: Inculcate ethical values in our students and staff so that they contribute optimally towards the development of the society.

QUALITY POLICY:

- Aspire for high standards of excellence in teaching, research, consulting and entrepreneurship.
- Drive home the core values of humility, honesty and hard work that spell Individual and corporate success.



FACULTY OF MANAGEMENT STUDIES

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PROGRAM EDUCATION OBJECTIVE: PEO

PEO1: Students are able to inculcate entrepreneurial skills to manage current Business environment and start new business.

PEO 2: Students are capable of using research tools to investigate and analyze business environment.

PEO 3: Candidates present themselves with morality, integrity, hard work, ethical behaviour, social consciousness, and a broader outlook in their work place.

PEO 4: Capable of solving complex business problem with multi-disciplinary approach inclusive of technology.

PROGRAM OUTCOME: POs

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO2: Communication Skills: : Ability to understand and express thoughts and ideas effectively in writing and orally; and present complex information in a clear and concise manner to different groups.

PO3: Critical and Reflective thinking: Capability to apply analytic thought to analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach: Critical sensibility, with self awareness and reflexivity of both self and society.

PO4: Research-related skills: Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, ability to plan, execute and report the results of an experiment or investigation.



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PO5: Team work and Leadership qualities: Function effectively as an individual, and as a team member or leader in diverse teams, and in multidisciplinary environment.

PO6: Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data and further presentation.

PO7: Multicultural competence and knowledge of heritage: Possess knowledge of the values and beliefs of multiple cultures to effectively engage globally in a multicultural society and interact respectfully with diverse groups. Ability to understand and propagate heritage values.

PO8: Moral and ethical awareness: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Appreciating environmental and sustainability issues, adopting objective, unbiased and truthful actions in all aspects of work.

PO9: Lifelong learning: Ability to update knowledge and skills, participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives



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PROGRAM SPECIFIC OUTCOME: PSOs

PSO1 Demonstrate the understanding and ability to Identify, Evaluate, Analyze, Interpret and Apply Professional standards, theory, and research to address business problems in making reasoned decisions.

PSO2. Assess the need to adapt business practices with opportunities and challenges in an evolving global environment.

PSO3 Ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders.

PSO4. Communicate in a business context in a clear, concise, coherent and professional manner.

Mapping PEOs with Mission

PEOs	M1	M2	M3
PEO1	2	3	2
PEO2	3	3	3
PEO3	3	2	2
PEO4	3	3	2

Mapping PEOs with POs & PSOs

PEOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
PEO1	3	2	2	2	3	2	2	2	2	3	2	2	2
PEO2	3	2	3	3	3	1	2	1	3	3	3	2	1
PEO3	1	3	2	2	1	1	3	3	3	1	2	2	2
PEO4	3	1	2	2	1	3	2	2	3	3	3	1	1

Strength of Correction: 3-High, 2-Medium, 1-Low



FACULTY OF MANAGEMENT STUDIES

BBA- Three Year Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

Table 1: Credit Distribution Format: BBA 2023 GENERAL

S. No	CATEGORY	Description	No. of Courses	Credits	Total	Credit (%)Weight age	Contact hours
1	CORE COURSES	Core Theory	16	4	78	60	778
		Core Lab	3	2			45
	CORE ELECTIVES	Electives	2	4			32
2	INTERDISCIPLINARY/ ALLIED COURSES	Allied Theory(Prod,Stat & Eco)	3	4	16	12	135
		Allied Lab	2	2			40
3	HUMANITIES & SOCIAL SCIENCES , LIFE SKILLS &SOFT SKILLS	Language 1 & 2	2	3	27	21	60
		English 1 & 2	2	3			60
		Soft Skills	1	2			15
		Business Environment	1	4			45
		Environmental Studies	1	3			30
		Universal Human Values	1	3			30
		Entrepreneurship Development	1	2			30
4	PROJECTS/ INTERNSHIP/ CORE SKILL	Project	1	9	9	7	192
Total					130	100	1492

Table 2: Revision/modification done in syllabus content:

S.No	Course(Subject) Code	Course (Subject) Name	Concept /Topic if any, removed in current curriculum	Concept/topic added in the new curriculum	% of Revision/Modification done
	The Whole Curriculum structure and syllabus revised. BBA GENERAL				



FACULTY OF MANAGEMENT STUDIES

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Program Structure for BBA (Full Time)

Table 3: BBA (2023) –GENERAL

S.No	New Courses (Subjects)	Value Added Courses	Life Skill	Electives	Inter Disciplinary	Focus On Employability/ Entrepreneurship/ Skill Development.
1	Office Management				Business Statistics For Managers	Soft Skills
2	Total Quality Management	E-Business Lab	Health & Yoga		Managerial Economics	Computer Application For Managers
3	Electives	Universal Human Values				Leadership Skills
4	Ethics For Managers					Business Etiquette



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BBA- Three Year Full Time Program- Curriculum & Syllabus

Program Structure for BBA (Full Time)

Semester: 1

Theory

Course Code	Course Title	C	L	T/SLr	P/R	Ty/Lb/ETP/IE
HBTA22001 HBHI22001 HBFR22001	LANGUAGE TAMIL/ HINDI/FRENCH-I	3	3	0	0	Ty
HBEN22001	LANGUAGE ENGLISH – I	3	3	0	0	Ty
MBBA22001	PRINCIPLES OF MANAGEMENT	4	4	0	0	Ty
MBBA22002	FINANCIAL ACCOUNTING	4	3	1	0	Ty
HBCC22001	ENVIRONMENTAL STUDIES	3	3	0	0	Ty

Practical

MBBA22L01	COMPUTER APPLICATION FOR MANAGERS	2	0	0	4	IE
MBBA22L02	BUSINESS ETIQUETTE FOR MANAGERS	2	0	1	0	Lb
		21				

Credits Sub Total: 21

Semester: 2

Theory

Course Code	Course Title	C	L	T/SLr	P/R	Ty/Lb/ETP/IE
HBTA22002 HBHI22002 HBFR22002	LANGUAGETAMIL/HINDI/FRENCH-II	3	3	0	0	Ty
HBEN22002	ENGLISH – II	3	3	0	0	Ty
MBBA22003	TAXATION	4	4	0	0	Ty
MBBA22004	OFFICE MANAGEMENT	4	4	0	0	Ty
MBBA22ID1	ALLIED-1 BUSINESS STATISTICS FOR MANAGERS	4	3	1	0	Ty

Practical

MBBA22L03	SOFT SKILLS FOR MANAGERS	2	0	0	2	IE
		20				

Credits Sub Total: 20



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Program Structure for BBA (Full Time)

Semester: 3

Theory

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ ETP/IE
MBBA22005	E-COMMERCE	4	4	0	0	Ty
MBBA22006	ORGANISATIONAL BEHAVIOUR	4	4	0	0	Ty
MBBA22007	MANAGEMENT ACCOUNTING	4	3	0	1	Ty
MBBA22008	TOTAL QUALITY MANAGEMENT	4	4	0	0	Ty
MBBA22ID2	ALLIED II MANAGERIAL ECONOMICS	4	4	0	0	Ty

Practical

MBBA22L04	E-BUSINESS LAB	2	0	0	2	Lb
		22				

Credits Sub Total: 22

Semester: 4

Theory

Course Code	Course Title	C	L	T/ SLr	P/R	Ty/Lb/ ETP/IE
MBBA22009	BUSINESS COMMUNICATION	4	4	0	0	Ty
MBBA22010	BUSINESS LAW	4	4	0	0	Ty
MBBA22011	PRODUCTION MANAGEMENT	4	4	0	0	Ty
MBBA22012	MARKETING MANAGEMENT	4	4	0	0	Ty
MBBA22013	HUMAN RESOURCE MANAGEMENT	4	4	0	0	Ty

Practical

MBBA22SE1	LEADERSHIP SKILLS	2	0	0	4	LB
		22				

Credits Sub Total: 22



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Program Structure for BBA (Full Time)

Semester: 5

Theory

Course Code	Course Title	C	L	T/SLr	P/R	Ty / L/ ETP/IE
MBBA22014	STRATEGIC MANAGEMENT	4	4	0	0	Ty
MBBA22015	RESEARCH METHODOLOGY	4	4	0	0	Ty
MBBA22016	BUSINESS ENVIRONMENT	4	4	0	0	Ty
HBCC22002	ENTREPRENURSHIP DEVELOPMENT	3	3	0	0	Ty
MBBA22EXX	CORE ELECTIVE-I	4	4	0	0	Ty

Practical

MBBA22L05	HEALTH AND YOGA	2	0	1	2	IE
		21				

Credits Sub Total: 21

Semester: 6

Theory

Course Code	Course Title	C	L	T/SLr	P/R	Ty / L/ ETP/IE
MBBA22017	INTERNATIONAL BUSINESS MANAGEMENT	4	4	0	0	Ty
MBBA22018	ETHICS FOR MANAGERS	4	3	0	1	Ty
MBBA22EXX	CORE ELECTIVE-II	4	4	0	0	Ty
HBCC22ET1	UNIVERSAL HUMAN VALUES	3	2	0	2	Ty

Practical:

MBBA22L06	PROJECT	9	0	0	18	Lb
		24				

Credits Sub Total: 24

Credit Summary

Semester: 1 : 21
Semester: 2 : 20
Semester: 3 : 22
Semester: 4 : 22
Semester: 5 : 21
Semester: 6 : 24

Total: 130



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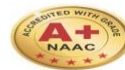
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SEMESTER – I



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Program Structure for BBA (Full Time)

HBTA22001	TAMIL PAPER – 1				C	L	T / S.Lr	P / R	T y/L/ETP
	Prerequisite:+2				3	3	0	0	Ty
L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/EL : Theory / Lab / Embedded Theory and Lab									
OBJECTIVES									
<ol style="list-style-type: none"> Understand the aims and objectives of teaching Tamil. Understand the rationale for learning Tamil. To motivate and stimulate the students to overcome their inferiority complex and improve fluency in the language. Learn significance of spoken skill. The relationship between language & culture and the implications for language teaching. 									
COURSE OUTCOMES (Cos) -Students completing this course were able to									
CO1	Tamil students are actively engaged in learning Tamil language and culture in a meaningful setting								
CO2	Focus on applying the language in real life situations.								
CO3	Use proficiency descriptors to motivate learners to progress to the next stage of learning. .								
CO4	Lessons are customized to arouse students' interest and ignite the joy of learning Tamil language.								
CO5	Develop a strong foundation in listening & speaking skills.								
Mapping of Course Outcome with Program Outcome (POs)									
Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	3	2	3	3	3	2
CO2	2	2	3	2	3	2	2	3	3
CO3	3	3	2	3	2	3	3	3	2
CO4	2	2	3	2	2	2	2	3	2
CO5	3	3	3	3	3	3	2	2	3
Cos	PSO 01			PSO 02		PSO 03		PSO 04	
CO 1	3			3		3		3	
CO 2	2			2		3		3	
CO 3	3			3		3		2	
CO 4	2			2		3		3	
CO 5	3			2		2		3	
Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Soft Skills



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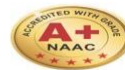
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Program Structure for BBA (Full Time)

HBHI22 001	HINDI I				C	L	T / S.Lr	P/R	Ty/L / ETP
	Prerequisite : Knowledge of Hindi				3	3	0	0	Ty
L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL : Theory / Lab / Embedded Theory and Lab									
OBJECTIVES									
<ol style="list-style-type: none"> To Understand the Hindi Literature, culture and the usage of language in the various streams To Build up the Confidence in conversing in Hindi language. To acquire Knowledge of the usage of Hindi language in the various Government Offices 									
COURSE OUTCOMES (Cos)									
Students completing this course were able to									
CO1	understand the basic concepts and Origin of Hindi								
CO2	Know about the roots of Hindi Literature and its perspective and methods.								
CO3	Elaborate and understand philosophical methods of Hindi Literature.								
CO4	Evaluate the concept of Hindi from past to present and to study the society closely through Literature								
CO5	Understand the importance of Hindi in the contemporary world.								
Mapping of Course Outcome with Program Outcome (POs)									
Sem I	Coursecode: HBHI22001								
	Programme Outcomes(Pos)								
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	3	3		
CO2	3	3	3	3	2	3	3		
CO3	3	3	2	3	3	3	3		
CO4	2	3	3	3	3	2	2		
CO5	3	3	3	3	3	2	2		
3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low									



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Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical / Project	Internships/Skill component	Interdisciplinary
			√						

HBHI22001

HINDI I

UNIT - I Prose –Understanding the secret of the culture and how to draft the letters in Government offices, technical terms

1. SabhyataRahasya
2. PersonalApplications
3. LeaveLetters
4. Government Order
5. Administrative Terminology Hindi to English (25 Words)

UNIT - II Prose-Understanding the human relations and also to know the procedures to open the account in the bank, technical terms

1. Mitrata
2. Letter to theEditor
3. Opening anA/C
4. Demi OfficialLetter
5. Administrative Terminology English to Hindi (25 Words)

UNIT-III Prose-the contribution of youth in developing India, drafting memo and technical things used in memo

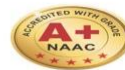
1. YuvavonSe
2. Application for Withdrawal
3. Circular
4. Memo
5. Administrative Terminology Hindi to English (25 Words)

UNIT-IV Prose-The effect of Nuclear energy and usage of technical terms in offices

1. ParamanuOorjaevamKhadyaPadarthSanrakshan
2. Transfer of an A/C
3. Missing of Pass Book / ChequeLeaf
4. OfficialMemo
5. Administrative Terminology English to Hindi (25 Words)

UNIT-V Prose-The Obstacles faced by the youth for getting employment, drafting complaint letters, technical terms

1. Yougyata aur VyavasaykaChunav
2. Complaints
3. Ordering forBooks
4. Notification
5. Official Noting Hindi to English (25 words)



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Reference Books:

1. PrayojanMoolakHindi: Dr. Syed Rahamathulla, PoornimaPrakashan
4/7, Begum III Street, Royapettah, Chennai – 14
- 2.Hindi Gadhya Mala Dr. Syed Rahamathulla, PoornimaPrakashan
4/7, Begum III Street, Royapettah, Chennai – 14

HBFR22001	FRENCH-I	C	L	T / S.Lr	P/R	Ty/L/ ETP
	Prerequisite : Knowledge of Hindi	3	3	0	0	Ty
L : Lecture, T : Tutorial,SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL :Theory / Lab / Embedded Theory and Lab						
Objectives						
<ol style="list-style-type: none"> 1. The students will acquire a different perspective of their own culture in relation to the French culture 2. The students will discover new attitudes towards familiar practices 3. The students will acquire a sense of the French language, its music and rhythms and basic usage. 4. The students will acquire a comprehensive view of the European Union and the member states 						

COS	Course Outcome	Bloom's Level
CO1	Identify the French language from other European language and to show and tell French words and expression	Remembering
CO2	Understand how the language works discovering the pronunciation	Understanding
CO3	Start writing short dialogues of greetings Try to interact with someone with life skill question –what where, who etc Describe persons and places	Applying
CO4	Discover France and its physical tributes, develop an idea about the importance of France in the world affair	Analyzing
CO5	Develop enough confidence to introduce oneself and ask others simple questions about personal details. Interact as long as other person speaks slowly and clearly.	Creating
CO6	Plan a rendezvous ,a casual meeting by Interacting with basic sentences and expressions as long as the person to with whom he/she speaks can help to reformulate the sentences	Creating
CO7	Write a simple message can fill a simple questionnaire .write ones names, nationality ,address etc. on a hotel registration card /passport etc.	Creating

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
C01	3	2	2	2	2	1	2	2	3
CO2	2	2	2	2	1	1	3	2	3



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CO3	2	3	2	3	1	1	2	2	3
CO4	3	3	3	2	2	2	2	3	3
CO5	2	2	2	3	3	2	3	2	3
CO6	3	3	2	2	3	3	3	3	3
CO7	3	3	2	2	3	3	3	3	3

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships / Skill component	Interdisciplinary
			√						

HBFR22001

FRENCH-I

UNIT I

9 Hours

Se saluer, La Graphie- écrire (compréhension orale, expression orale)

- Se Présenter-
- La langue française
- La Graphie – écrire L’alphabet, L’abécédaire
- Les Accents et les Ponctuations
- L’interaction de base.

- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

UNIT II

9 Hours

S’informer-Interactions aidant des Compétences De base

- Des modèles interrogatifs
- Les nombres, demander le cout /le prix
- Demander l’heure, Les jours, Les mois de l’année.

- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

UNIT III

9 Hours

Localiser –La France

- Quelque symbole de la France.
- La carte de l’Europe, La France dans le contexte international, La France et les Fuseaux horaires, La francophonie, L’union Européen
- La France physique, industrielle, touristique et administrative
- Quelque symbole de Paris.

- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2



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minutes (10 oral exercises, 6 audio reading compositions & 4 tests).

UNIT IV

9 Hours

Lire et prononcer Le français

- Les son française, les voyelles françaises, les sons nasaux, les consonné, Quelque sons uniques.
- Les syllabus français, Les Rythme de la langue française.

- **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio reading

UNIT V

9 Hours

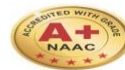
Observer et Comprendre

- La vie de la France quotidienne, En cas d'urgence.
- La grammaire initiale

- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips** - For oral expressions, oral assignments and oral test -20 duration less than 2 minutes (10 oral exercises, 6 audio Reading compositions & 4 tests).

Reference Books :

1. Parlez-vous français?Partie 1 - Dr.M.Chandrika.V.Unni& Mrs. Meena Mathews 2019 by Universal publisher
2. CLE INTERNATIONAL Lectures Clé en français facile. (2012) Hachette Paris
3. Cosmopolite: Livre d'élève A1 by Nathalie Hirsch sprung, Tony Tricot, Claude Le Ninan
4. Latitudes-1 - Régine Mérieux & Yves l'oiseau, Didier 2017
5. Alter Ego 1 - Catherine Dolez, Sylvie Pons : (2014) Hachette, Paris



FACULTY OF MANAGEMENT STUDIES
BBA- Three Year Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBEN22001	ENGLISH-I (Common to all UG Courses under H&S)	C	L	T / S.Lr	P/R	Ty/L/ ETP
	Total contact hours – 45	3	3	0	0	Ty
	Prerequisite – English Language					
	Course designed by – Department of English					

Course Objectives

1. Develop English Language skills (LSRW) to communicate in English without any inhibition.
2. Learn vocabulary and syntax to be fluent in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Develop in them analytical and interpretative skills for research, projects, placement etc.,
5. Engage in academic and business writing with a focus on social and professional ethics.

Course Outcomes (COs)

1. Possess Language skills (LSRW) to communicate in English without any inhibition.
2. Express with appropriate lexis and syntax in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,
5. Engage themselves in organized academic and business writing with professional ethics.

Program Specific Outcomes (PSOs)

1. Demonstrating mastery of the components of English language and literature.
2. Explaining through literature in English, diverse historical cultural and social ethics
3. Applying literary critical perspectives to generate original analysis of literature in English
4. Promoting cultural values and real-life skills through English language and Literature

Mapping of course outcomes (COs) with Program Outcomes (POs) & Program Specific Outcomes
(3/2/1 indicates the strength of correlation) 3= High; 2= Medium; 1= Low

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	3	3	1	3	3	3	3	3
2	3	3	3	3	3	3	3	1	3	3	3	3	3
3	3	3	3	3	3	3	3	1	3	3	3	3	3
4	3	3	3	3	3	3	3	1	3	3	3	3	3
5	3	3	3	3	3	3	3	1	3	3	3	3	3
3. Category	H&S	Program core	Program Elective	Open Elective	Interdisciplinary y/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others		
	√												



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BBA- Three Year Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBEN22001

ENGLISH I

(Common to all UG Programs under H&S- 2022 onwards)

Course Objectives:

The course will facilitate the students to:

1. Develop English Language skills (LSRW) to communicate in English without any inhibition.
2. Learn vocabulary and syntax to be fluent in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Develop in them analytical and interpretative skills for research, projects, placement etc.,
5. Engage in academic and business writing with a focus on social and professional ethics.

UNIT- I: Prose

1. Beware the loss of Biodiversity
2. The Urban - Rural Divide
3. Grading down Plastics
4. The Unsung Hero of Covid – 19 in India
5. From Aircrafts to Drones
6. My Vision for India

UNIT- II: Poetry

1. On Killing a Tree
2. The Road Not Taken

UNIT- III: Short Story

1. Portrait of a Lady
2. The Connoisseur

UNIT- IV: Drama

1. The Never-Never Nest
2. Frederick Douglass
3. Anthem for Doomed Youth

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Program Structure for BBA (Full Time)

UNIT- V: Functional Grammar – Charts & LSRW Development

Functional Grammar: (*Grammar exercises spread up in all four units*)

Parts of speech- use of articles- prepositions – their uses – verb + prepositions- words followed by prepositions – modals
-tenses- active -passive- impersonal passive forms- concord- conditional sentences – question tags - Common errors
- Punctuation

Vocabulary development- word formation - prefixes-suffixes – synonyms-antonyms – homophones -homonyms – words often confused

Charts/Diagrams and their interpretation - their use

Tables- Flow chart- Pie chart -Bar chart

Letters: Formal and Informal

LSRW Development: audio, video and tasks for the content of lessons under each unit.

Course Outcomes

On completing the course the students will be able to

1. Possess Language skills (LSRW) to communicate in English without any inhibition.
2. Express with appropriate lexis and syntax in English for social and academic communication
3. Demonstrate content knowledge through appropriate language use for academic success.
4. Analyse and interpret any genre of literature in English for research, projects, placement etc.,
5. Engage themselves in organized academic and business writing with professional ethics.

Prescribed Text:

1. M. Chandrasena Rajeswaran, R. Pushkala & S. Bhuvaneshwari, Pinnacle: A Skills Integrated Textbook
2. V. Karpagavadivu, S. Bhuvaneshwari, J. Valentina Rani, S. Magdelin Percy, English Workbook

Suggested Reading: Wren and Martin: Grammar and Composition, Chand & Co, 2006

FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MMBA22001	PRINCIPLES OF MANAGEMENT	C	L	T/SL r	P/R	Ty/Lb/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty
	Prerequisite – Nil					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To enable the students to study about the evolution, functions and principles of management.
2. To learn the applications of the principles in an organization and
3. To study the system and process of effective controlling in the organization.

COURSE OUTCOMES (COs)

CO1	Create knowledge about basics of management and organization.
CO2	Capable of planning for various functions of organization.
CO3	Able to frame effective organizational structure and fix authority and responsibility.
CO4	Demonstrate the ability to direct, lead and communicate effectively.
CO5	Analyze and formulate best control methods.

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	2	2	3		2		3	
	CO2	3			3		2			
	CO3	3			2			3		
	CO4	3	2		3		2		3	
	CO5		2	2		3				3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22001 PRINCIPLES OF MANAGEMENT

UNIT- I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS

9 Hours

Definition of Management – Management as Science or Art – Manager Vs Entrepreneur – Levels of Management - Managerial roles and skills – Evolution of Management– Types of business organization - Sole proprietorship, partnership, company-public and private sector enterprises.

UNIT- II PLANNING

9 Hours

Nature and purpose of planning – Planning process – Types of planning – Planning premises - Objectives – Policies, procedures and methods – Strategic planning tools and techniques – Decision making steps and types.

UNIT- III ORGANISING

9 Hours

Nature and purpose – Formal and informal organization – Organization chart – Organization structure – Types – Line and staff authority – Span of control - Departmentalization – Delegation of authority – Difference between Authority and Power – Responsibility - Centralization and Decentralization

UNIT- IV DIRECTING

9 Hours

Direction: Meaning – Definition – Functions. Coordination: Nature and purpose – Coordination – Need – Types – Principles - Techniques and requisites for effective coordination – Problems in coordination.

UNIT- V CONTROLLING

9 Hours

System and process of controlling – Budgetary and non-budgetary control techniques – Use of Computers and IT in Management control – Productivity problems and management – Control and performance– Reporting – Current trends and issues in Management (Only for discussion).

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2008.
3. Harold Koontz & Heinz Weihrich “Essentials of management” Tata Mc Graw Hill, 1998.
4. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 1999
5. N.Premavathy, Principles of Management - Sri Vishnu Publication - Chennai.
6. J.Jayasankar, Business Management - Margham Publication - Chennai.



FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22002	FINANCIAL ACCOUNTING	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours – 45	4	3	1	0	Ty
	Prerequisite – Nil					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To ensure student will understand basic accounting concepts
2. To ensure students can identify errors during recording of journal entries
3. To prepare Trail Balance.
4. To Prepare Profit and Loss Account and Balance sheet.

COURSE OUTCOMES (COs)

CO1	Understanding the significance, uses and applications of financial data
CO2	Capable of making entries of day-to-day business transactions and to make rectification of errors.
CO3	Enable to prepare Trial Balance and Balance Sheet.
CO4	Ability to make inter-firm and intra-firm comparison.
CO5	Understand the purpose and able to compute depreciation using various methods.

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	3		3		2			3
	CO2		2	3		2		3	3	
	CO3		2		3					3
	CO4	3		2	2			3	2	2
	CO5		3	2		3			2	
3	Category	General (A)		Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)
						✓				
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22002

FINANCIAL ACCOUNTING

UNIT- I DOUBLE ENTRY

9 Hours

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

UNIT-II TRADING ACCOUNT

9 Hours

Preparation of Final Accounts of a Sole Trading Concern – Adjustments Receipts and Payments Account, Income & Expenditure Account and Balance Sheet of Trading and Non-trading Organizations

UNIT-III RECONCILIATION

9 Hours

Average Due date – Account Current - Classification of errors – Rectification of errors – Preparation of Suspense Account. Bank Reconciliation Statement

UNIT-IV DEPRECIATION

9 Hours

Depreciation – Meaning – Causes - Types – Straight Line Method – Written Down Value Method, Insurance Policy Method, Sinking Fund Method & Annuity Method.

UNIT-V ENTRY SYSTEM

9 Hours

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. R.L.Gupta&V.K.Gupta, Advanced Accounting - Sultan Chand & Sons - New Delhi.
2. Jain & Narang, Financial Accounting - Kalyani Publishers - New Delhi.
3. T.S. Reddy &A.Murthy, Financial Accounting - Margham Publications -Chennai.
4. Shukla & Grewal, Advanced Accounting – S hand - New Delhi.

FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBCC22001	ENVIRONMENTAL STUDIES	C	L	T/S Lr	P/R	Ty/Lb/ ETP
	Total Contact Hours – 45	3	3	0	0	Ty
	Prerequisite – None					
	Course Designed by – Faculty of Management Studies					

L : Lecture T : Tutorial P : Project C: Credits

OBJECTIVES :

1. To acquire knowledge of the Environment and Ecosystem & Biodiversity
2. To acquire knowledge of the different types of Environmental pollution
3. To know more about Natural Resources and social issues and the Environment
4. To attain familiarity of human population and Environment.

COURSE OUTCOMES (Cos) :

Students completing the course were able to

CO1	To known about Environment and Ecosystem & Biodiversity
CO2	To clearly comprehend air, water, Soil, Marine, Noise, Thermal and Nuclear Pollutions and Solid Waste management and identify the importance of natural resources.
CO3	To know about the natural resources and environmental problems associated with climate change, global warming, acid rain, ozone layer depletion etc., and explain possible solution.

Mapping of Course Outcomes with Program Outcomes (POs)

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	1	1	2	1		2	2
CO2	2	1	1	1	2	1		2	2
CO3	2	1	1	1	2	1		2	2
Category	Basic Sciences	Engg Sciences	Humanities & Social Sciences	Program core	Program Electives	Open Electives	Practical Project	Internships / Technical Skills	Soft Skills
			√						

FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBCC22001 ENVIRONMENTAL STUDIES

UNIT- I ENVIRONMENT AND ECOSYSTEMS

9 Hours

Definition - Scope and importance of environment – Need for public awareness – Concept, structure and function of an ecosystem – Producers, consumers and decomposers – Energy flow in the ecosystem. Biodiversity at National and local levels – India

UNIT- II ENVIRONMENTAL POLLUTION

9 Hours

Definition – Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Nuclear hazards (g) E-Wastes and causes, effects and control measures

UNIT- III NATURAL RESOURCES

9 Hours

Forest resources: Use and over-exploitation, deforestation. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems.

UNIT- IV SOCIAL ISSUES AND THE ENVIRONMENT

9 Hours

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, watershed management – resettlement and rehabilitation of people; its problems and concerns climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, central and state pollution control boards- Public awareness.

UNIT- V HUMAN POPULATION AND THE ENVIRONMENT

9 Hours

Population growth, variation among nations – population explosion, environment and human health – human rights – value education – HIV / AIDS – women and child welfare – role of information technology in environment and human health

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Gilbert M.Masters, 'Introduction to Environmental Engineering and Science', 2nd edition, Pearson Education (2004).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGrawHill, NewDelhi, (2006).



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BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L01	COMPUTER APPLICATION FOR MANAGERS	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours – 20	2	0	0	4	IE
	Prerequisite – None					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To enable the students to understand about the basic computing concepts.
2. To understand the binary system and system languages
3. To developing skills and enable them to excel in the MS- Office packages

COURSE OUTCOMES (COs)

CO1	Knowledge and developed skills about MS-office Packages
CO2	Acquire knowledge on Basic Ms Word
CO3	Gained skill to handle formula & functions
CO4	Enable to prepare power point preparation and develop business presentation skill.
CO5	Awareness about the bill creation in Ms Excel

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3			2		3			3
	CO2		2		3		3			1
	CO3	3	2		3		3	1		3
	CO4	3		3	2	3				
	CO5		3				3			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
			✓							
4	Approval					Meeting of Academic Council, June 2023				

FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MMBA22L01 COMPUTER APPLICATION FOR BUSINESS (LAB)

MODULE – I MS Word 8 hours

1. Text Manipulation: Write a paragraph about your institution and Change the font size and type, Spell check, Aligning and justification of Text
2. Bio data: Prepare a Bio-data using template
3. Find and Replace: Write a paragraph about yourself and do the following. Find and Replace - Use Numbering Bullets, Footer and Headers.
4. Tables and manipulation: Creation, Insertion, Deletion (Columns and Rows). Create a mark sheet.
5. Mail Merge: Prepare an invitation to invite your friends to your birthday party. Prepare at least five letters.

MODULE – II MS-EXCEL 6 hours

1. Data sorting-Ascending and Descending (both numbers and alphabets)
2. Mark list preparation for a student
3. Individual Pay Bill preparation.
4. Drawing Graphs. Take your own table.

MODULE – III MS-POWERPOINT 6 hours

1. Create a slide show presentation for a seminar.
2. Preparation of Organization Charts
3. Create a slide show presentation to display percentage of marks in each semester for all students
4. Use bar chart (X-axis: Semester, Y-axis: % marks).
5. Use different presentation template different transition effect for each slide.

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. V Rajaraman, Introduction to Information Technology, PHI ,2nd Edition, 2013
2. June Jamarich Parsons, Computer Concepts, Thomson Learning, 3rd Edition, 2000, ISBN-13: 978-0619017392, ISBN-10: 0619017392
3. Leon & Leon, Introduction to Computers, Vikas Publishing House, Philippines Edition, 2001, ISBN: 971233886X
4. P.K.Sinha, Fundamental of Computers, BPB., 2004, ISBN-10: 8176567523, ISBN-13: 978-8176567527

FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L02	BUSINESS ETIQUETTE FOR MANAGERS	C	L	T/SLr	P/R	Ty/L/ ETP
	Total Contact Hours – 20	2	0	1	0	LB
	Prerequisite – +2					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To enable students to learn the etiquette of business.
2. To make students to learn a good decorum to be maintained in day to day business.
3. To build strong business relationship by applying business etiquette.

COURSE OUTCOMES (COs)

Students completing the course were able to

CO1	Practice good etiquette in profession.
CO2	Value people and maintain good decorum within an organisation.
CO3	Enables to rise to the moral standards expected.
CO4	Improved interpersonal skills to frame strong foundation for good management with outside stakeholders.
CO5	Enhances better business relationship and organizational acceptance during meetings even through electronic media.

Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	3			2	3	3	3	3
	CO2	3	2	1	2	2	3	3	3	3
	CO3	3	3		1	3	2	2	3	3
	CO4	2	3			2	2	3	3	3
	CO5	2	3			3	3	3	3	3
3	Category	General (A)		Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)
		√								
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L02

BUSINESS ETIQUETTE FOR MANAGERS

Practices:

1. Understanding business etiquette and Minimum standards required by etiquette practice,
2. Knowledge and appreciation of courtesy and good manners at work.
3. The values and expectations of different cultures, determining which etiquette style suits and adapt to organizational culture in particular.
4. Effective polite verbal communication, Professional phone conversation, letter and email etiquette, and communication etiquette.
5. The importance of how to behave in a professional manner with all stake holders.
6. Meeting protocol, preparation and attendance, Chairing and setting out a meeting agenda and minutes.
7. Appreciate the issues involved with regard to disability in the workplace, General disability etiquette.

TOTAL NO. OF PERIODS: 20 Hours



Dr. M.G.R.
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BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

SEMESTER II



FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBTA22002	TAMIL PAPER – II	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours – 45	3	3	0	0	TY
	Prerequisite:+2					

L : Lecture T : Tutorial SLr : Supervised Learning P: Project R : Research C : Credits T/L/EL : Theory / Lab / Embedded Theory and Lab

OBJECTIVES

1. Communicating with friends from around the world via social networking opportunities.
2. To develop 21st century learners who love & appreciate Tamil language.
3. Learn significance of spoken skill.
4. The relationship between language & culture and the implications for language teaching
5. Travelling to other countries and learning about other cultures.

COURSE OUTCOMES (Cos)

Students completing this course were able to

CO1	Strengthen literacy skills
CO2	Engage in learning Tamil language and culture in a meaningful setting
CO3	Engross in independent and life-long learning
CO4	Develop a strong foundation in listening & speaking skills.
CO5	Arouse students' interest and ignite the joy of learning Tamil language.

Mapping of Course Outcome with Program Outcome (POs)

Cos/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	3	2	3	3	3	2
CO2	2	2	3	2	3	2	2	3	3
CO3	3	3	2	3	2	3	3	3	2
CO4	2	2	3	2	2	2	2	3	2
CO5	3	3	3	3	3	3	2	2	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Cos	PSOs			
	PSO 01	PSO 02	PSO 03	PSO 04
CO 1	3	3	3	3
CO 2	2	2	3	3
CO 3	3	3	3	3
CO 4	2	2	3	3
CO 5	3	3	3	2

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical/ Project	Internships/ Technical Skills	Soft Skills
			√						

FACULTY OF MANAGEMENT STUDIES
BBA-Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBHI2200 2	HINDI II	C	L	T/S Lr	P/R	Ty/Lb / ETP
	Prerequisite : Knowledge of Hindi	3	3	0	0	TY

L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits, T/L/ETL : Theory / Lab / Embedded Theory and Lab

OBJECTIVES

- 1.To Understand the Ancient Hindi plays and its aspects.
- 2.To understand the medieval stories and well known novels
- 3.To know the techniques in writing Annotation and Translation

COURSE OUTCOMES (Cos)

Students completing this course were able to

CO1	Introduce students to the real world situation with the help of Plays and stories written by various poets and writers.
CO2	Understand the Literature in broader areas than merely confined to the subject
CO3	Evaluate the concept of Hindi from past to present and to study the society closely through Literature.
CO4	Make the best use of Hindi language in various streams.
CO5	Helps in their Career acquiring knowledge in a language

Mapping of Course Outcome with Program Outcome (POs)

Sem I	Course code: HBHI22002							
	Programme Outcomes(Pos)							
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	3	3	3	3
CO2	3	3	3	3	2	3	3	3
CO3	3	3	2	3	3	3	3	3
CO4	2	3	3	3	3	2	2	3
CO5	3	3	3	3	3	2	2	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Sciences	Engg .Science	Humanities & Social Science	Program Core	Program Elective	Open Elective	Practical/Project	Internships/1 Skill component	Inter disciplinary
			√						



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HBHI22002

HINDI II

UNIT – I One Act Play – novel and translation of hindi language)

1. Auranzeb ki Aakhiri Raat
2. Mukthidhan
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT – II One Act Play – novel and translation of hindi language)

1. Laksmika Swagat
2. Mithayeewala
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT-III One Act Play – novel and translation of hindi language)

1. Basant Rituka Natak
2. Seb Aur Dev
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT-IV One Act Play – novel and translation of hindi language)

1. Bahut Bada Sawal
2. Vivah ki Teen Kathayen
3. Practice of Annotation Writing
4. Practice of Summary and Literary evaluation Writing

UNIT-V (Translation of Hindi Language to English language-paragraph, technical terms)

1. Translation Practice. (English to Hindi)

Reference Books:

1. Aath Ekanki, Edited by Devendra Raj Ankur, Mahesh Anandvaaniprakashan, 4695, 21- A Dariyaganj, New Delhi-110002
2. S warna Manjari, Edited by Dr.Chitti Annapurna, Rajeshwari Publications 21/3, Mothilal street, (opp.Ranganthan Street) T.Nagar, Chennai-600017.
3. Prayojan Mulak Hindi : Dr.Syed Rahmathullah, Poornima Prakashan, 4/7, Begum III street, Royapettah, Chennai-14
4. Anuvad Abhyas Part III Dakshin Hindi Prachar Sabha, T.Nagar, Chennai -17



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Program Structure for BBA (Full Time)

HBFR22002	FRENCH-II	C	L	T/SLr	P/R	Ty/Lb / ETP
	Prerequisite : Knowledge of French	3	3	0	0	TY

L: Lecture T: Tutorial, SLr: Supervised Learning P: Project R : Research C: Credits
T/L/ETL : Theory / Lab / Embedded Theory and Lab

Objectives

1. Students will be able to understand the familiar words and expressions when someone talks slowly and distinctly.
2. The students will be able to reads; he/she will be able to understand the posters, advertisements or catalogues.
3. The students will be able to communicate and ask and reply to simple questions on familiar subjects
4. The students will be able to use expressions and write simple sentences without faults to describe their living spaces

COS	Course Outcome	Bloom's Level
CO 1	Repeating the basics learnt and memorizing new a factors like the conjugations	Remembering
CO 2	Understanding very frequent expressions and vocabulary concerning immediate surrounding and what concerns the speaker. Also understand simple announcements and clear message.	Understanding
CO 3	Can read ,understand and act upon on short announcements classified in papers or catalogues ,menu cards, timings and personal shot and messages	Applying Analyzing
CO 4	Can utilize a series of sentences or expressions to describe in simple terms family living conditions studies and actual and recent professional activities	Evaluating
CO 5	Can communicate simple and direct exchange originating from simple habitual tasks on familiar activities and subjects.	Creating
CO 6	Can communicate simple and direct exchanges originating from simple habitual tasks on familiar activities and subjects	Creating
CO 7	Can write notes and simple and short messages, write like on picture postcard messages of personal vacations and thank you letters.	Creating

FRENCH-II(THEORY) LANGUAGE-II

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
COURSE OUTCOME 1	3	2	2	2	2	1	2	2	3
COURSE OUTCOME 2	2	2	2	2	1	1	3	2	3
COURSE OUTCOME 3	2	3	2	3	1	1	2	2	3
COURSE OUTCOME 4	3	2	3	2	2	2	2	3	3
COURSE OUTCOME 5	2	2	2	3	3	3	3	2	3
COURSE OUTCOME 6	3	3	2	2	3	3	3	3	3
COURSE OUTCOME 7	3	3	2	2	3	3	3	3	3

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Sciences	Engg.Science	Humanities &social Science	Program Core	Program Elective	Open Elective	etical/Project	Internships/Skill component	Inter disciplinary
			√						



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Program Structure for BBA (Full Time)

HBFR22002

FRENCH– II

UNIT - I

9 Hours

Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles

- Se saluer, prendre congé, se présenter quelqu'un/quelque chose, Salutations, présentatifs, détails d'identité, professions, quartiers
- Genres, nombres, articles, présentatifs, pluriels des noms, c'est/il est, pronoms toniques
- Salutations française, comportement des salutations, les quartiers parisiens, le peintre Monet
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips**- For oral expressions, oral assignments and oral test-20- duration less than 2 minutes (10 oral exercises, 6 audio reading compositions& 4 tests).

UNIT- II

9 Hours

Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles

- Dialogue de la vie d'étudiant, des liens familiaux, de l'appartenance, des habitudes ; poème, le son « eu » énonces a répéter, lecture guidée.
- S'exprimer de la fréquence, des habitudes, articles, present de l'indicatif, verbes a la terminaison – er, adjectifs possessifs et qualificatifs, locutions avec « avoir »
- Demander l'heure, Les jours, Les mois de l'année.
- **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
- **Audio clips**- For oral exercises, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercices ,6 audio reading compositions& 4 tests).

UNIT- III

9 Hours

Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles

- Parler des voyages, identifier les vêtements, caractériser de personnes, faire des exclamations, s'informer sur la vie d'étudiant français.
- Poème, le « son i », décrire des personnes, prononcer le nom des pays et des nationalités, appréciation/exclamation
- Transport et voyages, les pays, nationalités, la mode, la partie du corps ,Adjectifs de nationalités et genres, adjectifs réguliers/irréguliers, prépositions de lieux, verbes aller- venir et verbes a la terminaison – ir
- L'aéroport de Roissy, a la douane, les vêtements, a mode a paris, quelques professions, le sport et la



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- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips-** For oral expressions, oral assignments and oral test-20-duration less than 2 minutes (10 oral exercises ,6 audio Reading compositions& 4 tests)

UNIT- IV

9Hours

Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles

- Communication au restaurant, des recettes, le gout et les préférences identifier le type des restaurants.
- Poème, le son « o » énonces simples, des sons nasaux, exercices de répétition
- Les repas français recette activités et sportives
- **Clip audios** : Exercices orales, compositions orales et épreuves orales.(20 –durée moins de 2 minutes)
- **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio reading

UNIT- V

9 Hours

Compétences communicatives, phonologiques, linguistiques, grammaticales et culturelles

- Planifier des vacances, parler des concours, du sport, du temps qu'il fait, s'exprimer au comparatif
- Poème le son « yu », répétition d'énonces, lire de noms de quelques villes
- Activités de vacances, mots de localisation, plan de Paris, le climat et l'écologie, un concours international, les saisons
- Adjectifs de couleur, nombres ordinaux, quelques verbes irréguliers,
- 3 temps autour du présent « de » et « a » et des verbes. Différentes formes du négatif, « il fait » le comparatif le superlatif absolu
- Auberges de jeunesse, vacance, plan de Paris arrondissements quelques monuments parisiens, tourisme fluvial français
- **Clip audios** : Exercices orales, compositions orales et épreuves orales. (20 –durée moins de 2 minutes)
- **Audio clips-** For oral expressions, oral assignments and oral test-20 duration less than 2 minutes (10 oral exercises ,6 audio Reading compositions& 4 tests).



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Référence Books :

1. Parlez-vous français?Partie 1 - Dr.M.Chandrika.V.Unni&Mrs. Meena Mathews 2019 by Universal publisher
2. CLE INTERNATIONAL Lectures Clé en français facile. (2012) Hachette Paris
3. Cosmopolite: Livre de eleve A1 by Nathalie Hirsch sprung, Ton Tricot, Claude Le Ninan
4. Latitudes-1 by Régine Mérieux & Yves l’oiseau, Didier 2017
5. Alter Ego 1 - Catherine Dolez, Sylvie Pons : (2014) Hachette, Paris



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Program Structure for BBA (Full Time)

HBEN 22002	LANGUAGE II - ENGLISH II (Common to all UG Courses under H&S)					C	L	T/SL r	P/ R	Ty/Lb /ETP			
	Total contact hours – 45					3	3	0	0	TY			
	Prerequisite – English Language												
	T/L/:Theory/LabL:LectureT:TutorialP:Practical/ProjectR:ResearchC:Credits												
Course Objectives													
<ol style="list-style-type: none"> 1. Develop four language skills appropriate to the level of education. 2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts. 3. Express diverse forms of knowledge in different social and cultural contexts. 4. Attain a comprehensive knowledge of communication skills to use ethically. 5. Develop organized academic and business writing for professional careers. 													
Course Outcomes (COs)													
<ol style="list-style-type: none"> 1. Develop four language skills appropriate to the level of education. 2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts. 3. Express diverse forms of knowledge in different social and cultural contexts. 4. Attain a comprehensive knowledge of communication skills to use ethically. 5. Develop organized academic and business writing for professional careers. 													
Program Specific Outcomes (PSOs)													
<ul style="list-style-type: none"> • Demonstrating mastery of the components of English language and literature. • Explaining through literature in English, diverse historical cultural and social ethics • Applying literary critical perspectives to generate original analysis of literature in English • Promoting cultural values and real-life skills through English language and Literature 													
Mapping of course outcomes (COs) with Program Outcomes (POs) & Program Specific Outcomes													
(3/2/1 indicates the strength of correlation) 3= High; 2= Medium; 1= Low													
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO 1	PSO 2	PSO 3	PSO 4
1	3	3	3	3	3	3	3	1	3	3	3	3	3
2	3	3	3	3	3	3	3	1	3	3	3	3	3
3	3	3	3	3	3	3	3	1	3	3	3	3	3
4	3	3	3	3	3	3	3	1	3	3	3	3	3
5	3	3	3	3	3	3	3	1	3	3	3	3	3
3. Category	H&S	Program core	Program Elective	Open Elective	Interdisciplinary/ Allied	Skill enhancing Elective	Skill component	Practical	Project	Internship	Others		
	√												



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Program Structure for BBA (Full Time)

LANGUAGE-II : ENGLISH II

HBEN22002 (Common to all UG H&S Courses)

Course Objective

1. Develop four language skills appropriate to the level of education.
2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.
3. Express diverse forms of knowledge in different social and cultural contexts.
4. Attain a comprehensive knowledge of communication skills to use ethically.
5. Develop organized academic and business writing for professional careers.

UNIT-I

9 Hours

1. All the World's a Stage – William Shakespeare
2. Speech of Barack Obama
3. The Verger- Somerset Maugham

UNIT-II

9 Hours

1. Spider and the Fly - Mary Howitt
2. "They thought that a bullet would silence us, but they failed". - Malala Yousafzai
3. Refund – Fritz Karinthy

UNIT- III

9 Hours

1. Night of the Scorpion-Nissim Ezekiel
2. On Running after one's hat- G.K.Chesterton
3. The Last Leaf – O. Henry

UNIT-IV

9 Hours

1. Polonius Advice to Laertes-William Shakespeare
2. 'We Must Continue to Dream Big': An open letter from Serena Williams
3. The Necklace - Guy de Maupassant



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UNIT-V

9 Hours

1. Functional English: Letter Writing (Formal, Informal, Email)
2. Resume
3. Précis
4. Reading Comprehension

Developing the hints

Course Outcome: On completion of the course, the students will be able to

1. Develop four language skills appropriate to the level of education.
2. Demonstrate knowledge of vocabulary and sentence construction in appropriate contexts.
3. Express diverse forms of knowledge in different social and cultural contexts.
4. Attain a comprehensive knowledge of communication skills to use ethically.
5. Develop organized academic and business writing for professional careers.

Prescribed Text:

- 'Greatest Speeches of the Modern World', Rupa Publications India, 2018.
- Woudhuysen H.R. 'The Arden Shakespeare third series', the Arden Shakespeare Publishers, 2020.
- Karinthy. Fritz, 'Refund: A Play in One Act', French. Samuel, 1938.
- Simpson H. C & Wilson E. H, 'A Senior Anthology of Poetry', Macmillan Education, 1952.
- O'Brien. Terry, '50 Greatest Short Stories', Rupa Publications India; First Edition, 2015.
- J.C.RichardswithJ.Hull&S.Proctor,Interchange,Level3,CambridgeUniversityPress,2021.
- MarkHancock,EnglishPronunciation inUse,CUP,2016.
- M.ChandrasenaRajeswaran&R.Pushkala,CommunicationLabWorkbook2022.
- M.ChandrasenaRajeswaran,R.Pushkala& S.BhuvaneshwariPinnacle: ASkillsIntegratedText,2022
- Dutt,K,Rajeevan,G&Prakash,,A Course on Communication Skills, 1stedn,CUP,Chennai,2008

Suggested Links:

- <https://www.poetrybyheart.org.uk/poems/the-spider-and-the-fly/Reference>.
- <https://poets.org/poem/unknown-citizen>



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Program Structure for BBA (Full Time)

MBBA22003	TAXATION	C	L	T/S Lr	P/R	Ty/Lb/ ETP				
		4	4	0	0	TY				
		Total Contact Hours – 45								
		Prerequisite - +2								
		Course Designed by – Faculty of Management Studies								
OBJECTIVES										
<ol style="list-style-type: none"> 1. To understand the conceptual framework of cost accounting and its application. 2. To facilitate the students to gain knowledge of the principles of Indirect Taxation. 3. To provide knowledge about customs duty in India for various categories of products. 4. To highlight the students about customs duty. 										
COURSE OUTCOMES (COs)										
CO1	Knowledge about Tax by business entities and its role in society									
CO2	With the understanding of excise duty able to assess excise duty.									
CO3	Ability to assess customs duty in India for various categories of products.									
CO4	Capacity to arrive various GST computations.									
CO5	Knowledge about post audit actions and capacity to handle them.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	2	3		2	3		3	3
	CO2	3	2	3	2	3	3	1	3	3
	CO3	2	2	3	2	3	3		3	2
	CO4	2	2	3	3	3	3		3	3
	CO5		3			1	2		1	1
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval					Meeting of Academic Council, June 2023				



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MBBA22003

TAXATION

UNIT- I INTRODUCTION

9 Hours

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types

UNIT-II CENTRAL EXCISE DUTY

9 Hours

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods – Exemption from excise duty – Excise and small scale industries – Excise and Exports – Demand – Refund -, Rebate of central exercise duty.

UNIT-III CUSTOMS DUTY

9 Hours

The custom duty- Levy and collection of customs duty - Organizations of custom department - Officers of customs: Powers- Infringement of the Law - Offences and Penalties - Exemptions from duty customs duty - Draw back - Duties free Zones

UNIT-IV GST – OVERVIEW & CONCEPTS

9 Hours

Definitions - Scope and Coverage -The need for GST- Objectives of GST- Business Impact Benefits of GST- SGST- CGST and IGST- Taxes covered by GST- Levy of tax-Rate Structure - Taxable Events

UNIT- V GST AUDIT

9 Hours

Assessment and Audit under GST- Demands and Recovery- Appeals and revision - Advance ruling Offences and Penalties – GST Practitioners.

TOTAL NO. OF HOURS: 45 Hours

Reference Books:

1. Shilpi Sahi – Concepts Building Approaches to Goods and Services Tax (GST), & Customs Law – CENGAGE , New Delh
2. Sweta Jain GST law and practice Taxmann Publishers, July 2017
3. V.S.Daty – GST- Input Tax Credi- Taxmann Publishers, second edition August 2017
4. C.A. Anurag Pandey- Law and Practice of GST- Sumedha Publication House 2017
5. Dr.Vandana Banger- Beginners- Guide AadhayaPrakashan Publisher 2017
6. Dr.M. Govindarajan- A practical guide send text publishers July 2017



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BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22004	OFFICE MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb/ETP				
		4	4	0	0	TY				
Total Contact Hours – 45										
Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
<ol style="list-style-type: none"> To understand the roles and responsibilities of office manager. To acquire the basic knowledge about different office appliances and machines. To impart knowledge about methods and procedures adopted by modern office. 										
COURSE OUTCOMES (COs)										
CO1	Understanding office management functions and responsibilities able to manage office effectively.									
CO2	Gained skill to frame proper office layout and to maintain office manuals business.									
CO3	Ability to develop office forms and to purchase and maintain stocks of stationeries.									
CO4	Make use of the principles in the selection of office furniture and machines to make wise purchase.									
CO5	Able to efficiently manage human resource in an effectively manner.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	2			3	2			
	CO2		3	2	3		2			
	CO3	3	3	3			3	2	3	
	CO4	3	3	3	3		3	2	3	2
	CO5	3	3	3	2	3	3	2	3	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional (D)	Core	Professional Elective (E)	Project / Seminar / Internship (H)		
					✓					
4	Approval					Meeting of Academic Council, June 2023				



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MBBA22004

OFFICE MANAGEMENT

UNIT– I INTRODUCTION

9Hours

Office Management – Scientific office management – Functions and status of office manager– Administrative office management– Responsibilities of the office manager.

UNIT–II OFFICE ORGANISATION

9Hours

Organisation Charts - Office manuals – Contents – Advantages – Disadvantages –Principal departments of a modern office–Office accommodation and layout–Office environment– Elements of office environment.

UNIT– III OFFICE FORMS & STATIONARY MANAGEMENT

9 Hours

Office forms – Types of forms – Forms control – Objects – Steps – Forms design–Principles– Guidelines –. Types of stationary – Essentials of good system of regulating stationary – Selection, Purchase, Storage and record–Control of quantity in stock–Issue of stationary.

UNIT–IV MACHINES AND FURNITURE

9 Hours

Basic principles in selection of furniture, equipment and machines – Office furniture –Desks, tables, chairs, miscellaneous furniture – Advantages – Disadvantages – Mechanization of office work – Types of office machines.

UNIT–V OFFICE PERSONNEL MANAGEMENT

9 Hours

Management of office personnel – Training of office staff – Methods of training –Office Supervisor – Qualities – Functions – Duties and Responsibilities – Requisites of effective supervision.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. R.S.N.Pillai&V.Bagavathi–Officemanagement,S.Chand&CompanyLtd,NewDelhi,2013.
2. C.B.Gupta–OfficeManagement,SultanChand &Sons,New Delhi,2008.
3. Dr.R.K.Chopra,Mrs.AnkitaBhetia–
OfficeManagement,HimalayaPublishingHouse,NewDelhi, 2012.



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Program Structure for BBA (Full Time)

MBBA22ID1	BUSINESS STATISTICS FOR MANAGERS		C	L	T/SLr	P/R	Ty/Lb/ETP			
			4	3	1	0	TY			
	Total Contact Hours – 45									
	Prerequisite – +2									
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> To enable students in gaining Knowledge about statistical methods; To provide skill to compute averages, correlation etc; To interpret statistical results. 										
COURSE OUTCOMES (COs)										
CO1	Enhanced knowledge about data and diagrammatic presentation of data.									
CO2	Ability to compute averages and deviations.									
CO3	Knowledge on relationship between variables and their influence.									
CO4	Capacity to plot trend and forecast the future.									
CO5	Computing various index numbers.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	2	2			2		2	
	CO2	3	3	3	3	2	2	2	2	
	CO3	3	3	3	2	3	3		3	
	CO4	3	3	3	3	3			3	
	CO5	3	3	3					2	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
				✓						
4	Approval				Meeting of Academic Council, June 2023					



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MBBA22ID1 BUSINESS STATISTICS FOR MANAGERS

UNIT- I BASICS OF STATISTICS

9 Hours

Introduction – Classification and tabulation of Statistical data – Diagrammatic and Graphical representation of Data.

UNIT- II MEASURES OF CENTRAL TENDENCY

9 Hours

Measures of Central Tendency – Mean –Median –Mode – Quartiles – Measures of Dispersion – The Range – Quartile Deviation –Mean deviation - Standard Deviation

UNIT- III CORRELATION AND REGRESSION

9 Hours

Bi-variate Data - Correlation - Karl person's Coefficient of Correlation - Spearman's rank correlation – Linear Regression (Simple problems).

UNIT- IV TIME SERIES

9 Hours

Meaning of Time series - Various components of Time series: Trend, Seasonal, Cyclic and Random components - Methods of measuring Trend by (a) Graphical method (b) Moving average method. (Simple problems).

UNIT- V INDEX NUMBER

9 Hours

Definition - Limitations and uses of Index numbers - Construction of index number by aggregate expenditure method and family budget method using Laspeyre's - Paasche's, Kelly's and Fisher's Formula.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

- 1) Gupta S.C., Kapoor V.K., *Fundamentals of Mathematical Statistics*, S.Chand & Co., (2007).
- 2) Robert M. Leekley., *Applied Statistics for Business and Economics*, Taylor & Francis, S.Chand Publishing Co., (2015).
- 3) Arora P.N., *Business Statistics*, S.Chand & Co., (2007).
- 4) Sharma J.K., *Business Statistics*, Vikas Publishing., (2016).
- 5) Hamdy A. Taha, *Operations Research: An Introduction (10th ed.)*, Pearson, (2017).
- 6) Hira D.S., Gupta P.K., *Operations Research*, S.Chand & Co., (2014).



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L03	SOFT SKILLS FOR MANAGERS		C	L	T/SLr	P/R	Ty/Lb/ETP			
			2	0	0	2	IE			
	Total contact hours – 20									
	Prerequisite – +2									
Course designed by – Faculty of Management studies										
Objectives:										
1. Cultivate employability skills that they get employed even before they leave the university.										
2. Build self-esteem and a sense of self-worth to be good team members										
3. Cultivate empathy to think from others' point of view to be good team leaders.										
4. Evolve as good global citizens with insights into social and professional ethics.										
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.										
Course Outcomes (Cos)										
C01	Cultivate employability skills that they get employed even before they leave the university									
C02	Build self-esteem and a sense of self-worth to be good team members									
C03	Cultivate empathy to think from others' point of view to be good team leaders									
C04	Evolve as good global citizens with insights into social and professional ethics									
C05	Develop lifelong learning skills to adapt in the multicultural context of workplaces.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	3	3	1	2	2	1	2	3
	CO2	3	3	3	1	2	2	1	2	3
	CO3	3	3	3	1	2	2	1	2	3
	CO4	3	3	3	3	3	2	1	2	3
	CO5	3	3	3	3	3	2	1	2	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		Soft Skills (H)	
										✓
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L03

SOFT SKILLS FOR MANAGERS

Prefatory Note

This paper aims to equip the advanced learners with skills essential for work place and global environment to which they will move on from the university, once they complete the course. As such, it covers a range of indispensable soft skills and values such as, self-esteem, empathy, public relations, positivity, reliability, professionalism, leadership and intercultural communication, interview skills, etc.. Together with the effective English communication in global contexts, these skills, if cultivated and strengthened, can immensely help the students become employable in the multinational companies as good global citizens abiding the social and professional ethics in cross-cultural diversity.

Course Objective

The students will be facilitated to

1. Cultivate employability skills that they get employed even before they leave the university.
2. Build self-esteem and a sense of self-worth to be good team members
3. Cultivate empathy to think from others' point of view to be good team leaders.
4. Evolve as good global citizens with insights into social and professional ethics.
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.

Course Outcome

On completion of the course the students will

1. Cultivate employability skills that they get employed even before they leave the university.
2. Build self-esteem and a sense of self-worth to be good team members
3. Cultivate empathy to think from others' point of view to be good team leaders.
4. Evolve as good global citizens with insights into social and professional ethics.
5. Develop lifelong learning skills to adapt in the multicultural context of workplaces.

UNIT -I

Conversational skills, Self-esteem skills, empathy, public relations

4 Hours

UNIT -II

Positivity, reliability, professionalism

2 Hours

UNIT -III

Leadership

Problem solving

2 Hours

UNIT -IV

Intercultural communication skills

Global Manthra: Go local, Cultural sensitivity, Group behaviour

Cultural intelligence : Low and High context, e mail and inter cultural communication

8 Hours

UNIT -V

Group discussion & Interview skills

4 Hours

Suggested reading

1. S.P. Dhanavel, English and Soft Skills, Vol.2 Orient BlackswanPvt. Ltd. 2010
2. P.D. Chaturvedi and M. Chaturvedi, Communication Skills , Pearson, 2012

TOTAL NO. OF PERIODS: 20 Hours



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

SEMESTER III



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22005	E-Commerce		C	L	T/SLr	P/R	Ty/Lb/ETP			
	Total contact hours – 45		4	4	0	0	TY			
Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> To understand how E-commerce functions in a company. To provide knowledge of the backend technology requirements and the function that the internet (and associated technologies) plays in them. To enhance knowledge on web marketing methods to have a better understanding of the E-commerce process and different types of E-commerce To identify difficulties involved in migrating to e-business and to use information interchange effectively To educate student about security issues and how to protect data. 										
COURSE OUTCOMES (COs)										
CO1	Demonstrate basic knowledge of E-Business and E-commerce along with different networking concepts and types commerce along with its benefits and limitations									
CO2	Develop an understanding on EDI and web-based tools to meet the challenges and effective practices of E-commerce.									
CO3	Able to handle security risks and threats using appropriate types of security process pertaining to E-Commerce									
CO4	Capacity to create a web sites suitably covering various- commerce models and E-Payment Systems.									
CO5	Enable to adhere to legal requirements to avoid negative social impact.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3				2			3	
	CO2		3		2			3		
	CO3			3			2			
	CO4		3		2				2	
	CO5					3				3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)		
			✓							
4	Approval				Meeting of Academic Council, June 2023					



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22005

E-Commerce

UNIT- I INTRODUCTION TO INFORMATION TECHNOLOGY

9 Hours

WWW Concept, E-mail, facilities on Internet, Classification of Network, Internet Protocol, Mail Software, Browser & Search Engine.

UNIT- II INTRODUCTION TO E-COMMERCE AND WEBSITE DEVELOPMENT

9 Hours

Introduction to electronic Commerce - Meaning –Framework - Benefits and Impact of e-Commerce - Applications of e-commerce in India. Issues, Challenges and future of E-Commerce.

UNIT- III ELECTRONIC PAYMENT SYSTEMS AND E-SECURITY

9 Hours

Introduction to Payment Systems, Types of payment system, Online Payment Systems, credit based electronic payment system, risk and security issues. Cryptography, Digital Signature.

UNIT -IV E-COMMERCE MODELS

9 Hours

An overview, E-commerce model; Business - to - Business (B2B); Business - to - Consumer (B2C); Consumer - to - Consumer (C2C); Consumer - to - Business (C2B); Business - to - Government (B2G); Government - to - Business (G2B); Government - to - Citizen (G2C),

UNIT -V E-Commerce –Trends

9 Hours

M-commerce ,Growth and Future for m-commerce, Block Chain Technology, Artificial Intelligence digital marketing.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Nabil R.Adam, OktayDogramaci, AryyaFanfopadhyay And Yelena Yesha, Electronic Commerce, 1st Edition (20 August 1998), ISBN :0139490825, 978-0139490828
2. Nabil R.Adam and OktayDogramaci, Electronic Commerce: Technical Business and Legal Issues, Prentice Hall USA, ISBN: 0139490825, 9780139490828.
3. Doernberg, Richard Land Hinnekens Luc, Electronic Commerce and International Taxation, 1st Edition 1998, Peachpit Press, USA, ISBN-13: 978-9041110534, ISBN-10: 9041110534.
4. Greenstein Firsman, Electronic Commerce, 2nd Edition 2002, Tata Mcgraw Hill, ISBN: 0072410817, 9780072410815.
5. Charles Trepper, E-commerce strategies, Latest Edition 2000, Microsoft, Eastern Economy Edition, ISBN: 0735607230, 9780735607231.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22006	ORGANIZATIONAL BEHAVIOUR		C	L	T/S Lr	P/R	Ty/Lb/ ETP			
	Total contact hours – 45		4	4	0	0	TY			
Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
Objectives:										
<ol style="list-style-type: none"> To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals. To analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour. To appreciate the theories and models of organizations in the workplace like, leadership, motivation etc. To learn and appreciate different cultures and diversity in the workplace. To creatively and innovatively engage in solving organizational challenges. 										
COURSE OUTCOMES (COs)										
CO1	Enable to understand individual employees' behaviour.									
CO2	Understanding employees' satisfaction in job and the predecessor attitude.									
CO3	Better knowledge about how individual behaviour when they are in a group.									
CO4	Apply motivation theories to enhance employees' performance and positive attitude.									
CO5	Enhanced ability to lead a team effectively.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3		3	2					
	CO2	3	2	2	3	3	2	3	2	
	CO3	3	3	3						
	CO4	3	3	3	2	3	2	3	3	3
	CO5	3	3	3		3	3		3	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22006

ORGANISATIONAL BEHAVIOUR

UNIT – I OVERVIEW ON ORGANISATIONAL BEHAVIOUR

9 Hours

Introduction to Organizational Behaviour –Definition - Key Elements of OB – Importance – Features - Need and Scope – Individual Perspective: Individual differences Intelligences test - Personality tests .

UNIT – II INDIVIDUAL BEHAVIOUR

9 Hours

Attitudes, Values and Job Satisfaction – Meaning - Factors - Concept of job satisfaction - Determinants, measuring and effects of job satisfaction - Theories of job satisfaction. Organizational commitment - Quality of work life.

UNIT – III GROUP BEHAVIOUR

9 Hours

Group Dynamics –Definition and Characteristics of group – types of group – stages of group development – Formal and Informal Groups – Group norms – Group Cohesiveness – Team Building – Types – team building process.

UNIT – IV MOTIVATION

9 Hours

Motivation: Definition – Importance - Theories of Motivation – Maslow’s Theory of need Hierarchy – Herzberg’s theory –Alderfer’s ERG theory.

UNIT – V LEADERSHIP

9 Hours

Leadership – Functions of Leadership –Styles – Theories – Power and Politics –Meaning of Power - Sources of Power - Acquisition of Power.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. S.S.Khanka, Organizational Behaviour, S.Chand& Co, New Delhi.
2. J.Jayasankar, Organizational Behaviour, Margham Publications, Chennai.
3. Uma Sekaran, Organizational Behaviour Text & Cases, Tata McGraw Hill Publishing Co.Ltd.
4. I.M.Prasad – Organizational Behaviour.
5. GangadharRao, Narayana, V.S.P Rao, Organizational Behaviour, Konark Publishers Pvt. Ltd.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22007	MANAGEMENT ACCOUNTING		C	L	T/S Lr	P/ R	Ty/Lb/ ETP			
	Total contact hours – 45		4	3	0	1	TY			
Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> 1. To understand the conceptual framework of cost accounting and its application. 2. To know the importance of variance analysis in controlling material expenses 3. To understand the implication of Job, batch and contract costing 4. To learn the basic of process costing and its uses. 										
COURSE OUTCOMES (COs)										
CO1	Enlightened knowledge on the conceptual framework of cost accounting and its application.									
CO2	Capable of performing variance analysis and controlling material expenses.									
CO3	Able to account labour cost and overheads cost.									
CO4	Capacity to make up Job, batch and contract costing.									
CO5	Computation of process costing and its uses.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3		3			1		1	3
	CO2	3	3	3	2			1		
	CO3	2		3	2	1				2
	CO4	2	2	3						1
	CO5									
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval				Meeting of Academic Council, June 2023					



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22007

MANAGEMENT ACCOUNTING

UNIT- I INTRODUCTION

9 Hours

Meaning, Nature and significance of cost accounting Difference between cost, management and financial accounting Analysis and classification of cost ,Material, labour& overheads Preparation of Cost

UNIT-II ACCOUNTING FOR MATERIAL

9 Hours

Accounting for Material: Material Control Techniques - Pricing of Material issues - Accounting for Labour- I: Labour Cost Control - Procedure Labour turnover, idle time and overtime.

UNIT-III ACCOUNTING FOR LABOUR

9 Hours

Methods of Wage Payment - Time and Piece Rates, Incentive Schemes. Accounting for overheads: Classification and Departmentalization - Absorption of Overheads - Determination of overhead rates - Under and Over Absorption and its treatment.

UNIT-IV JOB COSTING

9 Hours

Job, Batch and Contract Costing Job costing: Procedure of job costing Batch costing: Determination of Economic Batch quantity. Contract costing: Definition - Difference between job and contract costing - Preparation of contract account.

UNIT- V PROCESS COSTING

9 Hours

Process costing: Introduction – Characteristics - Application of process costing, - Process accounts and recording of costs. Joint products & by products: Meaning – Definition - Distinction between joint and by Product and its recording.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Tulsian P.C – Cost Accounting – Tata McGraw Hills 2
2. Jain & Narang : Principles and Practice of Cost Accounting, Kalyani Publishers, Ludhiana.
3. M.Y. Khan & P.K. Jain : Cost and Management Accounting, Tata McGraw Hill Publishing House, New Delhi
4. Charles Horngren, Srikant Datar, Madhav Rajan, Cost Accounting: Global Edition OLP 14th Edition, Pearson
5. Terence Lucey: Costing, Cengage Learning EMEA, 2002 R5.J. K Mitra: Advanced Cost Accounting, New Age International, 20094. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai, 2007.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22008	TOTAL QUALITY MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb / ETP
	Total Contact Hours – 45	4	4	0	0	TY
	Prerequisite - +2 Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> To acquaint the students with the basic concept of Total Quality (TQ) from design assurance to service assurance. To give idea about International Quality Certification Systems – ISO 9000 and other standards, their applicability in design manufacturing, quality control and services, To closely interlink management of quality, reliability and maintainability for total product assurance; To understand concepts related to quality of services in contemporary environment 						
COURSE OUTCOMES (COs)						
CO1	Knowing about Quality Policies					
CO2	Understanding Concepts of Total Quality Management					
CO3	Aware of Total Quality Management tools in Industry					
CO4	Focusing on customers' satisfaction in all activities					
CO5	Understand the application of Modern tools of Quality Control					

Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3		3	3	3	3			
	CO2		3	3				3		
	CO3	3	2		2	2	2		3	3
	CO4			2	3	3	3		3	3
	CO5	3		3		2	2			
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
				✓						
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22008

TOTAL QUALITY MANAGEMENT

UNIT –I INTRODUCTION

9 Hours

Introduction to Total Quality Management – Concept of TQM – Quality and Business Performance – Attitude and involvement of TOP management – Communication – Culture.

UNIT –II INFORMATION TECHNOLOGY

9 Hours

Information Technology – Strategic quality planning – Continuous process and improvement – Cost of quality.

UNIT –III PROCESS QUALITY

9 Hours

Management of Process Quality – History of Quality control – Control Chart - Statistical Quality control – problem analysis.

UNIT- IV CUSTOMER ORIENTATION

9 Hours

Customer Focus and satisfaction – a Quality focus getting employee involvement – Measure of customer satisfaction service Quality – Customer retention – profitability – Bench Marking – essence of Bench Marking – Benefits – Pitfalls in bench Marking.

UNIT –V SYSTEM APPROACH

9 Hours

Organising for TQM – System approach – The People dimension – Small groups and employment team for TQM – ISO 9000 – Universal standards of Quality – Benefits of ISO certification.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Beyond Total Quality Management – Geg Bounds, Lyle YorksMeladamsG.Ranney.
2. Quality for progress and Development – P.K. Bose, S.P. Mukhersee, K.G. Ramamurthy, Tata McGraw Hill.
3. Total Quality Management - (Weiley Eastern) Joel E. Rose (Deep to Deep Publication)



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22ID2	MANAGERIAL ECONOMICS	C	L	T/SLr	P/R	Ty/Lb/ETP				
		4	4	0	0	TY				
Total Contact Hours – 45										
Prerequisite – +2										
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> To make students understand the subject economics as the base for business. To see to that students understand the demand and supply analysis for business applications. To familiarize students with the economic scenario in home country with international trade. To provide knowledge about various market structure and To enable students to understand the macroeconomic concept in detail. 										
COURSE OUTCOMES (COs)										
CO1	Apply the basic concepts of economics for taking business decisions.									
CO2	Able to apply demand and supply concept under different markets for enhancing consumers' utility.									
CO3	Analyze the concepts of cost, nature of production and its relationship to business operations.									
CO4	Capable of applying marginal analysis for different market conditions.									
CO5	Applying macroeconomic concepts for sustainable business.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3					2	2		3
	CO2	3		2		2		2		3
	CO3				3					
	CO4		2	3				2		
	CO5	3				2				
3	Category	General (A)	Basic Sciences & Maths (B)			Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
			✓							
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22ID2

MANAGERIAL ECONOMICS

UNIT – I INTRODUCTION TO BUSINESS ECONOMICS

9 Hours

Introduction to Economics - Definition of economics - Nature scope and importance of managerial economics in business - Relationship between micro, macro and managerial economics, Consumer behavior- Utility - Law of diminishing marginal

UNIT –II DEMAND AND SUPPLY ANALYSIS

9 Hours

Demand analysis - Meaning of Demand and Supply, Function & Supply function, Law of Demand & Supply Individual and Market Demand & Supply, Determinants of Demand & Supply, Demand & Supply Curve.

UNIT – III CONCEPT OF PRODUCTION AND COST FUNCTION

9 Hours

Production and cost analysis - Production - Factors of production - Production function – Short run long run production function - Concept - Law of variable proportion - Law of return to scale and economies of scale - Cost analysis – Types of cost

UNIT – IV MARKET STRUCTURE

9 Hours

Concept of market, Types, Structure, characteristics of different market structure; Monopoly, Monopolistic Competition – Duopoly, Oligopoly

UNIT-V MACRO ECONOMIC CONCEPT

9 Hours

Concept of National income, Inflation, Monetary and fiscal policy; nature of Balance of Payment; Foreign exchange market; Concept of demonetization; Concept of Recession, Difference between a recession and a depression.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Samuelson, Economics, Tata Mc Graw Hill, New Delhi.
2. Kontsoyianis, A., Modern Economics, Macmillan, New Delhi.
3. Principle of Microeconomics, Gregory Mankiw, Cenage Learning Publications.
4. Economics, Samuleson and Nordhaus, TMH Publishers Ltd. New Delhi
5. Dwivedi, D.N. Principles of Economics, Vikas Publishing House, New Delhi.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L04	E-BUSINESS – LAB			C	L	T/SLr	P/R	Ty/Lb / ETP		
	Total Contact Hours – 20			2	0	0	2	LB		
	Prerequisite – None									
	Course Designed by – Faculty of Management Studies									
OBJECTIVES										
1. To provide knowledge about web page 2. To impart skill to develop web design										
COURSE OUTCOMES (COs)										
CO1	Knowing the appearance of headings in webpage									
CO2	Understanding the different fonts in HTML									
CO3	Inserting Image and tables in HTML									
CO4	Creating frames in webpage									
CO5	Linking web page to HTML									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	1			3				
	CO2	3				3				
	CO3	3				3				
	CO4	3		2	2	3				2
	CO5	3				0				2
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)		
			✓							
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L04

E-BUSINESS – LAB

Lab Content

1.	Uses of Html basic tags
2.	Webpage showing different types of heading tags
3.	Using <DIV> tag in HTML
4.	Using tag in HTML
5.	Using <BASEFONT> tag in HTML
6.	Listing in HTML
7.	Inserting image in HTML
8.	Using <TABLE> tag in HTML with Row span and Col span
9.	Using frames in HTML
10.	Create a webpage by making feedback form in HTML
11.	Linking WebPages in HTML

TOTAL NO. OF PERIODS: 20 Hours



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

SEMESTER IV



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22009	BUSINESS COMMUNICATION	C	L	T/S Lr	P/ R	Ty/ Lb/ ETP
	Prerequisite : +2	4	4	0	0	Ty
	Course Designed by – Faculty of Management Studies					

OBJECTIVES:

1. To understand different types of Communication
2. Learn to write different Business Letters
3. Acquire knowledge to write letters for various correspondents
4. To Learn different types of report writing and Parts of letter writing
5. To learn Technical methods of communication

COURSE OUTCOMES (COs)

CO1	Learn to communicate in different types									
CO2	Capable to write different Business letters									
CO3	Effectively communicate to various officials and unofficial situations									
CO4	Understand different types of report writing methods									
CO5	Explore different modern methods of communication									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	2		3				2		
	CO2		2	2	3		2			2
	CO3			2		2		2		2
	CO4		3			2			2	
	CO5	2			2	2			2	
3	Category	General (A)	Basic Sciences & Maths (B)			Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
		√								
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22009

BUSINESS COMMUNICATION

OBJECTIVES:

To enable the students to know about the principles, objectives and importance of communication in trade.

UNIT – I

9 Hours

Definition – Methods – Types – Principles of Effective Communication – Business Communications – Business Letter – Layout – Classification of Communication – Characteristics and guidelines of effective Business Communication.

UNIT –II

9 Hours

Kinds of Business Letter – Analysis of Business Letters – Basic Principles in drafting – Interview – Appointment – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT – III

9 Hours

Bank Correspondence – Insurance Correspondent – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT –IV

9 Hours

Report Writing – Importance of Report – Characteristics of Report – Agenda, Minutes of Meeting – Memorandum – Office order Circular – Notes.

UNIT – V

9 Hours

Modern Communication: Fax – E-mail. Video Conferencing – Internet – Website and their use in Business.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:-

1. Rajandra Paul S.K.S Korlahalli – Essential of Business Communication.
2. Ramesh and Pattanchetti – Business Communication.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22010	BUSINESS LAW	C	L	T/S Lr	P/ R	Ty/ Lb/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty

Prerequisite - +2
Course Designed by – Faculty of Management Studies

OBJECTIVES

1. To provide an understanding of legal processes involved in management of an organization.
2. To make students to understanding basic contract laws relating to the operations of a Business Enterprise and managing fraudulent practices.
3. To provide knowledge about Sale of Goods Act and understand its importance and conditions of warranties.

COURSE OUTCOMES (COs)

CO1	Requirements to enter into valid contract with the understanding of offer and acceptance.
CO2	Capacity to identify frauds, mistakes and illegal aspects in contract.
CO3	Enhanced knowledge about tender of contract and act when there is breach of contract.
CO4	Able to perform agreement on sale of goods satisfying legal formalities.
CO5	Act according to the legal requirements relating to rules and regulations of warranty.

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	3						3	2
	CO2	3	3	3	1				3	2
	CO3	3	3	3			1	1	3	2
	CO4	3	3	3			1		3	2
	CO5	3	3	3	3	1		1	3	2
3	Category	General (A)	Basic Sciences & Maths (B)			Professional Core (D)	Professional Elective (E)		Project Seminar / Internship (H)	
		✓								
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22010

BUSINESS LAW

UNIT- I BASICS OF CONTRACT ACT

9 Hours

Indian Contract Act – Formation – Elements of valid contract - Terms of contract – Forms of contract – Offer and Acceptance - Consideration.

UNIT- II AGREEMENT

9 Hours

Capacity – Flaw in consent, Void agreements – Illegal agreements – Misrepresentation: Fraud, Mistake and Legality.

UNIT- III EXECUTION OF CONTRACT

9 Hours

Performance – Tender – Contingent contract - Quasi contract – Discharge – Remedies for breach of contract.

UNIT - IV SALE OF GOODS ACT

9 Hours

Sale of Goods Act – Sale and agreement to sell – Formation – Performance of contract of sale - Caveat emptor

UNIT -V SALES AND DELIVERY

9 Hours

Conditions and warranty – Rights of unpaid seller - Rules regarding delivery.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Business Laws- N.D. Kapoor , Sultan Chand and Sons
2. Business Laws – M.R. Sreenivasan , Margam Publications
3. Business Laws – M.V. Dhandapani, Sultan Chand ad Sons
4. Mercantile Law – S. BadreAlam and P. Saravanavel
5. Business Law – R.S.N. Pillai – S. Chand



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22011	PRODUCTION MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb / ETP
	Total Contact Hours – 45	4	4	0	0	Ty

Prerequisite - +2
Course Designed by – Faculty of Management Studies

OBJECTIVES

1. Enabling students to understand the significance of production and operation management in today's scenario.
2. Explain the operational strategies considering global scenario.
3. To integrate demand and marketing and production for strategic formulation.
4. To highlight the importance of Inventory management.

COURSE OUTCOMES (COs)

CO1	Familiarity in operations management and its relationship with other functional areas.
CO2	Enable to frame operational strategies on par with global standards.
CO3	Capable of appropriately identifying plant location and layout.
CO4	Able to approach operations management scientifically with time, method and motion study.
CO5	Capacity to apply various quality control measures to ensure quality product periodically.

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	2		3	2			3	
	CO2			3	3		3	3	2	2
	CO3				2	2		2		3
	CO4		2	3	3	3		2		3
	CO5				3		3			3

3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
				✓		

4	Approval	Meeting of Academic Council, June 2023
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FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22011

PRODUCTION MANAGEMENT

UNIT – I PRODUCTION SYSTEM

9 Hours

Introduction - Production management - Productivity - Objectives - Functions – Nature and Scope – Decision making in production - Relationship with other functional areas.

UNIT – II PLANT LOCATION AND LAYOUT

9 Hours

Plant location selection, need & Plant location problems - Advantages of urban, semi-urban and rural locations - Systems view of locations - Plant layout – Meaning and definition, problems, Objectives, Principles of plant layout, types of layout .

UNIT – III PRODUCTION PLANNING AND CONTROL

9 Hours

Production Process. PPC: Routing and scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance – Inventory: Classification and coding of stock – ABC analysis – JIT.

UNIT – IV WORK, TIME AND METHOD STUDY

9 Hours

Work and method study - Importance of work study , Procedures - Time study - Human considerations in work study - Introduction to method study , Objectives, Steps involved in method study. Work measurement - Objectives, Techniques , Allowance - Computation of standard time.

UNIT – V QUALITY CONTROL

9 Hours

Quality control purpose - Types of inspection - Centralized and decentralized – Sampling by variables and attributes - P Chart - X - Chart – C-chart – R-chart - Construction - Control –Service operations Management – Services process and delivery - (Ethical practices and Modern trends in production and operations management- only for discussion).

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Buffa, E.S.and Sarin R., Modern Productions / Operations Management, Wiley, 2007.
2. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
3. Lee Krajewski,Larry P Ritzman.,Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition,Pearson,2011
4. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill, 2012.
5. B.Mahadevan, Operations Management, 2nd Edition, Pearson,2010.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22012	MARKETING MANAGEMENT				C	L	T/S Lr	P/ R	Ty/ Lb/ ETP	
	Total Contact Hours – 45				4	4	0	0	Ty	
Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
1. To enable the students to know various marketing management concepts for effective is operations.										
2. To develop marketing skills in order to be a good manager in future.										
COURSE OUTCOMES (COs)										
CO1	Familiarize concepts of marketing to students.									
CO2	Enable students to understand consumers’ behaviour and ability to identify the same.									
CO3	Ability to satisfy customers according to the expectations of various segments.									
CO4	Enhance knowledge on reaching customers by choosing the apt channel of									
CO5	Capacity to rise to the new trends in marketing and meeting the challenges.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	3							
	CO2		3			3		2	2	2
	CO3			3			2			2
	CO4	3			2					
	CO5	3			3		3	2	3	3
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)				
				√						
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22012

MARKETING MANAGEMENT

UNIT- I INTRODUCTION

9 Hours

Introduction to Marketing – Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT- II SEGMENTATION

9 Hours

Market Segmentation – Concept – Benefits – Basis and Levels. Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT- III PRODUCT MIX

9 Hours

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT- IV DISTRIBUTION

9 Hours

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT -V E-MARKETING

9 Hours

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Marketing Management by Rajan Saxena
2. Marketing by William J Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22013	HUMAN RESOURCE MANAGEMENT	C	L	T/S Lr	P/ R	Ty/ Lb/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty

Prerequisite - +2
Course Designed by – Faculty of Management Studies

OBJECTIVES

1. To understand the fundamental concepts and practices in human resource management.
2. To know the role of HR manager in recruitment and Training process.
3. To analyze the various appraisal methods followed in corporate.
4. To know the grievance procedures handled by an organization.

COURSE OUTCOMES (COs)

CO1	Gain Knowledge and skill on basic concepts of HR.
CO2	Capacity of analyzing and planning manpower requirements based on job analysis.
CO3	Capable of identifying suitable source of recruitment and appropriate selection techniques.
CO4	Ability to identify training needs and capable of executing proper training method.
CO5	Enable to appraise employees' performance, plan compensation accordingly and to handle grievances.

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3				2		3	2	3
	CO2			2	3	2			2	2
	CO3		3	3	2		2		2	
	CO4	3	2		2			2		2
	CO5	3	2			3		2		2
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
					√					
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22013

HUMAN RESOURCE MANAGEMENT

UNIT- I INTRODUCTION

9 Hours

Human Resource Management - Definition – Objectives – Functions - Evolution and growth of HRM– Qualities of HR manager – Role of a HR Manager— Problems and challenges of HR manager.

UNIT- II HUMAN RESOURCE PLANNING

9 Hours

Human Resource Planning - Objectives – Steps in Human Resources Planning – Job analysis – Job Description – Job Specification – Job Rotation.

UNIT- III PLACEMENT

9 Hours

Recruitment & Selection – Sources of recruitment - Methods of Selection – Interview- Techniques in selection and placement.

UNIT- IV TRAINING AND DEVELOPMENT

9 Hours

Training & Development – Principles of Training – Assessment of Training Needs – On the Job Training Methods - Off the Job Training Methods.

UNIT –V PERFORMANCE APPRAISAL AND COMPENSATION

9 Hours

Performance Appraisal Process – Methods of Performance Appraisal – Components of Remuneration – Incentives & Benefits – Grievance Handling Procedures.

TOTAL NO. OF PERIODS: 45 Hours

References Books:

1. Tripathi - Personnel Management, Sultan Chand & Sons, New Delhi, 2000
2. L M Prasad, Human Resource Management, Sultan Chand & Sons, New Delhi, 2005
3. Aswathappa, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 1999.
4. Davis and Werther, Human Resource Management, Tata Mc Graw Hill Publishing Company, New Delhi, 2000
5. The Handbook of Human Resource Management, Adrian Wilkinson - Griffith University and Visiting Professor at University of Sheffield ,Nicolas Bacon - City, University of London.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22SE1	LEADERSHIP SKILLS				C	L	T/S Lr	P/ R	Ty/ Lb/ ETP	
	Total Contact Hours – 20				2	0	0	4	LB	
Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> To enable the students to understand leadership skills. To upgrade the leadership skill to be effective in business. To develop confidence and efficiency by applying the skills in order to help future business. 										
COURSE OUTCOMES (COs)										
CO1	Enhance knowledge about various leadership skills.									
CO2	Capable of leading a team effectively.									
CO3	Able to build good relationship with the team with good knowledge about business and move forward.									
CO4	Being creative and apply the mind in accordance to the requirement of the business as a leader.									
CO5	Enhance leadership qualities such as empathy, being a motivator counselor etc.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3		3	3	3			2	2
	CO2		2	2	2	3		2		2
	CO3	3	3	2		3	3			2
	CO4			3	3	3			2	2
	CO5	3	2			3		2	3	3
3	Category	General (A)		Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)
						✓				
4	Approval									Meeting of Academic Council, June 2023



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22SE1

LEADERSHIP SKILLS

Week No	Lab Index
1	Communication skill: Channel – Language – Mode of communication – Time of communication – Confidentiality etc., using practice, video play and case studies.
2 & 3	Team building: Exercises – Group Discussions.
4 & 5	Power and Authority: Delegation, Power and authority using case studies and role play
6 & 7	Motivation Skill: Case studies, role play and video play
7 & 8	Decision Making and Problem Solving skill: Developing analytical and decision making skills using case studies.
9 & 10	Interpersonal Skill: Developing interpersonal skill using exercises and case studies.
11 & 12	Case studies and Business Games on creative problem solving, influencing without authority, managing conflict, and communicating effectively.

TOTAL NO. OF PERIODS: 20 Hours

Reference Books:

1. Life Skills (Jeevan Kaushal) Facilitators' Guidelines, Published by: Secretary, University Grants Commission, Bahadur Shah Zafar Marg, New Delhi- 110002.
2. The Leadership Skills Handbook (English, Hardcover, Owen Jo), Leadership 9Th Edition by HUGHES, ET ALL, Mcgrawhill.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

SEMESTER V



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22014	STRATEGIC MANAGEMENT	C	L	T/S Lr	P/ R	Ty/ Lb/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty

Prerequisite - +2
Course Designed by – Faculty of Management Studies

OBJECTIVES

1. To expose students to various perspectives and concepts in the field of strategic management.
2. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
3. To help students develop skills for applying these concepts to the solution of business problems.
4. To help students master the analytical tools of strategic management

COURSE OUTCOMES (COs)

CO1	Understand the basic concepts and principles of strategic management.
CO2	Analyze the internal and external environment of business.
CO3	Develop and prepare organizational strategies that will be effective.
CO4	Devise strategic approaches to manage business successfully.
CO5	Forge proactive leadership competencies to navigate business challenges.

Mapping of Course Outcomes with Program outcomes (Pos)

(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3			3				3	
	CO2		3				2			3
	CO3			3				2		
	CO4		2		3				2	
	CO5						3			3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					✓					
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22014

STRATEGIC MANAGEMENT

UNIT- I INTRODUCTION

9 Hours

Strategy – Meaning – Definition – Strategic Decision Making – Approaches to strategic decision making – Need and scope of Strategic Management – Strategic Planning Process – Expansion Strategy – Retrenchment Strategy – Restructure Strategy – Levels of Strategy – strategic management: merits and demerits.

UNIT – II STRATEGIC FORMULATION

9 Hours

Corporate Strategy – Concept – Scope – Components – Strategy Formulation – Affecting Factors – project life cycle – Portfolio analysis: BCG Matrix – G. E matrix – Step high strategy – Directional policy Matrix Strategic Management – Horizontal, Vertical Diversification.

UNIT – III FUNCTIONAL AND OPERATIONAL IMPLEMENTATION

9 Hours

Functional and Operational Implementation: Financial, Marketing, operations/production, Personnel plans and policies, information, Integration of functional plans and policies, Techniques of strategic evaluation and control, ERP – Features and applications.

UNIT- IV CORPORATE RESTRUCTURE

9 Hours

Corporate Restructuring – Concept – Process – corporate and business level strategic analysis – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Cooperative strategies, Project and Procedural Implementation, Resource allocation

UNIT- V GLOBAL STRATEGIES

9 Hours

Global Strategies – Global expansion strategies – MNC mission statement – Market entry strategy – International strategy – Business level strategy – Strategic leadership – Importance, Barriers in strategic Evaluation .

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. AzharKaxmi: Business Policy and Strategic Management, Tata McGraw Hill New Delhi
2. Jain, P.C. L: Strategic Management (Hindi)
3. Bhattacharry, S.K. And N. Venkataramin: Managing Business Enterprises: Strategies, Structure and Systems, Vikas Publishing House, New Delhi.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22015	RESEARCH METHODOLOGY	C	L	T/S Lr	P/ R	Ty/ Lb/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty

Prerequisite - +2										
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> To offer in-depth scope of knowledge and fundamental principles of research Introduce the concept of scientific research and the methods of conducting scientific enquiry To introduce the statistical tools of data analysis To impart knowledge about various stages of the research processes and the intricacies involved therein. 										
COURSE OUTCOMES (COs)										
CO1	Apply the basic concepts of research methods and choose appropriate research design.									
CO2	Acquaint with formulation of Hypothesis and testing of hypothesis.									
CO3	Familiar with the tools used for data collection for research									
CO4	Capable of data preparation and data analyses.									
CO5	Gain knowledge on report writing and preparing research report.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3					2	2		3
	CO2	3		2				2		3
	CO3				3					
	CO4		2	3				2		
	CO5	3			2					
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					√					
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22015

RESEARCH METHODOLOGY

UNIT- I INTRODUCTION

9 Hours

Research – Meaning and purpose – Types of research – Pure and applied, survey, case study, experimental, exploratory – Research Design – Steps in selection and formulation of research problem – Review of literature.

UNIT – II SAMPLING

9 Hours

Formulation of Hypothesis – Types – Testing – Sampling - Sampling techniques – Meaning of Sampling error and sample size.

UNIT- III DATA COLLECTION

9 Hours

Methods of data collection – Primary and secondary data – Observation – Interview – Questionnaire – Construction of tools for data collection – Pilot study – Meaning of validity and reliability.

UNIT- IV DATA ANALYSIS

9 Hours

Processing and analysis of data – Editing – Coding – Transcription – Tabulation – Outline of statistical analysis – Descriptive statistics – Elements of processing through computers – Packages for analysis.

UNIT- V REPORT WRITING

9 Hours

Report writing – Target audience – Types of reports – Contents of reports – Steps in drafting a report.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. C.R. Kothari, Research Methodology, WishvaPrakashan, New Delhi, edition
2. Donald R.Cooper and Pamela S.Schindler – Business Research Methods – Tata McGraw Hill.
3. Pannerselvam, Research Methodology, 2nd Edition, Prentice Hall
4. Dr. Tripathi P C, Research Methodology in Social Science, 6th Edition, Sultan Chand & Sons



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22016	BUSINESS ENVIRONMENT	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours – 45	4	4	0	0	Ty
	Prerequisite – None					
	Course Designed by – Faculty of Management Studies					

L : Lecture T : Tutorial P : Project C: Credits									
OBJECTIVES :									
5. To acquire knowledge of the concepts applicable for Business Environment									
6. To acquire knowledge of the different factors applicable for safe business									
7. To gain know of different parameters to be checked for performance of safe business.									
COURSE OUTCOMES (Cos) :									
Students completing the course were able to									
CO1	To understand various concepts of business environment								
CO2	To clearly comprehend and understand various factors effecting business environment..								
CO3	To understand the parameter to be considered to run a safe business.								
Mapping of Course Outcomes with Program Outcomes (POs)									
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	1	1	1	2	1		2	2
CO2	2	1	1	1	2	1		2	2
CO3	2	1	1	1	2	1		2	2
Category	Basic Sciences	Engg Sciences	Humanities & Social Sciences	Program core	Program Electives	Open Electives	Practical Project	Internships / Technical Skills	Soft Skills
				√					



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22016

BUSINESS ENVIRONMENT

UNIT – I

9Hours

The concept of Business Environment - nature and significance – Brief overview of political – Cultural – legal – economic and social environments and their impact on business and strategic decisions.

UNIT-II

9Hours

Political Environment – Government and Business relationship in India –Provisions of Indian constitution pertaining to business.

UNIT –III

9Hours

Social Environment – Cultural heritage – Social attitudes – impact of foreign culture – castes and communities – joint family systems – linguistic and religious groups – Types of social organization – social responsibilities of business.

UNIT –IV

9Hours

Economic Environment – Economic systems and their impact of business – Macro Economic parameters like GDP -growth rate population – Urbanisation - Fiscal deficit – Plan investment – per capita income and their impact on business decisions – Five Year Planning.

UNIT- V

9Hours

Financial Environment – Financial system – Commercial Banks – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies (NBFCs).

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Sankaran.S. – Business Environment
2. Francis Cherunilam – Business Environment
3. Aswathappa – Business Environment
4. Daasgupta & Sengupta – Government and Business in India.
5. Srinivasan.K. – Productivity and social Environment



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBCC22002	ENTREPRENURSHIP DEVELOPMENT	C	L	T/SLr	P/R	Ty/Lb/ETP
	Total Contact Hours – 30	3	3	0	0	Ty
	Prerequisite : Basic knowledge in entrepreneurship development					

L : Lecture, T : Tutorial, SLr : Supervised Learning, P: Project, R : Research, C : Credits,
T/L/ETL : Theory / Lab / Embedded Theory and Lab

OBJECTIVES

1. To enrich the students towards the knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.
2. To recognize the value of problem solving, effective business management and entrepreneurial thinking to business development.
3. To identify the key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development

COURSE OUTCOMES (Cos) Students completing this course Will be able to

CO1	Provide information related to entrepreneurship
CO2	Make students state the importance of entrepreneurial development
CO3	State the importance of business idea generations
CO4	Gain knowledge on various EDP organized by Government Sectors
CO5	Provide them the nature of economic development and entrepreneurial growth.

Mapping of Course Outcome with Program Outcome (POs)

Sem	Programme Outcomes(Pos)								
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3	2	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3
CO3	3	2	3	3	2	3	3	3	2
CO4	2	3	2	3	3	3	3	2	3
CO5	3	3	3	3	2	3	2	3	3

Sem –VI	Programme Specific Outcomes(PSOs)			
Cos	PSO1	PSO2	PSO3	
CO1	3	3	2	
CO2	2	2	3	
CO3	3	3	2	
CO4	3	3	3	
CO5	3	2	3	

3/2/1 Indicates Strength Of Correlation, 3 – High, 2- Medium, 1- Low

Category	Basic Sciences	Engg. Science	Humanities & social Science	Program Core	Program Elective	Open Elective	Practical Project	Internships/ Skill component	Inter disciplinary
			√						

Approval	Meeting of Academic Council, June 2023
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FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBCC22002

ENTREPRENEURSHIP DEVELOPMENT

UNIT- I Concept of Entrepreneurship

6 Hours

Entrepreneurship - Meaning - Types - Qualities of an Entrepreneur - Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneurs.

UNIT- II Entrepreneurial Development Agencies.

6 Hours

Commercial Banks - District Industries Centre - National Small Industries Corporation Small Industries Development Organisation - Small Industries Service Institute. All India Financial Institutions. SIPCOT and its objectives .MSME Sector and its coverage Objectives of Ministry of MSME. Role and Functions of MICRO Small and Medium Enterprises - Development Organisation (MSME - DO) - Objectives of SIDCO - Functions of Tamil Nadu SIDCO - IRBI and its Role. NABARD and its role in the Rural Development of India - Introduction to Micro Units Development Refinance Agency (MUDRA)

UNIT- III Project Management

6 Hours

Business idea generation techniques - Identification of Business opportunities – Feasibility study - Marketing, Finance, Technology & Legal Formalities - Preparation of Project Report- Tools of Appraisal.

UNIT - IV Entrepreneurial Development Programmes

6 Hours

Entrepreneurial Development Programmes (EDP) - Role, relevance and achievements – Role of Government in organizing EDPs- Critical evaluation

UNIT- V Economic Development and Entrepreneurial growth

6 Hours

Role of Entrepreneur in Economic growth - Strategic approaches in the changing Economic scenario for small scale Entrepreneurs - Networking, Niche play, Geographic Concentration, Franchising / Dealership - Development of Women Entrepreneurship. Self-help groups and empowerment of Women in India - Financing SHG and their role in Micro-financing. Financial inclusion and its penetration in India, Challenges and Government role in Financial inclusion–Pradhan Mantri Jan-DhanYojana - Six Pillars of Its Mission objectives

TOTAL NO. OF PERIODS: 30 Hours

Reference Books :

1. Saravanel, P. Entrepreneurial Development, Principles, Policies and Programmes, EssPee Kay Publishing House - 1997, Chennai.
2. Tulsian, P.C & Vishal Pandey, Business Organization and Management, Pearson Education India, 2002, Delhi.

Books for Reference :

1. Janakiram, B, and Rizwana, M, Entrepreneurship Development, Text and Cases, ExcelBooks India, 2011, Delhi.
2. Arun Mittal & Gupta, S.L - Entrepreneurship Development, International Book House Pvt. Ltd, 2011, Mumbai.
3. Anil Kumar, S, Poornima, S, Abraham, K, Jayashree, K - Entrepreneurship Development, Newage International (P) Ltd, 2012, Delhi.
4. Gupta C B and Srinivasan NP, Entrepreneurial Development, Sul



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L05	HEALTH AND YOGA	C	L	T/S Lr	P/R	Ty/Lb/ ETP
	Total Contact Hours – 20	2	0	1	2	Ty
	Prerequisite – +2					
Course Designed by – Faculty of Management Studies						

OBJECTIVES

To introduce health psychology and arrive at the introduction to the philosophy and practice of yoga.

COURSE OUTCOMES (COs)

Students completing the course were able to

CO1	Compile the models of health and the psychological component of health
CO2	Classify healthy behavior and health compromising behavior
CO3	Deduce the impact of stress on health and apply effective stress management strategies
CO4	Understanding the link between yoga and Indian Philosophy
CO5	Extrapolate the role of yoga in health care

Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	2	3					2	1	1
	CO2	2	3				2	3		1
	CO3	2	3				3	3		1
	CO4	2	2				2	2		1
	CO5	2	2				3	2		1
3	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)			Professional Elective (E)		Project / Seminar / Internship (H)	
			✓							
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L05

HEALTH AND YOGA

UNIT – I Introduction to Health :

4 hours

Health : Meaning, Definition and Importance of Health & Wellness- Dimensions of Health and Wellness . indicators of health - Health & Wellness through Physical Activities Sports, Games, Yoga, Recreation and Leisure time activities .

UNIT – II Health and Behavior:

4 hours

Healthy Behavior, Health compromising Behaviors: Smoking, Alcoholism and Substance abuse. Health enhancing behaviors: Weight control, Diet, Exercise, Role of Health and Yoga in changing behavior.

UNIT – III Understanding Stress:

4 hours

Meaning and definition -Stress and lifestyle disorders- development of stress; nature of stressors: Frustration, pressure; Factors predisposing stress- Burnout- Coping with stress: Problem oriented and emotion oriented. Stress management

UNIT – IV Yoga Philosophy:

4 hours

Introduction to Yoga and Yogic Practices – Definition, History, Aim and Objectives, Four Paths of Yoga - Principles of Yoga- Distinction between Yoga and Non Yogic Practices, Concept of Yogic diet,

UNIT – V Yoga in Health Care:

4 hours

Purpose and Utility of Asanas - Basic Set of Yoga Asanas -. Basic Set of Pranayama - Meditation- types of meditation.-surya namaskar practices

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. Taylor, S.E (2006). Health Psychology. New Delhi: Tata McGraw Hill
2. Serafini, E.P & Smith T.W. (2012). Health Psychology: Bio psychosocial Interventions. New Delhi: Wiley
3. Hatha Yoga Pradipika by Swami Svatmarama.
4. BKS Iyengar (2013). YOGA - The Path to Holistic Health



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

SEMESTER VI



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22017	INTERNATIONAL BUSINESS MANAGEMENT	C	L	T/S Lr	P/R	Ty/L b/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty
	Prerequisite : +2					

Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> 1. To familiarize the students to the basic concepts of international business management 2. To understand the economic, cultural and ethical issues relating to international business. 3. To know the origins and patterns of International Trade and concepts of terms of trade 4. To know the various functions export management. 5. To apply theory in varied international business situations and formulate framework for complex cross-border decision making 										
COURSE OUTCOMES (COs)										
CO1	Understand the significance of International Business									
CO2	Understand the International Business Theories									
CO3	Knowing the importance of foreign exchange and able to gain support from global trade organizations.									
CO4	Enhanced knowledge about export procedure and documents.									
CO5	Decision Making Ability in Globalization Trends and Challenges									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3			2				3	
	CO2		3				2			3
	CO3			3				2		
	CO4		2		3				3	
	CO5					3	3			
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
					√					
4	Approval					Meeting of Academic Council, June 2023				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22017

INTERNATIONAL BUSINESS MANAGEMENT

UNIT – I INTRODUCTION

9 Hours

An Introduction to Global Business Meaning, nature and significance of international Business, factors causing globalization of business - Environment of International Business - Challenges for global business

UNIT – II INTERNATIONAL TRADE AND INVESTMENT

9 Hours

Multilateral trade negotiation and agreements –Global trade and investment – Theories for basis of international trade (The comparative cost theory, opportunity cost theory, Heckschey Ohlin theory) – Regional trade block – Types – Advantages and disadvantages.

UNIT – III International Finance and Foreign Exchange Market

9 Hours

Foreign exchange market – Functions – Methods of effecting international payments – Swap and forward exchange – Determination of Exchange rate – Exchange Control – Methods, Objectives – Exchange rate classifications - MF, Role of IMF - IBRD, Features of IBRD - WTO, Role and Advantages of WTO - TRIPS, TRIMS, GATS

UNI-IV Functional Areas of Global Business

9Hours

Global production –Location – Scale of operations – Make or Buy decisions – Global supply chain issues – Globalization of markets, pricing strategy - financial Investment decisions – economical and Political risk – sources of fund- risk management -compensation.

UNIT – V Export Marketing and Global Trends and Challenges

9 Hours

Export Marketing and Pricing , costing and packaging factor Globalization Trends and Challenges; Balance of Payments Trends; Conflict in International business – Negotiation – the role of international agencies – Ethical issues in international business – Ethical decision making.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. K. Aswathappa, International Business, 5th Edition, Tata McGraw Hill, New Delhi, 2012.
2. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, 7th Edition , Cengage Learning, New Delhi, 2010.
3. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
4. P.G.Apte- International Financial Management, Tata McGraw Hill
5. Kapoor. D.C., Export Management, Vikas Publishing, New Delhi, 2009.
6. Nair, S.K., Contract Management, Vrinda Publications, New Delhi, 2008.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22018	ETHICS FOR MANAGERS				C	L	T/ SLr	P/ R	Ty/Lb/ ETP	
	Total Contact Hours – 45				4	3	0	1	Ty	
	Prerequisite : +2									
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> 1. To understand the Business Ethics and to provide best practices of business ethics. 2. To learn the values and implement the same in management. 3. To develop corporate social Responsibilities and practice in their professional life. 4. To imbibe the Indian ethical practices. 										
COURSE OUTCOMES (COs)										
CO1	Enhanced knowledge about basic concepts of Business Ethics									
CO2	To learn the values and implement in their careers to become a good managers.									
CO3	Know the ethical decision making in management.									
CO4	With strong values, norms and beliefs build responsible organisation.									
CO5	Good Learning about the Indian ethical practices.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	2			2		3	1	3	3
	CO2	3	3	2	3				3	
	CO3	2		2					3	
	CO4	1	2		2	3	3		2	
	CO5	3			2				3	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)		Professional Elective (E)		Project / Seminar / Internship (H)	
						✓				
4	Approval	Meeting of Academic Council, June 2023								



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22018

ETHICS FOR MANAGERS

UNIT-I INTRODUCTION

9 Hours

Introduction to Ethics- Definition, Objectives, nature and sources of ethics -Importance and Factors influencing Business Ethics.

UNIT-II MANAGEMENT OF ETHICS

9 Hours

Ethical Issues related to Advertisement and Marketing; - Secular versus Spritual Values in Management - Ethical behaviour of managers; Code of ethics; Competitiveness, - Cost of ethics in Corporate ethics evaluation .

UNIT-III ETHICAL DECISIONS

9 Hours

Ethical Decision-making - Ethical Dilemmas in Organization - Social Responsibility of Business and Corporate Governance - Corporate Social Responsibility.

UNIT-IV VALUES, NORMS AND BELIEFS

9 Hours

Ethics vs. Morals - Values, Norms, Beliefs and their role - Values for managers from Indian ethos - Ethical Codes – Ethical theories; Teleological, Deontological, Natural and Kantian.

UNIT-V INDIAN ETHICAL PRACTICES

9 Hours

Ethics in Human Resources Management - Finance and Accounting – Production - Information Technology - Copyrights and Patents - Regulatory Framework of Corporate Governance in India - Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Management Ethics - integrity at work' by Joseph A. Petrick and John F. Quinn, Response Books: New Delhi.
2. S.K.Bhatia, Business Ethics and Corporate Governance
3. Business Ethics” by W.H. Shaw, Cenage publication.
4. C.S.V. Murthy, Business Ethics, Himalaya Publishing House; Mumbai, 2007
5. R.C. Sekhar, Ethical Choices in Business, Response Books, New Delhi, 2007.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBCC22ET1	UNIVERSAL HUMAN VALUES	C	L	T/SLr	P/R	Ty/L/ ETP
	Total Contact Hours – 20	3	2	0	2	Ty
	Prerequisite – +2					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> To describe meaning, purpose, and relevance of universal human values. To understand the importance of values in individual, social, career, and national life. To learn from lives of great and successful people who followed and practiced human values and achieved self-actualization. To understand and practice professional ethics with the goal for the universal wellness 						
COURSE OUTCOMES (COs)						
Students completing the course were able to						
CO1	Become conscious practitioners of values					
CO2	Realize their potential as human beings and conduct themselves properly in the ways of the world.					
CO3	Develop integral life skills with values					
CO4	Inculcate and practice them consciously to be good human beings.					
CO5	Practice professional ethics with the goal for the universal wellness					

Mapping of Course Outcomes with Program outcomes (Pos)								
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low								
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2	CO1	3	3			2	3	3
	CO2	3	2	1	2	2	3	3
	CO3	3	3		1	3	2	2
	CO4	2	3			2	2	3
	CO5	2	3			3	3	3
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)	
			√					
4	Approval				Meeting of Academic Council, June 2023			



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

HBCC22ET1 UNIVERSAL HUMAN VALUES

UNIT – I Love and Compassion

4 hours

Love and its forms: love for self, parents, family, friend, spouse, community, nation, humanity, nature and other beings—living and non-living. Love and compassion and inter-relatedness, Individuals who are remembered in history for love and compassion and what will learners gain if they practice love and compassion. Related activities: Sharing learner's individual and/or group experience(s), community outreach program to manifest love and compassion toward people and nature, Simulated Situations, Case studies

UNIT - II Truth and Righteousness

4 hours

Universal truth, truth as value (artha), truth as fact (satya), veracity, sincerity, honesty among others. Understanding righteousness, Righteousness and dharma, righteousness and propriety, Individuals who are remembered in history for practicing truth and righteousness and what will learners gain if they practice Truth and Righteousness. Sharing learner's individual and/or group experience(s), exercises on ease with truth can be recalled consistently, Simulated Situations, Case studies

UNIT – III Non-Violence and Peace

4 hours

pre-requisites for non-violence- Love, compassion, empathy, and sympathy, Ahimsa as non-violence and non-killing, the impact of practicing non-violence-Peace, harmony and balance, Individuals and organizations that are known for their commitment to non- violence and peace, and what will learners gain if they practice non-violence and work towards peace. Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

UNIT - IV Renunciation (Sacrifice) Tyaga

4 hours

Renunciation and sacrifice, developing a balance between enjoyment and sacrifice, Bhoga (enjoyment) with tyagabhava and tyaga (Sacrifice) with bhogabhava is the root of all human and literary values, enjoying life and freedom with responsibility and What will learners learn/gain if they practice renunciation and sacrifice Social outreach programs for sharing and caring experience, expressing gratitude, Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

UNIT - V Professional Ethics

4 hours

Understanding Acceptance of human values and Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Developing Competence in professional ethics and practicing it, to utilize the professional competence for augmenting universal human order and create people friendly eco-friendly identify the scope and characteristics of people friendly and eco-friendly systems for the wellness of the universe as a whole.

Exercises to propagate people friendly eco-friendly activities both creative and functional, Brain storming, Sharing learner's individual and/or group experience(s), Simulated Situations, Case studies

TOTAL NO. OF PERIODS: 20 HOURS

Reference Books:

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
3. Basham, A.L. 1954. The Wonder That Was India. London: Picador Press.
4. Joshi, Kireet. 1997. Education for Character Development. Delhi: Dharam Hinduja Centre of Indic Studies.
5. Milton, Rokeach. 1973. The Nature of Human Values. New York: The Free Press.
6. Mookerji, Radha K. 1989. Ancient Indian Education. Delhi: Motilal Banarasidass



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22L06	PROJECT	C	L	T/SLr	P/R	Ty/L/ ETP
		9	0	0	18	LB
Guidelines Designed by – Faculty of Management Studies						

	Category	General (A)	Basic Sciences & Maths (B)	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)
						√

The Candidate are expected to make use of the knowledge and skill inculcated during their two years of study and to apply them for making an innovative project for the development of society and industries on the title suggested by the company in one of the areas of their specialization.

Candidate are expected to do a Project work in an Industry. Each student will be allotted a guide based on the area of Project work. Industry may also allocate a guide. Inter disciplinary/multi-disciplinary project can also be done with guidance of relevant department. Monthly reviews will be conducted during the semester to monitor the progress of the project by the respective guide. Candidates have to submit the Project dissertation at the end of the semester and appear for the Project Viva-Voce examination conducted by the examiners duly appointed by the Controller of Examination. Completion Certificate proof has to be included in the report along with the Bonafied certificate from the company.



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed to be University)
Maduravoyal, Chennai - 600 095, Tamilnadu, India.
(An ISO 9001 : 2015 Certified Institution)
University with Special Autonomy Status



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

PROGRAM ELECTIVE - I



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E01	CROSS CULTURAL MANAGEMENT	C	L	T/SLr	P/R	Ty/Lb / ETP
	Total Contact Hours – 45	4	4	0	0	Ty
	Prerequisite : +2					
Course Designed by – Faculty of Management Studies						

OBJECTIVES	
<ol style="list-style-type: none"> 1. To enable students to understand cross culture and its dimensions; 2. To make them to realize the impact of culture on business and 3. To understand the challenges met by business organization because of cross culture 	
COURSE OUTCOMES (COs)	
CO1	Knowing the cross culture and its determinants.
CO2	Processing and executing business activities in cross cultural sphere.
CO3	Handling the challenges specifically HR challenges in cross cultural scenario.
CO4	Performing managerial functions such as negotiation and decision making among cross cultural work force.
CO5	Managing the dynamics due to cross culture in an organization and sustain in business.

Mapping of Course Outcomes with Program outcomes (Pos)											
(1/2/3 indicates strength of correlation) 3-HIGH, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
2	CO1	3	2	2		2	1	3		1	
	CO2	2	3	3	1		1	3		1	
	CO3	3	3	3	3	2	1	3	1	1	
	CO4	3	2		3	3		3	1	1	
	CO5	2	3	3		2		2	2	2	
3	Category	General (A)	Basic Sciences & Maths (B)			Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
							✓				
4	Approval					Meeting of Academic Council, June 2023					



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E01 CROSS CULTURAL MANAGEMENT

UNIT- I INTRODUCTION TO CROSS CULTURE MANAGEMENT 9 hours
Introduction – Concept of Culture in Business Context - Brief wrap up of organizational culture and its dimensions - Cultural background of business stakeholders - Managers, employees, shareholders, suppliers, customers and others.

UNIT- II GLOBAL CULTURAL MANAGEMENT AND ITS IMPACT 9hours
Culture and Global Management – Global Business Scenario and Role of Culture - Framework for Analysis – Elements and Processes of Communication across cultures.

UNIT - III CHALLENGES OF GLOBAL HUMAN RESOURCE MANAGEMENT 9 hours
Global Human Resource Management – Staffing and Training for Global Operations –Developing the values and behaviors necessary to build high-performance organization - Personnel, individuals /teams included – Retention strategies.

UNIT- IV CROSS CULTURE IN AN ORGANIZATIONAL CONTEXT 9 hours
Cross Culture – Negotiation and Decision Making – Process of Negotiation- Required Skills and Knowledge Base – International and Global Business Operations – Structure and Culture in an organizational context.

UNIT- V DYNAMICS OF CORPORATE CULTURE 9 hours
Corporate Culture – The Nature of Organizational Culture - Diagnosing the As-Is Condition - Designing the Strategy for a Culture Change Building – Successful Building of Culture-change Phase.

TOTAL NO. OF PERIODS: 45 Hours

Reference Books:

1. Branine, M. Managing cross Cultures: Concepts, Policies and Practices London: Sage, 2011
2. Dumetz Jerome, Cross-cultural Management textbook, Student Edition, 2012.
3. Hall, Edward T., Mildred Reed Hall. Hidden Differences. Studies in International Communication: How to communicate with the Germans. Hamburg, 1983.
4. Adler, Nancy. International Dimensions of Organizational Behavior. Southwestern, 2002.
5. Oran, R.T.; Harris, P.R.; Moran, S.V. (2010): Managing Cultural Differences: Global Leadership Strategies for Cross-Cultural Business Success. 8th edition. Butterworth-Heinemann.



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E02	STRATEGIC HUMAN RESOURCE MANAGEMENT	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 45	4	4	0	0	T
	Prerequisite –					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. To enable the students to know various strategies of human resource Management;
2. To enhance the human resources handling skills and
3. To understand the organizational culture.

COURSE OUTCOMES (COs)

CO1	Familiarity in the field of human resources.
CO2	Have good subject knowledge about the recruitment and selection.
CO3	Upgraded skills in compensation strategy.
CO4	Analyses and understand the retrenchment strategies.
CO5	Resolve issues in the organization.

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3				2		3	2	3
	CO2			2	3	2			2	2
	CO3		3	3	2		2		2	
	CO4	3	2		2			2		2
	CO5	3	2			3		2		2
3	Category	General (A)	Basic Sciences & Maths (B)			Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)		
							✓			
4	Approval					Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E02 STRATEGIC HUMAN RESOURCE MANAGEMENT

UNIT – I INTRODUCTION

9 Hours

Introduction to Strategic HRM – Definition - Need and Importance - Introduction to business and corporate strategies - Integrating HR strategies with business strategies - Developing HR plans and policies.

UNIT – II RECRUITMENT AND SELECTION PROCESS

9 Hours

e- Employee profile – e-selection and recruitment - Virtual learning and orientation – e -training and development – e-Performance management – Issues in employee privacy – Employee surveys online

UNIT – III PERFORMANCE MANAGEMENT

9 Hours

Meaning - Concept - Defining key result areas (KRA) - Result based performance - Linking performance to pay - Merit based promotions - Reward and Compensation Strategies - Performance and Skill based pay - Team based pay broad banding - Profit sharing - Executive compensation - Variable pay

UNIT – IV RETRENCHMENT STRATEGIES

9 Hours

Retrenchment strategies – Downsizing - Voluntary Retirement Schemes (VRS) - HR outsourcing - Early retirement plans - Project based employment - Retention and retraining - Exit interview.

UNIT – V UNIONS & GLOBAL HRM

9 Hours

Strategies for dealing with unions - Role of unions – Strategic collective bargaining – CB process - Grievance handling process - Global HR strategies - Introduction to global HR strategies - Developing HR as a value added function.(Re-inventing talent acquisition only for discussion).

TOTAL NO. OF PERIODS: 45 HOURS

Reference Books:

1. Mello, Jeffrey A., *Strategic Human Resource Management*, engage Learning. '004 edition (January 1, 2014)
2. Agarwala, Tanuja, *Strategic Human Resource Management*, Oxford University Press, New Delhi. Edition 25 January 2007) ISBN-10: 0195683595 ISBN-13: 978-0195683592
3. Dreher, George and Thomas Dougherty, *Human resource Strategy*, Tata McGraw Hill edition 1st ISBN-13: 978-0256211894 ISBN-10: 0256211892
4. Charles Greer, *Strategic HRM* – Pearson education Asia, New Delhi edition 19 APR 2004
5. Michael Armstrong, *Strategic HRM* - Kogan page, London 5 edition (3 August 2011) ISBN-10: 0749463945 ISBN-13: 978-074946394



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E03	ORGANIZATIONAL DEVELOPMENT		C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 45		4	4	0	0	T
	Prerequisite – +2						
	Course Designed by – Faculty of Management Studies						
OBJECTIVES							
1. To have an understanding of how to improve an organizations capability through various methods; 2. To enable the students to ensure improving efficiency 3. To have knowledge about the planned process of change in organizational culture.							
COURSE OUTCOMES (COs)							
CO1	Knowledge and relevance of organizational development.						
CO2	Improved interpersonal skills with the learnt organizational behavior.						
CO3	Develop technical know-how of restructuring and re-engineering.						
CO4	Enhanced idea about organization culture and design.						
CO5	Learning of the organizational dynamics.						

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3				2		3	2	3
	CO2			2	3	2			2	2
	CO3		3	3	2		2		2	
	CO4	3	2		2			2		2
	CO5	3	2			3		2		2
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)			Project / Seminar / Internship (H)	
							✓			
4	Approval					Meeting of Academic Council, June 2022				



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E03

ORGANIZATIONAL DEVELOPMENT

UNIT – I INTRODUCTION

9 Hours

Introduction to organizational development - Growth and relevance of OD - Diagnoses for OD - Foundations process of OD - Approaches to OD.

UNIT – II ORGANIZATIONAL BEHAVIOUR

9 Hours

Designing OD Interventions - Characteristics of OD Interventions - Overview of types of Interventions, - Interpersonal and Group Process Approaches - Organization process approaches - HRM interventions - Performance management- Career planning & Development interventions.

UNIT – III RESTRUCTURING & REENGINEERING

9 Hours

Techno Structural Interventions: Restructuring Organization, Reengineering, Employee Involvement, Work Design and Redesign. Strategic interventions – Organization and environment relationships - Organization transformation: Planning, Implementing Change, Levin’s three Phases of Planned Change.

UNIT – IV ORGANIZATION DESIGN

9Hours

Organization culture: Sociological perspective - Socialization processes - Effectiveness of OD Interventions - Evaluation and institutionalization of OD interventions – Importance, Process and Difficulties Involved - Role of an OD consultant - Dealing with consultant – Client relationships - Ethical issues in OD

UNIT – V ORGANIZATIONAL EFFECTIVENESS

9 Hours

Learning Organization and Organizational Effectiveness - Significance of learning organization to organizational effectiveness - Establishing learning dynamics in organizations - Building a learning organization

TOTAL NO. OF PERIODS: 45 HOURS

Reference Books:

1. Heinemann; *Organization Development & Transformation*, 1 Edition (21 April 2010), ISBN -10: 0435026968
2. UdaiPareek ,*OrganizationalBehaviour and Process*,.Rawat Publication (1996), ISBN - 13: 978-8170333296
3. Cummings, Thomas G. and Christopher G. Worley, *Organisation Development and Change*, Cengage Learning Australia; 3rd edition (29 June 2007), ISBN -10: 0170132803
4. Chowdhury, Subir,*Organisation 21C*, Prentice Hall; 1 edition (10 September 2002), ISBN -13: 978-0130603142
5. Gene deszca, Cynthia ingolsorganisational change, sage publications, inc; 3rd edition (14 April 2015), ISBN -10: 1483359301



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

PROGRAM ELECTIVE-II



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MBBA22E04	CUSTOMER RELATIONSHIP MANAGEMENT		C	L	T/S Lr	P/R	Ty/L b/ ETP			
	Total Contact Hours – 45		4	4	0	0	Ty			
	Prerequisite : +2									
Course Designed by – Faculty of Management Studies										
OBJECTIVES										
<ol style="list-style-type: none"> 1.To understand the basic growth and reasonability of CRM; 2. To study the value and expectation of customers satisfaction; 3.To develop the strategy development process of CRM; 4.To know that CRM as a marketing strategy for business success in various sectors and 5.To help the customer in implementing road map and CRM metrics. 										
COURSE OUTCOMES (COs)										
CO1	Knowing the process of CRM and building the relationship with customers									
CO2	Capability of knowing customer expectation and satisfying them by using modern technology.									
CO3	Formulating customer centric CRM strategies.									
CO4	Implementing CRM for various segments of business.									
CO5	Create road map of CRM and evaluating its success.									
Mapping of Course Outcomes with Program outcomes (Pos)										
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2	CO1	3	3	2		3	1	1	1	1
	CO2	3	3	2	1	2	2	2		2
	CO3	2	3	2		3		2	1	1
	CO4	2	1	1	2	2	1			
	CO5	2	3	2		2	1	2		1
3	Category	General (A)	Basic & Maths (B)	Sciences	Professional Core (D)	Professional Elective (E)	Project / Seminar / Internship (H)			
						✓				
4	Approval					Meeting of Academic Council, June 2023				



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Program Structure for BBA (Full Time)

MBBA22E04 CUSTOMER RELATIONSHIP MANAGEMENT

UNIT- I EVOLUTION OF CUSTOMER RELATIONSHIP

9 hours

CRM – Definition - Emergence of CRM Practice - Factors responsible for CRM growth - CRM process - Framework of CRM - Benefits of CRM - Types of CRM - Scope of CRM– CRM and Relationship Marketing.

UNIT- II CRM CONCEPTS

9 hours

Customer Value: Customer Expectation - Customer Satisfaction - Customer Retention - Customer Loyalty - Customer Profitability - Enterprise Marketing - Web based Customer Support.

UNIT – III PLANNING FOR CRM

9 hours

Steps in Planning: Building Customer Centricity - Setting CRM Objectives - Defining Data Requirements - Planning Desired Outputs - Elements of CRM plan - CRM Strategy - The Strategy Development Process - Customer Strategy Grid.

UNIT- IV CRM AND MARKETING STRATEGY

9 hours

CRM Marketing: Initiatives - Sales Force Automation - Campaign Management - Call Centers - Practice of CRM - CRM in Consumer Markets - CRM in Services Sector - CRM in Mass Markets - CRM in Manufacturing Sector.

UNIT-V CRM IMPLEMENTATION

9 hours

Issues and Problems in implementing CRM - Information Technology tools in CRM - Challenges of CRM Implementation - CRM Implementation Roadmap - Measuring CRM performance - CRM Metrics.

TOTAL NO. OF PERIODS: 45 HOURS

Reference Books:

1. Azam, M., Management Information System, McGrawHill Education, 2012.
2. Laudon, K., Laudon, J. and Dass, R., Management Information Systems – Managing the Digital Firm, 11th Edition, Pearson, 2010.
3. Murdick, R.G., Ross, J.E. and Claggett, J.R., Information Systems for Modern Management, 3rd Edition, PHI, 2011.
4. O'Brien, J.A., Morakas, G.M. and Behl, R., Management Information Systems, 9th Edition, Tata McGraw-Hill Education, 2009.
5. Saunders, C.S. and Pearson, K.E., Managing and Using Information Systems, 3rd Edition, Wiley India Pvt. Ltd., 2009.



FACULTY OF MANAGEMENT STUDIES
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Program Structure for BBA (Full Time)

MBBA22E05	INTERNATIONAL MARKETING	C	L	T/SLr	P/R	T/L/ ETP
	Total Contact Hours – 45	4	4	0	0	Ty
	Prerequisite - +2					
	Course Designed by – Faculty of Management Studies					

OBJECTIVES

1. It helps the student to understand the importance of international marketing
2. To create awareness about international marketing environment
3. To know the principles of Import and Export document procedures
4. To make them understanding the concepts of International marketing planning and
5. To identify the factors influencing in International Marketing mix.

COURSE OUTCOMES (COs)

CO1	Understanding the basics of international marketing.
CO2	Learn about the opportunities and challenges in international market environment
CO3	Understand the concepts of policy framework and procedural aspects
CO4	Analyse the marketing research concepts and Techniques.
CO5	Apply various penetrating strategies to promote International Branding and stabilize in international markets

Mapping of Course Outcomes with Program outcomes (Pos)									
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	3	3	2		3	3	3	
	CO2		2	3		2			
	CO3		2		3		3	3	
	CO4	3		2	3	3		3	
	CO5	3	2	3	3	3	3	3	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2022			



FACULTY OF MANAGEMENT STUDIES
BBA - Full Time Program- Curriculum & Syllabus
Program Structure for BBA (Full Time)

MMBA22E05

INTERNATIONAL MARKETING

UNIT - I INTRODUCTION

9 Hours

International markets – Definition – Nature and Benefits of International Marketing - International marketing management process: An overview - Influence of physical, economic, socio-cultural, political and legal environments on International marketing information.

UNIT- II INTERNATIONAL MARKETING ENVIRONMENT

9 Hours

Business culture around the world: Language – Customs - Attitudes - Marketing strategy adjustments - Product adaptations. Geographic Description of Market – Political risk – Political Environment - Import quotas – Tariffs - Customs Restrictions - Required licenses – Registrations – Permits.

UNIT- III EXPORT DOCUMENTATION AND PROCEDURES

9 Hours

India's Export – EXIM - Import policy – Promotional measures - Export oriented units – Deemed exports - Export-Import Documentation – Kinds of Documents – Principal export documents – Auxiliary documents – Documents in import trade – Export documentation and procedures - Demand estimation.

UNIT- IV INTERNATIONAL MARKET PLANNING

9 Hours

International market selection – Influencing factors – Process – Strategies and approaches – Competition - International marketing research: Techniques – Survey – Interview techniques – Analysis of field data – Research report- Global marketing of services.

UNIT- V INTERNATIONAL MARKETING MIX

9 Hours

Developing an international product line - Foreign product diversification - International branding decisions - International warranties and service - International pricing Strategy - International promotion strategies- Promotion mix - International sales negotiations.

TOTAL NO. OF PERIODS: 45 HOURS

Reference Books:

1. Philip R. Cateora, John L.Graham – *International Marketing* - Edition: 16th ISBN-10: 0077642295 TATA McGraw-Hill Edition.
2. Vern Terpstra Ravi Sarathy – *International Marketing*– 10th Edition ISBN-10: 0981729355; Harcourt College Publishers.
3. Raja Gopal *International Marketing* [Global Environment, Corporate Strategy, 3rd edition ISBN 978 1 921388 16 3 Case Studies] –
4. Vikas Publishing House.
5. Philip R. Cateora – *International Marketing* – 15th Edition ISBN-13: 978-0073529943 McGraw-Hill International Editors.



FACULTY OF MANAGEMENT STUDIES
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Program Structure for BBA (Full Time)

MBBA22E06	ADVERTISING AND SALES PROMOTION	C	L	T/SLr	P/R	T/L/ETP
	Total Contact Hours – 45	4	4	0	0	T
	Prerequisite – +2					
	Course Designed by – Faculty of Management Studies					
OBJECTIVES						
<ol style="list-style-type: none"> 1. To acquaint the students with the basic aspects of Advertising 2. To ponder upon Advertising copy and Media management 3. To highlight the procedure for Advertising budget and controlling 4. To describe the process of Promotional activities 5. To know the importance of ethics in advertisement and sales promotion 						
COURSE OUTCOMES (COs)						
CO1	Acquaintance with the fundamental concepts of Advertising					
CO2	Familiarity with the process of Advertising copy and Media management					
CO3	Knowledge of the procedure for Advertising budget and controlling					
CO4	Awareness of the process of Promotional activities					
CO5	Have better understanding ethics in advertising and sales promotion.					

Mapping of Course Outcomes with Program outcomes (Pos)									
(3/2/1 indicates strength of correlation) 3-HIGH, 2 -Medium, 1-Low									
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
2	CO1	3	2	1		3			
	CO2	3					3		
	CO3		3	2			3	2	
	CO4	3	2	3		2			
	CO5				3			2	
3	Category	General (A)	Basic Sciences & Maths (B)		Professional Core (D)	Professional Elective (E)		Project / Seminar / Internship (H)	
						✓			
4	Approval					Meeting of Academic Council, June 2022			



FACULTY OF MANAGEMENT STUDIES
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Program Structure for BBA (Full Time)

MMBA22E06 ADVERTISING AND SALES PROMOTION

UNIT - I INTRODUCTION

9 hours

Advertising – Concept – Objectives - Evolution – Classifications – Advertising agencies – Role and Functions of agency – Client relationship – Responsibilities of agency – Client servicing - Process of setting up an ad-agency - Growth of Ad agencies - Advertising industry in Global and India's scenario.

UNIT - II ADVERTISING COPY DEVELOPMENT

9 hours

Advertising copy – Definition – Objectives – Characteristics – Content – Types – Process – Advantages – Themes & appeals – Advertising as a communication mix - Developing USP - Advertising Media: Definition – Importance – Classification – Advantages and disadvantages - Problems – Media Ethics.

UNIT - III ADVERTISING BUDGET AND CONTROLLING

9 hours

Advertising budget definition - Objectives – Approaches to an Ad budget - Factors influencing an Ad budget - Determining the size of the budget- Methods of measuring advertising effectiveness – Pre & Post testing techniques.

UNIT - IV PROMOTION

9 hours

Promotion – Sales promotion – Nature – Importance – Objectives – Role- Tools for sales promotion - Developing sales promotion programmes – Pretesting - Implementation – Evaluation of results and making necessary modifications - Ethical aspects of sales promotion.

UNIT - V ETHICS IN ADVERTISING

9 hours

Ethics in Advertising – Objectives – Importance - Need – Methods - Impact of regulatory advertising industry - Advertising research and analysis - Advertising for international market. Laws that affect advertising in India - Recent trends in Advertising and sales promotion only for discussion.

TOTAL NO. OF PERIODS: 45 HOURS

Reference Books:

1. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co.
2. Advertising Management with solution manual by Jaishri Jethwaney and Shruti Jauji Oxford University Press, Chennai.
3. Advertising and promotion by Shimp Cengage learning, Chennai.
4. Strategic advertising management by Lorry Percy and Richard Elliott Oxford University Press, Chennai.
5. Advertising planning and implementation by Sangeeta Sharma and Raguvir Singh PHI learning India PVT Ltd.,
6. Advertising & promotions are (IMC) Integrated Marketing Communication approach