

Thiagarajar College

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-Accredited with 'A' Grade by NAAC



Thirty Eighth Academic Council Meeting

Department of Business Administration

Dr. Rm. Murugappan
Dean – Curriculum Development

B.B.A.

Programme Code - UBA

THIAGARAJAR COLLEGE, MADURAI – 9.
(Re-Accredited with ‘A’ Grade by NAAC)
Curriculum structure for
B.Sc., CS, IT & BCA BBA & B.Com
(For those who joined in 2019 and after)

| Category | Course | No.of Courses /paper | Credit Distribution | Hrs/ Week | Total Credits |
|----------|---|--|------------------------|-----------|------------------|
| Part I | Tamil | 2 | 3 | - | 06 |
| Part II | English | 2 | 3 | - | 06 |
| | | Sub Total | | | 12 |
| Part III | Core | - | - | - | 84 |
| | Elective –Main | 2 | 5 | - | 10 |
| | Elective – Generic | 2+2 | 5 | - | 20 |
| | | Sub Total | | | 114 |
| Part IV | AECC I & II Sem | I sem EVS II Sem .Prof.Skill Development | 2 | 4 | 04 |
| | NME III & V Sem Horizontal Migration | 2 | 2 | 8 | 08 |
| | SEC IV & VI Sem Vertical Migration | 2 | | | |
| | Value Education V Sem | 1 | 1 | 2 | 01 |
| | | Sub Total | | 14 | 13 |
| | Total | | | | 139 |
| Part V | NCC (Army & Navy)/ PE/ NSS / Rotaract/ Quality Circle/ Library/ SSL/ Nature Club/ Value Education/ YRC/WSC | | | | 01 |
| | Grand Total | | | | 140 |
| | Self-Study Paper (Optional)- -V Sem | | | 05 | 145 |

AECC – Ability Enhancement Compulsory Course

SEC – Skill Enhancement Course

NME – Non Major Elective

For Choice based credit system (CBCS)

- For NME every department offers two papers (one in each at III & V semester)
- For SEC every department offer three papers for each course (Sem IV & VI)
- For Major elective there may be an option for choice.

THIAGARAJAR COLLEGE, MADURAI – 9.

(Re-Accredited with ‘A’ Grade by NAAC)

Curriculum structure for

BA Tamil, English & Economics

B.Sc., Maths, Physics, Chemistry, Botany, Biotechnology Microbiology and Psychology

(For those who joined in 2019 and after)

| Category | Course | No.of Courses /paper | Credit Distribution | Hrs/ Week | Total Credits |
|----------|---|---|---------------------|------------|---------------|
| Part I | Tamil | 4 | 3 | 12+12 | 12 |
| Part II | English | 4 | 3 | 12+12 | 12 |
| | | Sub Total | | 48 | 24 |
| Part III | Core | | | 72 +12 | 72 |
| | Elect –Main | 2 | 5 | 10 | 10 |
| | Elect – Generic | 2+2 | 5 | 24 | 20 |
| | | Sub Total | | 118 | 102 |
| Part IV | AECC I &II Sem | I sem EVS II Sem .Prof.Skill Development | 2 | 4 | 04 |
| | NME III & V Sem Horizontal Migration | 2 | 2 | 8 | 08 |
| | SEC IV & VI Sem Vertical Migration | 2 | | | |
| | Value Education V Sem | 1 | 1 | 2 | 1 |
| | | Sub Total | | 14 | 13 |
| | Total | | | | 139 |
| Part V | NCC (Army &Navy)/ PE/ NSS / Rotaract/ Quality/WSC Circle/ Library/ SSL/ Nature Club/Value Education/ YRC | | | | 1 |
| | Grand Total | | | | 140 |
| | Self-Study Paper (Optional)- -V Sem | | | 05 | 145 |

AECC – Ability Enhancement Compulsory Course

SEC – Skill Enhancement Course

NME – Non Major Elective

For Choice based credit system (CBCS)

- For NME every department offers two papers (one in each at III &V semester)
- For SEC every department offer three papers for each course (Sem IV & VI)
- For Major elective there may be an option for choice.

Programme outcome-PO (Aligned with Graduate Attributes)- Bachelor of Business Administration (BBA)

Professional readiness

Demonstrate professional readiness through comprehensive decision making abilities, professional business skills, relevant technological aptitude, time management skills, and an understanding of their practice within local and national networks.

Creativity, adaptability and critical thinking

Able to think critically and creatively, able to adapt to a range of contexts. Possess intellectual curiosity and able to apply the knowledge gained in solving problems to be faced in day-to-day life.

Autonomy, self-awareness and ethical understanding

Graduates demonstrate intellectual autonomy, initiative, self-awareness and academic integrity. Ensure empathy and intercultural understanding. Able to work and collaborate with people of diverse ages, genders, backgrounds and different levels of experience.

Effective Communication

Graduates have the ability to effectively communicate complex ideas, emotions and human experiences. They are also adept in communicating verbally and in writing in a variety of contexts and to a range of audiences, for instance, scholarly writing, artist talks, applications to funding bodies and academic conferences.

Computer Literacy

Able to make appropriate and effective use of information and information technology relevant to their discipline

Innovative, Leadership and Entrepreneur Skill Development

Function as an individual, and as a member or leader in diverse teams and in multidisciplinary settings. Become an entrepreneur by acquiring technical, communicative, problem solving , intellectual skills.

THIAGARAJAR COLLEGE, MADURAI – 9.
(Re-Accredited with ‘A’ Grade by NAAC)
Department of Business Administration

Vision:

To serve the society by providing affordable world class management education to all at all times.

Mission:

To provide an academic ambience that ensures acquisition of knowledge and business skills through student, teacher synergy resulting in holistic development, readiness to face the challenges of the global business environment.

Programme Educational Objectives (PEO)

The objectives of this programme is to equip/prepare the students

| | |
|------|---|
| PEO1 | To prepare young graduates to take up challenging careers in business and industry, or pursue higher education thereafter. |
| PEO2 | This course will deliver the students, a fundamental exposure and understanding about the principles and practices of management. |
| PEO3 | The course also equips graduates with required analytical, decision making, technical, interpersonal and technological skills. |
| PEO4 | Develop a holistic personality and enabling them to succeed in their personal lives. |
| PEO5 | To be a responsible citizen and to cater the needs of societal development. |

Programme specific outcomes- B.B.A.,

On the successful completion of B.B.A., the students will

| | |
|------|---|
| PSO1 | To venture his/her own business unit. |
| PSO2 | Identify consultancy services for business development. |
| PSO3 | Excel in executive role in private/government sector.. |
| PSO4 | To comprehend the core concepts, methods and practices in management |
| PSO5 | Develops an understanding of business that reflects the moral responsibility of management to all relevant stakeholders and the natural environment.. |

THIAGARAJAR COLLEGE, MADURAI – 9.
(Re-Accredited with ‘A’ Grade by NAAC)
Department of Business Administration
Bachelor of Business Administration (w.e.f. 2019 batch onwards)

Semester – I

| Course | Code | Subject | Contact Hrs / Week | Credits | Total Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|---------------------------------------|------------|---------------------------|--------------------|-----------|--------------------|--------------|--------------|-------|
| Core 1 | UBA19 C11 | Management Principles | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 2 | UBA19 C12 | Business Economics | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 3 | UBA19 C13 | Financial Accounting | 7 | 5 | 105 | 25 | 75 | 100 |
| Elective- Generic(1) | UBA19 GE11 | Fundamentals of Computers | 7 | 5 | 105 | 25 | 75 | 100 |
| Ability Enhancement compulsory course | U19ES 11 | Environmental Studies | 2 | 2 | 30 | 15 | 35 | 50 |
| Total | | | 30 | 22 | 450 | 115 | 335 | 450 |

Semester – II

| Course | Code No | Subject | Contact Hrs / Week | Credits | Total Hrs Allotted | Max Mark CA | Max Marks SE | Total |
|--|-------------|---------------------------|--------------------|-----------|--------------------|-------------|--------------|-------|
| Core 4 | UBA19 C21 | Business Mathematics | 6 | 4 | 90 | 25 | 75 | 100 |
| Core 5 | UBA19 C22 | Industrial and Labor laws | 6 | 4 | 90 | 25 | 75 | 100 |
| Core 6 | UBA19 C23 | Organizational Behavior | 6 | 4 | 90 | 25 | 75 | 100 |
| Core 7 | UBA19 C24 | Business Environment | 6 | 4 | 90 | 25 | 75 | 100 |
| Part- II | | Business English | 4 | 3 | 60 | 25 | 75 | 100 |
| Ability Enhancement Compulsory Course II | UBA19 AE 21 | Personality Development | 2 | 2 | 30 | 15 | 35 | 50 |
| Total | | | 30 | 21 | 450 | 140 | 410 | 550 |

Semester – III

| Course | Code No | Subject | Contact Hrs / Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|----------------------|-----------|---------------------------|--------------------|-----------|--------------------------|--------------|--------------|-------|
| Part I | U19TM31 | Tamil | 3 | 3 | 45 | - | - | - |
| Core 8 | UBA19C31 | Financial Management | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 9 | UBA19C32 | Human Resource Management | 5 | 5 | 75 | 25 | 75 | 100 |
| Core 10 | UBA19C33 | Operations Management | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 11 | UBA19C34 | Marketing Management | 6 | 5 | 90 | 25 | 75 | 100 |
| Non-Major Elective 1 | UBA19NE31 | Principles of Management | 2 | 2 | 30 | 15 | 35 | 50 |
| Total | | | 30 | 25 | 450 | 115 | 335 | 450 |

Semester – IV

| Course | Code No | Subject | Contact Hrs / Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|----------------------------|------------|---|--------------------|-----------|--------------------------|--------------|--------------|-------|
| Part I Tamil | U19TM41 | Tamil | 3 | 3 | 45 | 25 | 75 | 100 |
| Part-II | | Business Communication | 4 | 3 | 60 | 25 | 75 | 100 |
| Core 12 | UBA19C41 | Business Statistics | 7 | 5 | 105 | 25 | 75 | 100 |
| Elective-Main 1 | UBA19CE41 | Advertising Management/ Organizational Development | 6 | 5 | 90 | 25 | 75 | 100 |
| Elective- Genric 2 | UBA19GE42 | Marketing Research | 5 | 5 | 75 | 25 | 75 | 100 |
| Core 13 | UBA19C42 | Accounting Package | 3 | 3 | 45 | 25 | 75 | 100 |
| Core lab 1 | UBA19CL41 | Accounting Package- Practical | 2 | 1 | 30 | 40 | 60 | 100 |
| Skill Enhancement Course 1 | UBA19SE 41 | On the Job Training | -- | 2 | - | - | 50 | 50 |
| Total | | | 30 | 27 | 450 | 190 | 560 | 750 |

Semester – V

| Course | Code No | Subject | Contact Hrs / Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|--------------------|-----------|--|--------------------|-----------|--------------------------|--------------|--------------|------------|
| Core 14 | UBA19C51 | Total Quality Management | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 15 | UBA19C52 | Company Law | 5 | 4 | 75 | 25 | 75 | 100 |
| Elective Main 2 | UBA19CE52 | Investment Management/ Retail Management | 7 | 5 | 105 | 25 | 75 | 100 |
| Elective Generic 3 | UBA19GE53 | Management Information Systems | 7 | 5 | 105 | 25 | 75 | 100 |
| Non-Major Elective | UBA19NE52 | Export Management | 2 | 2 | 30 | 15 | 35 | 50 |
| | U19VE51 | Value education | 2 | 1 | 30 | 15 | 35 | 50 |
| Total | | | 30 | 22 | 450 | 130 | 370 | 500 |

Semester – VI

| Course | Code No | Subject | Contact Hrs / Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|--|-----------|--|--------------------|------------|--------------------------|--------------|--------------|------------|
| Core 16 | UBA19C61 | Entrepreneurial Development | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 17 | UBA19C62 | Management Cases | 7 | 5 | 105 | 25 | 75 | 100 |
| Core 18 | UBA19C63 | E-Business | 6 | 5 | 90 | 25 | 75 | 100 |
| Elective Genric 4 | UBA19GE64 | Project | 8 | 5 | 120 | - | 100 | 100 |
| Skill Enhancement Course 2 | UBA19SE62 | Interpersonal Effectiveness/yoga for Managers/life Skills for Managers | 2 | 2 | 30 | 15 | 35 | 50 |
| | | | 30 | 22 | 450 | 90 | 360 | 450 |
| Part V | | | | 1 | | | | |
| Total CREDITS FOR SEMESTERS I to VI | | | | 140 | | | | |

NOTE:

- On the Job Training will be undertaken by the students during the II year vacation after the fourth semester. Out of the maximum of 50 marks allotted for the on the job training report submitted by the student, 35 marks is allocated for the report and the other 15 marks for the viva-voce examination to be conducted by the department.
- A Project work will be undertaken by the students during the VI semester for a period of 6 weeks as a company sponsored or as a freelance project on business conditions. Out of the maximum of 100 marks allotted for the Project report submitted by the student, 60 marks is allocated for the report to be evaluated by the respective supervisor, and 40 marks for the viva-voce examination to be conducted by the department.

A) Consolidation of contact hours and credits: UG

| SEMESTER | CONTACT HOURS/WEEK | CREDITS |
|--------------|--------------------|------------|
| I | 30 | 22 |
| II | 30 | 21 |
| III | 30 | 25 |
| IV | 30 | 27 |
| V | 30 | 22 |
| VI | 30 | 22 |
| PART V | | 1 |
| Total | 180 | 140 |

B) Curriculum credits: Part wise

| | | No of papers | Credits per paper | Total credits |
|--------------------|-----------------------------------|-------------------------|-------------------|---------------|
| Part I | Tamil | 02 | 03 | 06 |
| Part II | English | 02 | 03 | 06 |
| Part III | Core | 4*5+3*1+1*1+5*12 | 20+3+1+60 | 84 |
| | Elective Main | 02 | 05 | 10 |
| | Elective Generic | 05 | 04 | 20 |
| Part IV | Ability Enhancement | | | |
| | Compulsory course | 02 | 02 | 04 |
| | i-Environmental Science | | | |
| | ii - Personality Development | | | |
| | Skill Enhancement Course | 04 | 02 | 08 |
| | i - NME III & V Sem | | | |
| | ii - SEC IV & VI Sem | | | |
| | Value Education V Sem | 01 | 01 | 01 |
| Part V | NSS/NCC/PHYSICAL EDUCATION | | | 01 |
| Grand Total | | | | 140 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------|-------------|--------------|---|---|--------|
| UBA19C11 | Management Principles | Core- 1 | 5 | 2 | - | 5 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | First | 25 | 75 | 100 |

Preamble

Management Principles gives a broad guideline for managerial decision making and behavior of employees towards organization. This subject helps to analyze the nature of goals and objectives and why they are important in an organization.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Demonstrate to apply general management know-how in practical business situation | K1,K2 |
| CO2 | Explain the various concepts of management | K2 |
| CO3 | Develop and make the students to know the organization hierarchy; authority and responsibility relationships associated with the different levels of Management | K3 |
| CO4 | Infer professional challenges that managers face in various organization | K2 |
| CO5 | Adapt the students to appreciate the emerging ideas and practices in the field of management | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO2 | Low (1) | Strong (3) | Low (1) | Medium (2) | Low (1) | 8 |
| CO3 | Low (1) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 11 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| Total | 11 | 15 | 13 | 11 | 11 | 61 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Management Principles

Unit I

21 Hours

Nature of Management - Introduction, Meaning, Definition, Features, Functions and Importance, Administration Vs Management, Functions, role and responsibilities of manager. Development of management thought – Introduction, Henry Fayol's principles of management, F.W.Taylor's scientific management principles.

Unit II

21 Hours

Planning – Introduction, Meaning and Definition, nature, characteristics, objectives, importance, steps in planning process, methods of planning, advantages and limitations of planning, Essentials of good planning, obstacles in planning, planning premises. Decision making – Introduction, Definition, characteristics, elements, decision making process, principles of decision making, characteristics of good decision, types of decisions.

Unit III

21 Hours

Organization – Introduction, meaning, definition, functions, principles of organization, nature, importance and advantages of organization, classification of organization, and theories of organization. Delegation of authority and decentralization, - Departmentation - Span of management – Organization charts and manuals.

Unit IV

21 Hours

Staffing – Introduction, Definition, elements, functions, advantages of staffing - Recruitment – Selection – Training and Development - Performance appraisal.

Unit V

21 Hours

Directing – Introduction, Principles, Importance, Characteristics and Techniques of direction. Motivation – Leadership – Controlling – Introduction, Definition, Scope of control, steps in control process – requirements of effective control system – techniques of control.

Text Books:

1. T.Ramasamy, 2016, Principles of management, 8th revised edition, Himalaya Publishing House, Mumbai. ISBN 10: 9350515903 / ISBN 13: 9789350515907

Reference Books:

1. L.M.Prasad, 2016, Principles and Practices of Management, 9th Edition, Sultan Chand and sons, New Delhi. ISBN:978-93-5161-050-2
2. Harold Koontz, Heinz Weirich and A. Ramachandra Aryasri, 2016, Principles of Management; an analysis of managerial functions (Ascent series) - 2nd Edition, Tata McGraw Hill book co., New Delhi. ISBN : 9780070581920

Course Designer(s):

1. Dr.P.Thillai Rajan
2. Dr.R.ArunPrasath

Lecture Schedule:

| S.No. | Topic | No of Lecture Hrs. |
|-------|--|--------------------|
| 1.1 | Nature of Management - Introduction, Meaning | 2 |
| 1.2 | Definition, Features of Management | 3 |
| 1.3 | Functions and Importance of Management | 3 |
| 1.4 | Administration Vs Management | 2 |
| 1.5 | Functions of Management | 2 |
| 1.6 | Role and responsibilities of manager | 2 |
| 1.7 | Development of management thought – Introduction | 2 |
| 1.8 | Henry Fayol’s principles of management | 2 |
| 1.9 | F.W.Taylor’s scientific management principles | 3 |
| | Total | 21 |
| 2.1 | Planning – Introduction, Meaning and Definition, nature, characteristics | 2 |
| 2.2 | Objectives, importance of planning | 2 |
| 2.3 | Steps in planning process | 2 |
| 2.4 | Methods of planning | 2 |
| 2.5 | Advantages and limitations of planning | 2 |
| 2.6 | Essentials of good planning | 1 |
| 2.7 | Obstacles in planning | 1 |
| 2.8 | Planning premises | 1 |
| 2.9 | Decision making – Introduction, Definition, characteristics, elements | 2 |
| 2.10 | Decision making process | 2 |
| 2.11 | Principles of decision making | 1 |
| 2.12 | Characteristics of good decision | 1 |
| 2.13 | Types of decisions | 2 |
| | Total | 21 |
| 3.1 | Organization – Introduction, meaning, definition | 2 |

| | | |
|------|---|------------|
| 3.2 | Functions | 2 |
| 3.3 | Principles of organization | 2 |
| 3.4 | Nature, importance and advantages of organization | 2 |
| 3.5 | Classification of organization | 2 |
| 3.6 | Theories of organization | 2 |
| 3.7 | Delegation of authority and | 2 |
| 3.8 | Decentralization | 1 |
| 3.9 | Departmentation | 2 |
| 3.10 | Span of management | 2 |
| 3.11 | Organization charts and manuals | 2 |
| | Total | 21 |
| | | |
| 4.1 | Staffing – Introduction, Definition | 2 |
| 4.2 | Elements, functions of Staffing | 3 |
| 4.3 | Advantages of staffing | 1 |
| 4.4 | Recruitment | 4 |
| 4.5 | Selection | 4 |
| 4.6 | Training and Development | 4 |
| 4.7 | Performance appraisal | 3 |
| | Total | 21 |
| | | |
| 5.1 | Directing – Introduction, Principles, Importance, Characteristics | 3 |
| 5.2 | Motivation | 3 |
| 5.3 | Leadership | 3 |
| 5.4 | Controlling – Introduction, Definition | 2 |
| 5.5 | Scope of control | 2 |
| 5.6 | Steps in control process | 2 |
| 5.7 | Requirements of effective control system | 3 |
| 5.8 | Techniques of control | 3 |
| | Total | 21 |
| | Total No. of Hours | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit | |
|-------------|--------------------|-------------|--------------|---|---|--------|--|
| UBA19C12 | Business Economics | Core - 2 | 5 | 2 | - | 5 | |
| | L- Lecture | T- Tutorial | P- Practical | | | | |

| Year | Semester | Int. Marks | Ext. Marks | Total |
|-------|----------|------------|------------|-------|
| First | First | 25 | 75 | 100 |

Preamble

Business economics is the field of applied economics that studies the organizational, financial, market related issues faced by an organization. This also deals with the application of Economic theory and methodology to business.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Discover Provide knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. | K1,K2 |
| CO2 | Determine the factors such as demand and production for pricing criteria. | K1 |
| CO3 | Support the students to understand the various trade theories/models | K1 |
| CO4 | Make use of economic tools to analyze diversity of issues in the Indian and International economy | K3 |
| CO5 | Develop the students to acquire deep current issues in International Trade | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Medium (2) | Strong (3) | Strong (3) | Strong (3) | 14 |
| CO2 | Medium (2) | Medium (2) | Strong (3) | Strong (3) | Strong (3) | 13 |
| CO3 | Medium (2) | Medium (2) | Strong (3) | Medium(2) | Medium (2) | 11 |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Medium(2) | Medium (2) | 12 |
| CO5 | Strong (3) | Medium (2) | Medium (2) | Medium(2) | Strong (3) | 12 |
| Total | 13 | 10 | 14 | 12 | 13 | 62 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Business Economics

Unit I

21 Hours

Business Economics – Introduction – Scope and Application of Business Economics – Fundamental Concepts – Relationship of Business Economics with other Discipline – Role of managerial economist.

Unit II

21 Hours

Demand Analysis – Law of Demand – Types – Elasticity of Demand – Price, Income, Cross Elasticity – Demand Forecasting – Methods of Demand Forecasting – Cost Concept – Cost Analysis – Total, Average and Marginal Cost – Break Even Analysis.

Unit III

21 Hours

Market Structure – Classification – Perfect Competition – Monopolistic – Oligopoly – pricing under monopoly, perfect competition, oligopoly and monopolistic competition - Equilibrium of the Firm and Industry – Economies of scale, internal economies – External economies.

Unit IV

21Hours

Pricing techniques – Demand related pricing techniques – Cost related pricing techniques – Competition oriented pricing – pricing methods – Pricing new products – Pricing problems.

Unit V

21 Hours

Macro-economics for management – Economic planning - National Income – Computation – Business Cycle – Usefulness – International trade, public finance

Text Books:

1. Dr.R.L.Varshney& Dr.K.L.Maheshwari, Managerial Economics,20th Edition(2010)- Sultan Chand &sons. New Delhi. ISBN: 978-8120346673
2. Dr. S. Sankaran, Managerial Economics, 5th Edition, 2015, Margham Publications. ISBN: 978-9381430606

Reference Books:

1. R. Cauvery, U.K.Sundhanayak, managerial economics. 5rd Edition (2010) S.Chand& company Ltd.New Delhi. ISBN: 978-8121922197
2. Dr.H.L Ahuja, Managerial Economics,S. Chand Publications. ISBN: 978-8121928403

Course Designer(s):

1. Dr.D.Anbugeetha
2. Mrs.S.Suganya

Lecture Schedule:

| S.No | Topic | No. of Lecture Hrs. |
|------|--|---------------------|
| | | |
| 1.1 | Business Economics – Introduction | 4 |
| 1.2 | Scope and Application of Business Economics – | 4 |
| 1.3 | Fundamental Concepts | 5 |
| 1.4 | Relationship of Business Economics with other Discipline | 4 |
| 1.5 | Role of managerial economist. | 3 |
| 1.6 | Summary | 1 |
| | Total | 21 |
| | | |
| 2.1 | Demand Analysis-introduction | 3 |
| 2.2 | Law of Demand | 3 |
| 2.3 | Types of Elasticity of Demand | 4 |
| 2.4 | Demand Forecasting , | 2 |
| 2.5 | Methods of Demand Forecasting | 3 |
| 2.6 | Cost Analysis, Total, Average and Marginal Cost, | 3 |
| 2.7 | Break Even Analysis. | 2 |
| 2.8 | Summary | 1 |
| | Total | 21 |
| | | |
| 3.1 | Market Structure-introduction | 2 |
| 3.2 | Classification | 3 |
| 3.3 | Pricing under monopoly, | 2 |
| 3.4 | Perfect competition, | 3 |
| 3.5 | Oligopoly and monopolistic competition | 3 |
| 3.6 | Equilibrium of the Firm and Industry | 3 |
| 3.7 | Economies of scale, internal economies – External economies. | 4 |

| | | |
|-----|---|------------|
| 3.8 | Summary | 1 |
| | Total | 21 |
| | | |
| 4.1 | Pricing techniques- introduction | 3 |
| 4.2 | Demand related pricing techniques | 3 |
| 4.3 | Cost related pricing techniques | 3 |
| 4.4 | Competition oriented pricing | 2 |
| 4.5 | Pricing methods | 3 |
| 4.6 | Pricing new products | 3 |
| 4.7 | Pricing problems | 3 |
| 4.8 | Summary | 1 |
| | Total | 21 |
| | | |
| 5.1 | Macro-economics for management-introduction | 2 |
| 5.2 | Economic planning | 4 |
| 5.3 | National Income – Computation | 4 |
| 5.4 | Business Cycle – Usefulness | 3 |
| 5.5 | International trade, public finance | 3 |
| 5.6 | Monetary policy-fiscal policy-review of recent economic policies. | 4 |
| 5.7 | Summary | 1 |
| | Total | 21 |
| | Total No. of Hours | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|-------------|--------------|---|---|--------|
| UBA19C13 | Financial Accounting | Core -3 | 5 | 2 | - | 5 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | First | 25 | 75 | 100 |

Preamble

It is the field of accounting concerned with the summary, analysis and reporting of financial transactions pertaining to a business. Deals with the amount of cash and cheques received, for what and from whom. The amount of cash and cheques paid, for what and to whom. Records of money received and paid are kept so that the enterprise knows how much money it has at any time.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Formulate the general purposes and functions of accounting | K1,K3 |
| CO2 | Interpret the main financial statements and their purposes | K2 |
| CO3 | Recall conceptual knowledge on basics of accounting | K1 |
| CO4 | Identify the reasons for the difference between cash book and pass book balances | K3 |
| CO5 | Compile and prepare final accounting process and final accounts | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO2 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO4 | Medium(2) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 12 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| Total | 13 | 15 | 15 | 12 | 10 | 52 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Financial Accounting

Unit I

21 Hours

Introduction-Meaning and Definition-Objective of Accounting-Functions of accounting- Users of Accounting Information-Limitations of Accounting –Accounting Principles-Accounting Concepts and Accounting Conventions. List of Indian Accounting Standards

Unit II

21 Hours

Accounting Process –Meaning-process of Accounting –kinds of accounts-Rules-Transaction analysis – Journal-Ledger-Balancing of Accounts-Trial Balance

Unit III

21 Hours

Subsidiary Books- types-Purchase Book –Sales Book-Purchase Return Book-Sales Return Book – Bills Receivable Book -Bills Payable Book-Cash Book –(simple,double,three column cash book) Bank Reconciliation Statement.-Preparation

Unit IV

21 Hours

Rectification of Errors –Meaning – kinds of Accounting Errors and methods –when suspense account is required and when suspense is not required.

Unit V

21 Hours

Final Accounts of proprietary concern –preparation of Trading account, Profit & Loss Account and Balance Sheet. Single Entry System –types-methods.

Text Books:

1. Fundamentals of Accounting – R.Srnivasa Putty H.R.Appannaiah(2012), Himalaya publishing House,Mumbai, ISBN: 9789351423904
2. Financial Accounting - B. G. Satyaprasad_- I K International Publishing House Pvt. Ltd; First Edition edition -2012 , ISBN: 9788183188340

Reference Books:

1. Advanced Accountancy - S.P.Jain& K.L. Narang, Kalyani Publishers, New Delhi, 2012, ISBN: 9789327246872
2. Financial Accounting- S.P.Jain& K.L. Narang, Kalyani Publishers, New Delhi, 2011, ISBN: 9788127204242
3. Financial accounting – P.C.Tulsian- Pearson Education; First edition (2002) , ISBN : 9788177582284

Course Designer(s):

1. Dr.K.Lingaraja

2. Mrs.S.Suganya

Lecture Schedule:

| Unit | Topics | No. of Lecture Hrs. |
|------|--|---------------------|
| 1.1 | Introduction-Meaning and Definition | 3 |
| 1.2 | Objective of Accounting | 3 |
| 1.3 | Functions of accounting | 3 |
| 1.4 | Users of Accounting Information-Limitations of Accounting | 4 |
| 1.5 | Accounting Principles-Accounting Concepts and Accounting Conventions | 5 |
| 1.6 | List of Indian Accounting Standards | 2 |
| 1.7 | Summary | 1 |
| | Total | 21 |
| | Unit-II | |
| 2.1 | Accounting Process | 2 |
| 2..2 | process of Accounting | 2 |
| 2.3 | kinds of accounts- | 2 |
| 2.4 | Rules-Transaction analysis | 2 |
| 2.5 | Journal | 5 |
| 2.6 | Ledger-Balancing of Accounts | 4 |
| 2.7 | Trial Balance | 4 |
| | Total | 21 |
| | Unit-III | |
| 3.1 | Subsidiary Books- types | 2 |
| 3.2 | Purchase Book –Sales Book | 3 |
| 3.3 | Purchase Return Book-Sales Return Book | 3 |
| 3.4 | Bills Receivable Book -Bills Payable Book | 4 |
| 3.5 | Cash Book –(Simple, Double, Three column cash book) | 4 |
| 3.6 | Bank Reconciliation Statement.-Preparation | 5 |
| | Total | 21 |
| | Unit-IV | |
| 4.1 | Rectification of Errors –Meaning | 3 |
| 4.2 | kinds of Accounting Errors and methods | 6 |
| 4.3 | When suspense account is required –problems | 6 |
| 4.4 | when suspense is not required.-problems | 6 |
| | Total | 21 |
| | Unit-V | |
| 5.1 | Final Accounts of proprietary concern | 3 |
| 5.2 | Preparation of Trading account, Profit & Loss Account-problems | 7 |
| 5.3 | Balance Sheet-problems | 6 |
| 5.4 | Single Entry System –types-methods. | 5 |
| | Total | 21 |
| | Total no. of hours | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---------------------------|-----------------------|---|---|---|--------|
| UBA19GE11 | Fundamentals of Computers | Elective Generic 1 | 5 | 2 | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | First | 25 | 75 | 100 |

Preamble

The focus is on the **fundamentals**, learning and using the applications, and understanding the basic roles and responsibilities of the software, hardware, and operating system.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Discover the basic keyboarding and mouse use. | K1 |
| CO2 | Assess personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint | K2 |
| CO3 | Develop the mastery of MS Office | K3 |
| CO4 | Make use of the Internet, Internet directories and search engines. | K2 |
| CO5 | Apply the basics of e-mail, online shopping, Electronic Fund Transfer | K2 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Low (1) | Strong (3) | Strong (3) | Strong (3) | Low (1) | 11 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Strong (3) | Strong (3) | 14 |
| CO5 | Strong (3) | Medium (2) | Strong (3) | Medium (2) | Strong (3) | 13 |
| Total | 13 | 13 | 15 | 14 | 12 | 67 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Fundamentals of Computer

Unit I -Basics of Computer

21 Hours

Introduction – Meaning – Characteristics – Types – Advantages and Limitations of a Computer – Computer Input Devices:Key Board – Mouse – Scanners – Digital Camera – MICR –OCR – Barcode – Voice Input – Touch Screen – Light Pen Output Devices:Monitors – Printers – Plotters – Sound Cards and Speakers Storage Devices:Hard Disk – Magnetic Tape – Magnetic Disks – RAM – CD- ROM

Unit II - MS WORD

21 Hours

Introduction – Menus – Shortcut menus – Tool bars **Files:** Creating – Opening – Saving – Renaming – Closing Documents and Text **Format & Paragraph:** Formatting and Paragraphs – Attributes – Moving – Copying – Pasting **Bulleting:** Bullet and Number lists – Nested lists – Formatting lists. **Tables:** Draw – Insert – Rows & Columns – Moving– Resizing – Table Properties. **Page Formatting:** Margins – Page Size & Orientation – Headers and Footers – Page Numbers –Preview and Printing

Unit III - MS EXCEL

21 Hours

Electronic spread sheets – Introduction – Excel 2014 basis – creating and saving a workbook – data entry – basic formatting – formulas and macros – Excel functions – Charts and Graphs.

Unit IV- MS POWER POINT

21 Hours

Presentation packages – Power point 2013 basics – Creating and saving a presentation – basic formatting – advanced formatting – slide show topics.

Unit V – INTERNET

21 Hours

Internet – Scope – Opening an Email Account– Sending and Receiving – E-mails using internet – Introduction to online shopping

Text Books:

- 1 VikasGuptha, Reprint(2012), Comdex Computer Course Kit, Wiley - Dreamtech, New Delhi, ISBN-9788177221718.

Reference Books:

1. 1.Sanjay Saxena, S.Mohan Naidu, Rajneesh (2016) Computer Application In Management, Agarwal Amit K Kashyap&Vikas Publishing House, New Delhi, ISBN –978-93-5259-115-2
2. 2.Nasib Singh Gill Handbook of Computer Fundamentals, 2016)1st Edition, Khanna publication,ISBN-9789382609674

Course Designer(s):

1. Dr.P.Uma Rani
2. Mr.S.Ramkumar

Lecture Schedule:

| Unit | Topics | hours |
|------|--|-----------|
| 1.1 | Introduction, Meaning, Characteristics, Types of Computers | 5 |
| 1.2 | Advantages and Limitations of a Computer | 3 |
| 1.3 | Computer Input Devices: Key Board, Mouse, Scanners, Digital Camera, MICR | 3 |
| 1.4 | Computer Input Devices: OCR, Barcode, Voice Input, Touch Screen, Light Pen. | 3 |
| 1.5 | Output Devices: Monitors, Printer, Plotters, Sound Cards | 3 |
| 1.6 | Speakers Storage Devices: Hard Disk – Magnetic Tape | 2 |
| 1.7 | Speakers Storage Devices: Magnetic Disks – RAM – CD-ROM | 2 |
| | Total | 21 |
| 2.1 | Introduction, Menus, Shortcut menus, Tool bars | 4 |
| 2.2 | <i>Files:</i> Creating, Opening, Saving, Renaming, Closing Documents and Text | 2 |
| 2.3 | <i>Format & Paragraph:</i> Formatting and Paragraphs, Attributes, Moving, Copying, Pasting | 3 |
| 2.4 | <i>Bulleting:</i> Bullet and Number lists, Nested lists, Formatting lists | 3 |
| 2.5 | <i>Tables:</i> Draw, Insert, Rows & Columns, Moving, Resizing, Table Properties. | 3 |
| 2.6 | <i>Page Formatting:</i> Margins, Page Size & Orientation | 3 |
| 2.7 | <i>Page Formatting:</i> Headers and Footers, Page Numbers, Preview and Printing. | 3 |
| | Total | 21 |
| 3.1 | Introduction Electronic spread sheets | 4 |
| 3.2 | Introduction to Excel 2000 basis | 3 |
| 3.3 | Creating and Saving a workbook in MS Excel | 3 |
| 3.4 | Data entry, Basic formatting in MS Excel | 3 |
| 3.5 | Formulas and Macros Used in Excel | 4 |
| 3.6 | Excel functions, Charts and Graphs. | 4 |
| | Total | 21 |
| 4.1 | Presentation packages and its functioning. | 4 |
| 4.2 | Introduction to Power point 2000 basics. | 3 |
| 4.3 | Creating a presentation in MS Power point. | 4 |
| 4.4 | Saving a presentation in MS Power point. | 3 |
| 4.5 | Basic formatting, Advanced formatting in MS Power point. | 5 |
| 4.6 | Discussion on Slide show topics. | 2 |
| | Total | 21 |
| 5.1 | Introduction to Internet, Scope of Internet | 4 |
| 5.2 | Opening an Email Account using Internet | 3 |
| 5.3 | Sending and Receiving E-mails using internet | 4 |
| 5.4 | Attachment of different forms of files in an E-mail | 4 |
| 5.5 | Introduction to Online Shopping. | 3 |
| 5.6 | Online shopping advantages and Portals | 3 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|------------|-----------|---|-------|--------|
| UBA19C21 | Business Mathematics | Core -4 | 5 | 1 | - | 5 |
| Year | Semester | Int. Marks | Ext.Marks | | Total | |
| First | Second | 25 | 75 | | 100 | |

Preamble

Business mathematics is mathematics used by commercial enterprises to record and manage business operations. The course is designed to provide students with the ability to analyze basic concepts of quantitative methods applicable to different business settings.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Formulate basic methods of Analytical Geometry, Set theory, business calculus, and their basic applications in business. | K3 |
| CO2 | Determine the effects of simple and compound interest account. | K2 |
| CO3 | Apply the acquired knowledge and skills with practical problems in economics | K3 |
| CO4 | Formulate mathematical equations for business analysis. | K3 |
| CO5 | Outline the trade discount, cash discount, simple and compound Interest. | K2 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Medium (2) | 12 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 13 |
| CO5 | Strong (3) | Strong (3) | Medium (2) | Low (1) | Strong (3) | 12 |
| Total | 15 | 15 | 14 | 8 | 14 | 66 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Business Mathematics

Unit I - ANALYTICAL GEOMETRY

18 Hours

Analytical Geometry – Distance between two points in a plane – Slope of a straight line – Equation of a straight line – Point of intersection of two lines – Cost P/O curves – Demands & Supply curves – Break even analysis – Vertex of parabola

Unit II - SET

18 Hours

Sets – Basic concepts-Subsets-Operation on sets - applications – Cartesian product of two sets – Relation – Properties – Functions-Functional Representations – Finding Functions.

Unit III - MATRICES

18Hours

Matrices – Basic Concepts – Addition of Matrices – Scalar and Matrix Multiplication- Inverse – Solution of a system of Linear equations-Matrix inversion technique, Cramer's rule – Input – Output analysis.

Unit IV - Differential calculus

18 Hours

Differential calculus – Limit – Continuity – Related Variables – Average and Marginal Concept – Differential Co-efficient – Standard Forms – Differentiation: Concept and rules – Higher order derivatives – Increasing and decreasing functions – Criteria for Maxima and Minima – Applications.

Unit V - Percentages

18 Hours

Percentages – Discount – Trade Discount – Cash Discount – Simple and compound Interest – True and Bankers Discount.

Text Books:

1. V.Sundaresan, S.D.Jeyaseelan – An Introduction to Business Mathematics – Reprint – 2015– S.Chand and Co., Ltd. ISBN 81-219-1463-9.

Reference Books:

1. D.C.Sancheti, V.K.Kapoor – Business Mathematics – 11th edition Reprint 2014 – Sultan Chand and sons. ISBN-978-81-8054-538-2.
2. JK. Sharma –Business Mathematics Theory And Applications- 2009 - ANE Books 13th Edition – ISBN-978-8180521836

Course Designer(s):

1. Dr.P.Uma Rani
2. Dr.P.Meenaprabha

Lecture Schedule:

| Unit | Topic | No of Lecture Hrs. |
|-------------------|--|--------------------|
| Unit – I | | |
| 1.1 | Introduction to Analytical Geometry | 3 |
| 1.2 | Computing the distance between two points in a plane | 2 |
| 1.3 | Calculating the Slope of a straight line | 3 |
| 1.4 | Computing Equation of a straight line | 2 |
| 1.5 | Problems in Point of intersection of two lines | 3 |
| 1.6 | Analyzing Cost P/O curves | 1 |
| 1.7 | Calculations based on Demands & Supply curves | 1 |
| 1.8 | Problems in Break even analysis | 1 |
| 1.9 | Calculating the Vertex of parabola | 1 |
| 2.0 | Summary | 1 |
| | Total | 18 |
| Unit – II | | |
| 2.1 | Introduction to basic concept in sets | 2 |
| 2.2 | Subsets-Operation on sets | 1 |
| 2.3 | Applications of set theory in real business situations | 3 |
| 2.4 | Cartesian product of two sets | 2 |
| 2.5 | Relation – Properties of set | 3 |
| 2.6 | Functions | 2 |
| 2.7 | Functional Representations | 2 |
| 2.8 | Finding Functions | 2 |
| 2.9 | Summary | 1 |
| | Total | 18 |
| Unit – III | | |
| 3.1 | Matrices – Basic Concepts | 2 |
| 3.2 | Addition of Matrices | 1 |
| 3.3 | Scalar and Matrix Multiplication | 3 |
| 3.4 | Inverse – Solution of a system of Linear equations | 3 |
| 3.5 | Matrix inversion technique | 3 |
| 3.6 | Cramer's rule | 3 |
| 3.7 | Input – Output analysis | 2 |
| 3.8 | Summary | 1 |
| | Total | 18 |
| Unit – IV | | |
| 4.1 | Introduction to Differential calculus | 2 |
| 4.2 | Problems in Continuity – Related Variables | 3 |
| 4.3 | Calculating Average and Marginal Concept | 2 |
| 4.4 | Problems in Differential Co-efficient – Standard Forms | 3 |
| 4.5 | Problems in Higher order derivatives | 2 |
| 4.6 | Calculations using Increasing and decreasing functions | 2 |
| 4.7 | Criteria for Maxima and Minima | 2 |
| 4.8 | Applications in differential calculus | 1 |

| | | |
|--------------------------|--|-----------|
| 4.9 | Summary | 1 |
| | Total | 18 |
| Unit – V | | |
| 5.1 | Introduction to Percentage, Problems using percentages | 3 |
| 5.2 | Problems in Trade discount | 4 |
| 5.3 | Problems in cash discount | 3 |
| 5.4 | Computing Simple and compound Interest | 4 |
| 5.5 | True and Bankers Discount | 3 |
| 5.6 | Summary | 1 |
| | Total | 18 |
| Total no of hours | | 90 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------------|----------|---|---|---|--------|
| UBA19C22 | Industrial and Labour Laws | Core- 5 | 5 | 1 | - | 5 |

| | | L- Lecture | T- Tutorial | P- Practical | | |
|-------|----------|------------|-------------|--------------|-------|--|
| Year | Semester | Int. Marks | | Ext.Marks | Total | |
| First | Second | 25 | | 75 | 100 | |

Preamble

This subject mediates the relationship between workers, employing entities, trade unions and the government. Industrial Laws help to put an end to unfair labour practices and provides for the rights, privileges, obligations and responsibilities of the workforce.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Infer the fundamentals of Industrial and Labour law | K2 |
| CO2 | Elaborate the salient features of welfare & wages legislations also integrate the knowledge of Labour Law in General HRD practice | K3 |
| CO3 | Assess the Legal regulation of trade union | K2 |
| CO4 | Illustrate the laws relating to industrial relations, social security and working conditions and also learn the enquiry procedural and industrial discipline, law in regulating industrial conflicts | K2 |
| CO5 | Invent the various disputes and claims in the law and Gratuity act | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) | 14 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Medium (2) | 13 |
| CO5 | Strong (3) | Medium (2) | Low (1) | Strong (3) | Strong (3) | 12 |
| Total | 15 | 14 | 11 | 15 | 14 | 69 |

Blooms Taxonomy

| | CA | | End of Semester |
|----------------------|-------|--------|-----------------|
| | First | Second | |
| <i>Knowledge-K1</i> | 40% | 40% | 40% |
| <i>Understand-K2</i> | 40% | 40% | 40% |
| <i>Apply-K3</i> | 20% | 20% | 20% |
| <i>Total marks</i> | 52 | 52 | 140 |

Title of the Paper: Industrial and Labor Laws

Unit I

18 Hours

The Factories Act (Section 16 To 84): Preliminary – Definitions – The Inspecting Staff- Health, Safety and Welfare to Workers - Working Hours of Adults – Employment of Women and Young Persons – Leave with Wage.

Unit II

18 Hours

The Trade Unions Act: Definition – Registration of Trade Unions – Rights And Liabilities of Registered Trade Unions – Fund for Political Purposes – General Funds – Amalgamation of Trade Unions – Immunity From Civil and Criminal Liabilities – Dissolution.

The Minimum Wages Act – Interpretation Of Minimum Wages – Procedure for Fixing Wages – Committee and Advisory Boards – Wages in Kind – Payment of Minimum Wages (Schedule Not Included)

Unit III

18 Hours

The Industrial Disputes Act: Definition – Authorities – Procedure and Power of Authorities – Reference to Arbitration – Strikes and Lock Outs, Layoff and Retrenchment.

Unit IV

18 Hours

Compensation Act: Nature And Scope – Definitions – Employer's Liabilities – Meaning of Accident – Compensation for Permanent and Partial and Temporary Disablement (Table Not Included) The Payment of Bonus Act: Definitions – Claim For Bonus – Computation of Bonus – Surplus – Payment of Maximum Bonus – Deductions From The Amount of Bonus Payable.

Unit V

18 Hours

The Employees State Insurance Act: Nature and Scope – Contribution Benefits – Disputes and Claims. The Employee Provident Fund Act: Preliminaries – Provident Fund Scheme – Provision Regarding Contribution to the Fund. The Payment of Gratuity Act: Definitions- ESI & other insurance coverages.

Text Books:

1. Elements of company law- N.D. Kapoor, 34th Edition (2013), Sulthan Chand & sons, New Delhi.

Reference Books:

1. Industrial Law S.M. Sundaram, 5th Edition (2006) Sree Meenakshi Publications.
2. M.C. Shukla, A Manual of Mercantile law, 13th Edition, 2004, S.Chand & Company Ltd, New Delhi

Course Designer(s):

1. Mrs.P.Shuba Rani Ms.B.Nandhini

Lecture Schedule:

| Unit | Topics | Lecture Hrs. |
|------|--|--------------|
| 1.1 | Introduction to the Factories Act (Section 16 To 84): Preliminary. | 3 |
| 1.2 | The Inspecting Staff- Health, | 2 |
| 1.3 | Safety and Welfare to Workers. | 4 |
| 1.4 | Employment of Women and Young Persons. | 2 |
| 1.5 | Working Hours of Adults Leave with Wage | 3 |
| 1.6 | Leave with Wage | 3 |
| 1.7 | Summary | 1 |
| | Total | 18 |
| 2.1 | Introduction to Trade Unions Act | 3 |
| 2.2 | Registration of Trade Unions | 2 |
| 2.3 | Rights And Liabilities of Registered Trade Unions | 2 |
| 2.4 | Fund for Political Purposes- General Funds | 2 |
| 2.5 | Amalgamation of Trade Unions | 1 |
| 2.6 | Immunity From Civil and Criminal Liabilities- Dissolution of trade union | 2 |
| 2.7 | Introduction to Minimum Wages Act | 1 |
| 2.8 | Interpretation Of Minimum Wages -Procedure for Fixing Wages | 2 |
| 2.9 | Committee and Advisory Boards- Wages in Kind – Payment of Minimum Wages | 2 |
| 3.0 | Summary | 1 |
| | Total | 18 |
| 3.1 | Introduction to Industrial Disputes Act | 3 |
| 3.2 | Authorities – Procedure and Power of Authorities | 4 |
| 3.3 | Reference to Arbitration | 3 |
| 3.4 | Strikes and Lock Outs | 3 |
| 3.5 | Layoff and Retrenchment. | 4 |
| 3.6 | Summary | 1 |
| | Total | 18 |
| 4.1 | Introduction to Workmen Compensation Act | 3 |
| 4.2 | Nature And Scope– Employer’s Liabilities – Meaning of Accident | 3 |
| 4.3 | Compensation for Permanent and Partial and Temporary Disablement | 2 |
| 4.4 | Introduction to The Payment of Bonus Act | 3 |
| 4.5 | Claim For Bonus – Computation of Bonus | 2 |
| 4.6 | Surplus – Payment of Maximum Bonus | 2 |
| 4.7 | Deductions From The Amount of Bonus Payable | 2 |
| 4.8 | Summary | 1 |
| | Total | 18 |
| 5.1 | Introduction to Employees State Insurance Act | 3 |
| 5.2 | Nature and Scope – Contribution Benefits | 3 |
| 5.3 | Disputes and Claims of ESI | 2 |
| 5.4 | Introduction to the Employee Provident Fund Act | 3 |

| | | |
|------------|--|-----------|
| 5.5 | Provident Fund Scheme | 1 |
| 5.6 | Provision Regarding Contribution to the Fund | 2 |
| 5.7 | Introduction the Payment of Gratuity Act | 3 |
| 5.8 | Summary | 1 |
| | Total | 18 |
| | Total No. of Hours | 90 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------|-------------|--------------|---|---|--------|
| UBA19C23 | Organizational Behavior | Core -6 | 5 | 1 | - | 5 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | Second | 25 | 75 | 100 |

Preamble

The main objective of Organizational Behavior is to analyze the human interactions in an organization. This studies the mechanisms governing these interactions, seeking to identify and foster behaviors conducive to the survival and effectiveness of the organization.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge |
|-------|--|-----------|
| CO1 | Construct the knowledge on the basic principles of organizational behavior. | K3 |
| CO2 | Examine the behavior of individuals and groups in organization in terms of the key factors that influence organizational behavior. | K2 |
| CO3 | Take part in organizational behavioral issues in the context of organizational behavior theories, models and concepts. | K2 |
| CO4 | Prioritize knowledge on team and group behavior. | K1,K2 |
| CO5 | Identify the basic motives and motivational techniques to improve the employee morale. | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 14 | 15 | 15 | 15 | 13 | 72 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Organizational Behavior

Unit I

18 Hours

Introduction to Organizational Behavior: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB - autocratic, custodial, supportive, collegial.

Unit II

18 Hours

Individual Behavior: Personality & Attitudes: Meaning of personality, attitude - Development of personality – Attributes of personality- Transactional Analysis – Ego states – Johari window - Nature and dimensions of attitude – Developing the right attitude

Unit III

18 Hours

Motivation: Definition, Importance, Motives – Characteristics, Classification of motives - Primary & Secondary motives. Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory. Morale - Definition and relationship with productivity - Morale Indicators.

Unit IV

18 Hours

Group Dynamics and Team building: Concept of Group & Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building. Conflict Management: Definition. Traditional vis-à-vis Modern view of conflict – Types of conflict – Intrapersonal, Interpersonal, and Organizational. Constructive and Destructive conflict. Conflict management.

Unit V

18 Hours

Stress management: Definition, Causes, Managing stress, Stress as a motivator. Work life balance. Change management: Concept of change, change as a natural process, Importance & Causes of change – social, economic, technological, organizational. Learning – unlearning, Concept of learning organizations.

Text Books:

1. S.S. Khanka – Organisational Behaviour – 4 th Edition (2013) - S Chand & Co Ltd, New Delhi. ISBN: 9788121920148
2. K.Aswathappa -Organizational Behaviour 7th edition(2007) - Himalaya Publishing House, ISBN: 9788183188340

Reference Books:

1. Fred Luthans – Organisational Behaviour – 12th Edition (2010) – Tata McGraw Hill, New Delhi. ISBN : 9780073530352
2. Prof.P.Subba Rao & Dr. Ratnakar Mishra – Organisational Behaviour - 1 st Edition (2012) – Himalaya Publishing House, New Delhi, ISBN:9788184885682
3. Stephen P. Robbins – Organisational Behaviour – 11th edition (2005) - Pearson Education India, New Delhi.ISBN: 9780132834872

Course Designer(s):

- 1.
2. **Dr.P.Thillai Rajan Mrs.K.Praba**

Lecture Schedule:

| Unit | Topics | No. of Lecture Hrs. |
|------|--|---------------------|
| 1.1 | Introduction to OB, Definition | 3 |
| 1.2 | Importance of OB | 4 |
| 1.3 | Scope of OB | 2 |
| 1.4 | Fundamental concepts of OB | 4 |
| 1.5 | Models of OB | 4 |
| 1.6 | Summary | 1 |
| | Total | 18 |
| 2.1 | Individual behavior- foundation | 3 |
| 2.2 | Personality- Meaning, Development | 4 |
| 2.3 | Attributes of personality | 2 |
| 2.4 | Attitude-Introduction | 3 |
| 2.5 | Nature and dimensions of attitude | 2 |
| 2.6 | Developing the right attitude | 3 |
| 2.7 | Summary | 1 |
| | Total | 18 |
| 3.1 | Motivation- introduction, definition | 3 |
| 3.2 | Characteristics | 2 |
| 3.3 | Classification | 3 |
| 3.4 | Theories of motivation | 3 |
| 3.5 | Morale- definition, | 3 |
| 3.6 | relationship with productivity, morale indicators | 3 |
| 3.7 | Summary | 1 |
| | Total | 18 |
| 4.1 | Group dynamics and team building- introduction | 3 |
| 4.2 | Theories of group formation formal and informal groups | 4 |
| 4.3 | Importance of team building | 3 |
| 4.4 | conflict management | 3 |
| 4.5 | Types of conflict | 4 |
| 4.6 | Summary | 1 |
| | Total | 18 |
| 5.1 | Stress management- definition | 2 |
| 5.2 | Causes | 2 |
| 5.3 | Managing stress, | 2 |
| 5.4 | Stress as a motivator. Work life balance | 2 |
| 5.5 | Change management, concept of change, | 2 |
| 5.6 | importance and causes of change | 3 |
| 5.7 | Learning – unlearning, | 2 |
| 5.8 | Concept of learning organizations. | 2 |
| 5.9 | Summary | 1 |
| | Total | 18 |
| | Total No. of Hours | 90 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|-------------|--------------|---|---|--------|
| UBA19C24 | Business Environment | Core-7 | 5 | 1 | - | 5 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | Second | 25 | 75 | 100 |

Preamble

Business Environment means all of the internal and external factors that affect how the company functions including employees, customers, and management, supply and demand and business regulations. It describe the recent developments in Indian Economy that have greatly influenced the working of business units in India and to explain the concept of social responsibility of business.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Compose the knowledge of business and related factors; and business's dependency on the interactions with different environmental variables. | K3 |
| CO2 | Combine the knowledge of macro environmental issues and their impact on business organization and strategy | K3 |
| CO3 | Estimate the influence of various societal factors on business operations | K2 |
| CO4 | Modify various policy perspective in regulatory environment of Business | K2,K3 |
| CO5 | Elaborate the nature scope and structure of International Business Environment | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | | | | | | |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Medium (2) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 12 |
| CO5 | Strong (3) | Medium (2) | Medium (2) | Medium (2) | Strong (3) | 12 |
| Total | 14 | 14 | 14 | 11 | 12 | 52 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Business Environment

Unit I

18 Hours

Business Environment-Meaning-Importance of study of Business Environment- Environmental Analysis- Internal Environment-External Environment-Micro Environment- Macro Environment.

Unit II

18 Hours

Economic Environment- Economic System and their impact on business- relative merits and demerits- public Sector –Private sector-Joint sector – their role in modern business and industry-Macro-economic parameters like GDP, National Income- population, investment, fiscal deficit and per capita income and their impact on business decisions- five year planning.

Unit III

18 Hours

Social Environment-Culture--social attitudes-impact of culture- social attitudes-Castes and Communities- Religious groups-Joint family system corporate-social responsibilities of business – business Ethics.

Unit IV

18 Hours

Political Environment- political system-Government and business relationship in India- Provisions of Indian Constitution pertaining to business- fundamental rights and directive principles in our constitution- Legal environment- Companies Act1956-industrial regulation development Act-consumer Protection Act- FEMA- Income tax Act.

Unit-V

18 Hours

Economic Policies- Industrial Policy resolution 1956- Industrial Policy statement1977- Latest Industrial policy 1991-Monetary Policy-m Fiscal Policy- Multinational corporation-Merits, demerits-Industrial sickness- causes-Remedial measures- WTO- privatization-Globalization of Indian Business-Challenges and opportunities- SEZ(Special Economic Zone).

Text Books:

1. Business Environment Text & Cases - Dr. Francis Cherunilam, 25th edition 2016, Himalaya publishing House, Mumbai-04. ISBN: 978-93-5262-261-0
2. Business Environment - **Dr. Khushpat S. Jain & Apexa V. Jain, 1st edition 2016**, Himalaya publishing House, Mumbai-04. ISBN: 978-93-5202-006-5

Reference Books:

1. Essentials Of Business Environment- V. Neelamegam, Second edition 2014, Vrinda publications Pvt Ltd, ISBN: ISBN :978-81-8281-346-5
2. Business Environment- Dr. K. Chidambaram. Dr. V. Alagappan, 4th edition 2012 VikasPuliushing House Pvt Ltd. New Delhi. ISBN: 978-81-2590-767-1

Course Designers:

1. **Dr.C. Jothi Baskara Mohan**
2. **Mr.S.Ramkumar**

Lecture Schedule:

| Unit | Topics | No. of Lecture Hours |
|------------|---|----------------------|
| 1.1 | Business Environment, Meaning | 3 |
| 1.2 | Importance of study of Business Environment | 3 |
| 1.3 | Environmental Analysis, Meaning and Types | 4 |
| 1.4 | Internal Environment and Factors | 3 |
| 1.5 | External Environment and Factors | 3 |
| 1.6 | Micro Environment and Factors | 2 |
| 1.7 | Macro Environment and Factors | 3 |
| | Total | 18 |
| 2.1 | Introduction to Economic Environment & impact on business decisions | 2 |
| 2.2 | Economic System and their impact on business | 2 |
| 2.3 | Relative merits and Demerits of Economic Systems | 2 |
| 2.4 | Different Sectors - Public Sector, Private sector, Joint sector | 3 |
| 2.5 | Role of Different sectors and role in modern business and industry | 2 |
| 2.6 | Macroeconomic parameters : GDP, National Income, Population | 3 |
| 2.7 | Macroeconomic parameters : Investment, fiscal deficit and per capita income | 3 |
| 2.8 | Impact of Macro economics in Business Decisions | 2 |
| 2.9 | Five Year Planning | 2 |
| | Total | 18 |
| 3.1 | Introduction to Social Environment | 3 |
| 3.2 | Culture and social attitudes | 3 |
| 3.3 | Impact of culture on Business | 3 |
| 3.4 | Social attitudes, Castes and Communities, | 3 |
| 3.5 | Religious groups, Joint family system | 2 |
| 3.6 | Social responsibilities of business | 2 |
| 3.7 | Business Ethics and its importance in business. | 2 |
| | Total | 18 |

| | | |
|-----|--|-----------|
| 4.1 | Introduction to Political Environment | 3 |
| 4.2 | Political System, Meaning, Structure | 2 |
| 4.3 | Government and business relationship in India | 2 |
| 4.4 | Provisions of Indian Constitution pertaining to business | 3 |
| 4.5 | Fundamental rights and Directive principles in our constitution | 3 |
| 4.6 | Introduction to Legal environment. | 1 |
| 4.7 | Companies Act1956, Industrial regulation development Act | 2 |
| 4.8 | Consumer Protection Act, FEMA, Income tax Act. | 2 |
| | Total | 18 |
| | | |
| 5.1 | Introduction to Economic Policies, Meaning | 3 |
| 5.2 | Industrial Policy resolution 1956, Industrial Policy statement1977 | 3 |
| 5.3 | Latest Industrial policy 1991, Monetary Policy-m Fiscal Policy | 3 |
| 5.4 | Multinational corporation-Merits, demerits | 2 |
| 5.5 | Industrial sickness- causes-Remedial measures | 2 |
| 5.6 | WTO, Privatization, Globalization of Indian Business | 3 |
| 5.7 | Challenges and opportunities of Globalization in Indian Business | 2 |
| | Total | 18 |
| | Total NO: OF HOURS | 90 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------|--------------------|---------------------|----------|----------|----------|
| | BUSINESS ENGLISH | PART II | 3 | 1 | - | 3 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | Second | 25 | 75 | 100 |

Preamble

Business English focuses on vocabulary and topics used in the worlds of business. It gives an introduction to business topics and concepts. You will develop your skills writing CVs and application letters, as well as writing to basic business formats.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|---|-----------------|
| CO1 | Recall the knowledge of basics of English Grammar | K1,K2 |
| CO2 | Rule on English in a better way | K3 |
| CO3 | Adapt to write English in a better way | K1,K3 |
| CO4 | Rephrase English write ups in a better way | K2 |
| CO5 | Assess internet to improve business English | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

For Two Unit papers Co can be 4

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Low (1) | Medium (2) | 11 |
| CO5 | Strong (3) | Medium (2) | Strong (3) | Low (1) | Medium (2) | 11 |
| Total | 15 | 13 | 15 | 11 | 12 | 66 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: Business English

Unit I

12 Hours

Phrases & clauses, sentences, kinds of sentences: assertive- interrogative, imperative, exclamatory & optative, elements of sentences: nouns, articles, pronouns, adjectives, verb, tenses, classification of sentences: simple, compound, complex (basics).

Unit II

12 Hours

Kinds of clauses: adverb, adjective & noun clause, synthesis of sentences, transformation of sentences- interchange of active & passive voice, interchange of degree of comparison, interchange of simple, complex & compound sentences (Basics).

Unit III

12 Hours

Writing skills: the art of essay writing. Paragraph writing: the techniques of writing good paragraphs, translation: paragraph translation from Tamil to English. Exercises in all essay, paragraph and translation (topics related to business management and environment) – record has to be maintained.

Unit IV

12 Hours

Reading skills: comprehension: techniques of comprehension, precis writing – techniques. Exercises in comprehension and precise writing (topics related to business management and environment) record has to be maintained.

Unit V

12 Hours

Business English using the internet – online reference tools, getting help for specific business situations, e-mails: the subject line, beginning and ending e-mails, tone in e-mail, e-mail discussion groups.

Text Books:

1. The Grammar (2007), Spoken & Communicative English, Tamil Learning House, New Delhi, ISBN: 81-7812-190-5.
2. Eric Baber (2011), fifty ways to improve your business English using the internet.

Reference Books:

1. Wren & Martin revised by Prasad Rao N.D.V (2016), English Grammar & Composition, ISBN: 978-93-525-3014-4
2. Bas Aarts (2011), Oxford Modern English Grammar, Oxford University Press, ISBN: 9780199533190.
3. Soumitra Kumar Choudhury, Business English, Pearson Longmen, New Delhi, ISBN: 9788131720776

Course Designer(s):

1. **Dr.D.Anbugeetha**
2. **Dr.S.Vasundhara**

Lecture Schedule:

| Unit | Topics | No of Lecture Hrs. |
|--------------------------|---|--------------------|
| 1.1 | Phrases & clauses, sentences, | 3 |
| 1.2 | Kinds of sentences: assertive- interrogative, imperative, exclamatory & optative, | 3 |
| 1.3 | Elements of sentences: nouns, articles, pronouns, adjectives, verb, tenses, | 3 |
| 1.4 | Classification of sentences: simple, compound, complex | 3 |
| | Total | 12 |
| 2.1 | Kinds of clauses: adverb, adjective& noun clause, | 2 |
| 2.2 | Synthesis of sentences, | 2 |
| 2.3 | Transformation of sentences- interchange of active &passive voice, | 2 |
| 2.4 | Interchange of degree of comparison | 3 |
| 2.5 | Interchange of simple, complex& compound sentences. | 3 |
| | Total | 12 |
| 3.1 | Writing skills: the art of essay writing | 3 |
| 3.2 | Writing skills: the art of essay writing cont | 3 |
| 3.3 | Paragraph writing: the techniques of writing good paragraphs, | 3 |
| 3.4 | Translation: paragraph translation from Tamil to English. | 3 |
| | Total | 12 |
| 4.1 | Reading skills: comprehension: techniques of comprehension, | 2 |
| 4.2 | comprehension: Exercises, | 2 |
| 4.3 | comprehension: Exercises | 2 |
| 4.4 | Précis writing – techniques. | 3 |
| 4.5 | Comprehension: Exercises | 3 |
| | Total | 12 |
| 5.1 | Business English using the internet | 3 |
| 5.2 | Online reference tools, getting help for specific business situations, | 3 |
| 5.3 | E-mails: the subject line, beginning and ending e-mails | 3 |
| 5.4 | Tone in e-mail, e-mail discussion groups. | 3 |
| | Total | 12 |
| Total No of Hours | | 60 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------|----------|---|---|---|--------|
| UBA19AE21 | PERSONALITY DEVELOPMENT | AECC | 2 | - | - | 2 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | Second | 15 | 35 | 50 |

Preamble

Personality development is the development of the organized pattern of behaviors and attitudes that makes a person distinctive. To build self-confidence, enhance self-esteem and improve overall personality, socially and professionally, in formal and informal circumstances.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Creates employability skills | K3 |
| CO2 | Formulate professionals with idealistic, practical and moral values | K2,K3 |
| CO3 | Develop the factors creating motivation | K2,K3 |
| CO4 | Formulate the factors influencing attitude | K2,K3 |
| CO5 | Identify the importance of time management | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO4 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO5 | Strong (3) | Medium (2) | Strong (3) | Medium (2) | Strong (3) | 13 |
| Total | 14 | 14 | 15 | 13 | 13 | 69 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: PERSONALITY DEVELOPMENT

Unit I

15 Hours

Self-Analysis: SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem.
Creativity: Out of box thinking, Lateral Thinking, Extempore.

Unit II

15 Hours

Attitude: Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette.
Motivation: Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators. Goal Setting, Time Management.

Text Books:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications, ISBN: 978-9351197645
2. Covey Sean, *Seven Habits of Highly Effective Teens*, New York, Fireside Publishers, 2014, ISBN: 978-1471136870

Reference Books:

1. Thomas A Harris, *I am ok, You are ok*, New York-Harper and Row, 2013, ISBN: 978-0099552413
2. Daniel Coleman, *Emotional Intelligence*, Bantam Book, 2006, ASIN: B01F9VLGES

Web Resources:

Course Designers:

1. Dr. P. Uma Rani
2. Dr.R.Arun Prasath

Lecture Schedule:

| Unit | Topics | No. of Lecture hrs |
|------|--|--------------------|
| | | |
| 1.1 | Self-Analysis: SWOT Analysis | 2 |
| 1.2 | Who am I | 2 |
| 1.3 | Attributes | 2 |
| 1.4 | Importance of Self Confidence | 1 |
| 1.5 | Self Esteem | 2 |
| 1.6 | Creativity: Out of box thinking | 2 |
| 1.7 | Lateral Thinking | 2 |
| 1.8 | Extempore | 2 |
| | Total | 15 |
| | | |
| 2.1 | Attitude: Factors influencing Attitude | 2 |
| 2.2 | Challenges and lessons from Attitude | 2 |
| 2.3 | Etiquette | 2 |
| 2.4 | Motivation: Factors of motivation | 2 |

| | | |
|--------------------------|----------------------------------|-----------|
| 2.5 | Self-talk | 2 |
| 2.6 | Intrinsic & Extrinsic Motivators | 2 |
| 2.7 | Goal Setting | 1 |
| 2.8 | Time Management | 2 |
| | Total | 15 |
| Total No of Hours | | 30 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|-------------|---|---|--------------|--------|
| UBA19C31 | FINANCIAL MANAGEMENT | Core-8 | 5 | 2 | - | 5 |
| | L- Lecture | T- Tutorial | | | P- Practical | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Third | 25 | 75 | 100 |

Preamble

It is the process of planning, organizing, controlling and monitoring financial resources with a view to achieve organizational goals and objectives. It applies general management principles to financial resources of the enterprise.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Construct various tools for financial analysis and funds management. | K3 |
| CO2 | Invent the basics of investment portfolio management | K2,K3 |
| CO3 | Discuss various concepts related to financial management. | K2,K3 |
| CO4 | Make use of various tools and techniques in the area of finance. | K3 |
| CO5 | Invent the analytical skills this would facilitate the decision making in Business situations | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

For Two Unit papers Co can be 4

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Medium (2) | 13 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| Total | 15 | 15 | 14 | 12 | 13 | 69 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: FINANCIAL MANAGEMENT

Unit I - Financial Management

21 Hours

Meaning-Definition-Finance and Related Disciplines-Scope of Financial Management-Objectives of financial management-functions of financial management-Emerging role of finance managers in India.

Unit II - Investment Decision (Capital Budgeting)

21 Hours

Introduction-Nature of Investment Decision-Types Of Investment Decision Factors Determining Capital Budgeting Decision-Investment Evaluation Methods-Payback Period- Accounting Rate of Return-NPV-IRR-Profitability Index.(Simple problems)

Unit III - Financing Decision

21 Hours

Sources of finance: Internal Source, External Source. Shares: Equity share, Preference shares, Debentures.Cost of Capital-Types of Cost of Capital- Leverage-Meaning-Types-Operating Leverage-Financial Leverage-Combined Leverage. Capital Structure- Meaning- Capital Structure Theories-Net Income (NI) Approach- Net operating Income (NOI) Approach- ModiglianiMiller (MM) Approach-Traditional Approach.

Unit IV - Dividend Decision

21 Hours

Introduction- Meaning Importance-Factors affecting Dividend- Types of Dividend-Dividend Models-Walter Model-Gorden Model- MM Model.

Unit V Working Capital Management:

21 Hours

Introduction-Definition- Importance-Nature of working capital-Types of working capital-Various factors determining working Capital-Estimation of Working Capital-Management of Working Capital in India. Working Capital Financing- Trade Credit-Bank Credit- Commercial Papers-Certificate Of Deposits. (Simple problems)

Text Books:

1. Dr.S.N.Maheswari, Financial management, 9th Edition (2010), sultan chand& sons Ltd. New Delhi. ISBN: 978-8180548109.
2. Dr.I.M. Pandey, Financial management 12th Edition (2010), vikas publishing house. New Delhi. ISBN: 978-8125937142.

Reference Books:

1. Financial management, M.Y.Khan & P.K.Jain, McGraw Hill Education; Seventh edition, ISBN: 978- 9339213053
2. Financial Management – Theory and Practice – Prasanna Chandra, McGraw Hill Education;

Course Designer(s):

1. **Dr. C.JothiBaskara Mohan**
2. **Ms.B.Nandhini**

Lecture Schedule:

| Unit | Topics | No. of Lecture Hrs. |
|------------|---|---------------------|
| | | |
| 1.1 | Financial Management- Meaning-Definition | 4 |
| 1.2 | Finance and Related Disciplines | 3 |
| 1.3 | Scope of Financial Management | 3 |
| 1.4 | Objectives of financial management | 3 |
| 1.5 | Functions of financial management | 3 |
| 1.6 | Emerging role of finance managers in India. | 5 |
| | Total | 21 |
| | | |
| 2.1 | Introduction-Nature of Investment Decision | 3 |
| 2.2 | Types Of Investment Decision | 4 |
| 2.3 | Factors Determining Capital Budgeting Decision | 3 |
| 2.4 | Investment Evaluation Methods- Payback period | 3 |
| 2.5 | Accounting Rate of Return | 2 |
| 2.6 | NPV | 3 |
| 2.7 | IRR | 3 |
| 2.8 | Profitability Index | 3 |
| | Total | 21 |
| | | |
| 3.1 | Sources of finance: Internal Source | 2 |
| 3.2 | External Sorce | 2 |
| 3.3 | Shares: Equity share, Preference shares | 2 |
| 3.4 | Debenture | 2 |
| 3.5 | Cost of Capital-Types of Cost of Capital | 2 |
| 3.6 | Leverage-Meaning-Types-Operating Leverage | 3 |

| | | |
|-------------|---|------------|
| 3.7 | Financial Leverage-Combined Leverage | 3 |
| 3.8 | Capital Structure- Meaning | 2 |
| 3.9 | Capital Structure Theories-NI & NOI Approach | 2 |
| 3.10 | Modigliani Miller (MM) and Traditional Approach | 2 |
| | Total | 21 |
| | | |
| 4.1 | Introduction- Meaning Importance | 4 |
| 4.2 | Factors affecting Dividend | 4 |
| 4.3 | Types of Dividend | 5 |
| 4.4 | Dividend Models- Walter Model | 4 |
| 4.5 | Gorden Model- MM Model | 4 |
| | Total | 21 |
| | | |
| 5.1 | Introduction-Definition- Importance-Nature of working capital | 3 |
| 5.2 | Types of working capital | 3 |
| 5.3 | Various factors determining working Capital | 3 |
| 5.4 | Estimation of working capital | 3 |
| 5.5 | Management of Working Capital in India. | 3 |
| 5.6 | Working Capital Financing- Trade Credit-Bank Credit | 3 |
| 5.7 | Commercial Papers-Certificate Of Deposits. | 3 |
| | Total | 21 |
| | Total Hours | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---------------------------|----------|---|---|---|--------|
| UBA19C32 | HUMAN RESOURCE MANAGEMENT | Core-9 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Third | 25 | 75 | 100 |

Preamble

Human resource management (HRM) is the practice of recruiting, hiring, deploying and managing an organization's employees. The purpose of Human Resource Management lies in successful utilization of people to attain specific as well as organizational goals.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Estimate the process of job analysis and discuss its importance as a foundation for human resource management practice | K1,K3 |
| CO2 | Compose the methods used for selection and placement. | K3 |
| CO3 | Analyze the role of HRM in an organization | K2,K3 |
| CO4 | Examine competitive advantage through people | K2,K3 |
| CO5 | Discover to study and design HRM system | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | | | | | | |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (5) | Strong (5) | Strong (5) | Strong (5) | Strong (5) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Low (1) | 11 |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Strong (3) | Strong (3) | 14 |
| CO5 | Strong (3) | Strong (3) | Medium (2) | Low (1) | Low (1) | 10 |
| Total | 15 | 14 | 14 | 11 | 10 | 64 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: HUMAN RESOURCE MANAGEMENT

Unit I

15 Hours

Introduction: Meaning, Definition, Importance, Scope And Objectives Of Personnel Management – Organization Of Personnel Department – Functions Of Personnel Management – Human Resource Planning – Meaning, Basis, Need And Objects Of Man Power Planning – Prerequisites And Limitation Of Man Power Planning – Process Of Man Power Planning.

Unit II

15 Hours

Recruitment, Selection, Induction and Placement: Sources of Recruitment and Evaluation of the Various Sources-Selection Procedure and Problems-Principles of Recruitment and Selection-Interview and Tests-Placement and Induction of Employees.

Unit III

15 Hours

Training and Development: Meaning And Methods of Training, Importance of Training in an Organization; Executive Development: Concept – Objectives – importance – process – methods and techniques – principles.

Unit IV

15 Hours

Performance Appraisal: Meaning - Objectives and Limitation of Performance Appraisal - Techniques of Performance Appraisal - Managerial Performance Appraisal - Meaning, Objective and Types.

Transfer, Promotion, Demotion: Meaning of Transfer - Kinds of Transfer -Transfer Policy And Procedure - Basis of Promotion; Seniority or Merit Significance and Advantages of Promotion; Meaning, Objectives and Causes of Demotion - Demotion Policy, Discharge Dismissal Lay-Off.

Unit V

15 Hours

Industrial Relations: Meaning, Importance and Objectives of Industrial Relations. Causes of Industrial Dispute. Strike Lockout, Lay Off And Retrenchment -Machinery for Settling Industrial Disputes - Negotiation, Mediation, Conciliation, Arbitration and Adjudication.

Text Books:

1. Fundamentals of Human Resource Management- Gary Dessler, 9th Edition, Pearson, New Delhi. ISBN: 1-292-02370-8.
2. Essentials Human Resource Management- C.B.Gupta, 11th edition, Sultan chand and sons, New Delhi-2 : ISBN : 978-81-8054-951-9

Reference Books:

1. Strategic Human Resource Management – K. Prasad, Text and Cases, 2005, Macmillan, New Delhi. ISBN: 9781403-928467.
2. Human Resource Management- Dr. S.S.Khanka, S.Chand Publishing, Reprint 2010 ISBN: 9788121923002.

Course Designer(s):

1. **Dr. P.Uma Rani**
2. **Dr.R. ArunPrasath**

| Unit | Topics | No. of Lecture Hrs. |
|------|---|---------------------|
| 1.1 | Introduction: Meaning, Definition, Importance, Scope And Objectives Of Personnel Management | 3 hours |
| 1.2 | Organization Of Personnel Department | 2 hours |
| 1.3 | Functions Of Personnel Management | 3 hours |
| 1.4 | Human Resource Planning | 2 hours |
| 1.5 | Meaning, Basis, Need And Objects Of Man Power Planning – Prerequisites And Limitation Of Man Power Planning | 2 hours |
| 1.6 | Process Of Man Power Planning | 2 hours |
| 1.7 | Summary | 1 hours |
| | Total | 15 hours |
| 2.0 | Recruitment, Selection, Induction And Placement: Sources Of Recruitment And Evaluation Of The Various Sources | 3 hours |
| 2.1 | Selection Procedure And Problems | 3 hours |
| 2.2 | Principles Of Recruitment And Selection | 2 hours |
| 2.3 | Interview And Tests | 3 hours |
| 2.4 | Placement And Induction, Of Employees | 3 hours |
| 2.5 | Summary | 1 hours |
| | Total | 15 hours |
| 3.0 | Training and Development: Meaning And Methods of Training, Importance of Training In An Organization | 3 hours |
| 3.1 | Executive Development | 3 hours |
| 3.2 | Concept – Objectives | 3 hours |
| 3.3 | importance – process – methods and techniques | 2 hours |
| 3.4 | Principles. | 3 hours |
| 3.5 | Summary | 1 hours |
| | Total | 15 hours |
| 4.0 | Performance Appraisal: Meaning - Objectives and Limitation of Performance Appraisal | 2 hours |
| 4.1 | Techniques of Performance Appraisal | 3 hours |
| 4.2 | Managerial Performance Appraisal | 2 hours |
| 4.3 | Meaning, Objective and Types. | 1 hours |
| 4.4 | Transfer, Promotion, Demotion: Meaning Of Transfer - Kinds Of Transfer -Transfer Policy And Procedure | 2 hours |
| 4.5 | Basis Of Promotion; Seniority Or Merit Significance And Advantages Of Promotion; | 2 hours |
| 4.6 | Meaning, Objectives And Causes Of Demotion | 1 hours |
| 4.7 | Demotion Policy, Discharge Dismissal Lay-Off. | 1 hours |
| 4.8 | Summary | 1 hours |
| | Total | 15 hours |
| 5.0 | Industrial Relations: Meaning, Importance and Objectives Of Industrial Relations | 3 hours |

| | | |
|-----|--|-----------------|
| 5.1 | Causes of Industrial Dispute. Strike Lockout, Lay Off And Retrenchment | 3 hours |
| 5.2 | Machinery For Settling Industrial Disputes | 4 hours |
| 5.3 | Negotiation, Mediation, Conciliation, Arbitration and Adjudication. | 4 hours |
| 5.4 | Summary | 1 hours |
| | Total | 15 hours |
| | Total No. of Hours | 75 hours |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------|----------|---|---|---|--------|
| UBA19C33 | OPERATIONS MANAGEMENT | Core10 | 5 | 2 | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Third | 25 | 75 | 100 |

Preamble

Operations management is the administration of business practices to create the highest level of efficiency possible within an organization. To **produce goods and services of the right quality, in the right quantities, according to the time schedule and a minimum cost.**

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|--|
| CO1 | Explain the fundamental concepts of Production and Operation Management. | K3 |
| CO2 | Prioritize the importance of Production and Operations Management as a functional area in dealing with business. | K2 |
| CO3 | Recommend a detailed framework on designing a plant layout and material flow system. | K2,K3 |
| CO4 | Organize the learners on ergonomics. | K3 |
| CO5 | Improve the knowledge on various quality concepts and principles of TQM. | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 15 | 15 | 15 | 13 | 13 | 71 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Unit I

21 Hours

Operations Management – Meaning, objectives, functions – Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages – Subjective, qualitative and semi-quantitative techniques for site evaluation.

Unit II

21 Hours

Plant layout – Introduction – objectives of an ideal plant layout – factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipment's.

Unit III

21 Hours

Purchasing – Introduction, meaning, objectives, principles – Purchasing procedure – Centralized vs Decentralized purchasing – advantages and disadvantages – Purchasing manual – Stores management – introduction - functions of stores – stores organization – stores records – issue of materials – replacement of materials.

Unit IV

21 Hours

Work study – Definition, meaning, purpose – Method study – introduction, and procedure – charts: outline process charts, flow process charts, two handed process chart - Time study – introduction - procedure – methods of time study.

Unit V

21 Hours

Concept of quality – acceptance sampling – O.C.Curve – Types of sampling plans control charts (X,R,p,C) – Quality circles – Just – in – time - TQM – ISO standards

Text Books:

1. S.A. Chunawalla, D.R. Patel, 2008, Production and Operations Management–Seventh Revised Edition Himalaya Publishing House pvt. Ltd., Mumbai - 400 004.

Reference Books:

1. B. S.Goel, 2011, Production Operations Management, - Third edition - PragatiPrakashan - ISBN-10: 9350061856/ISBN-13: 978-9350061855
2. R.Panneerselvam,2012, Production and Operations Management – 3rd Edition - Prentice Hall India Learning Private Limited - ISBN-10: 812034555X / ISBN-13: 978-8120345553

3. K.Aswathappa and K.Shridhara Bhat, 2016, Production and Operations Management-Second Revised Edition, Himalaya Publishing House, Mumbai - **ISBN: 935051432X ISBN-13: 9789350514320**

Course Designer(s):

1. Dr. P. ThillaiRajan Dr.S.Vasundhara

Lecture Schedule:

| S.No. | Topic | No of Lecture Hrs. |
|-------|---|--------------------|
| 1.1 | Operations Management – Meaning | 3 |
| 1.2 | Objectives and functions of Operations Management. | 3 |
| 1.3 | Types of Production Systems | 4 |
| 1.4 | Plant Location – Factors affecting plant location | 4 |
| 1.5 | Selection of site - urban, rural, or sub-urban areas, industrial estates - Advantages and Disadvantages | 4 |
| 1.6 | Subjective, qualitative and semi-quantitative techniques for site evaluation | 3 |
| | Total | 21 |
| 2.1 | Plant layout – Introduction. | 2 |
| 2.2 | Objectives of an ideal plant layout | 2 |
| 2.3 | Factors affecting the plant layout decisions | 3 |
| 2.4 | Material flow system | 3 |
| 2.5 | Types of plant layout | 3 |
| 2.6 | Material handling - Principles, importance | 3 |
| 2.7 | Advantages of good material handling system | 2 |
| 2.8 | Types of material handling equipment's | 3 |
| | Total | 21 |
| 3.1 | Purchasing – Introduction, meaning | 2 |
| 3.2 | Objectives, principles of Purchasing | 2 |
| 3.3 | Purchasing procedure | 2 |
| 3.4 | Centralized vs. Decentralized purchasing – advantages and disadvantages | 2 |
| 3.5 | Purchasing manual | 2 |
| 3.6 | Stores management – introduction | 2 |
| 3.7 | Functions of stores | 2 |
| 3.8 | Stores organization | 2 |
| 3.9 | Stores records | 2 |
| 3.10 | Issue of materials | 2 |
| 3.11 | Replacement of materials | 1 |
| | Total | 21 |

| | | |
|-----|--|------------------|
| 4.1 | Work study – Definition, meaning and purpose | 4 |
| 4.2 | Method study – introduction | 2 |
| 4.3 | Method Study Procedure. | 2 |
| 4.4 | Charts: outline process charts | 2 |
| 4.5 | Flow process charts | 3 |
| 4.6 | Two handed process chart | 2 |
| 4.7 | Time study – introduction | 2 |
| 4.8 | Time study – procedure | 2 |
| 4.9 | Methods of time study | 2 |
| | Total | 21 |
| 5.1 | Concept of quality | 2 |
| 5.2 | Acceptance sampling – O.C.Curve | 3 |
| 5.3 | Types of sampling plans. | 2 |
| 5.4 | Quality control charts (X,R,p,C) | 4 |
| 5.5 | Quality circles | 2 |
| 5.6 | Just – in – time | 2 |
| 5.7 | TQM | 3 |
| 5.8 | ISO standards | 3 |
| | Total | 21 |
| | Total no of hours | 105 hours |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|----------|---|---|---|--------|
| UBA19C34 | MARKETING MANAGEMENT | Core-11 | 5 | 1 | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Third | 25 | 75 | 100 |

Preamble

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment. The basic purpose of marketing management is to achieve the objectives of the business. A business aims at earning reasonable profits by satisfying the needs of customers.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Identify the basics concepts of marketing | K3 |
| CO2 | Evaluate the key areas in marketing | K3 |
| CO3 | Inspect the trends in marketing environment | K1,K2 |
| CO4 | Invent the role of Marketing in business and society | K2,K3 |
| CO5 | Deduct marketing strategies based on product, price, place and promotion objectives | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Low (1) | 12 |
| CO2 | Strong (3) | Strong (3) | Medium (2) | Medium (2) | Strong (3) | 13 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| Total | 15 | 15 | 14 | 11 | 13 | 68 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: MARKETING MANAGEMENT

Unit-I

18 Hours

Introduction- definition, significance and objectives of marketing. Marketing concepts and approaches to the study of marketing. Marketing mix, functions of marketing executive, - Market segmentation: importance and basis of market segmentation, targeting and positioning.

Unit-II

18 Hours

The product- meaning- Importance of product management- Innovation – Development of new products. Causes for the new products success of failure; product mix and product line. Concept of product life cycle. Branding and Packaging, Labeling, Trademark and Warranties.

Unit-III

18 Hours

The Price- Meaning and Importance of price. Pricing objectives; factors influencing price Determinations- Pricing policies and strategies.

Unit-IV

18 Hours

Physical distribution- Significance, objectives and elements of physical distribution. Importance of physical distribution management. The effective use of physical distribution- marketing channels- importance- selection and evaluation of channels.

Unit-V

18 Hours

Promotion- Purpose of sales promotion – Major decision in sales promotion- tools of sales promotion-consumer promotion- trade promotion- sales force promotion- developing the sales promotion program- pretesting- implementation and control- evaluation- Growth of sales promotion in India.

Text Books:

1. Philip Kotler (2015), Marketing Management, Prentice-hall of India Ltd, New Delhi, ISBN-13: 978-0133856460.

Reference Books:

1. Gupta C.B & Nair Rajan(2016), Marketing Management, Sultan Chand &sons Ltd, New Delhi, ISBN-978-93-5161-083-0.

- Ramaswamy V.S & Namakumari. S (2010), Marketing Management Global Perspective – Indian context, Om Books, Chennai, ISBN - 9780230637290
- S.H.H Kazmi (2007), Marketing Management, Excel Books, New Delhi, ISBN: 8174452421

Course Designer(s):

- Dr.D.Anbugeetha Dr.R.ArunPrasath**

Lecture Schedule:

| | | |
|------------------------|--|-----------|
| 1.1 | introduction- definition, significance | 3 |
| 1.2 | Objectives of marketing. Marketing concepts and approaches to the study of marketing | 4 |
| 1.3 | Marketing mix, functions of marketing executive | 5 |
| 1.4 | Market segmentation: importance and basis of market segmentation, targeting and positioning | 4 |
| | Total | 18 |
| 2.1 | The product- meaning- Importance of product management- | 4 |
| 2.2 | Innovation – Development of new products. | 4 |
| 2.3 | Causes for the new products success of failure; product mix and product line | 4 |
| 2.4 | Concept of product life cycle. Branding | 3 |
| 2.5 | Packaging, Labeling, Trademark and Warranties | 3 |
| | Total | 18 |
| 3.1 | The Price- Meaning and Importance of price. | 4 |
| 3.2 | Pricing objectives; factors influencing price determinations | 5 |
| 3.3 | Pricing techniques and BEP | 5 |
| 3.4 | Pricing policies and strategies. | 4 |
| | Total | 18 |
| 4.1 | Physical distribution- Significance, objectives and elements of physical distribution | 4 |
| 4.2 | Importance of physical distribution management | 4 |
| 4.3 | The effective use of physical distribution | 4 |
| 4.4 | Marketing channels- importance- | 3 |
| 4.5 | Selection and evaluation of channels. | 3 |
| | Total | 18 |
| 5.1 | Promotion- Purpose of sales promotion – Major decision in sales promotion | 4 |
| 5.2 | Major decision in sales promotion- tools of sales promotion- consumer promotion- trade promotion | 5 |
| 5.3 | sales force promotion- developing the sales promotion program- pretesting | 5 |
| 5.4 | Implementation and control- evaluation- Growth of sales promotion in India. | 4 |
| | Total | 18 |
| Total no of Hrs | | 90 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| UBA19NE31 | PRINCIPLES OF MANAGEMENT | NME | 2 | - | - | 2 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Third | 15 | 35 | 50 |

Preamble

A managerial principle is a broad and general guideline that regulates decision making and behavior within a group or organization. These principles are guidelines that are used when applying the techniques of management.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Identify the basic functions of management | K2,K3 |
| CO2 | Demonstrate the importance of the functional areas of management | K1,K3 |
| CO3 | Examine common organizational structures and the advantages and disadvantages of each | K2,K3 |
| CO4 | List the need for control within an organization | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------|------|------|------|------|-------|
| CO1 | | | | | | |
| CO2 | | | | | | |
| CO3 | | | | | | |
| CO4 | | | | | | |
| Total | | | | | | |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: PRINCIPLES OF MANAGEMENT

Unit I

15 Hours

Management Definition and meaning – Functions of Management – Planning – Scope- Importance of Planning – Steps in Planning – Definition of an organization – Types of Organizational Structure.

Unit II

15 Hours

Meaning and Nature of Staffing – Selection Process – Nature and Purpose of Directing – Importance of Controlling- Control Techniques.

Text Books:

1. Harold Koontz and Cyril O'Donnell, Essential of Management, Tata McGraw Hill Book Company New Delhi, 1999. ISBN: 9780070355163.

Reference Books:

1. Prasad L.M (2016), Principles and Practice of Management, Sultan Chand & Sons, ISBN 9789351610502.
2. Moshal B.S (2009), Principles of Management, Anne Books Pvt Ltd, New Delhi, ISBN 9788180522758

Web Resources:

1. <https://www.scipt.com/doc/46445362/search-pdf-books-com-principles-of-management-by-author-l-m-prasad-pdf>

Course Designers:

1. **Dr.D.Anbugeetha**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|--------------------------|--|---------------------------|
| | | |
| 1.1 | Management Definition and meaning – Functions of Management | 4 |
| 1.2 | Planning – Scope- Importance of Planning | 4 |
| 1.3 | Steps in Planning | 4 |
| 1.4 | Definition of an organization – Types of Organizational Structure. | 3 |
| | Total | 15 |
| 2.1 | Meaning and Nature of Staffing | 3 |
| 2.2 | Selection Process | 3 |
| 2.3 | Nature and Purpose of Directing | 3 |
| 2.4 | Importance of Controlling | 3 |
| 2.5 | Control Techniques. | 3 |
| | Total | 15 |
| Total no of Hours | | 30 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|------------------------|----------|---|---|---|--------|
| P241 | BUSINESS COMMUNICATION | PART II | 3 | 1 | - | 3 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

Business communication is information sharing between people within and outside an organization that is performed for the commercial benefit of the organization. The **objective of communication** is to supply required information to the concerned managers.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|--|
| CO1 | Invent the basics of written & oral communication in business | K2,K3 |
| CO2 | Label good business letters. | K1 |
| CO3 | Discover good interpersonal Communication | K2,K3 |
| CO4 | Inspect banking correspondence | K2,K3 |
| CO5 | Experiment the role of Communication in the success of a business. | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO5 | Strong (3) | Strong (3) | Medium (2) | Medium (2) | Strong (3) | 13 |
| Total | 15 | 15 | 14 | 13 | 14 | 71 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: BUSINESS COMMUNICATION

Unit I

12 Hours

Introducing communication: what is communication- the communication situation- communication cycle- the importance of effective communication in business, objectives of communication, media of communication, barriers to communication, principles of communication

Unit II

12 Hours

Written communication: need, functions and kinds of business letter, essentials of an effective business letter, the layout, planning the letter. Enquiries & replies, orders & their execution, exercises (record has to be maintained).

Unit III

12 Hours

Complaints of adjustments: complaints, making adjustment, collection letters: how to write, collection series, debtors explanations, replies to debtors explanation, sales letters: objectives, functions & advantages. Exercises (record has to be maintained).

Unit IV

12 Hours

Bank correspondence: correspondence with customers, head office and with other banks, office memorandum, office orders, circular and notes, application letters, agenda & minutes of meeting. Exercises (record has to be maintained).

Unit V

12 Hours

Oral communication & listening speeches: characteristics, profile of a good speaker, planning to speak, committees, meetings, conferences, interviews: selection interview- appraisal – exit interview. Listening: advantage – how to become a good listener

Text Books:

1. Rajendra Pal & Korlahalli J.S (2011), Essentials of Business Communication – Sultan Chand & Sons, New Delhi. ISBN: 8180541649.

Reference Books:

1. Vikas Arora, Sheetal Khanka, Pallavi Thakur, (2015) Business Communication, 2nd edition, Global Vision Publishing House, New Delhi, ISBN: 9789381695364.
2. Meenakshi Ram (2012), Business Communication, Oxford University Press, ISBN: 9780198077053.
3. Herta Murphy, Herbert Hilde Brandt, Jain Thomas (2008), McGraw Hill Education, ISBN: 9780070187757.

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Mrs.K.Praba**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|--------------------------|--|--------------------|
| 1.1 | Introducing communication: what is communication- the communication situation- communication cycle | 3 |
| 1.2 | Importance of effective communication in business | 3 |
| 1.3 | Objectives of communication, media of communication, | 3 |
| 1.4 | Barriers to communication, principles of communication. | 3 |
| | Total | 12 |
| 2.1 | Written communication: need, functions and kinds of business letter, | 3 |
| 2.2 | Essentials of an effective business letter, | 3 |
| 2.3 | Layout, planning the letter | 2 |
| 2.4 | Enquiries & replies | 2 |
| 2.5 | Orders & their execution, | 2 |
| | Total | 12 |
| 3.1 | Complaints of adjustments: complaints, making adjustment, | 2 |
| 3.2 | Collection letters: how to write, collection series, | 3 |
| 3.3 | Debtors explanations, replies to debtors explanation | 3 |
| 3.4 | Sales letters: objectives, functions & advantages. | 4 |
| | Total | 12 |
| 4.1 | Bank correspondence: correspondence with customers, | 3 |
| 4.2 | Bank correspondence:head office and with other banks, | 3 |
| 4.3 | Office memorandum, office orders, circular | 2 |
| 4.4 | Notes & application letters | 2 |
| 4.5 | Agenda& minutes of meeting. | 2 |
| | Total | 12 |
| 5.1 | Oral communication & listening speeches: characteristics, profile of a good speaker | 3 |
| 5.2 | Planning to speak, committees, meetings, conferences | 3 |
| 5.3 | Interviews: selection interview- appraisal – exit interview. | 3 |
| 5.4 | Listening: advantage – how to become a good listener. | 3 |
| | Total | 12 |
| Total no of Hours | | 60 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit | |
|-------------|---------------------|-------------|--------------|---|---|--------|--|
| UBA19C41 | BUSINESS STATISTICS | Core-12 | 5 | 2 | - | 5 | |
| | L- Lecture | T- Tutorial | P- Practical | | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

It is the science of good decision making in the face of uncertainty and is used in many disciplines such as financial analysis, econometrics, auditing, production and operations.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Formulate the knowledge of statistics and its application in the field of business. | K3 |
| CO2 | Discuss the importance of statistics in the field of business. | K2,K3 |
| CO3 | Create the knowledge on basic statistical tools. | K3 |
| CO4 | Adapt the students to the application of statistical tool in business and research. | K3 |
| CO5 | Measure the analytical and reasoning skills of the learners. | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| Total | 15 | 15 | 15 | 12 | 13 | 70 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: BUSINESS STATISTICS

Unit I

21 Hours

Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Methods of collection of data - Classification and tabulation - Meaning and objectives of classification - Types of classification - Formulation of frequency distribution - Tabulation - Role of tabulation - Parts of a table - General rules of tabulation - Diagrammatic & graphical representation - Significance of diagram & graphs - Bar charts - Pie diagrams - Line graphs - Histogram - Frequency polygon - Ogives - Limitations of diagrams & graphs.

Unit II

21 Hours

Measures of central value - Average - Definition - Objectives of averaging - Types of averages Arithmetic mean - Median - Mode - Geometric mean - Harmonic mean - Relationships among the average - Limitations of average.

Unit III

21 Hours

Dispersion - Meaning & Purpose of dispersion - Absolute & relative measure of variations - Range - Quartile deviation - Mean Deviation - Standard Deviation - Coefficient of variation

Unit IV

21 Hours

Correlation analysis - Definition - Significance - Types of Correlation - Methods of studying Correlation - Scatter diagram - Graphic method - Karl Pearson's coefficient - Concurrent deviation - Methods of least squares - Rank correlation - Regression analysis - Definition - Use - Regression equations.

Unit V

21 Hours

Index Numbers: Concepts and Applications – Uses of Index Numbers- Methods of construction of Index Numbers- Unweighted-Weighted-Quantity-Volume-Tests for Perfection-The chain Index numbers- Limitations of Index Numbers.

Text Books:

1. Dr. S.P. Gupta, Dr. M.P.Gupta, 2017, Business Statistics–Eighteenth Edition –Sultan Chand and sons, NewDelhi.ISBN:978-93-5161-012-0

Reference Books:

1. Dr. S.P.Gupta, 2017, Statistical Methods, Forty Fourth Revised Edition – Sultan Chand and Sons, New Delhi.ISBN: 978-93-5161-028-1
2. R.S.N.Pillai and Bagavathi, 2016, Statistics: *Theory and Practice* – 8th Edition – S.Chand and Co., Ltd., ISBN: 978-93-525-3309-1

Course Designers:

1. **Dr. P. ThillaiRajan**
2. **Mrs.S.Suganya**

Lecture Schedule:

| Unit | Topic | No of Lecture Hrs. |
|------|--|--------------------|
| 1.1 | Introduction to statistics - Definition - Nature & uses of statistics in business | 3 |
| 1.2 | Limitations of statistics | 2 |
| 1.3 | Methods of collection of data | 3 |
| 1.4 | Classification and tabulation - Meaning and objectives of classification - Types of classification | 3 |
| 1.5 | Formulation of frequency distribution - Tabulation - Role of tabulation - Parts of a table - General rules of tabulation | 3 |
| 1.6 | Diagrammatic & graphical representation - Significance of diagram & graphs - Bar charts - Pie diagrams - Line graphs | 3 |
| 1.7 | Histogram - Frequency polygon - Ogives | 3 |
| 1.8 | Limitations of diagrams & graphs | 1 |
| | Total | 21 |
| 2.1 | Measures of central value - Average - Definition - Objectives of averaging | 2 |
| 2.2 | Arithmetic mean | 4 |
| 2.3 | Median | 4 |
| 2.4 | Mode | 4 |
| 2.5 | Geometric mean | 2 |
| 2.6 | Harmonic mean | 3 |
| 2.7 | Relationships among the average - Limitations of average | 2 |
| | Total | 21 |
| 3.1 | Dispersion - Meaning & Purpose of dispersion | 3 |
| 3.2 | Range | 2 |
| 3.3 | Quartile deviation | 4 |
| 3.4 | Mean Deviation | 4 |
| 3.5 | Standard Deviation | 4 |
| 3.6 | Coefficient of variation | 4 |
| | Total | 21 |

| | | |
|--------------------------|---|------------|
| 4.1 | Correlation analysis - Definition - Significance - Types of Correlation | 3 |
| 4.2 | Scatter diagram. | 2 |
| 4.3 | Karl Pearson's coefficient | 4 |
| 4.4 | Concurrent deviation | 2 |
| 4.5 | Methods of least squares | 2 |
| 4.6 | Rank correlation | 3 |
| 4.7 | Regression analysis - Definition – Use | 2 |
| 4.8 | Regression equations | 3 |
| | Total | 21 |
| | | |
| 5.1 | Index Numbers: Concepts and Applications | 2 |
| 5.2 | Uses of Index Numbers | 1 |
| 5.3 | Methods of construction of Index Numbers – Un-weighted | 2 |
| 5.4 | Weighted Index Numbers | 4 |
| 5.5 | Quantity Index Numbers | 2 |
| 5.6 | Volume Index Numbers | 2 |
| 5.7 | Tests for Perfection | 4 |
| 5.8 | The chain Index numbers | 3 |
| 5.9 | Limitations of Index Numbers | 1 |
| | Total | 21 |
| Total no of Hours | | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|------------------------|-----------------|---|---|---|--------|
| UBA19CE41 | ADVERTISING MANAGEMENT | Elective Main 1 | 5 | 1 | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

Advertising management is a planned managerial process designed to oversee and control the various advertising activities involve in a program to communicate with a firms target market and which is ultimately designed to influence the consumer purchase decision.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Organize the roles of advertising in the contemporary marketing mix and marketing environment. | K3 |
| CO2 | Interpret advertising situations and examples using theoretical framework presented in the course. | K2,K3 |
| CO3 | Formulate the contemporary context and the challenges for advertising agencies. | K3 |
| CO4 | Design the structure of the advertising industry, the main functions and relationships within it, and current developments within the industry. | K3 |
| CO5 | Estimate range of concerns about role in society and outline the industry's typical response. | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 13 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Low (1) | 13 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Low (1) | 11 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO5 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) | 14 |
| Total | 15 | 15 | 14 | 11 | 11 | 66 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: ADVERTISING MANAGEMENT

Unit I

18 Hours

Nature and Scope- Importance to modern marketing-Classification and Types- Role in the National Economy- Social and Economic aspects- Ethics and Social Responsibilities- Advertising in marketing mix- Marketing concept-Advertising decisions-Types of Advertising-Primary and selective demand.

Unit II

18 Hours

Advertising media-types-character tics- merits and limitation-media scene in India-types of media-press and broadcasting- outdoor and other media scheduling- media options- Advertising through social media – Internet Advertising.

Unit III

18 Hours

Construction of Advertisement-Visualization-copy- basic approaches to copy writing – types of copies-types of headlines-types of illustrations-types of layout- principles governing copywriting.

Unit IV

18 Hours

Advertising agencies- Importance, role and functions-organizational structure- advertising department-agency commission and fee-types of Ad agency.

Unit V

18 Hours

Advertising Budget and Expenditure-advertisement appropriation –Method and Current practices – Evaluation of Advertisement Effectiveness.

Text Books:

1. Advertising theory & Practice – Chunawalla & Sethuia 7th Edition 2011, Himalaya publishing House, Mumbai. ISBN: 9788184882001
2. Advertising management- Batra, Myers &Aaker, 5th Edition 2009, Pearson Education India, New Delhi. ISBN : 9780133057157

Reference Books:

1. Advertising principles and practice –Ruchi Gupta, 5th edition 2012, S.Chand& Company Ltd, New Delhi. ISBN : 9788121940016
2. Advertising and Sales Promotion Management – S.L Gupta & V.V Ratna, 2nd Edition 2011, Sultan Chand, New Delhi. ISBN: 9788180548611

Course Designer(s):

1. **Dr. D.Anbugeetha**
2. **Mr. P.Vijayasairam**

Lecture Schedule:

| Unit | TOPIC | No. of Lecture Hrs. |
|------|--|---------------------|
| 1.1 | Nature and Scope | 1 |
| 1.2 | Importance to modern marketing | 1 |
| 1.3 | Classification and Types | 3 |
| 1.4 | Role in the National Economy | 2 |
| 1.5 | Social and Economic aspects | 2 |
| 1.6 | Ethics and Social Responsibilities | 3 |
| 1.7 | Advertising in marketing mix | 2 |
| 1.8 | Marketing concept | 2 |
| 1.9 | Advertising decisions | 1 |
| 1.10 | Types of Advertising-Primary and selective demand. | 3 |
| 1.11 | Summary | 1 |
| | Total | 21 |
| 2.1 | Types-characteristics | 3 |
| 2.2 | Merits and limitation | 2 |
| 2.3 | Media scene in India | 3 |
| 2.4 | Types of media | 3 |
| 2.5 | Press and broadcasting | 3 |
| 2.6 | outdoor and other media scheduling | 3 |
| 2.7 | Media options | 3 |
| 2.8 | Summary | 1 |
| | Total | 21 |
| 3.1 | Construction of an Advertisement | 3 |
| 3.2 | Visualization-copy | 3 |
| 3.3 | basic approaches to copy writing | 3 |
| 3.4 | Types of copies | 3 |
| 3.5 | Types of headlines | 3 |
| 3.6 | Types of layout | 3 |
| 3.7 | Principles governing copywriting. | 2 |
| 3.8 | Summary | 1 |
| | Total | 21 |
| 4.1 | Advertising agencies | 3 |
| 4.2 | Importance, role and functions | 4 |
| 4.3 | organizational structure | 3 |
| 4.4 | advertising department | 3 |
| 4.5 | Agency commission and fee- | 3 |
| 4.6 | Types of Ad agency. | 4 |
| 4.7 | Summary | 1 |
| | Total | 21 |
| 5.1 | Advertising Budget and Expenditure | 4 |
| 5.2 | advertisement appropriation | 4 |
| 5.3 | Methods of Advertisement | 4 |

| | | |
|------------|--|------------|
| 5.4 | Current practices of Advertisement | 4 |
| 5.5 | Evaluation of Advertisement Effectiveness. | 4 |
| 5.6 | Summary | 1 |
| | Total | 21 |
| | Total No of Hours | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------------|-----------------|--------------|---|---|--------|
| UBA19CE41 | ORGANIZATIONAL DEVELOPMENT | Elective Main 1 | 5 | 1 | - | 5 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

Organization development is the study of successful organizational change and performance. To build and enhance interpersonal trust, communication, co-operation and support among all individuals and group through the organization.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Discover critical thinking and abilities needed for corporate | K3 |
| CO2 | Compile group dynamics and effective team work | K1,K3 |
| CO3 | Create large scale high performance systems | K3 |
| CO4 | Formulate the phases of OD programme | K2,K3 |
| CO5 | Evaluate the positive development of research on OD | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

For Two Unit papers Co can be 4

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO4 | Medium (2) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 13 |
| CO5 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 14 |
| Total | 12 | 15 | 15 | 14 | 14 | 70 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: ORGANIZATIONAL DEVELOPMENT

Unit I

18 Hours

OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke-Litwin Model of Organizational change.

Unit II

18 Hours

OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions.

Unit III

18 Hours

Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard's Confrontation Model – Grid OD – Schein's Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development.

Unit IV

18 Hours

Managing the OD Process – Diagnosis – Marvin Weisbord's Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures.

Unit V

18 Hours

The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD's Future.

Text Books:

1. Organizational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2010, ISBN: 978-0130093745
2. Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311

Reference Books:

1. Organizational Development and HRD – Macmillan, New Delhi, 2010,ISBN: 978-0071331760
2. Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill,ISBN: 978-04706604557

Course Designer(s):

1. **Dr. C. Jothi Baskara Mohan**
2. **Dr.P.MeenaPrabha**

Lecture Schedule:

| Unit | Topics | No. of Lecture Hrs. |
|-------------|--|---------------------|
| | | |
| 1.1. | OD, Meaning, Definitions, History | 4 |
| 1.2. | Values, Assumptions and Beliefs in OD | 4 |
| 1.3. | Foundations of OD | 5 |
| 1.4. | Models: Kurt Lewin Three-stage model of the change Process | 4 |
| 1.5. | Models: The Burke-Litwin Model of Organizational change. | 4 |
| | Total | 21 |
| | | |
| 2.1. | OD Interventions | 3 |
| 2.2. | Classifying the major families of OD | 4 |
| 2.3. | Techniques & Exercises used in Team Building | 3 |
| 2.4. | Role-Analysis Technique | 3 |
| 2.5. | Force-Field Analysis | 2 |
| 2.6. | Visioning, Constructive Interventions | 2 |
| 2.7. | Inter group Team | 2 |
| 2.8. | Building Interventions. | 2 |
| | Total | 21 |
| | | |
| 3.1. | Comprehensive OD Interventions | 4 |
| 3.2. | Search Conferences & future Search Conferences | 4 |
| 3.3. | Beckhard's Confrontation Model | 2 |
| 3.4. | Grid OD | 3 |
| 3.5. | Schein's Cultural Analysis | 3 |
| 3.6. | Large-scale Change | 2 |
| 3.7. | High-Performance Systems | 3 |
| | Total | 21 |

| | | |
|-------------|--|------------|
| | | |
| 4.1. | Managing the OD Process | 2 |
| 4.2. | Diagnosis and Action Component | 3 |
| 4.3. | The Program Management Component | 3 |
| 4.4. | Phases of OD Program | 3 |
| 4.5. | A model for managing Change | 3 |
| 4.6. | Pitfalls & Remedy | 3 |
| 4.7. | Creating Parallel Learning Structures. | 2 |
| 4.8. | Marvin Weisbord's Six-Box Model | 2 |
| | Total | 21 |
| | | |
| 5.1. | The Role of Power & Politics in the Practice of OD | 5 |
| 5.2. | Positive Development in Research on OD | 5 |
| 5.3. | Assessing the effects of OD | 5 |
| 5.4. | OD's Future and Discussion | 6 |
| | Total | 21 |
| | Total No. of Hours | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------|-----------------------|---|---|---|--------|
| UBA19GE42 | MARKETING RESEARCH | Elective Generic 2 | 5 | - | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

It is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. It is the study about the facts relevant to any problem in the field of marketing .

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Propose the basic concept and principles of research in marketing | K2,K3 |
| CO2 | List the tools, techniques and process of marketing research | K1,K2 |
| CO3 | Criticize research results in written and oral presentation format | K3 |
| CO4 | Perceive the role of Marketing | K3 |
| CO5 | Predict marketing strategies based on four pillars.(product, price, promotion and place). | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Low (1) | 12 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO4 | Medium (2) | Strong (3) | Medium (2) | Strong (3) | Medium (2) | 12 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 14 | 15 | 14 | 12 | 12 | 67 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: MARKETING RESEARCH

Unit I

15 Hours

Introduction to marketing research: growth of marketing research, need and scope, limitations and threats of marketing research, marketing information system, marketing decision support system, status of marketing research in India, research process, research design.

Unit II

15 Hours

Data collection for marketing research: sources and methods, types of scales: nominal – ordinal – interval – ratio, validity and reliability of scale, scaling techniques: paired comparison scale – Thurston scale – summated rating scale – semantic differential scale.

Unit III

15 Hours

Methods of data collection for marketing research: advantages and limitations of sampling, the sampling process, types of sampling designs: probability sampling – non-probability sampling, characteristics of good sampling design.

Unit IV

15 Hours

Data processing – data analysis: measures of central tendency, dispersion, Univariate analysis, testing of hypothesis, bivariate analysis: chi-square, correlation and regression (theory).

Unit V

15Hours

Interpretation and report writing: interpretation, report writing, oral reporting, written reports, preparation of the report, evaluation of the research report, applications of marketing research

Text Books:

1. Beri GC (2011), marketing research, Tata McGraw hill education private limited, new Delhi. ISBN 978-0-07-062022-3.

Reference Books:

1. Sharma DD (2011), marketing research – principles application and cases, sulthanchand & sons, New Delhi.
2. Kothari C R (2014), Research Methodology Methods and Techniques, New Age International Publishers Ltd, New Delhi, ISBN: 9788122436235.
3. Donald R Kooper, Pamela S Schindler (2006), McGraw Hill Irwin Series, ISBN: 0072979232.

Course Designers:

1. **Dr.D.Anbugeetha**
2. **Dr.R.Arun Prasath**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|--------------------------|--|--------------------|
| 1.1 | Introduction to marketing research: growth of marketing research | 5 |
| 1.2 | need and scope , limitations and threats of marketing research, marketing information system | 5 |
| 1.3 | marketing decision support system, status of marketing research in India | 5 |
| 1.4 | Research process, research design. | 6 |
| | Total | 21 |
| 2.1 | Data collection for marketing research: sources | 4 |
| 2.2 | Data collection for marketing research: Methods | 4 |
| 2.3 | types of scales: nominal – ordinal – interval – ratio, validity and reliability of scale, | 4 |
| 2.4 | scaling techniques: paired comparison scale – Thurston scale | 4 |
| 2.5 | Summated rating scale – semantic differential scale. | 5 |
| | Total | 21 |
| 3.1 | Methods of data collection for marketing research: advantages and limitations of sampling, | 5 |
| 3.2 | the sampling process, | 5 |
| 3.3 | types of sampling designs : probability sampling – non-probability sampling | 5 |
| 3.4 | Characteristics of good sampling design. | 6 |
| | Total | 21 |
| 4.1 | Data processing | 4 |
| 4.2 | data analysis: measures of central tendency, dispersion, | 4 |
| 4.3 | Univariate analysis | 4 |
| 4.4 | testing of hypothesis | 4 |
| 4.5 | bivariate analysis: chi-square, correlation and regression | 5 |
| | Total | 21 |
| 5.1 | Interpretation and report writing: interpretation, report writing | 5 |
| 5.2 | oral reporting, written reports, | 5 |
| 5.3 | preparation of the report, evaluation of the research report, | 5 |
| 5.4 | applications of marketing research | 6 |
| | Total | 21 |
| Total No of Hours | | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------|----------|---|---|---|--------|
| UBA19C42 | ACCOUNTING PACKAGE | Core-13 | | 3 | | 3 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

Accounting software describes a type of application software that records and processes accounting transaction with in functional modules.

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Demonstrate the features of Tally | K2,K3 |
| CO2 | Deduct transactions through Tally and prepare financial reports | K3 |
| CO3 | Compile voucher entries for given transaction | K2,K3 |
| CO4 | Design profit and loss account and balance sheet | K2,K3 |
| CO5 | Construct final accounts | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

For Two Unit papers Co can be 4

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 15 | 15 | 15 | 11 | 15 | 71 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: ACCOUNTING PACKAGE

Unit: I

9 Hours

Accounting on Computers: Introduction – Accounting system –Tally features–Tally fundamentals – Key components of Tally – Creation of companies – F11: Features – F1: Accounting Features, F2: Inventory features, F3: Statutory and Taxation features, F12: Configuration.

Unit: II

9 Hours

Processing Transactions in Tally: Classification of accounts – Groups – Predefined groups/Reserved groups – Managing groups - Ledger accounts – Voucher entry – Default vouchers - Various vouchers like Receipt, Payment, Purchase, Sales, Journal & Contra.

Unit: III

9 Hours

Inventory Vouchers: Stock groups –Stock categories –Stock items – Units of measure – Stock valuation methods – Inventory details in vouchers – Receipt note, Delivery note, Rejections & Stock summary.

Unit: IV

9 Hours

Financial Reports in Tally: Trial Balance – Profit & Loss accounts - Balance sheet – Ratio analysis – Day book –Stock summary—Bank Reconciliation Statement (BRS)—Funds flow and cash flow statement.

Unit: V

9 Hours

Purchases and Sales Order: Creating, altering and deleting purchase order and sales order – Credit purchase and credit sales – Duties and taxes (VAT only)—Introduction to GST (Theory only)

Text Books:

1. Dr. Namrata Agarval,2009: Comdex Tally 9 – Course kit, Dream tech press, New Delhi

Reference Books:

- 1 C. Nellai Kannan, 2009: Tally 9, Nels Publications, Thirunelveli.
- 2 S.Palanivel, 2013, Tally, Margham Publications, Chennai

Course Designers:

1. **Dr.K.Lingaraja**
2. **Ms.B.Nandhini**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|-------------------|---|--------------------|
| 1.1 | Introduction – Accounting system –Tally features – Tally fundamentals | 2 |
| 1.2 | Key components of Tally – Creation of companies – F11: | 2 |
| 1.3 | Features – F1:Accounting Features,F2: Inventory features | 2 |
| 1.4 | F3: Statutory and Taxation features F12: Configuration. | 3 |
| | Total | 9 |
| 2.1 | Classification of accounts – Groups – Predefined groups/Reserved groups – Managing groups | 2 |
| 2.2 | Ledger accounts – Voucher entry | 2 |
| 2.3 | Default vouchers | 2 |
| 2.4 | Various vouchers like Receipt, Payment | 1 |
| 2.5 | Purchase, Sales, Journal & Contra | 2 |
| | Total | 9 |
| 3.1 | Stock groups –Stock categories –Stock items | 3 |
| 3.2 | Units of measure – Stock valuation methods | 3 |
| 3.3 | Inventory details in vouchers | 3 |
| 3.4 | Receipt note, Delivery note, Rejections & Stock summary. | 2 |
| | Total | 9 |
| 4.1 | Trial Balance – Profit & Loss accounts | 2 |
| 4.2 | Balance sheet – Ratio analysis – Day book | 2 |
| 4.3 | Stock summary | 2 |
| 4.4 | Bank Reconciliation Statement (BRS) | 1 |
| 4.5 | Funds flow and cash flow statement | 2 |
| | Total | 9 |
| 5.1 | Creating , altering and deleting purchase order and sales order | 2 |
| 5.2 | Credit purchase and credit sales | 2 |
| 5.3 | Duties and taxes (VAT only) | 2 |
| 5.4 | Introduction to GST(Theory only) | 3 |
| | Total | 9 |
| Total no of Hours | | 45 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|------------------------------|------------|---|---|---|--------|
| UBA19CL41 | ACCOUNTING PACKAGE PRACTICAL | Core lab-1 | | | 2 | 1 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 40 | 60 | 100 |

Preamble

Accounting software describes a type of application software that records and processes accounting transactions.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|--|
| CO1 | Determine the fundamental concepts in Accounting system using Tally | K3 |
| CO2 | Compose transactions using Tally | K2,K3 |
| CO3 | Discuss the importance of Inventory vouchers and stock valuation methods | K3 |
| CO4 | Deduct financial reports in Tally | K3 |
| CO5 | Formulate the importance of GST in Tally | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | | | | | |
|--------------|------------|------------|------------|------------|------------|
| CO1 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) |
| CO2 | Strong (3) | Strong (3) | Medium (2) | Medium (2) | Strong (3) |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) |
| CO4 | Low (1) | Strong (3) | Strong (3) | Low (1) | Strong (3) |
| CO5 | Strong (3) | Strong (3) | Low (1) | Strong (3) | Strong (3) |
| Total | 13 | 15 | 11 | 10 | 15 |

Blooms Taxonomy

| | CA | | End of Semester |
|--|-------|--------|-----------------|
| | First | Second | |
| | | | |
| | | | |
| | | | |
| | | | |

Title of the Paper: ACCOUNTING PACKAGE PRACTICAL

1. Creation of the company.
2. Creation of primary groups, single group and sub- groups.
3. Preparation of voucher entries for the given transactions.
4. Preparation of Trial Balance.
5. Formation of stock category, stock groups, and units of measure.
6. Preparation of profit and loss account and balance sheet.
7. Preparing final accounts from the trial balance with few adjustments.
8. Generating various reports in tally.

Course Designers:

1. **Dr.K.Lingaraja**
2. **Ms.B.Nandhini**

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---------------------|----------------------------|---|---|---|--------|
| UBA19SE41 | On The Job Training | Skill Enhancement Course 1 | - | - | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 15 | 35 | 50 |

Preamble

To impart basic knowledge, skill and attitude needed for executives.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|--|
| CO1 | Demonstrate to apply general management know-how in practical business situation | K5 |
| CO2 | Explain the various concepts of management | K5 |
| CO3 | Infer professional challenges that managers face in various organization | K5 |
| CO4 | Adapt the students to appreciate the emerging ideas and practices in the field of management | K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong(3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 12 | 12 | 12 | 12 | 12 | 60 |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| UBA19C51 | TOTAL QUALITY MANAGEMENT | Core-14 | 5 | 2 | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 25 | 75 | 100 |

Preamble

A system of management based on the principle that every member of staff must be committed to maintaining high standards of work in every aspect of a company's operations.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Discover the fundamental principles of TQM. | K1,K3 |
| CO2 | Formulate a conceptual framework on the criteria of evaluating quality status of organization and institutions. | K3 |
| CO3 | Estimate the various quality management standards | K2,K3 |
| CO4 | Inspect on the basic tools used for implementing lean principles. | K1,K3 |
| CO5 | Propose a thorough understanding of TQM principles, ISO 9000 certification and the importance of TQM functions in the global scenario | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Low (1) | 12 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 13 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 13 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 13 |
| Total | 15 | 15 | 15 | 7 | 13 | 52 |

Blooms Taxonomy

| | CA | | End of Semester |
|---------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |

| | | | |
|--------------------|-----|-----|-----|
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: TOTAL QUALITY MANAGEMENT

Unit I

21 Hours

Basic concepts of Quality - Introduction, Meaning and Definition of Quality, Quality costs. Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation, Benefits, Leadership, Strategic planning, Deming philosophy.

Unit II

21 Hours

Continuous process improvement – Introduction, Input/output process model, Jurantriology, PDSA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

Unit III

21 Hours

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

Unit IV

21 Hours

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.

Unit V

21 Hours

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing. ISO 14000: Environmental Management Systems – Introduction, concept, need, ISO 14000 series of standards, terminologies, requirements and benefits.

Text Books:

1. **V.Jayakumar**, 2008, Total Quality Management, Lakshmi Publications, Chennai - ISBN:9789383103119

Reference Books:

1. K.Shridhara Bhat, 2016, Total Quality Management: Text &Cases,Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. D.D.Sharma 2008,Total Quality Management – Principles, Practices and Cases, Sulthan Chand & Sons, New Delhi – ISBN-13: 9788180545757
- 3.

Course Designers:

1. **Dr. P. Thillai Rajan**

2. **Mr. S. Ramkumar**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|------|---|--------------------|
| 1.1 | Basic concepts of Quality - Introduction, Meaning | 2 |
| 1.2 | Definition of Quality, Quality costs | 3 |
| 1.3 | Total Quality Management – Definition, characteristics, concepts | 3 |
| 1.4 | Elements, pillars, principles of TQM | 4 |
| 1.5 | Barriers to TQM implementation | 2 |
| 1.6 | Benefits, Leadership for TQM | 3 |
| 1.7 | Strategic planning | 2 |
| 1.8 | Deming philosophy | 2 |
| | Total | 21 |
| 2.1 | Continuous process improvement – Introduction | 2 |
| 2.2 | Input/output process model | 1 |
| 2.3 | Juran trilogy | 2 |
| 2.4 | PDSA cycle, 5W2H method | 4 |
| 2.5 | 5S House Keeping | 3 |
| 2.6 | Kaizen. | 2 |
| 2.7 | Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart | 7 |
| | Total | 21 |
| 3.1 | The Six Sigma Principle – Meaning, Need, Concept | 3 |
| 3.2 | Process and Scope | 4 |
| 3.3 | New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram | 14 |
| | Total | 21 |
| 4.1 | Bench marking – Introduction, meaning | 3 |
| 4.2 | Objectives, types, process of benchmarking | 4 |
| 4.3 | Benefits and pitfalls of benchmarking | 2 |
| 4.4 | Quality function deployment – concept, objectives | 3 |
| 4.5 | House of quality | 3 |
| 4.6 | QFD methodology | 3 |
| 4.7 | QFD process, Benefits | 3 |
| | Total | 21 |
| 5.1 | ISO 9000 Quality Management Systems – Introduction, meaning | 3 |

| | | |
|--------------------------|--|------------|
| 5.2 | Need for ISO certification | 2 |
| 5.3 | ISO 9000 series of standards, classification and comparison of standards | 3 |
| 5.4 | Selection of ISO standards | 2 |
| 5.5 | Registration, Documentation, Quality Auditing | 3 |
| 5.6 | ISO 14000: Environmental Management Systems – Introduction, concept | 3 |
| 5.7 | Need for ISO 14000 | 2 |
| 5.8 | ISO 14000 series of standards, terminologies, requirements and benefits. | 3 |
| | Total | 21 |
| Total no of Hours | | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------|-------------|---|---|--------------|--------|
| UBA19C52 | COMPANY LAW | Core-15 | | 5 | | 5 |
| | L- Lecture | T- Tutorial | | | P- Practical | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 25 | 75 | 100 |

Preamble

Corporate law is the body of law governing the rights, relations, and conduct of persons, companies, organizations and businesses.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Outline the fundamentals of company law | K1,K2 |
| CO2 | Distinguish the basic rules and concepts of corporate law | K1,K3 |
| CO3 | Defend corporate problems, identifying appropriate legal obligations, duties, rights and remedies | K2,K3 |
| CO4 | Evaluate competency with the use of statutory material and its integration with common law principles | K3 |
| CO5 | Measure an awareness of the socio-legal and economic dimensions of modern corporate law | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) | 14 |
| CO2 | Strong (3) | Strong (3) | Medium (2) | Medium (2) | Strong (3) | 13 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 13 |
| CO4 | Low (1) | Strong (3) | Strong (3) | Low (1) | Strong (3) | 11 |
| CO5 | Strong (3) | Strong (3) | Low (1) | Strong (3) | Strong (3) | 13 |
| Total | 13 | 15 | 11 | 10 | 15 | 64 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: COMPANY LAW

Unit I

15 Hours

Definition of company- Kinds of companies- Floating of company- Incorporation- Memorandum of Association- Articles of Association- Un incorporation, Registration of the company

Unit II

15 Hours

Share capital- Kinds of share capital- Alteration of capital- Reduction of capital- Prospectus-Registration- Contents of Prospectus- Issue of Debentures- Borrowing Powers- Allotment of Shares - Transfer of shares- Reissue of shares

Unit III

15 Hours

Company management- Appointment of Directors- Managerial remuneration- Meetings- General meetings- Statutory meeting- Requisites- Notice- Quorum- Chairman

Unit IV

15 Hours

Minutes of meetings- Voting and poll- Resolutions- Ordinary resolutions- Special resolutions-Accounts and Auditors- Investigations- Prevention of mismanagement

Unit V

15 Hours

Winding up- Modes of winding up- Dissolution of company- Consequences of winding up- Grounds for compulsory winding up- Voluntary winding up- Provisions applicable to winding up

Text Books:

1. Elements of company law- N.D. Kapoor, 34th Edition(2013), SulthanChand&sons, New Delhi

Reference Books:

1. A text book of company law- P. P. S.Gogna, 9th Edition, 2013, S.Chand& Company Ltd, New Delhi
2. Personnel management and Industrial Relations- Dr.PC. Tripathi, 18th Edition, 2005, Sulthan Chand&sons, New Delhi

Web Resources:

Course Designers:

1. Mrs. P.Shuba Rani Ms.B.Nandhini

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|------|---|--------------------|
| 1.1 | Introduction to company law | 3 |
| 1.2 | Kinds of companies | 1 |
| 1.3 | Floating of company- Incorporation | 3 |
| 1.4 | Memorandum of Association- Articles of Association | 3 |
| 1.5 | Un incorporation | 2 |
| 1.6 | Registration of the company. | 2 |
| 1.7 | Summary | 1 |
| | Total | 15 |
| 2.1 | Introduction to Share capital | 3 |
| 2.2 | Kinds of share capital | 2 |
| 2.3 | Alteration of capital- Reduction of capital | 2 |
| 2.4 | Prospectus- Registration- Contents of Prospectus | 2 |
| 2.5 | Issue of Debentures- Barrowing Powers | 2 |
| 2.6 | Allotment of Shares | 1 |
| 2.7 | Transfer of shares- Reissue of shares. | 2 |
| 2.8 | Summary | 1 |
| | Total | 15 |
| 3.1 | Introduction to Company management | 3 |
| 3.2 | Appointment of Directors- Managerial remuneration | 2 |
| 3.3 | Meetings- General meetings- Statutory meeting | 3 |
| 3.4 | Requisites- Notice | 2 |
| 3.5 | Quorum | 2 |
| 3.6 | Chairman. | 2 |
| 3.7 | Summary | 1 |
| | Total | 15 |
| 4.1 | Introduction to Minutes of meetings | 3 |
| 4.2 | Voting and poll- Resolutions | 2 |
| 4.3 | Ordinary resolutions- Special resolutions | 2 |
| 4.4 | Accounts and Auditors | 2 |
| 4.5 | Introduction to Investigations | 3 |
| 4.6 | Prevention of mismanagement. | 2 |
| 4.7 | Summary | 1 |
| | Total | 15 |
| 5.1 | Introduction to Winding up | 3 |
| 5.2 | Modes of winding up- Dissolution of company | 3 |
| 5.3 | Consequences of winding up | 2 |
| 5.4 | Grounds for compulsory winding up- Voluntary winding up | 3 |
| 5.5 | Provisions applicable to winding up. | 3 |
| 5.6 | Summary | 1 |
| | Total | 15 |
| | Total no of hours | 75 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------|-----------------|---|---|---|--------|
| UBA19CE52 | INVESTMENT MANAGEMENT | Elective Main 2 | | 7 | | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 25 | 75 | 100 |

Preamble

It is the management of various security and other assets in order to meet specific investment goals for benefit of the investor.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Identify a comprehensive and integrated coverage of investment principles, Indian capital market | K1,K3 |
| CO2 | Experiment with different techniques of evaluating the investments | K3 |
| CO3 | Invent the basic concepts and manage financial risks | K2,K3 |
| CO4 | Inspect the knowledge about capital market and various investment avenues | K3 |
| CO5 | Judge the risk return associated with different investments | K3 |

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO5 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) | 14 |
| Total | 15 | 15 | 14 | 15 | 14 | 73 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: INVESTMENT MANAGEMENT

Unit I

21 Hours

Investment – Features of Investment – Principles of Investment – Kinds of Investment – Stages in Investment – Investment Vs Speculation – Sources of Investment information.

Unit II

21 Hours

Investment Risk – Systematic Risk – Unsystematic Risk – Business Risk – Measurement of Risk – Corporate Securities - New Issue Market – Conventional Stock Exchanges – New Stock Exchanges - Listing of Securities.

Unit III

21Hours

Security market indicators – Securities and Exchange Board of India – Objectives –Functions– SEBI Guidelines- BSE/NSE indices

Unit IV

21 Hours

Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis –Technical Analysis – Types of Charts – Indicators – Evaluation.

Unit V

21 Hours

Portfolio Analysis – Portfolio Constructions & Management – Portfolio evaluation & Portfolio – Mutual Funds – Types - Merits and Demerits

Text Books:

1. Investment Management 2nd Edition - Dr,S. Krishnamurthy & S. Maria John 2004 Paramount Publications. Palani

Reference Books:

1. Investment management - Dr.V.K.Bhalla, 11th Edition (2004), S.Chand & company. Ltd. New Delhi.
2. Investment management - Dr.Preeti singh, 9th Edition (2000), Himalaya publishing house. Mumbai.

Course Designers:

1. **Dr.K.Lingaraja**
2. **Mr.P.Vijayasairam**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|--------------------------|--|---------------------------|
| 1.1 | Investment | 6 |
| 1.2 | Principles of Investment | 5 |
| 1.3 | Stages in Investment and Sources | 5 |
| 1.4 | Investment Vs Speculation | 5 |
| | Total | 21 |
| 2.1 | Investment Risk – Systematic, Unsystematic and Business Risk | 6 |
| 2.2 | Measurement of Risk | 5 |
| 2.3 | Corporate Securities | 5 |
| 2.4 | Listing of Securities | 5 |
| | Total | 21 |
| 3.1 | Security market indicators | 7 |
| 3.2 | Securities and Exchange Board of India | 7 |
| 3.3 | SEBI Guidelines- BSE/NSE indices | 7 |
| | Total | 21 |
| 4.1 | Fundamental Analysis | 5 |
| 4.2 | Economic Analysis | 4 |
| 4.3 | Industry Analysis | 4 |
| 4.4 | Company Analysis | 4 |
| 4.5 | Technical Analysis | 4 |
| | Total | 21 |
| 5.1 | Portfolio Analysis | 5 |
| 5.2 | Portfolio Constructions & Management | 6 |
| 5.3 | Portfolio evaluation | 5 |
| 5.4 | Mutal Funds | 5 |
| | Total | 21 |
| Total no of Hours | | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------|-------------------|---|---|---|--------|
| UBA19CE52 | RETAIL MANAGEMENT | Elective Genric 3 | | 7 | | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 25 | 75 | 100 |

Preamble

Retail Management is the process which helps the customers to procure the desired merchandise form the retail stores for their personal use.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level) |
|-------|---|------------------|
| CO1 | Explain the use marketing tools and techniques to interact with the customers | K2 |
| CO2 | Determine the purpose of retailing and the retail environment and the responsibilities of the retail operation function | K2,K3 |
| CO3 | Formulate appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry. | K3 |
| CO4 | Compose how retail managers can make informed strategic choices in relation to managing channel partners, retail from, global sourcing and managing staff to improve strategic outcomes. | K3 |
| CO5 | Invent various retail opportunities and evaluate the strategies associated with each type of opportunity & Choose factors relating to visual merchandising, such as store layouts and presentation | K1,K3 |

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Medium (2) | Medium (2) | Strong (3) | 13 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 14 |
| CO4 | Medium (2) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 13 |
| CO5 | Medium (2) | Strong (3) | Medium (2) | Medium (2) | Strong (3) | 12 |
| Total | 13 | 15 | 13 | 10 | 15 | 66 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: RETAIL MANAGEMENT

Unit I

21 Hours

Definition and Scope of Retailing – Characteristics - Retailer – Evolution of Retailing Industry - Retailer's Role in the Distribution Channel –Vertical Marketing System

Unit II

21 Hours

Functions of retailers –Benefits of Retailing – Benefits to Customers – Benefits to Manufactures and Wholesalers - Trends in Retailing- Global Retail Scenario - Indian Retail Scenario -Prospects of Retailing in India – Popular Retail chain stores.

Unit III

21 Hours

Retail Economics: Benefits to the Economy – Retailing Environment – The Legal environment – The Economic environment – The Technological environment – The Global environment. The Competitive Environment—Types of Competition—Analyzing Competition

Unit IV

21 Hours

Indian Experience in Retailing – Impact of FDI in Indian Context. Retail organization and Formats-Retail Ownership—Retail Formats—Store Based Formats—Non Store Formats Generalist and Specialist Retailers—Services Retailing

Unit V

21 Hours

Retailing and Consumption—the Changing Consumer Demographics-Life Style Changes—Shopping Behavior—Retail Outlet Choice -Legal and Ethical Issues in Retailing

Text Books:

1. Retail Management: A strategic approach - Berman and Evans, 5th Edition 2011, Prentice Hall. ISBN: 0132720825
2. Managing Retail Consumption - Davis and Ward, 6th Edition 2012, John Wiley & Sons. ISBN: ISBN : 978-0-471-48912-2

Reference Books:

1. Retailing – Patrick. M. Dunne, Robert F. Lusch and Myron Gable, 2012, South-Western. ISBN : 9781133953807
2. Retail Management –Functional Principles and Practices - Gibson Vedamani , 4th Edition 2013, Jaico Books. ISBN : 8179921514
3. Principles of Retail Management - Rosemary Varley and Mohammed Rafiq, 2012, Palgrave Macmillan. ISBN : 9780230216983

Course Designers:

1. **Dr. P. Umarani**

Lecture Schedule:

| Unit | TOPIC | Lecture Hrs. |
|------|---|-----------------|
| 1.1 | Definition and Scope of Retailing | 1 hours |
| 1.2 | Characteristics | 4 hours |
| 1.3 | Retailer | 4 hours |
| 1.4 | Evolution of Retailing Industry | 4 hours |
| 1.5 | Retailer's Role in the Distribution Channel | 4 hours |
| 1.6 | Vertical Marketing System | 3 hours |
| 1.7 | Summary | 1 hours |
| | Total | 21 hours |
| 2.1 | Functions of retailers | 3 hours |
| 2.2 | Benefits of Retailing | 3 hours |
| 2.2 | Benefits to Customers | 2 hours |
| 2.4 | Benefits to Manufactures and Wholesalers | 3 hours |
| 2.5 | Trends in Retailing | 2 hours |
| 2.6 | Global Retail Scenario | 3 hours |
| 2.7 | Indian Retail Scenario | 2 hours |
| 2.8 | Prospects of Retailing in India | 2 hours |
| 2.9 | Summary | 1 hours |
| | Total | 21 hours |
| 3.0 | Retail Economics: Benefits to the Economy | 3 hours |
| 3.1 | Retailing Environment | 2 hours |
| 3.2 | The Legal environment | 3 hours |
| 3.3 | The Economic environment | 3 hours |
| 3.4 | The Technological environment | 2 hours |
| 3.5 | The Global environment | 2 hours |
| 3.6 | The Competitive Environment | 2 hours |
| 3.7 | Types of Competition | 2 hours |
| 3.8 | Analysing Competition | 1 hours |
| 3.9 | Summary | 1 hours |
| | Total | 21 hours |
| 4.0 | Indian Experience in Retailing | 2 hours |
| 4.1 | Impact of FDI in Indian Context | 2 hours |
| 4.2 | Retail organization and Formats- | 3 hours |
| 4.3 | Retail Ownership | 3 hours |
| 4.4 | Retail Formats | 2 hours |
| 4.5 | Store Based Formats | 3 hours |

| | | |
|------------|---|------------------|
| 4.6 | Non Store Formats Generalist and Specialist Retailers | 2 hours |
| 4.7 | Services Retailing | 3 hours |
| 4.8 | Summary | 1 hours |
| | Total | 21 hours |
| 5.0 | Retailing and Consumption | 3 hours |
| 5.1 | The Changing Consumer Demographics | 3 hours |
| 5.2 | Life Style Changes | 3 hours |
| 5.3 | Shopping Behaviour | 3 hours |
| 5.4 | Generalist and Specialist Retailers | 4 hours |
| 5.5 | Legal and Ethical Issues in Retailing | 3 hours |
| 5.6 | Summary | 2 hours |
| | Total | 21 hours |
| | Total no of hours | 105 hours |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------------|-------------------|---|---|---|--------|
| UBA19GE53 | MANAGEMENT INFORMATION SYSTEMS | Elective Genric-3 | | 7 | | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 25 | 75 | 100 |

Preamble

It is a computerized database of financial information organized and programmed in such a way that it produces regular reports on operations for every level of management in a company.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Explain the basic concepts and technologies used in the field of management information systems | K1,K2 |
| CO2 | Elaborate an understanding of various information systems working together to accomplish the information objectives of an organization | K3 |
| CO3 | Invent the steps in system development lifecycle | K3 |
| CO4 | Determine the application of MIS in functional areas in Management | K2,K3 |
| CO5 | Examine the issues related to software piracy | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|-----|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO3 | Medium (2) | Strong (3) | Low (1) | Medium (2) | Medium (2) | 10 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) | 13 |
| CO5 | Medium (2) | Strong (3) | Strong (3) | Medium (2) | Strong (3) | 13 |
| | 13 | 15 | 13 | 10 | 11 | 62 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: MANAGEMENT INFORMATION SYSTEMS

Unit I-MIS INTRODUCTION

21 Hours

Introduction: Definition of key terms – Management, Information, System – Nature and Scope of MIS - Kinds of System; Systems Approach – Classification of MIS. Structure of MIS

Unit II-DATA BASE MANAGEMENT

21 Hours

Data Base Management: Meaning Of Data-Base; Electronic Data-Base; DBMS –Objectives- Expert's Systems- Decision Support Systems-Transaction Processing Systems

Unit III-SYSTEM DEVELOPMENT

21 Hours

System Development life cycles: Investigation, Analysis, Design, Construction, Testing, Implementation, and Maintenance. Ethics in IT

Unit IV-MIS FUNCTIONAL AREA

21 Hours

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making

Unit V -SECURITY AND CONTROL

21 Hours

Securing the web: Computer Crime, Hacking –Unauthorized use at work-Software privacy – Computer viruses-privacy the internet –Ethics and IT

Text Books:

1. Goyal (2014) - Management Information Systems – Managerial perspectives, 4th Edition, Macmillan India Limited. New Delhi. ISBN 9789325978607

Reference Books:

1. Kenneth C. Laudon Jane P.Laudon, Azimuth Information system, 13th Edition -2014 Pearson – ISBN-9780133050691
2. Gordon B.Davis Management Information System 13th Edition, Tata Mcgraw-hill ISBN-9780070158283

Course Designers:

1. **Dr. P. Uma Rani**
2. **Mr.P.Vijayasairam**

Lecture Schedule:

| Unit | TOPIC | No: of Lecture Hrs. |
|--------------------------|---|---------------------|
| 1.1 | MIS – Introduction | 3hrs |
| 1.2 | Scope and Application of MIS | 2hrs |
| 1.3 | Definition of key terms- Management, | 4hrs |
| 1.4 | Meaning -Information, System | 4hrs |
| 1.5 | Kinds of System - Classification of MIS | 4hrs |
| 1.6 | Structure of MIS | 4hrs |
| | Total | 21 |
| 2.1 | Data Base Management- Introduction | 3hrs |
| 2.2 | Meaning of Data-Base; | 4hrs |
| 2.3 | Electronic Data-Base | 4hrs |
| 2.4 | DBMS – Objectives, Expert’s System | 4hrs |
| 2.5 | Decision Support system | 4hrs |
| 2.6 | Transaction processing system | 2hrs |
| | Total | 21 |
| 3.1 | System Development life cycles- Introduction | 2hrs |
| 3.2 | Analysis, | 4hrs |
| 3.3 | Design, | 4hrs |
| 3.4 | Construction, | 4hrs |
| 3.5 | Testing, | 4hrs |
| 3.6 | Implementation and | 1hr |
| 3.7 | Maintenance | 1hr |
| 3.8 | Ethics in IT. | 1hr |
| | Total | 21 |
| 4.1 | MIS in functional areas of Management- Introduction | 4hrs |
| 4.2 | MIS for Marketing | 5hrs |
| 4.3 | Human Resource, Operations | 4hrs |
| 4.4 | Finance | 4hrs |
| 4.5 | General Management, – Decision Making. | 4hrs |
| | Total | 21 |
| 5.1 | Securing the web – Introduction | 2hrs |
| 5.2 | Computer Crime, | 3hrs |
| 5.3 | Hacking | 3hrs |
| 5.4 | Unauthorized use at Work | 4hrs |
| 5.5 | Software privacy | 4hrs |
| 5.6 | Computer Viruses- | 4hrs |
| 5.7 | Privacy the internet | 4hrs |
| | Total | 21 |
| Total no of Hours | | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------|-------------|---|---|--------------|--------|
| UBA19NE52 | EXPORT MANAGEMENT | NME-2 | | 2 | | 2 |
| | L- Lecture | T- Tutorial | | | P- Practical | |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 15 | 35 | 50 |

Preamble

Export management is the use of managerial process to the serviceable area of export

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Analyze the need and importance of international trade regulations. | K3 |
| CO2 | Demonstrate export/ import procedures and documentation | K2 |
| CO3 | Extend about the details of shipping, packing and marking | K2 |
| CO4 | Determine the role played by EXIM Bank in International Trade | K3 |
| CO5 | Estimate the documents related to Foreign Exchange regulation | K2 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------|------|------|------|------|-------|
| CO1 | | | | | | |
| CO2 | | | | | | |
| CO3 | | | | | | |
| CO4 | | | | | | |
| CO5 | | | | | | |
| Total | | | | | | |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: EXPORT MANAGEMENT

Unit I - INTERNATIONAL TRADE

15 Hours

International trade – Meaning – Importance – Domestic Trade vs. International Trade – Motives of International Trade – Stages of internationalization of business.

Unit II - DOCUMENTATION IN INTERNATIONAL TRADE

15 Hours

Export procedure and Documentation – Stages in the export of goods – Preliminaries – Production / Procurement of goods – Shipping space – Packing and marking – Preshipment Inspection – Excise clearances – Customs formalities – Exchange control formalities – Shipping of goods – Negotiation of documents – Realization of export incentives – Export Documents – Documents related to goods – Certificates related to shipment – Document related to payment – Document related to inspection – Document related to excisable goods – Documents related to foreign exchange regulation.

Text Books:

1. Francis cherunilam- International trade and export management – 16th Edition 2004 and 17th Edition 2010. Himalaya Publishing House, —Ramdoot|| , Dr. Bhalerao Marg, Girgaon, Mumbai – 400 004.ISBN-978-81-203-4214-9

Reference Books:

1. Jain Khushpat.S&Dr.W.K.Acharya – Export import procedures and documentation Edition 2014-6th Reprint Himalaya Publishing House, —Ramdoot|| , Dr. Bhalerao Marg, Girgaon, Mumbai – 400 004. ISBN-8184885095
2. T.A.S.Bala Gopal – International marketing and export management. Himalaya Publishing House, Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai – 40 ISBN-978-93-5142-270-9

Course Designer(s):

1. **Dr. P. Uma Rani**

Lecture Schedule:

| SL.NO | TOPIC | No of lecture hours |
|--------------------------|---|---------------------|
| | Introduction | 1 |
| 1.1 | International trade – Meaning – Importance | 2 |
| 1.2 | Domestic Trade vs. International Trade | 1 |
| 1.3 | Motives of International Trade | 2 |
| 1.4 | Stages of internationalization of business | 8 |
| | Summary | 1 |
| | Total | 15 |
| 1.5 | Export procedure and Documentation | 2 |
| 1.6 | Stages in the export of goods – | 2 |
| 1.7 | –Preliminaries – Production / Procurement of goods – | 2 |
| 1.8 | Shipping space – Packing and marking | 2 |
| 1.9 | Preshipment Inspection – Excise clearances Customs formalities – Exchange control formalities – | 2 |
| 2.0 | Shipping of goods – Negotiation of documents | 2 |
| 2.1 | Realization of export incentives | 1 |
| 2.2 | – Export Documents – Documents related to goods – Certificates related to shipment – | 1 |
| 2.3 | Document Document related to payment – Document related to inspection – Document related to excisable goods | 1 |
| | Total | 15 |
| Total no of Hours | | 30 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------------|----------|---|---|---|--------|
| UBA19C61 | ENTREPRENEURIAL DEVELOPMENT | Core-16 | | 7 | | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | 25 | 75 | 100 |

Preamble

Entrepreneurship development programme design to help an individual in strengthening his entrepreneurial motive and in accuring skills and capability for playing his role .

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Apply entrepreneurial abilities and capacity in an entrepreneurship portfolio | K3 |
| CO2 | Extend the most recognized sources of potential funding and financing for business start- ups and/or expansion | K2,K3 |
| CO3 | Illustrate the commercial viability of new technologies and business opportunities | K2 |
| CO4 | Interpret the ability to plan, organize and execute a project or a new venture with the goal of bringing new products and services to the market | K2,K3 |
| CO5 | Improve to carry out scientific research in the field of entrepreneurship | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO5 | Strong (3) | Strong (3) | Medium (2) | Strong(3) | Strong (3) | 14 |
| Total | 15 | 15 | 14 | 15 | 15 | 74 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge | 21 | 21 | 44 |
| Understand | 21 | 21 | 44 |
| Apply | 10 | 10 | 22 |
| Total Marks | 52 | 52 | 110 |

Title of the Paper: ENTREPRENEURIAL DEVELOPMENT

Unit I

21 Hours

Introduction meaning of entrepreneurship – Entrepreneur vs. Manager; Entrepreneur Vs Intrapreneur; Entrepreneurial process - Barriers to entrepreneurs - Factors affecting entrepreneurship; Entrepreneurial trait and types; Role of entrepreneurship in economic development.

Unit II

21 Hours

Project identification and classification- Project formulation- Project design and Network analysis- Project Appraisal.

Unit III

21 Hours

Steps for starting a small Industry -Decisions to become entrepreneur- steps to be taken- preparation of project report- procedures & formalities for registration. Selection and types of Organization Sole Proprietorship - Partnership -Joint Stock Company - Factors influencing the choice of organization – barriers to women entrepreneurs and present opportunities to women entrepreneurs.

Unit IV

21 Hours

Incentives & subsidies meaning of incentives & subsidies - Need & problems - Incentives in operation- Incentives for development of SSI's in Backward areas - Subsidies for marketing studies and indigenous technology & Transport - Seed capital assistance, Taxation benefits to SSI's units - New pastures for industrial development. Export and Import : Exploring export possibilities- Institutional set up for export assistance – Export trends and prospects – Export incentives – Tax incentives for exports; Import of capital goods under EPCG Scheme – import of raw material – Import procedures.

Unit V

21 Hours

Institutional infrastructure - IFCI, IDBI, ICICI, SFCs, SIDCs, SIPCOT, TITC, Commercial Banks, Appraisal for loans by commercial banks.DICS, NSIC, Directorate of industries - SISI's, SIDCO, Entrepreneurial guidance bureau – KVIC, TCOs, ITCOT.

Text Books:

1. Entrepreneurial Development in India -DR. C.B. Gupta & DR. N.,P. Srinivasan - 7th Edition – Reprint – 2012 – Sultan chand& Sons –New Delhi. ISBN 978-81-8054-8192
2. Entrepreneurial Development – Dr .S.S Khanka – 5th Edition 2012, S. Chand – New Delhi. ISBN- 9788121918015

Reference Books:

1. Entrepreneurship & Small Business Management - Dr. C.B. Gupta & Dr. S.S. Khanka– 6th Edn., Reprint 2011 – Sultan Chand & Sons – New Delhi –2. ISBN 978-81-8054-898-7
2. JayshreeSuresh - Entrepreneurial Development- 5th Edition- Reprint 2014- Margham Publications. ISBN 978-93-81430-11-8

Course Designers:

1. Dr. C. Jothi Baskara Mohan
2. Mrs.K.Praba

Lecture Schedule:

| | TOPIC | No: of Lecture Hrs. |
|-----|---|---------------------|
| 1.1 | Introduction meaning of entrepreneurship | 3 Hours |
| 1.2 | Entrepreneur vs. Manager | 2 Hours |
| 1.3 | Entrepreneur Vs Intrapreneur | 1 hours |
| 1.4 | Entrepreneurial process | 2 hours |
| 1.5 | Barriers to entrepreneurs | 3 hours |
| 1.6 | Factors affecting entrepreneurship | 3 hours |
| 1.7 | Entrepreneurial trait and types | 3 hours |
| 1.8 | Role of entrepreneurship in economic development. | 3 hours |
| 1.9 | Summary | 1 hours |
| | Total | 21 hours |
| 2.0 | Project identification | 4 hours |
| | Project Classification | 4 hours |
| 2.1 | Project formulation | 3 hours |
| 2.2 | Project design and Network analysis | 4 hours |
| 2.3 | Project Appraisal | 4 hours |
| 2.4 | Summary | 2 hours |
| | Total | 21 hours |
| 3.0 | Steps for starting a small Industry | 4 hours |
| 3.1 | Decisions to become entrepreneur | 2 hours |
| 3.2 | Preparation of project report | 3 hours |
| 3.3 | Procedures & formalities for registration | 2 hours |
| 3.4 | Selection and types of Organization Sole Proprietorship | 3 hours |
| 3.5 | Partnership -Joint Stock Company - Factors influencing the choice of organization | 3 hours |
| 3.6 | Barriers to women entrepreneurs and present opportunities to women entrepreneurs. | 3 hours |
| 3.7 | Summary | 1 hours |
| | Total | 21 hours |
| 4.0 | Incentives & subsidies meaning of incentives & subsidies | 2 hours |
| 4.1 | Need & problems - Incentives in operation | 1 hours |
| 4.2 | Incentives for development of SSI's in Backward areas | 2 hours |

| | | |
|------|---|------------------|
| 4.3 | Subsidies for marketing studies and indigenous technology & Transport | 3 hours |
| 4.4 | Seed capital assistance, Taxation benefits to SSI's units | 2 hours |
| 4.5 | New pastures for industrial development. Export and Import : Exploring export possibilities | 2 hours |
| 4.6 | Institutional set up for export assistance | 3 hours |
| 4.7 | Export trends and prospects | 1 hours |
| 4.8 | Export incentives | 1 hours |
| 4.9 | Tax incentives for exports; Import of capital goods under EPCG Scheme | 1 hours |
| 4.10 | Import of raw material, Import procedures | 2 hours |
| 4.11 | Summary | 1 hours |
| | Total | 21 hours |
| 5.0 | Institutional infrastructure - IFCI, IDBI, ICICI, SFCs, SIDCs, SIPCOT, TITC, | 4 hours |
| 5.1 | Commercial banks, Appraisal for loans by commercial banks. | 4 hours |
| 5.2 | DICS, NSIC, Directorate of industries - SISI's, SIDCO | 4 hours |
| 5.3 | Directorate of industries - SISI's, SIDCO | 4 hours |
| 5.4 | Entrepreneurial guidance bureau – KVIC, TCOs, ITCOT | 4 hours |
| 5.5 | Summary | 1 hours |
| | Total | 21 hours |
| | Total no of hours | 105 hours |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|------------------|----------|---|---|---|--------|
| UBA19C62 | MANAGEMENT CASES | Core-17 | | 7 | | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | 25 | 75 | 100 |

Preamble

It refers to a subset of law practice management and cover a range of approaches and technologies.

Course Outcomes

| Sl.No | Course Outcome | Level) |
|-------|--|--------|
| CO1 | Analyze critical thinking, innovation, and creativity in problem- solving | K2 |
| CO2 | Inspect and provide solutions for business problems and opportunities related to business strategies | K3 |
| CO3 | Compile analytical and problem solving skills to personal, social and professional issues and situations | K2,K3 |
| CO4 | Construct a variety of ethical and social issues pertinent to the case management process | K2,K3 |
| CO5 | Combine to communicate successfully, both oral and in writing, management case studies | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) | 14 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| total | 15 | 15 | 14 | 15 | 15 | 74 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: MANAGEMENT CASES

Unit I

21 Hours

Introduction to Case method – Principles Underlying Case method - Case Method of Instruction – Case Writing – Case Method and Roles.

Unit II

21 Hours

Case studies on the major concepts of OB: Organizational Culture – Organizational Change – Leadership – Motivation

Unit III

21 Hours

Case studies on the major concepts of HRM: Human Resource Development, performance Management, Career Planning, Employee Satisfaction – Case studies on the major concepts of Marketing Management, Marketing Strategy and Brand Management.

Unit IV

21 Hours

Case studies on General Management issues: Strategic management, recent Globalization, management practices, Ethics and Social responsibility

Unit V

21 Hours

Case studies from famous companies: General Motors, Micro soft, TCS, BSNL, General Electric, Google, Nokia, Ranbaxy, ICICI, Wal-Mart, LIC, Ramoji Film City, Suzlon

Text Books:

1. Neeta Baporikar, Case Method-Cases in Management, 2nd Edition (2008), Himalaya Publishing House, New Delhi ,ISBN : 9788183181112
2. Fundamentals of Case Management Practice -Nancy Summers -2015 Cengage Learning US, ISBN-9781305094752

Reference Books:

1. Cases in Management, S.H.H. Kazmi, 2007, Excel publishers private Ltd. (All India management association) New Delhi. ISBN: 9788174452429
2. G.P. Capt., H. Kaushal, case study solutions, - marketing 2nd edition 2001 – Macmillan India Limited. New Delhi, ISBN: 9789385750267
3. G.P. Capt., H. Kaushal, case study solutions, - Human resources 2nd edition 2001 – Macmillan India Limited. New Delhi, ISBN: 9781403923639

Course Designers:

1. Dr. C.Jothi Baskara Mohan
2. Mr. S.Ramkumar

Lecture Schedule:

| Unit | MANAGEMENT CASES | NO OF LECTURE HOURS |
|------|---|---------------------|
| 1.1 | Introduction to Case method | 4 hours |
| 1.2 | Principles Underlying Case method | 4 hours |
| 1.3 | Case Method of Instruction | 4 hours |
| 1.4 | Case Writing | 4 hours |
| 1.5 | Case Method and Roles | 5 hours |
| | Total | 21hours |
| 2.1 | Case studies on the major concepts of OB | 4 hours |
| 2.2. | Organizational Culture | 4 hours |
| 2.3 | Organizational Change | 4 hours |
| 2.4 | Leadership | 4 hours |
| 2.5 | Motivation | 5 hours |
| | Total | 21hours |
| 3.1 | Case studies on the major concepts of HRM: | 4 hours |
| 3.2 | Human resource development, Performance Management | 4 hours |
| 3.3 | Career Planning, Employee satisfaction | 4 hours |
| 3.4 | Case studies on the major concepts of Marketing management: | 4 hours |
| 3.5 | Marketing Strategy and Brand Management | 5 hours |
| | Total | 21hours |
| 4.1 | Case studies on General Management issues | 4 hours |
| 4.2 | Strategic management | 4 hours |
| 4.3 | Globalization | 4 hours |
| 4.4 | recent management practices | 4 hours |
| 4.5 | Ethics and Social responsibility | 5 hours |
| | Total | 21hours |
| 5.1 | Case studies from famous companies: General Motors, Microsoft | 4 hours |
| 5.2 | TCS, BSNL, General Electric | 4 hours |
| 5.3 | Google, Nokia | 4 hours |
| 5.4 | Ranbaxy, ICICI, Wal-Mart | 4 hours |
| 5.5 | LIC, Ramoji Film City, Suzlon | 5 hours |
| | Total | 21hours |
| | Total no. of hours | 105hours |

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------|----------|---|---|---|--------|
| UBA19C63 | E-BUSINESS | Core-18 | | 6 | | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | 25 | 75 | 100 |

Preamble

Online Business or e-business is any kind of business or commercial transaction that includes sharing information or product across the internet.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Analyze the need for E-Business concepts and its recent development | K1 |
| CO2 | Examine about the types of E-Business models | K1,K2 |
| CO3 | Make use of the entities in E-Procurement, E-Marketing and CRM | K3 |
| CO4 | Infer the methods of web advertising and terminologies | K2 |
| CO5 | Invent about the Electronic Fund Transfer using Debit and Credit cards | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 14 |
| CO3 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 14 |
| CO4 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 14 |
| CO5 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 12 | 15 | 15 | 15 | 15 | 72 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 52 | 52 | 140 |

Title of the Paper: E-BUSINESS

Unit I – INTERNET

18 Hours

Introduction to internet – World Wide Web – architecture of internet – Intranet and Extranet – Applications of Internet, Intranet, Extranet.

Unit II - E-BUSINESS

18 Hours

E- Business – History – structure – classification of EC by nature of transactions – Benefits and limitations of EC – consumer and seller protection in EC.

Unit III - MODELS IN E-BUSINESS 18Hours Characteristics of B2B – Entities of B2B – Examples in B2B – SCM, E- Procurement, E- Commerce; B2C – E- Marketing; Custom relation management

Unit IV - WEB ADVERTISEMENT

18 Hours

Web advertisement – Overview – Internet advertising terminology – Scope – Internet vs. traditional methods – Advertisement methods.

Unit V - E-BUSINESS APPLICATION

18 Hours

E- Business applications – E- Payments and protocols – Electronic fund transfer using debit cards and credit cards – security schemes in e- Payment systems – Cryptography – digital signature – certificate – digital envelop.

Text Books:

1. Efraim Turban, Jae Lee, David King, H.Michael Chung (2010), Electronic commerce- A Managerial Perspective- Pearson Education.ISBN – 81-7808-362-0

Reference Books:

1. David King, Ting-Peng Liang (2015) Electronic commerce, 8th Edition, ISBN-9783-319-16090-6
2. Dave Chaffey, (2011) E-business and E-commerce Management: Strategy, Management and Applications, 13th Edition Prentice Hall India, New Delhi ISBN-978-027375

Web Resources:

Course Designers:

1. Dr. P. Uma Rani

Lecture Schedule:

| Unit | Topic | No of lecture hrs |
|--------------------------|---|-------------------|
| 1.1 | Introduction to internet | 4 |
| 1.2 | Concept of World Wide Web | 4 |
| 1.3 | Architecture of internet | 4 |
| 1.4 | Architecture of Intranet and Extranet | 4 |
| 1.5 | Applications of Internet, Intranet, Extranet | 4 |
| 1.6 | Summary | 1 |
| | Total | 21 |
| 2.1 | E- Business – History – structure | 5 |
| 2.2 | classification of EC by nature of transactions | 5 |
| 2.3 | Benefits and limitations of EC | 5 |
| 2.4 | consumer and seller protection in EC | 5 |
| 2.5 | Summary | 1 |
| | Total | 21 |
| 3.1 | Characteristics of B2B | 3 |
| 3.2 | Entities of B2B | 5 |
| 3.3 | Examples in B2B | 3 |
| 3.4 | SCM, E- Procurement | 3 |
| 3.5 | E- Commerce; B2C – E- Marketing | 3 |
| 3.6 | Custom relation management | 3 |
| | Summary | 1 |
| | Total | 21 |
| 4.1 | Introduction to Web advertisement | 4 |
| 4.2 | Overview of Web advertisement | 3 |
| 4.3 | Internet advertising terminology | 3 |
| 4.4 | Scope of Web advertisement | 3 |
| 4.5 | Internet vs. traditional methods | 3 |
| 4.6 | Web Advertisement methods | 4 |
| | Summary | 1 |
| | Total | 21 |
| 5.1 | E- Business applications | 4 |
| 5.2 | E- Payments and protocol | 4 |
| 5.3 | Electronic fund transfer using debit cards and credit cards | 4 |
| 5.4 | Security schemes in e- Payment systems | 4 |
| 5.5 | Cryptography | 3 |
| 5.6 | Digital signature – certificate | 1 |
| | Summary | 1 |
| | Total | 21 |
| Total no of Hours | | 105 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------|-------------------|---|---|---|--------|
| UBA19GE64 | Project | Elective Genric 4 | - | - | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | 35 | 52 | 100 |

Preamble

Prepare them as a part of their career progression to take up more responsible position

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | To provide job related knowledge to the Students | K5 |
| CO2 | To impart skills systematically so that they may learn quickly. | K5 |
| CO3 | To bring about change in the attitudes towards work | K5 |
| CO4 | To prepare students to meet the demands needed for higher jobs by imparting them advanced skills. | K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong(3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong(3) | Strong (3) | Strong (3) | Strong(3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 12 | 12 | 12 | 12 | 12 | 60 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------------|--------------------------|---|---|---|--------|
| UBA19SE62 | INTERPERSONAL EFFECTIVENESS | Skill Enhancement Course | | 2 | | 2 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | 15 | 35 | 50 |

Preamble

Interpersonal skills include everything from communication and listening skills to attitude and department.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Obtain knowledge about themselves | K1 |
| CO2 | Identify the importance of interpersonal relationship | K2,K3 |
| CO3 | Develop good interpersonal relationship | K3 |
| CO4 | Empathize with others | K2 |

K1 – Knowledge

K2 – Understand

K3 - Apply

For Two Unit papers Co can be 4

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 12 | 12 | 12 | 12 | 12 | 60 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-----------|-----------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 30 | 30 | 52 |

Title of the Paper: INTERPERSONAL EFFECTIVENESS**Unit I****15 Hours**

Foundation of human behavior – human relations and human nature – self-awareness –steps to awareness - experimental learning - Perception – social Perception – interpersonal Perception; Perceptual distortion – implicit personal theory – superiential learning

Unit II**15 Hours**

Interpersonal communication – factors contributing effective communication – barriers - experimental learning- Interpersonal relationship – symptoms of interpersonal difficulties; exercise on developing interpersonal studies.

Text Books:

1. M.S. Shookla (2004) A Hand book of Human Relations, Macmillan India ltd, New Delhi, ISBN: 1403922268

Reference Books:

1. E.H. McGrath (2004), Basic Managerial Skills for all, Prentice Hall of India private ltd.,New Delhi, ISBN: 9788120321809.
2. Morey Stettner, (2003), Skills of New Managers, Tata McGrath hill publishing co ltd, New Delhi, ISBN: 9780071356183

Course Designer:

1. **Dr.D.Anbugeetha**
2. **Dr.P.MeenaPrabha**

Lecture Schedule:

| Unit | Topic | No of lecture hrs |
|--------------------------|--|-------------------|
| 1.1 | Foundation of human behavior – human relations and human nature | 4 |
| 1.2 | self-awareness – the “I” the “me” – steps to awareness | 4 |
| 1.3 | experimental learning - Perception – social Perception interpersonal Perception, | 4 |
| 1.4 | Perceptual distortion – implicit personal theory – superientiel learning | 3 |
| | Total | 15 |
| 2.1 | Interpersonal communication – factors contributing effective communication | 3 |
| 2.2 | barriers - experimental learning- | 3 |
| 2.3 | Interpersonal relationship | 3 |
| 2.4 | symptoms of interpersonal difficultie | 3 |
| 2.5 | exercise on developing interpersonal studies | 3 |
| | Total | 15 |
| Total no of Hours | | 30 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--|--------------------------------|---|---|---|--------|
| UBA19SE62 | Elective I :Practical – Yoga for managers | Skill Enhancement Course | | 2 | | 2 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | | | |

Preamble

Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Demonstrate the rules and classifications in yogasanas | K1,K2 |
| CO2 | Estimate the importance of meditation in day to day life | K1,K3 |
| CO3 | Discuss the basic knowledge about the rules for the practice of yoga asana and meditation | K2,K3 |
| CO4 | Make use of yoga asana and meditation daily. | K3 |
| CO5 | Translate the importance of the practice of yoga and meditation in day to day life | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Medium (2) | Medium (2) | Medium (2) | Strong (3) | Low (1) | 10 |
| CO2 | Medium (2) | Medium (2) | Medium (2) | Strong (3) | Strong (3) | 12 |
| CO3 | Medium (2) | Medium (2) | Medium (2) | Strong (3) | Strong (3) | 12 |
| CO4 | Medium (2) | Medium (2) | Medium (2) | Strong (3) | Strong (3) | 12 |
| CO5 | Medium (2) | Medium (2) | Medium (2) | Strong (3) | Strong (3) | 12 |
| Total | 10 | 10 | 10 | 15 | 13 | 58 |

Blooms Taxonomy

Title of the Paper: Elective I: Practical – Yoga for managers

Yoga importance rules and classifications

30 Hours

- SuriyaNamaskara-Meaning-Practices of all the twelve steps Yogasanas – Practices on the following as:

1. ArdhakatiCakrasana
2. ArdhaCakrasana
3. PadaHastasana

1. Padmasana
2. Yoga Mudra or Sansankasana
3. Ustrasana or Supta-vajrasana
4. ArdhaMatsyendrasana

1. Bhujangasana
2. Salabasana
3. Dhanurasana
4. Sarvangasana
5. Matsyasana

- Pranayama –Meaning and importance –Techniques of Pranayama-practices on Simple pranayama techniques
 - Meditations-Meaning-suggestions for beginners –Practices on Effective methods like Kundalini ,Natraj meditations and Vipasana meditation.

Text Books:

1. *Yoga* – Vivekananda Kendra Prakashan Trust, Chennai, ISBN: 978-1179558035
2. A Psychological handbook for Teachers of yogasanas, ISBN: 978-1587360336

Reference Books:

1. *Yogasana and pranayama for Health* -P.D.SharmaNavneet Publications India Ltd Ahmedabad 2007, ISBN: 978-8124301333
2. *Yogasanas and sadhana* -Dr.satya pal and DholanDass Aggarwal, Pustak Mahal-20, ISBN: B01717-JDL8

Course Designers

1. **Dr. D. Anbugeetha**

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|--------------------------|-----------------|---------------------------|
| 1.1 | SuriyaNamaskara | 8 |
| 1.2 | Yogasanas | 7 |
| 1.3 | Padmasana | 7 |
| 1.4 | Bhujangasana | 8 |
| | Total | 30 |
| Total no of Hours | | 30 |

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------|--------------------------|---|---|---|--------|
| UBA19SE62 | LIFE SKILLS FOR MANAGERS | Skill Enhancement Course | | 2 | | 2 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Sixth | 15 | 35 | 50 |

Preamble

Life skills are abilities for adaptive and positive behavior that enable humans to deal effectively with the demands and challenges of life.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Develop the concept of personality | K3 |
| CO2 | Utilize how to manage work pressure and helps to create a stress free workplace | K3 |
| CO3 | Translate the significance of attitude and perception in life | K2 |
| CO4 | Discover manage stress effectively | K2,K3 |
| CO5 | Recommend the significance of body language as a tool of communication | K2,K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

For Two Unit papers Co can be 4

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO2 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO5 | Medium (2) | Strong (3) | Strong (3) | Strong (3) | Medium (2) | 13 |
| Total | 13 | 14 | 15 | 15 | 12 | 69 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge-K1 | 40% | 40% | 40% |
| Understand-K2 | 40% | 40% | 40% |
| Apply-K3 | 20% | 20% | 20% |
| Total Marks | 30 | 30 | 52 |

Title of the Paper: LIFE SKILLS FOR MANAGERS

Unit-I

15 hours

Interpersonal Skill – Attitude- Self-Awareness – Perception

Unit-II

15 hours

Personality Development – Motivation – Body Language-Stress Management: Positive And Negative Stress-Body Stress Release-Mental Stress Release- VishwaDhyana – Smile and Laugh

Text Books:

1. Life Skills to Excel in Life- Dr. J.N.Reddy.Macmillan Publishers India LTD., 2012, ISBN: 978-9351382522.
2. Learn to Learn- How to excel in your academic studies- By MenachenReinshmidt ASIN – BOOANORUG

Reference Books:

1. A hand book of human relations with structured experiences and instruments– M.S.Shooklaa – Macmillan Indian Ltd -2010, ISBN – 978-1403922267.
2. Successful people management, Life skill for Managers – David Griffiths, ISBN – 978-1785899898

Course Designers

1. Dr. D. Anbugeetha

Lecture Schedule:

| Unit | Topic | No of lecture hrs. |
|------|-------------------------|--------------------|
| 1.1 | Interpersonal Skill | 4 |
| 1.2 | Attitude | 4 |
| 1.3 | Self-Awareness | 4 |
| 1.4 | Perception | 3 |
| | Total | 15 |
| 2.1 | Personality Development | 3 |
| 2.2 | Motivation | 3 |

| | | |
|--------------------------|-------------------|-----------|
| 2.3 | Body Language | 3 |
| 2.4 | Stress Management | 3 |
| 2.5 | Smile and Laugh | 3 |
| | Total | 15 |
| Total no of Hours | | 30 |

THIAGARAJAR COLLEGE, MADURAI – 9.

(Re-Accredited with 'A' Grade by NAAC)

ENVIRONMENTAL STUDIES

(For those joined B.A., B.Sc., B.Com., B.B.A., B.C.A on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------|----------|---|---|---|--------|
| U19EVS11 | Environmental Studies | AECC1 | 2 | - | - | 2 |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| First | First | 15 | 35 | 50 |

Preamble

Students acquire knowledge on the basic concepts, components and importance of environment.

Course Outcomes

On the completion of the course the student will be able to

| | Course outcomes | Knowledge Level |
|-----|--|-----------------|
| CO1 | Define the structure and functions of ecosystem | K1 |
| CO2 | Explain the benefits of biodiversity conservation | K2 |
| CO3 | Summarise the sources, effects and control measures of various types of Pollutants | K1 |
| CO4 | Perceive the environment legislations in India for sustainable development. | K3 |

K1: Knowledge K2: Understand K3: Apply

Blooms taxonomy: Assessment Pattern

| | CA | | End of Semester |
|-------------------|-------|--------|-----------------|
| | First | Second | |
| <i>Knowledge</i> | 40% | 40% | 40% |
| <i>Understand</i> | 40% | 40% | 40% |
| <i>Apply</i> | 20% | 20% | 20% |

Unit I

Definition and Scope of Environmental Studies – Ecology and Ecosystem – Structure of an Ecosystem – Food chains, food webs and ecological pyramids – Causes of Biodiversity Loss – Benefit and Conservation of Biodiversity

Unit II

Environmental problems and Management: Causes, effects and Control measures of : Air PSollution – Water PSollution – Noise PSollution – Nuclear Hazards. Solid waste management and Waste DisPSOsal methods. Climate change and Global Warming causes and Measures. Waste and Plastics. Urban environmental problems and measures. Environmental Legislations in India. Sustainable development and Inclusive growth.

Text Book

1. Kanagasabai, C.S. 2005.Environmental Studies. Rasee publishers. Madurai.

Reference Books

1. Yogendra, N. and Srivastava, N. 1998. Environmental Pollution, Ashish Publishing House. New Delhi.
- Sapru R.K.2001. Environment Management in India, Vol. I & Vol. II Ashish publishers house, New Delhi.

THIAGARAJAR COLLEGE, MADURAI – 9.
(Re-Accredited with ‘A’ Grade by NAAC)
VALUE EDUCATION

(For those joined B.A., B.Sc., B.Com., B.B.A., B.C.A on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------|----------|---|---|---|--------|
| U19VE51 | Value Education | AECC1 | 2 | - | - | 2 |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | 15 | 35 | 50 |

Preamble

Students acquire knowledge on the basic concepts, components and importance of environment.

Course Outcomes

On the completion of the course the student will be able to

| | Course outcomes | Knowledge Level |
|-----|--|-----------------|
| CO1 | Define the structure and functions of ecosystem | K1 |
| CO2 | Explain the benefits of biodiversity conservation | K2 |
| CO3 | Summarise the sources, effects and control measures of various types of Pollutants | K1 |
| CO4 | Perceive the environment legislations in India for sustainable development. | K3 |

K1: Knowledge K2: Understand K3: Apply

Blooms taxonomy: Assessment Pattern

| | CA | | End of Semester |
|-------------------|-------|--------|-----------------|
| | First | Second | |
| <i>Knowledge</i> | 40% | 40% | 40% |
| <i>Understand</i> | 40% | 40% | 40% |
| <i>Apply</i> | 20% | 20% | 20% |

Unit I

Self Development – Introduction - Definition and Types of Values – Self Assessment – Values needed for self development - Values needed for family life –Principles of happy living

Character development- Good character – Good relationships - Legendary people of highest character – The quest for character –Developing character -The key to good character.

Unit II:

Positive Thinking and Self Esteem - Types of thoughts - Areas of thinking - Developing thought pattern - External influences on Thoughts - Methods to keep outlook positive – Meaning of Self Esteem – Self empowerment.

Stress free living – Illusions and causes - Symptoms and stages of stress – Self confidence– Role models and leadership qualities – Critical thinking - Communication skills – Happy and successful life.

Reference

Study material / Course material

Values for Excellence in Life|| Compiled by then Curriculum Development Cell Thiagarajar College, Madurai, in collaboration with the Education wing, Brahma Kumaris, Madurai.

விழுமியக் கல்வி

கூறு - 1

சுய முன்னேற்றம்

அறிமுகம் - விழுமியங்களின் விளக்கம் மற்றும் வகைகள் - சுயமதிப்பீடு - சுய முன்னேற்றத்திற்கு விழுமியங்களின் தேவை - குடும்ப வாழ்க்கைக்கு விழுமியங்களின் தேவை - மகிழ்ச்சியான வாழ்க்கைக்கான கொள்கைகள்

பண்பு வளர்ச்சி

நற்பண்பு - நல்லுறவு - உயரிய பண்புகளால் உயர்ந்த பெருமக்களாதல் - பண்புகளைத் தேடல் - பண்புகளை வளர்த்தல் - நற்பண்புகளுக்கான திறவுகோல்.

கூறு - 2

சுயமரியாதையும் நேர்மறைச் சிந்தனையும்

சிந்தனையின் வகைகள் - சிந்தனைப் பகுதிகள் - சிந்தனையை வளர்க்கும் முறை - சிந்தனையில் புறத்தாக்கங்கள் - நேர்மறைப் பண்பை வெளித்தோற்றத்தில் காட்டும் முறை - சுயமரியாதையின் பொருள் - சுய அதிகாரமளித்தல்

அழுத்தமில்லா வாழ்க்கை

பிரமைகளும் காரணங்களும் - அழுத்த நிலைகளுக்கான அறிகுறிகள் - தன்னம்பிக்கை - தலைமைப் பண்பில் முன்னுதாரணங்கள் - விமர்சனச் சிந்தனை - தொடர்புத் திறன்கள் - மகிழ்ச்சி மற்றும் வெற்றிகரமான வாழ்க்கை

Reference

Study material / Course material

“Values for Excellence in Life” Compiled by then Curriculum Development Cell Thiagarajar College, Madurai, in collaboration with the Education wing, Brahma Kumaris, Madurai

Self Study Paper

Thiagarajar College (Autonomous) :: Madurai – 625 009

SELF STUDY PAPER

(For those joined UG on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------|------------------|---|---|---|--------|
| U19SS51 | Soft Skills | Self Study Paper | - | - | - | 5 |

| Year | Semester | Int. Marks | Ext.Marks | Total |
|-------|----------|------------|-----------|-------|
| Third | Fifth | ---- | 100 | 100 |

*** Carries Extra 5 credits that do not form part mandatory credits (140) required for completion of the course. Optional paper not compulsory for all UG students.**

Preamble

Prepare the students to develop skills, provide training to face interview .prepare themselves with the right skill-sets and attitude

Course Outcomes

On the completion of the course the student will be able to

| | Course outcomes | Knowledge Level |
|-----|---|-----------------|
| CO1 | Possess a basic idea on the understanding of nature, cause, effect and ways to deal with critical challenges in everyday life | K1,K2 |
| CO2 | Overcome the aspects such as Communication barriers, Stress management, Emotions. | K3 |
| CO3 | Gain insights into high-in-demand soft skills and prepare themselves with the right skill-sets and attitude | K1,K2 |
| CO4 | Develop or take part inteam work, Thinking skills, Creativity and time management. | K3 |
| CO5 | Prepare themselves to face different levels of interviews. Develop skills to manage an organization | K3 |

K1: Knowledge K2: Understand K3: Apply

Blooms taxonomy: Assessment Pattern

| | CA | | End of Semester |
|-------------------|-------|--------|-----------------|
| | First | Second | |
| <i>Knowledge</i> | 40% | 40% | 40% |
| <i>Understand</i> | 40% | 40% | 40% |
| <i>Apply</i> | 20% | 20% | 20% |

Unit - 1

Self Awareness (Concept of Self-esteem, Positive and Negative self esteem) Motivation (Nature and types, Factors enhancing and affecting Motivation, Needs and Drives) (Creativity Introduction, Nature of Creativity, Stages of Creativity, Enhancing Creativity, Verbal and Non Verbal Creativity) Values and Ethics (Nature and Significance, Values, Ethics, Work Ethics, Character building, Manners and Ethics)

Self Management (Self management skills and Social Competency, Social Competency Behaviour, Value Orientation, Life goals)

Unit 2

Communication and Thinking Communication (Definition, Types, Styles, Culture and Communication); Thinking (Nature, Types, Problem Solving, Proactive thinking, Positive Thinking, Assertiveness)

Unit 3

Emotions (Nature of emotions, Emotional Intelligence and its strategies, Attachment, Love, Happiness, Introduction to Anger – Causes, Types, Functions and Consequences, Anger management)

Stress (Nature of stress, Relation between Demands and Coping, Types and Causes, Effects and Indicators, Management of Stress, Time management and Stress reduction) Empathy (Definition, Nature and Factors enhancing empathy)

Unit4

Excelling through a placement process(Resume writing; Taking a written test; Group discussion – Need, Types, Tips and techniques; Interview handling – Tips and Techniques)

Unit 5

Being effective in an organisation

50 rules of work, Professional Etiquettes and Mannerism, Building relationship within an organisation, Communication skills, Working in teams, Managing conflicts, Effective negotiation skills, Problem solving using creativity.

Text book

1. Life Skills for Success – AlkaWadkar – 2016 Edition SAGE | TEXTS Sagepublishing.com
2. Campus to Corporate – Roadmap to Employability – Gangadhar Joshi – 2015 Edition SAGE | TEXTS Sagepublishing.com

Reference textbook

- 1 ACE of Soft skills – Gopaldaswamy Ramesh and Mahadevan Ramesh, Pearson Publication
- 2 Bridging the soft skills gap – Bruce Tulgan – 2015 Edition – Wiley Publication

BBA

Assessment values of course learning outcomes and their mapping with program specific outcomes (PSOs)

Major papers

| Title of the courses | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------------------------------|------|------|------|------|------|
| Management Principles | 11 | 15 | 13 | 11 | 11 |
| Business Economics | 13 | 10 | 14 | 12 | 13 |
| Financial Accounting | 13 | 15 | 15 | 12 | 10 |
| Fundamentals of Computers | 13 | 13 | 15 | 14 | 12 |
| Business Mathematics | 15 | 15 | 14 | 08 | 14 |
| Industrial and Labor laws | 15 | 14 | 11 | 15 | 14 |
| Organizational Behavior | 14 | 15 | 15 | 15 | 13 |
| Business Environment | 14 | 14 | 14 | 11 | 12 |
| Business English | 15 | 13 | 15 | 11 | 12 |
| Financial Management | 15 | 15 | 14 | 12 | 13 |
| Human Resource Management | 15 | 14 | 14 | 11 | 10 |
| Operations Management | 15 | 15 | 15 | 13 | 13 |
| Marketing Management | 15 | 15 | 14 | 11 | 13 |
| Business Statistics | 15 | 15 | 15 | 12 | 13 |
| Advertising Management | 15 | 15 | 14 | 11 | 11 |
| Organizational Development | 12 | 15 | 15 | 14 | 14 |
| Marketing Research | 14 | 15 | 14 | 12 | 12 |
| Total Quality Management | 15 | 15 | 15 | 07 | 13 |
| Company Law | 13 | 15 | 11 | 10 | 15 |
| Investment Management | 15 | 15 | 14 | 15 | 14 |
| Retail Management | 13 | 15 | 13 | 10 | 15 |
| Management Information Systems | 13 | 15 | 13 | 10 | 11 |
| Entrepreneurial Development | 15 | 15 | 14 | 15 | 15 |
| Management Cases | 15 | 15 | 14 | 15 | 15 |
| E-Business | 12 | 15 | 15 | 15 | 15 |
| Project | 12 | 12 | 12 | 12 | 12 |

Elective papers

| | | | | | |
|-----------------------------|----|----|----|----|----|
| Environmental Studies | | | | | |
| Personality Development | 14 | 14 | 15 | 13 | 13 |
| Principles of Management | 10 | 10 | 12 | 10 | 8 |
| On the Job Training | 12 | 12 | 12 | 12 | 12 |
| Export Management | 14 | 15 | 15 | 10 | 15 |
| Value education | | | | | |
| Interpersonal Effectiveness | 12 | 12 | 12 | 12 | 12 |
| yoga for Managers | 10 | 10 | 10 | 15 | 13 |
| life Skills for Managers | 13 | 14 | 15 | 15 | 12 |

Allied papers

| | | | | | |
|-------------------------------|----|----|----|----|----|
| Accounting Package | 15 | 15 | 15 | 11 | 15 |
| Accounting Package- Practical | 13 | 15 | 11 | 10 | 15 |

M.A. HRM
Programme Code - PBA

Programme outcome-PO (Aligned with Graduate Attributes)- Master of Arts (M.A)

Knowledge and Critical Thinking

Develop a capacity to think more deeply, sensitively and clearly about the ethical dimensions of their life with others, not only in professional contexts but also in various personal and social contexts.

Effective Communication

Communicate effectively both verbally and in writing, Articulate their thinking about day-to-day issues lucidly and in-depth. Elaborate on the ideas, findings and contributions in their field of interest. Able to comprehend and write effective reports, design documents, make effective presentations and give and understand clear instructions.

Computer literacy

Able to make appropriate and effective use of information and information technology relevant to their discipline

Life Long Learning

Recognize the need for, have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Ethical, Societal and Environmental Sustainability

Apply ethical principles in all their activities and commit to professional ethics. Understand the impact and follow the rules and regulations in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

Teamwork and Employability skills

Capacity to communicate their knowledge for others, which may include teaching and supervision. Able to work collaboratively and effectively with others, respecting individual roles and responsibilities.

Innovation and Entrepreneurship

Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large

Department of Business Administration

Vision:

To serve the society by providing affordable world class management education to all at all times.

Mission:

To provide an academic ambience that ensures acquisition of knowledge and business skills through student, teacher synergy resulting in holistic development, readiness to face the challenges of the global business environment.

Programme Educational Objectives (PEO)

The objectives of this programme is to equip and prepare the students for

MA (HRM) COURSE OBJECTIVE

| | |
|-------------|--|
| PEO1 | To equip the students in understanding the Evolution of Management Thought. |
| PEO2 | To enhance the knowledge and business skills resulting in holistic development and readiness to face the challenges of the global business environment. |
| PEO3 | To identify the basic Accounting concepts and Conventions to make the students analyse the Financial Statements and apply the skills in the field of Management. |
| PEO4 | To expertise the various marketing strategies in solving the marketing problems. |
| PEO5 | To enrich the student's knowledge in conducting research on management problems. |
| PEO6 | To demonstrate them with the basic of different tools in forecasting and planning Human Resource needs. |

MA (HRM) PROGRAM SPECIFIC OUTCOMES

| | |
|-------------|---|
| PSO1 | Help students to explore practical application of the management concept. |
| PSO2 | It provides exposure of techniques and approaches to manage Industrial Relations. |
| PSO3 | Familiarize students with current Human Resource Practices that apply to their careers regardless of their field. |
| PSO4 | Equip the students with research tools to learn and analyse potential benefits of HRM approaches for effective decision making. |
| PSO5 | Encourage students on their Professional Development Plans by reflecting on their year's Learning and Internship experience. |
| PSO6 | Apply the tools from accounting for decision making, i.e Budgeting, Working Capital, etc. |
| PSO7 | Basic Knowledge of Yoga on Physical and Mental level. |

THIAGARAJAR COLLEGE – AUTONOMOUS MADURAI – 625 009

(Re-Accredited with ‘A’ Grade by NAAC)

Department of Business Administration

MA (Human Resource Management) MA(HRM)

Course Structure (w.e.f 2019 batch onwards)

Semester I

| Code No | Subject | Contact Hrs/Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|----------------|---|-------------------------|----------------|---------------------------------|---------------------|---------------------|--------------|
| PBA19C 11 | Core :Basics of Human Resource Management | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19C 12 | Core : Principles of Management | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19C 13 | Core : Industrial Psychology | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19C 14 | Core : Accounting for Managers | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19C 15 | Core :Counselling Skills for Managers | 6 | 5 | 90 | 25 | 75 | 100 |
| Total | | 30 | 24 | 450 | 125 | 375 | 500 |

Semester II

| Code No | Subject | Contact Hrs/Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|----------------|--|-------------------------|----------------|---------------------------------|---------------------|---------------------|--------------|
| PBA19 C21 | Core: Marketing Management | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19 C22 | Core: Industrial Relations | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19 C23 | Core: Research Methodology | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19 C24 | Core : Organizational Behavior | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19 CE21 | Elective I : Practical - Yoga and Meditation for Managers / Theory- Life skills for Managers | 6 | 5 | 90 | 25 | 75 | 100 |
| Total | | 30 | 21 | 450 | 125 | 375 | 500 |

Semester III

| Code No | Subject | Contact Hrs/Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|----------------|---|-------------------------|----------------|---------------------------------|---------------------|---------------------|--------------|
| PBA19C 31 | Core: Compensation Management | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19C 32 | Core: Human Resource Information System | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19C 33 | Core: Training and Development | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19C 34 | Core: Advanced Human resource Management | 6 | 4 | 90 | 25 | 75 | 100 |
| PBA19C E31 | Elective – II : Performance Management / Organisational Development | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19P T31 | In Plant Training | - | 4 | - | - | 100 | 100 |
| Total | | 30 | 25 | 450 | 100 | 400 | 500 |

Semester IV

| Code No | Subject | Contact Hrs/Week | Credits | Total No of Hrs Allotted | Max Marks CA | Max Marks SE | Total |
|----------------|---|-------------------------|----------------|---------------------------------|---------------------|---------------------|--------------|
| PBA19C 41 | Core: International Human Resources Management | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19C 42 | Core: Labour Legislations | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19C 43 | Core : Total Quality Management | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19C E41 | Elective III : Customer Relationship Management / HRD Audit | 6 | 5 | 90 | 25 | 75 | 100 |
| PBA19P J41 | Project Work | 12 | 5 | 180 | 25 | 75 | 100 |
| Total | | 30 | 20 | 450 | 100 | 300 | 400 |

A. Consolidation of Contact Hours and Credits: PG

| Semester | Contact Hrs/ Week | Credits |
|--------------|-------------------|-----------|
| I | 30 | 24 |
| II | 30 | 21 |
| III | 30 | 25 |
| IV | 30 | 20 |
| Total | 120 | 90 |

B. Curriculum Credits

Core --- 75Credits

Elective ---15 Credits

Total 90 Credits

Note:

- In Plant Training will be undertaken by the students during the I year vacation after the Second semester. Out of the maximum of 100 marks allotted for the in plant training report submitted by the student, 70 marks is allocated for the report to be evaluated by the respective supervisor and the 30 marks for the viva-voce examination to be conducted by the Department.
- A Project work will be undertaken by the students during the VI semester for a period of 8 weeks as a company sponsored or as a freelance project on business conditions. Out of the maximum of 100 marks allotted for the Project report submitted by the student, 25 marks is allocated for the report to be evaluated by the respective supervisor and 75 marks for the viva-voce examination.

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------------------|----------|---|---|---|--------|
| PBA19C11 | BASICS OF HUMAN RESOURCE MANAGEMENT | Core - 1 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Total Marks |
|-------|----------|----------|----------|-------------|
| First | First | 25 | 75 | 100 |

Preamble

The course develops a critical knowledge of the roles and functions of the various human resource activities in a company, providing students with a comprehensive evaluation of key HRM principles, techniques and issues.

Prerequisites

Basic knowledge on job analysis, job specification and Performance appraisal and management.

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Develop a strategic approach to learning and development | K5 |
| CO1 | Demonstrate the concept of Job analysis, specifications and Human resource planning | K3 |
| CO3 | Compare and extend the relationship between recruitment and selection. | K2, K6 |
| CO4 | Explain and analyse Performance appraisal and Development | K4, K5 |
| CO5 | Design the training, selection and counselling techniques for the current market scenario. | K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| CO1 | Strong (3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 19 |
| CO2 | low(1) | low(1) | low(1) | low(1) | Medium(2) | low(1) | low(1) | 8 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Strong(3) | low(1) | Medium(2) | Strong(3) | 16 |
| CO4 | low(1) | low(1) | low(1) | low(1) | Medium(2) | Medium(2) | Strong(3) | 11 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | low(1) | low(1) | low(1) | 12 |
| Total | 11 | 10 | 10 | 11 | 9 | 8 | 10 | |

S-Strong M-Medium L-Low

Blooms Taxonomy : Assessment Pattern

| Blooms Taxonomy | | | |
|------------------------|----------------------|-----------------------|--------------------------------|
| | CA | | End of Semester (Marks) |
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Basics of Human Resources Management

Unit I

18 hours

Human Resources Management – Definition – objectives – functions – strategic HRM – Evolution and Development of Human Resource Management.

Unit II

18 hours

Job Design – Job Analysis – job Description – Job Specification – Human Resource planning – HRD at different levels – process of Human Resource planning.

Unit III

18 hours

Recruitment – Strategic Management and Recruitment – Sources – Recruitment Techniques – Selection – Placement – Induction – Selection Procedure.

Unit IV

18 hours

Human Resource Development – Significance – Concept – Scope – need – Objectives – Techniques – Functions – Attributes - Performance Appraisal and Development – Introduction – meaning – need – purpose – methods.

Unit V

18 hours

Employee Training – meaning – need - objectives – Training Stages – Management Development – Introduction – Techniques – Selection of Techniques – Career Planning and

Development – Succession Planning – Elements – Steps – Advantage – Limitation – Suggestion – Counselling.

Text Books:

1. Essentials of Human Resource Management and Industrial Realties – P.Subba Rao -2010. Himalaya Publishing house – New Delhi, ISBN: 978-8184886290
2. Human Resource Management - K.Aswathappa – 11th edition, 2010 Tata McGraw Hill Ltd., New Delhi, ISBN: 978-1259026829

Reference Books:

1. Human Resource Management- Gary Dessler, 13th Edition, Pearson, New Delhi. ISBN: 978-8131754269
2. Human Resource Management- C.B.Gupta, 11th edition, Sultan chand and sons , New Delhi-2 ISBN:978-8180256321

Web Resources:

1. <https://wheniwork.com/blog/what-is-human-resources/>
2. https://www.sbdc.duq.edu/Files/Admin/Webnotes/HR_Guide.pdf

Course Designers:

- 1) Mrs. R. Sivamalini
- 2) Ms. B. Nandhini

Lecture Schedule:

Course contents and Lecture Schedule

| Sl.NO | TOPIC BASICS OF HUMAN RESOURCES MANAGEMENT UNIT-I | NO OF LECTURE HOURS |
|-------|--|---------------------------|
| 1.1 | Human Resources Management: Definition | 4 |
| 1.2 | Objectives | 4 |
| 1.3 | Functions | 3 |
| 1.4 | Strategic HRM | 3 |
| 1.5 | Evolution and Development of Human Resource Management | 4 |
| 2.1 | Job Design | 3 |
| 2.2 | Job Analysis | 3 |
| 2.3 | Job Description | 3 |
| 2.4 | Job Specification | 3 |
| 2.5 | Human Resource planning | 2 |

| | | |
|------|--|-----------------|
| 2.6 | HRD at different levels | 2 |
| 2.7 | Process of Human Resource planning | 2 |
| | UNIT- III | |
| 3.1 | Strategic Management and Recruitment: | 3 |
| 3.2 | Sources | 3 |
| 3.3 | Recruitment Techniques: Selection, | 4 |
| 3.4 | Placement, Induction | 4 |
| 3.5 | Selection Procedure | 4 |
| | UNIT- IV | |
| 4.1 | Human Resource Development: Significance, Concept | 3 |
| 4.2 | Scope, Need | 3 |
| 4.3 | Objectives, Techniques | 3 |
| 4.4 | Functions, Attributes | 3 |
| 4.5 | Performance Appraisal and Development: Introduction | 3 |
| 4.6 | Meaning, Need | 2 |
| 4.7 | Purpose, methods | 1 |
| | UNIT-V | |
| 5.1 | Employee Training, meaning | 2 |
| 5.2 | Need, objectives | 2 |
| 5.3 | Training Stages | 2 |
| 5.4 | Management Development: Introduction | 2 |
| 5.5 | Techniques | 2 |
| 5.6 | Selection of Techniques | 2 |
| 5.7 | Career Planning and Development | 2 |
| 5.8 | Succession Planning: Elements, Steps | 2 |
| 5.9 | Advantage, Limitation | 1 |
| 5.10 | Suggestion, Counselling | 1 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A(HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| PBA19C12 | PRINCIPLES OF MANAGEMENT | Core-2 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | First | 25 | 75 | 100 |

Preamble

This course is designed to be an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating. Upon completion, students should be able to work as contributing members of a team utilizing these functions of management.

Prerequisites

Essentials of problem solving strategies and critical thinking skills in real life.

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | State the basic concept of management principles and management theories. | K1 |
| CO2 | Demonstrate how the managerial tasks of planning, forecasting and decision making can be executed in a variety of circumstances. | K3 |
| CO3 | Identify the systematic process of the management in delegation and decentralization. | K4 |
| CO4 | Analyse and explain effectiveness of Directing and staffing | K4, K5 |
| CO5 | Evaluate the controlling techniques in an organization | K6 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | TOTAL |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 19 |
| CO2 | Strong(3) | Medium(2) | Low(1) | Low(1) | Low(1) | Medium(2) | Medium(2) | 12 |
| CO3 | Strong(3) | Low(1) | Medium(2) | Strong(3) | Strong(3) | Low(1) | Low(1) | 14 |
| CO4 | Low(1) | Strong(3) | Medium(2) | Low(1) | Low(1) | Medium(2) | Medium(2) | 12 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Low(1) | 17 |
| Total | 13 | 12 | 11 | 11 | 10 | 9 | 8 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | | | |
|-----------------|---------------|----------------|-------------------------|
| | CA | | End of Semester (Marks) |
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Principles of Management

UNIT -I

18 hours

Introduction, Principles & Thinkers: Definition-Features Of Management-Administration Vs Management- Management A Science Or Art- Management A Profession- Management Principles and Their Nature, Universality of Management Principles- The Functional Approach to Management- Management Function and Management Levels-Pioneers of Modern Management- F.W.Taylor, Henry Fayol ,Douglas McGregor

UNIT-II

18 hours

Planning and Decision Making : Meaning-Characteristics-Planning Process-Types of Plans Objectives - M.B.O. Policies –Procedures- Methods- Rules- Programmes and Schedule Budgets-Forecasting- Elements-Techniques-Decision Making- Definition-Nature and Types Of Decisions-Process.

UNIT-III

18 hours

Organizing: Meaning-Principles Of Organization-Departmentation-Its Methods-Span Of Management-Forms Of Organizational Structure-Concepts Of Authority and Responsibility- Delegation and Decentralization Of Authorities- Centralization Vs Decentralization- Advantages and Drawbacks – Line and Staff Relations.

UNIT-IV

18 hours

Staffing and Directing: Elements of staffing- functions – process of staffing- proper staffing- advantages of staffing. Directing: Principles of direction- issuing orders or instructions- characteristics of good order- techniques of direction- importance.

UNIT-V

18 hours

Controlling: Meaning- Importance of Controlling – Steps in Controlling –Essentials of Control – Control Techniques.

Text Books:

1. Harold Knootz, Heinz Wehrich- Essentials of Management-9th edition 2012, Tata McGraw Hill Book Co. ISBN: 978-0070581920
2. Principles of Management- Meenakshi Gupta – 11th edition Prentice Hall of India, 2012, ISBN: 978- 8120335271

Reference Books:

1. Principles and Practices of Management-L.M.Prasad –2013 8th edition Sultan chand and sons, ISBN: 978- 9351610502
2. Fundamental of Management- Stephen P.Robbins, David A.De. Cenzo.and Mary cou - Prentice Hall of India, 2012, ISBN: 978- ISBN: 978- 933257412

Web Resources:

1. <https://www.smashingmagazine.com/2008/04/5-more-principles-of-effective-web-design/>
2. <https://www.minddigital.com/applying-project-management-principles-for-successful-web-development/>

Course Designers:

1. Dr. R Arun Prasath
2. Mrs. R Sivamalini

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC: PRINCIPLES OF MANAGEMENT UNIT-I | NO OF LECTURE HOURS |
|-----|---|--------------------------------|
| 1.1 | Introduction | 2 |
| 1.2 | Principles & Thinkers: Definition | 2 |
| 1.3 | Features Of Management | 2 |
| 1.4 | Administration vs Management | 2 |
| 1.5 | Management A Science Or Art, Management A Profession | 2 |
| 1.6 | Management Principles and Their Nature, Universality of | 2 |

| | | |
|-----|---|-----------------|
| | Management Principles | |
| 1.7 | The Functional Approach to Management | 2 |
| 1.8 | Management Function and Management Levels | 2 |
| 1.9 | Pioneers of Modern Management | 2 |
| | UNIT-II | 2 |
| 2.1 | Planning and Decision Making : Meaning | 2 |
| 2.2 | Characteristics, Planning Process | 2 |
| 2.3 | Types of Plans Objectives | 2 |
| 2.4 | M.B.O. Policies, Procedures | 2 |
| 2.5 | Methods, Rules | 2 |
| 2.6 | Programmers and Schedule Budgets | 2 |
| 2.7 | Forecasting: Elements, Techniques | 2 |
| 2.8 | Decision Making: Definition, Nature | 1 |
| 2.9 | Types Of Decisions, Process | 1 |
| | UNIT-III | 2 |
| 3.1 | Organizing: Meaning, Principles Of Organization | 2 |
| 3.2 | Departmentation and Its Methods | 2 |
| 3.3 | Span Of Management | 2 |
| 3.4 | Forms Of Organizational Structure: Concepts Of Authority and Responsibility | 2 |
| 3.5 | Delegation and Decentralization Of Authorities | 2 |
| 3.6 | Centralization vs Decentralization | 2 |
| 3.7 | Advantages and Drawbacks | 2 |
| 3.8 | Line and Staff Relations | 2 |
| | UNIT-IV | 2 |
| 4.1 | Staffing and Directing: Elements of staffing | 2 |
| 4.2 | Functions, process of staffing | 2 |
| 4.3 | Proper staffing, advantages of staffing | 3 |
| 4.4 | Directing: Principles of direction | 3 |
| 4.5 | Issuing orders or instructions | 3 |
| 4.6 | Characteristics of good order, techniques of direction, importance. | 3 |
| | UNIT-V | |
| 5.1 | Controlling: Meaning | 4 |
| 5.2 | Importance of Controlling, Steps in Controlling | 4 |
| 5.3 | Essentials of Control | 4 |
| 5.4 | Control Techniques | 4 |
| 5.5 | Importance of controlling | 2 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------|----------|---|---|---|--------|
| PBA19C13 | INDUSTRIAL PSYCHOLOGY | Core-3 | - | 5 | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | First | 25 | 75 | 100 |

Preamble

This subject will apply and evaluate theory and research across the domains of Industrial performance and summarize psychological literature in a manner that informs their practice to serve organizations.

Prerequisites

Essentials of integrate theory and practice.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Discriminate and develop a basic understanding of Job analysis and selection | K5, K6 |
| CO2 | Summarize skills and knowledge related to physical and temporal measures for an Industry. | K5 |
| CO3 | Identify the complicated systems of individual and group psychological processes involved in the world of work | K1 |
| CO4 | Apply Emotional Theories and tools to facilitate continuous improvement and ensure to manage Stress | K3 |
| CO5 | Outline the framework for managing the Industrial behaviour and Evaluate Inter personal and Inter group relationship in industrial organization | K4 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | 19 |
| CO2 | Medium(2) | Strong(3) | low(1) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | 15 |
| CO3 | low(1) | low(1) | Medium(2) | low(1) | low(1) | low(1) | low(1) | 8 |
| CO4 | Strong(3) | Strong(3) | low(1) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 17 |
| CO5 | Strong(3) | low(1) | Medium(2) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | 15 |
| Total | 12 | 11 | 9 | 11 | 11 | 9 | 11 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | | | |
|-----------------|---------------|----------------|-------------------------|
| | CA | | End of Semester (Marks) |
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Industrial Psychology

Unit - I

18 hours

Introduction- Scope – basic concepts of industrial psychology - Personnel selection - basis and Methods of Selection, Job Analysis - methods, measurement and uses.

Unit-II

18 hours

Working conditions –Physical: illumination, noise, color, temperature, humidity and pollution. Temporal: work schedule, shift work and rest period. Psychological: boredom, fatigue and monotony condition at work. Accident prevention and remedial measures.

Unit-III

18 hours

Personality- Measurement of individual personality - the psychoanalytic approach, traits approach, behaviorist, cognitive approaches- Career choice and development for executives – Women at work and ethnic groups at work.

Unit-IV

18 hours

Emotion: Theories of Emotions, Optimal level of arousal, Stress – Measurement of job stress -stress and productivity- consequences of higher degree of stress – management of stress.

Unit – V

18 hours

Industrial behavior - formal and informal Groups; inter personal and Inter group relationship in industrial organization and their impact.

Text Books:

1. Ghosh, P k.,Industrial Psychology. --4th ed., Bombay: Himalaya Publishing House, 2000. ISBN: 978- 9351429173
2. Jayaprakash Reddy, R.,Industrial Psychology. ,New Delhi: A.P.H.Publishing Corporation, 2004. ISBN: 978- 8176486231

Reference Books:

1. Welfel, Elizabeth Reynolds.,The Counselling Process:A Multi Theoretical Integrative Approach / Elizabeth Reynolds Welfel and Lewis E Patterson. --6th ed. ,Australia: Thomson, 2005. ISBN: 978-0534640323
2. Rao, Narayana., Counselling and Guidance. --2nd ed.,New Delhi: Tata Mc-Graw Hill Education Pvt Ltd., 1991. ISBN: 978-1259005077

Web Resources:

1. https://en.wikipedia.org/wiki/Industrial_and_organizational_psychology
2. <https://www.youtube.com/watch?v=SNSCoX9APrA>

Course Designers:

Mr . P Vijaya sairam

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC INDUSTRIAL PSYCHOLOGY Unit-I | NO OF LECTURE HOURS |
|-----|---|------------------------------------|
| 1.1 | Introduction: Scope | 2 |
| 1.2 | basic concepts of industrial psychology | 3 |
| 1.3 | Personnel selection, | 3 |
| 1.4 | basis and Methods of Selection, | 3 |
| 1.5 | Job Analysis: Methods, | 3 |
| 1.6 | Measurement and uses. | 3 |
| 1.7 | Summary | 1 |
| | Unit-II | |
| 2.1 | Working conditions –Physical: Illumination, noise, color, temperature, humidity and pollution | 4 |

| | | |
|-----------------|--|-----------------|
| 2.2 | Temporal: work schedule, shift work and rest period | 4 |
| 2.3 | Psychological: boredom, fatigue and monotony condition at work. | 4 |
| 2.4 | Accident prevention | 4 |
| 2.5 | Remedial measures. | 1 |
| 2.6 | Summary | 1 |
| Unit-III | | |
| 3.1 | Personality: Measurement of individual personality | 4 |
| 3.2 | The psychoanalytic approach, traits approach, behaviorist, | 4 |
| 3.3 | cognitive approaches | 2 |
| 3.4 | Career choice and development for executives | 4 |
| 3.5 | Women at work and ethnic groups at work | 4 |
| Unit-IV | | |
| 4.1 | Emotion: Theories of Emotions, Optimal level of arousal, | 3 |
| 4.2 | Stress: Measurement of job stress | 4 |
| 4.3 | stress and productivity, | 4 |
| 4.4 | Management of stress. | 4 |
| 4.5 | consequences of higher degree of stress | 3 |
| Unit – V | | |
| 5.1 | Industrial behavior: Introduction | 3 |
| 5.2 | Nature and scope of Industrial behavior | 3 |
| 5.3 | formal and informal Groups; | 4 |
| 5.4 | Inter personal and Inter group relationship in industrial organization | 4 |
| 5.5 | Inter personal impact. | 3 |
| 5.6 | Summary | 1 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------|----------|---|---|---|--------|
| PBA19C14 | ACCOUNTING FOR MANAGERS | Core-4 | 1 | 3 | - | 4 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | First | 25 | 75 | 100 |

Preamble

The course covers management accounting fundamentals and introduces a range of management accounting tools, including job and process costing, variance analysis, activity based costing and the balanced scorecard, as well as behavioural responses to management accounting information

Prerequisites

evaluation.

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Examine the accounting process and accounting principles. | K4 |
| CO2 | Practice the Managerial Costing CVP Analysis- BEP Analysis – Margin of Safety | K3 |
| CO3 | Demonstrate how the budgets are framed and explain the steps in zero base budgeting. | K2, K3 |
| CO4 | Evaluate the capital budgeting ,Accounting rate of return , Net Present Value and Internal Rate of Return. | K6 |
| CO5 | Discover various factors affecting working capital management and explain the kinds of working capital. | K3, K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | low(1) | low(1) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | 14 |
| CO2 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | 20 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | low(1) | 15 |
| CO4 | low(1) | low(1) | low(1) | low(1) | low(1) | Strong(3) | low(1) | 9 |
| CO5 | low(1) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Medium(2) | 17 |
| Total | 11 | 10 | 10 | 11 | 10 | 15 | 8 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Accounting for Managers

Web Resources:

Nature And Scope Of Management Accounting: Introduction – Accounting Principles- Accounting Concepts – Functions Of Financial Accounting – Limitation Of Financial Accounting- Management Accounting- Meaning- Objectives Of Management Accounting- Difference Between Financial Accounting And Management Accounting- Advantages Of Management Accounting – Limitation Of Management Accounting. Preparation of Final Accounts with Adjustments (Simple Problem Only)

Unit II

18 hours

Managerial Costing: Definition of Managerial Costing- Main Features of Managerial Costing – Advantages- Disadvantages- Absorption Costing and Managerial Costing – CVP Analysis- BEP Analysis – Margin of Safety.

Unit III

18 hours

Budget And Budgetary Control – Definition- Objectives- Characteristics – Advantages- Limitations – Classifications- Fixed And Flexible Budget- Zero Base Budgeting – Steps In Zero Base

Budgeting- Responsibility Accounting- Procedure In Responsibility Accounting- Advantage Of Responsibility Accounting.

Unit IV

18 hours

Capital Budgeting- Meaning- Importance- Evaluation Of Investment Proposals- Non Discounted Techniques- Payback Period- Accounting Rate Of Return- Discounted Techniques- Net Present Value- Internal Rate Of Return.

Unit V

18 hours

Working Capital Management- Meaning- Various Factors Affecting Working Capital- Kinds Of Working Capital- Permanent Working Capital- Temporary Working Capital- Sources Of Working Capital.

Text Books:

1. Management Accounting – R.S.N Pillai and Bagavathi- S.Chand And Company Ltd, 2012, ISBN: 978- 8121910620
2. Management Accounting, L.M.Pandey, Vikas Publication House Pvt Ltd., ISBN: 978-0706998979

Reference Books:

1. Financial Management – Gupta And Sharma- Kalyani Publishers – New Delhi, 2010. ISBN: 978-9327744649
2. Management Accounting – Oxford Higher Educaion, ISBN: 978- 0195695250

1. <https://www.youtube.com/watch?v=AtC20dh02SQ>

2. <https://www.accountingtools.com/accounting-for-managers/>

Course Designers:

1. Mrs. R,Sivamalini
2. Mrs. S.Suganya

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC ACCOUNTING FOR MANAGERS Unit-I | NOOF LECTURE HOURS |
|-----|---|--------------------------|
| 1.1 | Nature And Scope Of Management Accounting: Introduction | 3 |
| 1.2 | Accounting Principles, Accounting Concepts | 2 |

| | | |
|------|--|-----------------|
| 1.3 | Functions Of Financial Accounting | 2 |
| 1.4 | Limitation Of Financial Accounting | 1 |
| 1.5 | Management Accounting- Meaning | 1 |
| 1.6 | Objectives Of Management Accounting | 2 |
| 1.7 | Difference Between Financial Accounting And Management Accounting | 2 |
| 1.8 | Advantages Of Management Accounting | 1 |
| 1.9 | Limitation Of Management Accounting | 1 |
| 1.10 | Preparation Of Final Accounts With Adjustments (Simple Problem Only) | 3 |
| | Unit-II | |
| 2.1 | Managerial Costing: Definition Of Managerial Costing | 3 |
| 2.2 | Main Features Of Managerial Costing | 3 |
| 2.3 | Advantages, Disadvantages | 4 |
| 2.4 | Absorption Costing And Managerial Costing | 4 |
| 2.5 | CVP Analysis, BEP Analysis, Margin Of Safety. | 4 |
| | Unit-III | |
| 3.1 | Budget And Budgetary Control: Definition | 2 |
| 3.2 | Objectives, Characteristics | 3 |
| 3.3 | Advantages, Limitations | 2 |
| 3.4 | Classifications: Fixed And Flexible Budget- Zero Base Budgeting | 2 |
| 3.5 | Steps In Zero Base Budgeting | 2 |
| 3.6 | Responsibility Accounting | 3 |
| 3.7 | Procedure In Responsibility Accounting | 2 |
| 3.8 | Advantage Of Responsibility Accounting | 2 |
| | Unit-IV | |
| 4.1 | Capital Budgeting: Meaning | 3 |
| 4.2 | Importance | 3 |
| 4.3 | Evaluation Of Investment Proposals | 4 |
| 4.4 | Non Discounted Techniques: Payback Period, Accounting Rate Of Return | 4 |
| 4.5 | Discounted Techniques: Net Present Value, Internal Rate Of Return | 4 |
| | Unit-V | |
| 5.1 | Working Capital Management: Meaning | 3 |
| 5.2 | Various Factors Affecting Working Capital | 4 |
| 5.3 | Kinds Of Working Capital Permanent | 3 |
| 5.4 | Working Capital Temporary working capital | 4 |
| 5.5 | Capital: Sources Of Working Capital | 4 |
| | Summary | 1 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A(HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------------|----------|---|---|---|--------|
| PBA19C15 | COUNSELING SKILL FOR MANAGERS | Core-5 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | First | 25 | 75 | 100 |

Preamble

This course covered the IPR relationship, the process of interaction and developing the communication skills.

Prerequisites

Basic counselling skills through in-class exercise, and discuss case studies in order to understand how to support people in difficult situations.

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Define counselling and identify the Psycho analytic approaches | K1, K2 |
| CO2 | Develop and demonstrate skills of attuning to the 5-D model of the counselling process – counselling procedure. | K2, K3 |
| CO3 | Classify the counsellor's Qualities and behaviour and core conditions of counselling. | K2 |
| CO4 | Construct and analyse Team management / Conflict. Resolution crisis/ Trauma. Organizational development, dealing with problem subordinates. | K4, K5 |
| CO5 | Explain the concepts of Performance management and alcoholism and other substance abuse. | K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Medium(2) | Medium(2) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 18 |
| CO2 | Medium(2) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | 16 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | Medium(2) | 16 |
| CO4 | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | 14 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | 17 |
| Total | 13 | 12 | 11 | 12 | 13 | 9 | 11 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | | | |
|-----------------|---------------|----------------|-------------------------|
| | CA | | End of Semester (Marks) |
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Counseling Skill For Managers

Unit I

18 hours

Introduction to counseling – approaches – Psycho analytic approaches – behaviorist approaches – humanistic approach – Goals of counseling – role of counselor – values in counseling.

Unit II

18 hours

The process of counseling – 5-D model of the counseling process – counseling procedure - referral procedure. – Guidelines for effective counseling – advanced skills in counseling – action strategies.

Unit III

18 hours

Counseling skills – counseling relationship – Non verbal communication – verbal communication – listening barriers – counselor's Qualities – core conditions of counseling – role conflicts in counseling – change behavior through counseling – general principal and techniques

Unit IV

18 hours

Organizational application – change management- Downsizing - managing diversity – mentoring – Team management / Conflict. Resolution crisis/ Trauma – consulting – upward feedback – the leaning organization – organizational development – Dealing with problem subordinates.

Unit V

18 hours

Performance management – career counseling – performance counseling – pre disciplinary action – Grievance interview – alcoholism and other substance abuse – concepts of alcoholism – alcohol abuse and industry- the counselors role – ethics in counseling – ethics principals

Text Books:

1. Counseling skills for Managers - Kavita singh Prentice hall of India, New Delhi (2007), ISBN: 978-8120351370
2. Counselling Skill for Managers – G.K.Gupta, Lakshmi Publications, ISBN: 978- 8126162833

Reference Books:

1. Counseling and Guidance – S.Narayona Rao TMH-New Delhi, 3rd edition (2012), ISBN: 978-1259005077.
2. Workplace counselling “developing the skills in managers” – Mc. Graw Hill publications, ISBN: 978-0077091521

Web Resources:

1. <https://corehr.wordpress.com/counselling-skills/counseling-skills/>
2. <https://www.slideshare.net/shalinishalini75098/counselling-skills-for-managers>

Course Designers:

- 1) Ms. B Nandhini
- 2) Dr. S Vasundhara

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC COUNSELING SKILL FOR MANAGERS Unit-I | NO OF LECTURE HOURS |
|-----|--|------------------------------------|
| 1.1 | Introduction to counseling: approaches | 3 |
| 1.2 | Psycho analytic approaches | 3 |
| 1.3 | Behaviorist approaches | 3 |
| 1.4 | Humanistic approach | 3 |
| 1.5 | Goals of counselling | 2 |
| 1.6 | Role of counsellor | 2 |
| 1.7 | Values in counselling | 2 |
| | Unit-II | |
| 2.1 | The process of counseling: 5-D model of the counseling process | 4 |
| 2.2 | Counseling procedure, referral procedure | 3 |
| 2.3 | Guidelines for effective counselling | 3 |
| 2.4 | Advanced skills in counselling | 4 |
| 2.5 | Action strategies | 4 |
| | Unit-III | |
| 3.1 | Counseling skills: counseling relationship | 2 |
| 3.2 | Non verbal communication, verbal communication | 3 |
| 3.3 | Listening barriers | 3 |

| | | |
|-----|---|-----------------|
| 3.4 | Counselor's Qualities | 2 |
| 3.5 | Core conditions of counselling | 2 |
| 3.6 | Role conflicts in counselling | 2 |
| 3.7 | Change behavior through counselling | 2 |
| 3.8 | General principal and techniques | 2 |
| | Unit-IV | |
| 4.1 | Organizational application: change management | 4 |
| 4.2 | Downsizing - managing diversity | 3 |
| 4.3 | Mentoring | 3 |
| 4.4 | Team management, Conflict, Resolution crisis, Trauma | 2 |
| 4.5 | Consulting – upward feedback | 2 |
| 4.6 | The leaning organization | 2 |
| 4.7 | Organizational development, Dealing with problem subordinates | 2 |
| | Unit-V | |
| 5.1 | Performance management: career counseling | 2 |
| 5.2 | Performance counselling | 2 |
| 5.3 | Pre disciplinary action | 2 |
| 5.4 | Grievance interview | 2 |
| 5.5 | Alcoholism and other substance abuse | 2 |
| 5.6 | Concepts of alcoholism | 2 |
| 5.7 | Alcohol abuse and industry | 2 |
| 5.8 | The counselors role | 2 |
| 5.9 | Ethics in counseling, ethics principals | 2 |
| | TOTAL | 90 Hours |

Mapping of Course Subject with PSO

Strong - 3 Medium - 2 Low - 1

| Subject | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | TOTAL |
|-------------------------------------|------|------|------|------|------|------|------|-------|
| Basics of Human Resource Management | 9 | 8 | 8 | 9 | 8 | 7 | 8 | 57 |
| Principles of Management | 12 | 11 | 10 | 9 | 8 | 8 | 7 | 52 |
| Industrial Psychology | 11 | 9 | 10 | 10 | 10 | 8 | 10 | 68 |
| Accounting for Managers | 9 | 8 | 8 | 10 | 9 | 15 | 7 | 56 |
| Counselling skills for Managers | 11 | 10 | 7 | 10 | 11 | 9 | 10 | 68 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A(HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|----------|---|---|---|--------|
| PBA1921 | MARKETING MANAGEMENT | Core-1 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | Second | 25 | 75 | 100 |

Preamble

This course will give the Knowledge of social, legal, ethical and technological forces on marketing decision-making.

Prerequisites

Essential concepts and principles of marketing, and help them in understanding the basic marketing language.

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|---|-----------------|
| CO1 | Generalized the role and functions of marketing within a range of organization. | K2 |
| CO2 | Classify the environmental variables of marketing and analyzing the market segmentation, market targeting and marketing strategy. | K2, K4 |
| CO3 | Examine and Evaluate the marketing strategies based on product, price, place and promotional objectives. | K4, K5 |
| CO4 | Prepare an integrated marketing communication plans which includes promotional strategies and measures of effectiveness. | K3 |
| CO5 | Interpret the knowledge of social, legal, ethical and technological forces and marketing decision making. | K6 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze

K5 – Evaluate

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | 18 |
| CO2 | Strong(3) | Medium(2) | Low(1) | Low(1) | Low(1) | Medium(2) | Low(1) | 11 |
| CO3 | Strong(3) | Low(1) | Medium(2) | Low(1) | Medium(2) | Medium(2) | Strong(3) | 14 |
| CO4 | Low(1) | Low(1) | Low(1) | Medium(2) | Medium(2) | Medium(2) | Low(1) | 10 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Strong(3) | 19 |
| Total | 13 | 10 | 10 | 10 | 10 | 9 | 10 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|------------------------|----------------------|-----------------------|--------------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Marketing Management

Unit – I

18 hours

Marketing: Introduction-Significance-Objectives; Evolution- Five concepts of Marketing Exchange Concept, Production, product, Marketing Myopia and sales concept; Rapid adoption of marketing management. Customer satisfaction through quality, service and value

Unit – II

18 hours

Marketing Environment: Environmental variables of marketing; analyzing the marketing environment; Market segmentation; Market targeting; Marketing Strategy; Analyzing consumer market and buyer behavior: Model of consumer behavior – Major factors influencing buyer behavior-The buying decision process.

Unit – III

18 hours

Marketing Mix – Positioning – Product life cycle – Managing existing products – New product planning and development – Pricing Strategies.

Unit – IV

18 hours

Managing product lines; Brands and packaging; Selecting and managing marketing channel; Managing retailing, wholesale and physical distribution system; Designing effective advertising program; Personal selling; Managing Sales force: Sales promotion and publicity.

Unit – V

18 hours

Emerging trends in Marketing; Organising and implementing marketing programs; Evaluating and controlling market performance.

Text Books:

1. Marketing Management – Philip Kotler, 14th Edition (2013), Pearson Education India; Fifteenth edition (2015), ISBN: 978-9332557185
2. Marketing Management – V S Ramasamy and S. Namakumari 4th Edition (2012), Macmillan India Ltd. New Delhi, ISBN: 978-0230637290

Reference Books:

1. Marketing Management – Dr.C.B.Gupta and Dr.N.Rajannair 9th Edition (2013), Sultan chand & sons Ltd, New Delhi, ISBN: 978-8180549373
2. Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012, ISBN : [978-8131517086](https://www.cengage.com/978-8131517086)

Web Resources:

1. https://en.wikipedia.org/wiki/Marketing_management
2. <https://www.youtube.com/watch?v=Djob1bO9ReQ>

Course Designers:

1. Dr. R.Arun Prasath
2. Mrs. S.Suganya

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC MARKETING MANAGEMENT UNIT-I | NO OF LECTURE HOURS |
|------------|--|------------------------------------|
| 1.1 | Marketing: Introduction-Significance-Objectives | 4 |
| | Marketing Objectives, Characteristics | 3 |
| 1.2 | Five concepts of Marketing Exchange | 4 |
| 1.3 | Rapid adoption of marketing management. | 3 |
| 1.4 | Customer satisfaction through quality, service and value | 3 |
| 1.5 | Summary | 1 |

| UNIT-II | | |
|-----------------|--|-----------------|
| 2.1 | Environmental variables of marketing | 3 |
| 2.2 | Market segmentation | 3 |
| 2.3 | Market targeting | 2 |
| 2.4 | Marketing Strategy | 2 |
| 2.5 | Analyzing consumer market and buyer behavior: | 3 |
| 2.6 | Major factors influencing buyer behavior- | 2 |
| 2.7 | The buying decision process | 2 |
| 2.8 | Summary | 1 |
| UNIT-III | | |
| 3.1 | Marketing Mix | 3 |
| 3.2 | Positioning | 3 |
| 3.3 | Product life cycle | 3 |
| 3.4 | Managing existing products | 3 |
| 3.5 | New product planning and development | 2 |
| 3.6 | Pricing Strategies | 3 |
| 3.7 | Summary | 1 |
| UNIT-IV | | |
| 4.1 | Managing product lines; Brands and packaging | 3 |
| 4.2 | Selecting and managing marketing channel; | 2 |
| 4.3 | Managing retailing | 2 |
| 4.4 | wholesale and physical distribution system | 3 |
| 4.5 | Designing effective advertising program; | 3 |
| 4.6 | Personal selling; Managing Sales force | 2 |
| 4.7 | Sales promotion and publicity | 2 |
| 4.8 | Summary | 1 |
| UNIT-V | | |
| 5.1 | Emerging trends in Marketing | 4 |
| 5.2 | Organizing and implementing | 4 |
| 5.3 | Marketing programs | 4 |
| 5.4 | Evaluating and controlling market performance. | 4 |
| 5.5 | Summary | 2 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---------------------|----------|---|---|---|--------|
| PBA19C22 | INDUSTRIAL RELATION | Core-2 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | Second | 25 | 75 | 100 |

Preamble

This course is designed to enhance the essential knowledge of labor relations and industrial relations systems and participatory processes at work, labor law, and possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees.

Prerequisites

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level () |
|-------|--|--------------------|
| CO1 | Classify the different industrial relation system and impact of Globalization as Industrial Relations. | K2 |
| CO2 | Summarize the strengthen trade union movement in India and employer's organizations. | K5 |
| CO3 | Explain the Grievance and Disciplinary role of HR manager. | K6 |
| CO4 | Compare and Interpret the concept of collective bargaining and Industrial bargaining. | K4, K6 |
| CO5 | Analyse and Evaluate the various causes for industrial conflicts and types of industrial conflicts. | K4, K6 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 20 |
| CO2 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | 18 |
| CO3 | Medium(2) | Medium(2) | Low(1) | Low(1) | Medium(2) | Medium(2) | Strong(3) | 13 |
| CO4 | Low(1) | Low(1) | Strong(3) | Strong(3) | Medium(2) | Low(1) | Low(1) | 12 |
| CO5 | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Low(1) | Low(1) | Medium(2) | 15 |
| Total | 12 | 12 | 12 | 13 | 10 | 8 | 11 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|--------------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Industrial Relations

UNIT-I

18 hours

Definition-Three Actors of IR- Importance –Objective- Condition for Congenial IR- Approaches- Industrial Workers- Impact of Globalization As IR

UNIT-II

18 hours

Trade Union and employer's Association-Meaning-function-objective of important Indian trade unions-Union structure- trade union Act, 1926 and trade union (Amendment) act 2001, -problems-Why decline in trade union after globalization? –Measures to strengthen trade union movement in India-employer's organizations.

UNIT-III

18 hours

Grievance and Discipline- Meaning- Characteristics, Need for Cause of Grievances-Pre-requisites-Basic Elements –Errors in Interview- Grievance Procedure-Evaluation. Discipline Procedure: Meaning-Aspects of Discipline- Objectives – The Red Hot Stove Rule- Indiscipline-Cause-Approaches-Industrial Employment (standing orders) ACT 1946- Disciplinary Procedure-Discharge and Dismissal- Role of HR Manager-Principles of Effective Discipline.

UNIT-IV

18 hours

Collective Bargaining - Definition- Characteristics- Necessity-Importance-Forms- Essential Conditions for The Success Of Collective Bargaining Process-Negotiations-Contract Administration- Collective Bargaining In India- Causes For Limited Success- Recommendations Of Ncl And Suggestions For Effective Functioning- Recent Trends- Collective Bargaining Vs Industrial Bargaining

UNIT- V

18 hours

Industrial conflicts- Introduction-definition-feature-causes of industrial conflicts-industrial factors-management attitude towards Labour-government machinery-other factors-types of industrial conflicts-Labour welfare officer's tripartite and bipartite- standing orders-grievance procedure-collective bargaining-settlement of conflict-investigation –mediation-conciliation- voluntary arbitration-compulsory arbitration/ adjudication-labors court-industrial tribunals- Worker's participation in management-meaning- objective- essential conditions- employee empowerment-meaning- elements-condition-process-quality circles-meaning-process-benefits.

Text Books:

1. Essential Of Human Resource Management and Industrial Relations- P. Subba Rao- Himalaya Publishing House-New Delhi-9th edition,2011. ISBN: 978-9350975459.
2. Dynamic of Industrial Relations- Prentice Hall India Ltd., - 14th edition. ISBN: 978-0837178790

Reference Books:

1. Dynamic of Industrial Relations-Mamoria & Mamoria, Ganker- Himalaya Publishing House- New Delhi-2010 , ISBN; 978- 9352621699
2. Industrial Relation and Labour Laws-Arun Monappa Ranjeet Nambudiri,Patturaja Selvaraj- Tata Mc Graw Hill publishing co Ltd -2012. ISBN: 978-1259004926

Web Resources:

1. https://en.wikipedia.org/wiki/Industrial_relations
2. <https://businessjargons.com/industrial-relations.html>

Course Designers:

1. **Dr.R.Arunprasath**
2. **Ms.B.Nadhini**

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPICS INDUSTRIAL RELATION UNIT-I | NO OF LECTURE HOURS |
|-----|---|------------------------------------|
| 1.1 | Definition, Three Actors of IR, Importance, Objective | 7 |
| 1.2 | Condition for Congenial IR, Approaches | 5 |

| | | |
|-----|---|-----------------|
| 1.3 | Industrial Workers, Impact of Globalization As IR | 6 |
| | UNIT-II | |
| 2.1 | Trade Union and employer's Association, Meaning, function | 4 |
| 2.2 | objective of important Indian trade unions | 3 |
| 2.3 | Union structure, trade union Act, 1926 and trade union (Amendment) act 2001 | 4 |
| 2.4 | Problems, Why decline in trade union after globalization? | 4 |
| 2.5 | Measures to strengthen trade union movement in India, employer's organizations | 3 |
| | UNIT-III | |
| 3.1 | Grievance and Discipline, Meaning, Characteristics | 2 |
| 3.2 | Need for Cause of Grievances | 1 |
| 3.3 | Pre-requisites, Grievance Procedure, Evaluation | 3 |
| 3.4 | Discipline Procedure: Meaning, Aspects of Discipline, Objectives | 3 |
| 3.5 | The Red Hot Stove Rule, Indiscipline, Cause, Approaches | 3 |
| 3.6 | Industrial Employment (standing orders) ACT 1946 | 2 |
| 3.7 | Disciplinary Procedure, Discharge and Dismissal | 2 |
| 3.8 | Role of HR Manager, Principles of Effective Discipline | 2 |
| | UNIT-IV | |
| 4.1 | Collective Bargaining, Definition, Characteristics, Necessity, Importance, Forms | 3 |
| 4.2 | Essential Conditions for The Success Of Collective Bargaining Process | 3 |
| 4.3 | Negotiations, Contract Administration | 3 |
| 4.4 | Collective Bargaining In India, Causes For Limited Success | 3 |
| 4.5 | Recommendations Of Ncl And Suggestions For Effective Functioning | 4 |
| 4.6 | Recent Trends, Collective Bargaining Vs Industrial Bargaining | 2 |
| | UNIT-V | |
| 5.1 | Industrial conflicts, Introduction, definition, feature, causes of industrial conflicts | 3 |
| 5.2 | Industrial factors, management attitude towards Labour, government machinery, other factors | 4 |
| 5.3 | Types of industrial conflicts, Labour welfare officer's tripartite and bipartite, standing orders, grievance procedure, collective bargaining, settlement of conflict | 3 |
| 5.4 | Investigation , mediation, conciliation, voluntary arbitration, compulsory arbitration/ adjudication, labors court, industrial tribunals | 3 |
| 5.5 | Worker's participation in management, meaning, objective, essential conditions | 2 |
| 5.6 | Employee empowerment, meaning, elements, condition, process, quality circles, meaning, process, benefits | 3 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|----------|---|---|---|--------|
| PBA19C23 | RESEARCH METHODOLOGY | Core-3 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|-------|----------|----------|----------|---------------|
| First | Second | 25 | 75 | 100 |

Preamble

Course Outcomes

This course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach, includes discussions on sampling techniques, research designs and techniques of analysis.

Prerequisites

Fundamental concepts of research and its methodologies

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Explain the importance and application of research methodology | K2 |
| CO2 | Summarise the knowledge of research in business applications and scaling design. | K6 |
| CO3 | Categorize the types of data collection methods and Experimentations studies | K4, K5 |
| CO4 | Interpret the preliminary data Analysis and presentation. | K3 |
| CO5 | Prepare the research report and essential features of good research report. | K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze

K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CO1 | Strong(3) | Low(1) | Strong(3) | Strong(3) | Low(1) | Strong(3) | Medium(2) | 16 |
| CO2 | Medium(2) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Medium(2) | 18 |
| CO3 | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | 17 |
| CO4 | Low(1) | Low(1) | Low(1) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | 12 |
| CO5 | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Low(1) | Low(1) | Low(1) | 14 |
| Total | 11 | 10 | 11 | 15 | 9 | 12 | 9 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | | | |
|-----------------|---------------|----------------|-------------------------|
| | CA | | End of Semester (Marks) |
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Research Methodology

Unit I

18 hours

Introduction to Business Research: Research in business – Scientific Thinking - The Research Process - The Research Proposal – Ethics in Business Research.

Unit II

18 hours

The Design of Research: Design Strategies – Measurement – Scaling Design –Sampling Design.

Unit III

18 hours

The Sources and Collection of Data: Types of data sources- Secondary Data Sources – Survey Methods-Instruments for Respondent Communication – Observational Studies Experimentation.

Unit IV

18 hours

Analysis of Data: Data Preparation and Preliminary Analysis - Hypothesis Testing – Measures of Association – Multivariate Analysis- cluster analysis, factor analysis.

Unit V

18 hours

Presentation of Data: Written and Oral Reports-Report Formats-Styles-Models- Essential features of a good report.

Text Books:

1. Business Research Methods – Donald R. Cooper, Pamela S. Schindler Tata McGraw-Hill – 12th Edition, 2013. ISBN: 978- 1259001857
2. Research Methodology – C.R. Kothari Wishwa Prakashan-Third Edition -2008, ISBN: 978- 8122436235

Reference Books:

1. Research Methodology – Girija.M. Schand Publication, ISBN: 978- 8121922203
2. Business Research Methods – Boris Bmumbery , Tata Mc Graw Hill Pvt Ltd., ISBN: 978- 0077157487

Web Resources:

1. <https://www.youtube.com/watch?v=Pztlk97hf0o>
2. <https://libguides.wits.ac.za/c.php?g=693518&p=4914913>

Course Designers:

- 1) Mrs.S.Suganya
- 2) Mrs.R.Sivamalini

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC RESEARCH METHODOLOGY UNIT-I | NO OF LECTURE HOURS |
|-----|--|------------------------------------|
| 1.1 | Introduction to Business Research | 3 |
| 1.2 | Research in business | 3 |
| 1.3 | Scientific Thinking | 4 |
| 1.4 | The Research Process | 4 |
| 1.5 | The Research Proposal | 2 |
| 1.6 | Ethics in Business Research | 2 |
| | UNIT-II | |
| 2.1 | The Design of Research | 4 |
| 2.2 | Design Strategies | 4 |
| 2.3 | Measurement | 3 |
| 2.4 | Scaling Design | 4 |
| 2.5 | Sampling Design | 3 |
| | UNIT-III | |
| 3.1 | The Sources and Collection of Data | 3 |
| 3.2 | Types of data sources | 2 |
| 3.3 | Secondary Data Sources | 2 |
| 3.4 | Survey, Methods | 4 |
| 3.5 | Instruments for Respondent Communication | 2 |
| 3.6 | Observational Studies | 2 |
| 3.7 | Experimentation | 2 |
| 3.8 | Summary | 1 |

| UNIT-IV | | |
|----------------|---|-----------------|
| 4.1 | Analysis of Data | 3 |
| 4.2 | Data Preparation and Preliminary Analysis | 2 |
| 4.3 | Hypothesis Testing | 3 |
| 4.4 | Measures of Association | 2 |
| 4.5 | Multivariate Analysis | 2 |
| 4.6 | cluster analysis | 3 |
| 4.7 | factor analysis | 2 |
| 4.8 | Summary | 1 |
| UNIT-V | | |
| 5.1 | Presentation of Data | 4 |
| 5.2 | Written and Oral Reports | 4 |
| 5.3 | Report Formats, Styles, Models | 4 |
| 5.4 | Essential features of a good report | 4 |
| 5.5 | Summary | 2 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------|----------|---|---|---|--------|
| PBA19C24 | ORGANIZATIONAL BEHAVIOR | Core-4 | 4 | - | - | 4 |

L- Lecture T- Tutorial P- Practical

Preamble

This paper examines the behaviour of people in the work environment. Students develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and organisational change.

Prerequisites

Gain an appreciation of the relevance of the study of organizational behaviour to the practice of human resource management.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Appraise the development in the field of organizational behaviour and explain models and applications. | K4, K5 |
| CO2 | Extend the various Personality traits ,values and reinforcement | K2 |
| CO3 | Apply the theories of motivation and process of motivation. | K3 |
| CO4 | Describe the Group dynamics with power, politics, sources and tactics | K6 |
| CO5 | Construct the organizational culture and its dimensions and to examine various organizational designs. | K4, K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | 19 |
| CO2 | Strong(3) | Strong(3) | Medium(2) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 19 |
| CO3 | Strong(3) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | 18 |
| CO4 | Low(1) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Medium(2) | 14 |
| CO5 | Strong(3) | Low(1) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Low(1) | 15 |
| Total | 13 | 12 | 14 | 13 | 11 | 9 | 12 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Organizational Behaviour

Unit I: 18 hours

Organizational Behavior – Emerging issues – Dynamics of organizational life – Environmental processes – individual, organizational, Interpersonal, Team and change processes – OB Models. Perception – perceptual process- perceiving others – organizational Applications.

Unit II: 18 hours

Personality – Introduction – Approaches to the study of Personality Traits – Types & problem solving Behaviors – Learning – Approaches to the study of learning – Reinforcements – Attitudes – Values – Work attitudes – Types & Management of values – Relationship between attitudes and values.

Unit III: 18 hours

Motivation –Theories-content –process models-applications-Leadership-perspectives-trait-behavioral and contingency perspectives-conflicts-stages of conflicts-types-negotiations. Communication: Meaning- Importance- effects- elements- barriers to communication- characteristics of effective communication- types- advantages and disadvantages of communication

Unit IV: 18 hours

Group dynamics-theories- five stage model of group formation-types and processes –issues and problems with team work–power & politics-Sources& tactics.

Unit-V: 18 hours

Organizational change and culture: Meaning-Types-Technology change with human facts- Resistance to change- approaches to organizational change- Planning and implementing change. Organizational structure & design-Factors affecting design-Organizational culture-Types, Approaches and Management of organizational culture.

Text Books:

1. S.S.Khanka- Organizational Behavior 4th Edition (2013) - S Chand & Co Ltd, New Delhi. ISBN: 9788121920148
2. K.Aswathappa- Organizational Behavior 7th Edition (2007) - Himalaya Publishing House. ISBN: 9788183188340

Reference Books:

1. Fred Luthan- Organizational Behavior 12th Edition (2010) - Tata McGraw Hill, New Delhi. ISBN: 9780073530352.
2. Prof.P.Subba Rao & Dr.Ratnakar Mishra- Organizational Behavior 1st Edition (2012) - Himalaya Publishing House. ISBN: 9788184885682.
3. Stephen P.Robbins- Organizational Behavior 11th Edition (2005) - Pearson Education India, New Delhi. ISBN: 9780132834872.

Web Resources:

1. <https://www.youtube.com/watch?v=09xK75YanWA>
2. https://en.wikipedia.org/wiki/Organizational_behavior

Course Designers:

- 1) Mrs.S.Suganya
- 2) Dr.S.Vasundhara

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC ORGANIZATION BEHAVIOUR UNIT-I | NO OF LECTURE HOURS |
|-----|--|------------------------------------|
| 1.1 | Organizational Behavior | 2 |
| 1.2 | Emerging issues | 2 |
| 1.3 | Dynamics of organizational life | 2 |
| 1.4 | Environmental processes | 3 |
| 1.5 | Individual, organizational, Interpersonal, Team and change processes | 3 |
| 1.6 | OB Models | 2 |
| 1.7 | Perception, perceptual process, perceiving others | 3 |
| 1.8 | Organizational Applications | 2 |
| | UNIT-II | |
| 2.1 | Personality , Introduction , Approaches to the study of Personality Traits | 3 |
| 2.2 | Types & problem solving Behaviors | 3 |
| 2.3 | Learning , Approaches to the study of learning | 3 |
| 2.4 | Reinforcements , Attitudes , Values ,Work attitudes | 2 |
| 2.5 | Types & Management of values | 3 |
| 2.6 | Relationship between attitudes and values | 3 |
| 2.7 | Summary | 1 |
| | UNIT-III | |

| | | |
|----------------|---|-----------------|
| 3.1 | Motivation ,Theories, content , process models applications | 3 |
| 3.2 | Leadership ,perspectives, trait, behavioral and contingency perspectives | 3 |
| 3.3 | Conflicts , stages of conflicts ,types, negotiations | 3 |
| 3.4 | Communication: Meaning, Importance ,effects , elements, barriers to communication | 3 |
| 3.5 | Characteristics of effective communication and types. | 3 |
| 3.6 | advantages and disadvantages of communication | 2 |
| 3.7 | Summary | 1 |
| UNIT-IV | | |
| 4.1 | Group dynamics | 3 |
| 4.2 | theories, | 3 |
| 4.3 | five stage model of group formation | 3 |
| 4.4 | Types and processes | 3 |
| 4.5 | Issues and problems with team work | 2 |
| 4.6 | Power & politics-Sources& tactics | 3 |
| 4.7 | Summary | 1 |
| UNIT-V | | |
| 5.1 | Organizational change and culture: Meaning, Types, Technology change with human facts | 3 |
| 5.2 | Resistance to change, approaches to organizational change, | 3 |
| 5.3 | Planning and implementing change | 2 |
| 5.4 | Organizational structure & design, Factors affecting design | 3 |
| 5.5 | Organizational culture: Types, | 3 |
| 5.6 | Approaches and Management of organizational culture | 3 |
| 5.7 | Summary | 1 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---|------------|---|---|---|--------|
| PBA19CE21 | PRACTICAL- YOGA AND MEDITATION FOR MANAGERS | Elective-I | 1 | - | 4 | 5 |
| | L- Lecture T- Tutorial P- Practical | | | | | |

| Year | Semester | Internal Mark | External Marks | Total Marks |
|-------|----------|---------------|----------------|-------------|
| First | Second | 40 | 60 | 100 |

Preamble

Knowledge of classical theories of health and disease relevant to the practice of Yoga Therapy and getting knowledge of human anatomy, physiology and biomechanics, and the interrelationships between systems of the body; knowledge of common pathologies and disorders of systems of the body, including familiarity with symptoms, condition management, illness trajectories, and related to yoga practices.

Prerequisites

Practicing yoga one could have a tendency to cling to objects, people and idea.

Course Outcomes

On the completion of the course, the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Identify the effect of training on various physiological responses during the performance of Surya Namaskar by the trainees at different phases of the training throughout the year. | K2 |
| CO2 | Describe how the underlying anatomical and physiological principles of alignment relate to safe yoga practice. | K6 |
| CO3 | Apply the philosophical framework underpinning a range of styles of yoga and demonstrate awareness of the effects of yoga practice within the context of health | K3, K4 |
| CO4 | Summarise and assess the personal effects of yoga practice. | K5 |
| CO5 | Describe the yoga asanas importance in the day to day life. | K3 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| CO1 | Strong(3) | Medium(2) | Low(1) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | 16 |
| CO2 | Low(1) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | 15 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Strong(3) | Strong(3) | Low(1) | Strong(3) | 17 |
| CO4 | Medium(2) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Low(1) | Strong(3) | 17 |
| CO5 | Low(1) | Low(1) | Strong(3) | Low(1) | Low(1) | Medium(2) | Strong(3) | 12 |
| Total | 10 | 10 | 11 | 11 | 12 | 8 | 15 | |

S-Strong M-Medium L-Low

- Yoga importance rules and classifications
- Suriya Namaskara-Meaning-Practices of all the twelve steps
Yogasananas – Practices on the following as:

STANDING:

1. Ardhakati Cakrasana
2. Ardha Cakrasana
3. Pada Hastasana

SITTING:

1. Padmasana
2. Yoga Mudra or Sansankasana
3. Ustrasana or Supta-vajrasana
4. Ardha Matsyendrasana

LYING POSTURE:

1. Bhujangasana
2. Salabasana
3. Dhanurasana
4. Sarvangasana
5. Matsyasana
6. Savasana

- Pranayama –Meaning and importance –Techniques of Pranayama-practices on Simple pranayama techniques
- Meditations-Meaning-suggestions for beginners –Practices on Effective methods like Kundalini , Natraj meditations and Vipasana meditation.

Text Books:

1. Yoga – Vivekananda Kendra Prakashan Trust, Chennai, ISBN: 978-1179558035
2. A Psychological handbook for Teachers of yogasananas, ISBN: 978-1587360336

Reference Books:

1. Yogasana and pranayama for Health -P.D.Sharma Navneet Publications India Ltd Ahmedabad 2007, ISBN: 978-8124301333
2. Yogasanas and sadhana - Dr.satya pal and Dholan Dass Aggarwal, Pustak Mahal-20, ISBN: B01717- JDL8

Web Resources:

1. <https://www.youtube.com/watch?v=F47hdaNXwT4>
2. <https://www.youtube.com/watch?v=v7AYKMP6rOE>

Course Designers:

1.Dr.S.Vasundhara

2.Mr.Vijay Sairam

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC | NO OF LECTURE HOURS |
|-----|--|---------------------|
| 1.1 | Yoga importance rules and classifications | 4 |
| 1.2 | Suriya Namaskara-Meaning-Practices of all the twelve steps | 10 |
| 1.3 | Summary | 1 |
| 2.1 | Standing Positing Yoga: Uses and importance | 2 |
| 2.2 | Ardhakati Cakrasana | 4 |
| 2.3 | Ardha Cakrasana | 4 |
| 2.4 | Pada Hastasana | 4 |
| 2.5 | Summary | 1 |
| 3.1 | Padmasana: Uses and importance | 3 |
| 3.2 | Yoga Mudra or Sansankasana | 4 |
| 3.3 | Ustrasana or Supta-vajrasana | 4 |
| 3.4 | Ardha Matsyendrasana | 3 |
| 3.5 | Summary | 1 |
| 4.1 | LYING POSTURE Yoga uses and Importance | 1 |
| 4.1 | Bhujangasana | 3 |
| 4.2 | Dhanurasana | 3 |
| 4.3 | Sarvangasana | 3 |
| 4.4 | Matsyasana | 2 |
| 4.5 | Savasana | 2 |
| | Summary | 1 |
| 5.1 | Pranayama –Meaning and importance – | 4 |
| 5.2 | Techniques of Pranayama-practices on Simple pranayama techniques | 3 |
| 5.3 | Meditations-Meaning-suggestions for beginners –. | 3 |
| 5.4 | Practices on Effective methods like Kundalini , Natraj meditations and Vipasana meditation | 4 |
| 5.5 | Summary | 1 |
| | TOTAL | 75 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------------------|------------|---|---|---|--------|
| PBA19CE21 | ELECTIVE I- LIFE SKILLS FOR MANAGERS | Elective-I | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal Marks | External Marks | Total Marks |
|-------|----------|----------------|----------------|-------------|
| First | Second | 40 | 60 | 100 |

Preamble

This course will enlighten with personality development with life skill.

Prerequisites

Basics to evaluate and improve upon personal leadership strengths and weaknesses

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|---|-----------------|
| CO1 | Outline the interpersonal skills and self awareness | K4 |
| CO2 | Examine the types of personality and Body language. | K4 |
| CO3 | Prepare the schedule plan for stress management | K5 |
| CO4 | Summarize how to manage engagements and goal planning. | K6 |
| CO5 | Analyse and Interpret multiple Disciplinary case analyses | K3. K4 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Strong(3) | 19 |
| CO2 | Low(1) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Strong(3) | 17 |
| CO3 | Strong(3) | Strong(3) | Low(1) | Low(1) | Medium(2) | Medium(2) | Strong(3) | 15 |
| CO4 | Low(1) | Low(1) | Medium(2) | Low(1) | Strong(3) | Medium(2) | Medium(2) | 12 |
| CO5 | Strong(3) | Low(1) | Low(1) | Strong(3) | Low(1) | Low(1) | Low(1) | 11 |
| Total | 11 | 11 | 10 | 11 | 10 | 9 | 12 | |

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Elective I- Life skills for Managers

UNIT-I

18 hours

Interpersonal Skill – Attitude- Self-Awareness – Perception

UNIT-II

18 hours

Personality Development – Motivation – Body Language

UNIT-III

18 hours

Stress Management: Positive And Negative Stress-Body Stress Release-Mental Stress Release-
Vishwa Dhyana – Smile and Laugh

UNIT-IV

18 hours

Time Management: Punctuality- How to Manage Engagements-Goal Planning-Ego How to Overcome

UNIT-V

18 hours

Self-Examination – SWOT Analysis of Individual – Management Games – Multiple Disciplinary Case Analyses

Text Books:

1. Life Skills to Excel in Life- Dr. J.N.Reddy.Macmillan Publishers India LTD., 2012, ISBN: 978-9351382522.
2. Learn to Learn- How to excel in your academic studies- By Menachen Reinshmidt ASIN – BOOANOROUG

Reference Books:

1. A hand book of human relations with structured experiences and instruments – M.S.Shooklaa – Macmillan Indian Ltd -2010, ISBN – 978-1403922267.

2. Successful people management, Life skill for Managers – David Griffiths, ISBN – 978-1785899898

Web Resources:

1. <https://www.amanet.org/training/promotions/six-skills-for-managers-and-leaders.aspx>
2. <http://www.macmillanenglish.com/life-skills/people-management/>

Course Designers:

1. Mrs. S.Suganya
2. Mr.S.Ramkumar

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC | NO OF LECTURE HOURS |
|-----|---|----------------------------|
| | ELECTIVE I- LIFE SKILLS FOR MANAGERS | |
| | UNIT-I | |
| 1.1 | Interpersonal Skill | 3 |
| 1.2 | Attitude | 5 |
| 1.3 | Self-Awareness | 5 |
| 1.4 | Perception | 5 |
| | UNIT-II | |
| 2.1 | Personality Development | 7 |
| 2.2 | Motivation | 5 |
| 2.3 | Body Language | 6 |
| | UNIT-III | |
| 3.1 | Stress Management | 4 |
| 3.2 | Positive And Negative Stress | 4 |
| 3.3 | Body Stress Release | 3 |
| 3.4 | Mental Stress Release | 4 |
| 3.5 | Vishwa Dhyana: Smile and Laugh | 3 |
| | UNIT-IV | |
| 4.1 | Time Management: Punctuality | 4 |
| 4.2 | How to Manage Engagements | 5 |
| 4.3 | Goal Planning | 5 |
| 4.4 | Ego How to Overcome | 4 |
| | UNIT-V | |
| 5.1 | Self-Examination | 4 |
| 5.2 | SWOT Analysis of Individual | 4 |
| 5.3 | Management Games | 5 |
| 5.4 | Multiple Disciplinary Case Analyses | 5 |
| | TOTAL | 90 Hours |

Mapping of Course Subject with PSO

Strong - 3 Medium - 2 Low - 1

| Subject | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | TOTAL |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Marketing Management | 12 | 8 | 8 | 8 | 9 | 8 | 8 | 61 |
| Industrial Relations | 11 | 11 | 11 | 12 | 9 | 7 | 10 | 70 |
| Research Methodology | 10 | 8 | 10 | 15 | 8 | 11 | 8 | 70 |
| Organizational Behaviour | 12 | 11 | 12 | 11 | 11 | 8 | 11 | 76 |
| Practical Yoga and Meditation Skills for managers | 9 | 9 | 10 | 10 | 11 | 8 | 15 | 72 |
| Life skills for managers | 9 | 10 | 9 | 10 | 9 | 8 | 11 | 66 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------|----------|---|---|---|--------|
| PBA19C31 | COMPENSATION MANAGEMENT | Core-1 | 4 | - | - | 4 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Third | 25 | 75 | 100 |

Preamble

This course examines the full range of compensation topics with emphasis on how compensation systems will likely impact productivity, equity, and the firm's ability to recruit and keep highly skilled and motivated employees.

Prerequisites

Basics of compensation concepts and the context of compensation practice in different ways to strengthen the pay-for-performance link.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Outline the basic compensation concepts and the context of compensation practice. | K1 |
| CO2 | Distinguish the concepts of Job analysis, job evaluation and personal based structures. | K4 |
| CO3 | Prepare the performance plans and categorize different performance appraisal methods. | K4, K5 |
| CO4 | Describe the compensation of employee benefit plans and types of benefits. | K6 |
| CO5 | Analyse the government and legal issues in compensation. | K4 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | 17 |
| CO2 | Strong(3) | Low(1) | Medium(2) | Low(1) | Medium(2) | Medium(2) | Low(1) | 12 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Low(1) | Medium(2) | Low(1) | 13 |
| CO4 | Low(1) | Strong(3) | Low(1) | Low(1) | Low(1) | Low(1) | Medium(2) | 10 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Medium(2) | Medium(2) | 17 |
| Total | 13 | 12 | 11 | 10 | 8 | 8 | 7 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | | | |
|------------------------|----------------------|-----------------------|--------------------------------|
| | CA | | End of Semester (Marks) |
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Compensation Management

Unit I: 18 hours

The pay model – Compensation definition – Forms of pay – Compensation strategy – Internal structures – Designing internal structures – Consequences.

Unit II: 18 hours

Job Evaluation – Job Analysis – Person based structures – Designing pay Levels – Designing surveys – External pressures or competitiveness – Balancing internal & external pressures.

Unit III: 18 hours

Pay for performance plans – Performance Appraisals – Specific, Team Incentive & long term incentive plans – Pay vs. Performance – Tools & pay guides.

Unit IV: 18 hours

Employee benefits – Compensation of employee benefit plans – Administering plans – Benefit options – Types of Benefits – Legal requirements – Retirement, Insurance, Medical related & miscellaneous benefits.

Unit V: 18 hours

Union role in wage & salary administration – Union & Alternative reward systems – Government & legal issues in compensation.

Text Books:

1. Compensation -George T. Milkovich & Jerry M. Newman Tata MC. Graw Hill Publishing Co., Ltd., 2013. ISBN: 978-0073530499.
2. Strategic compensation – by Joseph J.Martocchio – 2013 – 9th edition, ISBN- 978-0134320540.

Reference Books:

1. Compensation Management in a knowledge – based world – Henderson, 10th edition R.I., Pearson Education New Delhi – 2011. ISBN: 978-0131494794
2. The Complete Guide to executive compensation Bruce R Ellig – 2013, ISBN: 978-0071806312

Web Resources:

1. <https://searchhrsoftware.techtarget.com/definition/compensation-management>
2. <https://www.calliduscloud.com/commissions/cp/compensation-management>

Course Designers:

1. Ms. B. Nadhini
2. Mr. Vijay Sairam

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC COMPENSATION MANAGEMENT UNIT-I | NO OF LECTURE HOURS |
|-----|---|------------------------------------|
| 1.1 | Introduction : The pay model | 3 |
| 1.2 | Compensation definition : Forms of pay | 3 |
| 1.3 | Compensation strategy | 3 |
| 1.4 | Internal structures | 3 |
| 1.5 | Designing internal structures | 3 |
| 1.6 | Consequences | 3 |
| | UNIT-II | |
| 2.1 | Introduction | 3 |
| 2.2 | Job Evaluation, Job Analysis | 4 |
| 2.3 | Person based structures | 3 |
| 2.4 | Designing pay Levels: Designing surveys | 3 |
| 2.5 | External pressures or competitiveness | 3 |
| 2.6 | Balancing internal & external pressures | 2 |

| UNIT-III | | |
|-----------------|---|-----------------|
| 3.1 | Pay for performance plans | 4 |
| 3.2 | Performance Appraisals | 4 |
| 3.3 | Specific, Team Incentive & long term incentive plans | 4 |
| 3.4 | Pay vs. Performance | 3 |
| 3.5 | Tools & pay guides | 3 |
| UNIT-IV | | |
| 4.1 | Employee benefits | 3 |
| 4.2 | Compensation of employee benefit plans | 3 |
| 4.3 | Administering plans | 3 |
| 4.4 | Benefit options: Types of Benefits | 3 |
| 4.5 | Legal requirements | 3 |
| 4.6 | Retirement, Insurance, Medical related & miscellaneous benefits | 3 |
| UNIT-V | | |
| 5.1 | Union role in wage | 3 |
| 5.2 | salary administration | 3 |
| 5.3 | Employee Union | 3 |
| 5.4 | Alternative reward systems | 3 |
| 5.5 | Government issues in compensation | 3 |
| 5.6 | Legal issues in compensation | 3 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------------------|----------|---|---|---|--------|
| PBA19C32 | HUMAN RESOURCE INFORMATION SYSTEM | Core-2 | 4 | - | - | 4 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Third | 25 | 75 | 100 |

Preamble

Enhance effectively in a team environment with responsibility and accountability for own learning and professionally-appropriate practice, demonstrating initiative and judgement to develop creative HR system solutions.

Prerequisites

Benefits and pitfalls associated with the organisational adoption of HRIS.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Compute the purpose of Human Resources Information System and State how to facilitates HR Program | K1, K3 |
| CO2 | Demonstrate various HR methods to assess and “fit” an organizational environment and communicate clearly, concisely and correctly using analyzed systematic data. | K3 |
| CO3 | Pointout the various concepts on Database Management and Decision Support System | K4 |
| CO4 | Evaluate MIS in other functional areas of Management. | K6 |
| CO5 | Apply systematic approaches to solve problems and plan to prepare the reports for management decision-making, strategic planning, and operational excellence | K3, K5 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 19 |
| CO2 | Low(1) | Low(1) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | 14 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 17 |
| CO4 | Medium(2) | Medium(2) | Low(1) | Medium(2) | Medium(2) | Medium(2) | Low(1) | 12 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Low(1) | 15 |
| Total | 12 | 11 | 12 | 13 | 11 | 9 | 9 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|------------------------|----------------------|-----------------------|--------------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Human Resource Information System

Unit I

18 hours

Introduction: Definition of key terms – Management, Information, System; Kinds of System; Systems Approach; Business as System

Unit II

18 hours

Organization for MIS: Structure for Management; Information requirements at various levels of Management; Manual vs. computerized information system; Types of Computer-Based /applications

Unit III

18 hours

Data Base Management: Meaning of Data-Base; Electronic Data-Base; Data Bank Concept DBMS – Objectives –Decision-Making – concept – Types- Decision Support Systems- Characteristics.

Unit IV

18 hours

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Decision Making.

Unit V

18 hours

Human Resource Management and technology: Emotional Intelligence, Knowledge Management-- Business Process Outsourcing-rationale for implementing E-human resource Technology- Measuring Human Resources' contribution-, Metrics and the Human Resource score card Improving HRM

effectiveness through using new technologies-Transaction processing- DSS- KBSES- Interactive Voice technology-Imaging-e-enabled delivery of HRM

Text Books:

1. Management Information Systems – Managerial perspectives - Goyal (2012), Macmillan India Limited, New Delhi. ISBN: 1403-930996.
2. Human Resource Information system- Michel. j. Kavanagh 3rd edition- Sage publication, ISBN: 978-1483306933. Copyright (2015)

Reference Books:

1. Management Information Systems – conceptual foundations, structure and development- Davis, Olson (2011), Tata McGraw Hill, New Delhi, ISBN: 0070486379
2. Information Systems for Modern Management, - Murdick, Ross and Claggett (2010) Prentice Hall India. New Delhi, ISBN: 978-0134646022

Web Resources:

1. <https://www.hrpayrollsystems.net/hris/>
2. <https://www.linkedin.com/pulse/4-major-types-human-resource-information-systems-hris-majumder>

Course Designers:

1. **Mr.Vijay Sairam**
2. **Dr.S.Vasundhara**

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC HUMAN RESOURCE INFORMATION SYSTEM UNIT-I | NO OF LECTURE HOURS |
|-----|---|------------------------------------|
| 1.1 | Introduction to Information System | 3 |
| 1.2 | Definition of key terms – Management, Information, System | 3 |
| 1.3 | Kinds of System | 3 |
| 1.4 | Systems Approach to Information | 3 |
| 1.5 | Business Organization and Information System | 3 |
| 1.6 | Business as System | 3 |
| | Unit-II | |
| 2.1 | Organization for MIS | 3 |
| 2.2 | Structure for Management | 3 |
| 2.3 | Various levels of management | 3 |
| 2.4 | Information requirements at various levels of | 3 |

| | | |
|-----|---|-----------------|
| | Management | |
| 2.5 | Manual vs. computerized information system | 3 |
| 2.6 | Types of Computers - Computer -Based /applications | 3 |
| | Unit-III | |
| 3.1 | Data Base Management: Meaning Data-Base | 4 |
| 3.2 | Electronic Data-Base | 3 |
| 3.3 | Data Bank Concept DBMS: Objectives | 4 |
| 3.4 | Decision-Making: concept, Types | 4 |
| 3.5 | Decision Support Systems: Characteristics | 3 |
| | Unit-IV | |
| 4.1 | MIS in functional areas of Management | 3 |
| 4.2 | MIS for Marketing | 3 |
| 4.3 | MIS for Human Resource | 3 |
| 4.4 | MIS for Operations | 3 |
| 4.5 | MIS for Finance | 3 |
| 4.6 | MIS for General Management | 3 |
| 4.7 | Decision Making | 2 |
| | Unit-V | |
| 5.1 | Human Resource Management and technology | 2 |
| 5.2 | Emotional Intelligence, Knowledge Management | 2 |
| 5.3 | Business Process Outsourcing | 2 |
| 5.4 | rationale for implementing E-human resource Technology | 2 |
| 5.5 | Measuring Human Resources' contribution | 2 |
| 5.6 | Metrics and the Human Resource score card Improving HRM effectiveness through using new technologies | 2 |
| 5.7 | Transaction processing: DSS, KBSES | 2 |
| 5.8 | Interactive Voice technology: Imaging | 2 |
| 5.9 | e-enabled delivery of HRM | 2 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| PBA19C33 | TRAINING AND DEVELOPMENT | Core-3 | 4 | - | - | 4 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Third | 25 | 75 | 100 |

Preamble

This course widens a solid ground in current training methodology, techniques and aids.

Prerequisites

Basic of business training, management development and Evaluation.

Course Outcomes

| Sl. No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|--------|--|---|
| CO1 | Illustrate the role of training and development in human resource management. | K3 |
| CO2 | Extend the training needs of an organisation. | K2 |
| CO3 | Apply creative and strategic thinking to the identification and development of training needs within existing organisations. | K3 |
| CO4 | Estimate specific knowledge and apply skills in management development program | K2, K3 |
| CO5 | Evaluate the training programs | K6 |

K1 – Knowledge K2 – Understand K3 - Apply
 K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 20 |
| CO2 | Medium(2) | Low(1) | Medium(2) | Strong(3) | Medium(2) | Medium(2) | Strong(3) | 15 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | 17 |
| CO4 | Low(1) | Strong(3) | Strong(3) | Low(1) | Strong(3) | Medium(2) | Medium(2) | 15 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Low(1) | Medium(2) | 17 |
| Total | 12 | 12 | 13 | 12 | 13 | 9 | 13 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Training and Development

UNIT-I

18 hours

Training: Meaning and Definition- concepts- purpose- benefits – training, education and development- learning principles- objectives – structure and functions- training and development policy.

UNIT-II

18 hours

Training Needs Analysis (TNA) – method of TNA – organizational analysis and individual analysis-selection of trainees and trainers- skills and qualities required for a trainer

UNIT-III

18 hours

Selection of training place- training time- preparing training budget- creative appropriate training environment- Techniques of training – on the job training(OJT)- off the job training- relative merits and limitations of methods.

UNIT-IV

18 hours

Management development program (MDP) - concepts- need- importance- process- requirements for the success of MDP- methods for improving decision making skills- various methods of mdp program-advantages and disadvantages.

UNIT-V

18 hours

Evaluation of training- stages- models of training evaluation- how to select appropriate evaluation methods- models of evaluation- measuring effectiveness of training- training and development practices in India- training institute in India- emerging trends in training and development.

Text Books:

1. Effective Training- system, strategies and practice, Panicky Blanchard & James W. Thacker, Pearson Education Inc., 2012, 9th edition. ISBN: 978-8131731604
2. Reading in Human Resource Development - Rao T.V, Oxford & IBH publishing Co Ltd, 2010. ISBN: 978- 8132106876

Reference Books:

1. A Handbook of Training and Development - N. Ramaswamy, T.R Publication. ISBN: 978 - 8120405851
2. Building a Learning Organization - Rastogi P.N, Wheeler Publishing, 2010. ISBN: 978 - 8134567825

Web Resources:

1. <https://www.youtube.com/watch?v=85RVEas4AXs>
2. <https://www.youtube.com/watch?v=unIPsBIU6cA>

Course Designers:

- 1) Mr. P Vijayasairam
- 2) Ms. B Nandhini

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC TRAINING AND DEVELOPMENT UNIT-I | NO OF LECTURE HOURS |
|-----|--|------------------------------------|
| 1.1 | Training: Meaning and Definition | 3 |
| 1.2 | Concepts, purpose, benefits | 3 |
| 1.3 | training, education and development | 3 |
| 1.4 | learning principles: objectives | 3 |
| 1.5 | structure and functions | 3 |
| 1.6 | training and development policy | 3 |
| | UNIT-II | |
| 2.1 | Training Needs Analysis (TNA) | 3 |
| 2.2 | method of TNA | 4 |
| 2.3 | organizational analysis and individual analysis | 3 |
| 2.4 | selection of trainees and trainers | 4 |
| 2.5 | skills and qualities required for a trainer | 4 |
| | UNIT-III | |
| 3.1 | Selection of training place | 3 |
| 3.2 | training time | 1 |
| 3.3 | preparing training budget | 2 |
| 3.4 | creative appropriate training environment | 3 |
| 3.5 | Techniques of training | 2 |
| 3.6 | on the job training(OJT) | 2 |
| 3.7 | off the job training | 3 |
| 3.8 | relative merits and limitations of methods | 2 |
| | UNIT-IV | |

| | | |
|-----|--|-----------------|
| 4.1 | Management development program(MDP) | 3 |
| 4.2 | Concepts, need, importance | 3 |
| 4.3 | Process, requirements for the success of MDP | 3 |
| 4.4 | methods for improving decision making skills | 3 |
| 4.5 | various methods of MDP program | 3 |
| 4.6 | advantages and disadvantages | 3 |
| | UNIT-V | |
| 5.1 | Evaluation of training | 2 |
| 5.2 | Stages, models of training evaluation | 2 |
| 5.3 | models of evaluation | 3 |
| 5.4 | measuring effectiveness of training | 3 |
| 5.5 | training and development practices in India | 3 |
| 5.6 | training institute in India | 2 |
| 5.7 | emerging trends in training and development | 3 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|------------------------------------|----------|---|---|---|--------|
| PBA19C34 | ADVANCED HUMAN RESOURCE MANAGEMENT | Core-4 | 4 | - | - | 4 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Third | 25 | 75 | 100 |

Preamble

This course deals with the HRM laws, policies, and regulations in the economy.

Prerequisites

Basics of recruitment and selection through separation activities, performance assessment and training, compensate employees through equitable pay and benefits.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|---|-----------------|
| CO1 | Choose a more strategic approach to learning and development | K3 |
| CO2 | Extend the concepts on Labour market | K2 |
| CO3 | Compare and Assess the Human resource planning and employee relations | K4, K6 |
| CO4 | Analyse organization restructuring and empowerment | K4 |
| CO5 | Express the perspectives about e-HRM, their perspectives for choosing the applications for the system | K2 |

K1 – Knowledge K2 – Understand K3 - Apply K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 20 |
| CO2 | Low(1) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | 15 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Low(1) | Medium(2) | Strong(3) | 15 |
| CO4 | Strong(3) | Low(1) | Low(1) | Low(1) | Strong(3) | Medium(2) | Low(1) | 12 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Strong(3) | 19 |
| Total | 13 | 12 | 11 | 11 | 12 | 9 | 13 | |

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Advanced Human Resource Management

Unit-I

15 hours

Strategic Human Resource Management –Introduction key themes-Emerging trends and Issues-Corporate and HR strategy-Relationship and implementation investment prospective-HR decision making-Cost benefit analysis-Role of bench marking

Unit –II

15 hours

Labour Markets and labour flexibility-labour market approaches-achieving working time flexibility-changing work place-Managing diversity-Organizations and national culture

Unit –III

15 hours

Human resource planning-strategic resource- Retaining outsourcing –performance management system-strategic compensation management-strategic approach to training and development-Employee relations and management of change.

Unit-IV

15 hours

Organization restructuring and empowerment-Human resource processes in multinationals – International mergers and acquisitions –HR perspective

Unit-V

15 hours

E- HRM types of E- HRRM, E -HRM outcomes-Human resource Information system (HRIS)-HRM and Quality-Role of HR in Quality Implementation of TQM in HR functions

Text Books:

1. Advanced Human Resource Management -S.A.Gupta Ane Book Pvt Ltd, New Delhi first edition-2008, ISBN: 1403-930996.
2. Human Resource Information system – Michel J.Kavanagh 3rd edition – sage publication. ISBN: 978-1483306933

Reference Books:

1. Human resource Management –H.John Bernatrdin Tata McgrawHill, New Delhi special Indian edition 2008, ISBN: 0070486379

2. Human resource Management –K.Aswathappaa Tata McgrawHil New Delhi Fifth edition-2008,
ISBN: 978-0134646022

Web Resources:

1. <https://www.getsmarter.com/courses/za/advanced-human-resource-management-online-short-course>
2. <https://www.accordemy.ae/course/advanced-human-resources-management/>

Course Designers:

1. Mrs. R. Sivamalani
2. Mr. S Ramkumar

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC ADVANCED HUMAN RESOURCE MANAGEMENT Unit-I | NO OF LECTURE HOURS |
|-----|--|------------------------------------|
| 1.1 | Strategic Human Resource Management | 2 |
| 1.2 | Introduction key themes | 3 |
| 1.3 | Emerging trends and Issues | 2 |
| 1.4 | Corporate and HR strategy | 2 |
| 1.5 | Relationship and implementation investment prospective | 3 |
| 1.6 | HR decision making | 2 |
| 1.7 | Cost benefit analysis | 2 |
| 1.8 | Role of bench marking | 2 |
| | Unit –II | |
| 2.1 | Labour Markets and labour flexibility | 3 |
| 2.2 | labour market approaches | 3 |
| 2.3 | achieving working time flexibility | 3 |
| 2.4 | changing work place | 3 |
| 2.5 | Managing diversity | 3 |
| 2.6 | Organizations and national culture | 3 |
| | Unit –III | |
| 3.1 | Human resource planning | 3 |
| 3.2 | strategic resource | 2 |
| 3.3 | Retaining outsourcing | 2 |
| 3.4 | performance management system | 3 |
| 3.5 | strategic compensation management | 2 |
| 3.6 | approach to training and development | 3 |

| | | |
|-----|--|-----------------|
| 3.7 | Employee relations and management of change | 3 |
| | Unit-IV | |
| 4.1 | Organization restructuring and empowerment | 4 |
| 4.2 | Human resource processes in multinationals | 5 |
| 4.3 | International mergers and acquisitions | 5 |
| 4.4 | HR perspective | 4 |
| | Unit-V | |
| 5.1 | E- HRM types of E- HRM | 4 |
| 5.2 | E -HRM outcomes | 4 |
| 5.3 | Human resource Information system(HRIS) | 4 |
| 5.4 | HRM and Quality-Role of HR in Quality Implementation of TQM in HR functions | 4 |
| 5.5 | Summary | 2 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--|-------------|---|---|---|--------|
| PBA19CE31 | ELECTIVE II- PERFORMANCE MANAGEMENT | Elective-II | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Third | 25 | 75 | 100 |

Preamble

This course identifies the knowledge and skills needed for effective management of individual and team performance and examines the design of performance management systems that aim to transform organizational objectives into performance outcomes

Prerequisites

Fundamentals of performance management process of planning, facilitating, assessing, and improving individual and organizational.

Course Outcomes

| Sl.No | Course Outcome | Knowledge level |
|-------|--|-----------------|
| CO1 | Classify the performance management strategies | K2 |
| CO2 | Justify the job related performance standards and performance indicators | K6 |
| CO3 | Illustrate the personality job performance selection and training. | K4 |
| CO4 | Identify the performance appraisal and Experiment the career development | K1, K4 |
| CO5 | Evaluate the performance of individual and team in an organization. | K6 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 19 |
| CO2 | Low(1) | Low(1) | Strong(3) | Strong(3) | Medium(2) | Low(1) | Medium(2) | 13 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Low(1) | Strong(3) | Medium(2) | Medium(2) | 15 |
| CO4 | Medium(2) | Low(1) | Low(1) | Strong(3) | Low(1) | Medium(2) | Medium(2) | 12 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Low(1) | 17 |
| Total | 12 | 10 | 12 | 13 | 11 | 9 | 9 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Elective II- Performance Management

Unit-I

15 hours

Conceptual approaches to Performance Management – Need for Performance Management in India – Organizations – Determinants of Job Performance – Selection –Human Resource Processes: The study performance management strategies.

Unit-II

15 hours

Determination of Job Performance: Organizational structure, organic and mechanistic structure, structural dimensions of organization, Structure and organizational performance, Relationship – Human Resource strategies – Work Group Characteristics – An empirical study of job performance.

Unit-III

15 hours

Personality and job performance: role of personality factors in job performance – empirical studies on personality dimensions – Locus of control – need for achievement. Selection- Training and Development- Objectives of training- Training Methods-Evaluation of training.

Unit-IV

15 hours

Performance appraisal: Need – Methods – 360 Degree appraisal – Reengineering - Performance – Reengineering performance appraisal system –definition of Competencies.- Compensation-Job Evaluation-Factors in Job evaluation plan-Job Evaluation plan for Manufacturing Organization- Career development-Role of Employee-Role of Organization-Career Growth Policy- Developing Alternative Promotion Policies- Career Development of Workers.

Unit-V

15 hours

Enhancing Potential of individuals and Team- Counseling-Attitude Training for Workmen-Frustration-Stress-Enhancing Job Satisfaction -Improving Organizational Culture. Creating high Performance organizations – high performance organization: definition and criteria, re – designing human resource strategies – organizational restructuring – competency assessment and development – framework for competency assessment – banking organizations – educational qualifications.

Text Books:

1. Strategies for Performance Management – Dinesh K Srivstava - Anurag Jain for Excel Books, New Delhi – 2005, ISBN : [978-8174464460](#)
2. Performance Management: Toward Organizational Excellence – T.V.Rao, SAGE Response; Second edition 2015, ISBN: 978-9351507307

Reference Books:

1. Human resource Management –An Experimental Approaches –Bennardin A.H Tata McGraw Hill Publishing Co.Ltd., New Delhi -2003, ISBN: 978-0230330498.
2. Performance Management Paperback by [Soumendira Narain Bagchi](#) , Cengage; 2 edition 2013, ISBN: 978-8131518724

Web Resources:

1. <http://hrcouncil.ca/hr-toolkit/keeping-people-performance-management.cfm>
2. https://en.wikipedia.org/wiki/Performance_management

Course Designers:

1. Mrs. S. Suganya
2. Mr. P Vijayasairam

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC PERFORMANCE MANAGEMENT UNIT-I | NO OF LECTURE HOURS |
|-----|---|------------------------------------|
| 1.1 | Conceptual approaches to Performance Management | 3 |
| 1.2 | Need for Performance Management In India | 3 |
| 1.3 | Organizations | 3 |
| 1.4 | Determinants of Job Performance | 3 |
| 1.5 | Selection | 3 |
| 1.6 | Human Resource Processes: The study performance management strategies | 3 |
| | UNIT-II | |
| 2.1 | Determination of Job Performance | 2 |
| 2.2 | Organizational structure organic and mechanistic structure | 3 |
| 2.3 | structural dimensions of organization | 3 |
| 2.4 | Structure and organizational performance: Relationship | 2 |
| 2.5 | Human Resource strategies | 3 |
| 2.6 | Work Group Characteristics | 3 |
| 2.7 | An empirical study of job performance | 2 |

| UNIT-III | | |
|-----------------|--|-----------------|
| 3.1 | Personality and job performance | 2 |
| 3.2 | role of personality factors in job performance | 2 |
| 3.3 | empirical studies on personality dimensions | 2 |
| 3.4 | Locus of control | 2 |
| 3.5 | need for achievement | 3 |
| 3.6 | Selection- Training and Development | 3 |
| 3.7 | Objectives of training | 2 |
| 3.8 | Training Methods-Evaluation of training | 2 |
| UNIT-IV | | |
| 4.1 | Performance appraisal | 1 |
| 4.2 | Need : Methods | 2 |
| 4.3 | 360 Degree appraisal | 1 |
| 4.4 | Reengineering: Performance | 1 |
| 4.5 | Reengineering performance appraisal system | 1 |
| 4.6 | definition of Competencies | 1 |
| 4.7 | Compensation | 1 |
| 4.8 | Job Evaluation: Factors in Job evaluation plan | 2 |
| 4.9 | Job Evaluation plan for Manufacturing Organization | 2 |
| 4.10 | Career development | 2 |
| 4.11 | Role of Employee: Role of Organization | 2 |
| 4.12 | Career Growth Policy | 1 |
| 4.13 | Career Growth Policy, Career Development of Workers | 1 |
| UNIT-V | | |
| 5.1 | Enhancing Potential of individuals and Team | 1 |
| 5.2 | Counselling Methods. | 2 |
| 5.3 | Attitude Training for Workmen | 1 |
| 5.4 | Frustration: Stress | 1 |
| 5.5 | Enhancing Job Satisfaction | 2 |
| 5.6 | Improving Organizational Culture | 2 |
| 5.7 | Creating high Performance organizations | 1 |
| 5.8 | High performance organization: definition and criteria | 1 |
| 5.9 | Re – designing human resource strategies | 1 |
| 5.10 | Organizational restructuring | 1 |
| 5.11 | Competency assessment and development | 2 |
| 5.12 | Framework for competency assessment | 1 |
| 5.13 | Banking organizations | 1 |
| 5.14 | Educational qualifications | 1 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-----------------------------------|--------------|---|---|---|--------|
| PBA19CE31 | ORGANIZATIONAL DEVELOPMENT | Elective- II | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Third | 25 | 75 | 100 |

Preamble

This course involves the study, research and analysis of pro-active strategies for organizational change using the theories and techniques of applied behavioural science.

Prerequisites

Basics of organizational development and change.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Categorize the terms relating to organizational development. | K4 |
| CO2 | Classifying the major families of OD and Explain techniques related to OD interventions. | K2, K6 |
| CO3 | Discriminate various terms relating to organizational development & change | K4 |
| CO4 | Prepare the process of change as applied to organizational culture and human behaviour. | K5 |
| CO5 | Plan and Design the role of power and politics | K5 |

K1 – Knowledge K2 – Understand K3 - Apply
 K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 20 |
| CO2 | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | 17 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Low(1) | Medium(2) | Medium(2) | Medium(2) | 14 |
| CO4 | Low(1) | Strong(3) | Low(1) | Strong(3) | Low(1) | Medium(2) | Medium(2) | 13 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Low(1) | 15 |
| Total | 13 | 14 | 11 | 12 | 9 | 9 | 11 | |

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Elective-II Organizational Development

UNIT-I

18 hours

OD – Meaning – Definitions – History – Values, Assumptions and Beliefs in OD – Foundations of OD – Models – Kurt Lewin Three-stage model of the change Process – The Burke-Litwin Model of Organizational change.

UNIT-II

18 hours

OD Interventions – Classifying the major families of OD – Techniques & Exercises used in Team Building – Role-Analysis Technique – Force-Field Analysis – Visioning – Constructive Interventions – Inter group Team – Building Interventions.

UNIT-III

18 hours

Comprehensive OD Interventions – Search Conferences & future Search Conferences – Beckhard's Confrontation Model – Grid OD – Schein's Cultural Analysis – Large-scale Change and High-Performance Systems – Trans organizational Development.

UNIT-IV

18 hours

Managing the OD Process – Diagnosis – Marvin Weisbord's Six-Box Model – Action Component – The Program Management Component - Phases of OD Program – A model for managing Change – Pitfalls & Remedy – Creating Parallel Learning Structures

UNIT-V

18 hours

The Role of Power & Politics in the Practice of OD – Positive Development in Research on OD – Assessing the effects of OD - OD's Future.

Text Books:

1. Organizational Development – Wendell L. French, Cecil H. Bell, Jr. and Veena Vohra, Pearson Education Inc., 2010, ISBN: 978-0130093745
2. Organizational Development – French & Bell, Prentice-Hall of India Private Limited, 2011, ISBN: 978-8177582311

Reference Books:

1. Organizational Development and HRD – Macmillan, New Delhi, 2010, ISBN: 978-0071331760
2. Best Practices in OD and Change - Bennis Warren, Tata Mc Graw Hill, ISBN: 978-04706604557

Web Resources:

1. https://en.wikipedia.org/wiki/Organization_development
2. <https://hr.vanderbilt.edu/training/orgdevelopment.php>

Course Designers:

- 1) Dr. R Arun prasath
- 2) Mr. S Ramkumar

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC ORGANIZATIONAL DEVELOPMENT UNIT-I | No Of Lecture Hours |
|-----|--|--------------------------------|
| 1.1 | OD: Meaning, Definitions | 3 |
| 1.2 | History , Values, Assumptions and Beliefs in OD | 3 |
| 1.3 | Foundations of OD | 3 |
| 1.4 | Models | 3 |
| 1.5 | Kurt Lewin Three-stage | 3 |
| 1.6 | model of the change Process | 2 |
| 1.7 | The Burke-Litwin Model of Organizational change | 1 |
| | UNIT-II | |
| 2.1 | OD Interventions | 2 |
| 2.2 | Classifying the major families of OD | 2 |
| 2.3 | Techniques & Exercises used in Team Building | 2 |
| 2.4 | Role-Analysis Technique | 2 |
| 2.5 | Force-Field Analysis | 2 |
| 2.6 | Visioning | 2 |
| 2.7 | Constructive Interventions | 2 |

| | | |
|-----|--|-----------------|
| 2.8 | Inter group Team | 2 |
| 2.9 | Building Interventions | 2 |
| | UNIT-III | |
| 3.1 | Comprehensive OD Interventions | 2 |
| 3.2 | Search Conferences & future Search Conferences | 3 |
| 3.3 | Beckhard's Confrontation Model | 2 |
| 3.4 | Grid OD | 2 |
| 3.5 | Schein's Cultural Analysis | 3 |
| 3.6 | Large-scale Change and High-Performance Systems | 3 |
| 3.7 | Trans organizational Development | 3 |
| | UNIT-IV | |
| 4.1 | Managing the OD Process | 2 |
| 4.2 | Diagnosis | 2 |
| 4.3 | Marvin Weisbord's Six-Box Model | 2 |
| 4.4 | Action Component | 2 |
| 4.5 | The Program Management Component | 2 |
| 4.6 | Phases of OD Program | 2 |
| 4.7 | A model for managing Change | 2 |
| 4.8 | Pitfalls & Remedy | 2 |
| 4.9 | Creating Parallel Learning Structures | 2 |
| | UNIT-V | |
| 5.1 | The Role of Power & Politics in the Practice of OD | 4 |
| 5.2 | Positive Development in Research on OD | 4 |
| 5.3 | Assessing the effects of OD | 4 |
| 5.4 | OD's Future | 4 |
| 5.5 | Summary | 2 |
| | TOTAL | 90 Hours |

Mapping of Course Subject with PSO

Strong - 3 Medium - 2 Low - 1

| Subject | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | TOTAL |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Compensation Management | 12 | 11 | 10 | 8 | 7 | 8 | 7 | 63 |
| Human Resource Information System | 11 | 10 | 11 | 13 | 11 | 8 | 8 | 72 |
| Training and Development | 11 | 11 | 13 | 11 | 13 | 8 | 13 | 80 |
| Advanced Human Resource Management | 12 | 11 | 10 | 10 | 11 | 8 | 12 | 74 |
| Performance Management | 11 | 8 | 11 | 12 | 10 | 8 | 8 | 68 |
| Organizational Development | 12 | 14 | 10 | 11 | 8 | 8 | 10 | 73 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---|----------|---|---|---|--------|
| PBA19C41 | INTERNATIONAL HUMAN RESOURCE MANAGEMENT | Core-1 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

The course is divided into three areas of study: the context of international HRM, strategic and functional HRM in international contexts, and comparative international contexts.

Prerequisites

Basics of work and labour regulation; strategic HRM issues in international contexts; issues related to host, home and third country nationals; recruitment, selection, training, development and compensation in international contexts, expatriation and repatriation.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Identify the global perspective and cultural dimensions | K2 |
| CO2 | Compare nature of HRM with domestic HRM | K4 |
| CO3 | Analyse and Compute the emerging trends on training and development | K3, K4 |
| CO4 | Apprise the performance management with the tips of successful repatriation. | K6 |
| CO5 | Discriminate the International Industrial relations approach and social responsibilities | K6 |

K1 – Knowledge K2 – Understand K3 – Apply K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 20 |
| CO2 | Strong(3) | Low(1) | Medium(2) | Low(1) | Medium(2) | Medium(2) | Strong(3) | 14 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | Medium(2) | 16 |
| CO4 | Low(1) | Strong(3) | Low(1) | Strong(3) | Low(1) | Medium(2) | Medium(2) | 13 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Low(1) | 15 |
| Total | 13 | 12 | 11 | 12 | 10 | 9 | 11 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: International Human Resource Management

UNIT-I

18 hours

Global Perspective – Nature Of Globalization – Drivers Of Globalization – Ripple Effects Of Globalization – Multiculturalism – Nature Of Culture – Multiculturalism – Cultural Predispositions – Cultural Dimensions – Managing Across Cultures.

Unit-II

18 hours

Nature Of Hrm – Ihrm Compared With Domestic Hrm – Growing Interest In Ihrm – Functional Positioning Of Ihrm – Organizational Context Of Ihrm – Strategic Hrm – Hrm In Cross Border Mergers And Acquisitions – Nature Of M&As – Motives Behind M&As – Hr Interventions.

UNIT-III

18 hours

Staffing Of International Business – Human Resource Planning – Recruitment And Selection – Recent Trends In International Staffing – Training And Development – Training Strategies – Expatriate Training – HCN Training – TCN Training – Emerging Trends In Training For Competitive Advantage – Frameworks For Cross cultural training.

UNIT-IV

18 hours

Performance Management – Organizational Strategy And Performance Management – Setting Individual Performance Goals – Identifying Variables Affecting Performance – Appraising The Performance – Providing Feedback – Opportunities For Improvement – Linking Rewards And Results – Issues In Managing Performance In The Global Context – Assessing Subsidiary Performance – International Compensation Management – Objectives Of Compensation – Compensation Philosophy – Theories Of Compensation – Compensation Strategy – Components Of Compensation – Variables Influencing Compensation – Compensation Packages – Compensation Administration – Issues In International Compensation – Repatriation – Understanding Repatriation – Benefits From Returnees – Challenges Of Re-Entry – Repatriation – Tips For Successful Repatriation.

UNIT-V

18 hours

International Industrial Relations – Nature of IR – Approaches to IR – Extent of Disputes – Key Players In IR – Strategic Issues Before Employees – Strategic Issues Before Governments – Ethics

And Social Responsibility – Ethics And Hr Manager – Social Responsibility And International Business.

Text Books:

1. International Human Resource Management – text and cases – K. Aswathappa and Sadhana Dash – Tata McGraw - Hill Publishing Co. Ltd., New Delhi – 2011, ISBN: 9781259084799.
2. International Human Resource Management – Anne wil – Harzing – SAGE Publications, ISBN: 978-1446267318

Reference Books:

1. International Human Resource Management – Peter J. Dowling, Denice E. Welch – South Western Cengage learning – 2013, ISBN: 978-1844805426
2. Principles of International Human Resource Management CENGAG 16th edition – George w. Behander. Scott.A S.N.Ell, ISBN:978-8131532492

Web Resources:

1. <https://www.tutebox.com/2850/business/hrm/what-is-international-human-resource-management/>
2. <https://www.mbaknol.com/human-resource-management/international-human-resource-management-ihrm/>

Course Designers:

1. **Mr. R. Arun Prasath**
2. **Mr. P Vijaya sairam**

Lecture Schedule:

Course contents and Lecture Schedule

| | UNIT-I | HOURS |
|------------|---|--------------|
| 1.1 | Global Perspective | 2 |
| 1.2 | Nature Of Globalization | 2 |
| 1.3 | Drivers Of Globalization | 2 |
| 1.4 | Ripple Effects Of Globalization | 2 |
| 1.5 | Multiculturalism | 2 |
| 1.6 | Nature Of Culture | 2 |
| 1.7 | Multiculturalism | 2 |
| 1.8 | Cultural Predispositions – Cultural Dimensions – Managing Across Cultures | 3 |
| 1.9 | Summary | 1 |
| | UNIT-II | |
| 2.1 | Nature Of Hrm – Ihrm Compared With Domestic Hrm | 2 |
| 2.2 | Growing Interest In Ihrm – Functional Positioning Of Ihrm | 2 |

| | | |
|-----------------|--|-----------------|
| 2.3 | Organizational Context Of Ihrm | 2 |
| 2.4 | Strategic Hrm | 2 |
| 2.5 | Hrm In Cross Border Mergers And Acquisitions | 2 |
| 2.6 | Nature Of M&As | 2 |
| 2.7 | Motives Behind M&As | 2 |
| 2.8 | Hr Interventions | 2 |
| | Summary | 2 |
| UNIT-III | | |
| 3.1 | Staffing Of International Business | 1 |
| 3.2 | – Human Resource Planning | 2 |
| 3.3 | Recruitment And Selection | 2 |
| 3.4 | Recent Trends In International Staffing | 2 |
| 3.5 | Training And Development | 2 |
| 3.6 | Training Strategies | 2 |
| 3.7 | Expatriate Training | 2 |
| 3.8 | Emerging Trends In Training For Competitive Advantage | 2 |
| 3.9 | Frameworks For Cross cultural training | 2 |
| 3.10 | Summary | 1 |
| UNIT-IV | | |
| 4.1 | Organizational Strategy And Performance Management | 1 |
| 4.2 | Setting Individual Performance Goals | 2 |
| 4.3 | Identifying Variables Affecting Performance | 1 |
| 4.4 | Apprising The Performance | 2 |
| 4.5 | Opportunities For Improvement – Linking Rewards And Results | 2 |
| 4.6 | Issues In Managing Performance In The Global Context | 1 |
| 4.7 | Assessing Subsidiary Performance – International Compensation Management | 2 |
| 4.8 | Theories Of Compensation – Compensation Strategy – Components Of Compensation – Variables Influencing Compensation | 1 |
| 4.9 | Compensation Packages – Compensation Administration – Issues In International Compensation | 2 |
| 4.10 | Repatriation – Understanding Repatriation – Benefits From Returnees | 1 |
| 4.11 | Challenges Of Re-Entry – Repatriation – Tips For Successful Repatriation | 2 |
| | Summary | 1 |
| UNIT-V | | |
| 5.1 | International Industrial Relations | 2 |
| 5.2 | Nature of IR and Approaches to IR | 2 |
| 5.3 | Extent of Disputes | 2 |
| 5.4 | Key Players In IR | 2 |
| 5.5 | Strategic Issues Before Employees, Strategic Issues Before Governments | 2 |
| 5.6 | Ethics And Social Responsibility | 3 |
| 5.7 | Ethics And Hr Manager | 2 |
| 5.8 | Social Responsibility And International Business. | 2 |
| 5.9 | Summary | 1 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|---------------------|----------|---|---|---|--------|
| PBA19C42 | LABOUR LEGISLATIONS | Core -2 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

The modules are framed in an effective way to acquire knowledge in conceptual, descriptive, analytical, practical and legal aspect.

Prerequisites

Essentials of Social Security and Working conditions and also learn the enquiry procedural and industrial discipline.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Extend the salient features of safety welfare legislations | K2 |
| CO2 | Outline the trade union and wages Act. | K1 |
| CO3 | Explain the Industrial disputes Act. | K5 |
| CO4 | Analyse and Apply the role of labour legislation in workmen compensation | K3, K4 |
| CO5 | Compare the Employees State Insurance Act and Provident Fund Act. | K4 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Strong(3) | 20 |
| CO2 | Strong(3) | Low(1) | Strong(3) | Low(1) | Medium(2) | Medium(2) | Strong(3) | 15 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Strong(3) | Low(1) | Medium(2) | Medium(2) | 15 |
| CO4 | Low(1) | Strong(3) | Low(1) | Low(1) | Strong(3) | Low(1) | Medium(2) | 10 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Medium(2) | Low(1) | 16 |
| Total | 13 | 12 | 12 | 11 | 10 | 9 | 11 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Labour Legislations

UNIT-I

18 hours

The Factories Act (Section 16 To 84): Preliminary – Definitions – The Inspecting Staff-Health, Safety and Welfare to Workers - Working Hours of Adults – Employment of Women and Young Persons – Leave with Wage.

UNIT-II

18 hours

The Trade Unions Act: Definition – Registration of Trade Unions – Rights And Liabilities of Registered Trade Unions – Fund for Political Purposes – General Funds – Amalgamation of Trade Unions – Immunity From Civil and Criminal Liabilities – Dissolution.

The Minimum Wages Act – Interpretation Of Minimum Wages – Procedure for Fixing Wages – Committee and Advisory Boards – Wages in Kind – Payment of Minimum Wages (Schedule Not Included)

UNIT-III

18 hours

The Industrial Disputes Act: Definition – Authorities – Procedure and Power of Authorities – Reference to Arbitration – Strikes and Lock Outs, Layoff and Retrenchment.

UNIT-IV

18 hours

The Workmen Compensation Act: Nature And Scope – Definitions – Employer’s Liabilities – Meaning of Accident – Compensation for Permanent and Partial and Temporary Disablement (Table Not Included)

The Payment of Bonus Act: Definitions – Claim For Bonus – Computation of Bonus – Surplus – Payment of Maximum Bonus – Deductions From The Amount of Bonus Payable.

UNIT-V

18 hours

The Employees State Insurance Act: Nature and Scope – Contribution Benefits – Disputes and Claims. The Employee Provident Fund Act: Preliminaries – Provident Fund Scheme – Provision Regarding Contribution to the Fund. The Payment of Gratuity Act: Definitions.

Text Books:

1. Elements of Mercantile law- N.D. Kapoor, 34th Edition (2013), Sulthan Chand & sons, New Delhi, ISBN: 978-8180549748
2. M.C. Shukla, A Manual of Mercantile law, 13th Edition, 2004, S.Chand & Company Ltd, New Delhi, ISBN:978-812191100

Reference Books:

1. Industrial Law S.M. Sundaram, 8th Edition (2011) Sree.Meenakshi Publications, ISBN: 978-8814569254
2. Business Law –R.S.N. Pillai & V. Bagavathi, 6th Edition (2010), Sulthan Chand&sons, New Delhi. ISBN:978-8812919272

Web Resources:

1. https://en.wikipedia.org/wiki/Labour_law
2. <https://www.slideshare.net/sonukmr583/labor-legislation>

Course Designers:

1. Dr. R Arunprasath
2. Mrs.R.Sivamalini

Lecture Schedule:

Course contents and Lecture Schedule

| | LABOUR LEGISLATIONS UNIT-I | LECTURE HOURS |
|------------|--|--------------------------|
| 1.1 | Introduction to the Factories Act (Section 16 To 84): Preliminary. | 3 |
| 1.2 | The Inspecting Staff- Health, | 2 |
| 1.3 | Safety and Welfare to Workers. | 4 |
| 1.4 | Employment of Women and Young Persons. | 2 |
| 1.5 | Working Hours of Adults Leave with Wage | 3 |
| 1.6 | Leave with Wage | 3 |
| 1.7 | Summary | 1 |
| | UNIT-II | |
| 2.1 | Introduction to Trade Unions Act | 3 |
| 2.2 | Registration of Trade Unions | 2 |
| 2.3 | Rights And Liabilities of Registered Trade Unions | 2 |
| 2.4 | Fund for Political Purposes- General Funds | 2 |
| 2.5 | Amalgamation of Trade Unions | 1 |

| | | |
|-----------------|--|---|
| 2.6 | Immunity From Civil and Criminal Liabilities- Dissolution of trade union | 2 |
| 2.7 | Introduction to Minimum Wages Act | 1 |
| 2.8 | Interpretation Of Minimum Wages -Procedure for Fixing Wages | 2 |
| 2.9 | Committee and Advisory Boards- Wages in Kind – Payment of Minimum Wages | 2 |
| 3.0 | Summary | 1 |
| UNIT-III | | |
| 3.1 | Introduction to Industrial Disputes Act | 3 |
| 3.2 | Authorities – Procedure and Power of Authorities | 4 |
| 3.3 | Reference to Arbitration | 3 |
| 3.4 | Strikes and Lock Outs | 3 |
| 3.5 | Layoff and Retrenchment. | 4 |
| 3.6 | Summary | 1 |
| UNIT-IV | | |
| 4.1 | Introduction to Workmen Compensation Act | 3 |
| 4.2 | Nature And Scope– Employer’s Liabilities – Meaning of Accident | 3 |
| 4.3 | Compensation for Permanent and Partial and Temporary Disablement | 2 |
| 4.4 | Introduction to The Payment of Bonus Act | 3 |
| 4.5 | Claim For Bonus – Computation of Bonus | 2 |
| 4.6 | Surplus – Payment of Maximum Bonus | 2 |
| 4.7 | Deductions From The Amount of Bonus Payable | 2 |
| 4.8 | Summary | 1 |
| UNIT-V | | |
| 5.1 | Introduction to Employees State Insurance Act | 3 |
| 5.2 | Nature and Scope – Contribution Benefits | 3 |
| 5.3 | Disputes and Claims of ESI | 2 |
| 5.4 | Introduction to the Employee Provident Fund Act | 3 |
| 5.5 | Provident Fund Scheme | 1 |
| 5.6 | Provision Regarding Contribution to the Fund | 2 |
| 5.7 | Introduction the Payment of Gratuity Act | 3 |
| 5.8 | Summary | 1 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------------------|----------|---|---|---|--------|
| PBA19C43 | TOTAL QUALITY MANAGEMENT | Core-3 | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

Quality management is a system that serves to control Quality in the critical activities of an organization by bringing together resources, equipment, people and procedures.

Prerequisites

Essentials of techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|---|-----------------|
| CO1 | Classify the principles of quality management and explain how these principles can be applied within quality management systems. | K2, K5 |
| CO2 | Identify the key aspects of the quality improvement cycle and Extend select and use appropriate tools and techniques for controlling. | K1, K2 |
| CO3 | Develop in-depth knowledge on various tools and techniques of quality management | K5 |
| CO4 | Analyse the Proactive improvement for quality control | K4 |
| CO5 | Describe Quality awards and certifications. | K6 |

K1 – Knowledge K2 – Understand K3 – Apply K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | 20 |
| CO2 | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | Strong(3) | Medium(2) | 16 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Medium(2) | Strong(3) | Medium(2) | Medium(2) | 16 |
| CO4 | Low(1) | Low(1) | Medium(2) | Low(1) | Medium(2) | Medium(2) | Low(1) | 10 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Medium(2) | 16 |
| Total | 12 | 11 | 12 | 12 | 11 | 11 | 19 | |

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Total Quality Management

Unit I

18 hours

Introduction to quality concept- Definition – Eight dimensions – Importance- Service quality vs Product quality- Determinants of service quality.

Unit II

18 hours

Philosophy of TQM – Introduction- Emergence of TQM- Overview- Implementation- Benefits. Contribution by Quality Gurus – Deming 14 point programme -PDCA cycle- Benefits of PDCA-Juran- Crosby 14 Point Programme- Ishikawa- Taguchi.

Unit III

18 hours

Quality control and Assurance-Seven QC (Old and New) Tools- Check sheets- Pareto chart – Cause and effect diagram- Control chart (Attributes and Variables)- Histogram- Scatter diagram. Quality Circles-Objectives – Structure - Roles and Responsibilities- Problem solving Techniques. Business Process Reengineering- Difference between TQM and BPR- Steps- Advantages- Limitations- Principles of Reengineering.

Unit IV

18 hours

Process control and process capability –Proactive Improvement- House of quality – Benefits of using QFD. Six Sigma Concept– Just-In –Time-Components–Benefits- Kanban system-Principles of 5s –Kaizen-Benchmarking.

Unit V

18 hours

Quality awards- Introduction- Deming prize award – Malcolm Baldrige and The European quality award. Quality standards – Introduction ISO 9001-2000- Process approach – ISO Certification Procedure- ISO 14000 Environmental Management- Vision- Mission- Goals- Objective- Plans. Quality Audit Guidelines.

Text Books:

Total Quality Management- B. Janakiraman and R.K. Gopal, 4th Edition, by Ashoke K.Ghosh, PHI Learning private Ltd, New Delhi, ISBN 978-81-203-2995-9.

Reference Books:

1. Total quality Management- Dr. V. Venkateswara Rao and Dr. Basanta Kumar, Edition, Mohit Publications, New Delhi, ISBN 81-7445-163-3.
2. Total Quality Management- S.D.Bagde , First Edition, Himalaya publications, Mumbai. ISBN
3. Total Quality Management- James R. Evans and James W.Dean, JR. 3rd Edition, South Western Thomas Learning, Singapore, ISBN 981-240-068-0.
4. Total Quality Management – Dale H. Besterfield, Carol Besterfield- Michna, Glen H. Besterfield, Mary Besterfield- Scare, 2nd Edition, Low Price Edition, Singapore, ISBN 81-7808-270-5.

Web Resources:

1. https://en.wikipedia.org/wiki/Total_quality_management
2. <https://www.techopedia.com/definition/12504/total-quality-management-tqm>

Course Designers:

dR

1. **Mr. S.Ramkumar** **Mrs. S.Suganya**

Lecture Schedule:

Course contents and Lecture Schedule

| | TOTAL QUALITY MANAGEMENT UNIT-I | LECTURE HOURS |
|-----|--|--------------------------|
| 1.1 | Introduction to quality concept | 3 |
| 1.2 | Definition | 2 |
| 1.3 | Eight dimensions | 2 |
| 1.4 | Importance | 1 |
| 1.5 | Service quality vs Product quality | 2 |
| 1.6 | Determinants of service quality | 1 |
| | UNIT-II | |
| 2.1 | Philosophy of TQM | 2 |
| 2.2 | Introduction | 2 |
| 2.3 | Emergence of TQM – Overview | 2 |
| 2.4 | Implementation – Benefits | 1 |

| | | |
|------|---|-----------------|
| 2.5 | Contribution by Quality Gurus | 2 |
| 2.6 | Deming 14 point programme | 2 |
| 2.7 | PDCA cycle - Benefits of PDCA | 2 |
| 2.8 | Juran- Crosby 14 Point Programme | 2 |
| 2.9 | Ishikawa | 2 |
| 2.10 | Taguchi | 1 |
| | UNIT-III | |
| 3.1 | Quality control and Assurance | 1 |
| 3.2 | Seven QC (Old and New) Tools | 2 |
| 3.3 | Check sheets- Pareto chart | 1 |
| 3.4 | Cause and effect diagram | 1 |
| 3.5 | Control chart (Attributes and Variables) | 4 |
| 3.6 | Histogram- Scatter diagram | 1 |
| 3.7 | Quality Circles-Objectives- Structure | 1 |
| 3.8 | Roles and Responsibilities | 1 |
| 3.9 | Problem solving Techniques | 1 |
| 3.10 | Business Process Reengineering | 1 |
| 3.11 | Difference between TQM and BPR- Steps | 1 |
| 3.12 | Advantages-Limitations | 1 |
| 3.13 | Principles of Reengineering | 1 |
| | UNIT-IV | |
| 4.1 | Process control and process capability | 2 |
| 4.2 | Proactive Improvement | 2 |
| 4.3 | House of quality | 2 |
| 4.4 | Benefits of using QFD | 2 |
| 4.5 | Six Sigma Concept | 3 |
| 4.6 | Just-In –Time | 1 |
| 4.7 | Components–Benefits | 1 |
| 4.8 | Kanban system | 1 |
| 4.9 | Principles of 5s | 2 |
| 4.10 | Kaizen-Benchmarking | 2 |
| | UNIT-V | |
| 5.1 | Quality awards | 2 |
| 5.2 | Introduction | 1 |
| 5.3 | Deming prize award | 1 |
| 5.4 | Malcolm Baldrige and The European quality award | 2 |
| 5.5 | Quality standards | 1 |
| 5.6 | Introduction ISO 9001-2000 | 2 |
| 5.7 | Process approach | 1 |
| 5.8 | ISO Certification Procedure | 2 |
| 5.9 | ISO 14000 Environmental Management | 1 |
| 5.10 | Vision- Mission- Goals- Objective - Plans | 3 |
| 5.11 | Quality Audit Guidelines | 1 |
| | TOTAL | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------------------|--------------|---|---|---|--------|
| PBA19CE41 | CUSTOMER RELATIONSHIP MANAGEMENT | Elective-III | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

This course focuses on the development and implementation of relationship marketing strategies via the use of CRM initiatives

Prerequisites

Fundamentals of strategic, operational and tactical CRM decisions.

Course Outcomes

| Sl.No | Course Outcome | Knowledge Level |
|-------|---|-----------------|
| CO1 | Outline the major concepts and framework of customer relationship management | K4 |
| CO2 | Identify the customer acquisition, strategies to prevent defection and recover lapsed customer. | K1 |
| CO3 | Develop the customer relationship management and Experiment the frameworks applied in business. | K4, K5 |
| CO4 | Evaluate CRM implementation strategies. | K6 |
| CO5 | Examine the major Internet sources for carrying out e-CRM. | K4 |

K1 – Knowledge K2 – Understand K3 – Apply – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 19 |
| CO2 | Low(1) | Low(1) | Low(1) | Low(1) | Medium(2) | Medium(2) | Medium(2) | 10 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Strong(3) | Low(1) | Low(1) | Low(1) | 13 |
| CO4 | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Medium(2) | Low(1) | Medium(2) | 13 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Medium(2) | 16 |
| total | 12 | 11 | 11 | 12 | 9 | 7 | 9 | |

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 20% (30) |
| Understand -K2 | 15% (9) | 15% (9) | 20% (30) |
| Apply-K3 | 30% (18) | 30% (18) | 20% (30) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (3) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (30) |
| Total Marks | 60 | 60 | 150 |

Title of the Paper: Customer Relationship Management

Unit I: 18 hours

Significance Of Customer Relationship Management – Why Organizations Lose Their Customers – Strategies For Building Relationship – Modules In CRM – Customer Service And Support Applications – CRM Applications And Objectives- Key Requirements For CRM – Marketing Dynamics Relating To CRM – CRM Channels Of Customer Interactions.

Unit II: 18 hours

Customer Acquisition -Input For Acquisition – Requisites For Effective Acquisition- Attention On Adoption Process – Customer Interaction Management (CIM) – Routes To CIM- Customer Retention – Stages Of Retention In The Customer Life Cycle – Sequences In Retention Process – Perceptual Gaps And Relation – Recovery Of Lapsed Customer – Customers Defect- Strategies To Prevent Defection And Recover Lapsed Customers.

Unit III: 18 hours

Introduction And Objectives Of A C Process – CRM Business Transformation – CRM: A Comparison with CMM levels. Advanced CRM-Electronic CRM, Enterprise CRM, Partner Relationship Management, Collaborative CRM, Supplier Relationship Management, Mobile CRM, X-CRM, Operational – Analytical CRM.

Unit IV: 18 hours

CRM Implementation: Choosing the Right CRM Solution – The Warning of Implementation – Implementation CRM: A Step-By-Step Process- Best Practices

Unit V: 18 hours

An insight into E-CRM: Evolution To ECRM – CRM And E CRM: The Difference – Need To Adopt E CRM – Basic Requirement Of ECRM – Three Dimensions In ECRM – Key ECRM Features- CRM Architecture – Customer Interaction – Method –Problems With E CRM Solutions – E CRM Tools- Portal

Text Books:

1. Customer Relationship Management: A Step-By-step Approach, Mohamed, H Peeru, New Delhi: Vikas Publishing House Pvt Ltd, 2010, ISBN: 978- 8125912057.
2. Customer Relationship Management – Dr. Sheela rani, Margham Publication, 2008, ISBN: 978-938242474

Reference Books:

1. Customer Relationship Management – M.V.S Srinivasa Rao, 2013 ISBN: 978-8189630768.
2. Customer Relationship Management – Christopher Zeheres, Roger Barau 1st edition, ISBN- 978-87768129606

Web Resources:

1. www.ymcaust.ac.in/mba/images/Study_Material/Customer-Relationship-Management-notes.pdf
2. www.sasurieengg.com/e-course-material/MBA/II-Year-Sem-3/BA7015%20CUSTOMER%20RELATIONSHIP%20MANAGEMENT.pdf

Course Designers:

1. **Dr.R. Arun Prasath**
2. **Mr.S. Ramkumar**

Lecture Schedule:

Course contents and Lecture Schedule

| | CUSTOMER RELATIONSHIP MANAGEMENT UNIT-I | NO OF LECTURE HOURS |
|-----|--|------------------------------------|
| 1.1 | Introduction to Customer Relationship Management: Significance Of Customer Relationship Management | 3 |
| 1.2 | The reason for Organizations Lose Their Customers | 2 |
| 1.3 | Strategies For Building Relationship with customer | 2 |
| 1.4 | Modules In CRM | 1 |
| 1.5 | Customer Service And Support Applications | 2 |
| 1.6 | CRM Applications And Objectives | 1 |

| | | |
|-----------------|---|-----------------|
| 1.7 | Key Requirements For CRM in organisation | 2 |
| 1.8 | Marketing Dynamics Relating To CRM | 2 |
| 1.9 | CRM Channels Of Customer Interactions. | 2 |
| 2.0 | Summary | 1 |
| UNIT-II | | |
| 2.1 | Introduction to Customer Acquisition- Input For Acquisition | 2 |
| 2.2 | Requisites For Effective Acquisition- Attention On Adoption Process | 2 |
| 2.3 | Customer Interaction Management (CIM) | 2 |
| 2.4 | Routes To CIM | 1 |
| 2.5 | Customer Retention- Stages Of Retention In The Customer Life Cycle | 2 |
| 2.6 | Sequences In Retention Process | 2 |
| 2.7 | Perceptual Gaps And Relation | 2 |
| 2.8 | Recovery Of Lapsed Customer - Customers Defect | 2 |
| 2.9 | Strategies To Prevent Defection And Recover Lapsed Customers. | 2 |
| 3.0 | Summary | 1 |
| UNIT-III | | |
| 3.1 | Introduction And Objectives Of A C Process | 2 |
| 3.2 | CRM Business Transformation | 3 |
| 3.3 | CRM: A Comparison with CMM levels. Advanced CRM- Electronic CRM, Enterprise CRM, Partner Relationship Management, Collaborative | 4 |
| 3.4 | CRM, Supplier Relationship Management, Mobile CRM, X-CRM, Operational | 4 |
| 3.5 | Analytical CRM | 4 |
| 3.6 | summary | 1 |
| UNIT-IV | | |
| 4.1 | Introduction to CRM Implementation: | 2 |
| 4.2 | Choosing the Right CRM Solution | 4 |
| 4.3 | The Warning of Implementation | 4 |
| 4.4 | Implementation CRM: A Step-By-Step Process | 4 |
| 4.5 | Best Practices | 3 |
| 4.6 | Summary | 1 |
| UNIT-V | | |
| 5.1 | Introduction to an insight into E-CRM: Evolution To ECRM | 2 |
| 5.2 | CRM And E CRM: The Difference | 3 |
| 5.3 | Need To Adopt E CRM | 1 |
| 5.4 | Basic Requirement Of ECRM | 2 |
| 5.5 | Three Dimensions In ECRM | 1 |
| 5.6 | Key ECRM Features | 2 |
| 5.7 | CRM Architecture | 1 |
| 5.8 | Customer Interaction | 2 |
| 5.9 | Method | 1 |
| 5.10 | Problems With E CRM Solutions | 1 |
| 5.11 | E CRM Tools | 1 |
| 5.12 | Portals. | 1 |
| TOTAL | | 90 Hours |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------|--------------|---|---|---|--------|
| PBA19CE41 | HRD Audit | Elective-III | 5 | - | - | 5 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Internal | External | Maximum Marks |
|--------|----------|----------|----------|---------------|
| Second | Fourth | 25 | 75 | 100 |

Preamble

This course clarify the desired practices of HR work and roles within the organization (HR Professional, Line Managers) concept, evolution and the Purposes of HR Audit.

Prerequisites

Basics of HRD strategies culture and methodologies.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Define the practices of HRD. | K1 |
| CO2 | Illustrate the strategies followed under HR culture and style | K4 |
| CO3 | Analyse and Apply HRD Audit methodologies and issues. | K3, K4 |
| CO4 | Assess the HRD Auditing tools | K6 |
| CO5 | Evaluate the case studies on HRD Auditing. | K6 |

K1 – Knowledge

K2 – Understand

K3 - Apply

K4 – Analyze K5 – Evaluate

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | Total |
|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------|
| CO1 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | 19 |
| CO2 | Low(1) | Strong(3) | Strong(3) | Low(1) | Medium(2) | Medium(2) | Low(1) | 13 |
| CO3 | Strong(3) | Medium(2) | Medium(2) | Low(1) | Low(1) | Medium(2) | Medium(2) | 13 |
| CO4 | Strong(3) | Low(1) | Strong(3) | Strong(3) | Medium(2) | Medium(2) | Medium(2) | 16 |
| CO5 | Strong(3) | Strong(3) | Strong(3) | Strong(3) | Low(1) | Low(1) | Medium(2) | 16 |
| Total | 13 | 12 | 14 | 11 | 9 | 9 | 9 | |

S-Strong M-Medium L-Low

Blooms Taxonomy

| Blooms Taxonomy | CA | | End of Semester (Marks) |
|-----------------|---------------|----------------|-------------------------|
| | First (Marks) | Second (Marks) | |
| Knowledge -K1 | 15% (9) | 15% (9) | 15% (20) |
| Understand -K2 | 15% (9) | 15% (9) | 15% (20) |
| Apply-K3 | 30% (18) | 30% (18) | 30% (40) |
| Analyze-K4 | 20% (12) | 20% (12) | 20% (25) |
| Evaluate-K5 | 20% (12) | 20% (12) | 20% (25) |
| Total Marks | 60 | 60 | 130 |

Title of the Paper: HRD Audit

Unit I 18 hours

Good Hr Practices-Element of Good HRD-HR Audit-Basic Concepts and Components of HRD Audit.

Unit II 18 hours

HRD Strategies-HRD Styles and Culture-HRD Structure-HRD systems-HRD competencies

Unit-III 18 hours

HRD Audit Methodologies and Issues-Interviews, Observations, Questionnaire-The HRD Scorecard

Unit-IV 18 hours

Writing the HRD Audit Report-Designing and Using HRD Audit for Business Improvement

Unit -V 18 hours

HRD Audit-The Indian Expensive-Case Studies-Effectiveness of HRD Audit as an Intervention

Text Books:

1. HRD Audit-T.V .Rao-Response books Sage publications 2008, ISBN:978-8132119968
2. HRD Audit evaluating the Human resource function for business improvement- Dr. Sai Khan, SAGE publications, ISBN:978-8132119678

Reference Books:

1. HRD experiences, interventions, strategies -Sage publications, Third edition 2000, ISBN: 978-0803992733
2. Designing and Managing Human Resource systems –Udai parak,T.V.Roa Oxford and IBH publishing Co Pvt Ltd 5th edition-2007, ISBN: 978- 8120416109

Web Resources:

1. www.citehr.com/16449-hr-audit-notes.html
2. www.businessjargons.com/hr-audit.html
3. www.shodhganga.inflibnet.ac.in/bitstream/10603/133133/11/11_chapter%203.pdf

Course Designers:

1. Mr. P. Vijaya sairam
2. Dr. S. Vasundhara

Lecture Schedule:

Course contents and Lecture Schedule

| | TOPIC HRD AUDIT UNIT-I | NO OF LECTURE HOURS |
|-----|---|------------------------------------|
| 1.1 | Good Hr Practices | 4 |
| 1.2 | Element of Good HRD | 4 |
| 1.3 | HR Audit | 4 |
| 1.4 | Basic Concepts And Components of HRD Audit. | 6 |
| | UNIT-II | |
| 2.1 | HRD Strategies | 4 |
| 2.2 | HRD Styles and Culture | 4 |
| 2.3 | HRD Structure | 3 |
| 2.4 | HRD systems | 4 |
| 2.5 | HRD Competencies | 3 |
| | UNIT-III | |
| 3.1 | HRD Audit Methodologies and Issues | 4 |
| 3.2 | Interviews | 3 |
| 3.3 | Observations | 3 |
| 3.4 | Questionnaire | 2 |
| 3.5 | The HRD Scorecard | 4 |
| | TOTAL | 18 Hours |
| | UNIT-IV | |
| 4.1 | Writing the HRD Audit Report | 6 |
| 4.2 | Designing | 6 |
| 4.3 | Using HRD Audit for Business Improvement | 6 |
| | UNIT -V | |
| 5.1 | HRD Audit | 4 |
| 5.2 | The Indian Expensive | 4 |
| 5.3 | Case Studies | 6 |
| 5.4 | Effectiveness of HRD Audit as an Intervention | 4 |
| | TOTAL | 90 Hours |

Mapping of Course Subject with PSO

Strong - 3 Medium - 2 Low - 1

| Subject | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | TOTAL |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| International Human Resource Management | 12 | 11 | 10 | 11 | 9 | 8 | 10 | 71 |
| Labour Legislations | 12 | 11 | 11 | 9 | 9 | 8 | 10 | 70 |
| Total Quality Management | 11 | 10 | 10 | 11 | 9 | 10 | 8 | 69 |
| Customer Relationship Management | 11 | 10 | 10 | 11 | 8 | 7 | 8 | 52 |
| HRD Audit | 12 | 11 | 14 | 9 | 8 | 8 | 8 | 60 |

M.A. HRM

Assessment values of course learning outcomes and their mapping with program specific outcomes (PSOs)

Major papers

| # | Title of the courses | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---|--|------|------|------|------|------|
| | Basics of Human Resource Management | 11 | 10 | 10 | 11 | 9 |
| | Principles of Management | 13 | 12 | 11 | 11 | 10 |
| | Industrial Psychology | 12 | 11 | 09 | 11 | 11 |
| | Accounting for Managers | 11 | 11 | 10 | 11 | 10 |
| | Counseling Skills for Managers | 13 | 12 | 11 | 12 | 13 |
| | Marketing Management | 13 | 10 | 10 | 10 | 10 |
| | Industrial Relations | 12 | 12 | 12 | 10 | 10 |
| | Research Methodology | 11 | 10 | 11 | 15 | 09 |
| | Organizational Behavior | 13 | 12 | 14 | 13 | 11 |
| | Practical - Yoga and Meditation for Managers | 10 | 10 | 11 | 11 | 12 |
| | Theory- Life skills for Managers | 11 | 11 | 10 | 11 | 10 |
| | Compensation Management | 13 | 12 | 11 | 10 | 08 |
| | Human Resource Information System | 12 | 11 | 12 | 13 | 11 |
| | Training and Development | 12 | 12 | 13 | 12 | 13 |
| | Advanced Human resource Management | 13 | 12 | 11 | 11 | 12 |
| | Performance Management | 12 | 10 | 12 | 13 | 11 |
| | Organisational Development | 13 | 14 | 11 | 12 | 09 |
| | In Plant Training | | | | | |
| | International Human Resources Management | 13 | 12 | 11 | 12 | 10 |
| | Labour Legislations | 13 | 12 | 12 | 11 | 10 |
| | Total Quality Management | 12 | 11 | 12 | 12 | 11 |
| | Customer Relationship Management | 12 | 11 | 11 | 12 | 09 |
| | HRD Audit | 13 | 12 | 14 | 11 | 09 |
| | Project Work | | | | | |

M.Phil. Management

Programme Code - MBA

Programme outcome-PO (Aligned with Graduate Attributes)- Master of Philosophy (M.Phil.,)

Knowledge and critical thinking

Acquire, analyse, evaluate and interpret data using appropriate techniques. Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

Problem solving

Critically evaluate information and ideas from multiple perspectives. Employ conceptual, analytical, quantitative and technical skills in solving the problems and are adept with a range of technologies

Complementary Skills

Recognize the need for information, effectively search for, retrieve, evaluate and apply that information gathered in support of scientific investigation or scholarly debate.

Communication efficiency

Communicate and disseminate clearly and convincingly the research findings effectively in the academic community and to stakeholders of their discipline in written and or oral form. Elaborate on the ideas, findings and contributions in their field of interest to expert and non-expert audiences.

Environment, Ethical and Social relevance

Apply ethical principles for societal development on environment context. Demonstrate the knowledge of and need for sustainable development.

Life-Long Learning

Recognize the need, and have the ability, to engage in continuous reflective learning in the context of technological advancement.

Team work

Work effectively in teams, both collaboratively and independently to meet a shared goal with people whose disciplinary and cultural backgrounds differ from their own. Engage in intellectual exchange of ideas with researchers of other disciplines to address important research issues

Department of Business Administration
M.PHIL – MANAGEMENT

Vision:

To serve the society by providing affordable world class management education to all at all times.

Mission:

To provide an academic ambience that ensures acquisition of knowledge and business skills through student, teacher synergy resulting in holistic development, readiness to face the challenges of the global business environment.

M.PHIL PROGRAM OUTCOMES

The programme is designed throughout to help participants transition from students to professional managers by providing them with fundamental knowledge need in a management career and with novel opportunities, to develop their collaborative leadership skills and business activities. Effective management requires experience a good grounding in academic knowledge is an invaluable pre requisite for a managerial career because management involves such a wide array of skills from the mathematical to the interpersonal , the M.phil in Management demands excellence across a wide range of applied disciplines through research.

Programme Educational Objectives (PEO)

The objectives of this programme is to equip/prepare the research students

| | |
|-------------|--|
| PEO1 | To read and understand a variety of reputed journals research papers using different techniques, so as to develop awareness of possible solutions to problems that the learner may encounter as independent researchers in the future. |
| PEO2 | To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further. |
| PEO3 | To develop measurement tools for attitudinal/ behavioral or social/ financial /business / economic phenomena relevant to the research problem. |
| PEO4 | To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis. |
| PEO5 | To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading. |
| PEO6 | To nurture the leadership skills of research student and to promote their awareness towards professional ethics and codes in the field higher education teaching in Management science. |

Programme specific outcomes- M.Phil Management.,

On the successful completion of M.Phil Management., the research students will

| | |
|-------------|---|
| PSO1 | Providing researchers with the guidance necessary to acquire a deep understanding of the theory and practice of management. |
| PSO2 | Analyzing and discuss the key techniques, conceptual issues and debates in management literatures and the practices of management. |
| PSO3 | Supporting researchers in the development of an understanding and a critical perspective of management science. |
| PSO4 | To equip the scholars with deep understanding and insights about Management research and prepare them for advanced managerial research. |
| PSO5 | To encourage the researchers, to undertake research in different functional areas of management to contribute knowledge towards industry, society and teaching in Management science. |

THIAGARAJAR COLLEGE – AUTONOMOUS MADURAI – 625 009
(Re-Accredited with ‘A’ Grade by NAAC)
Department of Business Administration
M.Phil. Management
Course Structure (w.e.f 2019 batch onwards)
Semester –I

| Course | Code | Course Title | Contact Hrs / Week | Credits | Max Marks CA | Max Marks SE | Total |
|--------------|-----------|---------------------------------------|--------------------|----------|--------------|--------------|------------|
| Core I | MBA19 C11 | Research Methodology | 6 | 3 | 100 | 100 | 200 |
| Core II | MBA19 C12 | Emerging Trends in Management | 6 | 3 | 100 | 100 | 200 |
| Core III | MBA19 C13 | Thrust Area of Research in Management | 6 | 3 | 100 | 100 | 200 |
| Total | | | 18 | 9 | 300 | 300 | 600 |

Semester –II

| Course | Code | Course Title | Contact Hrs / Week | Credits | Max Internal | Max External | Total |
|--------------|------------|-------------------------------|--------------------|---------|--------------|--------------|------------|
| Core II | MBA19D&V V | Dissertation and Viva – voice | -- | -- | 100 | 100 | 200 |
| Total | | | | | 100 | 100 | 200 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.Phil. Management Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|----------------------|-------------|--------------|---|---|--------|
| MBA19C11 | Research Methodology | Core - I | 6 | - | - | 4 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext. Marks | Total |
|-------|----------|------------|------------|-------|
| First | First | 100 | 100 | 200 |

Preamble

The aim of this paper is to develop research skills in research students and enable them to carry out research in the area of Management in the following aspects.

- To familiarize the research-students with the advances in the field of management research.
- To develop research proposal and broad comprehension of research area work with research problem.
- To enable research-students to design and conduct research, execute and report research and to train the research-students to use appropriate quantitative methods (SPSS software) in the field of management.
- To develop inquisitive mind and spirit of inquiry in research-students.

Course Outcomes

After completion of this course the researcher will become familiar about

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Understand the advance areas of research in management. | K2 |
| CO2 | Explain the SPSS and apply statistical tools in various phases of research. | K2 & K3 |
| CO3 | Choose a research problem and device a design to probe and solve it independently. | K1 & K3 |
| CO4 | Decide on the appropriate sampling for research problem and go about executing the same with minimal sampling and non-sampling errors. | K5 |
| CO5 | Decide the method of data collection, design the data collection tools there-for, execute the data collection work and ensure the data are fit for analysis with appropriate editing, corroboration, reduction and sanitization. | K5 & K6 |
| CO6 | Design Measurement tools with a fair degree of Validity and Reliability to study even phenomena for which no measures are readily available. | K6 |
| CO7 | Develop a research report that fulfills the objectives set forth, answers the research questions and meets the standards of a good research report. | K6 |

K1 – Knowledge K2 – Understand K3 – Apply K4 – Analyze K5 – Evaluate K6 – Create

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|--------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | Strong (3) | Medium (2) | Strong (3) | Strong (3) | Strong (3) |
| CO2 | Medium (2) | Strong (1) | Medium (2) | Low (1) | Strong (3) |
| CO3 | Low (1) | Medium (2) | Strong (3) | Low (1) | Medium (2) |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Medium (2) | Low (1) |
| CO5 | Strong (3) | Medium (2) | Low (1) | Medium (2) | Strong (3) |
| CO6 | Strong (3) | Medium (2) | Strong (3) | Medium (2) | Medium (2) |
| CO7 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Strong (3) |
| Total | 18 | 14 | 18 | 13 | 17 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|--------------|---------------|------------------------|
| | First | Second | |
| Knowledge- K1 | 20 | 20 | -- |
| Understand-K2 | 20 | 20 | 40 |
| Apply-K3 | 20 | 20 | 40 |
| Analyze-K4 | 20 | 20 | 40 |
| Evaluate-K5 | 20 | 20 | 40 |
| Create-K6 | 20 | 20 | 40 |
| Total Marks | 120 | 120 | 200 |

Title of the Paper: Research Methodology

Unit I

18 Hours

Introduction to Business Research: Research – Meaning – Scope and Significance – Characteristics of Good Research- Types of Research – Research Process – Research Design: Features of good design – Scientific method –Identifying Research Problem – Concepts, Constructs, Variables, Proposition, and Theoretical framework.

Unit II

18 Hours

Hypothesis: Meaning – Sources – Types – Role of Hypothesis formulations – Qualitative Research – Process – Qualitative Research Methodologies – Quantitative Research - Measurement – Meaning – Need -Errors in Measurement – Test of Sound Measurement –Scaling Techniques – Meaning – Construction techniques.

Unit III

18 Hours

Sampling design – Meaning – Concepts – Steps in Sampling – Criteria for Good Sample Design – Types of Sample Designs – Probability and Non-Probability Samples – Sample Size Determination – Data collection: Types of Data – Sources – Tools for Data Collection – Constructing Questionnaire – Reliability and Validity – Pilot Study – Data Pre-Processing: Coding and Editing Data analysis : Exploratory, Descriptive and Inferential Analyses.

Unit IV**18 Hours**

Test of Significance: Assumptions about Parametric and Non-Parametric Tests. Parametric Test - t test, F test and Z test - Non Parametric Test – How to select a test - U Test, Kruskal Wallis, Sign test
Correlation and Regression analyses.

Unit V**18 Hours**

Multivariate Analysis – Factor analysis, Cluster analysis, MDS, Discriminate Analysis (NO Problems), SPSS and its Applications. Interpretation - Meaning - Techniques of Interpretation – Report Writing:- Significance - Steps in Report Writing – Types of Reports- Layout of Report – Executive Summary - Precautions for Writing Report - Norms for using Tables, Charts And Diagrams Appendix:- Norms for using Index and Bibliography

Text Books:

in, 2007.

1. Dr. S. Sankaran, Managerial Economics, 5th Edition, 2015, Margham Publications. ISBN: 978-9381430606
2. William G. Zigmund, “Business Research Methods”, Cengage Learning India Pvt Ltd, 2006. 1st edition ISBN:-13:9781473704855, ISBN -10:1473704855.
3. Naresh K Malhotra, ”Marketing Research: An Applied Orientation”, Pearson Education, 6th Edition, 2004 ISBN-01236094236, 9780136094234.

Reference Books:

1. Rao K.V.Research, “Methods for Management and Commerce”, Sterling Publishers, 1993, ISBN-0-07- 007741.
2. Uma Sekaran, “Research Methods for Business”, Wiley India Publications, 4th Edition – 2009, ISBN - 10:0471203661.

Course Designer(s):

1. **Dr. N.Rajasekar**
2. **Dr. P. Thillai Rajan**

Lecture Schedule:

| S.No | Topic | No. of Lecture Hrs. | Method |
|-----------------|---|---------------------|-------------------------------------|
| Unit I | | | |
| 1.1 | Introduction to Business Research: Research – Meaning – Scope and Significance | 4 | Lecture Method |
| 1.2 | Characteristics of Good Research | 3 | Presentation Method |
| 1.3 | Types of Research – Research Process | 3 | Students Seminar |
| 1.4 | Research Design: Features of good design – Scientific method | 4 | Group discussion |
| 1.5 | Identifying Research Problem – Concepts, Constructs, Variables, Proposition, and Theoretical framework. | 3 | Assignment, Discussion & Discussion |
| 1.6 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit II | | | |
| 2.1 | Hypothesis: Meaning – Sources – Types - Role of Hypothesis formulations – | 3 | Lecture Method |
| 2.2 | Qualitative Research – Process – Qualitative Research Methodologies | 5 | ICT Method |
| 2.3 | Quantitative Research - Measurement – Meaning – Need -Errors in Measurement – Test of Sound Measurement | 5 | Seminar Method |
| 2.4 | Scaling Techniques – Meaning – Construction techniques. | 4 | Group Discussion |
| 2.5 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit III | | | |
| 3.1 | Sampling Design – Meaning – Concepts – Steps in Sampling – Criteria for Good Sample Design. | 3 | Lecture Method |
| 3.2 | Types of Sample Designs – Probability and Non-Probability Samples - Sample Size Determination. | 3 | Group Discussion |
| 3.3 | Data collection: Types of Data – Sources – Tools for Data Collection | 2 | Presentation & Lecture |
| 3.4 | Constructing Questionnaire – Reliability and Validity – Pilot Study | 3 | ICT Method |
| 3.5 | Data Pre-Processing: Coding and Editing | 3 | Assignment |
| 3.6 | Data analysis : Exploratory, Descriptive and Inferential Analyses | 3 | Group Discussion |
| 3.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit IV | | | |
| 4.1 | Test of Significance: Assumptions about Parametric | 5 | Lecture Method |

| | | | |
|---------------|---|-----------|-------------------------------|
| | and Non-Parametric Tests. | | |
| 4.2 | Parametric Test - t test, F test and Z test | 6 | Presentation & Seminar |
| 4.3 | Non Parametric Test – How to select a test - U Test, Kruskal Wallis, Sign test, Correlation and Regression analyses | 6 | ICT Method |
| 4.4 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit V | | | |
| 5.1 | Multivariate Analysis – Factor analysis, Cluster analysis, MDS, Discriminate Analysis (NO Problems), SPSS and its Applications. | 2 | Lecture Method |
| 5.2 | Interpretation - Meaning - Techniques of Interpretation | 3 | Assignment & Seminar |
| 5.3 | Report Writing:- Significance - Steps in Report Writing – Types of Reports- Layout of Report – Executive Summary | 3 | Group Discussion & Assignment |
| 5.4 | Precautions for Writing Report | 3 | Seminar Method |
| 5.5 | Norms for using Tables, Charts and Diagrams | 3 | Presentation & ICT Method |
| 5.6 | Appendix:- Norms for using Index and Bibliography | 3 | Group Discussion |
| 5.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| | Total No. of Hours | 90 | |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.Phil. Management Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------------------|-------------|--------------|---|---|--------|
| MBA19C12 | Emerging Trends in Management | Core - II | 6 | - | - | 4 |
| | L- Lecture | T- Tutorial | P- Practical | | | |

| Year | Semester | Int. Marks | Ext. Marks | Total |
|-------|----------|------------|------------|-------|
| First | First | 100 | 100 | 200 |

Preamble

The aim of the paper is to introduce current trends in management and understand the basic concepts of the emerging specialised research areas, which is an indispensable part of any organisation in the present challenging scenario.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|--|
| CO1 | Understand that the new technology, MIS can be used to solve the business problems and create new business opportunities as competitive edge. | K2 |
| CO2 | Acquire core knowledge on fundamentals of Information Systems and understand the impact of IT on business | K2 |
| CO3 | Explain the new emerging area of management research in various functional areas. | K5 |
| CO4 | Identify and analyse the requirements for Information Technology and Information Systems for effective business management. | K3 & K4 |
| CO5 | Know about Information System solutions like ERP, SCM, CRM, BPI, DSS, Data Warehouses, etc. to apply in varied business operations. | K1 |
| CO6 | Understanding of possible change instruments required in each functional areas. | K2 |

K1 – Knowledge

K4 – Analyze

K2 – Understand

K5 – Evaluate

K3 – Apply

K6 – Create

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|------------|------------|------------|------------|------------|
| CO1 | Strong (3) | Medium (2) | Strong (3) | Strong (3) | Strong (3) |
| CO2 | Medium (2) | Medium (2) | Strong (3) | Strong (3) | Strong (3) |
| CO3 | Low (1) | Low (1) | Strong (3) | Low (1) | Low (1) |
| CO4 | Strong (3) | Medium (2) | Strong (3) | Low (1) | Low (1) |

| | | | | | |
|-----|------------|------------|------------|------------|------------|
| CO5 | Strong (3) | Strong (3) | Low (1) | Low (1) | Strong (3) |
| CO6 | Strong (3) | Low (1) | Medium (2) | Medium (2) | Strong (3) |
| | 15 | 11 | 15 | 11 | 14 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge- K1 | 20 | 20 | -- |
| Understand-K2 | 20 | 20 | 40 |
| Apply-K3 | 20 | 20 | 40 |
| Analyze-K4 | 20 | 20 | 40 |
| Evaluate-K5 | 20 | 20 | 40 |
| Create-K6 | 20 | 20 | 40 |
| Total Marks | 120 | 120 | 200 |

Title of the Paper: Emerging Trends in Management

Unit I

18 Hours

Innovative Management for Turbulent Time – Human Aspects of Management Understand dynamics of people behavior in organization – Attitudes, Perception, Personality, stress, Interpersonal relations, Managing interpersonal conflict, Managing and developing a creative organization, Management in Small business and Nonprofit Organizations, Management and New work place.

Unit II

18 Hours

Strategic Market Management External and customer analysis, Competitor analysis, Market analysis, Environmental analysis and dealing with strategic uncertainty, Internal analysis, Achievement of sustainable competitive advantage, alternative strategies for business success.

Unit III

18 Hours

Management Functions and Techniques Strategic Planning and Goal setting, Strategy formulation and implementation, Design adaptive organizations, Human resource management, Leadership, Motivation, Decision Making, Management and quality control, operations and value chain management.

Unit IV

18 Hours

Innovation and Technology Management Competitive advantages through new technologies, Technological Forecasting, Technology strategy, Technology diffusion and absorption, Human Aspects in Technology Management, Social Issues in Technology Management.

Unit V

18 Hours

Emerging Trends in Business Environment ERP, Six Sigma, Mind maps for business, Business Process Re-engineering (BPR), Business Process Outsourcing (BPO), Corporate Social Responsibility (CSR), Total Quality Management (TQM), Economic Environment of Business, Political and Legal Environment of Business, International and Technological Environment.

Text Books:

- 1) David A. Whetten, Kim S. Cameron (2008), Developing Management Skills, Printice Hall of India Private Limited, ISBN-10: 8120333780
- 2) David A. Aaker, Strategic Market Management, John Wiley and Sons, Inc, 2013, ISBN-10: 1118582861
- 3) Harold Koontz (2004), Principles Of Management, Tata Mcgraw Hill Education Private Limited, 1st edition, ISBN: 9780070581920

Reference Books:

- 1) Robbins, Stephen P, and Coulter Mary. (2007) Management, 9th Edition, Prentice Hall, ISBN 10: 0132257734
- 2) Schilling (2008), Strategic Management of Technological Innovation, Tata Mcgraw Hill Education Private Limited, 4th edition, ISBN-13: 978-0-07-802923-3
- 3) Tudor Rickards, Creativity And The Management Of Change (Manchester Business And Management Series), Wiley-blackwell, 1st edition, ISBN-10: 0631210679

Course Designer(s):

1. Dr. P.Uma Rani
2. Dr.D.Anbugeetha

Lecture Schedule:

| S.No | Topic | No. of Lecture Hrs. | Method |
|---------------|--|---------------------|---|
| Unit I | | | |
| 1.1 | Innovative Management for Turbulent Time. | 3 | Lecture Method |
| 1.2 | Human Aspects of Management Understand dynamics of people behavior in organization – Attitudes, Perception, Personality, stress, Interpersonal relations, Managing interpersonal conflict. | 3 | Power point presentations, Group Discussion, Seminar, Quiz & Assignment |
| 1.3 | Managing and developing a creative organization. | 4 | Seminar & Assignment |
| 1.4 | Management in Small business and Nonprofit Organizations. | 4 | Lecture & Seminar |

| | | | |
|-----------------|--|-----------|--|
| 1.5 | Management and New work place. | 3 | Case study & Activity |
| 1.6 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit II | | | |
| 2.1 | Strategic Market Management External and customer analysis | 3 | Lecture Method |
| 2.2 | Competitor analysis, Market analysis, | 3 | Making of posters by students |
| 2.3 | Environmental analysis and dealing with strategic uncertainty | 3 | Quiz, Seminar & group discussion |
| 2.4 | Internal analysis | 2 | Case study & seminar |
| 2.5 | Achievement of sustainable competitive advantage | 3 | Seminar, group discussion & case study |
| 2.6 | alternative strategies for business success | 3 | Seminar, Case study & Activity |
| 2.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit III | | | |
| 3.1 | Management Functions and Techniques Strategic Planning and Goal setting | 2 | Lecture Method |
| 3.2 | Strategy formulation and implementation | 3 | Seminar, Assignment & group discussion |
| 3.3 | Design adaptive organizations | 2 | Seminar |
| 3.4 | Human resource management, Leadership, Motivation, Decision Making, | 4 | Brain storming, Activity & Case Study |
| 3.5 | Management and quality control | 3 | Case study |
| 3.6 | Operations and value chain management. | 3 | Seminar & Assignment |
| 3.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit IV | | | |
| 4.1 | Innovation and Technology Management Competitive advantages through new technologies | 4 | Presentation & Activity Method |
| 4.2 | Technological Forecasting, Technology strategy, Technology diffusion and absorption | 5 | Case study, seminar & Assignment |
| 4.3 | Human Aspects in Technology Management | 5 | Quiz, presentation & Group discussion |
| 4.4 | Social Issues in Technology Management. | 3 | Seminar & Quiz |
| 4.5 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit V | | | |
| 5.1 | Emerging Trends in Business Environment ERP, Six | 2 | Presentation Method |

| | | | |
|-----|---|-----------|---------------------------------------|
| | Sigma, Mind maps for business | | |
| 5.2 | Business Process Re-engineering (BPR), Business Process Outsourcing (BPO) | 4 | Case study & Assignment |
| 5.3 | Corporate Social Responsibility (CSR), Total Quality Management (TQM) | 4 | Group discussion & presentation |
| 5.4 | Economic Environment of Business | 3 | Quiz, Activity & Seminar |
| 5.5 | Political and Legal Environment of Business & International and Technological Environment | 4 | Case study, Assignment & Presentation |
| 5.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| | Total No. of Hours | 90 | |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.Phil. Management Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--|------------|---|---|---|--------|
| MBA19 C13 | Thrust Areas of Research in Management | Core - III | 6 | - | - | 4 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext. Marks | Total |
|-------|----------|------------|------------|-------|
| First | First | 100 | 100 | 200 |

Preamble

The intention of this paper is to inculcate managerial skills and create in depth knowledge on Finance, Marketing, Human Resource Management, Production & Operations and Information technology in the students.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level |
|-------|--|-----------------|
| CO1 | Understand and apply theories of functional areas of Management. | K2 & K3 |
| CO2 | Understand and analyse the Production and operations management through IT – Internet and web. | K2 & K4 |
| CO3 | To discuss the conceptual clarity of financial management and help research student to take decisions for efficient management of finance | K6 |
| CO4 | Examine the role of marketing managers to plan implement and control marketing activities and managing the marketing mix | K4 & K6 |
| CO5 | Understand that the new technology, ERP, MIS, TQM, TPM can be used to solve the business problems and create new business opportunities as competitive edge. | K2 & K6 |
| CO6 | Create a better understanding in the minds of the students about the research potentials in the field of HRM. | K1 & K6 |
| CO7 | Develop new model and understanding of business motivations and decision processes. | K6 |

K1 – Knowledge
K4 – Analyze

K2 – Understand
K5 – Evaluate

K3 – Apply
K6 – Create

Mapping of COs with POs

| | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----|------------|------------|------------|------------|------------|
| CO1 | Strong (3) | Medium (2) | Strong (3) | Low (1) | Strong (3) |
| CO2 | Medium (2) | Medium (2) | Low (1) | Strong (3) | Medium (2) |
| CO3 | Low (1) | Low (1) | Medium (2) | Low (1) | Low (1) |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Medium (2) |
| CO5 | Strong (3) | Low (1) | Low (1) | Low (1) | Strong (3) |
| CO6 | Medium (2) | Strong (3) | Medium (2) | Strong (3) | Medium (2) |

| | | | | | |
|-----|------------|------------|------------|------------|------------|
| CO7 | Strong (3) | Medium (2) | Strong (3) | Medium (2) | Strong (3) |
| | 17 | 14 | 15 | 13 | 16 |

Blooms Taxonomy

| | CA | | End of Semester |
|--------------------|-------|--------|-----------------|
| | First | Second | |
| Knowledge- K1 | 20 | 20 | -- |
| Understand-K2 | 20 | 20 | 40 |
| Apply-K3 | 20 | 20 | 40 |
| Analyze-K4 | 20 | 20 | 40 |
| Evaluate-K5 | 20 | 20 | 40 |
| Create-K6 | 20 | 20 | 40 |
| Total Marks | 120 | 120 | 200 |

Title of the Paper: Emerging Trends in Management

Unit I

18 Hours

RESEARCH IN GENERAL MANAGEMENT

Applied research in Management Process- Functions- Planning and Decision making Organization structure- Organization Climate and culture- Motivation –Team building- Leadership Control – Management in Public sector Undertaking- Social responsibility of Business– Case Study – Corporate Ethics and Corporate Governance.

Unit II

18 Hours

RESEARCH IN FINANCE

Applied research in Financial Statement Analysis – Operational Efficiency – Working Capital Management – Inventory Control and Management – Security Analysis – Risk and Return Analysis Housing Finance – Mutual Funds.

Unit III

18 Hours

RESEARCH IN HUMAN RESOURCE

Applied research in Recruitment – Selection – Man power Planning – Training and Development – Promotion – Performance Management – Stress Management – Labour Welfare Measures – Competency Mapping – Organizational Effectiveness

Unit IV

18 Hours

RESEARCH IN MARKETING

Applied research in Services Research – Advertising Research – Sales Promotion – Personal Selling – Research on Branding – Research on Consumer Behavior – Research on Retailing – Logistics – Consumer Relation Management – Franchising.

Unit V

18 Hours

RESEARCH IN SYSTEMS AND PRODUCTION

Applied research in Knowledge Management – Management Information System – Electronic Commerce – Artificial Intelligence – ERP – Supply Chain Management – TQM – TPM – Six Sigma – Just in Time and Lean Management.

Text Books:

- 1) Financial Management – Theory and Practices (2014) – Prasanna Chandra – TMH.ISBN-13 978-0071078405.
- 2) Case Studies in Finance – Robert E Brumer(2006) – TMH.ISBN-13 978-0072338621.
- 3) Human Resource Management – Fisher Schoenteldt (2013) – All India Publisher & Distribution.ISBN-13 978-0618527861.

Reference Books:

- 1) Human Resource Management – Gary Dessler (2015) – Prentice Hall of India.ISBN-13 978-0130662002.
- 2) Human Resource Management – Lain Henderson –(2014) University Press (P) Ltd.ISBN-13 978-1843981473.
- 3) The Essential Guide of Knowledge Management – Amrit Tiwana(2012) – Pearson Education.ISBN-13 978-0130320001.
- 4) Management Information Systems (Fourth Edition) – James O Brien (2015)– TMH.ISBN-13 978-0073376813.
- 5) Electronic Commerce – A Managers Guide – Ravi Kalakota and Andrew B Whinston - Addison Wesley Longman.(2015) ISBN-13 978-0201845204.

Course Designer(s):**1. Dr. C. Jothi Baskar Mohan****Lecture Schedule:**

| S.No | Topic | No. of Lecture Hrs. | Method |
|-----------------|---|---------------------|---|
| Unit I | | | |
| 1.1 | Applied research in Management Process- Functions- Planning and Decision making | 3 | Lecture Method |
| 1.2 | Organization structure | 3 | Presentation Method |
| 1.3 | Organization Climate and culture- Motivation – Team building- Leadership | 3 | Group Discussion & Assignment |
| 1.4 | Control – Management in Public sector Undertaking | 3 | Seminar |
| 1.5 | Social responsibility of Business– Case Study | 3 | Group Discussion, Case study & Seminar |
| 1.6 | Corporate Ethics and Corporate Governance. | 2 | Group Discussion, Activity & |
| 1.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit II | | | |
| 2.1 | Applied research in Financial Statement Analysis | 3 | Lecture Method |
| 2.2 | Operational Efficiency | 3 | Presentation Method |
| 2.3 | Working Capital Management | 3 | Lecture & Assignment |
| 2.4 | Inventory Control and Management | 2 | Presentation Method |
| 2.5 | Security Analysis – Risk and Return Analysis | 3 | Quiz, Activity & Seminar |
| 2.6 | Housing Finance – Mutual Funds. | 3 | Making of posters by students & seminar |
| 2.7 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit III | | | |
| 3.1 | Applied research in Recruitment – Selection – Man power Planning | 4 | Lecture Method |
| 3.2 | Training and Development – Promotion – Performance Management | 4 | Seminar, presentation & Assignment |

| | | | |
|----------------|---|-----------|---|
| 3.3 | Stress Management – Labour Welfare Measures – Competency Mapping | 5 | Assignment, group discussion & presentation |
| 3.4 | Organizational Effectiveness | 4 | Seminar |
| 3.5 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit IV | | | |
| 4.1 | Applied research in Services Research | 5 | Lecture Method |
| 4.2 | Advertising Research – Sales Promotion – Personal Selling | 4 | Quiz, Assignment & Seminar |
| 4.3 | Research on Branding – Research on Consumer Behavior | 3 | Quiz, group discussion & Activity |
| 4.4 | Research on Retailing – Logistics – Consumer Relation Management – Franchising. | 5 | Assignment & Seminar |
| 4.5 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| Unit V | | | |
| 5.1 | Applied research in Knowledge Management | 2 | Lecture Method |
| 5.2 | Management Information System – Electronic Commerce | 4 | Students Seminar |
| 5.3 | Artificial Intelligence – ERP | 4 | Presentation Method |
| 5.4 | Supply Chain Management – TQM – TPM – Six Sigma | 4 | ICT Method & group discussion |
| 5.5 | Just in Time and Lean Management | 3 | Group Discussion & Assignment |
| 5.6 | Summary | 1 | Discussion Method |
| | Total | 18 | |
| | Total No. of Hours | 90 | |

NOTE:

For M.Phil Dissertation work, during the II semester, the research scholars have to undertake field work study for a period of 8 weeks. Out of the maximum of 200 marks allotted for the Dissertation and viva-voce, 100 marks is allocated for the thesis to be evaluated by the Research supervisor, and 100 marks for the Viva-voce examination to be evaluated by the external examiner.

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.Phil. Management students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|---------------|------------------------------|-----------|---|---|---|--------|
| MBA19 PJ21 | Dissertation and Viva –voice | Core - II | - | - | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext. Marks | Total |
|-------|----------|------------|------------|-------|
| First | Second | 100 | 100 | 200 |

Preamble

The research students are conduct investigations of complex problems: Use research-based knowledge and research methods including design, analysis and interpretation of data, and synthesis of the information to provide valid conclusions. The students are supposed to pick topic any one of the following courses based on the specialization preferred for their dissertation in the area of Finance, Marketing, Human Resource Management, Production & Operations and Information Technology.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|---|---|
| CO1 | Develop a thorough understanding of the chosen subject area. | K2 & K6 |
| CO2 | Understand the Modern tool usage: Create, select, and apply appropriate techniques to their research. | K1, K2, K3 & K6 |
| CO3 | To apply and participate in research and development through established national and international research frameworks. | K3 |
| CO4 | Ability to argue the merits, limitations, and possibilities of new developments in the chosen research domain within the discipline of Management Science. | K5 |
| CO5 | Capability to apply and compare current abstract research and methods within the chosen research domain to specific problems in creative and innovative ways from old literature. | K3 & K5 |
| CO6 | Demonstrate the ability to collate and critically assess/interpret data. | K3 & K6 |
| CO7 | Produce valid recommendations based on research findings. | K6 |

K1 – Knowledge
K4 – Analyze

K2 – Understand
K5 – Evaluate

K3 – Apply
K6 – Create

Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 |
|--------------------|------------|------------|------------|------------|------------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) |
| CO2 | Medium (2) | Low (1) | Medium (2) | Medium (2) | Strong (3) |
| CO3 | Strong (3) | Strong (3) | Low (1) | Strong (3) | Medium (2) |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Medium (2) | Low (1) |
| CO5 | Medium (2) | Low (1) | Medium (2) | Strong (3) | Low (1) |
| CO6 | Medium (2) | Medium (2) | Low (1) | Strong (3) | Medium (2) |
| CO7 | Low (1) | Low (1) | Strong (3) | Medium (2) | Strong (3) |
| Total Marks | 16 | 14 | 15 | 18 | 15 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|-------------------|-------------------|---|---|---|--------|
| | In Plant Training | Skill Enhancement | - | - | - | 4 |

L- Lecture T- Tutorial P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Third | | 100 | 100 |

Preamble

To impart basic knowledge, skill and attitude needed for executives.

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|--|
| CO1 | Impart knowledge of the fundamentals of management theory and its application in problem solving. | K5, K6 |
| CO2 | Understand the leadership skills through internship training. | K5, K6 |
| CO3 | To relate theoretical concepts and organizational functioning. | K5 |
| CO4 | Produce industry ready graduates having highest regard for personal & Institutional integrity, social responsibility, Team work and continuous learning. | K5, K6 |

K1 – Knowledge K2 – Understand K3 – Apply K4-Analyse K5- Evaluate K6-Create

Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong(3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO3 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO4 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| Total | 12 | 12 | 12 | 12 | 12 | 60 |

Thiagarajar College (Autonomous): Madurai – 625 009
Department of Business Administration
(M.A (HRM) Students joined on or after June 2019)

| Course Code | Course Title | Category | L | T | P | Credit |
|-------------|--------------|----------|---|---|---|--------|
| SPJ | Project | | - | - | - | 5 |

L- Lecture

T- Tutorial

P- Practical

| Year | Semester | Int. Marks | Ext.Marks | Total |
|--------|----------|------------|-----------|-------|
| Second | Fourth | 40 | 60 | 100 |

Preamble

Prepare them as a part of their career progression to take up more responsible position

Course Outcomes

On the completion of the course the student will be able to

| Sl.No | Course Outcome | Knowledge Level (according to Bloom's Taxonomy) |
|-------|--|---|
| CO1 | Undertake a problem centered study at a selected organization on any of the HR topics learned. | K5 |
| CO2 | Impart skills systematically so that they may learn quickly. | K5 |
| CO3 | Understand the Modern tool usage: Create, select, and apply appropriate techniques to their research. | K5, K6 |
| CO4 | Prepare a research report based on the collection, analysis and interpretation of the data and present findings and suggestions. | K5, K6 |

K1 – Knowledge
K4- Analyse

K2 – Understand
K5- Evaluate

K3 – Apply
K5- Create

Mapping of COs with POs

| | PO1 | PO2 | PO3 | PO4 | PO5 | Total |
|--------------|------------|------------|------------|------------|------------|-----------|
| CO1 | Strong (3) | Strong (3) | Strong (3) | Strong (3) | Strong (3) | 15 |
| CO2 | Strong(3) | Medium (2) | Strong (3) | Strong (3) | Medium (2) | 13 |
| CO3 | Medium(2) | Strong (3) | Strong (3) | Strong(3) | Strong (3) | 14 |
| CO4 | Strong (3) | Strong (3) | Medium (2) | Strong (3) | Strong (3) | 14 |
| Total | 11 | 11 | 11 | 12 | 11 | 56 |

M.Phil. Management

Assessment values of course learning outcomes and their mapping with program specific outcomes (PSOs)

Major papers

| Title of the courses | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Research Methodology | 18 | 14 | 18 | 13 | 17 |
| Emerging Trends in Management | 15 | 11 | 15 | 11 | 14 |
| Thrust Area of Research in Management | 17 | 14 | 15 | 13 | 16 |
| Dissertation and Viva -voice | | | | | |