



**School of Arts and Science**  
**Minutes of Seventh Meeting of Board of Studies of**  
**B.B.A. (General)**

The Seventh Meeting of Board of Studies for Bachelor of Business Administration - General (B.B.A. - General) Programme was held on 24<sup>th</sup> February 2024, Saturday at 02.30 P.M. thru online mode with the Head of the Department in the Chair. The following members were present for the BoS meeting.

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

9	<b>Mr. N. Kirubasankar</b> Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
10	<b>Mr. C. Sukumar</b> Assistant Professor, Department of Business Studies School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
11	<b>Dr. R. Rajendiran</b> Assistant Professor, Department of Tamil School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
12	<b>Mr. Elamaran</b> Assistant Professor, Department of English School of Arts and Science Sri Manakula Vinayagar Engineering College Puducherry	Internal Member
13	<b>Dr. Alok Pathak</b> Assistant Professor and Head, Department of French, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member

### Agenda of the Meeting

#### Item No. : BoS / BBA-G 7.1

- ❖ Welcome Address, Introduction about Institution (Preamble, Top Management, Autonomous Status), Department and Members of Board of Studies.
- ❖ Confirmation of Minutes of the Sixth Meeting of the Board of Studies.

#### Item No. : BoS / BBA-G 7.2

- ❖ To discuss on UG Curriculum and proposed syllabi (II Semester), under Autonomous Regulations 2023.

#### Item No. : BoS / BBA-G 7.3

- ❖ To share the Academic and Placement credentials of students of Batch 2020 -2023. An appreciation to the students pursuing higher education in reputed universities.

#### Item No. : BoS / BBA-G 7.4

- ❖ Any other item with the permission of the chair.

## Minutes of the Meeting

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

### Item No. : BoS / BBA-G 7.1

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 Sixth Meeting of the Members of Board of Studies held on 25<sup>th</sup> May 2023, Thursday at 11.00 A.M. was done by presenting the Minutes of Sixth Meeting by the Chairman to the Board Members and the actions taken by the Department in the process of implementing it. The following were discussed and approved by the Board Members and implemented by the department.

- ❖ Curriculum Framework (1<sup>st</sup> to 6<sup>th</sup> Semesters) and Syllabi of 1<sup>st</sup> Semester for the Programme: Bachelor of Business Administration (B.B.A.) - General under Regulation 2023. (For the students admitted from the Academic Year 2023-2024).

### Item No. : BoS / BBA-G 7.2

The curriculum and syllabi of II semester of the UG Programme: Bachelor of Business Administration - General (B.B.A. - General) under Regulations 2023 (For the students admitted during the Academic Year 2023-2024), was presented to the Board members for discussion and approval. The board members approved the same without any revisions and modifications (kindly refer Annexure 1 for Curriculum and Annexure 2 for Syllabi of II Semester Courses).

### Item No. : BoS / BBA-G 7.3

Board Chairman shared Placement and Academic credentials of students of batch 2020-2023.

- ❖ The Board members appreciated the students, who got placed in Campus Interview and those who are all pursuing Higher Education.
- ❖ BoS members appreciated our SMVEC Placement strategies.






**Item No. : BoS / BBA-G 7.4**

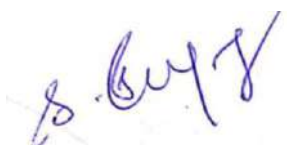

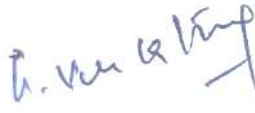





Board Chairman shared the upcoming silver Jubilee events and Celebrations of SMVEC.

- ❖ The BOS members were happy about our silver Jubilee milestone and valued all the events and the celebrations.
- ❖ The Board chairman informed about the Academic council and BOS Members constitution as per the norms of UGC norms.
- ❖ Board Chairman put forth the comparison of R-2020 and R-2023, by highlighting its differences and uniqueness.

The meeting ended with vote of thanks by the Chairman of the Board of Studies, was concluded at 03.35 P.M.

The Minutes of the Seventh Meeting of Board of Studies for B.B.A. (General) Programme held on 24<sup>th</sup> February 2024, Saturday, was signed by the members who attended the meeting:

Sl. No	Name of the Member with Designation and official Address	MEMBERS AS PER UGC NORMS	Signature
1	<b>Dr. Bala Sendhil Kumar G.</b> Professor and Head, Business Studies, School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Chairman	
2	<b>Dr. V. Saikumari</b> Professor and Head, Department of Management Studies, Easwari Engineering College (Autonomous), Chennai.	Pondicherry University Nominee	
3	<b>Dr. J. Tamilselvi</b> Associate Professor Department of Business Administration Annamalai University, Chidambaram.	Subject Expert (Academic Council Nominee)	
4	<b>Dr. M. Sheeba</b> Associate Professor Department of Commerce Guru Nanak College (Autonomous), Chennai.	Subject Expert (Academic Council Nominee)	
5	<b>Mr. Raviganth Vignesh</b> Founder and Principal HR Consultant, Sanvi Business Solutions, Chennai.	Member (Industry representative)	

6	<b>Dr. S. Pougajendy</b> Professor, Department of Management Studies, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
7	<b>Mrs. M. Dhivya</b> Assistant Professor, Department of Business Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
8	<b>Mr. G. Vengatesan</b> Assistant Professor, Department of Business Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
9	<b>Mr. N. Kirubasankar</b> Assistant Professor, Department of Business Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
10	<b>Mr. C. Sukumar</b> Assistant Professor, Department of Business Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
11	<b>Dr. R. Rajendiran</b> Assistant Professor, Department of Tamil, School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
12	<b>Mr. Elamaran</b> Assistant Professor, Department of English, School of Arts and Science Sri Manakula Vinayagar Engineering College, Puducherry	Internal Member	
13	<b>Dr. Alok Pathak</b> Assistant Professor and Head, Department of French, 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

# ANNEXURE 1



**SRI MANAKULA VINAYAGAR**  
ENGINEERING COLLEGE  
(AN AUTONOMOUS INSTITUTION)



## 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.





**BACHELOR OF BUSINESS ADMINISTRATION (GENERAL)**  
**STRUCTURE FOR UNDERGRADUATE PROGRAMME**

Sl. No	Course Category	Breakdown of Credits
<b>Part I</b>		
1	Modern Indian Language (MIL)	06
<b>Part II</b>		
2	English (ENG)	06
<b>Part III</b>		
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
<b>Total</b>		<b>127</b>

**SCHEME OF CREDIT DISTRIBUTION - SUMMARY**

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
<b>Part I</b>								
1	Language (MIL) (Tamil/French)	3	3					06
<b>Part II</b>								
2	English (ENG)	3	3					06
<b>Part III</b>								
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
<b>Total</b>		<b>22</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>19</b>	<b>19</b>	<b>127</b>

\* 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
<b>Part I</b>										
<b>Theory</b>										
1	A23FRT101C	French - I	MIL	3	0	0	3	25	75	100
	A23TAT101C	Tamil - I								
<b>Part II</b>										
<b>Theory</b>										
2	A23BET102C	Business English - I	ENG	3	0	0	3	25	75	100
<b>Part III</b>										
<b>Theory</b>										
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
<b>Skill Enhancement Course</b>										
7	A23ENSA01C	Communication Skill	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
8	A23AETA02C	Environmental Studies	AEC	1	0	0	1	100	0	100
<b>Employability Enhancement Course</b>										
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
<b>Part I</b>										
<b>Theory</b>										
1	A23FRT202C	French - II	MIL	3	0	0	3	25	75	100
	A23TAT202C	Tamil - II								
<b>Part II</b>										
<b>Theory</b>										
2	A23BET202C	Business English - II	ENG	3	0	0	3	25	75	100
<b>Part III</b>										
<b>Theory</b>										
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
<b>Skill Enhancement Course</b>										
7	A23ENSA02C	Soft Skills	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
8	A23AETA01C	Public Administration	AEC	1	0	0	1	100	0	100
<b>Employability Enhancement Course</b>										
9	A23BAC202D	Certification Course - II*	EEC	0	0	4	0	100	0	100
<b>Extension Activity</b>										
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
<b>Part III</b>										
<b>Theory</b>										
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
<b>Practical</b>										
6	A23BAI301C	Working with Spreadsheets	IDC	0	0	4	2	50	50	100
<b>Project</b>										
7	A23BAP301C	Venture Development	DSC	0	0	4	2	40	60	100
<b>Skill Enhancement Course</b>										
8	A23BAS301C	Business Statistics Lab	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
9	A23AETA04C	Value Education	AEC	1	0	0	1	100	0	100
<b>Employability Enhancement Course</b>										
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
<b>Part III</b>										
<b>Theory</b>										
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
<b>Practical</b>										
6	A23BAI402C	Data Visualisation	IDC	0	0	4	2	50	50	100
<b>Internship</b>										
7	A23BAN401D	Internship / In-Plant Training	DSC	0	0	6	3	40	60	100
<b>Skill Enhancement Course</b>										
8	A23MASA01C	Quantitative Aptitude and Logical Reasoning	SEC	0	0	4	2	100	0	100
<b>Ability Enhancement Course</b>										
9	A23AETA03C	Indian Constitution	AEC	1	0	0	1	100	0	100
<b>Employability Enhancement Course</b>										
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
<b>Part III</b>										
<b>Theory</b>										
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								
<b>Project</b>										
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
<b>Skill Enhancement Course</b>										
7	A23BAS502C	Business Research Methods	SEC	0	0	4	2	100	0	100
<b>Online Certification Course</b>										
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
<b>Part III</b>										
<b>Theory</b>										
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								
<b>Project</b>										
5	A23BAP604D	Business Research Project	DSC	0	0	10	5	40	60	100
<b>Skill Enhancement Course</b>										
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: B.B.A (General)						
Semester	SECOND	Course Category Code: MIL			*End Semester Exam Type: TE			
Course Code	A23TAT202C	Periods/Week			Credit	MaximumMarks		
		L	T	P	C	CAM	ESE	TM
Course Name	TAMIL – II	3	0	0	3	25	75	100
(Common to B.A, B.Sc., BBA., B.COM., BCA., B.COM CS.,)								
Prerequisite	பன்னிரெண்டாம் வகுப்பில் தமிழை ஒரு பாடமாகப் பயின்றிருக்க வேண்டும்.							
Course Objectives	<ul style="list-style-type: none"> <li>செவ்விலக்கிய தன்மை கொண்ட தமிழ்மொழியின் சிறப்பினை எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.</li> <li>இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.</li> <li>தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்றமாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றைக் காலந்தோறும் எழுதப்பட்ட இக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.</li> <li>வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.</li> <li>சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.</li> </ul>							
	<b>On completion of the course, the students will be able to</b>						BT Mapping (Highest Level)	
	CO1	இலக்கியங்கள் உணர்த்தும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.					K3	
	CO2	நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.					K3	
	CO3	தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.					K2	
CO4	தாய்மொழியின் சிறப்பை அறிதல்.					K3		
CO5	இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.					K3		
<b>UNIT-I</b>	<b>காப்பியம்</b>			<b>Periods: 09</b>				
சிலப்பதிகாரம்	- வழக்குரைகாதை-காவியகுநீரும்...முதல் தோற்றான் உயிர்வரை (8 வரிகள்)						<b>CO1</b>	
மணிமேகலை	- பளிக்கறை புக்ககாதை-மதுமலர்க் கூந்தல்...முதல் புறமறிப் பாராய் வரை (106-121வரிகள்)							
பெரியபுராணம்	- இளையாண்குடிமாறநாயனார்புராணம் - உள்ளம் அன்புகொண்டு...(17ஆவது பாடல் மட்டும்)							
கம்பராமாயணம்	- கும்பகர்ணவதைப்படலம் - உறங்குகின்ற கும்பகன்... (45ஆவதுபாடல் மட்டும்)							
தேம்பாவணி	- பாலமாட்சிப்படலம் - ஊட்டினார்அருள்...(229 பாடல் மட்டும்)							
சீராப்புராணம்	- மழையழைப்பித்தப் படலம் - வேயினை முறித்து எனத் தொடங்கும் (15ஆவது பாடல் மட்டும்)							
<b>UNIT-II</b>	<b>பதினெண் கீழ்க்கணக்கு நூல்கள்</b>			<b>Periods: 09</b>				
திருக்குறள்	- வலியறிதல் (48), நெஞ்சொடுகிளத்தல் (125)						<b>CO2</b>	
நாலடியார்	- அரும்பெறல்...(பாடல் எண்:34)							
சிறுபஞ்சமூலம்	- பூவாது காய்க்கும்...(பாடல் எண்:22)							
ஐந்திணைஐம்பது	- சுனைவாய்ச் சிறுநீரை...(பாடல் எண்:38)							
கார்நாற்பது	- கருவினை கண்மலர் போல் பூத்தன...(பாடல் எண்:34)							
களவழிநாற்பது	- ஞாட்பினுள்ளெஞ்சிய (பாடல் எண்:2)							
<b>UNIT-III</b>	<b>சங்க இலக்கியம் - எட்டுத்தொகை</b>			<b>Periods: 09</b>				
ஐங்குறுநூறு	- பாடல் எண்:44 - தோழி கூற்று						<b>CO3</b>	
குறுந்தொகை	- பாடல் எண்:224 - தலைவி கூற்று							
நற்றிணை	- பாடல் எண்:284 - தலைவன் கூற்று							
அகநானூறு	- பாடல் எண்:145 - செவிலி கூற்று							
புறநானூறு	- பாடல் எண்:102 - ஔவையார்							
பரிபாடல்	- பாடல் எண்:3 - திருமால் வாழ்த்து (1-11வரிகள்)							
<b>UNIT-IV</b>	<b>பத்துப்பாட்டு</b>			<b>Periods: 09</b>				
பொருநராற்றுப்படை	- வாரியும் வடித்தும்...முதல் பெருந்தகு பாடினி வரை (25-47)						<b>CO4</b>	
சிறுபாணாற்றுப்படை	- பைந்தனை அவரை...முதல் வென்றிவேலூர் எய்தின் வரை (164-173)							
பெரும்பாணாற்றுப்படை	- பார்வையாத்த...முதல் பதம் மிகப் பருகுவீர் வரை (95-105)							
குறிஞ்சிப்பாட்டு	- அண்ணல் நெடுங்கோடு...முதல் சிவந்தகண்ணேம் வரை(54-61)							
மதுரைக்காஞ்சி	- மைபடுபெருந்தோள்...முதல் பெரும்பெயர் மதுரை வரை (687-699)							
நெடுநல்வாடை	- குளிகாலக்காட்சி- கல்லென் துவலைத்...முதல் பண்ணுமுறை நிறுப்ப வரை (64-70)							




UNIT-V	மொழிப்பயிற்சி, இலக்கியவரலாறு	Periods: 09
1.முதல், கரு, உரிப்பொருள் அறிதல் 2.அலகிட்டு வாய்ப்பாடு 3.அணிகள் அறிதல்		CO5
<b>இலக்கிய வரலாறு31</b> காப்பியம், அறஇலக்கியம், சங்க இலக்கியம் குறித்தப் பாடப்பகுதியை ஒட்டிய இலக்கிய வரலாறு.		
<b>Lecture Periods: 45</b>	<b>Tutorial Periods:-</b>	<b>Practical Periods:-</b>
		<b>TotalPeriods:45</b>
<b>Text Books</b>		
1. சிவகுமார்,எஸ்., -கொங்குதேர்வாழ்க்கை, பாடல் தொகுப்பு நூல் - தொகுதி -1, யுனெடெட் ரைட்டர்ஸ்,சென்னை -86. முதற்பதிப்பு.2003. 2. சாமிநாதையர் டாக்டர் உ.வே. குறுந்தொகை மூலமும் உரையும், டாக்டர் உ.வே.சாமிநாதையர் நூல் நிலையம், வெளியீட்டெண்: 277,பெசன்ட் நகர், சென்னை- 600 090.எட்டாம் பதிப்பு- 2020. 3. வேங்கடராமன், வித்துவான்.ஹெச். (பதி.) - நற்றிணை மூலமும் உரையும்,டாக்டர்உ.வே.சாமிநாதையர் நூல் நிலையம், வெளியீட்டெண்: 277,பெசன்ட் நகர்,சென்னை- 600 090. எட்டாம் பதிப்பு- 2020. 4. திருவள்ளுவர்- சேயோன் டாக்டர் - திருக்குறள்,மயிலைத் திருவள்ளுவர்தமிழ்ச் சங்கம்,184,பிராட்வே,சென்னை 600 108 5. வேங்கடசாமிநாட்டார்,ந.மு., - கார்நாற்பது,களவழிநாற்பது-சாரதாபதிப்பகம்,சாந்திஅடுக்ககம், ஸ்ரீகிருஷ்ணபுரம் தெரு, இராயப்பேட்டை,சென்னை -14. முதற்பதிப்பு: 2005.		
<b>Reference Books</b>		
1. சிற்பிபாலசுப்பிரமணியம் மற்றும் நீலபத்மநாபன் (ப.ஆ.சி.) -புதியதமிழ் இலக்கியவரலாறு, தொகுதி-1,2,3, சாகித்திய அகாதெமி, புதுடெல்லி, 2013. 2. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு (செம்மை மற்றும் விரிவுப் பதிப்பு), பாரிநிலையம். சென்னை, 3. ஆனந்தன். சு. முனைவர்., - தமிழ் இலக்கியவரலாறு,கண்மணிபதிப்பகம், திருச்சி-2. இருபத்தி மூன்றாம் பதிப்பு- 2015. 4. பரந்தாமனார்,அ.கி.,நல்லதமிழ் எழுதவேண்டுமா,பாரிநிலையம்,சென்னை, 1998. 5. சம்பத், இரா., (பதி) -தொல்காப்பியக் கவிதையியல் வடிவம்-பாடுபொருள்-உத்தி-வகைமை,புதுச்சேரிமொழியியல் பண்பாட்டுஆராய்ச்சிநிறுவனம். முதற்பதிப்பு-அக்டோபர் 2015.		
<b>Web References</b>		
1. <a href="http://www.tamilvu.org">http://www.tamilvu.org</a> 2. <a href="http://www.tamilweb.com">http://www.tamilweb.com</a> 3. <a href="http://www.tamilkodal.com">http://www.tamilkodal.com</a> 4. <a href="http://www.store.tamillexican.com">www.store.tamillexican.com</a> 5. <a href="http://www.kala.tamilforu.blogspot.com">www.kala.tamilforu.blogspot.com</a> 6. <a href="http://www.noolagam.com">www.noolagam.com</a>		

\* 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	3	2	2	3	2
5	3	2	3	2	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	75	100

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Department	<b>French</b>		Programme: <b>B.B.A (General)</b>						
Semester	<b>Second</b>		Course Category Code: <b>MIL</b>			*End Semester Exam Type: <b>TE</b>			
Course Code	<b>A23FRT202C</b>		Periods/Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>FRENCH II</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
(Common to B.A., B.SC., and BCA Branches)									
Prerequisite	Basic knowledge of French language								
Course Objective	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	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)
	<b>CO1</b>	have a general understanding of the language							<b>K3</b>
	<b>CO2</b>	analyze and interpret simple phrases written in French							<b>K3</b>
	<b>CO3</b>	have the basics of French grammar							<b>K3</b>
	<b>CO4</b>	communicate and ask basic questions in French language							<b>K3</b>
	<b>CO5</b>	appreciate the diversity and multiplicity of French and Francophone world							<b>K3</b>
<b>UNIT-I</b>	<b>Parler des choses</b>					<b>Periods:09</b>			
1. Qu'est-ce qu'on offre? 2. L'interro-négation. 3. On Solde 4. Le comparatif. 5. Les fêtes									
									<b>CO1</b>
<b>UNIT-II</b>	<b>Découvrir le futur</b>					<b>Periods:09</b>			
1. Découvrir Paris en bus avec l'open tour. 2. Les verbes pronominaux 3. Si vous gagnez, vous ferez quoi? 4. Le futur simple 5. Les superlatifs.									
									<b>CO2</b>
<b>UNIT-III</b>	<b>Exprimer le climat et temps</b>					<b>Periods:09</b>			
1. Parasol ou parapluie 2. Le climat en France. 3. Quand il est midi à Paris? 4. L'emploi du temps:méto, boulot, restau. 5. Parler du temps qu'il fait.									
									<b>CO3</b>
<b>UNIT-IV</b>	<b>Paris et France - une vue</b>					<b>Periods:09</b>			
1. Vous allez vivre à Paris? 2. Les régions de France 3. L'avenir du français. 4. La place des adjectifs. 5. Souvenirs d'enfance.									
									<b>CO4</b>
<b>UNIT-V</b>	<b>Pratiquer la langue</b>					<b>Periods:09</b>			
1. J'ai fait mes études à Lyon. 2. Retour des Antilles 3. Raconter ses vacances. 4. Au voleur! Au voleur! 5. Les journaux en France.									
									<b>CO5</b>
<b>Lecture Periods:45</b>			<b>Tutorial Periods:</b>			<b>Practical Periods:-</b>		<b>TotalPeriods:45</b>	
<b>Text Books</b>									
1. Sylvie Poisson Quinton and Michèle Maheo, <i>Festival 1 Méthode de Français</i> , CLE editions, 2009 2. Nathalie Hirschsprung and Tony Tricot, <i>Cosmopolite 1</i> , Hachette editions, 2017									

**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

**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	1	3	3
2	3	3	3	3	3	1	3	3
3	3	3	3	3	3	1	3	3
4	3	3	3	3	3	1	3	2
5	3	3	3	3	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	<b>ENGLISH</b>		Programme: <b>B.B.A (General)</b>						
Semester	<b>SECOND</b>		Course Category Code: <b>ENG</b>			End Semester Exam Type: <b>TE</b>			
Course Code	A23BET202C		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>BUSINESS ENGLISH II</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
( Common to all Programmes in B.Com., and BBA)									
Prerequisite	Students with Intermediate level of Language Fluency								
<b>Course Objectives</b>	To handle themselves with proper ethics in a variety of Business Contexts								
	To learn all about the basic parts and components that make up a sentence and to form meaningful sentences								
	To communicate with others in practical, business-oriented situations								
	To write effective emails that communicates the message more succinctly, intelligently and accurately								
	To identify the key skills necessary for an employee to reach target performance in their specific role								
<b>Course Outcomes</b>	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)	
	<b>CO1</b>	Foster an environment of ethical behaviors and prove the excellence						<b>K3</b>	
	<b>CO2</b>	Write a clear and concise style of sentences						<b>K3</b>	
	<b>CO3</b>	Stay connected with colleagues, customers and other professionals in the business oriented situations						<b>K3</b>	
	<b>CO4</b>	Raise learners' confidence when using emails to communicate in the business context						<b>K3</b>	
	<b>CO5</b>	Apply learnt competencies in the liberal arts to everyday life						<b>K3</b>	
<b>UNIT-I</b>	<b>BUSINESS ETHICS AND COMMUNICATION</b>					<b>Periods: 09</b>			
1. Principles of Business Ethics 2. Workplace Ethics 3. Communication Ethics 4. Communicating Corporate Culture 5. Communicating Business Environment								<b>CO1</b>	
<b>UNIT-II</b>	<b>SENTENCE TYPES AND WORD POWER</b>					<b>Periods: 09</b>			
1. Sentence Types – Active Voice and Passive Voice, Direct and Indirect Speech 2. Types of Clauses – Dependent, Independent and Relative Clauses 3. Types of Sentences – Simple, Compound, Complex and Compound & Complex Sentences								<b>CO2</b>	
<b>UNIT-III</b>	<b>SPEAKING IN THE BUSINESS WORLD</b>					<b>Periods: 09</b>			
1. Ice Breakers 2. Getting your point across 3. Establishing rapport and showing interest 4. Responding to Feedback 5. Expressing personal views 6. Introducing new Business Vocabularies								<b>CO3</b>	
<b>UNIT-IV</b>	<b>WRITING BUSINESS EMAILS</b>					<b>Periods: 09</b>			
1. Types of B2B Emails 2. Efficient use of Emails 3. Main component of Emails 4. Email Attacks 5. Email – Exercises								<b>CO4</b>	
<b>UNIT-V</b>	<b>WORKPLACE COMPETENCIES</b>					<b>Periods: 09</b>			
1. Resources 2. Interpersonal Skills 3. Information 4. Systems 5. Technology								<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods: 0</b>		<b>Practical Periods: 0</b>		<b>Total Periods: 45</b>			

**Text Books**

1. Scott McLean, *Business English for Success*, Saylor Foundation, 2011
2. Business English Advanced CEFR Level
3. Simon Sweeney, *English for Business Communication Student's Book*, Student Edition, Cambridge University Press, 14 April 2003

**Reference Books**

1. Ann Handley, *Everybody Writes*, Wiley Publisher, 4 November 2014
2. Team Mailmodo, *A Step-by-Step Guide to Improve Email Performance, E-Book*
3. Michael Swan, *Practical English Usage*, Oxford Publication, First published January 1, 1981

**Web References**

1. [www.panola.edu](http://www.panola.edu)
2. [www.specialistlanguagecourses.com](http://www.specialistlanguagecourses.com)
3. [www.businessenglishresources.com](http://www.businessenglishresources.com)

\* TE – Theory Exam

**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	3
4	3	3	3	3	3	1	3	2
5	3	3	3	3	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	<b>Business Studies</b>		Programme: <b>B.B.A (General)</b>							
Semester	<b>Second</b>		Course Category Code: <b>DSC</b>			End Semester Exam Type: <b>TE</b>				
Course Code	A23BAT204C		Periods / Week			Credit	Maximum Marks			
			L	T	P	C	CAM	ESE	TM	
Course Name	<b>Basics of Cost and Management Accounting</b>		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	
Common to BBA (G) , BBA (FDB), BBA (HA)										
Prerequisite	-									
Course Objective	To be familiar with cost classification and preparation of cost sheet									
	To analyze the various levels of stock.									
	To appreciate about various budgets and their preparation.									
	To know about the techniques of financial analysis.									
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)		
	<b>CO1</b>	Demonstrate their ability to prepare cost sheets							<b>K3</b>	
	<b>CO2</b>	Gain the knowledge on different types of Stock Level, Economic Order Quantity and Methods of valuation of Material.							<b>K2</b>	
	<b>CO3</b>	Understands different types of budgets for business enterprises.							<b>K1</b>	
	<b>CO4</b>	Demonstrate and understanding of Financial Statement Analysis and its Tools.							<b>K3</b>	
	<b>CO5</b>	Apply the marginal costing and ratio analysis to evaluate the financial performance of an organization.							<b>K3</b>	
<b>UNIT-I</b>	<b>Introduction of cost and management accounting</b>					<b>Periods: 13</b>				
Cost Accounting –Meaning, Definition, Nature and Scope – Functions and Limitations – Distinctions between Cost Accounting and Financial Accounting. Management Accounting Meaning – Definition – Characteristics – Scope -Objectives and Functions – Advantages – Limitations – Management Accounting Vs Financial Accounting – Management Accounting Vs. Cost Accounting – Tools and Techniques of Management Accounting. Cost – Classification of Cost – Elements of Cost – Cost Sheet or Statement of Cost – Practical Problems.									<b>CO1</b>	
<b>UNIT-II</b>	<b>Material issues and control</b>					<b>Periods: 10</b>				
Material Control, Meaning, Objectives of Material Control – Essentials of Material Control – Levels of Materials, Ordering Level and Re-ordering Level, EOQ, Minimum Level – Maximum Level – Danger level – Issue of Materials – FIFO – LIFO – Average Stock Method.									<b>CO2</b>	
<b>UNIT-III</b>	<b>Budgetary Control</b>					<b>Periods: 12</b>				
Meaning of Budget, Budgeting and Budgetary Control – Distinction between Estimates, Forecasts and Budgets – Objectives, Advantages and Limitations of Budgetary Control – Distinction between Budgetary Control and Standard Costing – Classification of Budgets – Fixed and Flexible Budgeting – Preparation of Sales, Production– Master Budget – Practical Problems.									<b>CO3</b>	
<b>UNIT-IV</b>	<b>Financial statement Analysis</b>					<b>Periods: 12</b>				
Concept and types of Financial Statements - significance and importance of Financial Statements, methods of analysis of financial statements - techniques of analysis and interpretation – Comparative Income Statements, Comparative Balance Sheets - Common Size Income Statements - Common Size Balance Sheet - Trend Analysis practical problems									<b>CO4</b>	
<b>UNIT-V</b>	<b>Marginal costing and Ratio Analysis</b>					<b>Periods: 13</b>				
Introduction, meaning of marginal cost and marginal costing, Contribution, Profit Volume Ratio, break Even Point, Margin of Safety, and Sales to earn a desired profit. Ratios – Meaning and Types – Advantages and Limitations of Ratio Analysis – Classification of Ratios – Profitability Ratios, Solvency Ratios, Liquidity Ratios, Efficiency and Performance Ratios. Problems on Computation of Ratios from Financial Statements and Calculating Missing Values.									<b>CO5</b>	
<b>Lecture Periods: 45</b>			<b>Tutorial Periods: 15</b>			<b>Practical Periods: -</b>		<b>Total Periods: 60</b>		

**Text Books**

1. Suveera Gill, "Cost and Management Accounting", Vikas Publishing House, 1<sup>st</sup> Edition, 2020.
2. S.N. Maheswari, et al., "Accounting for Management", Vikas Publishing House, 4<sup>th</sup> Edition, 2018.
3. R.S.N. Pillai & V. Bagavathi, "Cost Accounting", S. Chand Publishing, 6<sup>th</sup> Edition, 2018

**Reference Books**

1. M.N. Arora, "A Textbook of Cost and Management Accounting", Vikas Publishing House, 10<sup>th</sup> Edition, 2019.
2. M.A. Sahaf, "Management Accounting: Principles and Practice", Vikas Publishing House, 3<sup>rd</sup> Edition, 2019.
3. Nand Dhameja, K.S. Sastry & Kapil Dhameja, "Finance and Accounting for Managerial Competitiveness", S.Chand Publishing, 1<sup>st</sup> Edition, 2019.
4. Mohammed Hanif, "Modern Cost and Management Accounting, McGraw Hill Education, 1<sup>st</sup> Edition, 2019.
5. Colin Drury, "Cost and Management Accounting", Cengage Learning, 5<sup>th</sup> Edition, 2015

**Web References**

1. [https://www.icsi.edu/media/webmodules/publications/FULL\\_BOOK\\_PP-CMA-2017-JULY\\_4.pdf](https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf)
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-April-2021.pdf>
3. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-April-2021.pdf>
4. <https://icai.org/Resources.html>

\* 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	75	100



Department	<b>Business Studies</b>			Programme: <b>B.B.A (General)</b>						
Semester	<b>Second</b>			Course Category Code: <b>DSC</b>		End Semester Exam Type: <b>TE</b>				
Course Code	A23BAT205C			Periods / Week			Credit	Maximum Marks		
				L	T	P	C	CAM	ESE	TM
Course Name	<b>ENTREPRENEURSHIP AND STARTUPS</b>			<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
Common to All Programmes in B.B.A and B.COM										
Prerequisite	Basic knowledge on business									
Course Objective	To understand the Concept of Entrepreneurship and its role in economic development.									
	To understand the objectives of establishing and operating MSMEs.									
	To Develop the ability to identify and select potential business ideas.									
	To understand various sources of funding and the requirements for accessing them.									
	To equip students with the skills to navigate organization.									
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)	
	<b>CO1</b>	Demonstrates conceptual understanding of Entrepreneurship.							<b>K1</b>	
	<b>CO2</b>	Understand the concept of MSMEs in national economic development.							<b>K2</b>	
	<b>CO3</b>	Understand the process of project development.							<b>K2</b>	
	<b>CO4</b>	Understanding different sources of funding for their business, comparing and contrasting their suitability.							<b>K3</b>	
	<b>CO5</b>	Gain knowledge on organisational dynamics.							<b>K3</b>	
<b>UNIT-I</b>	<b>Introduction to Entrepreneurship</b>						<b>Periods: 10</b>			
Entrepreneurship: Definition - Nature – Needs - Pros and Cons of Entrepreneurship –Challenges - Entrepreneurs - Roles - Types - Characteristics of A Successful Entrepreneur - Factors Affecting Entrepreneurial Growth - Women Entrepreneurs- Problems.									<b>CO1</b>	
<b>UNIT-II</b>	<b>Micro, Small and Medium Enterprises (MSMEs)</b>						<b>Periods: 8</b>			
Meaning – Significance - Characteristics - Benefits – Objectives – Legal forms of business organization for MSMEs - Role of MSME in Economic Development – Tax Benefits to MSMEs -Problems.									<b>CO2</b>	
<b>UNIT-III</b>	<b>Business Plan and Feasibility Study</b>						<b>Periods: 10</b>			
Sources of Project Idea - Selection of the Project - project formulation - Feasibility Study: Economic, Marketing, Financial and Technical - Feasibility Report Preparation - factors affecting Project Development- Protecting ideas.									<b>CO3</b>	
<b>UNIT-IV</b>	<b>Financing for Business</b>						<b>Periods: 8</b>			
Funds - Needs for Funds - Sources of Finance -Trade finance - Traditional Financing: Types of loan – Financial institutions: SFC, IDBI, NSIC and SIDCO. - Venture capital – Crowdfunding - Business angles - Government Grants and Schemes.									<b>CO4</b>	
<b>UNIT-V</b>	<b>Organizational Dynamics</b>						<b>Periods: 9</b>			
Managing finance - Understanding capital structure, organisation structure, marketing mix and management of human resources- Enterprise life cycle - growth strategies: needs, Types, Stages – Expansion.									<b>CO5</b>	
<b>Lecture Periods: 45</b>			<b>Tutorial Periods:</b>			<b>Practical Periods: -</b>		<b>Total Periods: 45</b>		
<b>Text Books</b>										
1. Dr. S.S. Khanka, Dr. C.B. Gupta, Entrepreneurship and Small business, 8th edition, publisher: Sultan Chand & Sons,2022.										
2. Dr. RC. Bhatia, Entrepreneurship Business and Management,1 <sup>st</sup> edition, publisher: Sultan Chand & Sons, 2020.										
3. Poornima M. Charantimath, Entrepreneurship and Small Business Management, Publisher: Dorling Kindersley, 2006										
<b>Reference Books</b>										
1. S.S.Khanka, Entrepreneurial Development, S. Chand Publishing,2 <sup>nd</sup> edition, 2006										
2. Peter Thiel, Zero to One: Notes on Startups, Publisher, Crown Business,1 <sup>st</sup> edition, 2022										
3. Steve Blank and Bob Dorf, The Startup Owner's Manual, K&S Ranch Publishing Inc.,6 <sup>th</sup> edition, 2020										

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4. Dr. V.K. Saraswathi, Entrepreneurship Development and Small Business Management, 2<sup>nd</sup> edition, S. Chand Publishing, 2016
5. Oswaldo Lorenzo, Peter Kawalek and Leigh Wharton, Entrepreneurship innovation and technology, 1<sup>st</sup> edition, Publisher: Routledge, 2018

#### Web References

- 1 [https://onlinecourses.nptel.ac.in/noc21\\_mg70/preview](https://onlinecourses.nptel.ac.in/noc21_mg70/preview)
- 2 [https://onlinecourses.nptel.ac.in/noc20\\_ge08/preview](https://onlinecourses.nptel.ac.in/noc20_ge08/preview)
- 3 [https://onlinecourses.nptel.ac.in/noc22\\_de08/preview](https://onlinecourses.nptel.ac.in/noc22_de08/preview)
- 4 <https://msme.gov.in/>
- 5 <https://www.startupindia.gov.in/>

\* 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	75	100





Department	<b>MATHEMATICS</b>			Programme: <b>B.B.A (General)</b>							
Semester	<b>Second</b>			Course Category Code: <b>IDC</b>		*End Semester Exam Type: <b>TE</b>					
Course Code	<b>A23MADA01C</b>			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	<b>BUSINESS MATHEMATICS AND STATISTICS</b>			<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>	
Common to B.Com. (General), B. Com (A&F), B. Com (CA), B.Com. (CS), BBA (G), BBA (FDB)											
Prerequisite	Basic Mathematics Knowledge										
Course Outcome	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)		
	<b>CO1</b>	Demonstrate an understanding of applications of Matrices and Determinants.								<b>K2</b>	
	<b>CO2</b>	Analyse the applications of matrices and determinants in business and economics.								<b>K4</b>	
	<b>CO3</b>	Solve problems related to central tendency and measures of dispersion.								<b>K3</b>	
	<b>CO4</b>	Demonstrate the Application of correlation and regression analysis.								<b>K2</b>	
	<b>CO5</b>	Apply the concept of testing of small samples.								<b>K3</b>	
<b>UNIT-I</b>	<b>MATRICES AND DETERMINANTS</b>						<b>Periods: 12</b>				
Matrices: Definition and Types - Equality of matrices - Algebra of matrices - Transpose of a Matrix - Determinants of a Matrix. Properties of Determinants - Inverse of a Matrix.										<b>CO1</b>	
<b>UNIT-II</b>	<b>APPLICATIONS OF MATRICES</b>						<b>Periods: 12</b>				
Matrix Representation of Data – Matrix Addition and Subtraction - Scalar Multiplication. Methods of Solving non-homogenous system of linear equations: Matrix Inverse method - Determinants method - Gauss Jordan - Elimination method.										<b>CO2</b>	
<b>UNIT-III</b>	<b>MEASURES OF CENTRAL TENDENCY AND DISPERSION</b>						<b>Periods: 12</b>				
Measures of central Tendency: Arithmetic Mean – Median – Mode - Empirical relation between Mean, Median and Mode. Measure of Dispersion: Range and Coefficient of range - Standard Deviation - Co-efficient of variation.										<b>CO3</b>	
<b>UNIT-IV</b>	<b>CORRELATION AND REGRESSION ANALYSIS</b>						<b>Periods: 12</b>				
Karl Pearson's co-efficient of correlation - Spearman's rank correlation coefficient - Regression analysis - simple regression equations.										<b>CO4</b>	
<b>UNIT-V</b>	<b>TEST OF HYPOTHESIS AND DESIGN OF EXPERIMENTS</b>						<b>Periods: 12</b>				
Small samples: Test based on chi square test, t test and F test - Analysis of variance: One-way classifications and Two-way classifications:										<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods: 15</b>			<b>Practical Periods: -</b>			<b>Total Periods: 60</b>			
<b>Text Books</b>											
1. Bharat Tulsian & P.C. Tulsian, "Business Mathematics, Logical Reasoning & Statistics", McGraw Hill Education, 1st Edition, 2019.											
2. Soma Garg & Arun Julka, "Business Mathematics and Statistics", Taxmann Publications, 1st Edition, 2010.											
3. S.C. Gupta, "Fundamentals of Statistics", Himalaya Publishing House, 7 <sup>th</sup> Edition, 2018.											
<b>Reference Books</b>											
1. R.S. Soni & A.K. Soni, "Business Mathematics", Ane Books, 1st Edition, 2013.											
2. Mizrahi and Sullivan, "Mathematics for Business and Social Sciences". Wiley and Sons, 1st Edition, 1979.											
3. Gupta. S. P., Gupta. P.K and Manmohan, "Business Statistics and Operations Research", Sultan Chand & Sons, 5 <sup>th</sup> Edition, 2011.											
4. Hooda, R. P., "Statistics for Business and Economics", Vikas Publishing House, 5 <sup>th</sup> Edition, 2013.											
5. S.P. Gupta, "Business Statistics", Sultan Chand & Sons, 11 <sup>th</sup> Edition, 2019.											
<b>Web References</b>											
1. <a href="https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-4New-29012021.pdf">https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-4New-29012021.pdf</a>											
2. <a href="https://resource.cdn.icai.org/46668bosfnd-p3-cp1.pdf">https://resource.cdn.icai.org/46668bosfnd-p3-cp1.pdf</a>											
3. <a href="https://statlearning.class.stanford.edu">https://statlearning.class.stanford.edu</a>											
4. <a href="http://www.mit.edu">www.mit.edu</a>											
5. <a href="https://www.tutorialspoint.com/statistics/index.htm">https://www.tutorialspoint.com/statistics/index.htm</a>											

\* TE – Theory Exam

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B.B.A. (General)

**COs/POs/PSOs Mapping**

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

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

**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	75	100



Department	<b>Business Studies</b>	Programme: <b>B.B.A (General)</b>						
Semester	<b>Second</b>	Course Category Code: IDC		End Semester Exam Type: TE				
Course Code	A23BAD202C	Periods / Week			Credit	Maximum Marks		
		L	T	P	C	CAM	ESE	TM
Course Name	<b>LEGAL ASPECTS OF BUSINESS</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
Common to B.Com. (General), B. Com (A&F), B. Com (CA), B.Com. (CS), BBA (G), BBA (FDB)								
Prerequisite	General interest to acquire knowledge in business aspects.							
Course Objective	To find out the various dimensions of the business transactions entered on behalf of the employer by the employee.							
	To Understand The Legal Aspects While Buying And Selling Of Goods.							
	To Provide expert knowledge Partnership and limited Liability partnership.							
	To Provide knowledge in Companies Act							
	To familiarize about the legal about the legal aspects in Insolvency.							
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)
	<b>CO1</b>	Gained knowledge on laws affecting the operations of business enterprises.						<b>K1</b>
	<b>CO2</b>	Understand the legal framework within the business function.						<b>K2</b>
	<b>CO3</b>	Gained exposure on important commercial laws & Legal implications						<b>K2</b>
	<b>CO4</b>	Be convenient in respect of rules and regulations affecting various managerial functions						<b>K3</b>
	<b>CO5</b>	Acquired knowledge in Insolvency technique with legal procedure.						<b>K3</b>
<b>UNIT-I</b>	<b>CONTRACT LAW</b>				<b>Periods: 08</b>			
Introduction- Definition of Contract- Essentials of Valid Contract- Capacity of Contract – classifications of contract - contract of indemnity – Quasi Contract – contract of bailment– Discharge – Remedies to breach of Contract.							<b>CO1</b>	
<b>UNIT-II</b>	<b>THE SALE OF GOODS ACT, 1930 AND NEGOTIABLE INSTRUMENTS</b>				<b>Periods: 09</b>			
Definition of a Contract of Sale - Conditions and Warranties -Passing of Property - Right of Unpaid Seller against the Goods-Remedies for Breach. The Negotiable Instrument Act, 1881- Definition and characteristics -Kinds of negotiable instruments - Promissory Note, Bill of Exchange and Cheques - Holder and Holder in due course - Crossing of Cheques - Bouncing of Cheques.							<b>CO2</b>	
<b>UNIT-III</b>	<b>PARTNERSHIP ACT AND LLP</b>				<b>Periods: 10</b>			
<b>The Indian Partnership Act, 1932</b> Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners - Minor as a partner - Doctrine of Implied Authority -Registration of Firms - Dissolution of firms. Limited Liability Partnership Act, 2000 - Incorporation by registration - Relationship of members- members as agents, ex- members, designated members - Cessation of trade by Limited liability partnership, Insolvency and winding up.							<b>CO3</b>	
<b>UNIT-IV</b>	<b>COMPANIES ACT 2013</b>				<b>Periods: 08</b>			
Nature and Definition of a Company - Registration and Incorporation - Memorandum of Association - Articles of Association – Prospectus - Kinds of Companies - Directors: Their powers and duties – Meetings - Winding up.							<b>CO4</b>	
<b>UNIT-V</b>	<b>INSOLVENCY</b>				<b>Periods: 10</b>			
Introduction-Definition – Object - Procedure –Act of Insolvency – Notice - Insolvency court-Present Petition – Conditions for a creditors Petition & Debtors’ Petition- Procedure on Admission of Petition – Dismissal of Petition- Order of Adjudication – Discharge of Insolvent – Application of Discharge – Effect of order of Discharge – Refusal Order – Effect of Refusal – Remedies.							<b>CO5</b>	
<b>Lecture Periods: 45</b>		<b>Tutorial Periods:</b>		<b>Practical Periods: -</b>		<b>Total Periods: 45</b>		

**Text Books**

1. Business Law by R.S.N. Pillai & Bagavathi. S. Chand & Co. Ltd., New Delhi.
2. Mercantile law by N.D.Kapoor
3. K.R.Bulchandani, Business Laws for Management, Latest Edition, Himalya Publishing House, Bombay.
4. Business and Corporate Law by Dr. P. C Tulsian, S. Chand Publication.

**Reference Books**

1. S.S.Gulshan; Mercantile Law. 3rd Edition, Excel Books, New Delhi.
2. Gogna P.P.S "Mercantile Law", S. Chand & Co. Ltd., New Delhi, 1999.
3. Shukla, M.C "A Manual of Mercantile Laws Sultan Chand & Sons, New Delhi
4. Maheshwari, S.N & Maheshwari, S.K "A Manual of Business Laws", Himalaya Publishing House, Bombay
5. Avtar Singh, Introduction to law of Partnership, Eastern Book Company, Lucknow

**Web References**

1. [https://onlinecourses.swayam2.ac.in/cec21\\_mg02/previewwww.legalindia.in](https://onlinecourses.swayam2.ac.in/cec21_mg02/previewwww.legalindia.in).
2. [www.legalserviceindia.com](http://www.legalserviceindia.com).
3. [www.supremecourtindia.nic.in](http://www.supremecourtindia.nic.in).
4. [www.mca.gov.in](http://www.mca.gov.in).

\* 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	<b>ENGLISH</b>			Programme: <b>B.B.A (General)</b>							
Semester	<b>Second</b>			Course Category Code:		End Semester Exam Type					
				<b>SEC</b>			-				
Course Code	<b>A23ENSA02C</b>			Periods / Week			Credit	Maximum Marks			
				L	T	P	C	CAM	ESE	TM	
Course Name	<b>SOFT SKILLS</b>			<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>100</b>	<b>0</b>	<b>100</b>	
Common to B.Com. (General), B. Com (A&F), B. Com (CA), B.Com. (CS), BBA (G), BBA (FDB)											
Prerequisite	Knowledge gained from Journal reading and Newspaper reading										
<b>Course Objectives</b>	To train students in Soft skills in order to enable them to be professionally competent										
	To facilitate the students for Goal setting and Goal Achieving skills										
	To enrich the sense of social responsibility and accountability of the students										
	To help the students to train them for Stress Management and Time Management										
	To train the students to work with team environment and Creative thinking										
<b>Course Outcomes</b>	<b>On completion of the course, the students will be able to</b>								BT Mapping (Highest Level)		
	<b>CO1</b>	enhance the Soft skills and compete professionally								<b>K3</b>	
	<b>CO2</b>	achieve Goal setting and Goal Achieving skills								<b>K3</b>	
	<b>CO3</b>	improve their social responsibility and accountability skills								<b>K3</b>	
	<b>CO4</b>	enrich Stress Management and Time Management								<b>K3</b>	
	<b>CO5</b>	demonstrate the quality of a Team ship and Creative thinking								<b>K3</b>	
<b>UNIT-I</b>	<b>POSITIVE ATTITUDE</b>						<b>Periods: 12</b>				
Skills-Personal Skills: Knowing Oneself/Self-Discovery - Confidence Building - Defining Strengths of Attitude - formation of attitudes - psychological factors - the power of positive attitude - the benefits of positive attitude – developing positive attitude - negative attitude – the causes of negative attitude - the consequences of negative attitude - how to change negative attitude									<b>CO1</b>		
<b>UNIT-II</b>	<b>GOAL SETTING</b>						<b>Periods: 12</b>				
Introduction - importance of goal setting - goal definition - types of goals - what exactly goal setting - why people don't set goals - how to choose the right goals - SMART GOALS - Career goals - benefits of career goal setting - goal setting tips									<b>CO2</b>		
<b>UNIT-III</b>	<b>STRESS AND TIME MANAGEMENT</b>						<b>Periods: 12</b>				
Definition of Stress management - types of stress - causes of stress - stress management and reduction techniques - Definition of Time management - Setting goals, planning – prioritizing - setting deadlines - multi-tasking - practicing self-discipline - overcoming procrastination									<b>CO3</b>		
<b>UNIT-IV</b>	<b>TEAMWORK SKILLS</b>						<b>Periods: 12</b>				
Communication as Social Construction - Dynamics of professional Group communication - Group and Team - Team Building Process - Managing conflict and appreciating/respecting differences - Decision making & effective negotiation - Types of teams - Understanding, Identity and nurturing sensitivity (in terms of gender, orientation, language)									<b>CO4</b>		
<b>UNIT-V</b>	<b>PROBLEM SOLVING THROUGH CREATIVE THINKING</b>						<b>Periods: 12</b>				
Thinking Creatively - Improving Perceptions - Creative thinking as an essential skill - Techniques of creative thinking (such as brainstorming, lateral thinking, mind mapping, rich pictures, role play) - Practical problem solving through creative thinking - Case Study									<b>CO5</b>		
<b>Lecture Periods: -</b>			<b>Tutorial Periods: -</b>			<b>Practical Periods: 60</b>		<b>Total Periods: 60</b>			
<b>Text Books</b>											
1. Sabina Pillai, Agna Fernandez, Soft Skills and Employability Skills, Cambridge University Press, 2017.											
2. Jeff Butterfield, Soft Skills for Everyone, Cengage India Private Limited, 2 <sup>nd</sup> Edition, 2020.											
3. Alex K, Soft Skills, S Chand & Company, 1 <sup>st</sup> Edition, 2014.											
<b>Reference Books</b>											
1. Barun Mitra, Personality Development and Soft Skills 2, Oxford University Press, 2016.											

2. Prashant Sharma, *Soft Skills 3rd Edition: Personality Development for Life Success*, BPB Publications, 2021.
3. Ghosh, B.N, *Managing Soft Skills for Personality Development*, Tata McGraw Education Publication, 1st Edition, 2012.
4. R.S.Aggarwal. *A Modern Approach to Non-Verbal*. S Chand Publication. 2017.
5. K. K. Sinha, *Business Communication*, Galgotia Publishing, 4th Edition, 2011.

#### Web References

1. <https://www.mindtools.com/a5ykiuq/personal-goal-setting>
2. <https://www.healthlinkbc.ca/health-topics/stress-management-managing-your-time>
3. <https://www.herzing.edu/blog/7-important-teamwork-skills-you-need-school-and-your-career>
4. <https://online.hbs.edu/blog/post/what-is-creative-problem-solving>
5. <https://www.lucidchart.com/blog/7-steps-to-creating-better-goals>

#### 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	1	3	3	1	1	1	3	3
2	3	3	3	1	1	1	3	2
3	3	3	3	1	2	1	3	3
4	3	3	3	1	2	1	3	1
5	3	3	3	1	3	1	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	80		-	10	10	-	100



Department	<b>Business Studies</b>		Programme: <b>B.B.A (General)</b>						
Semester	<b>SECOND</b>		Course Category Code: <b>AEC</b>			End Semester Exam Type: <b>TE</b>			
Course Code	A23AETA01C		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>PUBLIC ADMINISTRATION</b>		<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>100</b>	<b>-</b>	<b>100</b>
Common to B.Com. (General), B. Com (A&F), B. Com (CA), B.Com. (CS), BBA (G), BBA (FDB)									
Prerequisite									
Course Objective	To introduce the elements of public administration.								
	To help the students obtain a suitable conceptual perspective of public administration.								
	To introduce them the growth of institution devices to meet the need of changing times.								
	To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration.								
Course Outcome	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)	
	<b>CO1</b>	Understand the concepts and evolution of Public Administration.						<b>K1</b>	
	<b>CO2</b>	Be aware of what is happening in the Public Administration in the country.						<b>K2</b>	
	<b>CO3</b>	Explain the Territory Administration in the State and the Centre.						<b>K2</b>	
	<b>CO4</b>	Appreciate emerging issues in Indian Public Administration.						<b>K3</b>	
<b>UNIT-I</b>	<b>INTRODUCTION TO PUBLIC ADMINISTRATION</b>					<b>Periods: 07</b>			
Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline Woodrow Wilson, Henry Fayol, Max Weber and others - Evolution of Public Administration in India - Arthashastra - Colonial Administration upto 1947.								<b>CO1</b>	
<b>UNIT-II</b>	<b>PUBLIC ADMINISTRATION IN INDIA</b>					<b>Periods: 08</b>			
Enactment of Indian Constitution - Union Government - The Cabinet - Central Secretariat - All India Services - Training of Civil Servants UPSC Niti Ayog Statutory Bodies: The Central Vigilance Commission - CBI - National Human Rights Commission - National Women's Commission-CAG.								<b>CO2</b>	
<b>UNIT-III</b>	<b>STATE AND UNION TERRITORY ADMINISTRATION</b>					<b>Periods: 08</b>			
Differential Administrative systems in Union Territories compared to States Organization of Secretariat: -Position of Chief Secretary, Functions and Structure of Departments, Directorates - Ministry of Home Affairs supervision of Union Territory Administration - Position of Lt. Governor in UT - Government of Union Territories Act 1963 - Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island.								<b>CO3</b>	
<b>UNIT-IV</b>	<b>EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION</b>					<b>Periods: 07</b>			
Changing Role of District Collector Civil Servants Politicians relationship Citizens Charter - Public Grievance Redressal mechanisms The RTI Act 2005-Social Auditing and Decentralization - Public Private partnership.								<b>CO4</b>	
<b>Lecture Periods: 30</b>		<b>Tutorial Periods:</b>		<b>Practical Periods: -</b>		<b>Total Periods: 30</b>			
<b>Text Books</b>									
<ol style="list-style-type: none"> <li>1. Avasthi and Maheswari, "Public Administration", Lakshmi Narain Agarwal, 1st Edition, 2016.</li> <li>2. Ramesh K.Arora, "Indian Public Administration: Institutions and Issues", New Age International Publishers, 3rd Edition, 2012.</li> <li>3. Rumki Basu, "Public Administration: Concept and Theories", Sterling, 1st Edition, 2013.</li> </ol>									

\* 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	35	35	0	20	10	-	100





Department	<b>Business Studies</b>		Programme: <b>B.B.A (General)</b>						
Semester	<b>Second</b>		Course Category Code: <b>EA</b>			End Semester Exam Type: <b>LE</b>			
Course Code	<b>A23EAS201C</b>		Periods / Week			Credit	Maximum Marks		
			L	T	P	C	CAM	ESE	TM
Course Name	<b>NATIONAL SERVICE SCHEME [NSS]</b>		<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>100</b>	<b>0</b>	<b>100</b>
Common to B.Com. (General), B. Com (A&F), B. Com (CA), B.Com. (CS), BBA (G), BBA (FDB)									
<b>Course Objectives</b>	To introduce about various activities carried out by national service scheme.								
	To gain life skills through community service.								
	To gain awareness about various service activities performed in higher educational institutions.								
	To give exposure about the use of technology to uplift the living standards of rural community.								
	To induce the feeling of oneness through harmony of self and society.								
<b>Course Outcomes</b>	<b>On completion of the course, the students will be able to</b>							BT Mapping (Highest Level)	
	<b>CO1</b>	Recognize the importance of national service in community development.						<b>K2</b>	
	<b>CO2</b>	Convert existing skills into socially relevant life skills.						<b>K3</b>	
	<b>CO3</b>	Differentiate various schemes provided by the government for the social development						<b>K3</b>	
	<b>CO4</b>	Identify the relevant technology to solve the problems of rural community.						<b>K3</b>	
	<b>CO5</b>	Associate the importance harmony of nation with long term development						<b>K3</b>	
<b>UNIT-I</b>	<b>INTRODUCTION TO NATIONAL SERVICE SCHEME</b>					<b>Periods: 06</b>			
History and objectives, NSS symbol, Regular activities, Special camping activities, Village adaptation programme, Days of National and International Importance, Hierarchy of NSS unit in college. Social survey method and Data Analysis. NSS awards and recognition. Importance of Awareness about Environment, Health, Safety, Gender issues, Government schemes for social development and inclusion policy etc.								<b>CO1</b>	
<b>UNIT-II</b>	<b>LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER</b>					<b>Periods: 06</b>			
Communication and rapport building, problem solving, critical thinking, effective communication skills, decision making, creative thinking, interpersonal relationship skills, self- awareness building skills, empathy, coping with stress and coping with emotions. Understanding the concept and application of core skills in social work practice, Team work, Leadership, Event organizing, resource planning and management, time management, gender equality, understanding rural community and channelizing the power of youth.								<b>CO2</b>	
<b>UNIT-III</b>	<b>EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS</b>					<b>Periods: 06</b>			
Objective and functions of Red Ribbon Club, Swatchh Bharath Abhiyan, Unnat Bharat Abhiyan, Jal Shakthi Abhiyan, Road Safety Club, Environmental club and Electoral literacy club.								<b>CO3</b>	
<b>UNIT-IV</b>	<b>USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA</b>					<b>Periods: 06</b>			
Understanding community issues, economic development through technological development. Selection of appropriate technology, Understanding issues in agriculture, fishing, artisans, domestic animals, health and environment.								<b>CO4</b>	
<b>UNIT-V</b>	<b>NATIONAL INTEGRATION AND COMMUNAL HARMONY</b>					<b>Periods: 06</b>			
The role of Youth organizations in national integration, NGOs, Diversity of Indian Nation, Importance of National integration communal harmony for the development of nation, Indian Constitution, Building Ethical human Relationships, Universal Human Values, Harmony of self and Harmony of nation.								<b>CO5</b>	
<b>Lecture Periods: -</b>		<b>Tutorial Periods: -</b>		<b>Practical Periods: 30</b>		<b>Total Periods: 30</b>			
<b>Text Books</b>									
1. Joseph, Siby K and Mahodaya Bharat (Ed.), (2007), Essays on Conflict Resolution, Institute of Gandhian Studies, Wardha									
2. Barman Prateeti and Goswami Triveni (Ed.), (2009), Document on Peace Education, Akansha Publishing House, New Delhi									
3. Sharma Anand, (2007), Gandhian Way, Academic Foundation, New Delhi Myers G.Davi (2007). Social Psychology. New									

Delhi: Tata Mc.Graw Hill.

4. Taylor E.Shelly et.al (2006), Social Psychology (12th Edn.), New Delhi, Pearson Prentice Hall Singh.

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1. Madhu (2003), Understanding Life Skills, background paper prepared for education for all: The leap to equality, Government of India report, New Delhi.
2. Sandhan (2005), Life Skills Education, Training Module, Society for education and development, Jaipur. Radakrishnan Nair and SunithaRajan (2012), Life Skill Education: Evidences form the field, RGNIYD publication, Sriperumbudur
3. National Service Scheme Manual (Revised) , Government of India, Ministry of Youth Affairs and Sports, New Delhi.
4. National Service Scheme in India: A Case study of Karnataka, M. B. Dishad, Trust Publications, 2001

#### Web References

1. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
2. <http://en.wikipedia.org/wiki/national-service-scheme> 19=<http://nss.nic.in/adminstruct>
3. <http://nss.nic.in/propexpan>
4. <http://nss.nic.in>
5. <http://socialworknss.org/about.html>

#### 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
	Activity	Self-Initiation	Record	Assignment	Attendance		
Marks	30	10	20	20	20	-	100

