

DEPARTMENT OF BUSINESS ADMINISTRATION

PREAMBLE

UG: Programme Profile and Syllabi of courses offered in semester III and IV along with its Evaluation Components (With effect from 2021 – 2024 batches onwards).

PROGRAMME PROFILE BBA

PROGRAMME SPECIFIC OUTCOME (PSO)

Upon completion of the Programme, the students will be able to:

- Understand and Operative with Ethical and Professional Responsibility.
- Ability to Communicate Effectively and Function Efficiently on Multidisciplinary Teams.
- Ability to Use Modern Management Principles and Tools Needed in Contemporary Business within the Bounds of Practical Constraints Such as Economic, Environmental, Social, Political, Ethical, Health and Safety and Sustainability.
- Innovated and Developed Skills to be a Life-Long Learner for a Globalized Business for Future.

Semester	Part	Category	Course Code	Course Title	Previous Course Code	Contact Hours/ Week	Credit Min/Max
I	I	Languages/ AECC-II	UTAL107/ UTAL108	Basic Tamil - I/Advanced Tamil – I/ French I /Hindi I	UTAL105/ UTAL106/ UHIL101/U FRL101	5	3/4
	II	Communicative English AECC-I	UCEL101/ UCEL102	Communicative English I/ Effective Communicative English I	UENL 107/UENL 108	5	3/4
	III	Major Core I/(DSC)	UBAM109	Business Communication	UBAM 311	5	4
		Major Core II/(DSC)	UBAM108\ COM104\ UCCM102	Financial Accounting	-	6	4
		Allied – I/ (GE)	UCEA103	Business Economics	UCEA101	6	5
		PE	UPEM101	Professional English I		6	4
	IV	Value Education (SEC)		Family Life Education	-	2	1
TOTAL						35	24/26
II	I	Language AECC –II	UTAL207/ UTAL208 UFRL202/ UHIL 202	Basic Tamil II/Advanced Tamil II/ French II /Hindi II	UTAL 205/ UTAL 206	5	3/4
	II	Communicative English / AECC –I	UCEL201/ UCEL 202	Communicative English – II/ Effective Communicative English II	UENL207/U ENL208	5	3/4
	III	Major Core IV /(DSC)	UBAM209	Advertising and Sales Promotion	UBAM 206	5	4

II	III	Major Core V (DSC)	UBAM207	Principles of Management	UBAM107/ UBAM102	4	3
		Major Core VI(DSC)	UBAR201	Workshop on Decision Making	-	1	1
		Allied - II (GE)	UCOA203	Accounting Package Theory	-	3	2
		Allied - Practical I (GE)	UCOR 203	Accounting Package Practical	-	3	2
		PE	UPEM201	Professional English		6	4
		Internship	UBAI201	Internship/Field work/ Field Project (30 Hours)		-	-/1(Extra Credit)
	IV	Non Major Elective(SEC)			-	3	2
	V	Extension activity / Physical Education/ NCC				-	1/2
TOTAL						35	25/28
III	III	Major Core VII(DSC)	UBAM308	Marketing Management	UBAM402	5	5
		Major Core VIII(DSC)	UBAM310/ UCOM305/ UCCM305	Cost Accounting	-	5	5
		Major Core IX(DSC)	UBAM312	Creativity For Innovative Management	-	4	4
		Major Core X(DSC)	UBAM313	Organizational Behavior	UBAM401/ UBAM406	5	4
		Online Course	UMAV381	NPTEL / SPOKEN TUTORIAL	-	3	1/2
		Allied (GE)	UMAA301	Business Statistics	UMAA303	6	4
	IV	Value Education (SEC)		Environmental science		2	1
TOTAL						30	24/25
IV	III	Major Core XI(DSC)	UBAM405	Production & Materials Management	-	5	4
		Major Core XII(DSC)	UBAM408	Micro, Small and Medium Enterprises	UBAM406	4	4
		Major Core XIII(DSC)	UBAM407	Human Resource Management	UBAM302	4	4
		Major Core XIII(DSC)	UBAM409	Management Information System		4	5
		Major Core XIV (DSC)	UBAR401	Workshop On Creative Thinking Skill	-	1	1
		Allied IV	UMAA410	Quantitative Techniques In Business	UMAA505	6	4
	IV	Internship	UBAI401	Internship/Field work/ Field Project		-	-/1(Extra Credit)
		Non Major Elective (SEC)				3	2
		Soft Skill			-	2	1

	V	Extension activity / Physical Education / NCC				-	0/2
TOTAL						29	25/27
V	III	Major Core XV(DSC)	UBAM507	Research Methodology in Business	UBAM403	3	2
		Major Core XVI(DSC)	UBAM508	Services Marketing	-	5	4
		Major	UBAM510	Stress Management	-	5	4
		Major Core XVIII (DSC)	UBAM504/ UCOM507/ UCCM507	Management Accounting	UBAM502	5	5
		Major Core XIX(DSC)	UBAP501	Project	UBAP601	5	5
	IV	Major Elective (DSE)	UBAO501	Total Quality Management		5	4
			UBAO502	Corporate Governance			
	IV	Value Education				2	1
TOTAL						30	25
VI	III	Major Core XX(DSC)	UBAM608	Strategic Management	-	5	4
		Major Core XXI(DSC)	UBAM610/ UCOM614 UCCM614	Financial Management	-	6	4
	IV	Major Core XXII(DSC)	UBAM612	Entrepreneurial Development	-	6	6
		Major Core XXIII(DSC)	UBAR601	Workshop On Leadership Skills	-	1	1
		Major Core XXIV(DSC)	UBAM613	Global Business in Management	-	5	4
		Viva Voce	UBAM611	Comprehensive viva	-	-	1
		Internship	UBAI601	Internship/Field work/ Field Project	-	-	-/1(Extra Credit)
		Major Elective	UBAO609	Consumer Affairs	-	5	4
			UBAO604	Customer Relationship Management			
			UBAO606	Operation Management			
			UBAO607	Consumer Production			
	Soft Skill			-	2	1	
	V	Extension activity / Physical Education/NCC				-	-/2
		Extension Programme	UROX601	Rural Outreach Programme (30 Hours)	-	-	-/1(Extra Credit)
TOTAL						30	25/28
GRAND TOTAL						189	148/159

COURSES OFFERED TO OTHER DEPARTMENTS

NON MAJOR ELECTIVES

Semester	Part	Category	Course Code	Course Title	Contact Hour/Week	Credit Min/ Max
II	IV	Non Major Elective-II	UBAE203	Team Building	3	2
IV	IV	Non Major Elective-IV	UBAE404	Rural Management	3	2

EXPERIENTIAL LEARNING (Only for Interested Students)

Course mapping				Collaborating agency- Grand technologies/ Ponlait		
Semester	Course Code	Course Title	Assessment	Course Title	Hour/Days/ Month	Mode of Evaluation
V	UBAM505	Service Marketing	Component III	Service Marketing	2 Days	Reflection
VI	UBAM608	Strategic Management	Component IV	Strategic Management	2 Days	Reflection

MARKETING MANAGEMENT

UBAM308

Semester : III

Category : Core VII

Class & Major: II B. Com. & II BBA

Course Objectives

Credit : 5

Hours/Week : 5

Total Hours : 65

CO No.	To enable the students
CO-1	Understand the conceptual framework of marketing.
CO-2	Describe the product and pricing policies and sales promotion techniques in the Marketing.
CO-3	Apply marketing concepts and theories to realistic marketing situations.
CO-4	Use marketing research and apply the outcome for product development.
CO-5	Identify factors and processes essential for designing marketing strategy

UNIT - I FUNDAMENDALS OF MARKETING

13 Hour

Marketing: Meaning - Classification - Functions- approaches- Relationship of marketing with other functional areas- Various Environmental factors affecting the marketing functions— Market Mix –Meaning of marketing management

UNIT - II PRODUCT AND PRICING

13 Hour

Product – Characteristics – Classification- Product mix – process of New Product

development - Product life cycle – Branding – Packaging- Pricing strategies -Factors influencing pricing decisions – Kinds of pricing- Pricing objectives – Pricing policies.

UNIT - III PROMOTION

13 Hour

Promotion mix- Advertising – Publicity – Public relations – Personal Selling – Sales Promotion Administration- Physical distribution – Importance of various kinds of distribution channels- Case studies

UNIT - IV BUYER BEHAVIOR AND SALES FORECASTING

14 Hour

Buying motives – Buyer Behavior models – Buying Decision Process -Factors influencing Buyer behavior- Market segmentation – Need and basis of segmentation, targeting-positioning– Marketing strategy- Various methods of sales forecasting

UNIT - V MARKETING RESEARCH

12 Hour

Meaning – Steps involved in Market Research –Marketing Information System-organization involved in marketing research in India –Case studies

Text Book

- Philip Kotler, “*Principles of Marketing*”, Prentice Hall of India, 2018

Reference Books

- Varshney .L and Gupta SL , “*Marketing Management*”, 2015
- Saxena , “*Marketing Management*”, Tata Mc Graw Hill Pub – 2019

E-Resources

- www.businessdictionary.com/definition/marketingmanagement.html

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Identify the scope and significance of marketing in domain industry.	K2
CO-2	Understand the fundamental concepts of marketing	K2
CO-3	Demonstrate the marketing communication skills relevant to the corporate world.	K3
CO-4	Execute the various elements of marketing to develop a marketing plan.	K3
CO-5	Analyze global business opportunities and its implications on a firm's marketing strategy.	K4

COST ACCOUNTING

UBAM310

Semester : III
Category : Major Core VIII(DSC)
Class & Major: II BBA
Course Objectives:

Credit : 5
Hours/Week : 5
Total Hours : 65

CO No.	To enable the students
CO-1	Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.
CO-2	Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.
CO-3	Design, plan and execute practical activities using techniques and procedures appropriate to cost accounting.
CO-4	Develop appropriate effective written and oral communication skills relevant to cost accounting.
CO-5	Solve problems relevant to cost accounting systems using ideas and techniques some of which are at the forefront of the discipline.

UNIT- I INTRODUCTION

14 Hour

Cost Accounting- Definition, Meaning and Objectives, Advantages and Importance – Distinction between Cost and Financial Accounting –Elements of Cost and Preparation of Cost Sheets, Tenders and Quotations. - Basic knowledge on Cost Accounting Standards.

UNIT- II MATERIALS

13 Hour

Materials – Stores Records – Purchase Order – Goods Received Note – Bin Cards – Stores Ledger – Inventory Control – ABC Analysis – Economic Order Quantity – Maximum, Minimum and Reordering levels – Methods of Pricing Issues - Perpetual Inventory System.

UNIT - III LABOUR

13 Hour

Labour – Importance of Labour Cost Control – Recording labour time - Treatment of “Over Time “ and “Idle Time” – Labour Turn Over-Variou Methods of Wage payments - Calculation of wages – Methods of Incentives (Bonus) Schemes.

UNIT-IV OVERHEADS

13 Hour

Overheads (Factory, Administration, Selling and Distribution) – Definition and Meaning of Overheads – Classification – Apportionment of Overheads –Redistribution (Secondary Distribution) – Absorption of Overheads including Machine Hour Rate.

UNIT - V METHODS OF COST ACCCOUNTING

12 Hour

Methods of Cost accounting – Job Costing – Process Costing – Calculation of Inter Process Profit – Operating Costing.

Text Books

- Reddy & Murthy, (2019) Cost Accounting, Margham Publications, Chennai.
- Jain &Narang,(2018)Cost Accounting, Kalyani Publications, Ludhiana

Reference Books

- Charles T.Horngren,(2018), Cost Accounting- A Managerial Emphasis (19th Edition)Prentice Hall Of India(P) Ltd, New Delhi.
- Maheshwari, S. N. (2019) Cost and Management Accounts, Sultan Chand & Sons, New Delhi.
- Iyengar, S.P. (2018) Cost and Management Accountancy, Sultan Chand & Sons, New Delhi.

E-Resources

- https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper8-Revised.pdf
- <https://resource.cdn.icai.org/66524bos53753-ip-m1.pdf>

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Understand various costing systems.	K2
CO-2	Identify the specifics of different costing methods.	K2
CO-3	Apply cost accounting methods for both manufacturing and service industry.	K3
CO-4	Differentiate methods of schedule costs as per unit of production.	K4
CO-5	Evaluate and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques.	K4

CREATIVITY FOR INNOVATIVE MANAGEMENT**UBAM312****Semester : III****Category : Core X****Class & Major: II BBA****Credit : 4****Hours/Week : 4****Total Hours : 52****Course Objectives:**

CO No.	To enable the students
CO-1	Recognize your potential for thinking creatively and enabling innovation.
CO-2	Implement innovative solutions by discovering and testing creative ideas.
CO-3	Create an environment that continually fosters creativity and innovation.
CO-4	Develop a persuasive case for implementing an innovation.
CO-5	Solve a specific innovation challenge and apply their knowledge into actual action that creates value.

UNIT - I CREATIVE THINKING

10 Hour

Creativity-Meaning - Definition – Characteristics -Types of Creativity-Components of Creativity-Various Methods of creativity - – Individual and Group Creativity – Convergent Thinking –Divergent Thinking – Reasoning Problem Solving.

UNIT - II TECHNIQUES OF CREATIVITY

10 Hour

Creativity Exercises – Mental Gym – The Way the Mind Works – Lateral and Vertical Thinking - Difference between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives –Challenging Assumptions - Generation of Creative Ideas.

UNIT-III METHODS OF CREATIVITY

10 Hour

Thinking Hats Methods –Benefits - Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Process – Stages – Creative Problem Solving - Reverse Brainstorming –Synaptic – Morphological Method.

UNIT - IV INNOVATION

10 Hour

Innovation – Sources of Innovation – Making sense of Innovation- Categories of Innovation - Types of innovation, Barriers to Innovation, Innovation process - Establishing criterion for assessment of creativity & innovation – difference between Innovation & Invention.

UNIT - V INNOVATION OF PROBLEM SOLVING

12 Hour

Achieving Creativity –Introduction to TRIZ methodology of Inventive Problem Solving - the essential factors –Innovator’s solution –creating and sustaining successful growth –Disruptive Innovation model –Segmentive Models –New market disruption - Managing the Strategy Development Process –Cases for Innovation.

Text Books

- Davis Gary , “ *Training Creative Thinking* “, Scott New York Pub.
- Dr.P.Rizwan Ahmed ,”*Creativity and Innovation Management*” , Margham Publication.
- Peter Drucker, “Innovation and Entrepreneurship: Practice and Principles “ ,Harper Business Publications

Reference Books

- Clayton M. Christensen and Michael E. Raynor, “*The Innovator's Solution: Creating and Sustaining Successful Growth*”, Wall Street Journal and New York Times. Recorded Books LLC.

E-Resources

- <https://www.open.edu/...management/creativity...innovation/al>.
- www.trm.chu.edu.tw/.../LEC5-INNOVATIONANDENTREPR..

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Define the factors that predict creativity of individuals, groups, and organizations.	K1
CO-2	Understand innovation and creativity management from the perspective of obtaining a sustainable competitive advantage and integrating innovation into the business strategy.	K2
CO-3	Recognize the role that ongoing innovation plays in the competitive dynamics of industries and how these innovations affect society both positively and negatively.	K2
CO-4	Analyse the factors and drivers that predict creativity and innovation of individuals, groups, and organizations.	K4
CO-5	Formulate the attributes of successful innovation strategies including an in-depth understanding of the dynamics of innovation.	K6

ORGANIZATIONAL BEHAVIOUR

UBAM313

Semester : III
Category : Core XI
Class & Major : II BBA
Course Objectives:

Credit : 4
Hours/Week : 5
Total Hours : 65

CO No.	To enable the students to
CO-1	Develop cognizance of the importance of human behaviour.
CO-2	Describe how people behave under different business conditions and understand why people behave as they do.
CO-3	Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
CO-4	Critical evaluation of organisational practices and their impact on work behaviours, attitudes and performance.
CO-5	Creatively and innovatively engage in solving organizational challenges.

UNIT - I INTRODUCTION**12 Hour**

Organization: Meaning - Importance- scope - Theories; Organizational Behaviour: Meaning – Importance- scope - Organizational Behaviour models.

UNIT - II INDIVIDUAL BEHAVIOUR**13 Hour**

Individual differences- Personality – concept- theories- Perception- attitudes - values – Beliefs – ethics- Power - Definition– Types – Case studies

UNIT - III MOTIVATION**13 Hour**

Definition - Financial and non financial motivational techniques –Theories of Motivation - job satisfaction – meaning – factors influencing techniques – measurement – morale –importance- case studies.

UNIT- IV GROUP DYNAMICS**13 Hour**

Group – meaning-Types – Size and status- Group dynamics- Concept –features- Group forms – Role position status-Group decision making- Process and Techniques

UNIT - V WORK ENVIRONMENT – TEAMS**14 Hour**

Work environment –meaning- impact of technology; Team - meaning – types- difference between team and group - Conflict –meaning - Resolution –process- Counseling - Mentoring– Importance - Types - Information need for counseling.

Text Book

- S.S.Khanka , “*Organizational Behaviour*” , Sulthan Chand and Sons - 2004

Reference Books

- B.S.Moshal, “*Organisational theory & Behaviour*”, Ane Books Pvt ltd , 2015
- L.M.Prasad , “*Organizational Behaviour*” , Sulthan Chand and Sons - 2018
- K. Ashwathappa, “*Organisational Behaviour*”, Himalaya Publishing house , 2018

E-Resources

- www.b-u.ac.in/sde_book/msc_organ.pdf

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Identify the characteristics of successful teams in order to function effectively as a team members and leaders.	K2
CO-2	Apply different motivational theories and methods to increase the productivity and job satisfaction of employees.	K3
CO-3	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.	K3
CO-4	Appraise their ability to manage, lead and work with other people in an organizational setting.	K5
CO-5	Evaluate ethical issues as related to organizational behavior.	K5

PRODUCTION AND MATERIALS MANAGEMENT

UBAM405

Semester : IV
Category : Core XII
Class & Major: II BBA

Credit : 4
Hours/week : 5
Total Hours : 65

Course Objectives:

CO No.	To enable the students
CO-1	Understand how the knowledge of materials management can be an advantage to logistics and supply chain operations
CO-2	Develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive systems
CO-3	Relate the importance of materials both in product and service
CO-4	Apply advanced techniques and concepts to improve material requirements planning and production management
CO-5	Create the knowledge and skills needed to plan and control manufacturing of goods and services in an industrial setting.

UNIT - I INTRODUCTION

10 Hour

Production system – Introduction – Production –Productivity – Production management –Objectives – Functions – Scope –Relationship with other functional areas.

UNIT - II PRODUCTION PLANNING AND CONTROL

15 Hour

Production planning and control – Routing and scheduling – Dispatching – Maintenance management – Types of maintenance – Breakdown – Preventive – Routine – Maintenance scheduling.

UNIT - III WORK STUDY

10 Hour

Work and method study – Importance of work study – Work study procedures – Time study – Human considerations in work study – Introduction to method study – Objectives of method study – Steps involved in method study.

UNIT - IV MATERIALS MANAGEMENT

15 Hour

Materials management - Definition - function – Importance of materials management. Integrated materials management – The concept – Service function advantages – Inventory control – Function of inventory - Importance – Replenishment stock – Material demand forecasting – MRP – Basis tolls – Inventory Management – ABC – VED – FSN analysis – Inventory control of spares and slow moving items – EOQ – EBQ – Stores planning.

UNIT - V MATERIALS HANDLING

15 Hour

Store keeping and materials handling – Objectives – Function – Store keeping – Stores responsibilities – Location of store house – Centralized store room – Equipment – Security measures – Protection and prevention of stores, Methods of store keeping.

Text Book

- P. Saravanel and S. Sumathi , *Production and Materials Management*, Margam Publications, Chennai, 2015

Reference books

- Gopalakrishnan & Sundaresan , *Materials Management* , Margham Publication, Chennai.
- Varmam, *Materials Management* , S.Chand, New Delhi.
- Dutta, *Integrated Materials Management* , Vikhas Publications, Chennai.

E- Resources

- https://gurukpo.com/.../production_and_Material_Management
- <https://www.slideshare.net/.../production-and-materials-management>.

Course Outcomes:

CO No	On completion of the course the student will be able to	Bloom's Level
CO-1	Understand the scope for integrating materials management function over the logistics and supply chain operations.	K2
CO-2	Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.	K2
CO-3	Apply the various purchasing method and inventory controlling techniques into practice.	K3
CO-4	Demonstrate the organization wide materials requirement to develop an overall plan (MRP).	K3
CO-5	Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing	K4

MICRO, SMALL AND MEDIUM ENTERPRISES**UBAM408****Semester : IV****Category : Core XIII****Class & Major: II BBA****Course Objectives:****Credit : 4****Hours/week : 4****Total Hrs : 52**

CO No.	To enable the students to
CO-1	Understanding of the various concepts and factors of entrepreneurship and MSME.
CO-2	Distinguish small industries and institutional supports to entrepreneurs.
CO-3	Identify the government policies and incentives to the small enterprises
CO-4	Apply their knowledge to run their businesses professionally, and profitably.
CO-5	Assess the nature of the business environment and evaluate business opportunities and threats.

UNIT- I SETTING UP MSME**10 Hour**

Evolution, Definition of SME's – Characteristics Advantages of MSME and its Role and significance in economic development – Need of SMEs. Forms of Organizations – Establishing SMEs –Environmental scanning – market assessment – Technology –Selection of site – organizational structures – Rules and Regulations.

UNIT - II MSMEs AND CLUSTER DEVELOPMENT**10 Hour**

Policy – Regulatory and Legal & Policy frame work for SMEs – Policy sift – Regulatory frame work – Laws and Regulation for SMEs – LLP Act – Changing policy frame work - Types of Clusters – Advantages and Disadvantages – Role of Clusters – Approaches to develop Clusters Strategies – Policy Environment.

UNIT - III INSTITUTIONAL FRAME WORK AND MSME FINANCING**10 Hour**

Institutions – Central Government- SSI Board – SIBO – SISI – PPDCs – RTC – State Government –Directorate of Industries - DICs – SFCs – SIDC – SIIC – Financial Institution and Banks – Commercials Banks – RRBs – Co – Operatives Banks

UNIT - IV FINANCING OPTIONS & MODELS**11 Hour**

Sources of Finance - Methods of Financing – Relevance of Quasi Capital and own money in business – Ventures Capital – Hybrid capital – Assessment of Term Finance – Collaterals - Documentation – Inspection - Follow up and Monitoring Review – Credit Scoring Models - Mudra Bank – Structure Approach to Financing SMEs.

UNIT - V GLOBAL OPPORTUNITIES MSME**11 Hour**

Micro Finance Approach to SMEs - Linkages with Agriculture and industry - IT and SMEs - Relationship banking and its impact in SME development - WTO issues, impact on SMEs – globalization issues, impact, intermediation opportunities and Emerging issues affecting SMEs. Challenges & opportunities of MSME under current scenario-Case Studies.

Text Book

- Dr. P.T. Vijayshree & Dr. M.Alagammai “*Entrepreneurship And Small Business Management*”. Margham Publication, 2017.

References

- Barrow C, “*The Essence of Small Business*”, Prentice Hall of India, New Delhi.
- Bedapatai Mohanty, “*Economics of Small Scale Industries*”, Ashish, New Delhi.
- Charantimath P.M., “*Entrepreneurship Development and Small Business Enterprises*”, Pearson Education, New Delhi.

E- Resources

- <https://www.oecd.org/cfe/smes/2090740.pdf>
- https://en.wikipedia.org/wiki/Small_business

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Identify the new entrepreneurial opportunities for Employability.	K2
CO-2	Understand the opportunities to Set-Up SSI/MSME Units and role of entrepreneurship.	K2
CO-3	Analyze the firm's internal environment, competitive environment, and firm's suitability/eligibility to tap the benefits of supports or fund available under different government schemes and initiatives.	K4
CO-4	Examine the required skills and competencies for starting new entrepreneurship.	K4
CO-5	Evaluate role of government in promoting entrepreneurship	K5

HUMAN RESOURCE MANAGEMENT**UBAM407****Semester : IV****Category : Core XIV****Class & Major : II BBA****Credit : 4****Hours/week : 4****Total Hours : 52****Course Objectives:**

CO No.	To enable the students
CO-1	Understand the HR Management and system at various levels in general and in certain specific industries or organizations
CO-2	Apply the principles and techniques of human resource management.
CO-3	Examine the various HR concepts along with the domain concept in order to take correct business decisions.
CO-4	Analyze the issues and strategies required to select and develop manpower resources.
CO-5	Develop relevant skills necessary for application in HR related issues

UNIT - I INTRODUCTION**10 Hour**

Definition – Objectives – Functions – evolution and growth of HRM – Qualities of a good HR manager – changing roles of a HR manager– problems and challenges of a HR manager.

UNIT - II HUMAN RESOURCE PLANNING**10 Hour**

Definitions of human resource planning –objectives – steps in human resources planning - job analysis – job description – job specification.

UNIT - III RECRUITMENT & SELECTION**10 Hour**

Concept, objectives of recruitment – sources- internal and external recruitment – Selection- application blank – testing – interviews – induction- Case studies.

UNIT - IV TRAINING AND DEVELOPMENT**12 Hour**

Concept, principles of training – assessment of training needs – on the job training methods – off the job training methods – evaluation of effectiveness of training programs-MDP - Career Planning.

UNIT - V PERFORMANCE APPRAISAL & COMPENSATION**10 Hour**

Concept, process – methods of performance appraisal –Compensation-Wages-Salaries-Fringe Benefits–Transfer, promotion Termination of service. Case studies.

Text Book

- K.Asathappa and Sadhna Dash “*Human Resource Management*”, Tata Mc Graw Hill, Delhi,2021.

Reference Books

- Subba Rao., “*Human Resource Management*”, Konark Publishers,2014.
- C.B.Gupta, “*Human Resource Management*”, S. Chand Publishers, Delhi, 2018.
- S.S.Khanka, “*Human Resource Management*”, S. Chand Publishers, Delhi, 2008.

E- Resources

- www.whatishumanresource.com/human-resource-management
- www.managementstudyguide.com/human-resource-management.html
- www.investopedia.com/.../HRM.asp

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Understand the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees.	K2
CO-2	Identify the human resources needs of an organization or department.	K2
CO-3	Apply a job analysis and produce a job description from the job analysis.	K3
CO-4	Analyze the procedures and practices used for recruiting and selecting suitable employees	K4
CO-5	Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues	K6

MANAGEMENT INFORMATION SYSTEM

UBAM409

Semester : IV
Category : Major Core XIII (DSC)
Class & Major : II BBA
Course Objectives

Credit : 5
Hours/week : 4
Total Hours : 52

CO No.	To enable the students
CO-1	Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
CO-2	Explain the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
CO-3	Understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
CO-4	Identify and evaluate hardware and software requirements for information systems.
CO-5	Investigate the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.

UNIT - I INTRODUCTION TO MIS

10 Hour

Definition of Management Information System – MIS support for planning - organizing and controlling – Structure of MIS – Information for decision – making.

UNIT - II CATEGORIES OF INFORMATION SYSTEMS

10 Hour

Concept of System – Characteristics of System – Systems classification – Categories of Information Systems – Strategic information system and competitive advantage.

UNIT - III COMPUTERS AND INFORMATION PROCESSING

12 Hour

Computers and Information Processing – Classification of Computer – Input Devices – Output devices – Storage devices – Batch and online processing. Hardware - Software.- Database Management Systems.

UNIT - IV SYSTEM ANALYSIS AND DESIGN

10 Hour

System Analysis and design – SDLC – Role of System Analyst – Functional Information system – Personnel, Production, Material, Marketing.

UNIT - V DECISION SUPPORT SYSTEMS

10 Hour

Decision Support Systems – Definition. Group Decision Support Systems – Business Process Outsourcing – Definition and function.

Text Book:

- Dr. S. P Rajagopalan Management Information System, S.Chand & Sons, 2012.

Reference Books:

- Mudrick & Ross, Management Information System, Prentice – Hall of India, 2010.
- Gordan B. Davis, Management Information Systems, S.Chand & Sons, 2009.
- Sadagopan, Management Information Systems, Prentice – Hall of India, 2014.

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Understand the role of the ethical, social, and security issues of information systems.	K2
CO-2	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.	K3
CO-3	Relate the basic concepts and technologies used in the field of management information systems.	K4
CO-4	Compare the processes of developing and implementing information systems.	K4
CO-5	Evaluate the role of information systems in organizations, the strategic management processes, with the implications for the management.	K5

TEAM BUILDING

UBAE203

Semester : II
Category : Non Major Elective
Class & Major : I BBA
Course Objectives:

Credit : 2
Hours/week : 3
Total Hours : 39

CO No.	To enable the students
CO-1	Understand the concepts and components of team building.
CO-2	Analyze the strategies required to develop personality.
CO-3	Develop relevant skills necessary for application in group dynamics.
CO-4	Examine the various concepts of pitfalls of groups and team training in organization.
CO-5	Analyze the strategies required to develop team and organizational culture.

UNIT - I INDIVIDUAL BEHAVIOUR

9 Hour

Meaning - Foundation of Individual Behaviors - Models of Man's Personality - Determinants of Personality - Stages of Personality Development - Attitudes & Values.

UNIT - II GROUP BEHAVIOURS**6 Hour**

Meaning of Group - Reasons for Formation of Groups - Characteristics of Groups -Types of Groups - Group Cohesiveness - Group Decision Making Process - Small Group Behavior.

UNIT - III GROUP DYNAMICS**9 Hour**

Group Dynamics - Nature of Groups - Types of Group - Why do People Join Groups - Group Development - Usefulness of Groups in Organization - Pitfalls of Groups - Determinants of Group Behavior - External Conditions - Group Members' Resources - Group Structuring.

UNIT - IV TEAM DYNAMICS**6 Hour**

Team Dynamics - Nature of Teams - Teams Vs Groups - Benefits From Teams - Types Of Team - Implementing Teams in Organizations - Team Issues - Effective Teamwork.

UNIT - V TEAM BUILDING**9 Hour**

Team and Organizational Culture - Team Building - Process-Team Building and Team Training - Communication and Its role in Team Building- Case Study related to Topics.

Text books

- Blum ML - *Industrial Psychology and its social foundations*.,S.Chand & Sons,2009.

Reference books

- Hippo ,*Organizationl Behavior*, S.Chand & Sons,2009.
- Hersey Blanchard,*Introduction to Organsaitonal Behavior*, Tata Mc Graw Hill,2010.
- JayaShakar,*Organisation Behavious*,Margham publication,2009.

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Understand the challenging activity that helps the team focus on the importance of everyone having input, being heard and being open and honest.	K2
CO-2	Identify the important team processes, where there can be improvements and what can be done to ensure the processes are working for the team rather than the other way round.	K2
CO-3	Apply team differences and learn how to make the most of the skills, abilities and styles.	K3
CO-4	Analyze the issue of leadership within the team and what can be done to improve this area.	K4
CO-5	Develop a clear understanding of what it is they are trying to achieve whilst focusing on further team improvements	K6

RURAL MANAGEMENT

UBAE 404

Semester : IV
Category : Non Major Elective
Class & Major: II UG
Course Objectives:

Credit 2
Hours/week 3
Total Hours 39

CO No.	To enable the students
CO-1	Understand conceptual knowledge, logical reasoning and analytical skills in the domain of commerce in rural.
CO-2	Discuss the various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing.
CO-3	Examine the factors influencing the rural women empowerment.
CO-4	Analyze rural markets through marketing mix while applying the marketing concepts suitable to the rural markets.
CO-5	Evaluate pricing and distribution strategies for rural consumers.

UNIT - I INTRODUCTION TO RURAL MANAGEMENT 9 Hour

Rural Management- Nature - Scope and Challenges in Marketing Operations - Human Resources and Finance in Rural Areas - Social Economic Status of Rural Areas - Structure of Rural Areas. Entrepreneurship Opportunities in Rural Areas.

UNIT - II RURAL RESOURCE MANAGEMENT 6 Hour

Concepts – Interventions (SHG) - Chetanayalya & Women Empowerment - Gram Sabha - Self- Governance - Micro Entrepreneurship Development Programme(MEDP).

UNIT - III MARKETING OF AGRICULTURE PRODUCTS 9 Hour

Agricultural Marketing - Marketing Rural Non-Farm Products - Marketing Network - Different Marketing Agencies and Institutions - Various Types of Distributions Channels in Rural Marketing - Case Studies.

UNIT - IV RURAL HEALTH 6 Hour

Rural Health Care - Primary Health Care - Development of Health Care Services in Rural India – National Health Policy and Programmes - Pradhan Mantriswasthya Suraksha Yojana (PMSSY) – ICDS.

UNIT - V RURAL FINANCING 9 Hour

Introduction to Rural Financing - Sources of Finance - Requisites of a Good Finance System - National Level Credit Agency-NABARD - Functions of NABARD - Schemes and Patterns of NABARD.

Text Book

- Gopalaswamy, T.P. (2009). *Rural Marketing Environment*, Problems and Strategies. Vikas. (1stEd). Chennai.
- Warran, M. (2008) . *Financial Management for Farmers and Rural Managers*. BlackwellPublishing. New Delhi.

References:

- Prag, PA.(2009). *Rural Diversification*. EG Books,Chennai.
- Thorner, Daniel, and Alice Morner, (2010) *Land and Labour In India*. Asia Publishing House.Delhi
- Deu, S. Mahendra and K.S. Basu, (2007.) *Economic and Social Development*. AcademicFoundation.

E-Resource

- <https://www.slideshare.net>
- <https://www.learnpick.in/prime/documents/ppts/details/1269/rural-development>

Course Outcomes:

CO No.	Course Outcomes On completion of the course the student will be able to	Bloom's Level
CO-1	Discuss rural market Challenges & Opportunities in a dynamic market.	K2
CO-2	Explain and interpret Rural Marketing Evolution and Structure	K2
CO-3	Apply the concepts relating to Women Empowerment.	K3
CO-4	Differentiate and design marketing strategies for rural specific products.	K4
CO-5	Evaluate and interpret the relevance of pricing and distribution strategies.	K5

III & IV Evaluation Component OF CIA

Semester	Category	Course Code	Course Title	Component III	Component IV
II	Non-Major Elective/SEC	UBAE203	Team Building	Album making	Assignment
IV	Non-Major Elective/SEC	UBAE404	Rural Management	Assignment	Poster Presentation