



School of Arts & Science

Minutes of Sixth Meeting of Board of Studies for B.B.A. (General)

The Sixth Meeting of Board of Studies for Bachelor of Business Administration (General) - B.B.A. Programme was held on 25th May 2023, Thursday at 11.00 A.M. via Zoom Meeting (Great Learning Platform) with the Head of the Department in the Chair.

The following members were present for the BoS meeting.

S. No.	Name of the Member	Designation
1	Dr. Bala Sendhil Kumar G. Professor and Head, Business Studies, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Chairman
2	Dr. V. Saikumari Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Pondicherry University Nominee
3	Dr. J. Tamilselvi Associate Professor Department of Business Administration Annamalai University, Chidambaram.	Subject Expert (Academic Council Nominee)
4	Dr. M. Sheeba Associate Professor Department of Commerce Guru Nanak College (Autonomous), Chennai.	Subject Expert (Academic Council Nominee)
5	Mr. Raviganth Vignesh Founder and Principal HR Consultant, Sanvi Business Solutions, Chennai.	Member (Industry representative)
6	Dr. S. Pougajendy Professor, Department of Management Studies Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
7	Dr. Sivasacty Assistant Professor, Department of Business Studies, School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
8	Mr. G. Vengatesan Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
9	Ms. M. Abirami @ Manoranjitham Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College	Internal Member

10	Mrs. M. Dhivya Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
11	Dr. R. Rajendiran Assistant Professor, Department of Tamil School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
12	Mr. Elamaran Assistant Professor, Department of English School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member

Agenda of the Meeting

Item No. : BoS / BBA-G 6.1

- ❖ Welcome Address.
- ❖ To confirm the minutes of the fifth meeting of Board of Studies.

Item No. : BoS / BBA-G 6.2

- ❖ To discuss and approve the Curriculum Framework (1 to 6 Semesters) and Syllabi of 1st Semester for the Programme Bachelor of Business Administration under Regulations 2023. (For the students admitted from the Academic Year 2023-2024).

Item No. : BoS / BBA-G 6.3

- ❖ To discuss and approve the List of Online Courses (offered by SWAYAM / NPTEL/ UDEMY) and its Grading Procedure for the students of Batch (2020-2023).

Item No. : BoS / BBA-G 6.4

Discussion of the following as in the Regulation 2023 of School of Arts and Science, Sri Manakula Vinayagar Engineering College.

- ❖ Admission eligibility criteria.
- ❖ Conduct of Internal Assessment Test, Award of Continuous Assessment Marks / Re Earn / Improvement / Evaluation Procedures.

Item No. : BoS / BBA-G 6.5

- ❖ Any other item with the permission of chair.

Minutes of the Meeting

The meeting deliberated on the agenda items that had been approved by the Chairman.

Item No. : BoS / B.B.A.- 6.1

Dr. G. Bala Sendhil Kumar, Chairman, BoS opened the meeting by greeting and introducing the external members to the internal members and meeting thereafter deliberated on the approved agenda items.

Confirmation of the Minutes of the Fifth meeting of the Board Members held on 24th September 2023 at 11.00 AM was done by presenting the summary of suggestions (related to improvisation in the Third Year Curriculum and Syllabi of B.B.A. Program) made by the Board Members and the actions taken by the Department in the process of implementing those suggestions. The following were the suggestions made and approved by the Board Members and implemented by the department.

- ❖ Employability Enhancement Course in the 5th and 6th semester are removed to enhance students to concentrate more on Placement Training.
- ❖ Computerized Business Accounting - the skill development course in removed as the students has already learnt Tally in their 3rd semester as Employability Enhancement Course.
- ❖ Minor Research Project is introduced in 5th Semester.
- ❖ Major Project is introduced in 6th Semester instead of the Practicals ERP Practical and Business Research Report
- ❖ Practicals & Skill Development Courses in V & VI Semester of the B.B.A. (General) program (listed below) was approved by the board members.

S. No.	Semester	Course Type	Course Code	Course Title
1	5	Skill Enhancement Course	A20BAS505	Seminar
2	5	Project	A20BAP516	Minor Project
3	5	Practical	A20BAL515	Reading Annual Reports
4	6	Skill Enhancement Course	A20BAS606	Management Colloquium
5	6	Project	A20BAP620	Major Project

Item No. : BoS / B.B.A. - 6.2

The New Curriculum Framework under the Regulations 2023 of the UG Programme - Bachelor of Business Administration (B.B.A.) General (For the students admitted from the Academic Year 2023-2024) was discussed in detail and the Board Members unanimously appreciated and approved the Curriculum Framework (1 to 6 Semesters) (shown in Annexure 1). The Syllabi of the 1st Semester Courses (Shown in Annexure 2) was discussed and Board Members approved the same.

Item No. : BoS / B.B.A. - 6.3

The Board Members discussed the List of Online Courses (offered by SWAYAM / NPTEL/ UDEMY) and its Grading Procedure for the students of Batch (2020-2023). The list of online courses chosen by the students of the batch (2020-2023) is shown in the table below.

Sl. No.	Course Name	Provider	Course Duration
1	Retail Management	NPTEL / SWAYAM	8 Weeks
2	Business Analysis "A to Z" - Master Class	Udemy	31.5 Hours

The Grading Procedure to be adopted for the above listed courses is as follows.

Criteria	Particulars	Marks scored in proctored exam conducted course provider	Marks to be Assigned	Grade
1	SWAYAM / NPTEL Online Course Successful Completion	40 to 49	92	S
		50 to 59	94	
		60 to 69	96	
		More than 69	98	
2	SWAYAM / NPTEL Online Course - Failed in Online Exam but Successfully Completed a Course in UDEMY with Minimum of 30 Hours Lecture	Less than 40 Marks	80	A
3	Successfully Completed a Online Course in UDEMY with Minimum of 30 Hours Lecture	Successfully Completed 31.5 Hours of Lecture	70	B

The Board Members discussed and approved the above scheme of grading system for the batch (2020-2023).

Item No. : BoS / B.B.A. - 6.4

The following were discussed as in the Regulation 2023 of School of Arts and Science, Sri Manakula Vinayagar Engineering College.

- Admission eligibility criteria.
- Conduct of Internal Assessment Test
- Award of Continuous Assessment Marks / Re Earn / Improvement / Evaluation Procedures.



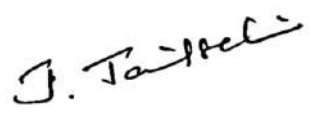


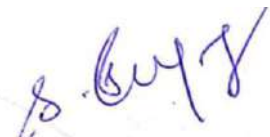

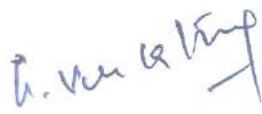
Discussions were made on the above listed items and accepted by the BoS Members.



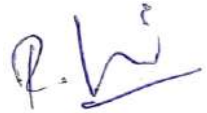

Item No. : BoS / B.B.A. - 6.5

No other item was considered for further discussion in the Sixth Meeting of BoS of B.B.A. (General)

The external members of the Board appreciates the faculty members for the smooth conduct of meeting of Board of Studies. The meeting ended with vote of thanks by the Chairman of the Board was concluded at 12.40 PM.

The Minutes of the Sixth Meeting of Board of Studies for Bachelor of Business Administration (General) - B.B.A. Programme held on 25th May 2023 (Thursday), is signed by the members who attended the meeting:

S. No.	Name of the Member	Designation	Signature
1	Dr. Bala Sendhil Kumar G. Professor and Head, Business Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Chairman	
2	Dr. V. Saikumari Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Pondicherry University Nominee	
3	Dr. J. Tamilselvi Associate Professor Department of Business Administration, Annamalai University, Chidambaram.	Subject Expert (Academic Council Nominee)	
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6	Dr. S. Pougajendy Professor, Department of Management Studies Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
7	Dr. Sivasacty Assistant Professor, Department of Business Studies, School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
8	Mr. G. Vengatesan Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	

9	Ms. M. Abirami @ Manoranjitham Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
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12	Mr. Elamaran Assistant Professor, Department of English School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	



Dr. G. Bala Sendhil Kumar
Professor and Head - Business Studies
Chairman, Board of Studies
B.B.A. General



Dr. S. Muthulakshmi
Dean - School of Arts & Science
Sri Manakula Vinayagar Engineering College






SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)

Madagadipet, Puducherry - 605 107



SCHOOL OF ARTS AND SCIENCE

BACHELOR OF BUSINESS ADMINISTRATION (GENERAL)

ACADEMIC REGULATIONS 2023 (R-2023) CURRICULUM



COLLEGE VISION AND MISSION

Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

Mission

M1: Quality Education:

To provide comprehensive academic system that amalgamates the cutting-edge technologies with best practices.

M2: Research and Innovation:

To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

M3: Employability and Entrepreneurship:

To inculcate the employability and entrepreneurial skills through value and skill-based training.

M4: Ethical Values:

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

DEPARTMENT OF BUSINESS STUDIES

VISION AND MISSION

Vision

To explore value-based Accounting and Management Education through innovative and flexible curriculum that enables to decipher and adapt in multidisciplinary academic and research environments and the society at large.

Mission

M1: Knowledge Sharing:

To transform lives through knowledge creation and sharing

M2: Collaborative Learning:

To leverage the resources to provide experiential learning, immersion and other collaboration opportunities.

M3: Career Development:

To provide the best professional development and career growth opportunities to the students.

M4: Consistent Improvement:

To continuously improve through stakeholder engagement, industry relations, and assurance of learning across multiple domains.



Programme Outcome (PO)

PO1: Acquire adequate Management knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

PO2: Acquire employability skills through practical exposure of IT and its usage in management.

PO3: Analyze and comprehend the applicability of management principles in solving complex business issues.

PO4: Ability to develop group behavior and lead a team to achieve the individual, group and organizational goals.

PO5: Develop entrepreneurial skills to become an entrepreneur.

Program Specific Outcomes (PSO)

PSO1: Understand the concepts, principles and practices involved in undertaking business ventures.

PSO2: Demonstrate analytical and problem-solving skills by providing end to end solutions to business problems.

PSO3: Understand and develop the new dimensions of knowledge to cater the need of the industry.



A handwritten signature in blue ink, appearing to be the initials 'hs' or similar, written in a cursive style.

BACHELOR OF BUSINESS ADMINISTRATION (GENERAL)
STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
Part I		
1	Modern Indian Language (MIL)	06
Part II		
2	English (ENG)	06
Part III		
3	Discipline Specific Core Courses (DSC)	63
4	Discipline Specific Elective Courses (DSE)	12
5	Inter-Disciplinary courses (IDC)	20
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	0
8	Ability Enhancement Courses (AEC)	04
9	Open Electives (OE)	04
10	Online Certificate Course (OCC*)	0
11	Extension Activity (EA*)	0
Total		127

SCHEME OF CREDIT DISTRIBUTION - SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
Part I								
1	Language (MIL) (Tamil/French)	3	3					06
Part II								
2	English (ENG)	3	3					06
Part III								
3	Discipline Specific Core Courses (DSC)	10	7	12	12	8	14	63
4	Discipline Specific Elective Courses (DSE)			3	3	3	3	12
5	Inter-Disciplinary Courses (IDC)	3	7	2	2	6		20
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	0	0	0	0			0
8	Ability Enhancement Courses (AEC)	1	1	1	1			04
9	Open Electives (OE)			2	2			04
10	Online Certificate Course (OCC*)					0		0
11	Extension Activity (EA*)		0					0
Total		22	23	22	22	19	19	127

* EEC, OCC, EA will not be included for the computation of "Total of Credits" as well as "CGPA".



SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part I										
Theory										
1	A23FRT101C	French - I	MIL	3	0	0	3	25	75	100
	A23TAT101C	Tamil - I								
Part II										
Theory										
2	A23BET102C	Business English - I	ENG	3	0	0	3	25	75	100
Part III										
Theory										
3	A23BAT101C	Fundamentals of Accounting	DSC	3	1	0	4	25	75	100
4	A23BAT102C	Business Management and Practices	DSC	3	0	0	3	25	75	100
5	A23BAD101C	Managerial Economics	IDC	3	0	0	3	25	75	100
6	A23BAT103D	Business Environment	DSC	3	0	0	3	25	75	100
Skill Enhancement Course										
7	A23ENSA01C	Communication Skill	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AETA02C	Environmental Studies	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
9	A23BAC101D	Certification Course - I*	EEC	0	0	4	0	100	0	100
							22	450	450	900

* Employability Enhancement Course are to be selected from the list in Annexure I



SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part I										
Theory										
1	A23FRT202C	French - II	MIL	3	0	0	3	25	75	100
	A23TAT202C	Tamil - II								
Part II										
Theory										
2	A23BET202C	Business English - II	ENG	3	0	0	3	25	75	100
Part III										
Theory										
3	A23BAT204C	Basics of Cost and Management Accounting	DSC	3	1	0	4	25	75	100
4	A23BAT205C	Entrepreneurship and Startups	DSC	3	0	0	3	25	75	100
5	A23MADA01C	Business Mathematics and Statistics	IDC	3	1	0	4	25	75	100
6	A23BAD202C	Legal Aspects of Business	IDC	3	0	0	3	25	75	100
Skill Enhancement Course										
7	A23ENSA02C	Soft Skills	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AETA01C	Public Administration	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
9	A23BAC202D	Certification Course - II*	EEC	0	0	4	0	100	0	100
Extension Activity										
10	A23EAS201C	National Service Scheme	EA	0	0	2	0	100	0	100
							23	550	450	1000

* Employability Enhancement Course are to be selected from the list in Annexure I



SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A23BAT306C	Banking Regulations and Operations	DSC	3	0	0	3	25	75	100
2	A23BAT307C	Financial Management	DSC	3	1	0	4	25	75	100
3	A23BAT308C	Organisational Behaviour	DSC	3	0	0	3	25	75	100
4	A23BAE301D	Consumer Behaviour	DSE	3	0	0	3	25	75	100
	A23BAE302D	Human Resource Planning								
	A23BAE303C	Indian Financial System								
5	A23XXO30XC	Open Elective - I	OE	2	0	0	2	25	75	100
Practical										
6	A23BAI301C	Working with Spreadsheets	IDC	0	0	4	2	50	50	100
Project										
7	A23BAP301C	Venture Development	DSC	0	0	4	2	40	60	100
Skill Enhancement Course										
8	A23BAS301C	Business Statistics Lab	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA04C	Value Education	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
10	A23BAC303D	Certification Course - III*	EEC	0	0	4	0	100	0	100
							22	515	485	1000

SEMESTER – IV										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A23BAT409C	Information Systems and e-business	DSC	3	0	0	3	25	75	100
2	A23BAT410C	Marketing Management	DSC	3	0	0	3	25	75	100
3	A23BAT411C	Strategic Management	DSC	3	0	0	3	25	75	100
4	A23BAE404D	Marketing Channels	DSE	3	0	0	3	25	75	100
	A23BAE405D	Labour Legislation								
	A23BAE406C	Insurance Management								
5	A23XXO40XC	Open Elective - II	OE	2	0	0	2	25	75	100
Practical										
6	A23BAI402C	Data Visualisation	IDC	0	0	4	2	50	50	100
Internship										
7	A23BAN401D	Internship / In-Plant Training	DSC	0	0	6	3	40	60	100
Skill Enhancement Course										
8	A23MASA01C	Quantitative Aptitude and Logical Reasoning	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA03C	Indian Constitution	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
10	A23BAC404D	Certification Course - IV	EEC	0	0	4	0	100	0	100
							22	515	485	1000

* Employability Enhancement Course are to be selected from the list in Annexure I

SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A23BAT512C	Production and Operations Management	DSC	3	0	0	3	25	75	100
2	A23BAT513C	Business Ethics and Corporate Social Responsibility	DSC	3	0	0	3	25	75	100
3	A23BAD503C	Business Analytics	IDC	3	0	0	3	25	75	100
4	A23BAE507D	Services Marketing	DSE	3	0	0	3	25	75	100
	A23BAE508D	Performance Management								
	A23BAE509C	Stock Market Operations								
Project										
5	A23BAP502D	Reading Financial Statements	DSC	0	0	4	2	40	60	100
6	A23BAP503C	Social Responsibility Project	IDC	0	0	6	3	40	60	100
Skill Enhancement Course										
7	A23BAS502C	Business Research Methods	SEC	0	0	4	2	100	0	100
Online Certification Course										
8	A23BAM501D	MOOC - Certificate Course	OCC	0	0	4	0	Successful Completion		
							19	280	420	700

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Part III										
Theory										
1	A23BAT514C	Total Quality Management	DSC	3	0	0	3	25	75	100
2	A23BAT515C	Human Resource Management	DSC	3	0	0	3	25	75	100
3	A23BAT516C	International Business	DSC	3	0	0	3	25	75	100
4	A23BAE610C	Digital Marketing	DSE	3	0	0	3	25	75	100
	A23BAE611D	Training and Development								
	A23BAE612C	Income Tax								
Project										
5	A23BAP604D	Business Research Project	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
6	A23BAS603C	Life Skills Development and Mentoring	SEC	0	0	4	2	100	0	100
							19	240	360	600



Annexure - I

EMPLOYABILITY ENHANCEMENT COURSES - CERTIFICATION COURSES (Not included in CGPA and Credits computation)

Certification Course - I, II, III & IV
(To be chosen from the below list but not limited)

Sl. No.	Course Title
1	MS Office
2	Advanced Excel
3	Tally
4	Digital Marketing
5	Microsoft 365 fundamentals
6	Block Chain
7	Artificial Intelligence
8	Investment & trading Strategies
9	Foundation of Stock Market Investing
10	Google Analytics



ANNEXURE - 2

Department	TAMIL	Programme: BBA								
Semester	First	Course Category Code: MIL			*End Semester Exam Type: TE					
CourseCode	A23TAT101C	Periods/Week			Credit	Maximum Marks				
		L	T	P	C	CAM	ESE	TM		
Course Name	TAMIL – I	3	0	0	3	25	75	100		
(Common to B.A, B.Sc., BBA., B.COM., and BCA., Programmes)										
Prerequisite	பன்னிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்.									
Course Objectives	<ul style="list-style-type: none"> செவ்விலக்கிய தன்மை கொண்ட தமிழ்மொழியின் சிறப்பினை எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது. இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது. தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்றமாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றைக் காலந்தோறும் எழுதப்பட்ட இக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது. வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது. சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது. 									
	On completion of the course, the students will be able to							BT Mapping (Highest Level)		
	Course Outcome	CO1	இலக்கியங்கள் உணர்த்தும் வாழ்வியல் நெறிமுறைகளைப் பேணி நடத்தல்.						K3	
		CO2	நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.						K3	
		CO3	தகவல் தெடர்ப்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.						K2	
CO4		தாய்மொழியின் சிறப்பை அறிதல்.						K2		
CO5		இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.						K3		
UNIT-I	இக்கால இலக்கியம்- மரபுக்கவிதைகள்- புதுக்கவிதைகள்- சிறுகதை				Periods: 09					
மரபுக்கவிதைகள் - பாரதியார்-வெள்ளிப் பனிமலையின் மீதுலாவுவோம்... (13 பாடல்கள்)- பாரதிதாசன்-புரட்சிக்கவி (பேரன்புக் கொண்டவரே...முதல் - கவிஞனுக்கும் காதலிக்கும் மீட்சிதந்தார் வரை) தங்கப்பா - பனிப்பாறை நுணிகள் - வாழ்க்கை ஓவியம். CO1 புதுக்கவிதைகள் -அப்துல் ரகுமான் - வடலூரும் வார்தாவும் - யுகி - உயிர்ப்பு (இயற்கையின் எலும்பு முறிப்பு) - சிறுகதை -ஆர்.சூடாமணி - சாம்பலுக்குள்.										
UNIT-II	நாடகம் -உரைநடை- நாவல்				Periods: 09					
நாடகம் - பிரபஞ்சன் - முட்டை - உரைநடை - இரா.வேங்கடாசலபதி - அந்தக் காலத்தில் காப்பி இல்லை - நாவல் - CO2 இரா.முருகவேள் - மிளிர்கல்										
UNIT-III	பக்தி இலக்கியம் -சைவம்- வைணவம் - கிறித்துவம் - இஸ்லாம்				Periods: 09					
பக்தி இலக்கியம் -சைவம்-திருஞானசம்பந்தர் - முதல் திருமுறை - தோடுடையசெவியன்...பாடல் மட்டும் - திருநாவுக்கரசர் - நான்காம் திருமுறை - கூற்றாயினவாறு...பாடல் மட்டும்- சுந்தரர் - ஏழாம் திருமுறை - பித்தாபிறைகூட...பாடல் மட்டும் - CO3 மாணிக்கவாசகர் - திருவாசகம் - புல்லாய் புழுவாய்...பாடல் மட்டும் - திருமூலர் - திருமந்திரம் - ஆர்க்கும் இடுமின்...பாடல் மட்டும் - காரைக்காலம்மையார்-திருவிரட்டை மணிமாலை - அன்பால் அடைவதெவ்வாறு...பாடல் மட்டும். வைணவம் - பொய்கையாழ்வார் - வையம் தகளியாய்...பாடல் மட்டும் -புத்தாழ்வார் - அன்பே தகளியாய்...பாடல் மட்டும் - பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி...பாடல் மட்டும் - நம்மாழ்வார் - திருவாய்மொழி - உள்ளன் என்...பாடல் மட்டும் - பெரியாழ்வார் - பெரியாழ்வார் திருமொழி - வாக்குத் தூய்மை...பாடல் மட்டும் -ஆண்டாள் - நாச்சியார் திருமொழி- என்பு உருகி இனவேல்...பாடல் மட்டும் - கிறித்துவம் - இரட்சன்ய மனோகரம் - ஆவிக்குறுவெந்துயர்...முதல் உணையல்லது பற்றுதோ வரை - இஸ்லாம் - குணங்குடி மஸ்தான் சாகிபு-ரகுமான் கண்ணி -அடைத்த மனக்கோட்டை...முதல் என்கண் வரை										
UNIT-IV	சிறுநிலக்கியம் - முத்தொள்ளாயிரம் - உலா- கலம்பகம்- பள்ளு- இடைக்காலப் புலவர்கள்				Periods: 09					
சிறுநிலக்கியம் - முத்தொள்ளாயிரம் - 1.வேறுகைபம்பிச் சுரையாய்...2.மாலை விலைபகர்வார்... 3.என்னை உரையல் ...எனத் தொடங்கும் பாடல்கள் மட்டும் - உலா - குலோத்துங்கசோழன் உலா - தாளை அரவிந்தச் சாதி...முதல் நிலவென்றாள் வரை கலம்பகம் -திருவரங்கக்கலம்பகம் - உருமாறிப் பலபிற்பும்...முதல் ஆடர் வாசல் வரை - பள்ளு - முக்கூடற்பள்ளு - நாட்டுவளம் - கறைபட்டுள்ளது...எனத்தொடங்கும் பாடல் மட்டும் - தூது -அழகர் கிள்ளைவிடு தூது - இன்சொல்லை....முதல் உபதேசமாக உரைப்பாய் வரை இடைக்காலப் புலவர்கள் - இராமலிங்க அடிகள் - மஹாதேவமாலை-படித்தேன்...முதல் பொய் உலகியல் வரை - வீரமாமுனிவர் திருக்காவலூர் கலம்பகம் - தழை-போதவிழ்ப்...எனத்தொடங்கும் பாடல் மட்டும் -										

மு.மு.ஹம்மதுதஹா - .:கௌதுமுஹிய்யித்தீன் பிள்ளைத் தமிழ் - வயிறுபுடைக்க உண்கின்றீர்...பாடல் மட்டும்.

UNIT-V	மொழிப்பயிற்சி-இலக்கிய வரலாறு	Periods: 09
மொழிப்பயிற்சி - 1.வலிமிகும் இடங்கள் ,வலிமிகா இடங்கள்.- 2.அகரவரிசைப்படுத்துதல்.-3.நேர்காணல் - இலக்கிய வரலாறு - CO5 இக்கால இலக்கியம், பக்தி இலக்கியம், சிற்றிலக்கியம் குறித்த பாடப்பகுதியை ஒட்டியது.		

Lecture Periods: 45	Tutorial Periods:-	Practical Periods:-	TotalPeriods:45
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Text Books			
1. பாரதியார் – பாரதியார் கவிதைகள், Kindle Edition , Published June 2, 2020. 2. சிவகுமார். எஸ்., - கொங்குதேர் வாழ்க்கை, பாடல் தொகுப்பு நூல் - தொகுதி -1 யுனெடெட் ரைட்டர்ஸ், சென்னை -86. முதற்பதிப்பு 2003. 3. சூடாமணி.ஆர். - தனிமைத் தளிர், தேர்ந்தெடுத்த சிறுகதைகள், காலச்சுவடு பதிப்பகம், முதல் பதிப்பு: செப்டம்பர் 2013. 4. பிரபஞ்சன் - ஜீவநதி (நாடகங்கள்) – கவிதா பப்ளிகேஷன், 8, மாசிலாமணி தெரு, பாண்டிபஜார், தி.நகர், சென்னை -600 017 5. முருகவேள். இரா., - மிளிர்கல், ஐம்பொழில் பதிப்பகம், திருப்பூர், இரண்டாம் பதிப்பு, 2014.			

Reference Books			
1. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், ஸ்ரீசெண்பகா பதிப்பகம், ஜனவரி,1, 2020. 2. சிறப்பாலசுப்பிரமணியம் மற்றும் நீலபத்மநாபன் (ப.ஆசி.) – புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி-1,2,3, சாகித்திய அகாதெமி, புதுடெல்லி, 2013. 3. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு (செம்மை மற்றும் விரிவுப் பதிப்பு), பாரிநிலையம். சென்னை, 4. ஆனந்தன், முனைவர்.ச., - தமிழ் இலக்கிய வரலாறு, கண்மணி பதிப்பகம், திருச்சி-2. இருபத்தி மூன்றாம் பதிப்பு— 2015. 5. பரந்தாமனார், அ.கி., - நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.			

Web References			
1. http://www.tamilvu.org 2. http://www.tamilweb.com 3. http://www.tamilkodal.com 4. www.store.tamillexican.com 5. www.kala.tamilforu.blogspot.com 6. www.noolagam.com			

* TE – Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO 3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	2	3	3	2	3	3	3
4	2	3	2	1	2	2	3	2
5	3	3	3	3	3	3	3	3

Correlation Level: 1: Low, 2: Moderate, 3: High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

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Department	French	Programme : BBA						
Semester	FIRST	Course Category Code:	*End Semester Exam Type: TE MIL					
Course Code	A23FRT101C	Periods/Week			Credit	Maximum Marks		
Course Name	FRENCH I	L	T	P	C	CAM	ESE	TM
		3	0	0	3	25	75	100
(Common to B.A., B.SC., and BCA BBA and B.Com Programmes)								
Prerequisite	French language in class 12th							
Course Objectives	To introduce the basics of French language to the students							
	To enable the students to read, understand and write simple sentences							
	To help them to grasp the fundamentals of French grammar							
	To make the students to formulate correct phrases							
	To introduce them French and Francophone countries and their cultures							
Course Outcomes	On completion of the course, the students will be able to							BT Mapping (Highest Level)
	CO1	Have a general understanding of the language						K1
	CO2	Analyze and interpret simple phrases written in French						K2
	CO3	Have the basics of French grammar						K3
	CO4	Communicate and ask basic questions in French language						K4
	CO5	Appreciate the diversity and multiplicity of French and Francophone world						K5
UNIT-I	S'introduire				Periods:09			
1.	Le francais, les Francais, la France							CO1
2.	Je m'appelle Elise, et vous ?							
3.	Saluer, se presenter, remercier							
4.	Vous dansez ? D'accord							
5.	Interroger quelqu'un et donner des informations							
UNIT-II	Demander des questions sur quelqu'un				Periods:09			
1.	Monica, Yokiko et compagnie							CO2
2.	Dire ce qu'on l'aime							
3.	Les voisins de Sophie							
4.	Demander des informations sur quelqu'un							
UNIT-III	Expliquer quelque chose				Periods:09			
1.	Tu vas au Luxembourg ?							CO3
2.	Dire où on va, dire d'où on vient							
3.	Nous venons pour l'inscription							
4.	A vélo, en train, en avion...							
5.	Expliquer un itinéraire, proposer quelque chose							
UNIT-IV	Poser des questions et commander				Periods:09			
1.	Pardon monsieur, le BHV s'il vous plait							CO4
2.	Au marché							
3.	Acheter quelque chose, demander le prix							
4.	On déjeune ici ?							
5.	Aller au restaurant, comprendre un menu							
UNIT-V	Inviter et proposer quelque chose				Periods:09			
1.	On va chez ma copine ?							CO5
2.	Proposer quelque chose							
3.	Demander et donner des informations sur quelqu'un							
4.	Chez Susana							
5.	Etre invité chez quelqu'un							
Lecture Periods: 45		Tutorial Periods:			Practical Periods:-		Total Periods: 45	

Text Books

1. Sylvie Poisson Quinton and Michèle Maheo, *Festival 1 Méthode de Français*, CLE editions, 2009
2. Nathalie Hirschsprung and Tony Tricot, *Cosmopolite 1*, Hachette editions, 2017
3. Caroline Veltcheff and Stanley Hilton, *Preparation du Delf A1*, Hachette editions, 2011

Reference Books

1. Régine Mérieux and Yves Loiseau, *Latitudes 1*, Didier editions, 2017
2. Annie Berthet and Emmanuelle Daili, *Alter Ego + A1*, Hachette editions, 2012
3. Bruno Giradeau, *Réussir le Delf A1*, Didier editions, 2019
4. Richard Lescure, *Delf A1 150 Activités*, Langers and CLE, 2005
5. Manisha Verma, *La grammaire élémentaire française*, Notion Press, 2010

Web References

1. <https://www.tv5monde.com>
2. <https://www.rfi.fr>
3. <https://www.lemonde.fr>
4. <https://www.frenchpodcasts.com>
5. <https://www.coursera.org>

* TE – Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (PO)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	3	3	3	2	3	3	3
3	3	3	3	3	3	3	2	3
4	2	3	2	2	3	3	3	3
5	3	3	3	3	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

Department	ENGLISH		Programme: BBA						
Semester	FIRST		Course Category Code:			End Semester Exam Type: TE ENG			
Course Code	A23BET102C		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	BUSINESS ENGLISH - I		3	0	0	3	25	75	100
(Common to B.Com., BBA Programmes)									
Prerequisite	Basic part-two language, Basic knowledge of Business Vocabulary and Grammar								
Course Objectives	To understand the concept, process, and importance of communication.								
	To gain knowledge about the business communication.								
	To develop skills of effective business communication - both written and oral.								
	To help students to acquaint communication skills in the business world								
	To enhance the presentation and negotiations skills of the students								
Course Outcomes	On completion of the course, the students will be able to								BT Mapping (Highest Level)
	CO1	Gather the basics and importance of communication							K3
	CO2	Can inculcate the basics knowledge in business communication							K3
	CO3	Draft effective business writing with brevity and lucidity							K3
	CO4	Acquire acquaint communication skills in the business world							K3
	CO5	Present an effective oral presentation							K3
UNIT-I	INTRODUCTION TO BUSINESS COMMUNICATION					Periods: 09			
Definition of Business Communication - Communication Process, Communication Function, and its Objectives									CO1
- Essentials of Good Communication - Barriers in Communications and its steps to overcome barriers									
UNIT-II	VERBAL COMMUNICATION					Periods: 09			
Definition of Oral Communication - Principles of effective Oral Communication - Effective Techniques in Oral Communication - Scope of Oral Communication – Do's and Don'ts in Oral Communication									CO2
UNIT-III	NON-VERBAL COMMUNICATION					Periods: 09			
Definition of Non-verbal Communication – Difference between Verbal and Non-Verbal Communication - Types of Body Language - Effective Techniques in Body Language - Colour and its meaning									CO3
UNIT-IV	BUSINESS LETTER AND EMAIL					Periods: 09			
Layout of Business Letter - Types of Business Letter - Drafting a Business Letter - Layout and procedures of email - Drafting an Email									CO4
UNIT-V	BUSINESS WRITING					Periods: 09			
Report Writing – Structure of Report Writing - Article Writing – Structure of Article Writing - Agenda & Minutes of Meeting - SWOT Analysis - Advertisement – Creating									CO5
Lecture Periods: 45			Tutorial Periods: 0			Practical Periods: -		Total Periods: 45	
Text Books									
1. C.S.Rayudu, <i>Media and Communication Management</i> , Himalaya Publishing House, 1st Ed, 2013.									
2. Hory Sankar Mukerjee, <i>Business Communication: Connecting at Work</i> , Oxford University Press, 1st Edition, 2016.									
3. K. K. Sinha, <i>Business Communication</i> , Galgotia Publishing, 4th Edition, 2011.									
Reference Books									
1. Krishna Mohan, R.C. Mohan & Virendra Singh Nirban, <i>Business Correspondence and Report Writing</i> , Tata McGraw-Hill Publishing, 6th Edition, 2020.									
2. Nirmal Singh, <i>Business Communication: Principles, Methods and Techniques</i> , Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.									
3. Rajendra Pal & J. S. Korlahalli, <i>Essentials of Business Communication</i> , Sultan Chand & Sons, 3 rd Edition, 2011.									
4. S.C.Gupta. <i>A Handbook for Letter Writing</i> . Arihant Publication. 2016.									
5. R.S.Aggarwal. <i>A Modern Approach to Non-Verbal</i> . S Chand Publication. 2017.									

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1. <https://www.wix.com/encyclopedia/definition/oral-communication>
2. <https://writingcenter.unc.edu/tips-and-tools/business-letters/>
3. <https://www.thebalancecareers.com/communication-skills-list-2063779>
4. <https://dictionary.cambridge.org/dictionary/english/non-verbal>
5. <https://www.investopedia.com/terms/s/swot.asp>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
1	3	3	3	3	3	1	3	3
2	3	3	3	3	3	1	3	3
3	3	3	3	3	3	1	3	2
4	3	3	3	3	3	1	3	2
5	3	3	3	2	3	1	3	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

Department	Business Studies		Programme: BBA						
Semester	First		Course Category Code: DSC			*End Semester Exam Type: TE			
Course Code	A23BAT101C		Periods / Week			Credit	Maximum Marks		
	L	T	P	C	CAM	ESE	TM		
Course Name	FUNDAMENTALS OF ACCOUNTING		3	1	0	4	25	75	100
Common to All Programmes in BBA									
Prerequisite									
Pedagogy:	Classrooms lecture, tutorials, Group discussion, Seminar, Role play & field work etc								
Course Objective	To develop a deeper understanding of the Fundamentals of Accounting.								
	To appreciate the role and significance of Cash books in accounting system.								
	To get an insight knowledge on preparation of final accounts and depreciation								
	To understand the concept of rectification of errors.								
	To gain knowledge about bill of exchange.								
Course Outcome	On completion of the course, the students will be able to						BT Mapping (Highest Level)		
	CO1	Explain the concepts of accounting and solve simple problems on fundamentals of accounting					K3		
	CO2	Prepare the various types of cash books and bank reconciliation accounting.					K3		
	CO3	Develop their skills and ability in methods of depreciation and final accounts of companies					K3		
	CO4	Analyze the rectification of errors.					K3		
	CO5	Preparation of bills of exchange.					K3		
UNIT-I	ACCOUNTING FUNDAMENTALS				Periods: 15				
Meaning and Scope of Accounting, Basic Accounting Concepts, and Conventions – Accounting Standards – International Financial Reporting Standards and their applicability in India – Nature and Objectives of Accounting – Distinction between Book-Keeping and Accountancy – Accounting Transactions – Double Entry Book Keeping – Maintenance of Journal, Ledger, and Trial Balance								CO1	
UNIT-II	CASH BOOK AND BANK RECONCILIATION STATEMENT				Periods: 15				
Cash Book. Types of Cash Book – Simple, Double-column, Triple-Column, Petty Cash Book. Simple Problems in Sales Book, Purchases Book, and Cash Book. Bank Reconciliation statement: Meaning- Causes for difference between cash book and pass book- methods of preparation of bank reconciliation statement –Practical problems								CO2	
UNIT-III	FINAL ACCOUNTS				Periods: 10				
Final Accounts-Introduction-Manufacturing Account-Trading Account-Profit and Loss Account-Balance sheet with adjustments-Practical problems.								CO3	
UNIT-IV	RECTIFICATION OF ERRORS				Periods: 10				
Meaning-Classification of Errors-Rectification in different stages of accounting cycle-Suspense Account-Practical Problems.								CO4	
UNIT-V	BILLS OF EXCHANGE				Periods: 10				
Introduction-Definition-Features-advantages-Types of Bill of exchange-Distinction between promissory note and bill of exchange-Accounting for Bill of Exchange-Books of Drawer-Books of Drawee- Accommodation bills-Practical Problems.								CO5	
Lecture Periods: 45		Tutorial Periods: 15		Practical Periods: -		Total Periods: 60			
Skill Developments Activities									
1. Visit any sole proprietor firm and identify the steps involved in the conversion of single entry into double entry system.									
2. Visit any hospital or Lawyers office and list out the transactions of the same.									
3. Collect and analyse the financial statements of Dairy and poultry farming.									
4. Collect Hire purchase Agreements and draft dummy Hire purchase agreements with imaginary figures.									
5. Visit the nearby general insurance company and prepare a report on claim settlement procedure.									

Text Books

1. K.L. Nagarajan, N. Vinayagam & P.L. Mani, "Principles of Accountancy", S. Chand & Sons, 4th Edition, 2016.
2. T.S. Grewal, "Double Entry Book-keeping", Sultan Chand & Sons, 12th Edition, 2020.
3. S.N. Maheswari, Suneel K. Maheswari & Sharad K. Maheswari, "An Introduction to Accountancy", Vikas Publishing House, 12th Edition, 2019.

Reference Books

1. M.C. Shukla, T.S. Grewal & S.C. Gupta, "Advanced Accounts – Vol.1", S.Chand & Sons, 19th Edition, 2017.
2. R.L. Gupta & Radhaswamy, "Advanced Accountancy – Vol.1", Sultan Chand & Sons, 1st Edition, 2013.
3. Arulanandam & Raman, "Advanced Accountancy Vol.1", Himalaya Publishing House, 7th Edition, 2018.
4. Maheswari & Maheswari, "Financial Accounting", Vikas Publishing House, 6th Edition, 2018

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1. <https://www.geektonight.com/financial-accounting-notes/>
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5-January-2021.pdf>
3. <https://lecturenotes.in/download/material/18026-financial-accounting>
4. <https://ocw.mit.edu/courses/sloan-school-of-management/15-515-financial-accounting-fall-2003/>
5. https://www.icaai.org/post.html?post_id=12430

* TE – Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	1	3	2	2	3	2	2
2	2	2	-	1	3	2	2	2
3	3	3	2	1	1	3	2	1
4	2	2	1	-	3	1	2	2
5	3	3	2	2	2	2	1	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	Business Studies		Programme: B.B.A.						
Semester	FIRST		Course Category Code: DSC			End Semester Exam Type: TE			
Course Code	A23BAT102C		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	Business Management and Practices		3	0	0	3	25	75	100
Common to B.Com. (General), B.Com (CA), B.Com. (CS), B.B.A. (General), B.Com (A&F), B.B.A. (FDB) and B.B.A. (HA)									
Prerequisite	-								
Course Objective	To provide an in-depth understanding of Management Concepts.								
	To explain purpose and types of planning as well as significance of Decision-Making.								
	To be familiar with Nature and Functions of Organisation, Departmentation, Delegation and Staffing.								
	To understand the concepts of Directing, Coordinating and Controlling.								
	To explore various trends in Management.								
Course Outcome	On completion of the course, the students will be able to							BT Mapping (Highest Level)	
	CO1	Demonstrates conceptual understanding and application of principles and functions of management.						K1	
	CO2	Appreciate the purpose and types of planning and principles of decision making.						K2	
	CO3	Develop conceptual understanding on Organising and understand the concepts of Staffing.						K2	
	CO4	Understands the Nature, Importance and Principles of Directing and Controlling.						K3	
	CO5	Gains knowledge on Contemporary topics in Management.						K3	
UNIT-I	NATURE OF AND APPROACHES TO MANAGEMENT					Periods: 9			
Definition, Nature, Process and Significance of Management – Role and Functions of Managers – Managerial Skills - Management as a Science or Art - Management as a Profession - Administration and Management - Levels of Management - Functions of Management – Principles of Management - Functional Areas of Management - Classical Management Approaches - Behavioural Management Approaches - Modern Management Approaches.								CO1	
UNIT-II	PLANNING AND DECISION-MAKING					Periods: 9			
Planning - Nature and Importance of Planning - Types of Plans - Levels of Planning - Steps in Planning - Management By Objective (MBO) - Management By Exception (MBE) - Policy and Strategy - Forecasting and Decision Making - Characteristics of Decision Making - Types of Decisions – Decision Making Process - Rational Perspectives and Behavioural Aspects of decision making.								CO2	
UNIT-III	ORGANISING AND STAFFING					Periods: 9			
Organizing - Nature and Purpose - Principles of Organization - Types of Organization - Organisational Structure and Design - Line, Staff and Functional Authority - Departmentation - Span of Control - Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization - Factors determining the degree of Decentralization of Authority. Staffing - Nature and Purpose of Staffing - Importance of Staffing - Components of Staffing - Steps in Manpower planning - Meaning of Recruitment and Selection, Training and Development , Performance Appraisal and Potential Appraisal.								CO3	
UNIT-IV	DIRECTING, COORDINATING AND CONTROLLING					Periods: 9			
Directing - Nature of Directing Function - Principles - Importance of Effective Direction - Morale Building - Job Satisfaction - Effective Communication skills for Directing - Barriers of communication. Coordination - Meaning, Nature and Characteristics - Controlling: Meaning, Objectives of Controlling - Principles of Controlling - Importance of Controlling.								CO4	
UNIT-V	TRENDS IN MANAGEMENT					Periods: 9			
Outsourcing - Knowledge Management - Learning Organization - Business Process Reengineering (BPR) - Conflict Management - Stress Management - Participative Management - Green Management - Change Management - Total Quality Management (TQM) - Flexible Work Environment - Work Force Diversity.								CO5	
Lecture Periods: 45		Tutorial Periods:		Practical Periods: -		Total Periods: 45			

Text Books

1. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.
3. L.M. Prasad, "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition, 2015.

Reference Books

1. Koontz O'Donnell, "Essentials of Management", Tata McGraw Hill, 7th Edition, 2007.
2. J.A.F. Stoner, R.E. Freeman & Daniel R. Gilbert, "Management", Pearson Education, 6th Edition, 2004.
3. Y.K. Bhushan, "Business Organisation and Management", Sultan Chand & Sons, 11th Edition, 2013.
4. P.C. Tripathi & P.N. Reddy, "Principles of Management", Tata McGraw Hill, 5th Edition, 2012.
5. Stephen P. Robbins & Mary Coulter, "Management", Prentice Hall of India, 10th Edition, 2009.

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1. https://tyonote.com/trends_in_management/
2. https://onlinecourses.swayam2.ac.in/nou21_mg06/preview
3. <https://nptel.ac.in/courses/110102016>
4. https://onlinecourses.nptel.ac.in/noc22_mg42/preview
5. <https://archive.nptel.ac.in/courses/110/105/110105083/>

* TE – Theory Exam

COs/POs/PSOs Mapping

Cos	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	2	1	2	3	1	2	3	2
2	3	3	2	3	2	1	2	2
3	2	3	3	2	1	3	1	3
4	3	2	2	2	2	2	2	3
5	3	3	3	2	2	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

Department	BUSINESS STUDIES		Programme: BBA						
Semester	FIRST		Course Category Code: IDC			End Semester Exam Type: TE			
Course Code	A23BAD101C		Periods/Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	MANAGERIAL ECONOMICS		3	0	0	3	25	75	100
(Common to all Programmes in B.B.A. and B.Com)									
Prerequisite	Basic Knowledge on Managerial Economics								
Course Objectives	To understand the concept of basic principles in managerial economics								
	To understand the demand and supply analysis.								
	To create knowledge on production analysis.								
	To understand the different the competitive market situation.								
	To create knowledge about National Income								
Course Outcomes	On completion of the course, the students will be able to								BT Mapping (Highest Level)
	CO1	Enhance the knowledge on managerial economics							K2
	CO2	Know the demand and supply of goods for the individual and market..							K3
	CO3	Familiarize with the production and cost of the business firms.							K3
	CO4	Analyze the different market forms.							K3
	CO5	Understand the concepts and measurement of National Income.							K4
UNIT-I	INTRODUCTION TO MANAGERIAL ECONOMICS					Periods:09			
Introduction - Definition – Nature and scope of Managerial Economics – Uses of Managerial economics in Business – Importance – Objectives of Business firm - Role of Managerial economists in Business.- Social Responsibility of Business firms.									CO1
UNIT-II	DEMAND AND SUPPLY ANALYSIS					Periods:09			
Demand – Demand function – Factors determining demand – Law of Demand – Exceptional Demand – Types of Demand – Demand Distinctions – Elasticity of Demand – Types – Measurement – Importance – Demand forecasting – Supply – Law of Supply – Elasticity of Supply.									CO2
UNIT-III	PRODUCTION ANALYSIS					Periods:09			
Production – Production function – Factors of Production – Types of Production function –Laws of Production – Laws of Variable Proportions – Isoquants – Producer Equilibrium- Law of Returns to Scale.									CO3
UNIT-IV	FORMS OF MARKET					Periods:09			
Meaning of Market – Classification of Market – Perfect Competition – Features of Perfect competition – Imperfect Competition – Monopoly – Monopolistic – Duopoly – Oligopoly – Features of Imperfect competitive markets – Price Discrimination – Price and Output determination in different competitive market..									CO4
UNIT-V	NATIONAL INCOME					Periods:09			
National Income – Meaning – Defintion – Approaches to compute National Income – Factors determining National Income - Concepts of National Income – Methods of measuring National Income – Uses of calculating National Income – How far National Income calculation is reliable for economic development.									CO5
Lecture Periods: 45			Tutorial Periods:0			Practical Periods:-		Total Periods: 45	
Text Books									
1. R.L. Varshney&K.L. Maheswari, “Managerial Economics”, Sultan Chand & Sons, 19 th Edition, 2018.									
2. G.S. Gupta, “Managerial Economics”, McGraw Hill Education, 2 nd Edition, 2017.									
3. A. Koutsoyiannis, “Modern Microeconomics”, Palgrave Macmillan, 2 nd Edition, 2008.									
Reference Books									
1. Pradeep Kumar, “Managerial Economics”, KedarNath Ram Nath& Co Publishers, 2 nd Edition, 2016.									
2. Luke M. Froe & Brian T. McCann, “Managerial Economics – A Problem Solving Approach”, Thomson South Western, 4 th									

Edition, 2015.

3. Yogesh Maheshwari, "Managerial Economics", PHI Learning, 1st Edition, 2012.
4. Joel Dean, "Managerial Economics", Prentice Hall of India Private Limited, 7th Edition, 2010.
- D.N. Dwivedi, "Managerial Economics", Vikas Publishing House, 8th Edition, 2015.

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1. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <https://www.intelligenteconomist.com/profit-maximization-rule/>
4. ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/l.3_market_structures_and_price.pdf
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

* TE – Theory Exam

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
1	2	2	3	2	3	3	3	3
2	3	3	3	3	3	3	3	3
3	3	2	3	3	2	3	3	3
4	2	3	2	2	2	2	3	2
5	3	3	3	3	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10	5	5	5	5	75	100

Department	Business Studies			Programme: B.B.A.							
Semester	FIRST			Course Category Code: DSC		*End Semester Exam Type: TE					
Course Code	A23BAT103D			Periods / Week		Credit	Maximum Marks				
Course Name	BUSINESS ENVIRONMENT			L	T	P	C	CAM	ESE	TM	
				3	0	0	3	25	75	100	
Prerequisite	Familiarity with Basic concept of Business Environment										
Course Objective	To demonstrate the forces operating in business environment.										
	To justify creation of business in the context of De-regulation of economic policies in India.										
	To justify creation of business in the context of De-regulation of economic policies in India.										
	To discuss the dynamic forces and their impact on business practices in India.										
Course Outcome	To understand International environment										
	On completion of the course, the students will be able to								BT Mapping (Highest Level)		
	CO1	Organise and Analyse the nature and significance of the strengths, weaknesses, opportunities, and threats of Indian business environment.								K3	
	CO2	Understands Economic Environment.								K3	
	CO3	Understands Socio Cultural, Political & Legal Environment.								K3	
	CO4	Demonstrate the impact of technological Environment on Business								K3	
CO5	Analyze the impact of Global environmental factors on business.								K3		
UNIT-I	Introduction to Business Environment						Periods: 9				
Concept of Business, Type of Business Environment – Internal, External, Micro and Macro, Business process; classification of business; classification of industries; characteristics of business; goals of business. Environmental analysis - steps in / approaches to environmental analysis.										CO1	
UNIT-II	Economic Environment						Periods: 9				
Nature of the economy; structure of the economy; economic policies; The Planning Commission; NITI Aayog; Introduction, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government. Industrial Policy, Objectives of New Economic Policy, Emphasis of NEP on Liberalization, NEP and Privatization, NEP effect on Globalization.										CO2	
UNIT-III	Socio Cultural, Political & Legal Environment						Periods: 9				
Business and Society, Culture, Language, Religion and other socio-cultural factors; Population Size, falling birth rate and changing age structure, migration and ethnic aspects. Business & Political Factors, Types Political Systems, Function and Economic role of Government in India. Introduction to Legal Environment, Laws related to Business; Objective and General Provisions of Company Law, Consumer Protection Act, Competition Law, Intellectual Property Rights & Labor Legislation in India.										CO3	
UNIT-IV	Natural and Technological Environment						Periods: 9				
Natural environment; technological environment; innovation; technological leadership and followership; technology and competitive advantage; sources of technological dynamics; impact of technology on globalization; IT and marketing; transfer of technology. Introduction to E Commerce/E Business.										CO4	
UNIT-V	Global Environment						Periods: 9				
Meaning and dimensions of the global environment. Stages and essential conditions of globalization. Foreign market entry strategies. Merits and demerits of globalization of business. Impact of globalization on Indian businesses. Different forms of globalization of businesses.										CO5	
Lecture Periods: 45			Tutorial Periods:			Practical Periods: -			Total Periods: 45		
Text Books											
1. C.Rangarajan. (2000). Perspectives on Indian Economy: A Collection of Essays. New Delhi: S.Chand & Sons.											
2. K.Aswathappa. (2016). Essentials of Business Environment (13 ed.). New Delhi: Himalaya Publishing House.											
3. Saleem, S. (2015). Business Environment (3 ed.). New Delhi: Pearson Education.											
Reference Books											
1. Economic Environment of Business – M. Adhikary, Sultan Chand & Sons.											
2. Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi											
3. Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers.											

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2. https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/389
3. <https://www.ugcnet.org.in/studymaterial/business-environment-and-international-business/>
4. http://tumkuruniversity.ac.in/oc_ug/comm/notes/Business%20environment.pdf
5. https://onlinecourses.nptel.ac.in/noc22_mg85/preview

* TE – Theory Exam

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
1	3	3	3	3	3	3	3	3
2	3	2	3	3	3	3	3	3
3	2	3	2	3	3	3	1	2
4	3	3	3	3	3	3	3	3
5	3	3	1	1	3	1	3	2

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment	Attendance		
Marks	10		5	5	5	75	100

Department	ENGLISH		Programme: BBA						
Semester	FIRST		Course Category Code: SEC			End Semester Exam Type:-			
Course Code	A23ENSA01C		Periods / Week			Credit	Maximum Marks		
Course Name	COMMUNICATION SKILLS		L	T	P	C	CAM	ESE	TM
Common to All Programmes in BBA and B.Com			2	0	0	2	100	0	100
Prerequisite	Knowledge gained from Communication and New paper reading								
Course Objectives	To improve the skill of rapid reading and communicate efficiently								
	To decode and impart speaking skills with confidence								
	To train students in analyzing articles and Newspaper								
	To enhance the sense of social responsibility and accountability of the students								
	To expound the significance in Managerial skills								
Course Outcomes	On completion of the course, the students will be able to								BT Mapping (Highest Level)
	CO1	Understand the pattern to communicate effectively							K3
	CO2	Impart Speaking skills with self-confidence							K3
	CO3	Enhance their strategies in analyzing articles and Newspaper							K3
	CO4	The sense of social responsibility and accountability of the students							K3
	CO5	Expertise in Managerial skills							K3
UNIT-I	COMMUNICATION SKILLS - SPEAKING					Periods: 06			
1. Aspects of speaking									CO1
2. Process of effective Speech									
3. Techniques for effectual Presentation									
UNIT-II	SELF-MANAGEMENT SKILLS					Periods: 06			
1. Time Management									CO2
2. Stress Management									
3. Emotional Management									
UNIT-III	COMMUNICATION SKILLS - READING					Periods: 06			
1. Article analysis									CO3
2. Comprehension									
3. Skimming and Scanning									
UNIT-IV	SOCIAL SKILLS					Periods: 06			
1. Leadership									CO4
2. Teamwork									
3. Decision making									
UNIT-V	PUBLIC SPEAKING AND PRESENTATION					Periods: 06			
1. Rules and Techniques for Public Speaking									CO5
2. Practice session (both, Public Speaking and Presentation)									
Lecture Periods: 30			Tutorial Periods: -			Practical Periods:		Total Periods: 30	
Text Books									
1. Barun K. Mitra, <i>Personality Development and Soft skills</i> , Oxford University Press, 2 nd Edition, 2016.									
2. Syamala, V, <i>Effective English Communication for you</i> , Chennai: Emerald Publisher, 1 st Edition, 2002.									
3. Sanjay Kumar & Puspahata. <i>Communication Skills</i> , Oxford University Press, 2 nd Edition, 2015.									

Reference Books

1. Murphy, John J, *Pulling Together: 10 Rules for High-Performance Teamwork*, Simple Truth Publication, 1st Edition, 2010.
2. Balasubramanian, T, *A Textbook of English Phonetics for Indian Students*, Trinity Press, 1st Ed, 1981.
3. Sardana, C.K, *The Challenge of Public Relations*, New Delhi: Harnand Publication, 1st Edition, 1995.
4. Sabina Pillai, Agna Fernandez, *Soft Skills and Employability Skills*, Cambridge University Press, 2017.
5. Jeff Butterfield, *Soft Skills for Everyone*, Cengage India Private Limited, 2nd Edition, 2020.

Web References

1. <https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. <https://zety.com/blog/how-to-introduce-yourself>
4. https://www.butte.edu/departments/cas/tipsheets/readingstrategies/skimming_scanning.html
5. <https://www.mayoclinic.org/tests-procedures/stress-management/about/pac-20384898>

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
1	3	3	3	2	3	1	3	3
2	3	3	3	2	3	1	3	2
3	3	3	3	2	2	1	3	2
4	3	3	3	3	3	1	3	2
5	3	3	2	2	2	1	2	2

Correlation Level: 1 - Low, 2 - Medium, 3 - High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	80		-	10	10	-	100




Department	BUSINESS STUDIES		Programme: B.B.A.						
Semester	FIRST		Course Category Code: AEC			End Semester Exam Type: TE			
CourseCode	A23AETA02C		Periods/Week			Credit	MaximumMarks		
			L	T	P	C	CAM	ESE	TM
Course Name	ENVIRONMENTAL STUDIES		1	0	0	1	100	0	100
(Common to All Programmes in B.B.A. and B.Com)									
Prerequisite	Basic Knowledge and awareness on Environmental Studies								
Course Objectives	To gain knowledge on the importance of natural resources and energy.								
	To know the structure and function of an ecosystem.								
	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence.								
	To know the causes of types of pollution and disaster management.								
	To observe and discover the surrounding environment through field work.								
Course Outcomes	On completion of the course, the students will be able to								BT Mapping (Highest Level)
	CO1	Understand about the various resources							K1
	CO2	Learn about the biodiversity							K1
	CO3	Learn the different types of pollution and to prevent the pollution							K2
	CO4	Know about the pollution Act							K2
	CO5	Observe various environmental issues in surroundings							K3
UNIT-I	ENVIRONMENTAL SCIENCES: NATURAL RESOURCES					Periods: 06			
Environmental Sciences - Relevance - Significance - Public awareness - Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies									CO1
UNIT-II	ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION					Periods: 06			
Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu&Exsitu.									CO2
UNIT-III	ENVIRONMENTAL POLLUTION AND MANAGEMENT					Periods: 06			
Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.									CO3
UNIT-IV	SOCIAL ISSUES - HUMAN POPULATION					Periods: 06			
Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental production Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.									CO4
UNIT-V	FIELD WORK					Periods: 06			
Visit to a local area / local polluted site / local simple ecosystem - Report submission.									CO5
Lecture Periods:30			Tutorial Periods:0			Practical Periods:-		Total Periods:30	

Text Books

1. Bharucha Erach, "Textbook of Environmental Studies for Undergraduate Courses", Orient Black Swan, 2nd Edition, 2013.
2. Basu Mahua, Savarimuthu Xavier, "Fundamentals of Environmental Studies", Cambridge, 2nd Edition, 2017.
3. Agarwal, K.C. "Environmental Biology", Nidi Publications, 1st Edition, 2004.

Reference Books

1. Kumarasam, Alagappa Moses & Vasanthi, "Environmental Studies", Bharathidasan University Publications, 1st Edition, 2004.
2. Rajamannar, "Environmental Studies", EVR College Publications, 1st Edition, 2004.
3. Kalavathy, S, "Environmental Studies", Bishop Heber College Publications, 1st Edition, 2004.

Web References

1. https://aits-tpt.edu.in/wp-content/uploads/2018/08/Environmental-Studies-Lecture-notes.doc-I_Betech_-ECE-CSE-EEE-CEME_III-Sem_BR.pdf
2. <http://eagri.org/eagri50/ENVS302/pdf/lec05.pdf>
3. <https://www.youtube.com/watch?v=78prsPYm98g>
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792934/>
5. <https://www.frontiersin.org/articles/505570>

*TE – Theory Exam

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
1	1	2	2	1	2	3	3	3
2	3	2	3	3	3	3	3	3
3	3	2	2	3	2	3	3	3
4	2	3	2	2	2	2	3	2
5	3	3	3	3	3	3	3	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Report	Attendance		
Marks	70		-	20	10		100