

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

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

- **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

PSO1	Will be able to comprehend the core concepts, methods and practices in management.
PSO2	Will be innovative and will be able to venture into his/her own business or excel in executive roles in private/government sector.
PSO3	Will be capable of identifying and handling global business opportunities and challenges
PSO4	Will develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment
PSO5	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 No	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	3	75	25	75	100
		Fundamentals of Computers - Practicals	2	2	30	25	75	100
Ability Enhancement compulsory course	U20ES11	Environmental Studies	2	2	30	15	35	50
Total			30	22	450	140	410	550

Semester – II

Course	Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks 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
Total			30	20	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	U20P141T	Tamil Ilakkiyam	3	3	45	-	-	-
Core 8	UBA20C31	Financial Management	7	6	105	25	75	100
Core 9	UBA20C32	Human Resource Management	5	4	75	25	75	100
Core 10	UBA20C33	Operations Management	7	6	105	25	75	100
Core 11	UBA20C34	Marketing Management	6	4	90	25	75	100
Non-Major Elective 1	UBA20NE31	Management Principles	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	U20P141T	Tamil Ilakkiyam	3	3	45	25	75	100
Part-II	UBA20EN41	Business Communication	4	3	60	25	75	100
Core 12	UBA20C41	Accounting Package-Theory	3	3	45	25	75	100
Core lab 1	UBA20CL41	Accounting Package-Practical	2	1	30	40	60	100
Core 13	UBA20C42	Business Statistics	6	5	90	25	75	100
Elective-Main 1	UBA20CE41 (A/B)	Services Marketing/ Business Ethics and Corporate Governance	5	4	75	25	75	100
Elective-Generic 2	UBA20GE41	Research Methodology	5	4	75	25	75	100
NME	UBA20NE41	Export Management	2	2	30	15	35	50
Total			30	25	450	205	595	800
	UBA20IN	On the Job Training	--	2	-	-	50	50

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	5	90	25	75	100
Core 15	UBA20C52	Company Law	5	4	75	25	75	100
Elective Main 2	UBA20E52	Investment Management/ Customer Relationship Management	6	5	90	25	75	100
Elective Genric 3	UBA20GE53	Management Information Systems	6	5	90	25	75	100
Core 16	UBA20C54	Business Environment	5	4	75	25	75	100
Skill Enhancement Course 2	UBA20SE 51	Personality Development/ Yoga for Managers	2	2	30	15	35	50
Total			30	25	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	UBA20GE64	Logistics and Supply Chain Management	7	5	105	-	100	100
Core 20	UBA20PJ64	Project	6	3	90	25	75	100
Skill Enhancement Course 3	UBA20SE 61	Interpersonal Effectiveness/ Transaction Analysis	2	2	30	15	35	50
			30	22	450	115	435	550
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	20
III	30	25
IV	30	25+2
V	30	25
VI	30	23
PART V		1
Total	180	140+2

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
UBA20C31	FINANCIAL MANAGEMENT	Core-8	6	1	-	6

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

Preamble

This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm. It also 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	Expected Proficiency	Expected Attainment
CO1	Construct various tools for financial analysis and funds management.	80	80
CO2	Explain how time value of money works and discuss why it is an important concept in finance.	70	85
CO3	Understand the overall role and importance of the finance function.	70	85
CO4	Make use of various tools and techniques in the area of finance. Apply risk adjustments to the cost.	70	85
CO5	Apply the tools of financial management in decision making.	70	85

Mapping of Course Outcomes with Programme Specific Outcomes

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

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

Mapping of Course Outcomes with Programme Outcomes

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

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

Blooms Taxonomy

	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: FINANCIAL MANAGEMENT

Unit I - Financial Management

Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Profit Maximization, Wealth Maximization. Basic Financial Decisions: Investment, Financing and Dividend Decisions. Emerging role of finance managers in India.

Unit II - Investment Decision (Capital Budgeting)

Concepts of risk and return. Introduction to time value of money. Investment Decision: Introduction - Nature of Investment Decision- Factors Determining Capital Budgeting Decision. Capital Budgeting techniques - Payback Period Method- Accounting Rate of Return-NPV-IRR-Profitability Index (Simple problems).

Unit III - Financing Decision

Sources of Long-term finance- Equity share, Preference shares, Debentures. Cost of Capital- Types of Cost of Capital. EBIT – EPS analysis. Leverage-Meaning-Types-Operating Leverage-Financial Leverage-Combined Leverage. Capital Structure- Meaning- Capital Structure Theories-Net Income (NI) Approach- Net operating Income (NOI) Approach- Modigliani and Miller (MM) Approach-Traditional Approach.

Unit IV - Dividend Decision

Dividend Decision: Introduction- Meaning, importance- Determinants of dividend Policy, Forms of dividend policy, Types of Dividend, Relevance concept of Dividend: Walter's Model, Assumption of Walter Model, Criticism of Walters Model, Gordon's Model, Irrelevance concept of Dividend: MM Model.

Unit V Working Capital Management & Ratio Analysis:

Working Capital: Introduction - Definition- Importance- Nature of working capital- Sources of Working Capital: Trade Credit - Bank Credit - Commercial Papers - Certificate of Deposits, Types of working capital - Various factors determining working Capital- Estimation of Working Capital (Simple problems). Ratio Analysis: Meaning of Ratio – Steps involved in the Ratio Analysis – Importance and limitations of Ratio Analysis.

Text Books:

1. I.M. Pandey, Financial Management, 12th Edition (2021), Pearson Education Services India, Chennai, ISBN: 978-9390577255.
2. S.N.Maheswari, Elements of Financial Management, 12th Revised & Enlarged Edition (2019), Sultan Chand & Sons Ltd, New Delhi, ISBN: 978-93-5161-154-7.

Reference Books:

1. Financial Management, M.Y.Khan & P.K.Jain, McGraw Hill Education, Noida, Eighth edition, (2018), ISBN: 978- 9339213053
2. Financial Management – Theory and Practice – Prasanna Chandra, McGraw Hill Education, Noida, Ninth edition, (2015), ISBN: 978-9339222574

Course Designer(s):

1. **Dr. K. Lingaraja**
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
UBA20C32	Human Resource Management	Core -9	4	1	-	4

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

Preamble

This course inculcates and imparts knowledge about the Concepts, Techniques, and Functions of Human Resource Management and enriches the students to develop the competencies required to understand the challenges at the workplace and offers them with unique and innovative solutions.

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

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Understand the need for changing role of HR Manager in Global Business Scenario	80	80
CO2	Identifying the Methods of Recruitment and Training	70	85
CO3	Explain the various methods of Performance Appraisal Systems	70	85
CO4	Analyze the Industrial Relation issues and the causes of disputes and provide mechanisms for the settlement of employee grievances.	70	85
CO5	Explore the recent trends in International HRM & HR Analytics	70	85

Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	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 Specific 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	M
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%

Title of the Paper: Human Resource Management

Unit I Introduction to Human Resource Management

Introduction to Human Resource Management - Definition - Objectives Of Human Resource Management - Importance Of Human Resource Management - Functions Of Human Resource Management - Role Of Human Resource Managers in the Changing Global Scenario.

Unit II Acquisition and Development

Human Resource Planning - Job Analysis and Design - Recruitment - Sources of Recruitment - Selection- Selection Procedures - Placement And Induction - Career Planning And Development - Employee Training-Methods of Training - Executive Development - Internal Mobility And Separation.

Unit III Maintenance and Retention

Job Evaluation - Performance Appraisal - Techniques Of Performance Appraisal - Wage And Salary Administration - Incentives And Benefits – Employee Empowerment - Workers Participation In Management.

Unit IV Industrial Relations

Industrial Relations - Causes Of Industrial Disputes - Machinery for Settlement of Industrial Disputes- Employee Discipline - Grievances Handling Mechanisms.

Unit V Recent Trends in HRM

Human Resource Audit - Human Resource Accounting - Human Resource Information System – e-recruitment and selection, International Human Resource Management and Human Resource Analytics.

Text Book

1. S.S. Khanka, Human Resource Management, Text and Cases , 2nd Edition (2019)-Sultan Chand Publications, New Delhi, ISBN: 9789352534357

Reference Books

1. K.Aswathappa-Human Resource Management, Text and Cases, 6th Edition (2019)-Tata McGrawHill Publications, Noida, ISBN: 9781259083662
2. Gary Dessler and Biju Varkkey-Human Resource Management, 15th edition (2016) 16e- Pearson Publication, Chennai, ISBN: 9780134235455

Course Designers

1. Dr. C.Jothi Baskara Mohan
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
UBA20C33	OPERATIONS MANAGEMENT	Core-10	6	1	-	6
	L- Lecture	T- Tutorial			P- Practical	

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

Preamble

This course is intended to deal with the management of resources and activities that leads to managing production and operations in a cost-effective manner. This course focuses on the basic concepts of Operations management that include: Layout designing and planning, Supply chain management, Purchasing and Quality management for the implementation of effective and efficient operations.

Course Outcomes

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

Sl:No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Understand the framework of operations management	80	85
CO2	Utilize the knowledge of layout designing and material handling in the organization	75	80
CO3	Develop a sound understanding of the importance of supply chain management in the modern business environment	70	80
CO4	Explain the concept of the purchasing procedure and Stores Management	80	80
CO5	Explain the core quality concepts and applying the various quality tools in managerial decision- making.	75	85

Mapping of Course outcome with Programme Specific Outcome

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

Unit I

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

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 equipments.

Unit III

Supply Chain Management-Need and Importance-Inventory Management –Concepts - Functions of Inventory – Types - Inventory Planning - Inventory Cost - Purpose of Inventory – EOQ - Inventory Replenishment Policies - Inventory Models – ABC Analysis –VED Analysis.

Unit IV

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 V

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 Book

1. S.A. Chunawalla, D.R. Patel, Production and Operations Management, 9th Revised Edition (2018), Himalaya Publishing House Pvt. Ltd., Mumbai, ISBN 978 – 93-520-290

Reference Books:

1. B. S.Goel, Production Operations Management, 27th edition (2017), Pragati Prakashan, Meerut, ISBN: 978-93-86633-30-9
2. R.Panneerselvam, Production and Operations Management,– 3rd Edition (2012), Prentice Hall India Learning Private Limited, New Delhi, ISBN-13: 978-8120345553
3. K.Aswathappa and K.Shridhara Bhat, Production and Operations Management- 2nd Revised Edition (2016), Himalaya Publishing House, Mumbai, ISBN-13: 9789350514320

Course Designer(s):

Dr. P. Thillai Rajan

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	
UBA20C34	MARKETING MANAGEMENT	Core-11	4	2	-	4	
	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 major business objective of earning reasonable profits by satisfying the needs of customers.

Course Outcomes

On the completion of the course students will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Understand the basics concepts of marketing	80	80
CO2	Evaluate the key areas in marketing	75	85
CO3	Examine the digital trends in marketing environment	75	85
CO4	Comprehend the role of Marketing in business and society	80	80
CO5	Create marketing mix strategies based on objectives with the use of product, price, place and promotion tools.	75	85

Mapping of Course Outcomes with Programme Specific Outcomes

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

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

Mapping of Course Outcomes with Programme Outcomes

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

Title of the Paper: Marketing Management

Unit-I

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

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

Unit-III

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

Promotion- Promotion Mix elements – Advertising – Growth of advertising in India – Media for advertising. Sales promotion - Purpose of sales promotion – tools of sales promotion-consumer promotion- trade promotion- sales force promotion – developing, pretesting, implementation, control and evaluation of the sales promotion program.

Unit-V

Digital Marketing – Introduction – Process of Digital Marketing – Inbound Vs Out Bound Marketing - Digital Marketing categories –Digital Marketing Skills - Opportunities and Challenges in Digital Marketing.

Text Books:

1. Philip Kotler, Kevin Lane Keller, Marketing Management, 15th edition (2017), Pearson India Education Services, Chennai, ISBN: 978-9332587403.

Reference Books:

1. Gupta C.B & Nair Rajan, Marketing Management, (2016),Sultan Chand & sons ltd, New Delhi, ISBN-978-93-5161-083-0.
2. R.S.N. Pillai and Bagavathi, Marketing Mangement, 1st Edition (2010), Reprint 2014, S.Chand & Company Pvt.Ltd, New Delhi, ISBN – 81-219-3244-0
3. Philip Kotler , Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0, 1st edition, 2016, Wiley, New Jersy, ISBN: 9781119341208
4. Seema Gupta, Digital Marketing, 2nd edition 2020, McGraw Hill, Noida, ISBN: 978-9353169787

Course Designers:

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

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

Course Code	Course Title	Category	L	T	P	Credit	
UBA20NE31	MANAGEMENT PRINCIPLES	NME	2	-	-	2	
	L- Lecture	T- Tutorial	P- Practical				

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

Preamble

Management Principles are broad and general guidelines that regulate 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	Expected Proficiency	Expected Attainment
CO1	Comprehend the evolution of management taught and practices	80	80
CO2	Understand the basic functions of management	75	85
CO3	Examine the importance of the functional areas of management	75	85
CO4	Figure out common organizational structures and the advantages and disadvantages of each	80	80
CO 5	Invent new ideas for the students to practice in the field of management	80	80

Mapping of Course Outcomes with Programme Specific Outcomes

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

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

Mapping of Course Outcomes with Programme Outcomes (B.B.A.)

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

B.A. P.O.

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	L	L	S	M	M
CO2	S	S	L	S	L	L
CO3	S	S	M	M	L	S
CO4	S	L	L	M	L	L
CO 5	S	S	S	M	M	S

Strong – S (+ + +) Medium – M (+ +) Low – L (+)**B.COM. P.O.**

	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	M	L
CO2	S	S	S	S	S
CO3	S	M	L	M	M
CO4	M	L	L	L	L
CO 5	S	S	S	S	S

Strong – S (+ + +) Medium – M (+ +) Low – L (+)**B.Sc., P.O.**

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	L	L	L	M	M
CO2	L	L	M	L	M	S
CO3	L	L	L	L	M	S
CO4	L	L	L	L	M	M
CO 5	M	M	M	M	M	S

Strong – S (+ + +) Medium – M (+ +) Low – L (+)**Blooms taxonomy: Assessment Pattern**

	CA		End of Semester
	First	Second	
Knowledge	40%	40%	40%
Understand	40%	40%	40%
Apply	20%	20%	20%

Title of the Paper: Management Principles**Unit I****15 Hours**

Management Definition and meaning –Evolution of management thoughts and practice - Functions of Management – Planning – Scope- Importance of Planning – Steps in Planning .

Unit II**15 Hours**

Definition of an organization – Types of Organizational Structure - 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, Essentials of Management: An International, Innovation, and Leadership Perspective, Tata McGraw Hill Book Company, New Delhi, 10th Edition (2015) ISBN: 978-9-3392-2286-4

Reference Books:

1. Prasad L.M, Principles and Practice of Management, 2016, Sultan Chand & Sons, New Delhi, ISBN 9789351610502.
2. Stephen P. Robbins, Mary Coulter, Agna Fernandez, "Mangement" Fourteenth edition,2019, Pearson Education Services India, Chennai, ISBN: 9789353067229

Course Designer

Dr. D. Anbugeetha
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
UBA20EN41	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. Success in Business and life depends upon the ability to communicate with others this is what Business communication aims to impart.

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Realize the significance of good interpersonal communication	80	80
CO2	Understand the basics of written & oral communication in business	75	85
CO3	Write good business letters and interdepartmental Communication	75	85
CO4	Know the recent trends in business correspondence	80	80
CO5	Experiment the role of Communication in the success of a business.	75	85

Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	M
CO2	S	M	S	S	L
CO3	S	S	S	S	S
CO4	S	S	L	S	S
CO5	S	S	L	S	S
Strong – S (+ + +) Medium – M (+ +) Low – L (+)					

Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	M	S	M	M
CO2	S	M	S	S	L	M
CO3	S	S	S	S	S	S
CO4	S	S	L	S	S	L
CO5	S	S	L	S	S	S
Strong – S (+ + +) Medium – M (+ +) Low – L (+)						

	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: Business Communication

Unit I

Essentials of communication: Introducing communication - Objectives of communication- Media of communication – Types of Communication - Barriers to communication – Communication ethics - Principles of communication.

Unit II

Oral communication and Listening: Oral Communication: Characteristics - profile of a good speaker - planning to speak, Telephone skills – Interviews – Meetings – Presentation Skills. Listening: Advantages – how to become a good listener.

Unit III

Business Correspondence: Need, functions and kinds of business letter, essentials of an effective business letter, the layout, planning the letter. Enquiries & replies, orders & their execution.

Unit IV

Complaints and adjustments: complaints, making adjustment, collection letters: how to write, collection series, debtors explanations, replies to debtors explanation, sales letters: objectives, functions & advantages.

Unit V

Inter Departmental Communication: office memorandum, office orders, circular and notes, agenda & minutes of meeting. Introduction to Recent trends in business correspondence: Social Intranet software, Collaborative Digital work places, Unified communications, Video Conferencing, Robust Mobile devices, Cloud based apps, Seamless Technology Integration, Chat services, use of video, Info graphics and Images

Note:

Record note has to be maintained for exercises in unit III, IV and V

Text Book:

1. Rajendra Pal & Korlahalli J.S, Essentials of Business Communication, 13th Edition, (2017),– Sultan chand & sons, New Delhi. ISBN: 9788180547294

Reference Books:

1. Vikas Arora, Sheetal Khanka, Pallavi Thakur, (2015) Business Communication, 2nd edition, Global Vision Publishing House, New Delhi, ISBN: 9789381695364.
2. James R Di Sanza, Nancy J. Legge, Business & Professional Communication: Plans, Process & Performance, 6th edition (2016), Pearson Education Services India, Chennai, ISBN 9780134415635

Course Designers

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

Course Code	Course Title	Category	L	T	P	Credit
UBA20C41	ACCOUNTING PACKAGE	Core-12	3	-	-	3
	L- Lecture	T- Tutorial			P- Practical	

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

Preamble

Student will learn to create company, enter accounting voucher entries including advance voucher entries, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

Course Outcomes

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

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Understanding the concepts of computerized accounting.	80	80
CO2	Understanding the features of Tally and Post transactions through Tally	75	75
CO3	Preparing voucher entries for given Business transaction	70	80
CO4	Understand and Prepare the profit and loss account and balance sheet	80	70
CO5	Construct final accounts and Reports	75	75

Mapping of Course Outcomes with Programme Specific Outcomes

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

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

Mapping of Course Outcomes with Programme Outcomes

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

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

Blooms Taxonomy

	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: ACCOUNTING PACKAGE

Unit: I

Accounting on Computers: Introduction – Accounting Systems: Golden Rules of Accounting – Features and Benefits of Accounting on Computers – Starting Tally ERP 9: Creating a company, selecting a company, Shutting a company and Deleting a Company – Tally features – Tally fundamentals – Key components of Tally – Gateway of tally – F11: Features – F1: Accounting Features, F2: Inventory features, F3: Statutory and Taxation features, F12: Configuration.

Unit: II

Processing Transactions in Tally: Classification of Accounts – Groups – Predefined groups/Reserved groups – Managing groups: Creation of Primary & Sub - Groups –Voucher entry – Predefined Vouchers: Contra Voucher, Payment Voucher, Receipt Voucher, Journal voucher, Sales Voucher/Invoice, Debit Note Voucher, Credit Note Voucher, and Purchase Voucher/Invoice.

Unit: III

Inventory Vouchers: Creating Masters for Inventory: 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

Financial Statements in Tally: Trial Balance, Profit & Loss Accounts, Balance sheet – Books & Register: Cash Book, Cash Book, Bank Book, Purchase Register, Sales Register, Journal Register – Day Book – Stock Summary – Analytical Reports in Tally. ERP 9: Cash Flow Statement, Fund Flow Statement, Ratio Analysis, Bank Reconciliation Statement.

Unit: V

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 , Comdex Tally 9 – Course kit, (2019), Dreamtech Press, New Delhi, ISBN : 978-9388934794
2. Manoj Bansal & Ajay Sharma, Computerized Accounting System Using Tally.ERP 9, (2019), Sahitya Bhawan Publications, Agra

Reference Books:

1. C. Nellai Kannan, Tally 9, (2019), Nels Publications, Thirunelveli, ISBN: 5551234102525
2. S. Palanivel, Tally, 2013, Margham Publications, Chennai, ISBN: 938-1430594

Course Designers:

1. **Dr.K.Lingaraja**
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
UBA20CL41	ACCOUNTING PACKAGE PRACTICAL	Core lab-1	-	-	2	1

Year	L- Lecture	T- Tutorial	P- Practical	Total
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. After successfully qualifying practical examination, students will be work with well-known accounting software i.e. Tally ERP.9.

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Understanding the fundamental concepts in Accounting system using Tally	80	80
CO2	Preparing Trial Balance.	75	75
CO3	Implementing stock details in the Accounting Vouchers.	70	80
CO4	Displaying financial reports in Tally	80	70
CO5	Use the Computerised Accounting Systems using Tally.ERP.9	75	75

Mapping of Course Outcomes with Programme Specific Outcomes

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

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

Mapping of Course Outcomes with Programme Outcomes

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

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

Blooms Taxonomy

	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: ACCOUNTING PACKAGE PRACTICAL

1. Setting up a new company.
2. Creation of primary groups, and sub group.
3. Preparation of Accounting voucher entries for the given transactions.
4. Preparation of Trial Balance.
5. Formation of Stock items, 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 & Display in tally
 - a) Trial Balance, Profit & Loss Accounts, Balance sheet
 - b) Books & Register: Cash Book, Cash Book, Bank Book, Purchase Register, Sales Register, Journal Register
 - c) Day Book
 - d) Stock Summary
 - e) Analytical Reports in Tally. ERP 9: Cash Flow Statement, Fund Flow Statement, Ratio Analysis.

Reference Material:

- <https://tallysolutions.com/>

Course designers:

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2. Mrs.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
UBA20C42	BUSINESS STATISTICS	Core-13	5	1	-	5

L- Lecture

T- Tutorial

P- Practical

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

Preamble

Business Statistics familiarize the students with the various basic statistical concepts, tools and techniques. It will enable the students to improve their analytical skills and logical reasoning ability to interpret the various business results.

Course Outcomes

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

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Explain the basic knowledge of statistics and its application in the field of business.	70	85
CO2	Illustrate the knowledge on basic statistical tools – variation measures.	75	80
CO3	Identify the application of statistical tools in business and research to formulate and develop models.	80	85
CO4	Construct the various business indices related to critical variables.	70	80
CO5	Applying the statistical knowledge in data analysis and reporting using software packages.	70	80

Mapping of Course Outcomes with Programme Specific Outcomes

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

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

Mapping of Course Outcomes with Programme Outcomes

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

UNIT I

Introduction to statistics - Definition - Nature & uses of statistics in business - Limitations of statistics - Measures of central value - Types of averages - Arithmetic mean - Median - Mode - Geometric mean - Harmonic mean - Relationships among the average - Limitations of average.

UNIT II

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

UNIT III

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 IV

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

UNIT V

Tests of Hypothesis – Procedure – Type I and Type II errors – One tailed and Two tailed tests – Chi-square test – Introduction to SPSS package – Data analysis and reporting using SPSS package.

Text Books:

1. Dr. S.P. Gupta, Dr. M.P.Gupta, Business Statistics– 18th Edition (2017) –Sultan Chand and sons, New Delhi, ISBN: 978-93-5161-012-0

Reference Books:

1. Dr. S.P.Gupta, Statistical Methods, 44th Revised Edition (2017), Sultan Chand and Sons, New Delhi, ISBN: 978-93-5161-028-1
2. R.S.N.Pillai and Bagavathi, Statistics: Theory and Practice – 8th Edition, 2016, Sultan Chand and Sons, New Delhi, ISBN: 978-93-525-3309

Course Designer(s):

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2. **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
UBA20CE41 (A)	SERVICES MARKETING	Elective Main	4	1	-	4

L- Lecture T- Tutorial P- Practical

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

Preamble

Services marketing is a specialised branch of marketing. It focuses on the unique characteristics of services and the different strategies required compared with the marketing of physical goods. Services marketing includes marketing of services such as telecommunications services, financial services etc., The paper aims to provide students with a basic knowledge and practical application of concepts in service industry.

Course Outcomes

On the completion of Course the students will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Ability to understand the basic requirements and extent of services marketing skills in promoting services.	80	80
CO2	Aptitude to identify the characteristics and challenges of managing service firms in the modern world.	80	80
CO3	Knowledge s in evolving marketing strategies that meets the distinctive challenges and opportunities of the services industry.	75	85
CO4	Analyze the service gap between customers' expectation and perceived services to minimize the gap.	80	80
CO5	Evaluate the customer satisfaction by applying the focus elements of service concepts and to establish and sustain service excellence.	75	85

Mapping of Course Outcomes with Programme Specific Outcomes

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

Mapping of Course Outcomes with Programme Outcomes

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

Title of the Paper: Services Marketing

UNIT-I

Services – Introduction – Goods and services- Distinctive characteristics of services – Classifying services - Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Service marketing in India.

UNIT-II

Marketing of services - enhanced marketing mix for services- Product in Services– Stages in new service development – Service life cycle concept – Branding in services. Pricing in services – Pricing strategies. Place in service – Factors influencing the choice of location of service premises – Direct distribution – Franchising.

UNIT-III

Service promotion – Promotion mix for services - Advertising media for promoting services – Sales promotion tools – Importance of personal selling – Sponsorship. People in services – Customer contact employees – Support personnel – Role of the frontline staff.

UNIT-IV

Service process – Factors to be considered in designing service process – Service process flow decisions – Service blueprint – The front and back office. Physical evidence in services – Ambience – Space – Decor and artifacts – Role of physical evidence in services marketing.

UNIT-V

Service Quality- Delivering Quality Service - Gaps in Service Quality – PZB Gaps Model, Measurement of Services quality - SERVQUAL – Technology in Services. Marketing mix for bank marketing, tourism marketing, hospital marketing and e-services.

Text Book:

1. Services Marketing- Vasanti Venugopal and Raghu, First Edition, 2019, Himalaya Publishing House, Mumbai, ISBN: 978-93-5202-420-9

Reference Books:

1. Services Marketing: The Indian Context – R.Srinivasan – 4th edition, 2014, PHI Learning Pvt. Ltd, New Delhi. ISBN – 978 – 81-203-5034-2
2. Services marketing: Integrating customer focus across the firm - Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Dubuque McGrawHill Education, Bangalore, 2018, ISBN: 9780078112102

Course Designers

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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
UBA20CE41 (B)	BUSINESS ETHICS AND CORPORATE GOVERNANCE	Elective - Main	4	1	-	4

L-Lecture T-Tutorial P-Practical

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

Preamble

The course aims to acquaint the students with the basic concepts and standards of business ethics and corporate social responsibility and to develop their skills in identification, analyses and permission of ethical dilemmas of work place.

Course Outcomes

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

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Define the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions.	75	80
CO2	Demonstrate ethical philosophy to explain how it contributes to current practice.	70	80
CO3	Explain the corporate governance system influence performance, including both the performance of individual firms and the allocation of capital within a country	80	85
CO4	Develop the moral and social responsibility dimensions of corporate governance.	70	80
CO5	Apply ethics in real-world context and gather information by undertaking a study on a topic relevant to business ethics.	75	80

Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	S	L
CO2	S	S	S	M	S
CO3	S	S	S	S	M
CO4	S	M	M	S	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	M	L	S	S	S	M
CO2	S	S	S	M	L	L
CO3	S	S	S	S	S	S
CO4	L	L	M	S	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: Business Ethics and Corporate Governance

Unit 1

Business Ethics- Introduction - Need for Business Ethics- Principles of business ethics- Indian business scenario and Ethical Concerns- LPG and Global trends in Business Ethics- Business Ethics ratings in India.

Unit 2

Ethics at work place- Implementation of Ethics at work place- Personal Values and Organisational goals- Ethics and decision making- Corporate Code of Ethics- Formulating and implementation of professionalism and professional ethics code.

Unit 3

Corporate Governance- Indian Model of corporate governance- OECD Principles – World Bank on Corporate Governance – Mckinsey Survey on Corporate Governance- Indian Committees and Guidelines.

Unit 4

Corporate Social Responsibility – Introduction – Implementation of CSR activities- Scope and steps to attain CSR- Prestigious awards for CSR- CSR and Indian Corporations.

Unit 5

Environmental Ethics- Marketing Ethics- Ethics in HRM – Ethics in Information Technology – Environmental Risk Management- Environmental Audit – Globalisation and Business Ethics- International Codes of Business Conduct.

Text Books:

1. C.S.V. Moorthy, Business Ethics & Corporate Governance – Text and Cases, 1st edition (2019),

Reference Books

1. Dr. A.K. Gavai, Business Ethics, 1st edition (2019), Himalaya Publication House, Mumbai, ISBN 978-93-5202-991-4
2. J.P. Sharma, Corporate Governance, Business Ethics & CSR, 1st edition (2016) , Any Books Pvt. Ltd., New Delhi, ISBN 978-938-36-569-29

Course designer

1. **Dr. C.JothiBaskaraMohan**
2. **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
UBA20GE41	RESEARCH METHODOLOGY	Elective - Generic	4	1	-	4

L- Lecture

T- Tutorial

P- Practical

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

PREAMBLE

This course aims at identifying the role and importance of research in business and to discuss the complex issues inherent in selecting a research problem, research design and implementing a research project.

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

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Explain the basic frame work of research and its methodologies	75	85
CO2	Identify the various sources of information for data collection	80	80
CO3	Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.	75	80
CO4	Develop the skills in statistical tools and data analysis for interpretation	75	80
CO5	Demonstrate enhanced report writing skill	80	80

Mapping of CO with PSO

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

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

Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	S	S	M	M
CO2	S	M	M	M	S	M
CO3	S	M	S	S	S	M
CO4	S	M	S	S	M	S
CO5	M	S	M	M	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: Research Methodology

Unit I

Introduction to Business Research: – Meaning – Scope and Significance – Characteristics of Good Research-Types of Research – Research Process – Research Design: Features of good design –Identifying Research Problem

Unit II

Data Collection – Methods – Tools - Construction of questionnaire and instruments –Types of Scales-Nominal-Ordinal-Interval –Ratio - Validity and Reliability of Scale, Scaling techniques: Paired comparison Scale-Likert scale - Thurston Scale-Summated rating Scale-Semantic Rating Scale.

Unit III

Sampling Design – Techniques - Probability and Non-Probability sampling – Sample size determination-sampling and non-sampling errors

Unit IV

Data Preparation – editing – Coding –Data entry – Validity of data-Reliability of Data- Data-Classification and tabulation - 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

Unit V

Interpretation and Report writing: Interpretation – Meaning, Techniques and precautions; report writing – significance, steps in report writing, layout of the research report – types of report – oral presentation – mechanics and precautions for writing research report.

Text Books:

1. Kothari C R, Research Methodology Methods and Techniques, (2019),Fourth Edition New Age International Publishers Ltd, New Delhi, ISBN:987-9386649225

Reference Books:

1. Donald R Cooper, Pamela S Schindler, Research Methodology, Twelfth edition , 2018, McGraw Hill Education, Bangalore, ISBN: 9789353161194
2. Dr. S.P. Gupta, Dr. M.P.Gupta, 2019, Business Research Methods, Eighteenth Edition, Sultan Chand and sons, NewDelhi, ISBN-13: 978-9351611066
3. R.S.N.Pillai and Bagavathi, Statistics: *Theory and Practice* – 8th Edition, Sultan Chand Publishing, New Delhi, ISBN: 978-93-525-3309-1 Re-Printed 2021

Course Designer(s):

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

Course Code	Course Title	Category	L	T	P	Credit
UBA20NE41	Export Management	NME-2	2	-	-	2
	L- Lecture	T- Tutorial	P- Practical			
Year	Semester	Int. Marks	Ext. Marks	Total		
Second	Fourth	15	35	50		

Preamble

This course aims at providing as exposure to International Trade and the role played by Export and Import Bank of India.

Course Outcomes

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

	Course outcomes	Expected Proficiency	Expected Attainment
CO1	Explain the concepts in international trade with respect to foreign trade/international business	80	80
CO2	Understand the concept of Foreign trade and Economic growth	80	85
CO3	Identify the current trends of International export in India	75	85
CO4	Explain the Role of GATT and WTO	80	80
CO5	Understand the concept of Barrier to International Trade	80	85

Mapping of Course Outcomes with PSO

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

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

Mapping of Course Outcomes with Programme Outcomes

B.B.A. P.O.

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

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

B.A. P.O.

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	M	S	S	S	L
CO2	M	M	S	S	S	L
CO3	M	M	S	S	S	L
CO4	M	M	S	S	S	L
CO 5	M	M	S	S	S	L

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

B.COM. P.O.

	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	L
CO2	S	M	M	M	S
CO3	S	S	M	S	M
CO4	S	M	L	S	S
CO 5	M	S	S	M	S

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

B.Sc., P.O.

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	M	M	S	S	L
CO2	M	M	M	S	S	L
CO3	M	M	M	S	S	L
CO4	M	M	M	S	S	L
CO 5	M	M	M	S	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%

Title of the paper: Export Management**Unit I**

International Trade – Meaning and Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India. Promotion of Global business – the role of GATT/WTO

Unit II

Ethics in International Business-Barriers to International Trade- Tariff Barriers and Non Tariff- Barriers- Role of EXIM bank in improving International Trade. Export Document – Documents related to payment,

Inspection, excisable goods, Foreign exchange regulation

Text Book:

1.K.Aswathappa, International Business –Sixth Edition, (2017) McGraw Hill Education,India, Bangalore, ISBN: 978-9339222581

Reference Books:

1. Dr. Francis Cherunilam, International Trade and Export Management, Twenty First Edition, Himalaya Publication House, Mumbai, ISBN Number : 978-93-5367-477-9
2. Charles W.I. Hill and Arun Kumar Jain, International Business: Competing in the Global Marketplace, Tata Mc Graw Hill, Bangalore, 10th edition 2017, ISBN-13 : 978-1259098031

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