

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS STRUCTURE for BBA

I SEMESTER				
Part	Sub.Code	PAPER	Hrs	Cr
I	22UTAL11/ 22UHNL11/ 22USNL11	Tamil/ Hindi/ French	05	04
II	22UENA11/ 22UENB11	English through Prose & Short Story – Stream – A English through Prose & Short Story – Stream - B	05	04
III	22UBAC11	Core – 1 Management Thought and Process	06	05
	22UBAC21	Core – 2 Office Administration	06	05
	22UBAA11	Allied – 1 Accounting for Managers	05	04
IV	22UFCE11	Foundation Course – Personality Development	01	01
	19UCSH12	Communication Skills	01	-
	22USSI16	Soft Skills	01	-
V	22UNCC/NSS/ PHY.EDU./YRC/ ROT/ACF/NCB12	Extension Activities NCC/NSS /PHY.EDN./YRC/ ROTARACT/AICUF/Nature Club	-	-
	22UBRC11	Bridge Course	-	01
		Total	30	24
II SEMESTER				
I	22UTAL22/ 22UHNL22/ 22USNL22	Tamil/ Hindi / French	05	04
II	22UENA22/ 22UENA22	English through Prose & Short Story – Stream – A English through Prose & Short Story – Stream – B	05	04
	22UBAC32	Core – 3 Business Environmental Management	06	05
	22UBAC42	Core – 4 Entrepreneurship Development	06	04
	22UBAA22	Allied – 2 Introduction to Statistics	05	04
IV	22UFCH22	FC – Social Responsibility and Global Citizenship	01	01
	22UCSH12	Communication Skills	01	1
	22USSI16	Soft Skills	01	-
V	22UNCC/NSS/ PHY.EDU./ YRC/ROT/ACF/ NCB12	Extension Activities NCC/NSS/PHY.EDN./ YRC/ROTARACT/AICUF/Nature Club	-	01
		Total	30	24
III SEMESTER				
III	22UBAC53	Core – 5 Organisational Behaviour	06	05
	22UBAC63	Core – 6 Company Organisation	06	04
	22UBAC73	Core – 7 Principles of Marketing	05	04
	22UBAA33	Allied – 3 Business Mathematics	05	04

IV	22UBAN13	(To choose any 1 out of 3) Basic Tamil/Advanced Tamil/Non-major Elective – 1.Introduction to Marketing Management 2. Introduction to Organisational Behaviour 3. Introduction to Tourism Management	03	02
	22UBAS13	(To choose any 1 out of 3) Skill Based Elective – 1 1. Executive Communication – 1 2. Time Management 3. Creativity and Innovation Management	03	02
	22UFCE33	F C – Environmental Studies	01	01
V	22UNCC/NSS/ PHY.EDU./ YRC/ROT/ACF/ NCB24	Extension Activities NCC /NSS /PHY.EDN. / YRC/ROTARACT / AICUF / NATURE CLUB	--	--
	22UARE14	ARISE	--	--
	22USSI16	Soft Skills	01	-
		Total	30	22
IV SEMESTER				
III	22UBAC84	Core - 8 Human Resource Management	06	05
	22UBAC94	Core – 9 Managerial Economics	06	04
	22UBAD04	Core - 10 Legal Aspects of Business	05	04
	22UBAA44	Allied – 4 Operations Research	05	04
IV	22UBAN24	(To choose any 1 out of 3) Basic Tamil/Advanced Tamil/Non-Major Elective – 1. Essentials of Leadership 2. Introduction to Rural Marketing 3. E-Business	03	02
	22UBAS24	(To choose any 1 out of 3) Skill Based Elective 2 – 1. Executive Communication – 2 2. Digital Marketing 3. Business Case Analysis	03	02
	22UFCH44	F C –Religious Literacy and Peace Ethics	01	01
V	22UNCC/NSS/ PHY.EDU./YRC/ ROT/ACF/ NCB24	Extension Activities NCC /NSS/Phy.Edn. / YRC/ROTARACT / AICUF / Nature Club	-	01
	22UARE14	ARISE	-	01
	22USSI16	Soft Skills	01	-
		Total	30	24

V SEMESTER				
III	22UBAD15	Core - 11 Introductions to Operations Management	06	05
	22UBAD25	Core - 12 Services Marketing	05	05
	22UBAD35	Core - 13 Business Research Methods	05	04
	22UBAD45	Core - 14 Financial Management	05	03
	22UBAD55	Core - 15 Institutional Training & Viva - Voce	04	04
IV	22UBAE15	(To choose any 1 out of 3) Core Elective – 1 1. Computer Application in Business 2. ICT Skills 3. Digital and Social Media Marketing	04	03
	22UINT15	Internship on Industrial Exposure & Viva – Voce	-	1
	22USSI16	Soft Skills	01	-
		Total	30	25
VI SEMESTER				
III	22UBAD66	Core- 16 Modern Sales Management	06	05
	22UBAD76	Core - 17 Export Documentation & Procedure	05	04
	22UBAD86	Core – 18 Advertising Management	05	04
	22UBAD96	Core – 19 Business Policy & Strategic Management	05	04
	22UBAT06	Core – 20 Field Study Research Report & Viva – Voce	04	03
IV	22UBAE26	(To choose any 1 out of 3) Core Elective – 2 1. Financial Accounting Package using Tally 2. Business Ethics 3. Customer Relationship Management	04	03
	22USSI16	Soft Skills	01	02
		Total	30	25

Semester	I	II	III	IV	V	VI	Total
Credits	24	24	22	24	25	25	144

Part – I	08
Part – II	08
Part – III	
Core	86
Allied	16
Core Electives	06
Total	108

Part – IV

Non-Major Electives	04
Skill based Electives	04
Value Education	04
Total	12

Part – V

Bridge Course	01
Arise	01
Communication Skill	01
Soft Skill	02
Internship	01

Self-Learning Courses – Additional Credits

Semester	Sub. Code	Title	Credit
III	22UBASL3	Body Language	03
IV	22UBASL4	Group Discussion	03
V	22UBASL5	Stress management	03
VI	22UBASL6	Business Etiquette	03

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR – 625 514

DEPARTMENT OF BUSINESS ADMINISTRATION

(Outcome based syllabus under CBCS Structure for the students admitted from the academic year 2022 - 2023)

PROGRAMME SPECIFIC OUTCOMES

PSO -1

Determine the functional areas of management such as Production, Purchasing, Marketing, Sales, Advertising, Finance and Human resource management

PSO - 2

Understand the structure, systems and forms of business organisation and to prepare students to explore business opportunities by inculcating entrepreneurial skills

PSO -3

Determine various strategic techniques and its application in functional areas of management

PSO - 4

Understand the International Trade Procedure and Documentation

PSO - 5

Inculcate analytical skills and decision making skills through internship and project work in functional areas of management.

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
MANAGEMENT THOUGHT AND PROCESS

Title (Core – 1)	MANAGEMENT THOUGHT AND PROCESS	Course Code 22UBAC11	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	I	Credit	05
Course Educational Objectives(CEO)	1. Introduce the basic principles and functions of the management. 2. Exhibit planning and decision making functions. 3. Discuss organising and staffing functions. 4. Inculcate directing and leadership styles. 5. Analyze and formulate best controlling methods.		
Unit	Content	No. of Hours	
I	Introduction to Management Management- definition, nature, scope, functions, roles, skills, development of management thoughts: Basic principles and process of management, Taylor, Fayol, Hawthorne experiment, Peter F.Drucker.	18	
II	Planning and Decision making Planning – Definition, nature, importance, steps, types, decision making- definition, types, process, guidelines for effective decision making techniques: brainstorming, Delphi techniques.	18	
III	Organising and Staffing Organising- Definition, Departmentation- bases, span of management, organization structure: Line and staff organization, matrix organization. Staffing – concept, sources of Recruitment, Selection process.	18	
IV	Co-ordination and Motivation Need and Importance, Types, Principles of Co-ordination, Effective Co-ordination, Problems of Co-ordination. Motivation- definition, theories of motivation: Maslow's theory, Herzberg's theory, Theory X and Y. Leadership – styles, theories of Leadership: Trait Theory, Behavioural Theory, Grid and Path goal.	18	
V	Controlling Controlling – definition and meaning, importance, process, types, essentials of effective control system, causes of resistance, management audit.	18	

Books for Study	1. L.M. Prasad, Principles and Practice of Management, Sultan Chand & Sons, New Delhi, 2020
Books for Reference	1. Philip Kotler, Principles of Management – Prentice Hall of India, 2017. 2. T.Ramasamy, Principles of Management – Himalaya Publishing House, 2014. 3. Tripathi, Principles and Practice of Management – Tata McGraw Hill, 2014.

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Recall basic concepts in management.	K1
CO 2	Apply effective decision making.	K3
CO 3	Summarise knowledge of organising and staffing function.	K2
CO 4	Illustrate leadership skills to be used in the firm in future.	K3
CO 5	Apply knowledge on controlling techniques.	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3	3	3	3	3	3	3	3			33
CO2	3	3	3	3	3	3	3	3	3	3	3			33
CO3	3	3	3	3	3	3	3	3	3	3	3			33
CO4	3	3	3	3	3	3	3	3	3	3	3			33
CO5	3	3	3	3	3	3	3	3	3	3	3			33
Grand Total of COs with PSOs and POs														165
Mean Value of COs with PSOs and POs = 165/55														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Principles of Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
OFFICE ADMINISTRATION

Template for Course Syllabus

Title (Core – 2)	OFFICE ADMINISTRATION	Course Code 22UBAC21	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	I	Credit	05
Course Educational Objectives(CEO)	1. To introduce the functions of an office. 2. To reveal the merits and demerits of location and layout. 3. To illustrate the mailing and filing system. 4. To inculcate the methods of Indexing. 5. To explore the usage of office appliances.		
Unit	Content	No. of Hours	
I	Introduction to Office Management Office: Functions of an Office, Functions of an Office management, Importance, Factors contributing to the growth of office, Relation of office with other department, qualities of a manager, functions of an office manager, Organization: forms of organization.	18	
II	Location and Layout Office Location: Merits and Demerits of urban and rural area – Layout: Merits of good Layout, Open office, Private Office, Merits and Demerits.	18	
III	Mailing and Filing System Mail and correspondence: Nature, types, Merits and Demerits – Mail services: classification, Inward mail, outward mail – filing system: Essentials, Modern methods, Merits and Demerits, classifications of files.	18	
IV	Indexing and Stationery Indexing: Essentials, Methods of Indexing, Merits and Demerits – Office Stationery: Purchase and Procedure, control of stationery, Essential requirements.	18	
V	Office Appliances Office Appliances: importance, Merits and Demerits, types of Appliances, Administration and correspondence, accounting appliances.	18	

Books for Study	1. R.S.N. Pillai and Bagavathi , Office Management , sultan Chand and Sons Publishing House, New Delhi, 2015
Books for Reference	1. C.B. Gupta, Office Organization and Management Sultan Chand and Sons Publishing House, New Delhi, 2012. 2. R.K. Chopra , Office Management , Himalaya Publishing House, 2010.

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve functions of an office.	K 1
CO 2	State and apply the best location and layout for an office	K3
CO 3	Illustrate mailing and filing system	K3
CO 4	Summarise the basic methodss of Indexing	K2
CO 5	Describe the appropriate office appliances	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3	3	3	3	3		3				27
CO2	3	3	3	3	3	3	3	3		3				27
CO3	3	3	3	3	3	3	3	3		3				27
CO4	3	3	3	3	3	3	3	3		3				27
CO5	3	3	3	3	3	3	3	3		3				27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Office Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

ACCOUNTING FOR MANAGERS

Title (Allied – 1)	ACCOUNTING FOR MANAGERS	Course Code 22UBAA11	
Class	I BUSINESS ADMINISTRATION	Hours	75
Semester	I	Credit	04
Course Educational Objectives(CEO)	1. Introduce the fundamentals of financial accounting. 2. Recording the business transaction in the form of journal and ledger. 3. Preparation of trial balance for a business entity. 4. Explore various methods of depreciation. 5. Preparation of business transaction for non-trading organization.		
Unit	Content	No. of Hours	
I	Introduction Financial Accounting: Meaning, Objectives, Functions, Limitation – concepts and conventions – Introduction to International Financial Reporting Standards (IFRS) – Double entry system of book keeping: rules, Analysis of transactions.	15	
II	Journal and Ledger Preparation of journal: Limitations – ledger: difference between journal and ledger – subsidiary books: purchase book, sales book, and purchase return book, sales return book. Bank reconciliation: meaning, causes of differences, need and importance.	15	
III	Final Accounts Final accounts: Meaning, need and objectives. Cash book: single column, Double column – Trial balance: Preparation of Trading, Profit and loss accounts and Balance sheet of simple problems with single adjustments.	15	
IV	Depreciation Depreciation: causes, Factors influencing depreciation, Methods, Straight line method: Output method, Machine hour rate method, diminishing Balance method.	15	
V	Accounts of Non – Trading Organisation Final accounts of Non- Trading Organisation: Receipts of and payments of account, Income and Expenditure account, Difference between receipts and payments account, Income and Expenditure account: capital expenditures, revenue expenditure – simple problems.	15	

Books for Study	1. Dr.Peer Mohamed Dr.Shazuli Ibrahim, Advanced Accountancy-I, Pass Publications, 2014.
Books for Reference	1. Arulanadam M.A & Raman K.S, “Advanced Accountancy”, Himalaya Publishing House, Mumbai, Edition 2012. 2. Jain S.P and Narang “Advanced Accountancy”, Himalaya Publishing House, Mumbai, Edition 2012

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Apply financial statement in accordance with appropriate standards	K3
CO 2	Illustrate Record journal entries and prepare ledger accounts	K3
CO 3	Solve and analyze companies financial statement	K3
CO 4	Compute depreciation statement	K3
CO 5	Determine the accounts of non-trading organisation	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3			3	3			24
CO2	3	3	3		3	3	3			3	3			24
CO3	3	3	3		3	3	3			3	3			24
CO4	3	3	3		3	3	3			3	3			24
CO5	3	3	3		3	3	3			3	3			24
Grand Total of COs with PSOs and POs														120
Mean Value of COs with PSOs and POs = 120/40														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Financial Accounting – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
ENVIRONMENTAL MANAGEMENT

Template for Course Syllabus

Title (Core – 3)	BUSINESS ENVIRONMENTAL MANAGEMENT	Course Code 22UBAC32	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	II	Credit	05
Course Educational Objectives(CEO)	1. Introduce the different types of business environment 2. Discuss the various forms of external environment. 3. Explore the CSR of business. 4. Exhibit the concepts of LPG and industrial policy. 5. Analyze the international trade issues.		
Unit	Content	No. of Hours	
I	Introduction Business Environment: concept, significance, nature and elements of Business Environment, Types of Environment, Internal Environment, External Environment, Micro Environment, suppliers, Competitors, Marketing Intermediaries, Financiers, Public.	18	
II	External Environment Economic Environment: Nature, Macro structure, Scope, policies, economic conditions- political and government environment- technological environment – innovation-technological leadership and followership, sources of technological dynamics, impact of technology on globalization, Time lags in technology , legal and Democracy	18	
III	Social Responsibilities of Business Nature and scope, meaning of Social Responsibilities of Business: Models, Responsibilities to different sections- corporate Governance: Importance, Regulatory and voluntary actions.	18	
IV	LPG and Industrial Policy LPG: Liberalization, Privatization: ways of privatization, obstacles, sins and pitfalls- globalization of business: Dimensions, Features of globalization, essentials conditions, pros and Cons of globalization – industrial Policy 1956, 1991: Public Private Joint and Co-operative sectors – Disinvestment.	18	
V	International Trade Issues GATT- Objectives, Evolution of GATT, GATT and WTO –	18	

	Multinational Corporations: Merit and Demerits.	
Books for Study	1. Francis Cherunilam, Business Environment, Himalaya Publishing House. 2022.	
Books for Reference	1. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, 2022. 2. T.R. Jain. Mukesh TRehan Ranju Trehan, Business Environment. V.K. (India) Enterprises, 2017. 3. Alok Goyal mridula FGoyal, Business Environment, V.K. (India) Enterprises., 2020.	

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on business environment	K1
CO 2	Summarise the impact of external environment on business	K2
CO 3	Describe the corporate social responsibility of business	K2
CO 4	Compare the knowledge on liberalization, privatization and globalization	K2
CO 5	Interpret with the international trade issues	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3		3	3	3	3	3				27
CO2	3	3	3	3		3	3	3	3	3				27
CO3	3	3	3	3		3	3	3	3	3				27
CO4	3	3	3	3		3	3	3	3	3				27
CO5	3	3	3	3		3	3	3	3	3				27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Business Environment – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
ENTREPRENEURSHIP DEVELOPMENT

Template for Course Syllabus

Title (Core – 4)	ENTREPRENEURSHIP DEVELOPMENT	Course Code 22UBAC42	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	II	Credit	04
Course Educational Objectives(CEO)	1. Introduce the basic concepts of Entrepreneurship. 2. Explore the recent trends of women Entrepreneurs. 3. Discuss the role of small scale Enterprises 4. Familiarize different institutional assistance in form of finance. 5. Know the consequences of Industrial sickness.		
Unit	Content	No. of Hours	
I	Introduction Entrepreneur: characteristics, functions, types, - Entrepreneurship: concept, roles of Entrepreneurship in Economic Development – Rural Entrepreneurs: Need, Problems, and Role of NGO's in development of Rural Entrepreneurship.	18	
II	Women Entrepreneurship Women entrepreneurship: concept, functions, recent trends, Problems, Successful women entrepreneurs – Women entrepreneurship development through SHGs – Entrepreneurship Development Programme, course contents, Phases, Evolution.	18	
III	Small Enterprises and Formulation Small Enterprises: characteristics, objectives, Role of small enterprises in Economic development – Form of ownership – Project identification and selection: Project formulation, contents and formulation of a project report, preparation of feasibility report.	18	
IV	Project Appraisal Project Appraisal: Methods of Project Appraisal – Institutional support to Entrepreneurship Development: NSIC, SIDCO, SISI, DIC and TCO.	18	
V	Industrial Sickness Tax Benefit: Need, tax waiver, concessions – TQM principle for small enterprises: Sickness in Small business, consequences and corrective measures.	18	

Books for Study	1. S.S. Khanka, Entrepreneurial Development, Sultan Chand and Sons, 2018.
Books for Reference	1. Gorden Natrajan, Entrepreneur Development, Himalaya Publications, 2016. 2. S.L.Gupta, Arul Mittal, Entrepreneurship Development, International Book House, 2012. 3. Sruti Singal, R.K.Singal, Entrepreneurship Development, S.K. Kataria & Sons, 2016.

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve basic knowledge on Entrepreneurship	K1
CO 2	Explicate the successful women Entrepreneurs	K2
CO 3	Describe the role of small scale Enterprise	K2
CO 4	Appraise projects in business	K5
CO 5	Infer the issues of industrial sickness	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3	3	3	3	3			30
CO2	3	3	3		3	3	3	3	3	3	3			30
CO3	3	3	3		3	3	3	3	3	3	3			30
CO4	3	3	3		3	3	3	3	3	3	3			30
CO5	3	3	3		3	3	3	3	3	3	3			30
Grand Total of COs with PSOs and POs														150
Mean Value of COs with PSOs and POs = 150/50														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Office Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
INTRODUCTION TO STATISTICS

Template for Course Syllabus

Title (Allied - 2)		INTRODUCTION TO STATISTICS	Course Code 22UBAA22	
Class		I BUSINESS ADMINISTRATION	Hours	75
Semester		II	Credit	04
Course Educational Objectives(CEO)		1. Introduce the basic statistical concepts 2. Disclose the preliminary data processing tools and its diagrammatic presentation 3. Exhibit the measures of central tendency tools to make applied decision 4. Applying the statistical tools of correlation and regression 5. Construct index numbers and perform time series analysis from data		
Unit	Content			No. of Hours
I	Introduction Statistics: Nature, Stages – collection of data: Methods, Primary Data, secondary data, relative merits and demerits – Sampling methods, merits and demerits.			15
II	Classification of Data Classification of data: characteristics, Rules, Types: Geographical , Chronological, Quantitative, Qualitative – Tabulation of data, Difference between classification and tabulation, rules, types – Diagrammatic representation of data – Rules – Types – one dimensional, Two dimensional, Three dimensional, Pictogram, Cartogram.			15
III	Measures of Central Tendency Measures of central tendency: Mean, Median, Mode, Harmonic Mean – Range – Quartile Deviation – Standard Deviation.			15
IV	Correlation & Regression Karl Pearson’s Co-efficient of correlation: Simple problems – Regression: Difference between Correlation and Regression, Simple Problems.			15
V	Index Numbers Index numbers: Methods of constructing: Paasche, Laspeyre, Bowley, Fisher’s Index Method.			15
Books for Study	1. R.S.N Pillai&Bagavathi, Business Statistics, Sultan Chand and Sons, 2016.			

Books for Reference	1. Arumugam and Issac. Business Statistics. New Gamma Publishers. 2011. 2. D.KathambaRajan. Economic and Business Statistics. HPH, 2011. 3. Sharma. Business Statistics: Problems and Solutions, Pearson, 2011.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Illustrate the basic statistical concepts	K3
CO 2	Explain the classification, tabulation of data and reproducing in diagrammatic forms.	K3
CO 3	Compute measures of Central tendency tools to make decision	K3
CO 4	Determine correlation and regression in business	K3
CO 5	Apply index numbers and time series analysis in business	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3				3	3	3			3	3			18
CO2	3				3	3	3			3	3			18
CO3	3				3	3	3			3	3			18
CO4	3				3	3	3			3	3			18
CO5	3				3	3	3			3	3			18
Grand Total of COs with PSOs and POs														90
Mean Value of COs with PSOs and POs = 90/30														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Business Statistics – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluation

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
ORGANIZATIONAL BEHAVIOUR

Template for Course Syllabus

Title (Core-5)		ORGANIZATIONAL BEHAVIOUR	Course Code	22UBAC53
Class		II BUSINESS ADMINISTRATION	Hours	90
Semester		III	Credit	05
Course Educational Objectives(CEO)		1. Introduce the fundamentals of organizational behaviour 2. Explore the concepts of individual behaviour 3. Give an idea about the behavioral aspects of group in an organization 4. Exhibit the concepts of organizational conflict and stress management 5. Analyze the organizational change and its development		
Unit	Content			No. of Hours
I	Fundamentals of Organizational Behaviour Organisational Behaviour – Definition – Nature and Scope – Need – Process - Models.			18
II	Individual behaviour Individual Behaviour – Personality – Concept – Determinants – Theories – Perception – Meaning – Perpetual Process – Factors affecting Perception			18
III	Group Behaviour Group behavior – Definition – Characteristics – Types – Theories - Stages of group formation – Group norms – Group cohesion –Group decision making.			18
IV	Organizational conflict and Stress management Organisational conflicts – definition – sources – Types – Aspects – Conflict process – Conflict management – stress management – symptoms – measurement – sources- consequences – managing stress.			18
V	Organisational change and Development Organisational Change - Meaning – Forces – Types – Resistance – Overcoming resistance to change – Organisational Development – meaning – Objectives – Models – Factors affecting change.			18
Books for Study	1. S.S.Khanka, <i>Organizational behavior</i> – Chennai McMillan, 2012.			
Books for Reference	1. Gupta K.Joshy Rosy, <i>Organizational Behavior</i> – Kalyani Publishing House, 2010. 2. Suja R.Nair, <i>Organizational Behavior</i> – Himalaya Publications – Mumbai, 2009. 3. Robbins.S, <i>Organisational Behaviour</i> - Prentice-Hall, India, 2011.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on basis of organizational behaviour	K1
CO 2	Interpret the concepts of individual behaviour	K2
CO 3	Apply the concepts of group behaviour in an organization	K3
CO 4	Analyse organizational conflict and stress management	K4
CO 5	Examine organizational change and development	K4

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3	3	3	3	3			30
CO2	3	3	3		3	3	3	3	3	3	3			30
CO3	3	3	3		3	3	3	3	3	3	3			30
CO4	3	3	3		3	3	3	3	3	3	3			30
CO5	3	3	3		3	3	3	3	3	3	3			30
Grand Total of COs with PSOs and POs														150
Mean Value of COs with PSOs and POs = 150/50														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Organisational Behaviour – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

COMPANY ORGANISATION

Template for Course Syllabus

Title (Core – 6)		COMPANY ORGANISATION	Course Code	22UBAC63
Class		II BBA	Hours	90
Semester		III	Credit	04
Cognitive Level		K-1 Knowledge K-2 Understanding K-3 Application K-4 Analysis K-5 Evaluation		
Course Educational Objectives(CEO)		1. Familiarize the students with the regularity frame work for formation and incorporation of a company as per Indian companies act. 2. Depth knowledge about the rights and duties of board of management. 3. Impose the knowledge about the various meetings of the company. 4. Provisions available to handle mismanagement. 5. Clarify procedures of company’s merger and dissolution.		
Unit	Content		No. of Hours	
I	Fundamentals of company Definition of company – Features - kinds of Companies – Company formation - Memorandum and articles of association – Prospectus.		18	
II	Management and Administration of company Board of Directors, Managing Director – Appointment – Rights, Duties and Liabilities – Secretary and Auditor – Appointment – Rights, duties and liabilities.		18	
III	Company Meetings Company meeting kinds – Notice of meeting – Quorum Minutes, Proxies – Resolution.		18	
IV	Prevention of Mismanagement Prevention of oppression and Mismanagement – Powers of NCLT – Powers of Government.		18	
V	Amalgamation and Winding up Merger and Demerger of a company – Amalgamation - Winding up of companies – Reasons – Modes of Winding up.		18	
Books for Study	1. N.D.Kapoor, <i>Elements of Company Law</i> – Sulthan Chand & Sons – New Delhi, 2021.			

Books for Reference	1. Gogna P.P.S, Text book of company law –Chand and Company Limited – New Delhi, 2016. 2. Gulshan S.S and Kapoor G.K, <i>Business Law including Company Law</i> – Sulthan Chand & Sons, 2020. 3. Jain N.K, <i>Company Law and company law practices</i> – Deep and Deep Publications – New Delhi, 2020.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Familiarize about starting a new venture.	K1
CO 2	Understand the rights and duties of board of management	K2
CO 3	Familiarize company's meetings and its procedure	K2
CO 4	Recognize the provisions available to handle mismanagement	K3
CO 5	Undertake procedures during winding up stage.	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	Level*	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Level*
Outcome																
CO1					3		M					3				M
CO2				3							3					
CO3			1													
CO4		3						2								
CO5					2								3			

*: S-Strong; M-Medium; L-Low

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

PRINCIPLES OF MARKETING

Template for Course Syllabus

Title (Core – 7)		PRINCIPLES OF MARKETING	Course Code	22UBAC73
Class		II BUSINESS ADMINISTRATION	Hours	75
Semester		III	Credit	04
Course Educational Objectives(CEO)		1. Introduce the basic concepts of marketing and recent trends in marketing. 2. Discuss about the new product development 3. Exhibit the methods of pricing 4. Inculcate the channels of distribution 5. Formulate best advertising strategy and sales promotion tactics		
Unit	Content			No. of Hours
I	Fundamentals of Marketing Marketing management - Nature, scope of Marketing- Role – Concepts – Marketing mix – Consumer Behaviour – Buying motives – Consumer Decision making – Recent trends in marketing			15
II	Product Mix Product – Product Classification – Product planning and policies – New Product Development – Branding and packaging – Product life cycle.			15
III	Pricing Pricing – Methods of price determination – Cost oriented pricing – Demand oriented pricing, - competitive pricing – New product pricing – Product line pricing – Geographical pricing – Psychological pricing.			15
IV	Channel of Distribution Channel of distribution – channel functions – Factors to be considered in channel selection – Wholesaling and Retailing.			15
V	Promotions Advertising – Objectives –type of advertising – Sales promotion – Types of sales promotion– Publicity – Public relations.			15
Books for Study	1.Ramasamy and Namakumari, <i>Marketing Management</i> - Macmillan Publications, 2019.			

Books for Reference	1. Philip Kotler, <i>Marketing Management</i> - Prentice Hall, 2018. 2. Pillai.R.S.N, <i>Modern Marketing and Principles And Practices Of Marketing</i> Sultan, Chand and Sons, 2017.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Explain basic concepts in marketing management.	K3
CO 2	Illustrate new product development.	K3
CO 3	Determine pricing strategies	K3
CO 4	Differentiate wholesaling and retailing concepts.	K3
CO 5	Describe various kinds of media for advertising	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3		3	3	3			27
CO2	3	3	3		3	3	3		3	3	3			27
CO3	3	3	3		3	3	3		3	3	3			27
CO4	3	3	3		3	3	3		3	3	3			27
CO5	3	3	3		3	3	3		3	3	3			27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Marketing Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS MATHEMATICS

Template for Course Syllabus

Title(Allied – 3)		BUSINESS MATHEMATICS	Course Code	22UBAA33
Class		II BUSINESS ADMINISTRATION	Hours	75
Semester		III	Credit	04
Course Educational Objectives(CEO)		1. Acquire knowledge on set and its application in business decision making. 2. Knowledge about Matrices and its applications 3. Introduce geometry and breakeven point analysis 4. Familiarize commercial arithmetic problems in the business field 5. Discuss basic differential calculus and its rules.		
Unit	Content			No. of Hours
I	Sets: Representation of sets, Equal sets, finite and infinite sets, sub-sets, universal sets, Venn diagrams, set operations.			15
II	Matrices: Basic concepts – types - Solving a system of Linear equation using Matrix inversion - Rank of Matrix.			15
III	Analytical Geometry: Distance between two points, Equation of straight line (slope – Intercept form, Slope – Point form – Two Point form). Intersection of two lines – Equation Parallel line, Perpendicular line – Break Even Analysis.			15
IV	Arithmetic Mathematics Percentages – Simple Interest – Compound interest – Pay roll – Wages - Commission			15
V	Differential calculus Differential calculus – Rules - Sum Rule – Product rule - Quotient rule – simple applications of differentiation to commerce and economics			15
Book for Study	1. Jayaseelan and Sundaresan, <i>Business Mathematics</i> - S.Chand & Company, 2020.			
Books for Reference	1. J.K.Sharma, <i>Business Mathematics Theory and Applications</i> - One Books, India, 2016. 2. Dr.Harbons Lal, <i>Business Mathematics for C.A (P.E.-1)</i> – Sulthan Chand, 2015. 3. Qasi Zameeruddin V.K.Khanna S.K.Bhambri, <i>Business Mathematics</i> – Vikas publishing House Pvt.Ltd, 2018.			

Teaching and learning methods

- Class Lecture
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Illustrate set and its application in business decision making.	K3
CO 2	Solve Matrices and its applications	K3
CO 3	Apply analytical geometry and breakeven point analysis	K3
CO 4	Compute commercial arithmetic problems in the business field	K3
CO 5	Determine differential calculus and its rules.	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3		3			3	3			3	2			17
CO2	3		3			3	3			3	2			17
CO3	3		3			3	3			3	2			17
CO4	3		3			3	3			3	2			17
CO5	3		3			3	3			3	2			17
Grand Total of COs with PSOs and POs														85
Mean Value of COs with PSOs and POs = 85/30														2.8

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.8
Observation	COs of Business Mathematics – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
INTRODUCTION TO MARKETING MANAGEMENT

Template for Course Syllabus

Title (NME – 1)		INTRODUCTION TO MARKETING MANAGEMENT	Course Code	22UBAN13 (A)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		III	Credit	02
Course Educational Objectives(CEO)		1. Introduce the basic concepts of marketing and recent trends in marketing. 2. Discuss about the new product development 3. Exhibit the methods of pricing 4. Inculcate the channels of distribution 5. Formulate best advertising strategy and sales promotion tactics		
Unit	Content			No. of Hours
I	Fundamentals of Marketing Nature and scope of Marketing- Concepts of marketing – Marketing Mix, Consumer Behaviour – Consumer Decision making			09
II	Product Mix Product – Product Classification – New Product Development – Branding and packaging – Product life cycle.			09
III	Pricing Pricing – Methods of price determination – Cost oriented pricing – Demand oriented pricing, - competitive pricing – New product pricing.			09
IV	Channel of Distribution Channel of distribution – channel functions – Factors to be considered in channel selection – Retailing and wholesaling.			09
V	Promotions Decisions Promotion Mix – Advertising – Personal Selling – Sales promotion : Tools , Techniques - Publicity – Public Relations			09
Book for Study	1.Ramasamy and Namakumari, <i>Marketing Management</i> - Macmillan publications, 2019.			
Books for Reference	1. Philip Kotler, <i>Marketing Management</i> - Prentice Hall, 2018. 2. Pillai.R.S.N. <i>Modern marketing and principles and practices of marketing</i> - Sultan Chand & Sons, 2020.			

Teaching and learning methods

- Class Lecture
- Video Lecture
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Explain basic concepts in marketing management.	K3
CO 2	Illustrate new product development.	K3
CO 3	Determine pricing strategies	K3
CO 4	Differentiate wholesaling and retailing concepts.	K3
CO 5	Describe various kinds of media for advertising	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3		3	3	3			27
CO2	3	3	3		3	3	3		3	3	3			27
CO3	3	3	3		3	3	3		3	3	3			27
CO4	3	3	3		3	3	3		3	3	3			27
CO5	3	3	3		3	3	3		3	3	3			27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Introduction to Marketing Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR

Template for Course Syllabus

Title (NME 1)		INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR	Course Code	22UBAN13 (B)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		III	Credit	02
Course Educational Objectives(CEO)		1.Introduce the fundamentals of organizational behaviour 2.Explore the concepts of individual behaviour 3.Give an idea about the behavioral aspects of group in an organization 4.Exhibit the concepts of organizational conflict and stress management 5.Analyze the organizational change and its development		
Unit	Content			No. of Hours
I	Fundamentals of Organizational Behaviour Organisational Behaviour – Definition – Nature and Scope – Need – Process - Models.			9
II	Individual behaviour Individual Behaviour – Personality –Determinants – Perception– Perpetual Process – Factors affecting Perception			9
III	Group Behaviour Group behavior –Characteristics – Types – Stages of group formation – Group norms			9
IV	Organizational conflict Organisational conflicts –sources – Types –Conflict process – Conflict management –			9
V	Organisational change and Development Organisational Change - Meaning –Types – Resistance – Overcoming resistance to change – Organisational Development –Objectives – Factors affecting change.			9
Books for Study	1. S.S.Khanka, <i>Organizational behavior</i> – Chennai McMillan, 2020.			
Books for Reference	1. Gupta K.Joshy Rosy, <i>Organizational Behavior</i> – Kalyani Publishing House, 2019. 2. Suja R.Nair, <i>Organizational Behavior</i> – Himalaya Publications – Mumbai, 2018. 3. Robbins.S, <i>Organisational Behaviour</i> - Prentice-Hall, India, 2017.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information Communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on basis of organizational behaviour	K1
CO 2	Interpret the concepts of individual behaviour	K2
CO 3	Apply the concepts of group behaviour in an organization	K3
CO 4	Analyse organizational conflict	K4
CO 5	Examine organizational change and development	K4

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3	3	3	3	3			30
CO2	3	3	3		3	3	3	3	3	3	3			30
CO3	3	3	3		3	3	3	3	3	3	3			30
CO4	3	3	3		3	3	3	3	3	3	3			30
CO5	3	3	3		3	3	3	3	3	3	3			30
Grand Total of COs with PSOs and POs														150
Mean Value of COs with PSOs and POs = 150/50														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Organisational Behaviour – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
INTRODUCTION TO TOURISM MANAGEMENT

Template for Course Syllabus

Title (NME 1)	INTRODUCTION TO TOURISM MANAGEMENT	Course Code	22UBAN13 (C)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	III	Credit	02
Course Educational Objectives(CEO)	1. Impart the functions of tourism management. 2. Reveal the importance of marketing research and segmentation. 3. Illustrate the passenger Transport system. 4. Inculcate the travel agency operations. 5. Explore the functions of travel agencies.		
Unit	Content	No. of Hours	
I	Introduction to Tourism Management Tourism management Need for marketing in tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process,	09	
II	Marketing research and segmentation marketing research, market segmentation market targeting, tourism promotion, advertising, public relations, public relation technique	09	
III	Passenger transport Prime force in expansion of tourism, High speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, Indrail Pass	09	
IV	Travel agency operations Thomas cook, American express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client -WATA guidelines, your relation with service suppliers	09	
V	Travel agency appointments International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator,	09	

Book for Study	1. Stephen J. Page – Tourism Management – S. Chand & Company Ltd - 2018
Books for Reference	1. Abu Barkat Ali – Travel and Tourism Management – PHI Learning – 2017 2. Vrk Rakesh – Shaifalee – Tourism and Travel Management – UDH publishers - 2020

Teaching and learning methods

- Class Lecture
- Video Lecture
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve functions of tourism management	K 1
CO 2	State and apply marketing research	K3
CO 3	Illustrate the passenger transport system	K3
CO 4	Summarise the operations of travel agencies	K2
CO 5	Describe the travel agencies	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3	3	3	3	3		3				27
CO2	3	3	3	3	3	3	3	3		3				27
CO3	3	3	3	3	3	3	3	3		3				27
CO4	3	3	3	3	3	3	3	3		3				27
CO5	3	3	3	3	3	3	3	3		3				27
Grand Total of COs with PSOs and Pos														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Introduction to Office Management – Strongly related with PSOs and Pos		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
EXECUTIVE COMMUNICATION – I

Title (SBE – 1)		EXECUTIVE COMMUNICATION – I	Course Code	22UBAS13 (A)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		III	Credit	02
Course Educational Objectives(CEO)		1. Introduce the different types of business communication 2. Discuss the various forms of letter writing 3. Explore the types of letters. 4. Exhibit the concepts of bank and insurance correspondence 5. Analyze the recent trends in modern communication.		
Unit	Content			No. of Hours
I	Basic elements of communication Business Communication – Objectives – Importance – Types of communication – Process of communication - Barriers of communication.			9
II	Oral communication Effective Oral communication, characteristics, methods, conversation skills, Speaking skills.			9
III	Letter writing Principles of letter writing – structure and layout of letters – Do’s and Don’ts of letter. Writing Job application letters – sales letters – Quotations and Orders			9
IV	Enquiries and references Status enquiries – Trade and bank references and insurance correspondence.			9
V	Recent trends in public correspondence Correspondence with public authorities - Modern communications – Modern Electronic communication system.			9
Books for Study	1. Rajendra Pal and J.S.Kolahalli, Essentials of Business Communications – Sultan and Sons, 2018.			
Books for Reference	1. Mohan & Sharma, Business Correspondence – TATA McGrew Hill, 2019. 2. Pillai. R.S.N and Bagavathy Norman Lewis – Commercial Correspondence And Office Management – Goyal Publication – 2019. 3. Sharma R.C Mohanakrishna, Business Correspondence and Report Writing – TATA McGrew Hill Publication, 2018.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on communication skills.	K1
CO 2	Illustrate business Letter Writing skills	K3
CO 3	Apply knowledge to write sales letters, quotations, orders and tenders.	K3
CO 4	Apply knowledge to write bank and insurance correspondence.	K3
CO 5	Explain the functions of Modern communication.	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3	3		3				21
CO2	3	3	3			3	3	3		3				21
CO3	3	3	3			3	3	3		3				21
CO4	3	3	3			3	3	3		3				21
CO5	3	3	3			3	3	3		3				21
Grand Total of COs with PSOs and POs														105
Mean Value of COs with PSOs and POs = 105/45														2.3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.3
Observation	COs of Introduction to Executive Communication I – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
TIME MANAGEMENT

Template for Course Syllabus

Title (SBE I)		TIME MANAGEMENT	Course Code	22UBAS13 (B)
Class		II BBA	Hours	45
Semester		III	Credit	02
Cognitive Level		K-1 Knowledge K-2 Understanding K-3 Application K-4 Analysis K-5 Evaluation		
Course Educational Objectives(CEO)		1. Introduce the basic principles of Time management. 2. Exhibit the concept of goal setting and prioritization. 3. Discusselements of effective time management. 4. Inculcate steps to plan time management. 5. Discuss the importance of time management at workplace.		
Unit	Content			No. of Hours
I	Introduction to Time Management Meaning – Objectives of Time management – Importance - Misconceptions about time – Symptoms of Poor time management.			9
II	Goal setting and Prioritization Goal setting – Categories of Goals – SMART goals – Prioritizing using Time Management Matrix.			9
III	Effective time management Time Analysis-Keeping track of time using time log – analyzing time log –time spent/invested patterns.			9
IV	Planning for time management Essential Steps in Using A Planner - Daily, weekly and long range planning –Using technology to save time.			9
V	Time management at workplace Workplace and paper organizers - making meetings effective – Managing information overload.			9
Books for Study	1. Time Management for Busy People”, Roberta Roesch, McGraw-Hill Publishing, 2019.			
Books for Reference	1. Essence of Time Management: Principles and Practice”, Micheal Labe of, Jaico Publishing House, 2016. 2. “Make Everything Count”, Robert W. Bly; Jaico Publication House, 2016.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Familiar with basic concepts in Time management.	K2
CO 2	Make effective Goal setting and Prioritization.	K4
CO 3	Gain knowledge of Effective time management.	K2
CO 4	Gain knowledge on planning for time management.	K4
CO 5	Gain knowledge on Time management at work place	K5

Mapping Course Outcome

Objectives Outcome	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	Level *	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Level *
CO1	3						3	2							M
CO2		2							3						
CO3			3		3							3			
CO4				1											
CO5				3	3				2			1			

*: S-Strong; M-Medium; L-Low

Template for Course Syllabus

Title (SBE I)		CREATIVITY AND INNOVATION MANAGEMENT	Course Code	22UBAS12 (C)
Class		I BBA	Hours	45
Semester		Even semester	Credit	02
Cognitive Level		K-1 Knowledge K-2 Understanding K-3 Application K-4 Analysis K-5 Evaluation		
Course Educational Objectives(CEO)		1. Introduce the basic principles of Creativity. 2. Introduce the basic principles of innovation. 3. Discuss logical thinking and models of Innovation. 4. Inculcate Idea Generation Techniques and Brain storming. 5. Discuss the application of creativity thinking process.		
Unit	Content			No. of Hours
I	Creativity and Introduction What is Creativity – Individual and Group Creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas - Thinking Hats Methods			9
II	Innovation Concept of Innovation – Need for innovation – Ways to innovate – Innovation opportunities Corporate Innovation Process-Integrated Strategic Planning for Innovation			9
III	Logical Thinking and Models of Innovation Intuition- Logical Thinking-Heuristics and models-Tools that prepare the mind for creative thought – Levels of model of innovation – Model of innovation - Industrial design.			9
IV	Idea Generation Idea generating techniques-Brainstorming – Lateral thinking - Synectic-Nominal groups Quality Circles-Suggestion Systems-Attribute listing- Redefinition technique-Randomstimulus-Thinking Hats-Idea sensitive area-Ishikawa diagram-Principles behind techniques.			9
V	Application of creativity Developing and applying creativity-Designing Creative Society and Organization-Creativity Training-Applications: Process Redesign-Reengineering-Creative bench marking.			9
Text book	1.Shlomo Maital and D V R Seshadri, Innovation Management: Strategies, Concepts and Tools for Growth and Profit, response books, New Delhi. 2020.			

Books for Reference	1. Margaret A. White, Garry D. Bruton, The Management of Technology and Innovation: A Strategic Approach, Cengage Learning, Mumbai, 2019. 2. Paul E. Plsek, Creativity, Innovation, and Quality, Quality Press, New Delhi, 2016.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Familiar with basic concepts in Creativity	K2
CO 2	Familiar with basic concepts in Innovation	K4
CO 3	Gain knowledge of Logical Thinking and Models of Innovation.	K2
CO 4	Gain knowledge on Idea generation and Brain storming techniques	K4
CO 5	Gain knowledge on Applying creativity and innovation techniques in business	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	Level*	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Level*
Outcome															
CO1	3						3	2							
CO2		2							3						
CO3			3		3							3			
CO4				1											
CO5				3	3				2			1			

*: S-Strong; M-Medium; L-Low

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
Body Language

Template for Course Syllabus

Title(SLC-1)	BODY LANGUAGE	Course Code	22UBASL3
Class	II BUSINESS ADMINISTRATION	Hours	-
Semester	III	Credit	03
Course Educational Objectives(CEO)	1. Introduce the fundamentals of Body Language 2. Explore the concepts of Facial expression 3. Give an idea about the movements and gestures 4. Exhibit the concepts of Posture during Interview. 5. Understand salesmanship and his body language		
Unit	Content	No. of Hours	
I	Introduction to Body Language Body language in Interpersonal communication – Use of body language – Communicating methods – Types of body language – The impression – Stages – Body language during job interviews –Do’s and Don’ts		
II	Eye Contact and Facial Expressions Eye contact – Gaze behavior – Methods to improve best eye conduct–Facial expressions – Types – Face facts – Importance of smile.		
III	Movements and Gestures Head movements– Talking heads – listening heads – Head gestures – Basic head positions – Gesture and body movements – Common gestures – Thumb displays – Face gestures – Evaluation.		
IV	Posture and Territories Posture and Stance – Types – Posture – Proximity and Orientation – Territories – Seating arrangements		
V	Behaviour and Appearance The touch behavior – Bodily conduct and touching – Dominant and submissive handshakes – appearance and physique – Body shape and size – body language for sales person – Top ten body language.		
Book for Study	1. Dr.Shalini Varma, <i>Body Language Your Success Mantra.</i> – S.Chand and Company Ltd., 2021.		
References	1. Harvey Segler – Body Language – Create space Independent Publishing Platform – 2016. 2. Allan, Barbara – The Definitive book of Body Language – Pease International – 2018.		

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Explain the basis of fundamentals of Body Language	K2
CO 2	Outline the concepts of Facial expression	K2
CO 3	show the movements and gestures of body language	K2
CO 4	Translate the importance of posture in an interview	K2
CO 5	Extend the importance of body language in salesmanship	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3	3		3				21
CO2	3	3	3			3	3	3		3				21
CO3	3	3	3			3	3	3		3				21
CO4	3	3	3			3	3	3		3				21
CO5	3	3	3			3	3	3		3				21
Grand Total of COs with PSOs and POs														105
Mean Value of COs with PSOs and POs = 105/35														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Body language – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT

Template for Course Syllabus

Title (Core – 8)	HUMAN RESOURCE MANAGEMENT	Course Code	22UBAC84
Class	II BBA	Hours	90
Semester	IV	Credit	05
Cognitive Level	K-1 Knowledge K-2 Understanding K-3 Application K-4 Analysis K-5 Evaluation		
Course Educational Objectives(CEO)	1. Introduce the basic principles and functions of human resource management. 2. Exhibit HR planning, recruitment and selection functions. 3. Discuss Employee Training and Executive development methods. 4. Inculcate trade union functions, grievance management procedures and employee motivation. 5. Discuss the Industrial relations and Collective bargaining.		
Unit	Content	No. of Hours	
I	Introduction to HRM Human Resource Management – Definition – Concepts – Objectives – Functions- Nature of HRM – Scope of HRM- Role and Qualities of HR Manager – Types of Organization.	18	
II	HR Planning, Recruitment and Selection Human Resource Planning, Factors Influencing HRP – Job Analysis – Methods – Recruitment – Sources – Selection – Tests – Interviews – Orientation.	18	
III	Human Resource Development Training and Development – methods – Executive Development – Methods – Performance Appraisals – Types – Promotions and transfers.	18	
IV	Grievance Management and Motivation Employee grievances – Grievance handling systems – Negotiations – Solutions – Grievance redressal procedures – Employee motivation – Theories of motivation – Maslow – Herzberg – X & Y theory.	18	

V	Industrial relations and collective bargaining Industrial Relations – Causes of poor IR – Trade unions – managing Conflicts – Collective bargaining – Worker's participation in Management.	18
Books for Study	1.K.Aswathappa, Human Resource management, TATA McGraw Hill, New Delhi, 2021.	
Books for Reference	1.J.Jeyasankar, Human Resource Management, Margham Publication, Chennai, 2019. 2.Bhaskaran Chatterjee, Human Resource Management, Sterling Publisher, New Delhi, 2016. 3.Cynthia D, Personnel Management, Chennai all India Publishers, Chennai, 2020.	

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Familiar with basic concepts in human resource management.	K2
CO 2	Make effective human resources planning, recruitment and selection functions.	K4
CO 3	Gain knowledge of Human Resource Developmental activities	K2
CO 4	Gain knowledge on trade union functions, grievance management procedures and employee motivation	K4
CO 5	Gain knowledge Industrial relations and Collective bargaining	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	Level *	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Level*
Outcome															
CO1	3						3	2							
CO2		2							3						
CO3			3		3						3				
CO4				1											
CO5				3	3				2			1			

*: S-Strong; M-Medium; L-Low

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
MANAGERIAL ECONOMICS

Template for Course Syllabus

Title (Core – 9)		MANAGERIAL ECONOMICS	Course Code	22UBAC94
Class		II BUSINESS ADMINISTRATION	Hours	90
Semester		IV	Credit	04
Course Educational Objectives (CEO)		1. Introduce the basics of business economics. 2. Discuss the demand and forecasting techniques. 3. Explore the consumption theories of business. 4. Exhibit the concepts of pricing policy. 5. Analyze the cost concepts.		
Unit	Content			No. of Hours
I	Introduction Managerial Economics – Nature and scope – Relationship with other fields – Decision making and forward planning.			18
II	Demand and Forecasting Objectives of firm – Role of a managerial economist – Demand forecasting – Purpose – methods - GDP			18
III	Consumption theories Consumption theories – Law of diminishing Marginal Utility – Law of demand – Elasticity of Demand Price Income, Advertisement			18
IV	Pricing Pricing methods and problems – Cost plus target pricing – Marginal cost pricing- Going rate pricing – Customary prices – Specific pricing problems - Inflation – Types - Deflation			18
V	Cost Analysis Cost Analysis – Cost concepts – Classifications – Cost – Output relationship – Break Even Analysis.			18
Books for Study	1.S.Sankaran, <i>Managerial Economics</i> -Margham Publications, 2019.			
Books for Reference	1. Maria John Kennedy, <i>Managerial Economics</i> - Himalaya Publishing House, 2019. 2. S.N.Maheswari, <i>Business Economics</i> - Himalaya Publishing House, 2020			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on business economics	K1
CO 2	Outline the impact of demand forecasting	K2
CO 3	Interpret the consumption theories of business	K2
CO 4	Illustrate pricing concepts in business	K3
CO 5	Explain the cost analysis in business	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3		3	3				21
CO2	3	3	3			3	3		3	3				21
CO3	3	3	3			3	3		3	3				21
CO4	3	3	3			3	3		3	3				21
CO5	3	3	3			3	3		3	3				21
Grand Total of COs with PSOs and POs														105
Mean Value of COs with PSOs and POs = 105/35														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Business Economics – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

LEGAL ASPECTS OF BUSINESS

Template for Course Syllabus

Title (Core – 10)	LEGAL ASPECTS OF BUSINESS	Course Code	22UBAD04
Class	II BUSINESS ADMINISTRATION	Hours	75
Semester	IV	Credit	04
Course Educational Objectives (CEO)	1. Introduce the basic of Law of contracts 2. Discuss the law of partnership act 3. Understand the factories act 4. Inculcate the payment of wages act 5. Familiarise the industrial disputes act		
Unit	Content	No. of Hours	
I	Law of contracts Law of contracts Essential elements of a valid contract – Kinds of contract - Capacity to contract – Minor – Persons of unsound mind – other persons – other disqualifications	15	
II	Law of partnership Law of partnership –Characteristics– Formation and duration of partnership – Registration of firms – Rights, Duties and liabilities of partners – Types– Reconstitution of a firm – Dissolution of a firm – Modes of dissolution.	15	
III	The Factories Act The Factories Act, 1948 - Definitions- Health, safety and welfare measures -The Workmen’s Compensation Act, 1923- Disablement – Partial and Total disablement, employer and liability for compensation – Occupational diseases	15	
IV	Payment of Wages Act Payment of Wages Act-payment of wages, permissible deductions from the wages, limits on deductions. Payment of Bonus Act- Employer eligibility and disqualification for bonus section 8 and 9, computation of gross profit - Minimum Bonus, Maximum bonus, time limit for payment of bonus.	15	
V	The Industrial Disputes Act The Industrial Disputes Act 1947 – Definition – Industrial Disputes – Procedure for settlement of Industrial disputes – Strikes- Types, Lockouts, Layoff and Retrenchment - Conciliation machinery – Works committee – Court of	15	

	enquiry – Tribunals – Arbitration .	
Books for Study	1. N.D.Kapoor, <i>Elements of Mercantile Law</i> — Sultan Chand and Sons, 2019.	
Books for Reference	1. Gulshan SS, Kapoor G.K – Business Law –New age International, 2018. 2. Baluchandar .K.R., Business Law – Himalaya Publications, 2019.	

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on basic of contract law	K1
CO 2	Understand the law of partnership	K2
CO 3	Outline the concepts of law of factories act	K2
CO 4	Describe payment of wages act	K2
CO 5	Interpret the industrial disputes act	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3							18
CO2	3	3	3		3	3	3							18
CO3	3	3	3		3	3	3							18
CO4	3	3	3		3	3	3							18
CO5	3	3	3		3	3	3							18
Grand Total of COs with PSOs and POs														90
Mean Value of COs with PSOs and POs = 90/30														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Business Law – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
OPERATIONS RESEARCH

Template for Course Syllabus

Title(Allied – 4)	Operations Research	Course Code	22UBAA44
Class	II BUSINESS ADMINISTRATION	Hours	75
Semester	IV	Credit	04
Course Educational Objectives(CEO)	1.Learn the concepts and applications of Operations Research. 2.Identify and develop operational research models from the verbal description of the real system and to solve linear programming problems using appropriate techniques and interpret the results obtained and translate solutions for decision making. 3.Understand the applications of, basic methods in transportation and assignment problem 4.Solve network models like the shortest path, and PERT problems 5.Cognitive skills to provide solutions for game theory and to predict solutions for queuing problems.		
Unit	Content	No. of Hours	
I	Introduction to Operations Research Introduction to Operations Research – Evolution of the Discipline – Applications of OR – Role of operations research in Business and Management – General methods for solving O.R models – Main phases of Operations Research - Limitations	15	
II	Linear Programming Introduction to Linear Programming – Formulation of Linear Programming model - Graphical method – Simplex method – Problems with slack variables.	15	
III	Transportation and Assignment Problem Transportation problem – Standard transportation table – Types: North West Corner Method, Least Cost Method, Vogel's Approximation Method Assignment problem- Difference between Transportation problem and Assignment problem – Balanced assignment problems	15	
IV	Network Techniques Network Techniques – Shortest Path model – Critical Path Method – Program Evaluation and Review Technique – Differences between CPM and PERT	15	
V	Game Theory and Queuing Models Game theory – Two person Zero Sum Game – The Maximin and Minimax Principle – Saddle Point Queuing theory – Queuing system – Birth and Death	15	

	model	
Book for Study	V.Sundaresan, K.S.Ganapathy Subramanian, K.Ganesan., <i>Resource Management Techniques</i> . - A.R.Publications, 2018.	
Books for Reference	1. Kapoor.V.K., <i>Operations Research</i> - Prentice Hall of India, 2020. 2. Panneerselvam R. , <i>Operations Research</i> - Prentice Hall of India, 2017. 3. Sharma.J.K., <i>Quantitative Techniques for Managers</i> - Macmillan India Ltd., 2018.	

Teaching and learning methods

- Class Lecture
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve concepts and applications of Operations Research.	K1
CO 2	Solve linear programming problems using appropriate techniques and interpret the results obtained and translate solutions for decision making.	K3
CO 3	Compute basic methods in transportation and assignment problem	K3
CO 4	Solve network models like the shortest path, and PERT problems	K3
CO 5	Simplify game theory and to predict solutions for queuing problems.	K4

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3		3			3	3			3	3			18
CO2	3		3			3	3			3	3			18
CO3	3		3			3	3			3	3			18
CO4	3		3			3	3			3	3			18
CO5	3		3			3	3			3	3			18
Grand Total of COs with PSOs and POs														90
Mean Value of COs with PSOs and POs = 90/30														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Operations Research – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
ESSENTIALS OF LEADERSHIP

Template for Course Syllabus

Title (NME 1)		ESSENTIALS OF LEADERSHIP	Course Code	22UBAN24 (A)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		III	Credit	02
Course Educational Objectives(CEO)		1. Introduce the fundamentals of Leadership qualities essential for business 2. Explore the concepts of various leadership styles 3. Give an idea about the behavioral aspects of leadership models 4. Exhibit the concepts of appropriate leadership style to heterogeneous groups 5. Analyze the various perspectives in leadership		
Unit	Content			No. of Hours
I	Introduction to Leadership Individual as a leader- Leadership ethics and Traits - Functions; Leadership Roles: Leaders Vs Managers: Theories			9
II	Leadership Styles Effective Vs Successful Managers; Leadership Styles: Transformational Leadership – Transactional Leadership – Autocratic – Bureaucratic – Charismatic – Democratic – Laissez Faire – task Oriented Styles.			9
III	Leadership Models Leadership Models – Functional – Integrated – Situational – Trait based models			9
IV	Leadership in organisation Leadership ethics – Diversity and culture – Change management – strategic leadership – Leadership in learning organization and crisis leadership			9
V	Perspectives in Leadership Influencing : politics, Power, Negotiation, and Networking – Developing leadership skill – Leadership styles of Indian manager – Women and Leadership			9
Books for Study	1. Achua, Lussier – Effective Leadership – Cengage Publisher - 2019.			
Books for Reference	1. A.Chandramohan – Leadership and Management – Himalaya Publishers – 2020 2. Perter G.Northhouse - Introduction to Leadership, Concepts and Practices – SAGE Publication - 2019 3. 3. Afsaneh Nahavandi – The Art and Science of Leadership – Prentice Hall – 2018			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on fundamentals of Leadership qualities essential for business	K1
CO 2	Interpret the concepts of various leadership styles	K2
CO 3	Apply the behavioral aspects of leadership	K3
CO 4	Analyse appropriate leadership style to heterogeneous groups	K4
CO 5	Examine various perspectives in leadership	K4

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3	3	3	3	3			30
CO2	3	3	3		3	3	3	3	3	3	3			30
CO3	3	3	3		3	3	3	3	3	3	3			30
CO4	3	3	3		3	3	3	3	3	3	3			30
CO5	3	3	3		3	3	3	3	3	3	3			30
Grand Total of COs with PSOs and POs														150
Mean Value of COs with PSOs and POs = 150/50														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Organisational Behaviour – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514**DEPARTMENT OF BUSINESS ADMINISTRATION****INTRODUCTION TO RURAL MARKETING**

Template for Course Syllabus

Title (NME – 2)	INTRODUCTION TO RURAL MARKETING	Course Code	19UBAN24 (B)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	IV	Credit	02
Course Educational Objectives(CEO)	1.Introduction of rural marketing 2.To familiarize with the consumer behaviour related to Rural Market. 3.Illustrate the Rural product and pricing strategy. 4.Inculcate the rural distribution. 5.Explore the recent trends in rural marketing		
Unit	Content	No. of Hours	
I	Rural Marketing Introduction – Meaning – Nature & Scope of Rural Marketing, Concepts – Classification of Rural Market, Rural VS Urban Market, Rural Marketing Environment.	09	
II	Rural Consumer Behavior Rural Consumer Behavior, Consumer Buying Behavior in Rural Market, Factors Affecting Consumer Behavior, Problem in Rural Marketing.	09	
III	Rural Product and Pricing Strategy Rural Product, Rural Product Classification – Rural Product Life Cycle, Product Life Cycle Strategies in Rural Market – New Product Development in Rural Markets, Branding for Rural Markets – Pricing for Rural Market Factors.	09	
IV	Rural Distribution Wholesale & Retailing in the Rural Market – Rural Mobile Traders, Rural Distribution Models – FMCG Companies, Durable Companies, Service Organization, Emerging Distribution Models.	09	
V	Trends in Rural Marketing Digitizing Rural India, Online Marketing Reach in the Rural Marketing, Recent Trends in Packing, Labeling, Grading, Transporting, Order Processing, Payment Methods,	09	

	Storage & Warehousing.	
Book for Study	1. Acharya S.S & Agarwal N.L, Agricultural Marketing in India, Oxford & IBH Publishing Co.Pvt LTD, 2019.	
Books for Reference	1. Dinesh Kumar & Punam Gupta, Rural Marketing , SSAGE Publication India Pvt.Ltd, 2019. 2. Badi R.V, Badi N.V, Rural Marketing, Himalaya Publishing House, 2018.	

Teaching and learning methods

- Class Lecture
- Video Lecture
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve functions of an office.	K 1
CO 2	State and apply the best location and layout for an office	K3
CO 3	Illustrate mailing and filing system	K3
CO 4	Summarise the basic methods of Indexing	K2
CO 5	Describe the appropriate office appliances	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3	3	3	3	3		3				27
CO2	3	3	3	3	3	3	3	3		3				27
CO3	3	3	3	3	3	3	3	3		3				27
CO4	3	3	3	3	3	3	3	3		3				27
CO5	3	3	3	3	3	3	3	3		3				27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Introduction to Office Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
E BUSINESS

Template for Course Syllabus

Title (NME II)		E BUSINESS	Course Code	22UBAN24 (C)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		IV	Credit	02
Course Educational Objectives(CEO)		1. Introduce the fundamentals of e-Business environment 2. Give an idea about E – market places 3. Explore the knowledge on B2C, e-tailing concepts 4. Exhibit the concepts of B2B e – business and issues of B2B exchange 5. To understand E-business strategy and implementation		
Unit	Content			No. of Hours
I	Introduction to E-Business Techniques- Infrastructure – Latest technology of E – Business			9
II	E – Marketplaces Types of e-marketplaces – e-market success factors – unique features of e-marketplaces – economic impact of e-marketplaces			9
III	B2C e-Business Electronic retailing (e-tailing,) – Characteristics – Primary e-tailing models – the decision making process of consumers purchasing online			9
IV	B2B e-Business Major B2B models – Characteristics - sell side / buy-side market places – standard requirement for e–Business-issues of B2B exchange			9
V	E-Business strategy and implementation The strategy planning process – strategy implementation and assessment –Requirements and process of initiating an online business – social impacts of e-Business			9
Books for Study	1. Kenneth C.Laudon, Jane P.Laudon, Management Information systems – Pearson – Thirteen edition - 2018			
Books for Reference	1. Andreas Meier, Henrik Stormer – e Business & e Commerce – Springer - 2019 2. Dr.C.Rayodu – E Commerce E Business – Himalaya Publishing House - 2022 3. Suman M , Divakara Reddy et.al., - E-Business Accounting – Vision Book House - 2016			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on fundamentals of e-Business environment	K1
CO 2	Interpret the concepts of about E – market places	K2
CO 3	Analyse the knowledge on B2C , e-tailing concepts	K4
CO 4	Analyse B2B e – business and issues of B2B exchange	K4
CO 5	Examine E-business strategy and implementation	K4

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3	3	3	3	3			30
CO2	3	3	3		3	3	3	3	3	3	3			30
CO3	3	3	3		3	3	3	3	3	3	3			30
CO4	3	3	3		3	3	3	3	3	3	3			30
CO5	3	3	3		3	3	3	3	3	3	3			30
Grand Total of COs with PSOs and POs														150
Mean Value of COs with PSOs and POs = 150/50														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Organisational Behaviour – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
EXECUTIVE COMMUNICATION - II

Template for Course Syllabus

Title (SBE– 2)		EXECUTIVE COMMUNICATION – II	Course Code	22UBAS24 (A)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		IV	Credit	02
Course Educational Objectives(CEO)		1. Impart knowledge on business presentation skills 2. Discuss about negotiation skills 3. Guide them in preparing resume 4. Inculcate the ways of planning meetings 5. Develop knowledge on decision making skill.		
Unit	Content			No. of Hours
I	PRESENTATION SKILLS Presentation Skills – Elements of presentation – use of aid – designing a presentation – Advanced visual support for business presentation – types of visual aid.			9
II	NEGOTIATION SKILLS Negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.			9
III	LISTENING SKILLS Importance of Listening Skills, The Listening process Cultivating good Listening Skills, Barriers to Listening and Techniques			9
IV	GROUP COMMUNICATION Need and Importance of Meetings, Conduct of Meeting Role of the Chairperson, Role of the Participants Drafting of Notice, Agenda and Resolutions			9
V	VERBAL & NON VERBAL COMMUNICATION Target group profile – Developing Decision Making Skill – Feedback, Public speaking: Essentials, Developing confidence and overcoming fear Barriers, Non- verbal communication-Types.			9
Books for Study	Text Book: 1. Dr.Nageshwar Rao, Dr.Rajendra P.Das – <i>Communication Skills</i> – Himalaya Publishing House - 2019			
Books for Reference	Reference Books: 1. P D Chaturvedi, Mikesh Chadurvedi - <i>Business Communication: concepts, Cases, and Applications</i> - Pearson education, 2020. 2. Mary Ellen Guffey – <i>Business Communication Process and Product</i> - Thompson Learning, 2019. 3. Penrose, Rasberry, Myers – <i>Advanced Business Communication</i> -			

	Thompson Learning– 2018.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Summarise basic elements of presentation skills	K2
CO 2	Illustrate negotiation skills	K3
CO 3	Apply knowledge on drafting a Resume	K3
CO 4	Organise and lead meetings	K3
CO 5	Utilise verbal and non-verbal communication skills in life	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3	3		2				20
CO2	3	3	3			3	3	3		2				20
CO3	3	3	3			3	3	3		2				20
CO4	3	3	3			3	3	3		2				20
CO5	3	3	3			3	3	3		2				20
Grand Total of COs with PSOs and POs														100
Mean Value of COs with PSOs and POs = 100/35														2.8

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.8
Observation	COs of Executive Communication II – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

DIGITAL MARKETING

Template for Course Syllabus

Title (SBE– 2)		DIGITAL MARKETING	Course Code	22UBAS24 (B)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		IV	Credit	02
Cognitive Level		K-1 Knowledge K-2 Understanding K-3 Application K-4 Analysis K-5 Evaluation		
Course Educational Objectives (CEO)		1. Introduce the basics of Digital Marketing 2. Discuss the various forms of online advertising. 3. Explore the skills of e- marketing process. 4. Exhibit the knowledge of Social Media Marketing 5. Analyze the concept of Search Engine Optimization.		
Unit	Content			No. of Hours
I	Digital Marketing: Introduction to Digital Marketing- Traditional Vs. Digital Marketing -Technology behind Digital Marketing- Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.			
II	Online Advertising: Introduction- Objective- Advertise- Online Ad-Format- Search Engine-Ad-Network- Advertising.			
III	Email Marketing: Introduction- Types of Email- Email Marketing Campaign Process- Email marketing Tools- Advantages and Disadvantages- Email Advertising- Email tracking			
IV	Social Media Marketing (SMM) Social Media Marketing – Seven Myths of SMM – Social Media Marketing plan - Social Media marketing Tools – Social Media Monitoring – Social Media: Facebook, Twitter.			
V	Search Engine Optimization (SEO): Understanding SEO – Search Engine Optimization Process – On-Page Optimization – Off-Page Optimization – Search Engine Result Process (SERP)– SEO Tools.			
Books for Study	1. Seema Gupta, Digital Marketing - McGraw hill, 2022			

Books for Reference	1. Michel Branding, Social Media Marketing - -Notion Press,2021 2. Cecilia Figueuroa, Introduction to Digital Marketing 101 – BPB Publication, 2019.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Gain knowledge on Digital Marketing	K1
CO 2	Know the impact of Online Advertising	K2
CO 3	Familiarizing the email-Marketing tools.	K2
CO 4	Reap the knowledge on Social Media Applications.	K4
CO 5	Familiar with the Search Engine Optimization.	K2

Mapping Course Outcome

Objective	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3		3	3	3			27
CO2	3	3	3		3	3	3		3	3	3			27
CO3	3	3	3		3	3	3		3	3	3			27
CO4	3	3	3		3	3	3		3	3	3			27
CO5	3	3	3		3	3	3		3	3	3			27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

***: S-Strong; M-Medium; L-Low**

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Marketing Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS CASE ANALYSIS

Template for Course Syllabus

Title (SBE – 2)		Business Case Analysis	Course Code	22UBAS24 (C)
Class		II BUSINESS ADMINISTRATION	Hours	45
Semester		IV	Credit	02
Course Educational Objectives(CEO)		1. Impart the introduction to case methods. 2. Reveal the importance of case writing. 3. Illustrate how to analyze case. 4. Inculcate the ways to identify solution. 5. Explore live cases.		
Unit	Content			No. of Hours
I	Introduction to case methods Identification of problems/ decision areas in the case – Major and minor problems. Identification of protagonists, Analysis with reference to the long term and short term objectives of the organization.			09
II	Case writing Identification of theoretical concepts applicable in the given situation. Evaluation of alternative solutions, Selection of optimum solution with justification , Implementation of the solution			09
III	Case Analysis Approaching the organization and identifying the right person to collect the data, Collecting the data/information, Analyze the data to identify the problem			09
IV	Find solutions Define the focus (functional area) of the case, Writing the case , Case Analysis- with suggested solution.			09
V	Business case studies in all subjects			09
Book for Reference	1. Dr.Srinivasan R.Iyengar - Case study in Business Perspective – Volume I – Himalaya Publishing House – 2021 2. Dr.Srinivasan R.Iyengar - Case study in Business Perspective – Volume II – Himalaya Publishing House - 2020			

Teaching and learning methods

- Class Lecture
- Video Lecture
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)**On successful completion of the course, the student able to**

CO 1	Retrieve functions of case study method	K 1
CO 2	State and apply the ways to write case	K3
CO 3	Illustrate the ways to define case analysis	K3
CO 4	Apply solutions to cases	K2
CO 5	Live practices in solving cases	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3	3	3	3	3		3				27
CO2	3	3	3	3	3	3	3	3		3				27
CO3	3	3	3	3	3	3	3	3		3				27
CO4	3	3	3	3	3	3	3	3		3				27
CO5	3	3	3	3	3	3	3	3		3				27
Grand Total of COs with PSOs and Pos														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Introduction to Office Management – Strongly related with PSOs and Pos		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
GROUP DISCUSSION

Template for Course Syllabus

Template for Course Syllabus			
Title (SLC)	Group Discussion	Course Code	22UBASL4
Class	II BUSINESS ADMINISTRATION	Hours	-
Semester	IV	Credit	03
Course Educational Objectives(CEO)	1. Introduce the fundamentals of group discussion. 2. Explore myths and ideas about group discussion 3. Impart knowledge on presentation skills 4. Inculcate interview techniques. 5. Discuss interview process		
Unit	Content	No. of Hours	
I	Introduction to Group Discussion Group Discussion – Concept – Methodology – Components – Leadership – Role players – Positive and negative traits-suggestions – Success in a Group discussion.		
II	Myths and Ideas Myths of group discussion – Generating Ideas and techniques for group discussion – Evaluation.		
III	Presentation Skills Presentation skill – Importance – preparation – structuring the presentation and communication aids – Delivery – Dealing with nerves – Making a great first impression – Phrasing and delivering the speed.		
IV	Interview Techniques Interview – Importance – Techniques – Advantages and Disadvantages – Appearing for interview- Types of questions expected.		
V	Interview Process Interview process – Writing a resume – Qualities of a candidate - Telephonic interview – Criteria for evaluating a candidate.		
Book for Study	1. Hari Mohan Prasad and Rajnish Mohan, <i>How to prepare for Group Discussion and interview</i> - Tata McGrew Hill, 2021.		
References	1. Nitin Sharma – Group Discussion –Unicorn Publisher – 2018. 2. Gloria J.Galanes et.al., -Effective Group Discussion – McGFraw Hill – 2017.		

Teaching and learning methods

- Class Lecture
- Video Clippings

- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve knowledge on group discussion	K1
CO 2	Describe the techniques to attend group discussion	K2
CO 3	Recall presentation skills	K1
CO 4	Describe interview techniques	K2
CO 5	Apply interview techniques	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3	3		3				21
CO2	3	3	3			3	3	3		3				21
CO3	3	3	3			3	3	3		3				21
CO4	3	3	3			3	3	3		3				21
CO5	3	3	3			3	3	3		3				21
Grand Total of COs with PSOs and POs														105
Mean Value of COs with PSOs and POs = 105/35														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Group Discussion – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

CBCS STRUCTURE for BBA

Part	Sub.Code	PAPER	Hrs	Cr
V SEMESTER				
III	19UBAD15	Core - 11 Operations Management	06	05
	19UBAD25	Core - 12 Services Marketing	05	05
	19UBAD35	Core - 13 Research Methodology	05	04
	19UBAD45	Core - 14 Financial Management	05	03
	19UBAD55	Core - 15 Institutional Training Report & Viva - Voce	04	04
	19UBAE15	Core Elective – 1 Computer Application in Business / ICT Skills	04	03
	19USSI16	Soft Skills	01	-
IV	19UINT15	Internship	-	1
		Total	30	25
VI SEMESTER				
III	19UBAD66	Core- 16 Sales Management	06	05
	19UBAD76	Core - 17 Export Documentation & Procedure	05	04
	19UBAD86	Core – 18 Advertising Theory & Practices	05	04
	19UBAD96	Core – 19 Business Policy & Strategic Management	05	04
	19UBAT06	Core – 20 Field Study Project Report	04	03
	19UBAE26	Core Elective – 2 Tally 11 / Business Ethics	04	03
IV	19USSI16	Soft Skills	01	02
		Total	30	25

Semester	I	II	III	IV	V	VI	Total
Credits	24	24	22	24	25	25	144
Part – I							08
Part – II							08
Part – III							
Core							86
Allied							16
Core Electives							06
Total							108
Part – IV							
Non-Major Electives							04
Skill based Electives							04
Value Education							04
Communication Skill							01
Soft Skill							02

Internship	01
Bridge Course	01
Total	17
Part – V	02
Arise	01
Total	03

Self-Learning Courses – Additional Credits

Semester	Sub. Code	Title	Credit
III	19UBASL3	Body Language	03
IV	19UBASL4	Group Discussion	03
V	19UBASL5	Stress management	03
VI	19UBASL6	Retail Management	03

PROGRAMME SPECIFIC OUTCOMES

PSO -1

Determine the functional areas of management such as Production, Purchasing, Marketing, Sales, Advertising, Finance and Human resource management

PSO - 2

Understand the structure, systems and forms of business organisation and to prepare students to explore business opportunities by inculcating entrepreneurial skills

PSO -3

Determine various strategic techniques and its application in functional areas of management

PSO - 4

Understand the International Trade Procedure and Documentation

PSO - 5

Inculcate analytical skills and decision making skills through internship and project work in functional areas of management.

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
OPERATIONS MANAGEMENT

Title (Core – 11)	OPERATIONS MANAGEMENT	Course Code	19UBAD15
Class	III BUSINESS ADMINISTRATION	Hours	90
Semester	V	Credit	05
Course Educational Objectives(CEO)	1. To give an overview of the production process of products 2. To impart knowledge about a plant layout and materials management among students 3. Distinguish work study from method study. 4. Interpret the techniques of production planning and control. 5. Analyze and formulate best controlling methods.		
Unit	Content	No. of Hours	
I	Introduction to Operations Management - Production Planning and Control Operations Management: Functions- History. Production Planning and Control: Objectives-Importance-Levels-Factors determining Production planning and control-Advantages- Difference between Production Planning and Control	18	
II	Plant Location, Plant Layout Plant location: Importance- Factors responsible for choice of plant location- Multi Plant Location problems. Plant Layout: Objectives- Types of layout- Plant layout tools and techniques. Material Handling: Functions- Principles-Equipment.	18	
III	Manufacturing system and Work study Production system: Continuous Production-Intermittent Production-Mass flow Production- Job production- Batch production. Work Study: Objectives- Importance-Components. Method study: Indicators- Techniques-Charts for method study. Process chart: Schematic process chart-Charts for men and machine-Work measurement.	18	
IV	Material Management Materials management: Objectives- Organisation- Stages-Factors-Importance. Purchasing: Objectives- Functions-Methods-Steps. Store Keeping: Functions- Working of store keeping	18	
V	Plant Maintenance and Quality Control Plant Maintenance: Objectives-Functions-Types-Merits and demerits. Material handling: Functions-Principles-Equipments. Quality Control: Objectives-Phases-Steps-Control Charts.	18	

Books for Study	Goel.B.S. <i>Productions and Operations Management</i> , Pragati Publication, New Delhi, 2011.
Books for Reference	<ol style="list-style-type: none"> 1. Aswathappa A.K, Sridhara Bhat.K, Production Management, Himalaya Publications House, New Delhi, 2010. 2. Paneer Selvam, Production and Operations Management, Prentice Hall of India, New Delhi, 2011. 3. P.Saravanavel & S.Sumathi, Production and Materials Management, Margham Publication, Chennai, 2012.

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve the meaning, scope, functions and problems in production management.	K1
CO 2	Explicate suitable plant locations and design a plant layout.	K2
CO 3	Understand different types of production systems Production Planning and Control in production.	K3
CO 4	Classify materials, apply inventory, purchasing procedure.	K4
CO 5	Appraise plant maintenance and control quality through various quality control techniques	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3			3	3			21
CO2	3	3	3			3	3			3	3			21
CO3	3	3	3			3	3			3	3			21
CO4	3	3	3			3	3			3	3			21
CO5	3	3	3			3	3		2	3	3			23
Grand Total of COs with PSOs and POs														107
Mean Value of COs with PSOs and POs = 107/36														2.9

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.9
Observation	COs of Operations Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
SERVICES MARKETING

Title (Core –12)		SERVICES MARKETING	Course Code	19UBAD25
Class		II BUSINESS ADMINISTRATION	Hours	75
Semester		V	Credit	05
Course Educational Objectives(CEO)		1. To provide the basic insights on marketing of services. 2. To educate the students on analyzing the opportunities available and to select the target market. 3. To impart knowledge on 4 P’s of services marketing. 4. To provide in depth knowledge on the process of services marketing 5. To explore the various kinds of services marketing.		
Unit	Content			No. of Hours
I	Introduction to Services Marketing Services marketing – Types - Nature – Characteristics-Recent trends.			15
II	Services Marketing Management Classification of services – Difference between goods and products – Service marketing management – organizing marketing planning – Analyzing opportunities – Selecting target market – Developing the services marketing mix.			15
III	Marketing Mix Marketing mix - Product – Pricing – Promotion - Place			15
IV	Services Marketing Mix People in service- Process - Physical evidence.			15
V	Marketing of Service s Marketing of services –Insurance marketing - Bank marketing – Tourism Marketing – Hospital and Airline marketing and all service industries. Relevant case studies.			15
Books for Study	1. Vasanthi Venu Gopal ,Raghu.V.N, <i>Service Marketing</i> – Himalaya Publishing House, 2012.			
Books for Reference	1. S.M.Jha, <i>Services Marketing</i> – Himalaya Publishing House, 2008. 2. S.Rajendranarkundar, <i>Services Marketing</i> – Tata McGraw-Hill- New Delhi, 2008. 3. Rama MohanaRaok, <i>Services Marketing</i> - Pearson Education, 2010.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)**On successful completion of the course, the student able to**

CO 1	Explicate the various concepts in service marketing.	K2
CO 2	Appraise the way to analyse and to select the target market.	K5
CO 3	Understand knowledge on 4P's of service marketing mix	K3
CO 4	Recognise the process of service marketing mix	K3
CO 5	Summarise knowledge on different kinds of services marketing.	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3		3	3	3			24
CO2	3	3	3			3	3		3	3	3			24
CO3	3	3	3			3	3	2	3	3	3			26
CO4	3	3	3			3	3		3	3	3			24
CO5	3	3	3			3	3		3	3	3			24
Grand Total of COs with PSOs and POs														122
Mean Value of COs with PSOs and POs = 122/41														2.9

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COS with PSOs and POs			2.9
Observation	COs of Services Marketing – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
RESEARCH METHODOLOGY

Title (Core – 13)	RESEARCH METHODOLOGY	Course Code	19UBAD35
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	V	Credit	04
Course Educational Objectives(CEO)	1. Identify and formulate a problem for research 2. Choose the appropriate tools and techniques of data collection 3. Prepare a suitable research design to carryout research 4. Learn different methods of sampling 5. Write research report to suit their purpose		
Unit	Content	No. of Hours	
I	Introduction to Research Research methodology – An Introduction – Meaning – Objectives – Significance - Research Design – Research Process - Criteria of Good Research- Research Methods Vs. Research Methodology.	15	
II	Hypothesis and Data Collection Hypothesis formulization – Procedures for Hypothesis testing –Chi Square Test - t test- Methods of Data Collection - Primary data - Secondary data - Tools - Questionnaire – Schedule	15	
III	Sampling Sampling Fundamentals – Need for Sampling – Methods of Sampling – Census and Sampling survey - Steps in Sampling Design – Characteristics of a good sample design – Field Survey at Local Level	15	
IV	Scaling and Analysis of data Measurement and scaling Techniques –Measurement in Research – Measurement Scales – Scaling – Meaning of scaling – Important scaling techniques - Analysis of Data – Mean-Standard Deviation- Interpretation.	15	
V	Report Writing Report Writing- Importance – Steps – Types – Layout Format of report writing - Problems encountered by Researchers in India – Role of computer in Research	15	
Books for Study	1. Kothari.C.R. & Gaurav Garg, Research Methodology, Methods and Techniques, (New Age International and Publishers, New Delhi, 2014.)		
Books for Reference	1. Rao K.V., Research Methodology in Commerce and Management, (Sterling Publishers Pvt. Ltd., Chennai, 2012.) 2. Donald R.Cooper and Pamela S.Schindler, Business Research Methods, TATA McGraw Hill. New Delhi, 2014.		

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Develop a problem for research	K3
CO 2	Describe the appropriate tools and techniques of data collection.	K2
CO 3	Develop a suitable research design to carryout research.	K3
CO 4	Determine different methods of sampling.	K5
CO 5	Develop research report to suit their purpose.	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3			3	3	3	3	3		3			24
CO2	3	3	3		3	3	3	3	3	3	3			30
CO3	3	3	2		3	3	3	2	2	3	3			27
CO4	3	3	3		3	3	3	3		2	3			26
CO5	3	3			3	3	3	3			3		2	23
Grand Total of COs with PSOs and POs														130
Mean Value of COs with PSOs and POs = 130/45														2.8

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.8
Observation	COs of Research Methodology – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR – 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
FINANCIAL MANAGEMENT

Title (Core - 14)	FINANCIAL MANAGEMENT	Course Code	19UBAD45
Class	BBA	Hours	75
Semester	V	Credit	03
Course Educational Objectives(CEO)	1. To introduce the fundamentals of financial management. 2. Discuss the sources of finance and need for the specialized financial institutions. 3. Explore the cost of capital and optimum capital structure. 4. Preparation of working capital statement and cash budget. 5. Applying the budgeting tool in capital decision and dividend decisions.		
Unit	Content	No. of Hours	
I	Introduction to Financial Management Financial Management – Definition – Nature – Scope - History – Objectives of the firm- Profit maximization Vs Wealth Maximization Functions of Finance – Investment decisions- Financing decision – Dividend Decision – Organization of finance function – Controller Vs Treasurer.	15	
II	Sources of capital and financial institution Sources of capital – Security financing – Shares – Equity shares – Preference shares – Relative merits and demerits - Internal Financing – Retained earnings – Depreciation - Loan financing –Term loans – Specialized Financial Institutions – IDBI – IFCI– SIDBI – UTI - Short term sources – Innovative sources of capital – Venture capital – Seed capital – Bridge finance.	15	
III	Cost of capital Cost of capital – Cost of equity – cost of preference – cost of debt – cost of retained earnings – Weighted average cost of capital - Simple problems – Capital structure – Determination – Optimum capital structure – Simple problems.	15	
IV	Capital budgeting & Dividend decision Working capital management – Determination of working capital – Types – Simple problems - Cash budget – Managing Cash- – Simple problems	15	
V	Capital budgeting & Dividend decision Capital Budgeting – Evaluation methods – Payback period method – Accounting Rate of return - Net present value method –Internal rate of return - Simple problems. Dividend decision - factors affecting dividend decision, Forms of dividend.	15	

Books for Study	Text Books Prasanna Chandra, “Financial Management – Theory and Practice 10 th Edition” – Tata McGraw Hill, New Delhi, 2019
	Reference Books 1. I.M.Pandey, “Financial Management” - Vikas Publishing, New Delhi, 2016 2. M.Y. Khan and P.K. Jain, “Financial Management – Text, Problems and Cases” 8 th Edition - Tata McGraw Hill, New Delhi, 2018 3. Sheridan Titman, Arthur J. Keown, et al, “Financial management – principles and Applications” 13 th Edition – Pearsons, New Delhi, 2019

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Explicate knowledge on Financial management	K1
CO 2	Be able to infer with the sources of finance	K2
CO 3	Develop working capital statement and cash budgets	K3
CO 4	Compute the cost of capital statement and Cash budget statement	K3
CO 5	Formulate Capital budget statements	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3			3	3			3	3			21
CO2	3	3	3			3	3		2	3	3			23
CO3	3	3	3			3	3		2	3	3	2		25
CO4	3	3	3			3	3			3	3	2		25
CO5	3	3	3			3	3			3	3			21
Grand Total of COs with PSOs and POs														115
Mean Value of COs with PSOs and POs = 115/39														2.9

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.9
Observation	COs of Financial Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS) – KARUMATHUR
DEPARTMENT OF BUSINESS ADMINISTRATION

INSTITUTIONAL TRAINING REPORT

Class	: III BBA	Part	: III Core -15
Semester	: V Semester	Hours	: 60
Subject Code	: 19UBAD55	Credit	: 04

Course Objectives:

1. To compare the theories learned and the actual practices prevailing in the business environment
2. Develop knowledge on basic business strategies
3. To demonstrate an ability to produce a clear report, this includes critical reflection on the general implications and conclusions of the work carried out.

Course Outcomes

1. Gain confidence from experience-based learning
2. Familiarize industrial practices prevailing in the business environment
3. Specialized in drafting a clear report

Description:

The institutional training is an essential requirement and integral part of the curriculum for successful completion of the BBA programme. It is designated for BBA students to improve their business skills and provide them with practical experience. The essence of the institutional training is to help the students develop the ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems.

Supervision, dates and Duration of the Institutional Training

Every student has to undergo an institutional training for a minimum period of 4 weeks after completing the Fourth semester and before the start of fifth semester. All the students will have to submit their institutional report within a period of one month in the department. Each student will be attached to one faculty guide, with whom he/she shall be in continuous touch during the training period. The faculty guide will evaluate the report for 25 marks and the corresponding industrialist will evaluate the report for 25 marks. The evaluation of the remaining 50 marks shall be made by the department during viva voce on the basis of the students performance during the Viva – Voce.

The student shall submit 3 copies of project reports within two months after the commencement of the 5th semester.

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
COMPUTER APPLICATIONS IN BUSINESS

Title (Core Elective - 1)	COMPUTER APPLICATIONS IN BUSINESS		Course Code 19UBAE15 (A)	
Class	III BUSINESS ADMINISTRATION		Hours	60
Semester	V		Credit	03
Course Educational Objectives(CEO)	1. Impart knowledge on computer skills 2. Discuss about Ms Word skills 3. Guide them in preparing Ms Powerpoint 4. Inculcate the ways of preparing Ms Excel 5. Develop knowledge on SPSS and its applications			
Unit	Content			No. of Hours
I	COMPUTER FUNDAMENTALS Definition – Characteristics- components of computer system Hardware – Input devices- Output Devices – Processor- storage – software- operating system.			12
II	MS WORD Introduction to Ms word – Starting word – Window layout – Menu Bar – Creating documents – Editing, Opening, Closing and Saving a document.			12
III	MS POWERPOINT Introduction to PowerPoint- Window Layout – Slide – AutoContent Wizard- Templates – Creating a presentation – Transition and Animation Effects – Saving a presentation – Active buttons in slideshow.			12
IV	MS EXCEL Introduction to Excel – Window Layout – Working with Worksheet – Entering data into cells – Printing and Formatting Worksheets – Alignment– Working with Fonts, Borders and cell – Using Functions – Percentage - Standard Deviation - Mean Deviation - Correlation - Creating a chart.			12
V	STATISTICAL PACKAGE FOR SOCIAL SCIENCES (SPSS) Introduction to SPSS – General aspects - Data entry and analysis – Data transformation – Data Presentation.			12
Books for Study	Text Book: Sushila Madhan. 2017. Computer Applications in Business. Scholar Tech Press			
Books for Reference	Reference Books: 1. Dr.R.Parameswaran. 2018. Computer Applications in Business. S.Chand & Co Ltd. 2. H N Tiwari and Hem Chand Jain. 2020. Basics of Computer Applications in Business. Taxmann Publications.			

Teaching and learning methods

- Class Lecture
- Lab classes
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve with the elements of computer skills	K1
CO 2	Recognise knowledge on Ms Word Skills	K3
CO 3	Develop Ms Powerpoint slides	K3
CO 4	Employ documents using Ms Excel	K3
CO 5	Inspect data using SPSS	K4

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3			3	3			24
CO2	3	3	3		3	3	3			3	3			24
CO3	3	3	3		3	3	3			3	3			24
CO4	3	3	3		3	3	3			3	3			24
CO5	3	3	3		3	3	3			3	3			24
Grand Total of COs with PSOs and POs														120
Mean Value of COs with PSOs and POs = 120/40														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Computer Applications in Business – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
ICT SKILLS

Template for Course Syllabus

Title (Skill Based Elective)		ICT SKILLS	Course Code	19UBAS15 (B)
Class		III BUSINESS ADMINISTRATION	Hours	60
Semester		V	Credit	02
Course Educational Objectives(CEO)		1. Introduce the basics of documentation techniques 2. Exhibit worksheet manipulation techniques 3. Demonstrate animation in presentations 4. Inculcate data modeling techniques 5. Explain basis of computer networking		
Unit	Content			No. of Hours
I	DOCUMENTAION Home – Edit – insert – Page Layout – View - Reference.			12
II	WORKSHEET MANIPULATION Categories – formulas – formatting – charts – data Analysis – Pivot Table.			12
III	PRESENTATIONS Design – customs Animation – Transition – Set up Slide show			12
IV	DATA BASE Data modeling – Relational Approach – Normalisation-Entity relationship Diagram – Client server Technology – Basics of Access			12
V	NETWORKING Computer Networking – Cloud Computing – Social Media for Knowledge sharing.			12
Books for Study	1. Walkenbach,J. (2010). Excel 2010 Formulas. New Delhi: Wiley Publishing			
Books for Reference	1. David Reed. 2007. Basic introduction to computer science. Prentice Hall India. New Delhi. 2. Xavier.C. 2005. Basic Concepts of Computer. Tata McGraw Hill, New Delhi. 3. Jame B. Cunningham & James O. Aldrich 2012.Using SPSS: An Interactive Hands-On Approach. SAGE Publications India Pvt Ltd, New Delhi.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)**On successful completion of the course, the student able to**

CO 1	Recall the basics of documentation techniques	K1
CO 2	Apply worksheet manipulation techniques	K3
CO 3	Apply animation in presentations	K2
CO 4	Apply knowledge on data modeling techniques	K3
CO 5	Summarize basis of computer networking	K3

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3			3	3			24
CO2	3	3	3		3	3	3			3	3			24
CO3	3	3	3		3	3	3			3	3			24
CO4	3	3	3		3	3	3			3	3			24
CO5	3	3	3		3	3	3			3	3			24
Grand Total of COs with PSOs and POs														120
Mean Value of COs with PSOs and POs = 120/40														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of ICT SKILLS – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS) – KARUMATHUR
DEPARTMENT OF BUSINESS ADMINISTRATION

Internship

Class : III BBA
Semester : V Semester
Subject Code : 19UINT15

Part : IV
Hours : -
Credit : 01

Course Objectives:

1. Create awareness of experience-based learning processes outside an institutional structure, and to develop confidence and initiative in learning from experience
2. Develop ability to work with entrepreneur through observation and interview
3. Form skill and understanding about the basic business strategies involved in local business market and to imbibe entrepreneurial skills

Course Outcomes

1. Gain confidence from experience-based learning
2. Develop ability to work with entrepreneur through observation and interviews
3. Understand basic business strategies involved in local business market.

Description:

Internship is an integral part of the curriculum for successful completion of the BBA programme. It is designated for III year BBA students to improve their observing and analytical skills and provide them with practical experience. The essence of the Internship is to help students gain skills in both quantitative and qualitative techniques such as observation and note-taking, participant-observation, formal and informal interviewing, surveys, and report writing skills. This will help students to imbibe entrepreneurial skills and to develop better perceptions on local culture and business strategies.

Supervision, dates and Duration of the Institutional Training

Every student has to undergo field meet an entrepreneur during the sixth semester and they will have to conduct an interview about their business and submit their report within a period of one month in the department. Each student will be attached to one faculty guide, with whom he/she shall be in continuous touch during the Internship period. The faculty guide will be required to evaluate the report for 25 marks and the corresponding entrepreneur will evaluate the his performance and report for 25 marks. The evaluation of the remaining 50 marks shall be made by the department during viva voce on the basis of the students' performance.

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

STRESS MANAGEMENT

Title (SLC)	Stress Management	Course Code 19UBASL5	
Class	III BUSINESS ADMINISTRATION	Hours	-
Semester	V	Credit	03
Course Educational Objectives(CEO)	1. Introduce the fundamentals of Stress 2. Explore sources and causes of stress 3. Impart knowledge on types of stress 4. Inculcate methods to identify stress 5. Discuss management techniques of stress		
Unit	Content	No. of Hours	
I	Introduction to stress Introduction - Understanding the stress - Reactions to distress.	-	
II	Sources and causes of stress Sources - Environmental stress, social stress, organizational stress, physiological stress, psychological stress. Causes – Personal stressors, Environmental stressors.	-	
III	Types of stress Types – Acute stress, Chronic stress, Internal irritations, External exasperations.	-	
IV	Identification of stress Signs of stress – Psychological, Emotional, Physical, Behavioural.	-	
V	Managing stress Understanding the coping process, coping options. Managing the pressure – Aerobic exercise, Nutrition, Sleep.	-	
Books for Study	1. Pestonjee, D.M. (2009). Stress and Coping. (2nd) New Delhi: Sage Publication. 2. Cartwright, S and Cooper, C. L. (2012): Managing Workplace Stress, New Delhi: Sage		

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Gain knowledge on fundamentals of Stress	K1
CO 2	Familiarize the sources and causes of stress	K2
CO 3	Gain knowledge on types of stress	K1
CO 4	Understand methods of identifying stress	K1
CO 5	Manage stress	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1		3				3	3	3	3	3	3			21
CO2		3				3	3	3	3	3	3			21
CO3		3				3	3	3	3	3	3			21
CO4		3				3	3	3	3	3	3			21
CO5		3				3	3	3	3	3	3			21
Grand Total of COs with PSOs and POs														105
Mean Value of COs with PSOs and POs = 105/35														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Stress Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

SALES MANAGEMENT

Title (Core – 16)	SALES MANAGEMENT	Course Code	19UBAD66
Class	III BUSINESS ADMINISTRATION	Hours	90
Semester	VI	Credit	05
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 1. Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct. 2. Apply contemporary marketing theories to the demands of business and management practice. 3. Find and generate information/data needed to inform problem solving in marketing using appropriate methodology. 4. Analyse information critically and synthesis new knowledge and communicate that knowledge via engaging written and oral formats. 5. Organise information and data to reveal patterns and themes, and manage teams and evidence gathering and problem solving processes. 6. Conduct the process of inquiry, and respond to feedback, accounting for ethical, social and cultural issues. 		
Unit	Content	No. of Hours	
I	Introduction to sales management Sales management – Definition – Objectives and Scope – Sales Organization, Types of sales Organization structure, - Sales Forecasting, Importance, Methods of sales Forecasting.	18	
II	Sales manager and the sales offices Importance of sales manager-qualities of sales manager-duties & responsibilities of sales manager-types of sales manager- sales office functions-sales organization-limited & exclusive agencies	18	
III	Functions of Sales Manager Process of selling- Prospecting - Pre approach - Approach, Methods of approaching prospects, - Presentation, Important aspects of presentation- Handling objections, Types of Objections- Closing the sales, Methods of closing and Follow-up.	18	

IV	Sales Territories and Sales Report Sales territories – Factors deciding territories- Sales Quotas- Types of Quotas – Sales Man's Reports, Types of reports – Ethics of Sales person	18
V	Management of Sales Force Salesman Training, Methods of training – Motivation of Sales force -Compensation and methods of Compensation, Performance appraisal of sales men.	18
Books for Study	1. Edward W. Cundiff & Richard R.Still, Sales Management, Prentice-Hall, New York, 2011.	
Books for Reference	1. Cron, Sales Management Concepts And Cases, John Wiley, New Jersey, 2010. 2. Pradip Mallik, Sales Management, Oxford University Press, New Delhi, 2011.	

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Understand complex marketing problems using relevant concepts and with regard to ethical conduct	K3
CO 2	Employ contemporary marketing theories to the demands of business and management practice.	K3
CO 3	Apply problem solving skills in marketing by using appropriate methodology.	K3
CO 4	inspect information critically and synthesis new knowledge and communicate that knowledge via engaging written and oral formats.	K4
CO 5	Evaluate the process of inquiry, and respond to feedback, accounting for ethical, social and cultural issues.	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3	3	3	3	3			30
CO2	3	3	3		3	3	3	3	3	3	3			30

CO3	3	3	3		3	3	3	3	3	3	3			30
CO4	3	3	3		3	3	3	3	3	3	3			30
CO5	3	3	3		3	3	3	3	3	3	3			30

Grand Total of COs with PSOs and POs	150
Mean Value of COs with PSOs and POs = 150/50	3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Sales Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION

Title (Core - 17)	EXPORT DOCUMENTATION & PROCEDURE	Course Code	19UBAD76
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	VI	Credit	04
Course Educational Objectives(CEO)	1. Introduce the basic principles and fundamentals of foreign trade 2. Illustrate the various agencies in Foreign trade 3. Explore the various financial institutions for export financing 4. Exhibit the procedures for export 5. Analyse the documentation procedures in export		
Unit	Content	No. of Hours	
I	Financial Institution for export Financial institutions and export trade, payment exports. Duty Draw Back credit scheme, Buyers credit scheme - Bid Bond and Quarantine against exports, factoring and forfeiting. EXIM Bank of India. Lending programs, line of credits, differed payments exports.	15	
II	Foreign Trade Agency Indian Institute of Foreign Trade - Trade Development Authority - State Trading Corporation.	15	
III	Documentation for export Terms of trade and Shipping Documents – Related to Export bills- Marine Insurance policy - Invoices and certificates and other documents.	15	
IV	Procedure for export Supplementary documents, Customs document and procedure – Packing marketing and quality inspection - Terms used in Foreign exchange documentary - Export control – Licensing authorities – Concessions - Statutes - Breaches and penalties.	15	
V	Financial Institution for export Financial institutions and export trade, payment exports. Duty Draw Back credit scheme, Buyers credit scheme - Bid Bond and Quarantine against exports, factoring and forfeiting. EXIM Bank of India. Lending programs, line of credits, differed payments exports.	15	
Books for Study	Text Book 1. Ramagopal C., Export Import Procedure and Documentation and Logistics, New Age International Publishers, Chennai, 2019. Reference books 1. Francis Cherunilam, International trade and Export management, Himalaya Publishing House, Chennai, 2019. 2. Jeevanandam.C. Foreign Exchange & Risk Management, Sultan Chand & Sons, New Delhi, 2020.		

	3. Neelam Arora, Export Marketing, Himalaya Publishing House, New Delhi, 2014.
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Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Define basic knowledge on foreign trade	K3
CO 2	Understand the export financing institutions	K3
CO 3	Create documentation for export	K6
CO 4	Understand the terms of export	K2
CO 5	Explicate the financial support for export	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3	3		3	3	3			3			24
CO2	3	3	3	3		3	3	3			3			24
CO3	3	3	3	3		3	3	3			3			24
CO4	3	3	3	3		3	3	3			3			24
CO5	3	3	3	3		3	3	3			3			24
Grand Total of COs with PSOs and POs														120
Mean Value of COs with PSOs and POs = 120/40														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Export Documentation & Procedure – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
ADVERTISING THEORY & PRACTICES

Title (Core –18)		ADVERTISING : THEORY & PRACTICES	Course Code	19UBAD86
Class		III BUSINESS ADMINISTRATION	Hours	75
Semester		VI	Credit	04
Course Educational Objectives(CEO)		1. Impart knowledge on the basic concepts of advertising. 2. Exhibit knowledge on different kinds of advertising and ethics to be followed 3. Familiarize the way to prepare budget for advertising 4.Explore the way to select the right media 5. Understand the strategy planning and development process.		
Unit	Content			No. of Hours
I	UNIT I – Introduction to Advertising Advertising meaning- Definition - Nature and Scope- Communication and advertising objectives- Importance and Value of objectives- Approaches to objective setting.			15
II	UNIT II – Classification of advertising Classification of advertising- Economic efforts of advertising social aspects of advertising- Ethics in advertising – Legal aspects			15
III	UNIT III – Advertising Budget and Evaluation Advertising budget– Budgetary process – Advertising budget approaches – advertising research – Evaluating advertising effectiveness- Time of measurement			15
IV	UNIT IV – Advertising Media Advertising media planning – Media selection consideration - Use of computer and models for media strategy - Media weight theories – Classification of media			15
V	UNIT V – Advertising Agencies Advertising agency types – Selecting an agency – Agency compensation – Creative strategy planning and development – Creative process and advertising – Advertising layout – Current issues in advertising.			15
Books for Study	Text Book: 1. Agarwal.P.K. Advertising Management An Indian Perspective, Pragati Prakashan Publication, Meerut, 2005.			
Books for Reference	References: 1. Batra, Myres, Aaker, Advertising Management, Prentice Hall Publications, New Delhi, 2005. 2. Chunnawalla, Kumar, Sethiam Subramanian, 4 th Edition, Advertising Theory and Practice, Himalaya Publication, New Delhi, 1996. 3. Rathoor, Advertising Management, Himalaya Publication House, Mumbai, 1996.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Acquire knowledge on basic concepts of Advertising	K2
CO 2	Gain knowledge on different kinds of advertising	K1
CO 3	Specialized in ways to prepare budget for advertising	K3
CO 4	Gain knowledge on right media selection	K2
CO 5	Make effective strategy development and planning	K2

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3		2			3			2		2			12
CO2		3					1		3					7
CO3	3		3						3		3			12
CO4	3	3				3			3		2			14
CO5			2		3		3		3					11
Grand Total of COs with PSOs and POs														56
Mean Value of COs with PSOs and POs = 56/21														2.6

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.6
Observation	COs of Advertising Theory & Practices – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS POLICY & STRATEGIC MANAGEMENT

Title (Core – 19)	BUSINESS POLICY & STRATEGIC MANAGEMENT	Course Code	19UBAD96
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	VI	Credit	04
Course Educational Objectives(CEO)	1. To impart knowledge about the basic concept of strategy among students 2. To understand the various types of strategies. 3. Intensified competition among domestic private and public companies and multinational companies. 4. Interpret the techniques of formulation. 5. Analyze and formulate evaluation and control.		
Unit	Content	No. of Hours	
I	Introduction to Strategic Management Business Policy-Need-Difference between Business Policy and Strategic management-Concepts of Strategy: Defining strategy, levels at which strategy operates – Approaches to strategic decision making – Mission and purpose, objectives and goals – Strategic business unit	15	
II	Strategy Formulation Environmental Analysis and diagnosis – Concept of environment and its components – Environment scanning and appraisal – Organizational appraisal – SWOT analysis	15	
III	Corporate Level Strategy Corporate Level strategies – Expansion, Stability, Retrenchment – Concentration Strategies - Integration Strategies, Horizontal Integration, Vertical Integration – Diversification, Concentric Diversification, Related Diversification, Conglomerate, Unrelated Diversification – Stability Strategies – Retrenchment strategies-Turnaround-Divestment-Liquidation	15	
IV	Business Level Strategy Generic competitive strategies – Cost leadership, differentiation, Focus - Value Chain Analysis – Bench Marking - Grand strategies -BCG approach – Michel Porter’s approach - Functional Strategies-Nature-Need-Development	15	
V	Strategy Implementation & Control Strategy implementation – Issues in strategy implementation – Strategy evaluation – overview of strategic evaluation – Strategic control – Techniques of strategic evaluation and control.	15	

Books for Study	Azhar Kazmi, Strategic Management and Business Policy, (McGraw-Hill Education (India) Private Limited, New Delhi, 2012.)
Books for Reference	1.Subba Rao, Business Policy and Strategic Management, Text and Cases, Himalaya Publishing House, New Delhi, 2013. 2.R.M.Srivastava & Shubhra Verma, Strategic Management, Concepts, Skills and Practices, PHI Learning Private Ltd, New Delhi, 2013. 3.Francis Cherunilam, Business Policy and Strategic Management, Text and Cases, Himalaya Publishing House, New Delhi, 2010.

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve the meaning, scope, functions and problems in Business policy and strategic management.	K1
CO 2	Suitable strategy formulation, Environmental analysis and diagnosis.	K2
CO 3	Identify different types of corporate level strategy and business level strategy	K3
CO 4	Classify business level strategy and functional strategies.	K4
CO 5	Issues in strategy implementation and strategy control	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3		2	3		3	2			3				16
CO2		3	3						3	3				12
CO3	3	3			3		2		3	3	3			20
CO4	3			3					3	3				12
CO5		3		3	2			3		3	2			16
Grand Total of COs with PSOs and POs														76
Mean Value of COs with PSOs and POs = 76/27														2.8

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.8
Observation	COs of Business Policy & Strategic Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS) – KARUMATHUR
DEPARTMENT OF BUSINESS ADMINISTRATION

Class : III BBA
Semester : VI Semester
Subject Code : 19UBAT06

Part : III Core-20
Hours : 60
Credit : 03

FIELD STUDY PROJECT REPORT

Course Objectives:

1. To understand the practical aspects of the research process
2. To identify a problem at the firm level/industry level and undertake a research study, through a systematic research methodology.
3. To demonstrate an ability to draft a clear report

Course Outcomes

1. Gain research knowledge from experience-based learning
2. Develop ability to work with respondents during data collection
3. Specialized in drafting a clear report with findings and suggestions for the business problems

Description:

In the VI semester, the student has to avail 21 days for project data collection and analysis in consultation with the faculty guide. The report has to be submitted within three months of the commencement of VI semester.

Project report evaluation consists of report evaluation and the conduct of viva voce examination. Report evaluation (50 marks) will be undertaken by a faculty guide independently and, Viva voce examination (50 marks) will be conducted by the Head of the Department and the faculty guide together.

The students should undergo the following systematic research methodology

- Identification of research problem
- Collection of Review of literature
- Selection of the title of the research
- Identification of the statement of the problem
- List out the objectives of research
- Preparation of tools of research
- Data collection
- Data processing
- Preparation of report
- Submission of report

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
TALLY ERP.9

Title (Core Elective - 2)	TALLY ERP.9	Course Code	19UBAE26 (A)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	VI	Credit	03
Course Educational Objectives(CEO)	1. Introduce the basic concepts of Accounting and Principles 2. Discuss about creation of Groups and Ledger 3. Exhibit the methods of Voucher preparation 4. Inculcate concepts of inventory management and creation of Go-downs and Stock Groups 5. Prepare GST and Reports		
Unit	Content	No. of Hours	
I	Introduction to Tally Tally – Features – Tally Licence – Gateway of Tally – creating a company – Shutting a company – Altering an existing company – Buttons in the button panel – Configuration Menu	12	
II	Accounting information Menu related to Accounts – Groups - Creation of Groups (single & Multiple groups) – Creation of ledger (single & Multiple) – Cost categories and Cost centers (single & Multiple) – Display, Alteration, Deletion – Buttons on the button panel.	12	
III	Preparation of Voucher Configuring vouchers - Creation of vouchers – Pre-defined Vouchers – Contra- Purchase – Sales – Payment – Receipt – Journals – Memo – Optional vouchers – Reversing journals – Post dates vouchers – Pure inventory vouchers – Receipt note voucher – Rejections in voucher – Rejections out voucher – Stock journal voucher – Physical stock voucher – Display, Alteration, Deletion – Modifying vouchers – buttons on the button panel.	12	
IV	Inventory Management Stock groups (Single & Multiple) Stock categories (Single & Multiple) – Stock items (Single & Multiple) – Display, alter, deletion. Godowns: Creation of Godowns (Single & Multiple) – Unit of measures (Single & Compound) – Display, alteration and deletion.	12	
V	GST & Generating Reports GST – Reports Generation - Trial Balance – Balance	12	

	Sheet – Profit and Loss account – Stock summary – Ratio analysis – Display menu – Daybook – Cash flow and funds flow – Bank Reconciliation Statement – Internet Capabilities – E-Mail – Web Publishing – Keyboard Shortcuts	
Books for Study	1. Tally Education Pvt Ltd - 2018 - Tally.ERP 9 with GST– BPB Publications	
Books for Reference	1. AsokK. Nandhani – 2018 – Tally ERP Training Guide – SPS Publications. 2. Er.Soumya Rajan Behera - 2014 - Tally.ERP - 3 rd Edition - BK Publications.	

Teaching and learning methods

- Class Lecture
- Lab Classes
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Familiar with basic concepts in basic concepts of Accounting and Principles	K2
CO 2	Gain knowledge on creation of Groups and Ledger.	K1
CO 3	Gain knowledge on methods of Voucher preparation	K1
CO 4	Specialized in inventory management and creation of Go-downs and Stock Groups	K3
CO 5	Familiar with GST and generation of Reports	K2

Mapping Course Outcome

Objectives	PS O 1	PS O 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3		3		3	3	3	2		3			23
CO2	2			3		2		3			3			13
CO3		3	3					3	3					12
CO4	3			1	3			3	2			2		14
CO5		3	3	2				3			2			13
Grand Total of COs with PSOs and POs														75
Mean Value of COs with PSOs and POs = 75/28														2.7

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.7
Observation	COs of Tally ERP.9 – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ETHICS

Title (Core – 19)	BUSINESS ETHICS	Course Code	19UBAS26 (B)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	VI	Credit	02
Course Educational Objectives(CEO)	1. To impart knowledge on ethics in business 2. To discuss the rights and duties of a business 3. Illustrate ethical decision making 4. Explain corporate social responsibilities 5. Analyze ethics in functional areas		
Unit	Content	No. of Hours	
I	ETHICS IN BUSINESS TODAY Unethical issues in contemporary business – The need for ethical intervention today – position for and against ethics in business – Basics of ethics	12	
II	ETHICAL THEORIES Deontological – teleological – Rights and Duties – justice and fairness	12	
III	ETHICAL DECISION MAKING Moral reasoning – Kohlberg’s Moral Development – Ethical Dilemma - Values	12	
IV	CORPORATE SOCIAL RESPONSIBILITY Basics and approaches of CSR – Social Accountability Standards – Corporate Governance	12	
V	ETHICS IN FUNCTIONAL AREAS Finance – Marketing – HR / Work Place Diversity – Intellectual Property Rights – IT – Production and Environment	12	
Books for Study	1. Velasquez, M.G. (12011). Business Ethics – Concepts and Cases (6ed) New Delhi: Prentice Hall of India(P) Ltd		
Books for Reference	1. Ferell, O.C. & PaquI.F.J. (2005). Business Ethics (6 ed). New Delhi: Biztantra Publications. 2. Albuquerque, D. (2013). Business Ethics. (5 ed). New Delhi: Oxford University Press.		

Teaching and learning methods

- Class Lecture
- Video Clippings
- Interact
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Retrieve the meaning, scope, functions of ethics in business	K1
CO 2	Apply the ethical justice and fairness in business	K3
CO 3	Apply ethical decision making	K3
CO 4	Describe corporate social responsibilities	K2
CO 5	Evaluate ethics in functional areas	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3		2	3		3	2			3				16
CO2		3	3						3	3				12
CO3	3	3			3		2		3	3	3			20
CO4	3			3					3	3				12
CO5		3		3	2			3		3	2			16
Grand Total of COs with PSOs and POs														76
Mean Value of COs with PSOs and POs = 76/27														2.8

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.8
Observation	COs of Business Ethics – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
RETAIL MANAGEMENT

Title (SLC)	Retail Management	Course Code 19UBASL6	
Class	III BUSINESS ADMINISTRATION	Hours	-
Semester	VI	Credit	03
Course Educational Objectives(CEO)	1. Introduce the fundamentals of Retailing 2. Explore dimensions of market segmentation 3. Impart knowledge on market mix 4. Inculcate retailing formations in India 5. Discuss role of relationship marketing in retailing business		
Unit	Content	No. of Hours	
I	Introduction to Retailing Retailing – Characteristics –Functions –Retailing industry in India.	-	
II	Market Segmentation Benefits – Kinds of market – Dimensions of segmentation.	-	
III	Market Mix Retail location – Importance, Types – product management – types of suppliers – Pricing – Approaches to pricing – Promotional mix.	-	
IV	Retail in India Traditional Retail formats – Retailing in rural India – Modern Retail formats in India.	-	
V	Relationship Marketing in Retailing Relationship Marketing strategies in Retailing – Organized Sector, Unorganized sector. Emerging trends in retailing – Challenges faced by the Indian retail sector.	-	
Books for Study	1. John Fernie & Leigh Sparks, 2014, Logistics and Retail Management, Kogan Page, New Delhi. 2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastave, 2011, Retail Management, Oxford University Press, Hyderabad.		

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Gain knowledge on fundamentals of Retailing	K1
CO 2	Familiarize on dimensions of market segmentation	K2
CO 3	Gain knowledge on market mix	K1
CO 4	Understand retailing formations in India	K1
CO 5	Familiarize on the role of relationship marketing in retailing business	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3		3			2		3	3		3			17
CO2		3				3	3	3	3	2	3			20
CO3			3	1		3		2	3		3			15
CO4		3				3		3	3		3			15
CO5		3	2	3		3		3	3	3	3			23
Grand Total of COs with PSOs and POs														90
Mean Value of COs with PSOs and POs = 90/32														2.8

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			2.8
Observation	COs of Retail Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514
DEPARTMENT OF BUSINESS ADMINISTRATION
TIME MANAGEMENT

Template for Course Syllabus

Title (VAC)		TIME MANAGEMENT		
Class		BBA	Hours	30
Semester		II	Credit	
Cognitive Level		K-1 Knowledge K-2 Understanding K-3 Application K-4 Analysis K-5 Evaluation		
Course Educational Objectives(CEO)		1. Introduce the basic principles of Time management. 2. Exhibit the concept of goal setting and prioritization. 3. Discusselements of effective time management. 4. Inculcate steps to plan time management. 5. Discuss the importance of time management at workplace.		
Unit	Content			No. of Hours
I	Introduction to Time Management Meaning – Objectives of Time management – Importance - Misconceptions about time – Symptoms of Poor time management.			6
II	Goal setting and Prioritization Goal setting – Categories of Goals – SMART goals – Prioritizing using Time Management Matrix.			6
III	Effective time management TimeAnalysis-Keepingtrackoftime usingtimelog - Analyzingtime log -Timespent/investedpatterns.			6
IV	Planning for time management Essential Steps in Using A Planner - Daily, weeklyandlongrangeplanning - Usingtechnologytosavetime.			6
V	Time management at workplace Workplace and paper organizers - Making meetings effective - Managinginformationoverload.			6
Books for Study	1.Time Management for Busy People”, Roberta Roesch, McGraw-Hill Publishing, 2019.			
Books for Reference	1. Essence of Time Management: Principles and Practice”, MichealLabeof, Jaico Publishing House, 2016. 2. “Make Everything Count”, Robert W. Bly; Jaico Publication House, 2016.			

Teaching and learning methods

- Class Lecture
- Video Clippings
- Group Discussion
- ICT (Information communication Technology)

Course Outcome (CO)

On successful completion of the course, the student able to

CO 1	Familiar with basic concepts in Time management.	K2
CO 2	Make effective Goal setting and Prioritization.	K4
CO 3	Gain knowledge of Effective time management.	K2
CO 4	Gain knowledge on planning for time management.	K4
CO 5	Gain knowledge on Time management at work place	K5

Mapping Course Outcome

Objectives	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	Sum of COs with PSOs & POs
Outcome														
CO1	3	3	3		3	3	3		3	3	3			27
CO2	3	3	3		3	3	3		3	3	3			27
CO3	3	3	3		3	3	3		3	3	3			27
CO4	3	3	3		3	3	3		3	3	3			27
CO5	3	3	3		3	3	3		3	3	3			27
Grand Total of COs with PSOs and POs														135
Mean Value of COs with PSOs and POs = 135/45														3

*: S-Strong; M-Medium; L-Low

Mapping Scale	1	2	3
Relation	0.01 to 1.0	1.01 to 2.0	2.01 to 3.0
Quality	Low	Medium	Strong
Mean Value of COs with PSOs and POs			3
Observation	COs of Marketing Management – Strongly related with PSOs and POs		

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6 = Create