

DEPARTMENT OF BUSINESS ADMINISTRATION

PREAMBLE

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

PROGRAM PROFILE BBA PROGRAM SPECIFIC OUTCOMES (PSO)

PSO No. Upon completion of the Programme, the students will be able to

- PSO-1** Understand and remember the concepts of various disciplines of management, economics, accounting, marketing, finance, human resource and corporate governance.
- PSO-2** Identify the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- PSO-3** Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.
- PSO-4** Communicate in a business context in a clear, concise, coherent and professional manner.
- PSO-5** Demonstrate the ability to apply professional standards, theory, and research to address business problems within specific concentrations.

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/ UFRL101	5	3/4
	II	Communicative English AECC-I	UCEL101/ UCEL102	Communicative English I / Effective Communicative English I	UENL107/ UENL108	5	3/4
	III	Major Core I/(DSC)	UBAM109	Business Communication	UBAM 311	5	4
		Major Core II/ (DSC)	UBAM108/ UCOM104/ UCCM102	Financial Accounting	-	6	4
		Allied – I/ (GE)	UCEA103	Business Economics	UCEA101	6	5
		PE	UPEM101	Professional English I		6	4
		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	UTAL205 / UTAL206	5	3/4
	II	Communicative English / AECC – I	UCEL201/ UCEL 202	Communicative English –II/ Effective Communicative English II	UENL207 / UENL208	5	3/4
	III	Major Core IV /(DSC)	UBAM209	Advertising and Sales Promotion	UBAM206	4	3
		Major Core V /(DSC)	UBAM207	Principles of Management	UBAM107/ UBAM102	5	4
		Major Core VI(DSC)	UBAR201	Workshop on Decision Making	-	1	1
		Allied - II (GE)	UCOA203	Accounting Package Theory	-	3	2
		Allied - Practical I (GE)	UCOR203	Accounting Package Practical	-	3	2
		PE	UPEM201	Professional English II		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	UONL301	NPTEL	-	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	-	4	4
		Major Core XII(DSC)	UBAM408	Micro, Small and Medium Enterprises	UBAM406	4	4
		Major Core III(DSC)	UBAM407	Human Resource Management	UBAM302	4	4
		Major Core III(DSC)	UBAM409	Management Information System		5	5
		Major Core XIV (DSC)	UBAR401	Workshop On Creative Thinking Skill	-	1	1
		Allied IV	UMAA410	Quantitative Techniques In Business	UMAA505	6	4

IV	III	Internship	UBAI401	Internship/Field work/ Field Project		-	-/1(Extra Credit)
	IV	Non Major Elective (SEC)				3	2
	V	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	3
		Major Core XVI(DSC)	UBAM508	Services Marketing	-	5	4
		Major Core XVII (DSC)	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
		Major Elective (DSE)	UBAO501	Total Quality Management		5	4
			UBAO502	Corporate Governance			
	IV	Value Education				2	1
TOTAL						30	26
VI	III	Major Core X (DSC)	UBAM608	Strategic Management	-	5	4
		Major Core XI (DSC)	UBAM610 UCOM614 UCCM614	Financial Management	UBAM610	6	4
		Major Core XII (DSC)	UBAM612	Entrepreneurial Development	-	6	5
		Major Core XXIII (DSC)	UBAR601	Workshop On Leadership Skills	-	1	1
		Major Core XXIV (DSC)	UBAM613	Global Business in Management	-	5	4
	IV	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	24/28
GRAND TOTAL						189	148/160

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 Banking	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

RESEARCH METHODOLOGY IN BUSINESS

UBAM507

Semester : V

Category : Core XIV

Class & Major : III BBA

Credit : 03

Hours/week : 03

Total Hours : 39

Course Objectives:

CO No.	Course Objectives To enable the students to
CO-1	Understand the role of research in business.
CO-2	Formulate research problem and use different methods of sampling and tools
CO-3	Identify various sources of information for literature review and data collection.
CO-4	Develop an understanding of various research designs and techniques.
CO-5	Design a good quantitative purpose statement and good quantitative research questions and hypotheses.

UNIT - I INTRODUCTION

8Hour

Definition - Types- Role of research in business studies - Research Problem Identification- Selection -Formulation of research problem - Research design.

UNIT- II FORMULATION OF RESEARCH PROBLEM AND DESIGN

7 Hour

Research methods - Case study, Survey, Experimental study - Relative advantages.

Sampling Methods- Methods of Data Collection - Observation - Questionnaire-Interview Schedule.

UNIT - III RESEARCH METHODS

8 Hour

Measurement techniques - Scaling - Meaning – Classification - Techniques. Data collection; Meaning- Methods- Primary and secondary methods.

UNIT - IV ANALYSIS AND INTERPRETATION

8 Hour

Hypothesis - Meaning- - Types - Characteristics- Formulation - source. Testing of hypothesis. Tools.

UNIT -V WRITING RESEARCH REPORT

8 Hour

Preliminary steps of writing research report- Essentials of a good report- Style of writing reports tables, figures - format of the report

Note: Only Theory.No Problems.

Text Books

- Ravilochanan, P. (2018). *Research Methodology*, Margham Publications.
- Wiliam G. Zikmund, Barry J.Babin (2017). *Business Research Methods*. South-Western Cengage Learning.

Reference Books

- DonalCopper, R. (2017). *Business research methods*. Tata Mcgraw Hill.
- Kothari, C.R. (2018). *Research methodology*. WishvaPrakashan.
- Gopal M H. (2018). *An Introduction to Research Procedure in Social Sciences*.

E- Resources

- <https://www.library.cornell.edu/research/introduction>
- www.tru.ca › Open Learning
- www.skillsyouneed.com/learn/research-methods.html

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Identify the overall process of designing a research study from its inception to its report.	K2
CO-2	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.	K3
CO-3	Analyse the research problem stated in a study.	K4
CO-4	Evaluate the independent, dependent, and mediating variables in a study.	K5
CO-5	Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industries	K6

SERVICES MARKETING

UBAM508

Semester : V
Category : Core XV
Class & Major: III BBA

Credit :04
Hours/Week: 05
Total Hours : 65

Course Objectives:

CO No.	Course Objectives To enable the students to
CO-1	Understand the various concepts of services marketing.
CO-2	Identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value.
CO-3	Demonstrate ability in evaluating service designs.
CO-4	Develop an understanding of the “state of the art” service management thinking.
CO-5	Assess customer service-oriented mindset.

UNIT - I INTRODUCTION

13 Hour

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT - II SERVICES MARKETING OPPORTUNITIES

12 Hour

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT - III SERVICES DESIGN AND DEVELOPMENT

14 Hour

Service Life Cycle – New service development – Service Blue Printing – GAP’s model of service quality – Measuring service quality – SERV-QUAL – Service Quality function development.

UNIT - IV SERVICES DELIVERY AND PROMOTION

13 Hour

Positioning of services – Designing service delivery System, Service Channel – Pricing of Services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT - V SERVICES STRATEGIES

13 Hour

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services – case studies

Text Books

- Balaji. B. (2011). *Services Marketing & Management*, S.Chand Publication.
- Alan Wilson, Valarie A. Zeithaml and Mary Jo Bitner. (2014). *Service Marketing*, McGraw-Hill Education.

Reference Books

- Hoffman, (2018). *Marketing of Services*. Cengage Learning, II nd Edition.
- Zeithaml Parusuraman and Berry, (2015). *Delivering Quality services*. The free press Macmillian.
- Philip Kotler, (2017). *Marketing of Non Profit Organization*. Prentice Hall of India (P) Ltd, India, New Delhi.
- Christropher H. Lovelock and Jochen Wirtz, *Services Marketing*, Pearson Education, New Delhi, 2018.

E- Resources

- www.managementstudyguide.com/definition-and-characteristics-of-servi
- www.businessdictionary.com/definition/service-marketing.html
- www.slideshare.net/ch_paki/services-marketing

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Describe the nature and scope of services marketing	K2
CO-2	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats.	K3
CO-3	Analyse the role and relevance of quality in services	K4
CO-4	Evaluate the integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty	K5
CO-5	Develop and justify marketing planning and control systems appropriate to service-based activities	K6

STRESS MANAGEMENT

UBAM510

Semester : V
Category : Core V
Class & Major: III BBA.

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

Course Objectives:

CO No.	Course Objectives To enable the students to
CO-1	Understand the nature of stress
CO-2	Know the benefits from methods of managing stress
CO-3	Comprehend the psychological and physiological effects of stress
CO-4	Assess individual risk factors as related to stress (behavioral, emotional, physical, spiritual)
CO-5	Develop the ability to tap personal strengths for preventing stress and achieving meaningful goals

UNIT - I INTRODUCTION TO STRESS**13 Hour**

STRESS: Meaning – Approaches - Environment - Eustress Vs Distress - The Individual and Work-Adaptive and Maladaptive Behavior-Individual and Cultural Differences.

UNIT - II STAGES OF STRESS**12 Hour**

Manifestation of Stress – Stages of Stress - Signs of Stress at Work - Personality Types and Stress.

UNIT III SOURCES OF STRESS**12 Hour**

General Sources of Stress – Stress and Health- Physiological and Psychological Illness- Psychological - Social - Environmental- Academic - Family and Work Stress

UNIT - IV STRESS REDUCTION TECHNIQUES**16 Hour**

Stress Management – Stress Diary - Becoming Change Skilled - Adopting a Healthy Lifestyle - Like Attitude -Thought Awareness- Imaginary (Auto – Genic Therapy) - Learning to Relax Correct Breathing Value and Goal Planning - Time Management – The Ten Commandments for Effective Stress Management for Individuals – Work Life Balance – Stress Busters.

UNIT - V STRESS CONTROLLING TECHNIQUES**12 Hour**

Organization and Stress Management – Remedies the Sign - Approaches to the Problem- Providers Assistance – Detailed Case Studies in Controlling Techniques.

Text Books:

- Ann Edworthy (2015), *Managing Stress*, Open University Press, Buckingham, Philadelphia, 2015.

Reference Books

- Hari Gopal.K (2016), *Organizational stress*, University press.
- Mary Reynolds (2014), *Stress Management Techniques*, Speedy Publishing LLC, Pp.50.

e-Resource:

- <https://www.studocu.com/in/document/i-k-gujral-punjab-technical-university/computer-science-engineering/stress-management-notes/13703743>

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Describe the nature of stress, the stress response, causes of stress, the relationship between stress and disease and a holistic approach to stress managements.	K2
CO-2	Analyze the impact of stress on one's own body, mind, spirit and emotions.	K4
CO-3	Practice research-based coping strategies and relaxation techniques that contribute to managing life's stress	K2

CO-4	Develop a personal lifestyle plan incorporating with coping strategies and relaxation techniques to decrease the impact of stress on one's body, mind, spirit and emotions.	K5
CO-5	Develop a long term action plan to minimize and better manage stress	K6

MANAGEMENT ACCOUNTING

UBAM504/UCOM507/UCCM507

Semester : V
Category : Core XIV / XIII
Class & Major : III BBA/IIIB.Com/III B.Com (CA)

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

Course Objectives:

CO No.	Course Objectives To enable the students to
CO-1	Understand the basic concepts of management accounting.
CO-2	Analyze and interpret the financial statements.
CO-3	Apply the Capital Budgeting methods in decision making.
CO-4	Analyze the estimated working capital requirements of the entity.
CO-5	Evaluate the various ratios and interpret it.

UNIT - I INTRODUCTION TO MANAGEMENT ACCOUNTING 13 Hour

Management Accounting – Meaning, scope, importance and limitations –
Management Accounting vs. Cost Accounting – Management Accounting vs Financial Accounting.

UNIT- II ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENT 13Hour

Financial statement – Nature, objectives and tools– Methods– Comparative Statements ,
Common Size statement – Trend Analysis.

UNIT- III RATIO ANALYSIS 11 Hour

Ratio analysis – Benefits and Limitations, Classification of Ratios – Liquidity, Solvency, Profitability and Turnover Ratios.

UNIT- IV FUND FLOW& CASH FLOW ANALYSIS 13 Hour

Fund Flow and Cash Flow Statement – Differences – Advantages – Limitations-
Conversion method only.

UNIT-V BUDGETARY CONTROL AND MARGINAL COSTING 15 Hour

Budgets and Budgetary Control – Meaning, objectives, Merits and Demerits – Types of Budgets – Production, Cash and Flexible Budget, Marginal Costing (excluding decision making) Absorption Costing and Marginal Costing – CVP analysis – Break Even analysis and Break even Chart.

Note-Theory – 30%, Problems – 70%

Text Books

- Srinivasan, N.P. (2017). *Management Accounting*. Sterling Publishers Ltd. , New Delhi.
- Reddy & Murthy, (2018). *Management Accounting*. Margham Publications.
- Maheswari, S.N. (2017). *Cost and Management Accounts*. Sultan Chand & Sons.

Reference Books

- Jain And Narang. (2016). *Cost and Management Accounts*, Kalyani Publications.
- Pillai. R.S.N & Bhagirathi. (2016). *Management Accounting*, S.Chand & Co. Ltd.
- Khan. P.K. (2016). *Jain, Management Accounting*, Publisher-Tata McGraw-Hill Education.

E- Resources

- www.pondiuni.edu.in/storage/dde/downloads/finiii_ma.pdf
- www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Explain the significance of basic concept, importance & Functions of Management Accounting	K2
CO-2	Apply different types of activity-based management accounting tools through the preparation of estimates.	K3
CO-3	Demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and or ethical framework.	K3
CO-4	Analyze the relationship between the cost-volume and profit.	K4
CO-5	Evaluate the cost-volume-profit techniques to determine optimal managerial decisions	K5

TOTAL QUALITY MANAGEMENT
UBAO501

Semester : V
Category : Major Elective (DSE)
Class & Major : III BBA

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

Course Objectives:

CO No.	To enable the students to
CO-1	Facilitate the understanding of Quality Management principles and process.
CO-2	Train them with various tools and techniques of Quality Management.
CO-3	Inculcate the importance of Quality in an organization.
CO-4	Understand the ISO Quality systems.
CO-5	Make them to aware of the quality concepts adopted in industry scenario.

UNIT – I INTRODUCTION 13 Hour

Introduction - Need for Quality - Evolution of Quality - Definition of quality - Dimensions of Manufacturing and Service Quality - Basic concepts of TQM - Definition of TQM – TQM Framework - Contributions of Deming - Juran and Crosby – Barriers to TQM.

UNIT – II TQM PRINCIPLES 13 Hour

Leadership – Strategic Quality Planning - Quality Statements - Customer Orientation - Customer Satisfaction - Customer Complaints - Customer Retention - Employee Involvement – Team and Teamwork - Recognition and Reward - Performance Appraisal - Continuous Process Improvement –Plan-Do-Study-Act (PDSA) cycle - 5s, Kaizen.

UNIT – III TQM TOOLS & TECHNIQUES I 14 Hour

The Seven Traditional Tools of Quality – New Management Tools – Six-Sigma: Concepts - Applications to Manufacturing- Lean Manufacturing - Service Sector including IT – Bench Marking – Reason to Bench Mark - Bench Marking Process – Failure Mode and Effects Analysis (FMEA) – Stages - Types.

UNIT – IV TQM TOOLS & TECHNIQUES II 12 Hour

Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function – Total Productive Maintenance (TPM) – Concepts - Improvement needs – Cost of Quality – Performance measures.

UNIT – V QUALITY SYSTEMS 13 Hour

Need for ISO 9000 - ISO 9000-2000 Quality System – Elements - Documentation - Quality Auditing- QS 9000 – ISO 14000 – Concepts - Requirements and Benefits – Case studies of TQM Implementation in Manufacturing and Service Sectors including IT.

Text Books:

- Naagarazan, RS .Arivalagar, AA (2015), *Total Quality Management*, New Age International (P) Ltd Publishers, Third Edition, Pp.280.

Reference Books:

- Bagad. V.S (2019), *Total Quality Management*, Technical Publishers, 3rd Edition, Pp.280.
- John S. Oakland (2015), *Total Quality Management: Text with Cases*, Taylor & Francis Ltd, 3rd Edition, Pp.496.

e-Resource:

- <https://easyengineering.net/ge6757-total-quality-management/>

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Describe the dimensional barrier regarding Quality.	K2
CO-2	Understand the total quality principles.	K2
CO-3	Demonstrate the tools for utilizing the quality improvement.	K3
CO-4	Identify requirements of quality improvement programs.	K6
CO-5	Apply the various quality systems for implementing total quality management.	K3
CO-6	Analyze the various types of techniques which are used to measure the quality.	K4

CORPORATE GOVERNANCE**UBAO502**

Semester : V
Category : Major Elective
Class & Major: III BBA.
Course Objectives:

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

CO No.	To enable the students to
CO-1	Understand the concept of corporate governance and its various principles
CO-2	Evaluate the duties and powers of board of directors
CO-3	Standardize business ethics in various areas of corporate sectors
CO - 4	Create a management accountable for corporate functioning
CO -5	Evaluate the effectiveness of the different legal systems in terms of minority shareholders protection

UNIT-I INTRODUCTION TO CORPORATE GOVERNANCE 13 Hour

Corporate Governance – Definition – Principles of Corporate Governance – Reasons Necessitated Corporate Governance.

UNIT- II CORPORATE ADMINISTRATION 14 Hour

Corporate Administration – Corporate Board Structure –Board of Directors – Size of the Board – Composition of Board – Board Management – Advantages of Corporate Governance – Corporate Governance Failures- Suggestions – Emerging Trends in Corporate Governance.

UNIT- III BOARD OF DIRECTORS DUTIES AND POWERS 13 Hour

Board of Directors – Kinds of Directors - External - Internal and Independent Directors – Appointment Duties and Powers.

UNIT- IV SHAREHOLDERS DEMOCRACY 12 Hour

Shareholders Democracy – Rights of Shareholders – Individual Rights – Group Rights – Case studies

UNIT- V BUSINESS ETHICS**13 Hour**

Nature - Scope and Purpose of Ethics - Relevance of Values - Importance of Ethics and Moral Standards - Ethics and Moral Decision Making - Cases of Companies Violating Ethics.

Text Books:

- Sandeep Goel (2019), *Corporate Governance: Principles and Practices*, McGraw-Hill India.
- Taxmann (2015), *Corporate Governance*, Indian Institute of Corporate Affairs, New Delhi.

Reference Books:

- Fernando. A.C et.al., (2018), *Corporate Governance: Principles, Policies and Practices*, Pearson Publishers, Third Edition.
- Bob Tricker (2021), *Corporate Governance*, Oxford University Press, Pp.568.

e-Resource:

- https://ebooks.lpude.in/management/mba/term_3/DMGT301_DMGT503_CORPORATE_GOVERNANCE_AND_ETHICS.pdf

Course Outcomes:

CO No.	On completion of the course the student will be able to	Bloom's Level
CO-1	Understanding the purpose and nature of corporations.	K3
CO-2	Examine the different stakeholders' roles and significance in relation to corporate governance.	K3
CO-3	Understand the importance of regulation, markets and information in corporate governance.	K2
CO-4	Analyze the international differences and similarities for the development of institution.	K4
CO-5	Critically analyze the governance for individual corporations and their stakeholders.	K4

III & IV EVALUATION COMPONENTS OF CIA

Semester	Category	Course Code	Course Title	Component III	Component IV
V	Major Core XVII (DSC)	UBAM510	Stress Management	Assignment	Case Study
V	Major Elective (DSE)	UBAO501	Total Quality Management	Seminar	Poster Presentation
V	Major Elective	UBAO502	Corporate Governance	Poster Presentation	Assignment