

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

CBCS STRUCTURE for BBA

I SEMESTER				
Part	Sub.Code	Course	Hrs	Cr
I	23UTAL11/ 23UHNL11/ 23USNL11	Tamil Hindi French	05	04
II	23UENA11/ 23UENB11	English through Prose & Short Story – Stream – A English through Prose & Short Story – Stream – B	05	04
III	23UBAC11	Core – 1 Management Thought and Process	06	05
	23UBAC21	Core – 2 Office Administration	06	05
	23UBAA11	Allied – 1 Accounting for Managers	05	04
IV	23UFCE11	Foundation Course – Personality Development	01	01
	23UCSH12	Communication Skills	01	-
	23USSI16	Soft Skills	01	-
V	23UNCC/NSS/ PHY.EDU./YRC/ ROT/ACF/NCB12	Extension Activities NCC/NSS /PHY.EDN./YRC/ ROTARACT/AICUF/Nature Club	-	-
	23UBRC11	Bridge Course	-	01
		Total	30	24
II SEMESTER				
I	23UTAL22/ 23UHNL22/ 23USNL22	Tamil Hindi French	05	04
II	23UENA22/ 23UENA22	English through Prose & Short Story – Stream – A English through Prose & Short Story – Stream – B	05	04
	23UBAC32	Core – 3 Business Environmental Management	06	05
	23UBAC42	Core – 4 Entrepreneurship Development	06	04
	23UBAA22	Allied – 2 Introduction to Statistics	05	04
	IV	23UFCH22	FC – Social Responsibility and Global Citizenship	01
	23UCSH12	Communication Skills	01	1
	23USSI16	Soft Skills	01	-
	V	23UNCC/NSS/ PHY.EDU./ YRC/ROT/ACF/ NCB12	Extension Activities NCC/NSS/PHY.EDN./ YRC/ROTARACT/AICUF/Nature Club	-
		Total	30	24

III SEMESTER				
	23UTAL33 23UHNL33 23USNL33	Tamil Hindi French	06	04
III	23UBAC53	Core – 5 Organisational Behaviour	06	05
	23UBAC63	Core – 6 Principles of Marketing	05	04
	23UBAA33	Allied – 3 Business Mathematics	05	04
IV	23UBAN13	(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
	23UBAS13	(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
	23UFCE33	F C – Environmental Studies	01	01
V	23UNCC/NSS/ PHY.EDU./ YRC/ROT/ACF /NCB24	Extension Activities NCC /NSS /PHY.EDN. / YRC/ROTARACT / AICUF / NATURE CLUB	--	--
	23UARE14	ARISE	--	--
	23USSI16	Soft Skills	01	--
		Total	30	22
IV SEMESTER				
	23UTAL44 23UHNL44 23USNL33	Tamil Hindi French	06	04
III	23UBAC74	Core - 7 Human Resource Management	06	05
	23UBAC84	Core – 8 Managerial Economics	06	04
	23UBAA44	Allied – 4 Operations Research	05	04
IV	23UBAN24	(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
	23UBAS24	(To choose any 1 out of 3) Skill Based Elective 2 – 1.Executive Communication – 2 2.Digital Marketing 3.Business Case Analysis	03	02
	23UFCH44	F C –Religious Literacy and Peace Ethics	01	01

V	23UNCC/NSS/ PHY.EDU./YRC /ROT/ACF/ NCB24	Extension Activities NCC /NSS/Phy.Edn. / YRC/ROTARACT / AICUF / Nature Club	-	01
	23UARE14	ARISE	-	01
	23USSI16	Soft Skills	01	-
		Total	30	24
V SEMESTER				
III	23UBAD15	Core - 09 Introductions to Operations Management	06	05
	23UBAD25	Core - 10 Services Marketing	05	05
	23UBAD35	Core - 11 Business Research Methods	05	04
	23UBAD45	Core - 12 Financial Management	05	03
	23UBAD55	Core - 13 Institutional Training & Viva – Voce	04	04
IV	23UBAE15	(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
	23UINT15	Internship on Industrial Exposure & Viva – Voce	-	1
	23USSI16	Soft Skills	01	-
		Total	30	25
VI SEMESTER				
III	23UBAD66	Core - 14 Company law and Secretarial Practice	05	05
	23UBAD76	Core - 15 Export Documentation & Procedure	05	04
	23UBAD86	Core – 16 Advertising and Salesmanship	05	04
	23UBAD96	Core – 17 Business Policy & Strategic Management	05	04
	23UBAT06	Core – 18 Field Study Research Report & Viva – Voce	04	03
IV	23UBAE26	(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
	23USSI16	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	02
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 23UBAC11	
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	PSO	PSO	PSO	PSO	PO	PO	PO	PO	PO	PO	PO	PO	Sum of COs with PSOs & POs
	1	2	3	4	5	1	2	3	4	5	6	7	8	
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 23UBAC21	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	I	Credit	05
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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 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 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 23UBAA11	
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 23UBAC32	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	II	Credit	05
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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 – Multinational Corporations: Merit and Demerits.	18	

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 23UBAC42	
Class	I BUSINESS ADMINISTRATION	Hours	90
Semester	II	Credit	04
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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 23UBAA22	
Class	I BUSINESS ADMINISTRATION	Hours	75
Semester	II	Credit	04
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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.Kathamba Rajan. 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	23UBAC53
Class	II BUSINESS ADMINISTRATION	Hours	90
Semester	III	Credit	05
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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

PRINCIPLES OF MARKETING

Template for Course Syllabus

Title (Core – 6)	PRINCIPLES OF MARKETING	Course Code	23UBAC63
Class	II BUSINESS ADMINISTRATION	Hours	75
Semester	III	Credit	04
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	23UBAA33
Class	II BUSINESS ADMINISTRATION	Hours	75
Semester	III	Credit	04
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. J.K.Sharma, <i>Business Mathematics Theory and Applications</i> - One Books, India, 2016. 2. Dr.Harbans 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	23UBAN13 (A)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	III	Credit	02
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	23UBAN13 (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	23UBAN13 (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
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	23UBAS13 (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	23UBAS13 (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. Discuss elements 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	23UBAS12 (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							M
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	23UBASL3
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 – 7)	HUMAN RESOURCE MANAGEMENT	Course Code	23UBAC74
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							M
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 – 8)	MANAGERIAL ECONOMICS	Course Code	23UBAC84
Class	II BUSINESS ADMINISTRATION	Hours	90
Semester	IV	Credit	04
Course Educational Objectives (CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	PSO	PSO	PSO	PSO	PO	PO	PO	PO	PO	PO	PO	PO	Sum of COs with PSOs & POs
	1	2	3	4	5	1	2	3	4	5	6	7	8	
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
OPERATIONS RESEARCH

Template for Course Syllabus

Title(Allied – 4)	Operations Research	Course Code	23UBAA44
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 model	15	

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	23UBAN24 (A)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	III	Credit	02
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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
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	23UBAN24 (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, Storage & Warehousing.	09	
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.
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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	23UBAN24 (C)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	IV	Credit	02
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	23UBAS24 (A)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	IV	Credit	02
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 1. Dr.Nageshwar Rao, Dr.Rajendra P.Das – <i>Communication Skills</i> – Himalaya Publishing House - 2019 		
Books for Reference	Reference Books: <ol style="list-style-type: none"> 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. 		

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
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	23UBAS24 (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 Outcome	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
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	23UBAS24 (C)
Class	II BUSINESS ADMINISTRATION	Hours	45
Semester	IV	Credit	02
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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
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

Title (SLC)	Group Discussion	Course Code	23UBASL4
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 McGraw Hill, 2021.		
References	1. Nitin Sharma – Group Discussion – Unicorn Publisher – 2018. 2. Gloria J. Galanes et.al., -Effective Group Discussion – McGraw 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

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	05	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	02	-
		Total	30	25
VI SEMESTER				
III	22UBAD66	Core- 16 Modern Sales Management	05	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 Project	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	02	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	02
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- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

Title (Core – 11)	INTRODUCTIONS TO OPERATIONS MANAGEMENT	Course Code	22UBAD15
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	V	Credit	05
Course Educational Objectives(CEO)	1. Introduce Production and Operations management concepts. 2. Evaluate the principles and techniques of plant location and layout and its implications. 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 Operations Management: meaning, -scope- Functions-historical developments – functions & responsibilities of a production manager-relationship of production with other functions - types of production	15	
II	Plant Location & Plant Layout Plant Location -Factors affecting location-. Plant Layout: Objectives- Types of layout-techniques of plant out – organization of physical facilities- building, lighting, safety-protection measures.	15	
III	Manufacturing system and Work study Production system: Types - Work Study: Objectives-Importance- Components. Method study: Indicators-Techniques- Introduction of AI in work measurement.	15	
IV	Material Management Materials management: Objectives- Stages-Factors-Importance. Purchasing: Objectives- Functions- Methods-Steps. Store Keeping: Functions- Working of store keeping – Implementation of AI in material management.	15	
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.	15	
Books for Study	1. Goel.B.S. <i>Productions and Operations Management</i> , Pragati Publication, New Delhi, 2021. 2. Aswathappa A.K, SridharaBhat.K, <i>Production Management</i> , Himalaya Publications House, New Delhi, 2023		

Books for Reference	1. PaneerSelvam, Production and Operations Management, Prentice Hall of India, New Delhi, 2019. 2. P.Saravanel&S.Sumathi, Production and Materials Management, Margham Publication, Chennai, 2020.
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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	Cite the meaning, scope, functions and problems in production management.	K1
CO 2	Suitable plant locations and design a plant layout.	K2
CO 3	Identify different types of work study and method study	K3
CO 4	Understand techniques of production planning and control	K4
CO 5	Plant maintenance and control quality through various quality control techniques	K5

Mapping Course Outcome

Objectives	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of COs with PSOs & POs
CO1	3	3	3			3	3				3			18
CO2	3	3	3				3		3	3				18
CO3						3	3	2	3	3	3			17
CO4		3	3				3		3					12
CO5	3	3				3	3		3	3				18
Grand Total of Cos with PSOs and POs														83
Mean Value of Cos with PSOs and POs=83/28														2.96

*: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			2.96
Observation	Cos of Introductions to 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

Title(Core–12)	SERVICES MARKETING	Course Code	22UBAD25
Class	II BUSINESS ADMINISTRATION	Hours	75
Semester	V	Credit	05
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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 4P's of services marketing. 4. To provide in depth knowledge on the process of services marketing mix 5. To explore the various kinds of services marketing. 		
Unit	Content	No. of Hours	
I	Introduction to Services Marketing Introduction , The services concept- Service Industry –Nature of Services, Characteristics of Services, Classification of Services – Difference between goods and services- Importance of Services Marketing - The Growth in Services – Global & Indian Scenarios.	15	
II	Segmentation, Targeting and Positioning Segmentation- Segmentation Strategies- bases for segmentation. Target market selection- guidelines for selection target market, Approaches to target market. Positioning- positioning services, Effective positioning, Positioning a Service in the Marketplace, process.	15	
III	The service Marketing Mix Service Product- Service Life Cycle, Service Design Pricing- The Pricing challenge, Place-Distribution of service, Promotion- selection of communication mix, Guidelines for service communication.	15	
IV	Services Marketing Mix People in service-Employees- Women in Services -Process - Physical evidence – Types of service scapes – Dimensions – Role of physical evidence in service marketing	15	

V	Marketing of Services Marketing of services–financial services–Health services–Travel & Tourism Marketing–Hospital and Airline marketing, AI in service industry, Relevant case studies.	15
Books for Study	1. Rampal. M.K & Gupta S. L , Service marketing , Galgotia Publishing, New Delhi 2000.	
Books for Reference	1. S.M.Jha, Services Marketing –Himalaya Publishing House,2008. 2. . Valarie A Zeithaml , Services Marketing: Integrating Customer Focus Across the Firm, Second Edition, McGraw-Hill 2003. 3. Christopher Lovelock , , Services Marketing : People, Technology & Strategy, Seventh Edition, Pearson Education, New Delhi 2011 4. Rajendra narkundar, Services Marketing –Tata McGraw-Hill- New Delhi,2008. 5. Vasanthi Venu Gopal, Raghu.V.N, Service Marketing –Himalaya Publishing House, 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	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	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of Cos with PSOs & POs
CO1		3	3			3	3			3	3			18
CO2			3				3			3	3			12
CO3	3		3		3			2	3					14
CO4				2		3			3		3			11
CO5	3	3	3			3	3				3			18

Grand Total of Cos with PSOs and POs	73
Mean Value of Cos with PSOs and POs=73/25	2.92

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.92
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

Title (Core – 13)	BUSINESS RESEARCH METHODS	Course Code	22UBAD35
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	V	Credit	04
Course Educational Objectives(CEO)	1.Introduce the concepts of research 2. Choose the appropriate design and sampling 3. Interpret data collection techniques and scaling techniques. 4. Write research report to suit their purpose 5. Analyze Recent trends in Research		
Unit	Content	No. of Hours	
I	Introduction to Research Introduction – Meaning – Characteristics – Objectives – Scope – Types of Research – Research Methods vs. Research Methodology, Research Process – Ethics in Research.	15	
II	Research Design and Sampling Meaning – Significance – Research Design – Concepts – Classifications - Sampling Fundamentals – Need for Sampling – Methods of Sampling – Steps in Sampling Design – Characteristics of a good sample design	15	
III	Data Collection and Analysis Hypothesis formulization- Methods of Data Collection - Primary data - Secondary data - Tools - Questionnaire – Schedule - Measurement and scaling Techniques - Analysis of Data --Chi Square Test - t test.	15	
IV	Report Writing Report Writing- Importance – Steps – Types – Layout Format of report writing - Problems encountered by Researchers in India – Role of computer in Research.	15	
V	Recent Trends in Research Methodology Statistical Package for Social Sciences – Data Input and validation – Application of Tools – Introduction of AI.	15	
Books for Study	1. Kothari.C.R. &Gaurav Garg, Research Methodology, Methods and Techniques, (New Age International and Publishers, New Delhi, 2021.		
Books for Reference	1. Rao K.V., Research Methodology in Commerce and Management, Sterling Publishers Pvt. Ltd., Chennai, 2020 2. Donald R.Cooper and Pamela S.Schindler, Business Research Methods, TATA McGraw Hill. New Delhi, 2021.		

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	Identify and formulate a problem for research	K1
CO 2	Choose the appropriate tools and techniques of sampling	K2
CO 3	Prepare a suitable methods for data collection	K3
CO 4	Write research report to suit their purpose.	K2
CO 5	Aware recent trends in research methodology	K2

Mapping Course Outcome

Objectives	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of Cos with PSOs& POs
Outcome														
CO1	3	3	3			3	3		3		3			21
CO2	2		3		2		2				2			11
CO3	2	3				3	2	2	3		3			18
CO4		2	3		2		2			3	2			14
CO5	3	2	3			3	2		2	3	3			21
Grand Total of Cos with PSO sand POs														85
Mean Value of Cos with PSOs and POs=85/33														2.57

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.57
Observation	Cos of Business Research Methods–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 14)	FINANCIAL MANAGEMENT	Course Code	22UBAD45
Class	BBA	Hours	75
Semester	V	Credit	03
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 1. To introduce the fundamentals of financial management. 2. Discuss the sources of finance and various investment decisions. 3. Explore the cost of capital and optimum capital structure. 4. Preparation of working capital statement and dividend decisions. 5. Discuss the recent trends in Financial Management. 		
Unit	Content	No. of Hours	
I	Introduction to Financial Management Financial Management – Definition – Nature – Scope - History – Objectives of the firm- Functions of Finance – Investment decisions- Financing decision – Dividend Decision.	15	
II	Investment Decisions Sources of capital – Security financing – Shares – Debt - Internal Financing –Term loans – Specialized Financial Institutions – Short term sources – Innovative sources of capital – Capital Budgeting – Features – Significance – Process & Techniques.	15	
III	Financing Decisions 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	Working Capital Management & Dividend Decisions Working capital management – Determination of working capital – Types – Simple problems - Dividend decision - factors affecting dividend decision, Forms of dividend.	15	
V	Recent Trends In Financial management Blockchain – Enterprise, Social & Governance Model – Automation - Artificial Intelligence in Financial Management.	15	
Text Books			
1. Prasanna Chandra, “Financial Management – Theory and Practice 10 th Edition” – Tata			

McGraw Hill, New Delhi, 2021

2. Khan and Jain, Financial management – Text and Cases – Tata McGraw Hill, New Delhi, 2020

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” 8th Edition - Tata McGraw Hill, New Delhi, 2018
3. [Sheridan Titman](#), Arthur J. Keown, et al, “Financial management – principles and Applications” 13th 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	Gain knowledge on Financial management	K1
CO 2	Familiarize with the sources of finance	K2
CO 3	Prepare the cost of capital statement and Cash budget statement	K3
CO 4	Prepare working capital statement and cash budgets	K3
CO 5	Understand recent trends in financial management	K2

Mapping Course Outcome

Objectives	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of COs with PSOs & POs
Outcome														
CO1	3		2		3		2		3	2				15
CO2		3		3	3	3		3	3					18
CO3	3				2					3				08
CO4		3				2	2	3	2	3				15
CO5		2	3	3	2	3				3				16
Grand Total of Cos with PSOs and POs														72
Mean Value of Cos with PSOs and POs=72/27														2.66

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.66
Observation	Cos of Financial Management–Strongly related with PSOs and POs		

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

Class	: III BBA	Part	: III Core-15
Semester	: V Semester	Hours	: 60
Subject Code	: 22UBAD55	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 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 industrial is to 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's shall submit 2 copies of training reports within two months after the commencement of the 5th semester.

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

Title (Core Elective - 1)	COMPUTER APPLICATIONS IN BUSINESS	Course Code	22UBAE15(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 Power point 4. Inculcate the ways of preparing Ms Excel 5. Develop knowledge on Artificial intelligence and Machine learning		
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 Starting with Ms-word – Understanding the start screen – creating a new blank – document – The word screen – understanding the quick access tool bar – understanding the status bar – creating documents – typing text – the save as place – Tables in Ms-Word – Printing documents	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	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING Meaning of Artificial Intelligence – Need and	12	

	importance of AI– origin of Ai – Applications of AI – Future of AI in Business /Accounting/ Auditing/ - Challenges and Ethical considerations of AI. Machine learning fundamental & common use cases – Approach to Machine Learning understanding.	
Books for Study	1. Sushila Madhan. 2017. Computer Applications in Business. Scholar Tech Press	
Books for Reference	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 3. A.RajathiP.Chandran. 2017. SPSS for you. MJP Publishers, Chennai	

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 the elements of computer skills	K1
CO 2	Gain knowledge on Ms Word Skills	K2
CO 3	Specialized in preparing Ms Power point	K3
CO 4	Prepare documents using Ms Excel	K3
CO 5	Understand the concepts of Artificial intelligence and Machine learning	K2

Mapping Course Outcome

Objectives	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of COs with PSOs & POs
Outcome														
CO1				3		3		3						09
CO2					3				3		2			08
CO3		3	2							2	2			09
CO4				2	3			3			3			11
CO5				1	2			2	3		3			11
Grand Total of Cos with PSOs and POs														48
Mean Value of Cos with PSOs and POs=48/19														2.52

*: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			2.52
Observation	Cos of Computer Applications in Business –Strongly related with PSOs and POs		

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

Title(Skill Based Elective)	ICT SKILLS	Course Code	22UBAE15 (B)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	V	Credit	03
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 1. Introduce the basics of documentation techniques 2. Exhibit worksheet manipulation techniques 3. Demonstrate animation in presentations 4. Inculcate data modeling techniques 5. Explain basics of Information Technology 		
Unit	Content	No.of Hours	
I	DOCUMENTAION Home–Edit– insert –Page Layout –View-Reference.	12	
II	WORKSHEETMANIPULATION Categories– formulas – formatting – charts – data Analysis –Pivot Table.	12	
III	PRESENTATIONS Design–customs Animation–Transition–Setup Slideshow	12	
IV	DATABASE Data modeling–Relational Approach–Normalization-Entity relationship Diagram – Client server Technology –Basics of Access	12	
V	INFORMATION TECHNOLOGY Introduction to IT and its development, Impact and Future of IT in Business Organization, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Artificial Intelligence, and Machine Learning	12	
Books for Study	1.Walkenbach,J.(2010).Excel 2010Formulas.NewDelhi:WileyPublishing		
Books for Reference	<ol style="list-style-type: none"> 1. David Reed. 2007 .Basic introduction to computer science. Prentice Hall India. New Delhi. 2. Xavier.C.2005.BasicConceptsofComputer.TataMcGrawHill,New Delhi. 3. JameB.Cunningham&JamesO.Aldrich2012.UsingSPSS:AnInteractive 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 information technology	K3

Mapping Course Outcome

Objectives	PSO	PSO	PSO	PSO	PSO	PO	PO	PO	PO	PO	PO	PO	PO	Sum of
Outcome	1	2	3	4	5	1	2	3	4	5	6	7	8	Cos with PSOs& POs
CO1				3		3		3						09
CO2					3				3		2			08
CO3		3	2							2	2			09
CO4				2	3			3			3			11
CO5				1	2			2	3		3			11
Grand Total of Cos with PSOs and POs														48
Mean Value of Cos with PSOs and POs=48/19														2.52

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.52
Observation	Cos of ICT Skills –Strongly related with PSOs and POs		

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

Title (Core Elective - 1)	DIGITAL AND SOCIAL MEDIA MARKETING	Course Code	22UBAE15 (C)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	V	Credit	03
Course Educational Objectives(CEO)	1. Impart knowledge on Digital and Social media marketing 2. Discuss about digital marketing mix 3. Guide them in preparing social media management 4. Inculcate the ways of marketing in social media 5. Develop knowledge on Social analytics		
Unit	Content	No. of Hours	
I	Introduction to digital and social media marketing: Meaning -definition-types of social media websites-mobile apps-email-social media-various social media websites; Blogging-types, platforms.	12	
II	Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.	12	
III	Social Media Management: -Social Media and Target Audience- Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.	12	
IV	Social Media for Marketing Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.	12	
V	Social Analytics Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media, Women in Social Media, Role of	12	

	Artificial Intelligence in Digital and Social Media Marketing	
Books for Study	1. Digital Marketing: Seema Gupta-McGraw hill, 2020 2. Social Media Marketing: Tracy L. Tuten, SAGE India, 2021.	
Books for Reference	1. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts, Cengage Learning, 2022 2. ChatGPT & Social Media Marketing. Ryan Turner .Kindle Edition, 2021	

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 the elements of Digital and Social media marketing	K1
CO 2	Gain knowledge on digital marketing mix	K2
CO 3	Specialized in preparing social media management	K3
CO 4	Prepare students for marketing in social media	K3
CO 5	make effective Social analytics	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
CO1				3		3		3						09
CO2					3				3		2			08
CO3		3	2							2	2			09
CO4				2	3			3			3			11
CO5				1	2			2	3		3			11
Grand Total of Cos with PSOs and POs														48
Mean Value of Cos with PSOs and POs=48/19														2.52

*: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			2.52
Observation	Cos of Digital and Social Media Marketing –Strongly related with PSOs and POs		

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

Internship

Class	: III BBA	Part	: IV
Semester	: V Semester	Hours	:-
Subject Code	: 22UINT15	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 BUSINESSADMINISTRATION

STRESS MANAGEMENT

Title(SLC)	Stress Management	Course Code	22UBASL5
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	Meaning and nature of stress: Difference between eustress and distress; Frustration, conflict and pressure; Meaning of stressors; common stressors at work place: Stressors unique to age and gender.	-	
II	Sources and causes of stress Sources of Stress- Across the Lifespan; College and Occupational Stress. Consequences of stress; Physiological and psychological changes associated with the stress response. Stress and Memory; Stress and Other Cognitive Variables; Stressful environmental conditions on performance	-	
III	Types of stress Types – Acute stress, Chronic stress, Internal irritations, External exasperations.	-	
IV	Strategies of Stress Management: Prevention of stress Challenging Stressful Thinking; Problem Solving; Emotional and cognitive coping styles: Strategies of Synthesis and Prevention: Resilience and Stress; Optimal functioning; Making changes last; Small changes and large rewards.	-	
V	Managing stress Care of the Self: Nutrition and Other Lifestyle Issues: Stress reduction practices: Time management; Exercise; Relaxation techniques; yoga; meditation.	-	

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
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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	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	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	0.01to1.0	1.01to2.0	2.01to3.0
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

Title (Core – 16)	MODERN SALES MANAGEMENT	Course Code	22UBAD66
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	VI	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 fundamentals of Sales management 2. Describe the functions of Sales manager 3. Impart Knowledge on Sales force management 4. Inculcate knowledge on Distribution management 5. Discuss the recent trends in Sales management		
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.	15	
II	Functions of Sales Manager Process of selling- Prospecting - Approach, Methods of approaching prospects, - Presentation - Handling objections - Closing the sales, Methods of closing sales.	15	
III	Sales Force Management Recruitment and Selection of Sales force – Training and Development– Sales force Motivation - Compensation - Sales territories - Sales Quotas- Types of Quotas – Sales Man’s Reports, Types of reports – Ethics of Sales person	15	

IV	Distribution Management Distribution Channel – An Introduction – Strategy – Rural Distribution Channel – Designing Customer Oriented Channel – Logistics Planning – Channel Information Systems.	15
V	Recent Trends Social Selling – Customer Relationship management – Personalization – Sales Automation – AI Adoption	15
Books for Study	1. Edward W. Cundiff & Richard R. Still, Sales Management, Prentice - Hall, New York, 2021. 2. Panda K. Tapan & Sunil Sahadev, Sales & Distribution Management, Oxford University Press, New Delhi, 2020	
Books for Reference	1. Cron, Sales Management Concepts And Cases, John Wiley, New Jersey, 2019. 2. Pradip Mallik, Sales Management, Oxford University Press, 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	Comprehend the fundamentals of sales management	K1
CO 2	Demonstrate an understanding of the various functions of a sales manager and how they contribute to the success of a sales team and organization.	K3
CO 3	Knowledge and skills related to sales force management, including recruitment, training, motivation, and performance evaluation.	K2
CO 4	Develop an understanding of distribution management,	K4
CO 5	Stay abreast of recent trends in sales management	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							12
CO2	2					2								04
CO3			3						3					06
CO4				1	3				2			2		08
CO5				2							2			04
Grand Total of COs with PSOs and POs														34
Mean Value of COs with PSOs and POs=34/14														2.42

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.42
Observation	Cos of Modern Sales Management –Strongly related with PSOs and POs		

ARUL ANANDAR COLLEGE (AUTONOMOUS), KARUMATHUR- 625514

DEPARTMENT OF BUSINESS ADMINISTRATION

Title (Core-17)	EXPORT DOCUMENTATION & PROCEDURE	Course Code	22UBAD76
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	VI	Credit	04
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 1. Introduce the basic principles and fundamentals of Export and Import 2. Illustrate the various agencies in Foreign trade 3. Analyze the documentation procedures in export 4. Exhibit the procedures for Import Liberation 5. Explore the various financial institutions for export 		
Unit	Content	No. of Hours	
I	Import and Export Trade Introduction of Import and Export Trade – Export and Import of major commodities in India – Export Promotion Councils – Role of Director General of Foreign Trade – General objectives of Exim Policy.	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	Import Liberalization Import Liberation - Introduction of open general license – EPCG (Export Promotion Capital Goods) Scheme – DEPB (Duty Entitlement Passbook Scheme) – SIL (Special Import License) – Export	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	

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, 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	Define basic knowledge on Export and Import	K3
CO 2	Identify and describe the various agencies involved in foreign trade and their roles.	K3
CO 3	Analyze documentation procedures essential for export transactions.	K4
CO 4	Understand the procedures and regulations involved in import liberation.	K2
CO 5	Explore different financial institutions and mechanisms available for export.	K2

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

Mapping Course Outcome

Objectives	PSO	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of Cos with PSOs & POs
	1													
CO1	3	3	3	3		3		3			3			21
CO2	3		3	3		3	3	3			3			21
CO3	3	3	3					3						12
CO4	3			3		3	3	3						15
CO5	3	3		3		3	3	3			3			21
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	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			3
Observation	Cos of Export Documentation and Procedure –Strongly related with PSOs and POs		

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

Title(Core-18)	ADVERTISING MANAGEMENT	Course Code	22UBAD86
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 how advertising influences the consumers. 3. Understand the strategy planning and development process. 4. Explore the way to select the right media 5. Familiarize the functioning of advertising Agencies		
Unit	Content	No.of Hours	
I	UNIT I–Introduction to Advertising Advertising meaning-Roles & Functions, Evolution, Benefits, The key Players, Types, Advertising Ethics, classification of Advertising.	15	
II	UNIT II–Planning & Strategy How advertising works, The Effects behind advertising Effectiveness- The Facet model. The Consumer Audience-cultural, social, behaviour and Psychological influence. The consumer decision process. Strategic Research- types, uses and Research methods used in advertising planning.	15	
III	UNIT III– Strategic planning & Advertising Strategic planning, advertising objectives and strategic objectives, Segmenting and Targeting, positioning strategy Advertising budget– importance-Budgetary process.	15	
IV	UNIT IV–Advertising Media Advertising media- Type- print, broadcast, interactive and alternative media- advantages and disadvantages – Media planning and Buying- The components of a media plan, Media strategies, media planning changes and challenges.	15	
V	UNIT V–Advertising Agencies Advertising agency-functions – Selecting an advertising 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.Wells Moriarty Burnet Advertising Principles and Practice, Pearson Seventh Edition
Books for Reference	References: 1. S.A. Chunawalla K.J.Kumar K.C. sethia Advertising Theory & Practice Himalaya Publishing House. 2016 2. Batra, Myres, Aaker, Advertising Management, Prentice Hall Publications, New Delhi, 2005. 3. Chunnawalla, Kumar, Sethiam Subramanian, 4 th Edition, Advertising Theory and Practice, Himalaya Publication, New Delhi, 1996. 4. 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 consumer decision making process	K1
CO 3	Specialized in ways to strategy planning	K3
CO 4	Gain knowledge on right media selection	K2
CO 5	Make effective selection of advertising agency.	K2

Mapping Course Outcome

Objectives	PSO	PSO	PSO	PSO	PSO	PO	PO	PO	PO	PO	PO	PO	PO	Sum of Cos with PSOs &POs
	1	2	3	4	5	1	2	3	4	5	6	7	8	
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	0.01to1.0	1.01to2.0	2.01to3.0
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

Title (Core – 19)	BUSINESS POLICY & STRATEGIC MANAGEMENT	Course Code	22UBAD96
Class	III BUSINESS ADMINISTRATION	Hours	75
Semester	VI	Credit	04
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 1. To impart knowledge about the basic concept of strategy and Policy among students 2. To understand the various types of strategic formulation 3. Intensified competition among domestic private and public companies and multinational companies. 4. Interpret the business level strategies. 5. To impart the knowledge on strategic evaluation and control. 		
Unit	Content	No. of Hours	
I	Introduction to Strategic Management Introduction to Business policy– Evolution of strategic planning – Strategy vs Policy – Issues faced in strategic planning	15	
II	Strategy Formulation and Environmental Appraisal Environmental Analysis and diagnosis – Concept of environment and its components – Environment scanning and appraisal – Organizational appraisal – SWOT analysis – Internal Analysis – External analysis – Michael Porter 5 Force Industry Analysis – Key factor Rating.	15	
III	Corporate Level Strategy Corporate Level strategies – Expansion, Stability, Retrenchment – Concentration Strategies - Integration Strategies – Diversification – Conglomerate – 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 - Functional Strategies-Nature-Need-Development	15	
V	Strategic Evaluation & Control Measuring Performance, Balanced Score Card, Contingency Planning, Strategy auditing, Difference between strategic control and Operational control.	15	
Books for Study	1. Azhar Kazmi, Strategic Management and Business Policy, (McGraw-Hill Education (India) Private Limited, New Delhi, 2021		

	2. Francis Cherunilam, Business Policy and Strategic Management, Text and Cases, Himalaya Publishing House, New Delhi, 2020.
Books for Reference	1. Subba Rao, Business Policy and Strategic Management, Text and Cases, Himalaya Publishing House, New Delhi, 2018. 2. R.M. Srivastava & Shubhra Verma, Strategic Management, Concepts, Skills and Practices, PHI Learning Private Ltd, New Delhi, 2019.

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	Demonstrate a clear understanding of the fundamental concepts of strategy and policy, including their definitions, importance, and relationship within organizational contexts.	K1
CO 2	Identify and differentiate between various types of strategic formulation approaches	K2
CO 3	Analyze the dynamics of intensified competition among domestic private and public companies as well as multinational corporations	K3
CO 4	Evaluate business-level strategies employed by organizations to gain competitive advantage in their respective industries	K4
CO 5	Apply knowledge of strategic evaluation and control mechanisms to assess the performance of organizational strategies	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								06
CO2			3							3				06
CO3		3				3	3	2		3	3			17
CO4	3	3	3			3	3			3	3			21
CO5			3								3			06
Grand Total of Cos with PSOs and POs														56
Mean Value of Cos with PSOs and POs=56/19														2.9

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.9
Observation	Cos of Business Policy & Strategic Management –Strongly related with PSOs and POs		

ARUL ANANDAR COLLEGE (AUTONOMOUS) KARUMATHUR
DEPARTMENT OF BUSINESS ADMINISTRATION

Class	: IIIBBA	Part	: III Core-20
Semester	: VI Semester	Hours	: 60
Subject Code:	22UBAT06	Credit	: 03

Project

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 student 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

Title (Core Elective – 2)	Financial Accounting Package using Tally	Course Code	22UBAE26 (A)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	VI	Credit	03
Course Educational Objectives	1. Introduce the basic concepts of Accounting and Principles 2. Discuss about creation of companies 3. Exhibit the methods of Groups and Ledger 4. inculcate the methods of Voucher preparation 5. Prepare GST and Reports		
Unit	Content	No. of Hours	
I	Introduction to Accounts: Introduction to Accountancy – Rules of Accounting – Principles of Accounting- Journal – Ledger – Subsidiary Books – Artificial intelligence in Accounting	12	
II	Tally - Introduction Introduction – difference between manual accounting and mechanized accounting – types of accounting packages - tally fundamental – key components of tally – creation of companies	12	
III	F11 Features – F12 Features Maintaining company data – basic company defaults – F11 features – F12 Features – configurations – groups – Types - Ledgers	12	
IV	Preparation of Voucher Configuring vouchers - Creation of vouchers – Pre-defined Vouchers – Contra- Purchase – Sales – Payment – Receipt – Journals – Memo – Optional vouchers – Reversing journals – Postdates 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	

V	GST & Generating Reports GST – Reports Generation - Trial Balance – Balance 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	12
Books for Study	1. Tally Education Pvt Ltd - 2018 - Tally. ERP 9 with GST– Publications	
Books for Reference	1. Asok K. 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	Demonstrate a foundational understanding of accounting principles and concepts,	K2
CO 2	Understand the process and requirements involved in the creation of companies	K1
CO 3	Utilize Tally software to perform grouping and ledger maintenance effectively	K1
CO 4	Apply the methods and features of Tally software for voucher preparation, including creating, recording, and managing various types of vouchers	K3
CO 5	Utilize Tally software to prepare GST-compliant invoices, manage GST transactions, and generate reports required for GST compliance and reporting purposes	K2

Mapping Course Outcome

Objectives	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of Cos with PSOs & POs
Outcome														
CO1				3		3		3						09
CO2					3				3		2			08
CO3		3	2							2	2			09
CO4				2	3			3			3			11
CO5				1	2			2	3		3			11
Grand Total of Cos with PSOs and POs														48
Mean Value of Cos with PSOs and POs=48/19														2.52

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

Mapping Scale	1	2	3
Relation	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COS With PSOs and POs			2.52
Observation	Cos of Financial Accounting Package using Tally –Strongly related with PSOs and POs		

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

Title Core Elective 2	BUSINESS ETHICS	Course Code	22UBAE26 (B)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	VI	Credit	03
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	INTRODUCTION TO ETHICS Meaning and scope – principles of personal ethics – principles of professional ethics- values and ethics – business ethics – need for business ethics– reasons behind unethical behaviour Source of ethical conflicts, consequences of ethical behaviour – corporate governance ethics- code of conduct and ethics for managers	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. Ferrell,C.&PaquI.F.J.(2005).Business Ethics(6ed).New Delhi: Biztantra Publications. 2. Albuquerque, D.(2013).Business Ethics.(5ed).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	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	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	0.01to1.0	1.01to2.0	2.01to3.0
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

CUSTOMER RELATIONSHIP MANAGEMENT

Title (Core Elective – 2)	CUSTOMER RELATIONSHIP MANAGEMENT	Course Code	22UBAE26 (C)
Class	III BUSINESS ADMINISTRATION	Hours	60
Semester	VI	Credit	03
Course Educational Objectives	1. To be aware of the nuances of customer relationship 2. To analyze the CRM link with the other aspects of marketing 3. To impart the basic knowledge of the Role of CRM in increasing the sales of the company 4. To make the students aware of the different CRM models in service industry 5. To make the students aware and analyze the different issues in CRM		
Unit	Content	No. of Hours	
I	Evolution of Customer Relationship CRM- Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features Trends in CRM , CRM and Cost-Benefit Analysis, CRM and Relationship Marketing.	12	
II	CRM Concepts Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web based Customer Support.	12	
III	Planning for CRM Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the	12	

	Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid.	
IV	CRM and Marketing Strategy CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.	12
V	CRM Planning and Implementation Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics.	12
Books for Study	<ol style="list-style-type: none"> 1. Francis Buttle, Stan Maklan, Customer Relationship Management: Concepts and Technologies, 3rd edition, Routledge Publishers, 2020 2. Kumar, V., Reinartz, Werner Customer Relationship Management Concept, Strategy and Tools, 1st edition, Springer Texts, 2019 	
Books for Reference	<ol style="list-style-type: none"> 1. JagdishN.Sheth, AtulParvatiyar&G.Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application",TMH, 2018,. 2. Dilip Soman& Sara N-Marandi," Managing Customer Value" 1st edition, Cambridge, 2019. 3. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI, 2019. 	

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 the nuances of customer relationship	K2
CO 2	Gain knowledge on CRM link with the other aspects of marketing	K1
CO 3	Gain knowledge on Role of CRM in increasing the sales of the company	K1
CO 4	Specialized in different CRM models in service industry	K3
CO 5	Familiar with Analysing the different issues in CRM	K2

Mapping Course Outcome

Objectives	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of COs with PSOs & POs
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	0.01to1.0	1.01to2.0	2.01to3.0
Quality	Low	Medium	Strong
Mean Value of COs With PSOs and POs			2.8
Observation	Cos of Customer Relationship 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 ETIQUETTE

Title SLC	BUSINESS ETIQUETTE	Course Code	22UBASL6
Class	III BUSINESS ADMINISTRATION	Hours	-
Semester	VI	Credit	03
Course Educational Objectives(CEO)	<ol style="list-style-type: none"> 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	Introduction to Ethics Meaning and scope – principles of personal ethics – principles of professional ethics- values and ethics – business ethics – need for business ethics– reasons behind unethical behaviour Source of ethical conflicts, consequences of ethical behaviour – corporate governance ethics- code of conduct and ethics for managers	-	
II	ETHICAL THEORIES Deontological–teleological–Rights and Duties–justice and fairness	-	
III	ETHICAL DECISION MAKING Moral reasoning–Kohlberg’s Moral Development–Ethical Dilemma -Values	-	
IV	CORPORATE SOCIAL RESPONSIBILITY Basics And approaches of CSR–Social Accountability Standards–Corporate Governance	-	
V	ETHICS IN FUNCTIONAL AREAS Finance–Marketing–HR/Work Place Diversity–Intellectual Property Rights–IT–Production and Environment	-	
Books for Study	1. Velasquez, M.G. (2011). Business Ethics–Concepts and Cases (6ed) New Delhi: Prentice Hall of India (P) Ltd		
Books for Reference	<ol style="list-style-type: none"> 1. Ferrell, O.C. & Paquol, F.J. (2005). Business Ethics (6ed). New Delhi: Biztantra Publications. 2. Albuquerque, D. (2013). Business Ethics. (5ed). 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	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Sum of Cos with PSOs & POs
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	0.01to1.0	1.01to2.0	2.01to3.0
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