

# Thiagarajar College

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



## ***Thirty Ninth Academic Council Meeting***

### **Department of Business Administration**

**Dr. Rm. Murugappan**  
**Dean – Curriculum Development**



**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 join in June 2020 and after)**

Category	Course	No. of Courses	Credit Distribution	Hrs/Week	Total Credits
Part I	Tamil	2	3	-	06
Part II	English	2	3	-	06
		<b>Sub Total</b>			<b>12</b>
Part III	Core			-	84+2
	Elect –Main	2	5	-	10
	Elect – Generic	2+2	5	-	20
		<b>Sub Total</b>		-	<b>116</b>
Part IV	AECC I & II Sem	I sem EVS II Sem. VE	2 + 1	2 I & II Sem	03
	NME III & IV Sem	2	2	2 III & IV Sem	04
	SEC V & VI Sem	3	2	2 V & VI Sem	04
		<b>Sub Total</b>		<b>06</b>	<b>11</b>
		<b>Total</b>			<b>139</b>
Part V	<b>NCC (Army &amp; Navy)/ PE/ NSS / Rotaract/ Quality Circle/ Library/ SSL/ Nature Club/Value Education/ YRC / WSC</b>				<b>1</b>
		<b>Grand Total</b>			<b>140</b>

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 & IV semester)
- For SEC every department offer two papers for each course (Sem IV, V & VI)
- For Major elective there may be an option for choice.

Semester	Courses
I	EVS
II	VE
III	NME
IV	NME
V	SEC
VI	SEC



**B.B.A.**  
**Programme Code - UBA**  
**(Aided & SF)**



## **Programme outcomes - PO (Aligned with Graduate Attributes) - Bachelor of Business Administration (BBA)**

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- **Self-Awareness, Autonomy and Collaboration**  
Graduates will be able to achieve self-awareness and demonstrate intellectual autonomy, initiative, and academic integrity. They will also be able to ensure empathy and intercultural understanding.
- **Professional readiness**  
Graduates will be able to exhibit professional readiness through Critical Thinking; Oral and Written communication; Team work; Information and Technology Application; Leadership; Work ethics and Career management.
- **Effective Communication**  
Graduates will be able to effectively communicate complex ideas, emotions and human experiences. They will become skillful in communicating orally and in writing in a variety of contexts, to an array of audiences.
- **Leadership**  
Graduates will get the capacity to set and accomplish challenging goals, take swift and decisive action as the situation demands for, outperform the competition, and inspire others to achieve at the highest level they can.
- **Information Technology**  
Graduates will be capable of making appropriate and effective use of information and information technology relevant to their discipline.
- **Global perspective**  
Every business should be concerned with what goes on in another country as today all are connected in a lot of way. Graduates will be able to have a global perspective in business. They will imbibe the capacity to think about a situation as it relates to the rest of the world.





**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 to

PEO 1	To provide ample fundamental understanding about various areas of Business administration among the students.
PEO 2	To train the students for better communication.
PEO 3	To expose them for the required analytical, technical, technological and interpersonal skills
PEO 4	To prepare the students to take up challenging careers in business, industry, or pursue higher education thereafter
PEO 5	To bring about a holistic development in the students and to make them a responsible citizen catering to the needs of societal development

**Programme specific outcomes- B.B.A.,**

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

<b>PSO1</b>	Will be able to comprehend the core concepts, methods and practices in management.
<b>PSO2</b>	Will be innovative and will be able to venture into his/her own business or excel in executive roles in private/government sector.
<b>PSO3</b>	Will be capable of identifying and handling global business opportunities and challenges
<b>PSO4</b>	Will develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment
<b>PSO5</b>	Will be matured Individuals and responsible Citizens to the country



**THIAGARAJAR COLLEGE, MADURAI – 9.**  
**(Re-Accredited with ‘A’ Grade by NAAC)**  
**Department of Business Administration**  
**Bachelor of Business Administration (B.B.A) (w.e.f. 2020 batch onwards)**  
**Programme Code-UBA**

**Semester – I**

Course	Code	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 1	UBA20 C11	Principles of Management	7	5	105	25	75	100
Core 2	UBA20 C12	Managerial Economics	7	5	105	25	75	100
Core 3	UBA20 C13	Financial Accounting	7	5	105	25	75	100
Elective- Generic(1)	UBA20 GE11	Fundamentals of Computers – Theory	5	4	75	25	75	100
Elective- Generic(1)	UBA20 GL11	Fundamentals of Computers – Practicals	2	1	30	40	60	100
Ability Enhancement compulsory course	U20ES11	Environmental Studies	2	2	30	15	35	50
<b>Total</b>			<b>30</b>	<b>22</b>	450	140	410	550

**Semester – II**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Mark CA	Max Marks SE	Total
Part- II	UBA20 EN21	Business English	4	3	60	25	75	100
Core 4	UBA20 C21	Business Mathematics	6	4	90	25	75	100
Core 5	UBA20 C22	Business law	6	4	90	25	75	100
Core 6	UBA20 C23	Organizational Behavior	6	4	90	25	75	100
Core 7	UBA20 C24	Cost Accounting	6	4	90	25	75	100
AECC	U20VE21	Value Education	2	1	30	15	35	50
<b>Total</b>			<b>30</b>	<b>20</b>	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	U20P131	Tamil	3	3	45	-	-	-
Core 8	UBA20C31	Financial Management	7	5	105	25	75	100
Core 9	UBA20C32	Human Resource Management	5	3	75	25	75	100
Core 10	UBA20C33	Operations Management	7	5	105	25	75	100
Core 11	UBA20C34	Marketing Management	6	4	90	25	75	100
NME1	UBA20NE31	Management Principles	2	2	30	15	35	50
<b>Total</b>			<b>30</b>	<b>22</b>	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	U20P141	Tamil	3	3	45	25	75	100
Part-II	UBA20EN41	Business Communication	4	3	60	25	75	100
Core 12	UBA20C41	Business Statistics	6	4	90	25	75	100
Elective-Main 1	UBA20E41	Services Marketing/ Career Management and Development	5	5	75	25	75	100
Elective- Generic 2	UBA20GE42	Research Methodology	5	5	75	25	75	100
Core 13	UBA20C42	Accounting Package-Theory	3	3	45	25	75	100
Core lab 1	UBA20CL41	Accounting Package-Practical	2	2	30	40	60	100
NME2	UBA20NE41	Export Management	2	2	30	15	35	50
OJT	UBA20OJT41	On the Job Training	--	2	-	-	50	50
<b>Total</b>			<b>30</b>	<b>29</b>	450	205	595	800

### Semester – V

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 14	UBA20C51	Total Quality Management	6	4	90	25	75	100
Core 15	UBA20C52	Company Law	5	3	75	25	75	100
Elective Main 2	UBA20CE52	Investment Management/ Customer Relationship Management	6	5	90	25	75	100
Elective Genric 3	UBA20GE51	Management Information Systems	6	5	90	25	75	100
Core 16	UBA20C53	Business Environment	5	4	75	25	75	100
SEC I	UBA20SE 51 A/B	Personality Development / Yoga for Managers	2	2	30	15	35	50
<b>Total</b>			<b>30</b>	<b>23</b>	450	140	410	550

### Semester – VI

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 17	UBA20C61	Entrepreneurial Development	5	4	75	25	75	100
Core 18	UBA20C62	Management Cases	5	4	75	25	75	100
Core 19	UBA20C63	E-Business	5	4	75	25	75	100
Elective Genric 4	UBA20GE61	Logistics and Supply Chain Management	8	5	120	-	100	100
Core 20	UBA20C64	Project	5	4	75	25	75	100
SEC II	UBA20SE61 A/B	Interpersonal Effectiveness / Transaction Analysis	2	2	30	15	35	50
			<b>30</b>	<b>23</b>	450	115	435	550
<b>Part V</b>				<b>1</b>				
<b>TOTAL CREDITS FOR SEMESTERS I to VI</b>				<b>140</b>				

**NOTE: a )** 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.

**b) 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	20
III	30	22
IV	30	29
V	30	23
VI	30	23
PART V		1
<b>Total</b>	<b>180</b>	<b>140</b>

**B. Curriculum credits: Part wise**

Category	Course	No.of Courses /paper	Credit Distribution	Hrs/ Week	Total Credits
Part I	Tamil	2	3	-	06
Part II	English	2	3	-	06
		<b>Sub Total</b>			<b>12</b>
Part III	Core	<b>3+4+4+3+3+4</b>	<b>15+16+17+9+11+16</b>		84+2
	Elective –Main	2	5	-	10
	Elective – Generic	2+2	5	-	20
		<b>Sub Total</b>			<b>116</b>
Part IV	<b>AECC I &amp; II Sem</b>	I sem EVS Sem VE	II 2 + 1	2 I & II Sem	03
	<b>NME III &amp; IV Sem</b>	2	2	2 III & IV Sem	04
	<b>SEC V &amp; VI Sem</b>	3	2	2 V & VI Sem	04
		<b>Sub Total</b>		<b>06</b>	<b>13</b>
	<b>Total</b>				<b>139</b>
Part V	<b>NCC (Army &amp; Navy)/ PE/ NSS / Rotaract/ Quality Circle/ Library/ SSL/ Nature Club/Value Education/ YRC/WSC</b>				<b>01</b>
	<b>Grand Total</b>				<b>140</b>

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)

**ProgrammeCode: UBA**

Code	Course Title	Category	L	T	P	Credit
UBA20C11	Principles of Management	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
CO1	Demonstrate to apply general management know-how in practical business situation	K1
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 Course Outcomes with Programme Specific Outcomes**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	S	L
CO2	S	S	S	M	L
CO3	S	S	S	M	L
CO4	M	L	M	L	S
CO5	S	S	S	L	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

## Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	-	S	L	M
CO2	S	M	-	M	-	L
CO3	S	M	L	S	-	L
CO4	S	M	L	S	L	L
CO5	M	S	L	M	L	L

Strong –S (+++) Medium-M (++) Low-L (+)

## 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%

## Course Title: Principles of Management

### Unit-1

(21 hours)

Management: Nature and Scope of management- management as an art or science- Contributions of F. W Taylor and Henry Fayol - Functions of management

### Unit-2

(21hours)

Planning: Definition- Nature and characteristics of planning- Importance- Types of plans- Planning process- Limitations

Organizing: Meaning- Principles and types of organizations- Delegation of authority and responsibility – Decentralization –Organizational charts

### Unit-3

(21hours)

Staffing: Meaning- Importance of manpower planning- Recruitment- Selection- Training and development- Performance appraisal

### Unit-4

(21 hours)

Directing: Elements- Motivation- Types of motivation- Theories of motivation ( Maslow's theory and Two factor theory)- Leadership – Importance- Types of leadership- Qualities- Communication- Importance- Process- Barriers

### Unit-5

(21 hours)

Controlling: Definition- Characteristics and importance- Steps in controlling- Effective control- Controlling techniques



### **Text Books:**

1. L.M.Prasad, 2016, Principles and Practices of Management, 9<sup>th</sup> Edition, Sultan Chand and sons, New Delhi. ISBN:978-93-5161-050-2

### **Reference Books:**

1. T.Ramasamy, 2016, Principles of management, 8<sup>th</sup> revised edition, Himalaya Publishing House, Mumbai. ISBN 10: 9350515903 / ISBN 13: 9789350515907
2. Harold Koontz, Heinz Weirich and A. Ramachandra Aryasri, 2016, Principles of Management; an analysis of managerial functions (Ascent series) - 2<sup>nd</sup> Edition, Tata McGraw Hill book co., New Delhi. ISBN : 9780070581920

### **Course Designer(s):**

1. **Dr. C.Jothi Baskara Mohan**
2. **Dr.R.ArunPrasath**

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20C12	Managerial 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

Managerial Economics integrates traditional economic theory and real business practices. It enables a student to understand the micro and macroeconomic concepts for the purpose of facilitating decision making and forward planning by management.

### 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	Grasp the importance of economic theories and how it is integrated with real time business practices.	K1
CO2	Get insights about the various market structures and the significance of pricing for successful business operations.	K1
CO3	Understand and apply various macroeconomic concepts such as trade cycle, economic planning and public finance.	K2
CO4	Comprehend the advantages and disadvantages of international trade and the impact of inflation in business practices.	K2
CO5	Make decisions and forward planning required to meet the competitive business scenario.	K3

K1 – Knowledge

K2 – Understand

K3 - Apply

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	S	L
CO2	S	S	S	M	M
CO3	S	S	S	M	L
CO4	M	L	M	L	S
CO5	S	S	S	M	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

## Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	S	S	L	M
CO2	S	S	S	M	M	L
CO3	S	S	S	M	L	M
CO4	M	L	M	L	S	L
CO5	S	S	S	M	M	S

Strong –S (+++) Medium-M (++) Low-L (+)

## 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%

## Course Title: Managerial Economics

### Unit I

21 Hours

Managerial 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 – Exceptional Demand curve – Elasticity of Demand – Price, Income, Cross Elasticity – Demand Forecasting – Methods of Demand Forecasting – Cost Concept – Cost Analysis – Total, Average and Marginal Cost.

### 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 – Break Even Analysis – Macro economics for management – Economic planning.

### Unit V

21 Hours

National Income –concepts, measurement methods, problems and importance – Trade Cycle – features, phases and control. International trade - Features, difference between internal and international trade, advantages and disadvantages - Public finance,

### **Text Books:**

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

### **Reference Books:**

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

### **Web Links:**

1. <https://www.managementstudyguide.com/managerial-economics-scope.htm>
2. [https://www.tutorialspoint.com/managerial\\_economics/managerial\\_economics\\_overview.htm](https://www.tutorialspoint.com/managerial_economics/managerial_economics_overview.htm)

### **Course Designer(s):**

1. Dr.D.Anbugeetha
  - a. Dr. K.Prabha

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Code	Course Title	Category	L	T	P	Credit
UBA20C13	Financial Accounting	Core -3	5	2	-	5
<b>L- Lecture</b>		<b>T- Tutorial</b>		<b>P- Practical</b>		
Year	Semester	Int. Marks	Ext.Marks		Total	
First	First	25	75		100	

### Preamble

This course provides knowledge on basic accounting concepts, conventions, Rectification of Errors, Bank Reconciliation Statement, depreciation and preparing Final Accounts of Trading concern.

### 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,
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 Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	S	L
CO2	S	S	S	M	L
CO3	S	S	S	M	L
CO4	M	L	M	L	S
CO5	S	S	S	L	M

Strong –S (+++) Medium-M (++) Low-L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	S	S	L	M
CO2	S	S	S	M	L	S
CO3	S	S	S	M	L	-
CO4	M	L	M	L	S	M
CO5	S	S	S	L	M	L

Strong –S (+++) Medium-M (++) Low-L (+)

## 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%

## Course Title ; 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

Process of Accounting – Kinds of Accounts – Accounting Rules –Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance (**Simple Problems Only**).

### 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 – (Single, Double and Three Column Cash Book) – Bank Reconciliation Statement (**Simple Problems Only**).

### 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 (**Simple Problems Only**).

### Unit V

21 Hours

Preparation of Final Accounts of a Sole Trading Concern – Trading Account, Profit & Loss Account and Balance Sheet – Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value Method (**Simple Problems Only**).

## Text Books:

1. S Thothadri and S. Nafeesa (2018). Financial Accounting, McGraw Hill, ISBN : 9353160715
2. R. Srnivasa Putty and H.R. Appannaiah (2012). Fundamentals of Accounting, Himalaya publishing House, Mumbai

## Reference Books:

1. S.P. Jain & K.L. Narang (2014). Advanced Accountancy, Kalyani Publishers, New Delhi, ISBN: 978-9327224986
2. Hanif M, Mukharjee A (2015). Financial Accounting, Mcgraw-Hill Education India Pvt.Ltd - New Delhi, ISBN 10: 9339222024 ISBN 13: 9789339222024
3. P.C.Tulsian (2017). Financial Accounting – S.Chand (G/L) & Company Ltd, ISBN-13: 978-9384319397

## Course Designer(s):

1. Dr. K. Lingaraja Mrs. S. Suganya

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20GE11	Fundamentals of Computers	Elective Generic 1	4	1	-	4

**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
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 Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	S	S	L
CO2	S	S	S	M	L
CO3	S	S	S	S	L
CO4	L	L	M	-	S
CO5	S	S	S	L	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	L	S	S	L	M
CO2	S	S	S	M	L	L
CO3	S	S	S	S	L	S
CO4	L	L	M	-	S	L
CO5	S	S	S	L	M	-

**Strong –S (+++) Medium-M (++) Low-L (+)**

## 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%

## Course Title : Fundamentals of Computer

### Unit I -Basics of Computer

15 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

15 Hours

MS Word 2019 - 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

15 Hours

Electronic spread sheets – Introduction – Excel 2019 basis – creating and saving a workbook – data entry basic formatting – formulas and macros – Excel functions – Charts andGraphs.

### Unit IV- MSPOWER POINT

15 Hours

Presentation packages – Power point 2019 basics – Creating and saving a presentation – basic formatting advanced formatting – slide showtopics.

### Unit V– INTERNET

15 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:

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

### Course Designer(s):

1. Dr.P.UmaRani Mr.P.VijayaSairam



**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20GL11	Fundamentals of Computers - Practical	Elective Genric 1	-	-	2	1

**L-Lecture                      T-Tutorial                      P-Practical**

Year	Semester	Int. Marks	Ext.Marks	Total
First	First	40	60	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
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

	PO1	PO2	PO3	PO4	PO5
CO1	S	L	S	S	L
CO2	S	S	S	M	L
CO3	S	S	S	M	L
CO4	M	L	M	L	S
CO5	S	S	S	L	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	-	S	L	M
CO2	S	M	-	M	-	L
CO3	S	M	L	S	-	L
CO4	S	M	L	S	L	L
CO5	M	S	L	M	L	L

**Strong –S (+++) Medium-M (++) Low-L (+)**

## 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%

### 1. MS WORD

- a. Type a paragraph :
  - i. **Formatting**
  - ii. **Paragraph**
  - iii. Bullet and Number lists
  - iv. Table

### 2. MS EXCEL

- a. Creation of Table (using formula)
- b. Creation of Chart

### 3. MS – POWER POINT

- a. Preparing a PowerPoint presentation with at least three slides for department Inaugural function.
- b. Drawing an organization chart with minimum three hierarchical levels.
- c. Designing an advertisement campaign with minimum three slides.
- d. Showing a slide show with custom animation (Minimum 3 Slides at a time).

## Text Books:

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

## Reference Books:

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

## Course Designer(s):

1. **Dr.P.UmaRani**
2. **Mr.P.VijayaSair**

**Thiagarajar College (Autonomous):: Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.A., B.Sc., B.Com., B.B.A., B.C.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
U20ES11	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 Pollutant and pollutants	K1
CO4	Perceive the environment legislations in India for sustainable development.	K3
CO5	Elaborate the impact of environmental problems on life systems	K3

**K1: Knowledge K2: Understand K3: Apply**

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	M	L	M
CO2	---	M	M	---	M
CO3	---	L	M	L	L
CO4	---	---	L	L	L
CO5	S	-	L	M	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	L	S	S	-
CO2	S	M	L	M	L	L
CO3	S	S	L	S	M	L
CO4	S	S	L	M	S	S
CO5	S	M	-	S	S	S

**Strong –S (+++) Medium-M (++) Low-L (+)**

## 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%

## Course Title: Environmental Studies

### 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 Pollution – Water Pollution – Noise pollution – Nuclear Hazards. Solid waste management and Waste Disposal 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.
2. Sapru R.K. 2001. Environment Management in India, Vol. I & Vol. II Ashish publishers house, New Delhi.

**Thiagarajar College (Autonomous): Madurai – 625 009**

**Department of Business Administration**

(For those joined B.B.A on or after June 2020)

**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20EN21	<b>BUSINESS ENGLISH</b>	<b>PART II</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>3</b>

L-Lecture

T-Tutorial

P-Practical

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

**Preamble**

The course is designed to develop all the four basic skills of English language and to make them learn how to use internet tools and applications to handle various business situations enhancing their overall confidence in communicating with people.

**Course Outcomes**

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

Sl.No	Course Outcome	Knowledge Level
CO1	Understand the basics of English Grammar.	K2
CO2	Be good at all the four basic skills: listening, speaking, reading and writing of English.	K2
CO3	Use internet tools and applications for better Business English.	K1
CO4	Enrich the vocabulary related to business and management	K3
CO 5	Develop confidence to communicate with people and handle various business situations effectively	K3

K1–Knowledge

K2– Understand

K3 –Apply

**Mapping of Course Outcomes with Programme Specific Outcomes**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	S	-
CO2	S	S	S	M	L
CO3	M	S	S	S	M
CO4	M	L	M	L	S
CO5	S	S	S	L	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

**Mapping of Course Outcomes with Programme Outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	S	S	-	M
CO2	S	S	S	M	L	-
CO3	M	S	S	S	M	M
CO4	M	L	M	L	S	L
CO5	S	S	S	L	M	M

**Strong –S (+++) Medium-M (++) Low-L (+)**

## 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%

## COURSE TITLE : BUSINESS ENGLISH

### UnitI 12 Hour

Sentences - kinds of sentences: assertive, interrogative, imperative, exclamatory & optative. Phrases and Clauses, Parts of speech, Tenses, Classification of sentences: simple, compound, complex (basics).

### UnitII 12Hours

Kinds of clauses: adverb, adjective & noun clause, Synthesis of sentences, Transformation of sentences- interchange of active & passive voice, interchange of degree of comparison, Direct and Indirect speech (Basics).

### UnitIII 12 Hours

Listening Skills: Listening Comprehension. Reading skills: Comprehension: techniques of comprehension, Precis writing – techniques. Speaking Skills: Dialogue writing and delivery (topics related to business management and environment) – record has to be maintained.

### UnitIV 12Hours

Writing skills: Essay writing - the art of essay writing. Paragraph writing: the techniques of writing good paragraphs, Expansion of Passages.(topics related to business management and environment) record has to be maintained.

### UnitV 12 Hours

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

### Text Books:

1. H.S Bhatia (2009), spoken & communicative English, Ramesh publishing house, NewDelhi, ISBN: 81-7812-190-5.
2. Eric Baber (2011), fifty ways to improve your business English using theinternet.

### 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.

**Web links:**

1. <https://writeworldwide.com/best-online-tools-improve-your-english-writing-skills/>
2. <https://prowritingaid.com/art/111/10-Websites-to-Help-Improve-Your->

**Course Designer (s)**

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

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20C21	Business Mathematics	Core -4	5	1	-	5

Year	L- Lecture		T- Tutorial	P- Practical	Total
	Semester	Int. Marks	Ext.Marks		
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	Explain basic methods of Analytical Geometry, Set theory, business calculus, and their basic applications in practice	K1
CO2	Discern effects of various types and methods of simple and compound interest account.	K2
CO3	Connect the acquired knowledge and skills with practical problems in economics	K1
CO4	To understand students to apply mathematical equations for business analysis.	K3
CO5	To explore the students to understand the trade discount, cash discount, simple and compound Interest.	K3

K1 – Knowledge

K2 – Understand

K3 - Apply

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	S	M
CO2	M	S	S	M	L
CO3	S	S	S	M	L
CO4	L	L	M	M	S
CO5	S	S	S	L	S

**Strong –S (+++) Medium-M (++) Low-L (+)**



## Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	S	S	M	M
CO2	M	S	S	M	L	M
CO3	S	S	S	M	L	L
CO4	L	L	M	M	S	-
CO5	S	S	S	L	S	L

Strong –S (+++) Medium-M (++) Low-L (+)

## 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%

## Course Title : Business Mathematics

### Unit I –ANALYTICAL GEOMETRY

**18hours**

Calculating the distance between two points-Problems in Two point, Point Slope form, Calculating slope, Equation of a straight line, Application to Economics-Problems in calculating fixed cost, Break Even Analysis, Calculation of Equilibrium using Demand and Supply curves.

### Unit II –SET

**18hours**

Set Theory: Definition- Notation –Methods of description of sets-Types of sets, Venn Diagram- Set Operations- Laws and properties of sets, Numbers of elements.

### Unit III –MATRICES

**18hours**

Matrices-Basic Concepts-Addition of Matrices-Scalar and Matrix Multiplication, Inverse, Solution of Linear Equations, Inverse of a Matrix, Matrix Inversion Technique, Cramer's Rule.

### Unit IV -DIFFERENTIAL CALCULUS

**18hours**

Differential Calculus, Limits, Standard forms of Differentiation, Concept of Sum Rule, Product Rule and Quotient Rule, Higher order Derivatives, Increasing and Decreasing Functions, Criteria for Maxima and Minima.

### Unit V – ARITHMETIC

**18hours**

Commercial Arithmetic, Percentages, Discount, Trade Discount, Cash Discount, Simple and Compound Interest, True and Banker's Discount.

### Text Book

1. V.Sundaresan, S.D.Jayaseelan-An Introduction to Business Mathematics- Reprint-2018- S.Chand and Co.,Ltd.ISBN 81-219-1463-9

### Reference Books

1. D.C.Sancheti, V.K.Kapoor-Business Mathematics-11<sup>th</sup> Edition –Reprint 2014- Sultan Chand and Sons-ISBN-978-81-8054-538-2.
2. J.k.Sharma- Business Mathematics- Theory and Applications-2009-ANE Books 13<sup>th</sup> Edition – ISBN-978-8180521836

### Web Links

[https://youtu.be/BEJT\\_QCrN7s](https://youtu.be/BEJT_QCrN7s) ( Sets, Relations and Functions)

<https://youtu.be/IblCaWIHSmY>( Partial Differential Equations)

### Course designers

1. Dr. P. Umarani
2. Dr.P.Meenaprabha

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20C22	Business Law	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 aids in bringing an awareness of business law and the potential issues in the organization. It also helps in decision making that business professionals make on a daily basis.

### 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 Indian Contract Act	K2
CO2	Elaborate the salient features of special contracts, The sale of Goods Act and Indian Partnership Act and also integrates the knowledge of Business Law in general business practices	K3
CO3	Assess the legal regulation of negotiable Instruments and general banking practices	K2
CO4	Illustrate and infer the fundamentals and legislations of factories	K2
CO5	Invent the various disputes and claims in insurance	K3

K1 – Knowledge

K2 – Understand

K3 - Apply

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	-	S	S	M
CO2	S	S	S	M	L
CO3	S	S	S	M	L
CO4	M	L	S	L	S
CO5	S	S	M	L	M

Strong –S (+++) Medium-M (++) Low-L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	-	S	S	M	M
CO2	S	S	S	M	L	L
CO3	S	S	S	M	L	--
CO4	M	L	S	L	S	L
CO5	S	S	M	L	M	M

## 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%

## Course Title: Business Law

### Unit I

**18 Hours**

Indian Contract Act, 1872: Nature of Contracts – Offer or Proposal – Acceptance – Consideration – Capacity of Parties – Free Consent – Legality of Consideration and Object – Contingent Contract and Wagering Contract – Quasi Contract – Performance of Contract – Discharge of Contract – Remedies for Breach of Contract.

### Unit II

**18 Hours**

Special Contracts: Indemnity and Guarantee – Bailment and Pledge – Agency, The Sale of Goods Act, 1930: Definitions and Concept – Goods, Sale, Agreement to sell – Conditions and Warranties – Doctrine of Caveat Emptor – Transfer of goods, title and risk – Rights of Unpaid Seller, Indian Partnership Act, 1932: Definition: Partnership, Partner, Firm, Firm name – Formation of Partnership – Partnership at will – Particular Partnership – Rights & Duties of Partners.

### Unit III

**18 Hours**

Negotiable Instruments Act, 1881: Definitions - Characteristics – Parties under the act – Negotiation – Liabilities - Criminal and Civil Liability for Dishonor of Cheque. Banking Act: Types of bank account – Banking Instruments – Rights & Duties of a banker.

### Unit IV

**18 Hours**

The Factories Act, 1948: 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 V

**18 Hours**

Insurance Act, 1938: Insurance: Meaning, purpose, significance – Principles of General Insurance – Insurance Documents – Claims under the act – Forms under the act

## Text Books:

1. Business Laws- N.D. Kapoor, 2019, S.Chand & Company Ltd., New Delhi

## Reference Books:

1. A Manual of Mercantile law- M.C. Shukla, 13<sup>th</sup> Edition, 2004, S.Chand & Company Ltd., New Delhi
2. Business and Corporate Laws- Harpreet Kaur, Lexis Nexis, 2013
3. Industrial Law- S.M. Sundaram, 5<sup>th</sup> Edition, 2006, Sree Meenakshi Publications.

## Course Designer(s):

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

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20C23	Organizational Behavior	Core -6	5	1	-	5

Year	Semester	L- Lecture	T- Tutorial	P- Practical	Total
		Int. Marks	Ext.Marks		
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 Level (according to Bloom's Taxonomy)
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.	K2
CO5	Identify the basic motives and motivational techniques to improve the employee morale.	K3

K1 – Knowledge

K2 – Understand

K3 - Apply

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	M	S	M
CO2	S	S	S	M	L
CO3	S	S	S	M	L
CO4	M	-	L	L	S
CO5	S	S	S	L	M

Strong –S (+++) Medium-M (++) Low-L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	M	S	M	M
CO2	S	S	S	M	L	--
CO3	S	S	S	M	L	S
CO4	M	-	L	L	S	M
CO5	S	S	S	L	M	M

Strong –S (+++) Medium-M (++) Low-L (+)

## 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%

## Course Title 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 & Perception: Meaning of personality, Determinants & Types- Development of personality – Theories of personality- Perception- Meaning-Perception Vs.Sensation - Perceptual Process-Factors-Perception and OB

### 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 - Theories of Group Formation - Formal and Informal Groups. 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, Symptoms Measurement of Stress- Sources and consequences of stress- Stress and task performance- Strategies for coping with stress- Organisational Change: Concept of change, Why organizational change- Resistance to Change-Managing Resistace.

## 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 7<sup>th</sup> 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

**Web Links:**

[https://www.youtube.com/watch?v=z8Pa6y\\_SMQs&t=138s](https://www.youtube.com/watch?v=z8Pa6y_SMQs&t=138s) (Conflict Management)

<https://www.youtube.com/watch?v=FRved6qqbFI> (Stress Management)

**Course Designer(s):**

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

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
UBA20C24	Cost Accounting	Core -7	4	2	-	4
	L- Lecture	T- Tutorial	P- Practical			
Year	Semester	Int. Marks	Ext.Marks		Total	
First	Second	25	75		100	

### Preamble

The modern -day businesses in the manufacturing as well as service sectors are faced with the challenges of intense competition nationally and globally. Hence, these business units are forced to recognize the impact of cost control and cost reduction on profits. This course is to familiarize students with the basic concepts of cost and various methods and techniques of cost accounting.

### 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	Outlining the basic concepts of costing and costing systems in their professional life.	K1,
CO2	Apply the methods of costing adopted by different types of industries.	K3
CO3	Understand the preparation of cost sheet.	K2
CO4	Apply the various material control techniques	K3
CO5	Take decisions based on marginal costing techniques	K2

K1 – Knowledge

K2 – Understand

K3 - Apply

### Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	S	M	L
CO2	S	S	S	M	S
CO3	S	S	S	M	L
CO4	M	L	M	L	S
CO5	S	S	S	L	M

Strong –S (+++) Medium-M (++) Low-L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	S	M	L	M
CO2	S	S	S	M	S	S
CO3	S	S	S	M	L	M
CO4	M	-	M	L	S	L
CO5	S	S	S	L	M	S

Strong –S (+++) Medium-M (++) Low-L (+)



**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%

**Course Title : Cost Accounting****UNIT I****18 Hours**

Cost Accounting – Meaning, Definition, Objectives, Advantages, and Limitations – Difference between Cost Accounting Vs Financial Accounting and Cost Accounting Vs Management Accounting – Terminology related to Cost Accounting – Classification of Cost – Methods of Costing.

**UNIT II****18 Hours**

Cost Sheet – Introduction, Definition, and Features – Components of Cost sheet – Proforma for Calculation of Raw Material Consumed and Proforma of Cost Sheet – Preparation of a Cost Sheet (**Simple problems only**).

**UNIT III****18 Hours**

Materials Control – Definition, Objectives and Advantages – Purchase Control – Centralised and Decentralised – Storekeeping – Objectives, Functions and Types – Objectives of Inventory Control – Stock Levels: Minimum Level, Maximum Level, Safety Level and EOQ – Inventory Management – ABC and Pricing of Material Issues – FIFO and LIFO (**Simple Problems Only**).

**UNIT IV****18 Hours**

Labour Cost: Features of good wage system, Key terms in labour, Methods of Labour Turnover, Causes of Labour Turnover – System of Wage Payment – Time Wage System and Piece Rate System.

**UNIT V****18 Hours**

Overheads – Meaning, Classification of Overheads – Reasons for Deference in Cost Accounting Profit and Financial Accounting Profit – Marginal Costing - Meaning, Characteristics, Advantages and Limitations – Tools and Techniques (P/V Ratio, Margin of Safety and Break Even Point) – **Simple Problems Only**.

**Text Books:**

1. S. Thothadri, S. Nafeesa and R B Syed Jalalutheen (2019), Cost Accounting, McGraw-Hill; First edition (25 May 2019), ISBN-10: 9353166926/ ISBN 13: 9789353166922.

**Reference Books:**

1. Jawahar Lal, Seema Srivastava, SEEMA SINGH (2019). Cost Accounting, 6<sup>th</sup> Edition -Tata McGraw Hill Publication, ISBN 10: 9353168384 / ISBN 13: 9789353168384.
2. M. C. Shukla, T. S .Grewal and M. P. Gupta (2013). Cost Accounting Text and Problems, Published by S. Chand & Company Ltd, ISBN 10: 8121919630 / ISBN 13: 9788121919630.
3. S.P. Jain & K.L. Narang (2014). Cost Accounting - Principles and Practices, Kalyani Publishers. ISBN-10: 9327241010 / ISBN-13: 978-9327241013.

**Course Designer(s):****Dr.K.Lingaraja , Mrs.S.Suganya**

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
 (For those joined B.B.A on or after June 2020)  
**Programme Code-UBA**

Course Code	Course Title	Category	L	T	P	Credit
U20VE21	Value Education	AECC1	2	-	-	1

Year	Semester	Int. Marks	Ext.Marks	Total
First	Second	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

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	-	S	L	M
CO2	S	M	-	M	-	L
CO3	S	S	L	S	-	L
CO4	S	M	L	S	L	M
CO5	M	S	L	M	L	L

Strong -S (+++) Medium-M (++) Low-L (+)

### Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	-	S	L	M
CO2	S	M	-	M	-	L
CO3	S	S	L	S	-	L
CO4	S	M	L	S	L	M
CO5	M	S	L	M	L	L

Strong -S (+++) Medium-M (++) Low-L (+)

## 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%

## Title of the paper: Value Education

### Unit I

15hours

**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

15hours

**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.

# **M.Phil. Management**

## **Programme Code - MBA**



## **Programme outcome-PO (Aligned with Graduate Attributes)- Master of Philosophy (M.Phil.)**

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### **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.

**Programme Educational Objectives (PEO)**

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

<b>PEO1</b>	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.
<b>PEO2</b>	To formulate a research problem in terms of Research Question, Objectives and hypotheses and design a step-by-step approach to handle the further.
<b>PEO3</b>	To develop measurement tools for attitudinal/ behavioral or social/ financial /business / economic phenomena relevant to the research problem.
<b>PEO4</b>	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.
<b>PEO5</b>	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.
<b>PEO6</b>	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

<b>PSO1</b>	Providing researchers with the guidance necessary to acquire a deep understanding of the theory and practice of management.
<b>PSO2</b>	Analyzing and discuss the key techniques, conceptual issues and debates in management literatures and the practices of management.
<b>PSO3</b>	Supporting researchers in the development of an understanding and a critical perspective of management science.
<b>PSO4</b>	To equip the scholars with deep understanding and insights about Management research and prepare them for advanced managerial research.
<b>PSO5</b>	To encourage the researchers, to undertake research in different functional areas of management to contribute knowledge towards industry, society and teaching in Management science.



## **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.

**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 2020 batch onwards)**  
**Semester –I**

Course	Code	Course Title	Contact Hrs / Week	Credits	Max Marks CA	Max Marks SE	Total
Core I	MBA20 C11	Research Methodology	6	6	100	100	200
Core II	MBA20 C12	Emerging Trends in Management	6	6	100	100	200
Core III	MBA20 C13	Thrust Area of Research in Management	6	6	100	100	200
<b>Total</b>			<b>18</b>	<b>18</b>	<b>300</b>	<b>300</b>	<b>600</b>

**Semester –II**

Course	Code	Course Title	Contact Hrs / Week	Credits	Max Internal	Max External	Total
Core II	MBA2 0PJ21	Dissertation and Viva – voice	--	--	100	100	200
<b>Total</b>					<b>100</b>	<b>100</b>	<b>200</b>

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
**(M.Phil. Management Students joined on or after June 2020)**

Course Code	Course Title	Category	L	T	P	Credit
MBA20C11	Research Methodology	Core - I	6	-	-	6

		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

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
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)
<b>Total</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>13</b>	<b>17</b>

### Blooms Taxonomy

	<b>CA</b>		<b>End of Semester</b>
	<b>First</b>	<b>Second</b>	
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
<b>Total Marks</b>	120	120	200

### Title of the Paper: Research Methodology

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

1. Dr. S. Sankaran, Managerial Economics, 5<sup>th</sup> 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**

**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
**(M.Phil. Management Students joined on or after June 2020)**

Course Code	Course Title	Category	L	T	P	Credit
MBA20C12	Emerging Trends in Management	Core - II	6	-	-	6

Year	Semester	L- Lecture	T- Tutorial	P- Practical	Total
		Int. Marks	Ext. Marks		
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
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	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)	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)
	<b>15</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>14</b>

## 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
<b>Total Marks</b>	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, Stratgic 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 Dr.D.Anbugeetha**



**Thiagarajar College (Autonomous): Madurai – 625 009**  
**Department of Business Administration**  
**(M.Phil. Management Students joined on or after June 2020)**

Course Code	Course Title	Category	L	T	P	Credit
MBA20 C13	Thrust Areas of Research in Management	Core - III	6	-	-	6

		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

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

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)	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)
	<b>17</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>16</b>

## 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

## 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 Desser (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 - ddisson Wesley Longman.(2015) ISBN-13 978-0201845204

### Course Designer(s):

1. **Dr. C. Jothi Baskar Mohan**

### Lecture Schedule:

#### **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 2020)**

Course Code	Course Title	Category	L	T	P	Credit
MBA20 PJ21	Dissertation and Viva –voice	Core - II	-	-	-	6

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

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

K2 – Understand

K3 – Apply

K4 – Analyze

K5 – Evaluate

K6 – Create

**Mapping of COs with POs**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
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)
<b>Total Marks</b>	16	14	15	18	15