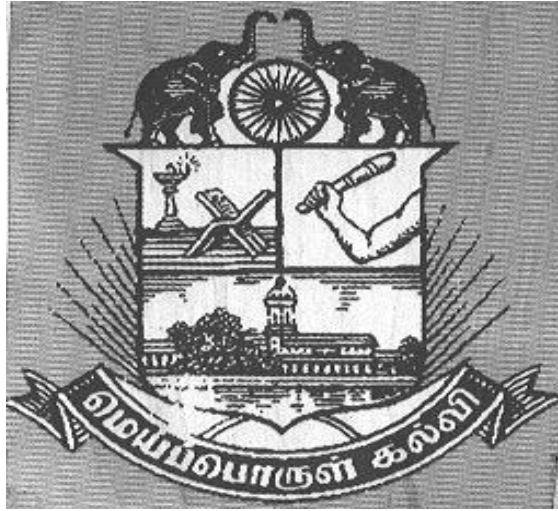


**GOVERNMENT ARTS COLLEGE (*Autonomous*),
KUMBAKONAM – 612 002.**



DEPARTMENT OF BUSINESS ADMINISTRATION

CBCS PATTERN OF SYLLABUS FOR B.B.A.

(FOR THE CANDIDATES ADMITTED FROM 2023 - 2024 ONWARDS)

Department of Business Administration

SYLLABUS

BATCH: 2023-2024 onwards

(Three Years)

B.B.A

1. SCOPE OF THE COURSE:

B.B.A. is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA, etc.

2. SALIENT FEATURES:

- Course is specially designed for a higher level Career Placement and to get in-depth knowledge to meet the demand of the current management education scenario.
- Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- Special Industry Orientations and Training are parts of the Degree Course.
- Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

3. OBJECTIVES OF THE COURSE:

1. To enable the students to acquire professional knowledge over Business and other related subjects.
2. To impart knowledge in advanced concepts and applications in various fields of Management.
3. To embed practical knowledge in the minds of students through industrial visits and various training programmes.
4. To enable the students to gain knowledge over the recent developments in the various areas of Management.
5. To orient the students in the applied aspects of different advanced business practices.
6. To equip the students to occupy important positions in Business, Industries and related organizations.
7. To inspire the students to apply their knowledge gained for the development of society in general.

4. ELIGIBILITY FOR ADMISSION:

Candidates seeking admission to the first year Degree course **B.B.A.** shall be required to have passed

a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamilnadu.

(or)

b) Any examination accepted as equivalent thereto by the syndicate of Bharathidasan University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

5. TRANSITORY PROVISIONS:

Candidates who have undergone the UG Course of study before 2019-20 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2023-2024. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure has to complete within 5 years.

6. CHOICE BASED CREDIT SYSTEM:

Choice Based Credit System is a flexible system of learning. It allows different weightage in different courses based on the utility in the overall structure of curriculum. It permits the students to

1. Choose electives from wide range of elective courses.
2. Undergo additional courses and acquire more than the required number of credits.
3. Adopt an inter – disciplinary approach in learning.

DURATION

The total period of study for each programme is as below U.G. Three years - 6 semesters academic year is divided into two semesters. The total number of working days is 90 days for each semester.

a) CURRICULUM

U.G. Programme

- | | |
|-------------------|-----------------|
| Part – I | : Tamil |
| Part – II | : English |
| Part – III | : Core Subjects |
| | Allied Subjects |
| | Electives |

Foundation Course

Part – IV : Skill Based Electives

Non – Major Electives:

Value Education

Environmental Studies

Soft Skills Development

Part – V : Extension activities

QUESTION PAPER PATTERN

The following question paper pattern is followed from the academic year 2023-24 onwards for End Semester Examination (**ESE**) of classes following the OBE PATTERN (To be passed in the board)

ESE and Model pattern

Bloom's Category	Section	Marks	Total
Remember (K1)	A – 10 x 2 Marks Each unit 2 Questions	20 1 or 2 sentences	75
Understand (K2)	B – 5 x 5 Marks Each unit 2 Questions Either or type	25 250 words	
Apply, Analyze (K3, K4)	C – (3 out of 5 x 10 Marks Each unit 1 Question	30 500 words	

Components of Internal Marks:

S. No	Components	Duration	Marks
1.	I CIA	2 Hours	5
2.	II CIA	3 Hours	10
3.	Attendance		5
4.	Assignment or Seminar or Participation in Class or Assessments and Class notes		5
	Total Marks		25

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM – 612002.
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-2024 ONWARDS
TOTAL CREDIT OF B.B.A - SUBJECT WISE
(For candidates admitted from June 2023 onwards)

SEM	Part	COURSE	Credits	Inst. Hours/week	Marks		Total
					Internal	External	
I	I	23U1TLC1 - Language Course (LC) - Part I - Tamil Paper I	3	6	25	75	100
	II	23U1ELC1 - Language Course (ELC) - Part II - English Paper I	3	6	25	75	100
	III	23U1B1 - Core Course – I (CC) - Principles of Management	4	5	25	75	100
		23U1B2 - Core Course – II (CC) - Business Communication	4	5	25	75	100
		23U1BB1 - Allied Course – I – Managerial Economics	4	4	25	75	100
	IV	23U1VE - Value Education	2	2	25	75	100
		23U1BFC - Foundation Course (FC) – I - Business Etiquette and Corporate Grooming	2	2	25	75	100
Total			22	30	Total Marks		700
II	I	23U2TLC2 - Language Course (LC) - Part I - Tamil Paper II	3	6	25	75	100
	II	23U2ELC2 - Language Course (ELC) - Part II - English Paper II	3	6	25	75	100
	III	23U2B3 - Core Course – III (CC) - Organisational Behaviour	4	4	25	75	100
		23U2B4 - Core Course – IV (CC) – Business Environment	4	3	25	75	100
		23U2BB2 - Allied Course – II - Business Statistics	3	4	25	75	100
		23U2BB3 - Allied Course – III - International Trade	3	3	25	75	100
	IV	23U2ES - Environmental Studies	2	2	25	75	100
		23U2BNMSEC1 - Skill Enhancement Course (SEC) – 1 – Naan Mudhalvan - Language Proficiency for Employability - Effective English	2	2	25	75	100
		23U2BSEC1 -Skill Enhancement Course (SEC) – 1 - Basics of Event Management (Re-Appearence Students Only)					

Total			24	30	Total Marks		800
III	I	23U3TLC3 - Tamil – III	3	6	25	75	100
	II	23U3ELE3 - English - III	3	6	25	75	100
	III	23U3B5 - Core Course – V (CC) – Accounting for Managers	4	5	25	75	100
		23U3B6 - Core Course – VI (CC) – Operation Research	4	5	25	75	100
		23U3BB4 - Allied Course – IV – Modern Banking System	4	4	25	75	100
	IV	23U3BSEC2 - Skill Enhancement Course SEC - II – Logistics Management	2	2	25	75	100
		23U3BSEC3 - Skill Enhancement Course (SEC) – III - Managerial Skill Development (Re-Appearence Students Only)	2	2	25	75	100
		23U3BNMSEC3 - NMS - Naan Mudhalvan					
Total			22	30	Total Marks		700
IV	I	23U4TLC4 - Tamil – IV	3	6	25	75	100
	II	23U4ELC4 - English - IV	3	6	25	75	100
	III	23U4B7 - Core Course – VII (CC) – Marketing Management	4	4	25	75	100
		23U4B8 - Core Course – III (CC) – Production and Materials Management	4	3	25	75	100
		23U4BB5 - Allied Course – V – Total Quality Management	3	4	25	75	100
		23U4BB6 - Allied Course – VI – Competency Mapping	3	3	25	75	100
	IV	23U4BSEC4 - Skill Enhancement Course SEC - IV – Soft Skills Development	2	2	25	75	100
		23U4BSEC5 - Skill Enhancement Course (SEC) - V - Intellectual Property Rights (Re-Appearence Students Only)	2	2	25	75	100
		23U4BNMESC3 - Naan Mudhalvan					
Total			24	30	Total Marks		800
V	III	23U5B9 - Core Course – IX (CC) - Business Law	4	5	25	75	100
		23U5B10 - Core Course – X (CC) -	4	5	25	75	100

		Human Resource Management					
		23U5B11 - Core Course – XI (CC) - Financial Management	4	4	25	75	100
		23U5B12 - Core Course – XII (CC) - Investment Management	4	6	25	75	100
		Major Based Elective Course (MBE) – I - Entrepreneurship Development	3	4	25	75	100
		Major Based Elective Course (MBE) – II - Advertising and Sales Promotion	3	4	25	75	100
	IV	23U5BSEC6 - Skill Enhancement Course (SEC) - VI - Services Marketing (Re-Appearence Students Only)	2	2	25	75	100
		23U5BNMSEC4 - NMS - Naan Mudhalvan					
		Internship / Industrial Visit / Field Visit	2				
	Total		26	30	Total Marks		700
	VI	III	23U6B13 - Core Course – XIII (CC) - Business Policy and Strategic Management	4	6	25	75
23U6B14 - Core Course – XIV (CC) – Principles of Insurance			4	5	25	75	100
23U6B15 - Core Course – XV (CC) – Company Law			4	5	25	75	100
23U6EMBE3 - Major Based Elective Course (MBE) – III – Industrial Relations			3	5	25	75	100
23U6EMBE4 - Major Based Elective Course (MBE) – IV - Marketing Research and Consumer Behaviour			3	5	25	75	100
IV		23U6BSEC7 - Skill Enhancement Course (SEC) – VII - E-Business	2	2	25	75	100
		236BNMSEC5 - NMS - Naan Mudhalvan					
V		23U6GS - Gender Studies	1	2	25	75	100
		Extension Activity	1				
Total			22	30	Total Marks		600
			Net Total Credits	140+1	180	Net Total Marks	

COURSE PATTERN - SUMMARY							
PART		Subject	TOTAL PAPERS	CREDITS			
Part	I	Tamil	4	12			
Part	II	English	4	12			
Part	III	Core Course	15	61			
		Allied Course	6	20			
		Major Based Elective Course	4	12			
Part	IV	Foundation Course (FC) - I	1	2			
		Skill Enhancement Course SEC	7	14			
		Environmental Studies	1	2			
		Value Education	1	2			
		Internship/ Industrial Visit/ Field Visit		2			
		Extension Activity		1			
		Naan Mudhalvan					
NET TOTAL			43	140+1			

GOVERNEMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM-612 001

(AFFILIATED TO BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI-24)

B.B.A COURSE PATTERN UNDER CBCS PATTERN

(For the candidates admitted from 2023 – 2024 onwards)

SEMESTER WISE DESCRIPTION OF PAPERS

Sem.	Part I	Part II	Part III					Part IV	Part V	Total
	Tamil	English	Core	Allied	NM	Elec.	Skill			
I	1	1	2	1	-	-	-	1	-	6
II	1	1	2	1	-	-	-	1	-	6
III	1	1	2	1	1	-	-	-	-	6
IV	1	1	2	1	1	-	1	-	-	7
V	-	-	4	-	1	2	1	-	-	8
VI	-	-	3	-	1	1	-	1	-	6
Total	4	4	15	4	4	3	2	3	-	39

PROGRAMME OUTCOME (PO):

PO No.	Programme Outcomes (PO)
	Upon completion of the BBA. Degree Programme, the graduate will be able to
PO1	Obtain quality education 3 and be capable of making a positive contribution to business, trade and industry in the national and global context. Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
PO2	The programme enables the graduates to understand and apply leadership skills and Managerial skill at the individual and group levels to co-ordinate the team work. Acquire a solid foundation to pursue professional careers and take up higher learning courses such as MBS, MHRM, MFM, ACS, M.Phil, Ph.D.
PO3	Graduates with flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intra-preneurship for their employer organizations. Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate intra-preneurship for their employer organizations.
PO4	Graduates will acquire an in-depth knowledge in the field of Marketing from traditional rural to modern E-marketing. Acquire critical business skills and competencies required for effective management in modern business.
PO5	Enables to extend & widen their knowledge in all the industrial & production areas. Inculcate a positive attitude towards ethical business decisions and social dimensions.

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO NO.	Programme Educational Outcomes (PEOs)
PEO1	To prepare graduates for multi-dimension careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations.
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and put into practice striking a balance between business and social dimensions.

PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M. Phil, Ph.D as well as research.
PEO4	To identify, analyze and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change

PROGRAMME SPECIFIC OUTCOME (PSO):

PSO No.	Programme Specific Outcomes (PSO) Upon completion of these courses the student would
PSO1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams.
PSO2	Display competencies and knowledge in key business functional areas including accounting, marketing and management.
PSO3	Learn how to effectively manage people and build strong relationships.
PSO4	Enhance critical thinking and analytical skills in terms of decision making.
PSO5	Develop entrepreneurial skill to motivate towards start ups.

Bloom's Taxonomy

Bloom's Taxonomy provides an important framework for teachers to use to focus on higher order thinking. By providing a hierarchy of levels, this taxonomy can assist teachers in designing performance tasks, crafting questions for conferring with students, and providing feedback on student work.

This resource is divided into different levels each with **Keywords** that exemplify the level and questions that focus on that same critical thinking level. **Questions for Critical Thinking** can be used in the classroom to develop all levels of thinking within the cognitive domain. The results will be improved attention to detail, increased comprehension and expanded problem-solving skills. Use the keywords as guides to structuring questions and tasks. Finish the Questions with content appropriate to the learner.

As per Bloom's Taxonomy:

- Base Level (Remembering (K1) and Understanding (K2))

- Application level (Applying (K3))
- Advanced Thinking Level (Analysing (K4), Evaluating (K5) and Creating (K6))

Assessment can be used to help guide culminating projects. The six levels are:

- **Knowledge Level I – Remembering Level (K1)**
- **Knowledge Level II – Understanding Level (K2)**
- **Knowledge Level III – Application Level (Applying) (K3)**
- **Knowledge Level IV – Analysis Level (K4)**
- **Knowledge Level V – Evaluation Level (K5)**
- **Knowledge Level VI – Creating Level (K6)**

I. Base Level (Remembering and Understanding)

Remembering Level (K1)

In this level the students to recall information from the course content and to identify information basically in the same form it was presented. Exhibits memory of previously learned material by recalling fundamental facts, terms, basic concepts and answers about the selection.

Keywords: who, what, why, when, omit, where, which, choose, find, how, define, label, show, spell, list, match, name, relate, tell, recall, select.

Understanding Level (K2)

In this level the students to understanding of facts and ideas by comprehending. Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptors and stating main ideas. **Keywords:** compare, contrast, demonstrate, interpret, explain, extend, illustrate, infer, outline, relate, rephrase, translate, summarize, show, classify.

II. Application Level (Applying) (K3)

In this level the students to solve problems by using/applying a concept learned in the classroom and to use their knowledge to determine a correct response. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different or new way.

Keywords: apply, build, choose, construct, develop, interview, make use of, organize, experiment with, plan, select, solve, utilize, model, identify.

III. Advanced Thinking Level (Analysing, Evaluating and Creating)

Analysis Level (K4)

Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations. **Keywords:** analyze, categorize, classify, compare, contrast, discover, dissect, divide, examine, inspect, simplify, survey, test for, distinguish, list, distinction, theme, relationships, function, motive, inference, assumption, conclusion, take part in.

Evaluation Level (K5)

Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions. **Keywords:** build, choose, combine, compile, compose, construct, create, design, develop, estimate, formulate, imagine, invent, make up, originate, plan, predict,

propose, solve, solution, suppose, discuss, modify, change, original, improve, adapt, minimize, maximize, theorize, elaborate, test, happen, delete.

Creating Level (K6)

Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria. **Keywords:** award, choose, conclude, criticize, decide, defend, determine, dispute, evaluate, judge, justify, measure, compare, mark, rate, recommend, rule on, select, agree, appraise, prioritize, opinion, interpret, explain, support importance, criteria, prove, disprove, assess, influence, perceive, value, estimate, deduct.

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO - 1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams.	PSO - 1,4	U
CO - 2	Display competencies and knowledge in key business functional areas including accounting, marketing and management.	PSO - 4	U
CO - 3	Learn how to effectively manage people and build strong relationships.	PSO - 3	E
CO - 4	Enhance critical thinking and analytical skills in terms of decision making.	PSO - 2	U
CO - 5	Develop entrepreneurial skill to motivate towards start ups.	PSO - 1,2	U

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – I PART-III CORE COURSE – I

Teaching Hours: 5
Credit: 4

23U1BI - PRINCIPLES OF MANAGEMENT

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	CORE COURSE – I Principles of Management	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
C1	To impart knowledge about evolution of management										
C2	To provide understanding on planning process and importance of decision making in organization										
C3	To learn the application of principles in organization										
C4	To study the process of effective controlling in organization										
C5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Course Objectives		
I	Management: Importance – Definition – Nature and Scope of Management -Role and Functions of a Manager – Levels of Management – Scientific Management- Various Schools of management thought (Henry Fayol , F.W.Taylor, McGregor).							15	C1		
II	Planning: Nature – Objectives – Types – Steps in Planning –Policies – Natures and Types of Policies – Decision making – Process of Decision making – Types of							15	C2		

	Decisions.		
III	Organizing: Types of Organizations – Organization Structure – Span of Control– Departmentalization – Delegation – Decentralization – Authority – Difference between Authority and Power – Responsibility.	15	C3
IV	Direction – Nature and Purpose. Co- ordination – Need, Type - Requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.	15	C4
V	Definition of Business ethics - Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business	15	C5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO5	
CO2	Apply planning and decision making in management	PO2, PO5, PO6, PO7	
CO3	Identify organization structure and various organizing techniques	PO1, PO4, PO7	
CO4	Understand Direction, Co-ordination & Control mechanisms	PO2.PO7	
CO5	Relate and infer ethical practices of organisation.	PO3, PO8	
Reading list			
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.		

2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3	.Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.
Reference Books	
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015
Web Resources	
1	https://www.toolshero.com/management/14-principles-of-management/
2	https://open.umn.edu/opentextbooks/textbooks/693
3	https://open.umn.edu/opentextbooks/textbooks/34
4	https://openstax.org/subjects/business
5	https://blog.hubspot.com/marketing/management-principles
Methods of Evaluation	

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

S -Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	S	S	S	S
CO 2	S	S	S	S	M	M	S	S
CO 3	M	S	S	M	S	S	S	S
CO 4	S	M	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – I PART-III CORE COURSE – II

Teaching Hours: 5

Credit: 4

23U1B2 - BUSINESS COMMUNICATION

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	CORE COURSE – II Business Communication	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
C1	To educate students role & importance of communication skills										
C2	To build their listening, reading, writing & speaking communication skills.										
C3	To introduce the modern communication for managers.										
C4	To understand the skills required for facing interview										
C5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	Definition – Process - Methods – Types – Barriers to Communication - Principles of effective Communication.							15	C1		
II	Listening – Meaning – Types - Effective Listening – Reading – Types - Effective Speech Presentation.							15	C2		
III	Business meeting - Conduct –Types - Business report							15	C4		

	writing – types - Essentials of Good Report.		
IV	Business Letter – Layout - Kinds of Business Letters: Enquiry Letter, Circular Letter, Complaint Letter, Order Letter.	15	C5
V	Modern Forms of Communication: Podcasts, Email, Virtual Meetings – Websites and their use in Business – Social Media - Professional Networking sites.	15	C3
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand communication process and its barriers.	PO1, P02, P04, P06, P07, P08	
CO2	Develop business letters in different scenarios	PO4, P05, P06, P07	
CO3	Develop oral communication skills & conducting interviews	P05, P06, P07	
CO4	Use managerial writing for business communication	PO4, P05, P07, P08	
CO5	Identify usage of modern communication tools & its significance for managers	P06, P07, P08	
Reading List			
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008		
2.	Mallika Nawal –Business Communication – CENGAGE		
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.		
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008		

5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.	
References Books		
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017	
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017	
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006	
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010	
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015	
Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2.	https://studiousguy.com/business-communication/	
3.	https://www.oercommons.org/curated-collections/469	
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	S	S	S	M
CO 2	S	S	S	S	M	S	S	S
CO 3	S	S	S	S	S	S	S	S
CO 4	S	S	S	S	S	S	S	M
CO 5	S	S	S	S	S	S	S	M

S-Strong

M-Medium

L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – I PART-III ALLIED COURSE – I

Teaching Hours: 4

Credit: 4

23U1BBI - MANAGERIAL ECONOMICS

Subject / Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ALLIED COURSE – I Managerial Economics	Generic Elective	Y	-	-	-	4	4	25	75	100
Course Objectives											
C1	To familiarize students with concepts of economics and its relevant in business scenario										
C2	To understand the applications & implications of economics in decision-making and problem solving.										
C3	To Understand the optimal point of productivity of a firm.										
C4	To describe the pricing strategies that are consistent with evolving marketing needs										
C5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours	Course Objectives		
I	Managerial Economics – Meaning - Nature - Scope – Role of Managerial Economists in Business – Profit Maximisation – Economic Profit.							12	C1		
II	Demand – Law of Demand - Determinants of demand – Types of demand - Elasticity of demand – Demand							12	C2		

	Analysis - Demand Forecasting.		
III	Production – Factors of production – Production Function – Law of variable proportion – Law of return to scale and Economics of Scale – Cost – Different Cost Concepts – Supply Analysis.	12	C3
IV	Pricing Strategies – Objectives – Factors – General Consideration of Pricing – Dual Pricing – Price Discrimination.	12	C4
V	Market classification – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly.	12	C5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Analyze & apply the various economic concepts in individual & business decisions.	PO2, PO6, PO7	
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO7, PO8	
CO3	Employ production, and supply analysis for business decision making	PO1, PO2	
CO4	Identify pricing strategies	PO1, PO2, PO7	
CO5	Classify market under competitive scenarios.	PO2, PO7, PO8	
Reading List			
1.	Journal of Economic Literature – American Economic Association		
2.	Arthasastra Indian Journal of Economics & Research		
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai		

4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
	<div><div>1.</div><div>https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</div></div> <div><div>2.</div><div>http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</div></div> <div><div>3.</div><div>https://businessjargons.com/determinants-of-elasticity-of-demand.html</div></div> <div><div>4.</div><div>http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</div></div> <div><div>5.</div><div>https://www.intelligenteconomist.com/profit-maximization-rule/</div></div>	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

CO-PO Mapping (Course Articulation Matrix)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	S	S	S	M	M	S
CO2	S	S	S	S	S	M	M	M
CO3	M	M	S	S	S	S	S	S
CO4	M	S	S	S	S	S	M	S
CO5	S	M	S	S	S	S	M	M

S-Strong

M-Medium

L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
Weightage	12	15	15	15	15
Weighted Percentage of Course Contribution to POs	2.4	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – I PART - IV GENERAL COURSE - I

Teaching Hours: 2
Credit: 2

23U1VE - VALUE EDUCATION

OBJECTIVE: To enable the students understand the Educational psychology, principles and value of education and how to acquire the skills to become a good learners.

Course Outcomes

1. To ensure creating awareness among the youth on human values.
2. To ensure educating the youth, the basic principles of value education.
3. To ensure the process of analyzing, appreciating and personalizing values as our own.
4. To ensure that students develop various dimensions of human personality.
5. To ensure the youth empowering the gender sensitization, gender differences and gender roles.
6. To ensure preparing the students for the smooth transfer from the stage of teenage to earlier adulthood.

Unit-I

Principles of Value Education - Introduction - Value Education- Characteristics of Values – Kinds of Values

Unit-II

Development of Human Personality - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

Unit-III

Dimensions of Human Development - Physical development – Intellectual Development - Emotional development - Social Development – Moral development - Spiritual development

Unit-IV

Responsible Parenthood - Human Sexuality - Sex and Love - Becoming a Spouse - Responsible Parenthood.

Unit-V

Gender Equality and Empowerment - Historical perspective - Education & Economic development -Crimes against Women-Women's rights.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – I PART-III FOUNDATION COURSE – I

Teaching Hours: 2

Credit: 2

23U1BFC - BUSINESS ETIQUETTE AND CORPORATE GROOMING

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Foundation Course – I - Business Etiquette and Corporate Grooming	Core	Y	-	-	-	2	2	25	75	100
Course Objectives											
C1	To impart knowledge about basic etiquettes in professional conduct										
C2	To provide understanding about the workplace courtesy and ethical issues involved										
C3	To suggest on guidelines in managing rude and impatient clients										
C4	To familiarize students about significance of cultural sensitivity and the relative business attire										
C5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette- principles of exceptional work behavior- role of good manners in business - professional conduct and personal spacing.							6	C1		

II	Workplace Courtesy and Business Ethics: Workplace Courtesy - Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Preventing sexual harassment- conflict resolution strategies - Choosing appropriate gift in the business environment.	6	C2
III	Telephone Etiquette, email etiquette and Disability Etiquette - Mastering the Telephone Courtesy, handling rude or impatient clients - Internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices	6	C3
IV	Diversity and Cultural Awareness at Workplace - Impact of diversity - Cultural Sensitivity - Taboos and Practices.	6	C4
V	Business Attire and Professionalism - Business style and Professional Image - Dress Code - Guidelines for appropriate business attire -Grooming for success.	6	C5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6, PO7	
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO7, PO6	
CO3	Create cultural awareness and moral practices in real life	PO8, PO6, PO7,	

	workplace scenarios	
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO7, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO7, PO6
Reading List		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, “Business Etiquette: A guide for the Indian Professional”, HarperCollins Publisher (2012)	
References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	Nina Kochhar, “At Ease with Etiquette”, B.jain Publisher, 2011	
3.	NimeranSahukar, Prem P. Bhalla, “The Book of Etiquette and manners”, PustakMahipublishers, 2004	
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	

3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					M	S	S	
CO 2		M		S	S	S	S	
CO 3						M	S	S
CO 4	M		S			M	S	S
CO 5			M			S	S	S

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – II PART-III CORE COURSE – III

Teaching Hours: 4
Credit: 4

ORGANIZATIONAL BEHAVIOUR

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	CORE COURSE – III Organizational Behaviour	Core	Y	-	-	-	4	4	25	75	100
Course Objectives											
C1	To have extensive knowledge of OB.										
C2	To create awareness of job satisfaction.										
C3	To enhance the importance of workplace counseling.										
C4	To analyze the importance of coordination.										
C5	To measure the organizational development.										
UNIT	Details							No. of Hours	Course Objectives		
I	Need and scope of organizational behaviour - Theories of							15	C1		

	organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature – Types and uses of perception		
II	Motivation - Financial and non -Financial motivational techniques - Job satisfaction - Meaning - Factors - Theories - Measurement -Morale - Importance - Employee Attitudes and Behavior and their Significance to employee productivity.	15	C2
III	Work Environment - Good house-Keeping Practices - Design of work place – Fatigue & Stress – Causes and Prevention and their importance – Work place counseling - Leadership - Types and Theories of Leadership	15	C3
IV	Group dynamics - Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status	15	C4
V	Organizational culture and climate - Organizational Development.	15	C5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To define Human behaviour at work place.	PO1, PO2, PO5, PO7	
CO2	To apply motivation, leadership and learning theories at work place.	PO2, PO5, PO7	

CO3	To analyze the complexities and solutions of human behaviour.	PO1, PO3, PO4, PO6, PO7
CO4	To explain issues relating to individual and group behaviour.	PO2, PO3, PO4 PO5, PO8
CO5	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO7
Reading List		
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.	
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.	
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
References Books		
1.	Uma Sekaran, Organizational Behaviour Text & cases, 2 nd edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition	
3.	S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.	
4.	J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Huma Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	

Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	M	S	M	S	M	S
CO 2	S	S	S	S	S	S	S	S
CO 3	M	S	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	S	M
CO 5	S	S	S	S	S	S	M	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – II PART-III CORE COURSE – IV

Teaching Hours: 3
Credit: 4

BUSINESS ENVIRONMENT

Subject Code	Subject Name	Category	L	T	P	O	C r e d i t s	I n s t . H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
	CORE COURSE – IV Business Environment	Core	Y	-	-	-	3	3	25	75	100
Course Objectives											
CO1	To impart knowledge on the concept of business environment & its significance.										
CO2	To know the various environment factors and its impact on business.										
CO3	To throw light on importance of the types of Social Organization.										
CO4	To discuss on the role of Planning.										
CO5	To create awareness of RBI & Stock Exchange.										
UNIT	Details							No. of Hours	Course Objectives		
I	The concept of Business Environment – Its nature and significance – Brief overview of political – Cultural – Legal – Economic and social environments and their							15	CO1		

	impact on business and strategic decisions		
II	Political Environment – Government and Business relationships in India	15	CO2
III	Social environment – Cultural heritage- Social attitudes – Castes and communities – Joint family systems – linguistic and religious groups – Types of social organization	15	CO3
IV	Economic Environment – Economic systems and their impact of business – Role of planning - NITI Aayog.	15	CO4
V	Financial Environment – Financial system – Commercial bank – Financial Institutions – RBI Stock Exchange – IDBI – Non-Banking Financial Companies NBFCs	15	CO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To understand the concepts of Business Environment.	PO1, PO2	
CO2	To apply knowledge in the business and strategic decisions.	PO1, PO2, PO3	
CO3	To analyze the importance of business.	PO2, PO4, PO5, PO8	
CO4	To evaluate the types of business environment and its global impact.	PO3, PO4, PO5, PO6, PO7	
CO5	To construct and stimulate environment for real-time business.	PO1, PO2, PO3, PO8	

Reading List	
1.	Francis Cherunilam, 2002, <i>Business environment</i> , Himalaya Publishing House, 11 th Revised Edition, India.
2.	Dr.S.Sankaran, <i>Business Environment</i> , Margham Publications.
3.	K.Ashwathappa, 1997, <i>Essentials of Business Environment</i> , Himalaya Publishing House, 6 th Edition, India.
4.	Joshi Rosy Kapoor Sangam, <i>Business Environment</i> , Kalyani Publishers, Ludhiana.
5.	C B Gupta, <i>Business Environment</i> , Sultan Chand & Sons, 2018.
References Books	
1.	Justin Paul, <i>Business Environment</i> , Tata McGraw Hill, New Delhi, 2006.
2.	John Brinkman, Ilve Navarro Bateman, Donna Harper, Caroline Hodgson, <i>Unlocking the Business Environment</i> , Routledge.
3.	Shaikh Saleem, <i>Business Environment</i> , Pearson Education; Fourth edition (15 July 2020); Pearson Education.
4.	Dr. Amit Kumar, <i>Business Environment</i> , Sahitya Bhawan Publications; 2021st edition (1 January 2019).
5.	Wim Hulleman and Ad Marijs, <i>Economics and Business Environment</i> , Routledge.
Web Resources	
1	https://pestleanalysis.com/political-factors-affecting-business/
2	https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf
3.	https://www.marketingtutor.net/political-factors-affect-business/
4.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/
5.	https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-

	political-environment/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	S	M	S	S
CO 2	S	S	M	S	S	M	S	S
CO 3	S	S	M	M	S	M	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	S	S	M	S	S	S	S	S

S-Strong

M-Medium

L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – II PART-III ALLIED COURSE – II

Teaching Hours: 4

Credit: 3

BUSINESS STATISTICS

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ALLIED COURSE – II BUSINESS STATISTICS	Core	Y	-	-	-	4	4	25	75	100
Course Objectives											
C1	Measures of Central Tendency										
C2	Measures of Variation										
C3	Analyze of Time Series										
C4	Understand Index Numbers										
C5	Test Hypothesis										
UNIT	Details							No. of Hours	Course Objectives		
I	Statistics – Meaning – Scope – Limitations - Types of classification of data - Tabulation – Types of tables – graphical representation of data – Histograms – Simple bar chart – Multiple Bar chart – Pie Diagram							12	C1		
II	Measures of Central Tendency: Arithmetic mean, Median and Mode for grouped and ungrouped data.							12	C2		
III	Measure of dispersion – Range - coefficient of range - Quartile Deviation, Coefficient of Quartile deviation- Mean Deviation- Coefficient of Mean Deviation - Standard deviation - Coefficient of variation							12	C3		

IV	Concept of Correlation – Types of correlation - Karl Pearson's Coefficient of Correlation – spearman's rank correlation. Regression analysis – Simple Regression equations.	12	C4
V	Index Numbers – Unweighted price index - Single price index – Aggregate Price Index – Weighted Price Index – Laspeyre method – Paasche's method – Fisher's method – Marshall's method – Kelly's method – Cost of living index – Aggregate method – Family Budget Method.	12	C5
		60	
Course Outcomes			
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Measures of Central Tendency	1,2,4,6	
CO2	Measures of Variation	1,2,7	
CO3	Analyze of Time Series	7	
CO4	Understand Index Numbers	2,7	
CO5	Test Hypothesis	2,7	
Reading List			
1.	Statistics: Vol 56, No 4 (Current issue) (tandfonline.com)		
2.	Statistics Journal Journal of Statistics Research Journal of Statistics science papers-STM Journals		
3.	N.Arora,S.Arora; Statistics for Management; S.Chand and Company Ltd.; New Delhi 2006		
4.	https://www.springer.com/statistics/journal/13171		
5.	https://www.scimagojr.com/journalsearch.php?q=200147130&tip=sid		
References Books			
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.		
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.		
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007.		
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.		
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill		

Web Resources		
	<ol style="list-style-type: none"> https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/ https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf http://www.statisticshowto.com https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/ https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/ 	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	M	S	M	S	S
CO2	M	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	M	S
CO4	S	M	S	S	S	S	M	S
CO5	S	M	S	S	S	S	M	S

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

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DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – II PART-III ALLIED COURSE – III

Teaching Hours: 3

Credit: 3

INTERNATIONAL TRADE

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	International Trade	Core	Y	-	-	-	4	3	25	75	100
Course Objectives											
C1	To familiarize students on basics & theories of International Trade.										
C2	To impart knowledge about international trade organization.										
C3	To provide awareness about recent trends in International Trade and its implications.										
C4	To Identify the key areas and terms relating to trade in the global economy										
C5	To gain knowledge on the various modes of entry and the roles played by global institutions in international business.										
UNIT	Details							No. of Hours	Course Objectives		
I	Difference between Internal and International Trade – Importance of International Trade in the Global context.							12	C1		
II	Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler's Hechsher-Ohlin theories only).							12	C1		
III	Balance of Trade, Balance of Payment – Concepts – Causes of Disequilibrium - Methods to Correct Disequilibrium – Fixed and Floating Exchange Rates.							12	C3		
IV	International Monetary Fund – IMF – International Liquidity- IBRD- WTO and its implications with special reference to India.							12	C4		
V	International Business - Overview – Globalization – MNC – FDI –							12	C5		

	Export Management – Significance to GDP- Export procedure & Documentation.		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Discuss the difference between internal and international trade and its significance	PO6, PO7, PO8	
CO2	Explain international trade theories	PO6	
CO3	Outline the balance of trade, balance of payment, exchange rate concept	PO1, PO2	
CO4	Identify the relevance of international institutions and trading blocs.	PO6, PO7	
CO5	Understand globalization and its impact on Indian business scenario and export business.	PO2, PO3	
Reading List			
1.	The International trade journal		
2.	International Journal of Trade & Global Market		
3.	http://ijbr-journal.org/IJBR-JOURNAL/Default.aspx		
4.	https://link.springer.com/article/10.1057/s41267-019-00219-7		
5.	K. Aswathappa, International Business, Mc Graw Hill, India Pvt Ltd., 2015		
References Books			
1.	Dr. S.Sankaran; International Trade, Margham publication, 2019.		

2.	Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.	
3.	Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.	
4.	V.K. Bhalla, International Business, SCHAND publications, First edition, 2013.	
5.	Avinash Dexit; Theory of International Trade, Cambridge University Press, 2016.	
Web Resources		
	1. chromeextension://efaidnbmninnbpcajpcglclefindmkaj/http://bgc.ac.in/pdf/study-material/International-Trade.pdf 2. https://www.britannica.com/topic/international-trade 3. .www.imf.org/external/pubs/ft/fund/basics/trade.html 4. https://www.wto.org 5. https://www.imt.org	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	M	S	S
CO3	M	M	S	S	S	S	S	S
CO4	S	S	S	S	S	M	M	S
CO5	S	M	M	S	S	S	S	S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO'S	3.0	3.0	3.0	3.0	3.0

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

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CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – II PART-IV GENERAL COURSE - II

Teaching Hours: 2
Credit: 2

ENVIRONMENTAL STUDIES

OBJECTIVE: To enable the students understand the environment in Educational psychology, principles and how to acquire the skills to become a good learners.

Unit: 1 The Multidisciplinary nature of environmental studies (2 lectures)

Definition, scope and importance.

Need for public awareness

Unit: 2 Natural Resources: (8 lectures)

Renewable and non-renewable resources:

Natural resources and associated problems.

a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit: 3 Ecosystems

(6 lectures)

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

Unit: 4 Biodiversity and its conservation

(8 lectures)

- Introduction – Definition: Genetic, species and ecosystem diversity
- Bio-geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Biological Diversity Act 2002/ BD Rules, 2004

Unit: 5 Environmental Pollution

(8 lectures)

Definition

Causes, effects and control measures of :

- a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise pollution
 - f. Thermal Pollution
 - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.
 - Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

Unit: 6 Social Issues and the Environment

(7 lectures)

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns.

Case studies

- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.

- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness.

Unit: 7 Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work

- Visit to a local area to document environmental assets-river / forest / grassland/ hill / mountain

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt Ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani E & Hepworth, M.T. 2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society,

Bombay (R)

10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.
11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws Himalaya Pub. House, Delhi 284 p.
12. Mckinney, M.L. & Schoch R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition 639 p.
13. Mhaskar A.K. Matter Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p
16. Rao MN & Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt Ltd 345 p.
17. Sharma B.K. 2001 Environmental chemistry Goel Publ House, Meerut.
18. Survey of the Environment, The Hindu (M).
19. Townsend C. Harper, J and Michael Begon, Essentials of Ecology, Blackwell science (TB)
20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media (R).
21. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).
22. Wagner K.D. 1998 Environmental Management. W.B. Saunders Co. Philadelphia USA 499 p (M) Magazine (R) Reference (TB) Textbook
23. <http://nbaindia.org/uploaded/Biodiversityindia/Legal/33%20Biological%20Diversity%20Rules,%202004.pdf>.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – II PART-IV SKILL ENHANCEMENT COURSE – I
(Re-Appearence Students only)

Teaching Hours: 2
Credit: 2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Basics of Event Management	Core	Y	-	-	-	2	2	25	75	100
Learning Objectives											
C1	To know the basic of event management its concepts										
C2	To make an event design										
C3	To make feasibility analysis for event.										
C4	To understand the 5 Ps of Event Marketing										
C5	To know the financial aspects of event management and its promotion										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Event Management – Definition, Need, Importance, Activities.							6	C1		
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design							6	C2		
III	Event Feasibility: Resources – Feasibility, SWOT Analysis							6	C3		
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations							6	C4		
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship							6	C5		

	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To understand basics of event management	PO1, PO6, PO7	
CO2	To design events	PO5, PO6, PO7	
CO3	To study feasibility of organising an event	PO2, PO6	
CO4	To gain Familiarity with marketing & promotion of event	PO6, PO7	
CO5	To develop event budget	PO6, PO7	
Reading List			
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.		
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009		
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House		
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross		
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers		
References Books			
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers		
2.	Successful Event Management By Anton Shone & Bryn Parry		
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid		
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers		
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a		

	Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015	
Web Resources		
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	https://www.eventbrite.com/blog/?s=roundup	
5	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations
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CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M					S	S	
CO 2					M	S	S	
CO 3		M				S		
CO 4						S	S	
CO 5						S	S	

S-Strong M-Medium L-Low

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – III PART-III CORE COURSE – V

Teaching Hours: 5

Credit: 4

ACCOUNTING FOR MANAGERS

OBJECTIVE: To enable learners understand the fundamental concepts of Accounting. To give them a basic knowledge of accounting principles. To facilitate them to prepare Final Accounts of business and non-trading concerns.

Course Objectives: The learner will be able to

CO No.	Course Objectives
CO-1	Students get expertise in understanding the basic concepts of accounting. Outline the accounting concepts and provision and reserves
CO-2	Gain a clear picture of preparing the single, double and triple cash book. State the depreciation and final accounts of sole traders.
CO-3	Understand to prepare the trading account, profit and loss account and balance sheet of the concern. Illustrate the final accounts of company accounts and sweat equity share.
CO-4	Acquire the importance of preparing the double entry system of accounting. Relate the final accounts of companies.
CO-5	Get in-depth knowledge on need of providing inventory, level of stock inventory techniques

Unit - I

Financial Accounting - Meaning – Objectives – Nature – Functions – Scope of Financial Accounting - Accounting Concepts and Principles - Journal – Ledger – Trail Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet **(Simple Problems)**.

Unit – II

Management Accounting – Meaning, Scope, Uses and Limitations – Differences between Management Accounting and Financial Accounting - Differences between Management Accounting Cost Accounting - Analysis and interpretation of Financial Statement – Ratio Analysis – Meaning, Types of ratios and Uses - Calculation of various ratios from Balance Sheet **(Simple Problems)**.

Unit - III

Fund Flow Analysis – Meaning and uses – Preparation of Fund Flow Statement. Cash Flow Analysis – Meaning and uses – Difference between Cash Flow Statement and Fund Flow Statement - Preparation of Cash Flow Statement **(Simple Problems)**.

Unit - IV

Cost Accounting – Meaning – Objectives – Importance – Advantages and Disadvantages of Cost Accounting – Principles and Classification of Costing – Methods of Costing – Elements of cost - Cost Sheet – Meaning – Simple Cost sheet - Cost sheet with overheads (**Simple Problems**).

Unit – V

Inventory – Meaning – Objectives – Importance - Level of Stock Inventory Techniques – EOQ (Simple Problem without Shortage) – Meaning of FIFO, LIFO, HIFO (**Simple Problems**).

MAPPING WITH PROGRAMME OUTCOME: **Course Outcomes:** The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Preparation of Profit and Loss Accounts of a company. Realize the accounting concepts and conventions used in the business.	PSO -2	U
CO-2	Calculate the methods of Ratio Analysis.	PSO -4	An
CO-3	Describe the Rights issue, Bonus issue, Buy back of shares and Sweat equity shares	PSO -1	U
CO-4	Preparation of Profit and Loss Accounts of a company	PSO – 4	An, C
CO-5	Discuss the use of computer in accounting and the Indian Accounting Standards used in business and develop computer accounting skills	PSO – 1	U, E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

Text Book Recommended:

1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA, Sultan Chand & Sons.

Books for Reference:

1. Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY.
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.
4. Management Accounting – Ramachandran T.R

5. Management Accounting – Sharma R.K. and Gupta
6. Cost Accounting – T.S. Reddy and Hari Prasad Reddy
7. Cost Accounting – S.P. Jain and Narang, Kalyani Publishers.

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Prepare Journal, ledger, trial balance and cash book	PO2, PO7
CO2	Classify errors and making rectification entries	PO1
CO3	Prepare final accounts with adjustments	PO2, PO6
CO4	Pass depreciation entries and prepare depreciation accounts	PO2, PO6
CO5	Prepare single and double entry system of accounting.	PO7
Reading List		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th editio	
3.	Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
References Books		
1.	TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	

2.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
3.	M N Arora; Accounting for Management- Himalaya Publications House 2019.
4.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
5.	T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
Web Resources	
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403 ACCO UNTING FOR MANAGERS.pdf
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for %20Management%20for%20MBA%20.pdf
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\
5.	https://www.profitbooks.net/what-is-depreciation

Theory and Problems shall be in the ratio of 30:70 respectively.

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – III PART-III CORE COURSE – VI

Teaching Hours: 5
Credit: 4

OPERATIONS RESEARCH

GENERAL OBJECTIVES:

- To educate the students, about the knowledge in concepts and tools of Operations Research.
- To make the students to understand mathematical models used in Operations Research and to apply these techniques constructively to make effective business decisions.`
- To facilitate the students to understand the scientific methods available to take proper decisions in the Applications of operations research in business and learning simple problems like CPM, PERT and Transportation model.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To enable the students understand the various Applications of operations research in business and to educate the students for acquiring sufficient knowledge about various Operation Research Models.	K1 to K5
CO2	Students can get deeper knowledge about the formulation of Linear programming Model. Students can accumulate the awareness about the utilities of Graphical method and Simplex method.	K1 to K5
CO3	Students can gain a clarity overview of the Usage of transportation problems in solving business problems. Students can learn the main methods of transportation problems.	K1 to K5
CO4	Students can gain the knowledge about how Assignment	K1 to K5

	problems can be solved. Students can have deeper insight about the maximisation problems and minimization problems.	
CO5	Students can become expertise in understanding the needs of Network Analysis.CPM and PERT enrich the knowledge level of the students to acquire maximum results in stipulated conditions.	K1 to K5

Unit - I

Operations Research – Meaning - Applications of operations research in business - Limitations - Models in Operations Research.

Unit – II

Linear Programming – Meaning, Assumptions and Limitations – Formulation of Linear Programming Problems (Simple problems only) - Graphical and Simplex method (**Maximisation problems with two variables and two constraints only**).

Unit - III

Transportation problem – Meaning – Northwest Corner Rule, Least Cost Method and Vogel's Approximation Method. Balanced and Unbalanced transportation problems. Optimal Solution using MODI method (**Simple problems without degeneracy**)

Unit - IV

Assignment Problem – Meaning – Maximisation and Minimisation Problems - Balanced and Unbalanced problems.

Unit – V

Network analysis – Arrow diagram – Critical path method (CPM) – Earliest start and finishing time – Latest start and finishing time – PERT – Differences between CPM and PERT (**simple problems only**).

MAPPING WITH PROGRAMME OUTCOME (COURSE OUTCOMES (CO)):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Calculate the LPP method, graphical method and simplex method	PSO-4	An
CO-2	Experiment the north-west corner rule, least cost method, VAM method and assignment problems	PSO-4	An
CO-3	Differentiate the levels of EOQ with shortages	PSO-4	An
CO-4	Outline the replacement decisions and policies	PSO-4	An
CO-5	Illustrate the CPM, PERT and queuing theory.	PSO-4	An

CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

Books Recommended:

1. Operations Research - Paneerselvam
2. Operations Research – J.K. Sharma
3. Operations Research – Kanti, Swaroop and Manmohan, Sultan Chand & Sons.
4. Operations Research – V.K. Kapoor
5. Operations Research – Hiller and Liebermann

Theory and Problems shall be in the ratio of 30:70 respectively.

Note:

The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – III PART-III ALLIED COURSE – IV

Teaching Hours: 4

Credit: 4

MODERN BANKING SYSTEM

COURSE OBJECTIVE (CO):

- To promote the ability to understand the basic concepts of Banking and Role of Banks in economic development.
- To give students the capacity to make relevance of banking system in India and NBFC.
- To help them be equipped with recent developments in banking system.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the meaning of Banking and Role of Banking Business	K1 to K5
CO2	Understand clear picture about the Central Banks and NBFC.	K1 to K5
CO3	Gain a clear idea about the Procedure of Opening a bank account.	K1 to K5
CO4	Learn to understand the Concept of Cheque operation.	K1 to K5
CO5	Understand the concepts of recent developments in banking system.	K1 to K5

Unit - I

Bank - Meaning – Banking System – Types of Banks – Nature of Banking Business - Role of Banks in economic development - Modern functions of Banks.

Unit – II

Banking system in India – Functions of Commercial Banks - Nationalisation of Commercial Banks in India - Non Banking Financial Companies – Meaning - Functions - Problems.

Unit - III

Central Bank – Evolution - Functions – Differences between Central Banks and Commercial Banks - Functions of Reserve Bank of India - Credit Control – Meaning and Types.

Unit - IV

Procedure of Opening a Bank Account – Nature of relationships between banker and customer– Types of accounts – Rights and Duties of Banker – Pass Book – Cheque – Features – Crossing – Meaning and Types - Endorsements – Meaning and Types.

Unit – V

Recent developments in Banking Sector – Credit Card and Debit Card – Use of Smart Card – Benefits of Credit Card - ATM meaning – Features and Functions - E-banking – Meaning - Activities - Benefits - Problems in E-banking.

MAPPING WITH PROGRAMME OUTCOME:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Banking System, Types of Banks, Nature of Banking Business, Role of Banks in economic development, Modern functions of Banks	PSO-4	An
CO-2	Functions of Commercial Banks, Nationalisation of Commercial Banks in India and Non Banking Financial Companies.	PSO-4	An
CO-3	Differences between Central Banks and Commercial Banks, Functions of Reserve Bank of India and Credit Control.	PSO-4	An
CO-4	Outline the Procedure of Opening a bank account and Nature of relationships between banker and customer	PSO-4	An
CO-5	Recent developments in banking system.	PSO-4	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create.

Books Recommended:

1. Banking Theory Law and Practice – Kandasami, Natarajan & Parameswaran, S.Chand Publishers.
2. Banking in India - Natarajan and Gordon, Himalaya Publishing House.
3. Banking and Financial System – B. Santhanam
4. Banking Theory Law and Practice - Gurusamy
5. Banking Theory Law and Practice - Rajesh & Sivagnanasithi
6. Banking Theory Law and Practice – Nirmala Prasad and Chandradass

Note:

The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – III PART-III SKILL ENHANCEMENT COURSE-SEC – II
LOGISTICS MANAGEMENT

Teaching Hours: 2
Credit: 2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	LOGISTICS MANAGEMENT	Core	Y	-	-	-			25	75	100
Course Objectives											
C1	To impart knowledge about basic functions of Logistics and Management										
C2	To provide understanding of transportation										
C3	To familiarize students about forecasting Management										
C4	To learn about Logistics Packaging										
C5	To Know about Logistics in material handling										
UNIT	Details							No. of Hours	Course Objectives		
I	Meaning-Evolution - Need-Components of logistics management - Functions of logistics - Logistics in India.							15	C1		
II	Role of transportation in logistics management - modes of transportation - Multi model transportation- transportation decision factors-containerization							15	C2		
III	Nature and components in logistics – Forecasting – Types - Forecasting process - Forecasting techniques-							15	C3		

	Demand management.		
IV	Logistical Packaging: Introduction – Objectives - Concept of Logistical Packaging - Design Consideration in Packaging - Types of Packaging Material - Packaging Costs.	15	C4
V	Objectives of material handling in logistics - Material handling equipments - Basic material handling consideration - material handling cost.	15	C5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Discuss about the Logistics and Supply Chain Management and its Retail usage.	PO1, PO2, PO5, PO6, PO7	
CO2	Identify the Framework and relationship Supply Chain Management	PO1, PO2, PO6	
CO3	Identify the various techniques of Inventory Management	PO1, PO2, PO6	
CO4	Understand the Packaging techniques and outsourcing of Logistics Services.	PO2, PO6, PO7	
CO5	Understand the use of Information System and E- Commerce in Logistics and Supply Chain	PO2, PO5, PO6, PO7, PO8	

	Management.	
Text books		
1.	Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, Fourth Edition,2013	
2.	D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009	
3	Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022	
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011	
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012	
References Books		
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.	
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.	
3.	Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5 th edition, 2013.	
4.	Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain ManagementA Balanced Approach, South-Western, Cengage Learning, 3rd	

	edition, 2011.	
5.	Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3 rd edition, 2005.	
Web Resources		
1.	https://www.techtarget.com/searcherp/definition/logistics-management	
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/	
3	https://www.bigcommerce.com/articles/ecommerce/inventory-management/	
4	https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/	
5	https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product%20at%20its%20final%20destination.	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – III PART-IV SKILL ENHANCEMENT COURSE – III
(Re-Appearence Students only)

Teaching Hours: 2
Credit: 2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MANAGERIAL SKILL DEVELOPMENT	Core	Y	-	-	-	2	2	25	75	100
Learning Objectives											
C1	To improve the self-confidence, groom the personality and build emotional competence										
C2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.										
C3	To assess the Emotional intelligence										
C4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions										
C5	To improve professional etiquettes										
UNIT	Details							No. of Hours	Course Objectives		
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding							6	C1		

	the right fit. Self-learning styles, attitude towards change and applications of skills		
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6	C1
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6	C3
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	6	C4
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics.	6	C5

	Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.		
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7	
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5	
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7	
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2	
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4	
Reading List			
1.	Managerial Skill Articles		

2.	The Management Skills of SALL Managers - SiSAL Journal
3.	Managerial Skills by Dr.K.Alex S.CHAND
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV
References Books	
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan
Web Resources	
1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf
3	https://www.academia.edu/4358901/managerial_skill_development_pdf
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf
Methods of Evaluation	

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Level of Correlation between PSO's and CO's

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S	S	
CO 2	M	M			S			
CO 3						S	S	
CO 4	S	S						
CO 5				S				

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – IV PART - III CORE COURSE – VII

Teaching Hours: 4
Credit: 4

MARKETING MANAGEMENT

COURSE OBJECTIVE (CO):

- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends.
- To make students realize the relationship between marketing channels and corresponding strategies.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding Marketing and Marketing management process.	K1 to K5
CO2	Understand clear picture about the Buyer behaviour and Consumer decision making process.	K1 to K5
CO3	Gain a clear idea about the Product and Labelling.	K1 to K5
CO4	Learn to follow Concept of Price methods and Channels of Distribution.	K1 to K5
CO5	To understand Advertising and Objectives of Sales promotion.	K1 to K5

Unit – I

Marketing – Meaning – Evolution - Scope - Importance – Functions of Marketing -
Marketing Mix - Marketing management process.

Unit – II

Buyer behaviour – Meaning - Consumer decision making process – Segmentation – meaning and bases – Selecting target markets – Positioning – Meaning and strategies.

Unit – III

Product – Meaning - Types of Product – Steps in New Product Development – Stages in Product Life Cycle – Brand – meaning and types – Packaging – Types and functions – Labelling – Meaning - Contents of a label.

Unit – IV

Price – Objectives - Pricing methods - Channels of Distribution - Meaning - Types of intermediaries – Functions of wholesalers and retailers.

Unit – V

Advertising – Meaning - Objectives - Classification – Types of media - Sales promotion – Meaning – Sales promotion tools for consumers and trade - Public Relations – Meaning and types.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Marketing, marketing of agricultural, industrial and consumer goods and Consumer Behaviour.	PSO-2	U
CO-2	Infer the product mix, branding, packaging, Product Life Cycle and market Segmentation.	PSO-2	U
CO-3	Give examples of pricing, promotion mix and sales promotion.	PSO-2	U
CO-4	Appraise the advertising, personal selling techniques and role of Advertising Standards Council India.	PSO-2	An
CO-5	Contrast the services rendered by the channels	PSO-2	An

	of distribution and develop service marketing skills		
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CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create.

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	To list and identify the core concepts of Marketing and its mix.	PO1,3,7,8
CO2	To sketch the nature of product, PLC and pricing strategies.	PO1,2,3,4,7,8
CO3	To analyze the appropriate promotional mix.	PO 1,2,4,6,7
CO4	To assess the sales and evaluation of customers.	PO 1,2,3,4,5,6,7,8
CO5	To prepare and rearrange the latest trends in market.	PO 1,2,3,4,6,7,8
Reading List		
1.	Philip Kotler & Gary Armstrong, <i>Principles of Marketing: A South Asian Perspective</i> , Pearson Education, 2018.	
2.	Rajan Saxena, <i>Marketing Management</i> , Tata Mc Graw Hill, 2017.	
3.	L.Natarajan, <i>Marketing</i> , Margham Publications, 2017.	
4.	J P Mahajan & Anupama Mahajan, <i>Principles of Marketing</i> , Vikas Publishing House, 2014.	
5.	K Karunakaran, <i>Marketing Management</i> , Himalaya Publishing House, 2017.	
References Books		
1.	Philip Kotler, 2003, <i>Marketing Management</i> , 11th edition, Pearson Education (Singapore) Pte Ltd, New Delhi.	
2.	V.S. Ramaswamy & S. Namakumari, 1994, <i>Principles of Marketing</i> , first edition, S.G. Wasani / Macmillan India Ltd,	
3.	Cranfield, <i>Marketing Management</i> , Palgrave Macmillan.	

4.	Harsh V Verma & Ekta Duggal, <i>Marketing</i> , Oxford University Press, 2017.	
5.	Sontakki C.N, <i>Marketing Management</i> , Kalyani Publishers, Ludhiana.	
Web Resources		
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf	
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf	
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html	
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	

Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S	S	S	S	S	M
CO 2	M	S	M	M	S	S	S	S
CO 3	S	S	M	S	S	M	S	S
CO 4	S	S	M	S	M	S	S	M
CO 5	M	M	M	M	S	S	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	2	3
Weightage	14	15	15	14	15
Weighted Percentage of Course Contribution to POs	2.8	3.0	3.0	2.8	3.0

Note:

The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER –IV PART - III CORE COURSE – VIII

Teaching Hours: 3
Credit: 4

PRODUCTION AND MATERIALS MANAGEMENT

COURSE OBJECTIVE (CO):

- To educate the students about the nature and importance of production and materials management.
- The main objective of this course is to give the knowledge about the production management and how to handle the materials.
- To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector.
- To provide theoretical and practical exposure for application of such Store Keeping.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the Production System and Plant location.	K1 to K5
CO2	Understand the concept of Production Planning and control. The effectiveness of planning and control in the production process	K1 to K5
CO3	Get the knowledge about the Purchase, Principles of purchase and Purchase procedure.	K1 to K5
CO4	Learn the techniques about Inventory Models. The efficient method of inventory control and system adopted to treat the waste from the production units.	K1 to K5
CO5	Understand the concept of Store Management and Importance of store layout.	K1 to K5

Unit - I

Production Management – Meaning – Objectives – Production System – Plant location - Factors of Plant location - Layout and Types of Layout.

Unit – II

Production Planning and control – Meaning – Function and PPC – Routing - Types of scheduling – dispatching & follow up.

Unit – III

Maintenance – Types of Maintenance – Purchase - Principles of purchase – Purchase procedure – Vendors – objectives – Vendor rating.

Unit – IV

Materials Management – Meaning – Importance – Scope - Problems – Inventory Models – ABC – VED – FSN – XYZ – Work Study & Time Study & Motion Study.

Unit - V

Store Keeping – Centralised & Decentralised store keeping – Problems in handling materials. Store Management – Store Design – Importance of store layout – Retail Store.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Production Management. Identify the various types of production concepts	PSO-2	U
CO-2	Understand the importance of Production Planning and Control.	PSO-2	U
CO-3	Learn how to maintain qualities of Maintenance	PSO-2	U

	and Vendor Rating.		
CO-4	Appraise and impart knowledge on inventory control.	PSO-2	An
CO-5	Contrast the students in the concepts of Store Keeping and Store Management.	PSO-2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create.

Books Recommended:

1. Production and Operations Management – Paneerselvam, Prentice Hall of India.
2. Production and Operations Management – K. Aswathappa, Himalaya Publishing House.
3. Production and Materials Management – K. Shridhara Bhat
4. Materials Management – M.M. Verma
5. Materials Management - Gopalakrishnan
6. C.B. Gupta; Operations management and control; Sulton Chand and Sons; New Delhi; Fourth Edition: 2012.
7. Martin T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi; 2015.

Note:

The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – IV PART - III ALLIED COURSE – V

Teaching Hours: 4
Credit: 3

TOTAL QUALITY MANAGEMENT

COURSE OBJECTIVE (CO):

- The student would be able to apply the tools and techniques of quality management to manufacturing and services processes.
- To understand the concepts of Total quality management.
- To define the quality concepts and criteria. To examine the contributions of quality.
- To verify the statistical process control and capability.
- To identify quality standards – ISO 9000 – 14000 Series.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the quality management and its dimensions.	K1 to K5
CO2	Understand clear picture about the Contributions of quality and quality circle.	K1 to K5
CO3	Gain a clear idea about the quality control and customer focus.	K1 to K5
CO4	Learn to follow Concept of control charts and Six Sigma concepts.	K1 to K5
CO5	To understand ISO quality system and other QS system.	K1 to K5

Unit - I

Introduction – Concept of Total Quality Management – Need for quality – Evolution of quality – Definitions of quality – Dimensions of product and service quality – Basic concepts of TQM – TQM Framework - Barriers to TQM - The quality hierarchy – The Three C's of TQM.

Unit - II

Contributions of quality of Gurus - Contributions of W.Edwards Deming - Contributions of Joseph M. Juran Concepts - Contributions of Philip B Crosby – Elements of JIT – Quality Circle.

Unit - III

Quality control – Concepts Quality objectives – Importance – Strategic quality planning – PDCA cycle, 5S, Kaizen - Customer focus in quality management - Customer orientation, Customer satisfaction, Customer complaints, Customer retention – Costs of quality.

Unit - IV

Control Charts – Process Capability – Concepts of Six Sigma – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.

Unit - V

Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors – Revised ISO 9001 - 2015.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the role of quality in different systems	PSO 1	U
CO-2	Describe the scope and practices in TQM	PSO 2	U

CO-3	Explain the benefits resulted by studying various philosophies that result in analyzing skill	PSO 2,4	U
CO-4	Summarize the future organization of TQM by its approaches	PSO 4	An
CO-5	Recognize the significance of quality in service	PSO 2	An

CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK:

1. Dale H. Besterfield, et al., "Total quality Management", Third Edition, Pearson Education Asia, Indian Reprint, 2006.

REFERENCES:

1. Dr.D.D.Sharma, "Total quality Management ", Sultan Chand, 2019.
2. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
3. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
4. Janakiraman. B and Gopal .R.K., "Total Quality Management - Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.

Note:

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	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
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Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – IV PART - III ALLIED COURSE – VI

COMPETENCY MAPPING

Teaching Hours: 3
Credit: 3

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Competency Mapping	Allied Course	Y	-	-	-	3	3	25	75	100
Course Objectives											
C1	To develop an understanding about the competency-based HR practices										
C2	To learn the art of developing and validating competency models										
C3	To know about Team Competency and Competency Mapping										
C4	To understand the intricacies of assessment and appraisal										
C5	To provide knowledge about Competency Profiling										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction: Definition of competency- Characteristics of competency - skills versus competency - Types of competencies - Competency Method in Human Resource Management: Features of Competency Methods - Historical Development.							15	C1		
II	Competency framework - development of personal							15	C2		

	competency framework, Lancaster Model of managerial competencies, competency modeling framework developing a competency model - Stages in design and implementation of competency model.		
III	Team Competencies (project driven), Role competencies (Role wise); Competency identification - Competency assessment - 360 degrees, Competency Mapping - Strategy-Structure Congruence, Structure Role Congruence, Vertical & horizontal Role linkages.	15	C3
IV	Identification of Role competencies - elemental competencies, assessment center - Design of assessment center - Use of psychometric testing in assessment center - 360-degree feedback, potential appraisal through assessment center, Creating Competency Dictionary.	15	C4
V	Steps in development of competencies map, studying job, processes, and environment, studying attributes of good performer; Strategy structure congruence, Structure Role congruence - Vertical and horizontal role congruence - Ensure core competencies for each task, Link all the above and position to bring in competitive advantage - Job competency profiling - Competency based selection - competency-based interviews - competency linked remuneration.	15	C5
	Total	75	
Course Outcomes			
Course	On completion of this course, students will;	Program Outcomes	

Outcomes		
CO1	Describe concepts, characteristics, types of competencies	PO5
CO2	Understand the various models, job descriptions, stages in design and implementation	PO1, PO2, PO6, PO7
CO3	Identify the design of competency model and competency gap analysis	PO1, PO2, PO7
CO4	Relate mapping jobs through competency model	PO2.PO7
CO5	Understand the Competency profiling	PO6, PO7
Text Book		
1.	Sharma, Radha. 360-degree feedback, competency mapping & assessment centers, R. Tata McGraw Hill – 2003	
2	Michael Armstrong and Helen Murlis, 2005, Handbook of Reward Management, Crest Publishing House, New Delhi.	
3	R K Sadhu, Competency Mapping, Excel Books, 2 nd Edition	
4	Margaret Dale and Paul Iles, 2002, Assessing Management Skills – a guide to competencies and evaluation techniques, Jaico Publishing House, Mumbai.	
5	Sraban Mukherjee, Competency Mapping for Superior Results, TMH	
References Books		
1.	McClelland, David Competence at Work, Spencer and Spencer,1993.	
2.	Shermon, Ganesh. Competency based HRM. 1st edition, Tata McGraw Hill.	
3.	Sanghi, Seema. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models inOrganizations, 2nd e, Sage Publications Pvt. Ltd.2007	
4.	Competency Mapping: A pre- requisite for HR Excellence - by Dr. Lovy Sarikal	
5.	The Competencies Handbook, 2005, Steve Whiddett & Sarah Hollyforde, Jaico Publishing House	
Web Resources		
1.	https://indiafreenotes.com/competency-mapping-meaning-features-need-and-importance/	
2.	https://www.whatishumanresource.com/competency-mapping	
3.	http://www.consultseven.com/case/pdf/Competency_Profiling.pdf	

4.	https://www.16personalities.com/free-personality-test	
5.	https://www.valamis.com/hub/competency-model	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

S-Strong M-Medium L-Low

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

S-Strong M-Medium L-Low

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – IV PART-IV SKILL ENHANCEMENT COURSE (SEC) - IV

Teaching Hours: 2
Credit: 2

SOFT SKILLS DEVELOPMENT

OBJECTIVE: To enable the students understand the entrepreneurial environment and to acquaint them developing soft skills in business plan.

Course Objectives	
C1	To develop and understanding about the Stress
C2	To learn about the burnout and its implications
C3	To know about the types and sources of stress
C4	To understand the concept of Conflict
C5	To provide knowledge about counselling and its functions

Unit - I

Stress – Meaning – Causes of stress – Personal factors – Organisational factors – consequences of stress – problems of stress to organisation.

Unit - II

Burn out – Meaning – Differences between stress and burnout – Approaches to burn out – Implications of burnout.

Unit - III

Types of stress – Sources of Stress – Symptoms of Stress – Managing stress

Unit - IV

Conflict – meaning – Reasons for Conflict – Levels of conflict – Strategies for resolving Conflict.

Unit - V

Counselling – Meaning – Characteristics of Counselling – Importance of Counselling – Functions of Counselling – Types of Counselling.

Books Recommended:

1. Stress Management – Dutta
2. Stress Managment – Kaila, Ravishankar, Satish Pai and Kamat

3. Managing Stress - Cooper
4. Stress Management - Waltschafer,
5. Managing Stress - Jeff Davidson,

Note:

The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations
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S-Strong M-Medium L-Low

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – IV PART-IV SKILL ENHANCEMENT COURSE – V
(Re-Appearence Students only)

Teaching Hours: 2
Credit: 2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Intellectual Property Rights	Core	Y	-	-	-	2	2	25	75	100
Course Objectives											
C1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.										
C2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects										
C3	To evaluate the copyright law										
C4	To disseminate knowledge on copyrights and its related rights and registration aspects										
C5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Course Objectives		
I	IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications – Important Principles of IP Management – Commercialization of Intellectual Property Rights							6	C1		

	by Licensing – Intellectual Property Rights in the Cyber World.		
II	Introduction – Classification –Importance – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.	6	C2
III	Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs.	6	C2
IV	Introduction to Copyright – Conceptual Basis – Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right-Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.	6	C3
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance	6	C3
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6, PO7	
CO2	Apply the knowledge of patents	PO5, PO6, PO7	
CO3	Understand the process of acquiring a trademark	PO2, PO6	
CO4	Create an awareness about copyrights	PO6, PO7	
CO5	Understand geographical indicators	PO6, PO7	
Reading List			

1.	Journal of Intellectual Property Rights
2.	Intellectual Property Rights Text and Cases: DR.R. Radhakrishnan, DR.S. Balasubramanian
3.	Intellectual Property Patents, Trade Marks, And Copy Rights – Richard Stim
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
5,	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS
References Books	
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford & Ibh
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain
Web Resources	
1.	https://nptel.ac.in/courses/110/105/110105139/
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3.	https://ipindia.gov.in/
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf
Methods of Evaluation	

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
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Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			M			S	S	S
CO 2			M			S	S	S
CO 3			M			S	S	S
CO 4			M			S	S	S
CO 5			M			S	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – V PART-III CORE COURSE – IX

Teaching Hours: 5

Credit: 4

BUSINESS LAW

COURSE OBJECTIVE (CO):

- To enable the enlighten students on the basic principles and legal aspects of business laws.
- To provide an exposure and understanding of important business laws in India to manage the business laws in India to manage the business efficiently and to contribute effectively to the industry in particular and to the society in general. It also seeks.
- To familiarize the students with the legal scenario of doing business in India.
- To promote the understanding of various legislations relating to business.
- To make them acquire knowledge on the legal aspects in the business environment.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To understand the basic elements of a contract, the sources of laws governing contracts, and the conditions for an offer to be valid.	K1 to K5
CO2	Understand clear picture about the Capacity to contract and Rules relating to Minor. Contrast ethics, values, morality, law, and the various ethical theories and explain the need and means for promoting corporate social responsibility in business.	K1 to K5
CO3	Gain a clear idea about the Rules relating to contingent contract and modes of discharge of contract.	K1 to K5
CO4	Learn to follow Concept of Sale and Agreement to sell.	K1 to K5
CO5	To understand Rights and Duties of Buyer and Procedure for auction sale.	K1 to K5

Unit - I

Introduction – Indian Contract Act 1872 – Meaning – Kinds of contract – Legal rules relating to valid contract - Offer – Meaning – Legal Rules - Acceptance – Meaning - Legal rules. Consideration – Meaning – legal rules – Exceptions.

Unit - II

Capacity to contract – Meaning – Rules relating to Minor, persons of unsound mind, disqualified persons - Free consent – Meaning – Coercion – Meaning - Undue influence - Meaning – Fraud - Meaning – Misrepresentations - Meaning – Mistakes – meaning - Unlawful object – Agreement opposed to public policy – Kinds of Quasi contract.

Unit - III

Rules relating to contingent contract – Modes of discharge of contract – Remedies of breach of contract.

Unit - IV

Sale of Goods Act 1930 – Meaning – Essentials of Contract of sale – Sale and Agreement to sell – Implied conditions and warranties – Caveat Emptor.

Unit - V

Sale by non-owners - Rules regarding delivery of goods – Rights of Buyer – Duties of Buyer – Rights of unpaid seller – Procedure for auction sale.

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the Companies Act 1956.	PSO-1,2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

Books Recommended:

1. Legal Aspects of Business – RSN.Pillai & Bagavathi, S.Chand
2. Business Law – N.D. Kapoor
3. Legal Aspects of Business – Akileswar Pathak
4. Business Law – Chawla and Garg

5. Business Law - Sreenivasan
6. Legal Aspects of Business – Ravinder Kumar
7. Kuchhal M.C. : Mercantile Law; Vikas Publishing House; New Delhi, 1998
8. Desai T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1992.

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Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – V PART-III CORE COURSE – X

Teaching Hours: 4

Credit: 5

HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES (CO):

- The students can become aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.
- The students can be able to design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour.'
- To develop the skills among students in such a way to understand how human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To facilitate the students to understand the basic concepts and functions of Human Resource Management, and to educate them for acquiring sufficient knowledge about various functions of Human Resource manager.	K1 to K5
CO2	Students can get deeper knowledge about the formulation of Human resource planning. Students can accumulate the awareness about the various recruitment policies and selection process.	K1 to K5
CO3	Students can gain a clarity overview of the Usage of training to develop the skill set of employees. Students can learn the steps involved in self development.	K1 to K5
CO4	Students can gain the knowledge about how reward system improves the performance. Students can have deeper insight about the career planning and socialization benefits.	K1 to K5
CO5	Students can acquire proficiency in the applications of various performance appraisal methods. By understanding various Grievances handling procedures, students can create better organisation culture.	K1 to K5

Unit - I

Human Resource Management – Meaning – Evolution – Objectives of Human Resource Management – Role of Human Resource Manager – Functions of HRM.

Unit - II

Human Resource Planning (HRP) – Meaning – Importance - Recruitment – Meaning - objectives, sources of recruitment – Factors affecting recruitment – Steps in scientific selection process.

Unit - III

Training – Meaning – Types of training - Differences between Training and Development - Self Development – Meaning and Practices.

Unit – IV

Reward – meaning – classification of rewards - Career planning – meaning – steps. Socialisation benefits - process.

Unit - V

Performance Appraisal (PA) – meaning - Method of Performance Appraisal - Grievances – meaning - Causes – Grievances handling procedure.

MAPPING WITH PROGRAMME OUTCOME: COURSE OUTCOME: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U
CO-2	Critically analyze the need for human recourse that will improve the planning skills	PSO-2	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-2	Ap
CO-4	Demonstrate the kinds of Training and development.	PSO-2	Ap, C
CO-5	Recognise performance appraisal system and the grievance handling	PSO-2	U, An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

Books Recommended:

1. Human Resource Management - Aswathappa
2. Human Resource Management - Subbarao
3. Human Resource Management - Bernadin
4. Human Resource Management – Decerzo and Robbins
5. Human Resource Management - Ivancevich

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – V PART-III CORE COURSE – XI

Teaching Hours: 4
Credit: 4

FINANCIAL MANAGEMENT

COURSE OBJECTIVE (CO):

- To enable the students to understand the Finance Functions, Cost of capital, Capital structure, Capital Budgeting, Working capital management.
- To Plan the utilisation of finance effectively
- To learn about the impact of dividend policy on share prices of the company.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Measure risk and return and explain the trade-off between risk and return	K1 to K5
CO2	Calculate the value of various financial assets Estimate cash flows from a project, including operating, net working capital, and capital spending.	K1 to K5
CO3	Estimate the required return on projects of differing risk and how to use the required return in evaluating investment decisions.	K1 to K5
CO4	Calculate the value of Dividend.	K1 to K5
CO5	Calculate the value of various financial assets working capital and capital spending.	K1 to K5

Unit - I

Financial management - meaning – Objectives – Scope – Importance – Functions of Financial management – Wealth Maximisation and Profit Maximisation - Role and Functions of Finance manager. **(Theory Only)**

Unit - II

Capital Structure Theories: NI Approach – NOI Approach - MM approach - Factors determining capital structure. Cost of capital - meaning - Importance – Calculation of cost of debt, preference capital, equity capital and retained earnings. **(Simple Problems)**

Unit - III

Capital Budgeting – meaning - Factors influencing Capital Budgeting decisions - Methods- Net Present Value, internal rate of return, profitability index, payback period, accounting rate of return. **(Simple Problems)**

Unit - IV

Dividend - meaning - Types – factors influencing dividend decisions - computation of dividend models – Leverages – Meaning – types – computation of leverages. **(Theory & Simple Problems).**

Unit – V

Working capital – Meaning - Significance - Types – Factors determining working capital - Financing of working capital - Sources of working capital - Calculation of working capital. **(Simple Problems)**

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the Companies Act 1956.	PSO-1,2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

TEXT BOOK:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Sharma & Sasi K. Gupta, Financial Management, Kalyani Publishers.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas Publishing.

2. Kulkarni & Sathya Prasad, Financial Management – Himalaya Publishing.

Theory and Problems shall be in the ratio of 30:70 respectively.

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	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM

DEPARTMENT OF BUSINESS ADMINISTRATION

CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS

SEMESTER – V PART-III CORE COURSE (CC) – XII

Teaching Hours: 6

Credit: 4

INVESTMENT MANAGEMENT

COURSE OBJECTIVE (CO):

- To enable the students to understand the concept of investment and to acquire sound knowledge in Mutual Fund strategies for enhancing their convincing capabilities.
- To understand the indepth concept of the need of Stock Exchange.
- To gain knowledge on different Venture Capital.
- To get awareness on the role of SEBI & NSE in the market

Unit - I

Investment – meaning – Classification - objectives – Difference between Investment and Speculation – Various forms of Investment – Recent trends.

Unit - II

Money market – meaning – Characteristics – Importance - Money market instruments: Call money market, treasury bills, commercial papers, certificate of deposits - Steps taken by the Government to promote the Indian money market.

Unit - III

Capital market - meaning – Importance. money - market Vs capital market - Classification of capital market – Instruments of primary market - SEBI - Features – OTCEI - Features - NSE – features – Classification of Shares traded in stock exchange.

Unit - IV

Mutual funds - Meaning - Benefits of MF – Classification of mutual funds - Regulation of SEBI on Mutual funds.

Unit - V

Venture capital – Meaning – Types – Guidelines for providing venture capital – SEBI regulation on venture capital institutions – Reasons for slow growth of venture capital companies in India.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic Classification of Investment and Speculation.	PSO- 1	U
CO-2	Money market and its Characteristics, Importance and money market instruments.	PSO- 4	E
CO-3	Analyse the Capital market, SEBI, OTCEI, Classification of Shares traded in stock exchange.	PSO-1, 2	An
CO-4	Outline the guidelines of Mutual funds & Benefits of MF.	PSO-4	U
CO-5	Examine the Venture capital and regulation on venture capital institutions.	PSO-1,2	An

Books Recommended:

1. Investment Management – Preethi Singh - Himalayas Publishing House
2. Investment Management – V.K.VBhalla
3. Financial Services – B. Santhanam
4. Security Analysis and Portfolio Management – Punithavathi Pandian
5. Investment Management - Sourain

Note:

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Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – V PART-IV MAJOR BASED ELECTIVE COURSE (MBE) – I

Teaching Hours: 4
Credit: 3

ENTREPRENEURSHIP DEVELOPMENT

COURSE OBJECTIVE (CO):

- To enable the students understand the entrepreneurial environment.
- To acquaint them management of projects and business plan.
- To develop and strengthen entrepreneurial quality and motivation in students.
- To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project
- To impart information about the process, procedure and rules and regulations for setting up a new projects.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Ability to recognize a business opportunity that fits the individual student.	K1 to K5
CO2	Demonstrate the understanding of how to launch the individual's entrepreneurial Career	K1 to K5
CO3	Acquire the knowledge about Rural entrepreneurship, Role of NGOs in developing rural entrepreneurship	K1 to K5
CO4	Learn the concepts about EDP, Phases of EDP, Project appraisal and methods of project appraisal	K1 to K5
CO5	To inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers.	K1 to K5

Unit - I

Entrepreneur – meaning – Need - Characteristics of successful entrepreneur - functions of entrepreneur - Types of entrepreneur - Differences between entrepreneur and intrapreneur.

Unit - II

Entrepreneurship - meaning – Role of Entrepreneurship in economic development. Women entrepreneurship – Meaning – Functions - Problems of women entrepreneurs – Role of social entrepreneur.

Unit - III

Rural entrepreneurship – Meaning - Need – Problems – Strategies to develop rural entrepreneurship - NGOs – Meaning – Role of NGOs in developing rural entrepreneurship.

Unit - IV

EDP – Meaning – Objectives – Phases of EDP – Criteria for evaluating EDP - Project appraisal – Meaning - Methods of project appraisal

Unit - V

Business Plan – Meaning – Contents – Formulation of business plan - Need for institutional support - Types of support rendered by the institutions to entrepreneurs.

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand and describe business opportunities and an in-depth understanding of Entrepreneurship	PSO-5	U
CO-2	Recognize the knowledge about key process to bring new products and services to market	PSO-5	U, R
CO-3	Design new plan, organize and execute a project report for new venture	PSO-5	An
CO-4	Identify the government policies and incentives to the small enterprises	PSO-5	R
CO-5	Explore the new entrepreneurial opportunities for employability	PSO-5	E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

TEXT BOOKS:

1. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.

2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

REFERENCE BOOKS:

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
2. Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
3. P.Saravanavel, Entrepreneurial Development, Ess Pee Kay Publishing House, Chennai - 1997.
4. Arya Kumar. Entrepreneurship. Pearson. 2012.

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	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – V PART - III MAJOR BASED ELECTIVE COURSE – II

Teaching Hours: 4
Credit: 3

ADVERTISING AND SALES PROMOTION

COURSE OBJECTIVE (CO):

- To enable the students to understand the concept of Advertising and to acquire sound knowledge in Sales promotions strategies for enhancing their convincing capabilities.
- To understand the indepth concept of the need of advertising.
- To gain knowledge on different advertising media.
- To get awareness on the role of salesmanship in promoting the market.

Unit - I

Advertising – Meaning – Objectives – Classification – Advertising Media – Classification - Difference between Advertising and Publicity - Sales promotion – Meaning – Nature – Objectives Methods..

Unit - II

Advertising Layout – Designing Layout – Campaign planning – Kinds of Advertising – Advertising Appeals.

Unit – III

Evaluation of Advertising effectiveness – Copy Testing – Pre Test – Post Test – Advertising Research

Unit - IV

Consumer Sales promotion schemes – Retail Store – Sales promotion Schemes – Sales promotion at Salesmen's level – Problems in Sales management.

Unit - V

Sales promotional Tools – Gift – Offers – Coupons – Online personalized Sales Promotion – Point of Purchase – After Sales Service.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the importance of advertising.	PSO- 1	U
CO-2	Evaluate and Select the media of advertisement to reach to the customer.	PSO- 4	E, C
CO-3	Analyse and Evaluation of Advertising effectiveness and Copy testing.	PSO-1, 2	An
CO-4	Learn and Understand the role of salesman in the inducing the customer to purchase the product.	PSO-4	U
CO-5	Analyse the Sales Promotion tools.	PSO-1,2	An, E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta & V.V. Ratna - 2007, 3rd Ed, New Delhi – 2.

REFERENCE BOOKS:

1. Advertising & Sales Promotions Management - S.A.Chunawalla, Himalaya II Edition.
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013.

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	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – V PART-IV SKILL ENHANCEMENT COURSE – VI
(Re-Appearence Students only)

Teaching Hours: 2
Credit: 2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Services Marketing	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
CO1	To recall the basic concepts of Services Marketing.										
CO2	To know the Marketing Mix in Service Marketing.										
CO3	To examine effectiveness of Service Marketing.										
CO4	To discuss on delivering Quality Service.										
CO5	To analyze the Marketing of Services.										
UNIT	Details							No. of Hours	Course Objectives		
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.							15	CO1		
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.							15	CO2		

III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.	15	CO3
IV	Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.	15	CO4
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services.	15	CO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8	
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8	
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6	
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7	

C05	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	S	M	S	M	S	M
CO2	S	M	S	M	S	M	M	M
CO3	S	S	S	M	M	M	S	S
CO4	S	M	S	S	S	S	M	S
CO5	M	S	M	S	M	S	S	M

CO-PO Mapping (Course Articulation Matrix)

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to POs	3.0	3.0	3.0	3.0	3.0

Level of Correlation between PSO's and CO's

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – VI PART-III CORE COURSE – XIII

Teaching Hours: 6
Credit: 4

BUSINESS POLICY AND STRATEGIC MANAGEMENT

COURSE OBJECTIVE (CO):

- To familiarize the concept of business policy, vision and mission statement.
- To understand the Structural strategies in the business organisation.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get the knowledge in Business policy and Strategy.	K1 to K5
CO2	Understand the Vision, SWOT analysis and Organisational capability factors.	K1 to K5
CO3	Get the knowledge about the Stability strategy and various methods of entry modes.	K1 to K5
CO4	Learn the techniques about BCG matrix, GE matrix and Porter's 5 forces model of competition.	K1 to K5
CO5	Understand the concept of corporate social Responsibility and Benefits of corporate social Responsibility.	K1 to K5

Unit - I

Business policy – Meaning – Importance – Objectives of Business Policy - Strategy – Levels of Strategy – Strategic management process.

Unit - II

Vision – meaning – Benefits of vision - Mission – meaning – Characteristics of Mission statement - SWOT analysis – Environmental scanning – Meaning - Approaches to Environmental scanning – Organisational capability factors.

Unit - III

Stability strategy – meaning - Types – Kinds of Diversification strategy – Types of mergers – various methods of entry modes - Reasons for Divestment strategy.

Unit - IV

Process of strategic choice – BCG matrix – GE matrix – Porter's 5 forces model of competition – Structural strategies: Entrepreneurial – Functional – Divisional – SBU – Matrix-Network structure

Unit - V

Importance of Strategic Evaluation – Process of evaluation – Difference between Operational control and Strategic control – Types of strategic control

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the role of strategic planning in management	PSO 1	U
CO-2	Categorize the internal and external environmental factors affecting the organization.	PSO 2,4	U
CO-3	Examine the decisions taken by the organization at the corporate level in restructuring the firm	PSO 3, 4	An
CO-4	Judge the strategic structure followed in every organization that enhances the decision making skills and employability	PSO 4,5	E
CO-5	Recommend the control process to be implemented in an organization	PSO 4	U

Books Recommended:

- 1.Business Policy – Azar Kazhmi
- 2.Business Policy and Strategic Managment - Mamoria

3.Strategic Management - Gosh

4.Business Policy and Strategic Management – Subba Rao

5.Business Policy and Strategic Management – Text and Cases – Francis Cherunilam

Note:

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Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
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Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER –VI PART-III CORE COURSE – XIV

Teaching Hours: 5
Credit: 4

PRINCIPLES OF INSURANCE

COURSE OBJECTIVES (CO):

1. To provide students with the knowledge of general principles and practices of insurance.
2. To help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products.
3. To use insurance as a tool to manage personal and/or group assets.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Identify what insurance is, why insurance works and how to determine insurance needs.	K1 to K5
CO2	Understand the theories and regulatory framework of insurance	K1 to K5
CO3	To use insurance as a tool to manage personal and/or group assets.	K1 to K5
CO4	To understand the functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	K1 to K5
CO5	To familiarize with major insurance products, such as life insurance, health insurance, property and liability insurance.	K1 to K5

UNIT – I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance.

UNIT – II

LIC- Features of Life Insurance – Principles of Life Assurance – Assignment and Nominations – Lapses and Revivals – Surrender Values and Loans – Claims – Double Insurance.

UNIT – III

Fire Insurance - Principles of Fire Insurance – Nature – Uses - Types of Fire Policy: Specific Policy, Valued Policy, Average Policy, Floating Policy.

UNIT – IV

Marine Insurance – Meaning – Principles - Type of Policy : Fire Insurance : Valued Policy, Open Policy, Voyage Policy, Time Policy, Mixed Policy and Floating Policy - Marine Losses and Claims.

UNIT – V

Miscellaneous Forms of Insurance – Fidelity Guarantee Insurance, Crop Insurance, Third Party Insurance, Health Insurance, Personal accident Insurance and Motor Insurance.

CONTENT BEYOND THE SYLLABUS

1. Filling up of Insurance Forms
2. Playing the role of Insurance agent
3. Difference between LIC, Marine, Fire and General Insurance

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify what insurance is, why insurance works and how to determine insurance needs.	PSO-5	U
CO-2	Understand the theories and regulatory framework of insurance	PSO-5	U, R
CO-3	To use insurance as a tool to manage personal and/or group assets.	PSO-5	An
CO-4	To understand the functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	PSO-5	U
CO-5	To familiarize with major insurance products, such as life insurance, health insurance, property and liability insurance.	PSO-5	E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

TEXT BOOK

1. Sharma R.S. - Insurance: Principles and Practices (1960 Vora, Bombay).
2. P.Periasamy - Practices of Insurance -, Himalaya Publications, 3rd Edition New Delhi, 2008.

REFERENCE BOOKS

1. Arifkhan M - Theory and Practice of Insurance (1976), Education Book House, Aligarh.
2. Srinivasan M.N. - Principles of Insurance Law (1977), Ramanuja Publishers, Bangalore.
3. Dr. B. Varadharajan - Insurance: Vols. I and II (1979), Tamil Nadu Text Book Society.
4. M.N.Mishra - Insurance Principles and Practices, S.Chand& Company Ltd., New Delhi, 2007 2nd Edition.
5. G.S.Panda - Principles and Practices of Insurance, Kalyani Publishers, Chennai, 2008, 2nd Edition.
6. A. Moorthy, Elements of Insurance, Margham Publication, Chennai, 2009, 2nd Edition.

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER –VI PART-III CORE COURSE – XV

Teaching Hours: 5

Credit: 4

COMPANY LAW

COURSE OBJECTIVE (CO):

- To familiarize the concept of company law and secretarial practice concept, fundamentals, tools, techniques and its significance in the liberalized business environment.
- To understand creating flexibility and simplicity in the formation and maintenance of companies.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the Company and Characteristics and Types.	K1 to K5
CO2	Understand clear picture about the Shares and debentures and Transfer and transmission of shares.	K1 to K5
CO3	Gain a clear idea about the Directors Appointment, Qualification and Disqualification.	K1 to K5
CO4	Learn to follow Concept of Meeting, requisites of valid meeting, Notice, Agenda and proxy.	K1 to K5
CO5	To understand Winding up Types and Rights and Duties of Official Liquidator	K1 to K5

Unit - I

Company - Definition - Characteristics – Types - Promotion of a Company - Duties and Liabilities of Promoters. Memorandum of Association – Meaning – Contents - Articles of Association – Meaning – contents – Ultra virus.

Unit - II

Prospects – Meaning – contents - Types of Shares and debentures - Differences between Share warrant and share certificate — Rules relating to transfer of shares - Differences between Transfer and transmission of shares.

Unit - III

Directors - Appointment - Qualification and Disqualification of Directors - Removal of Directors - Power and the Duties of Directors.

Unit - IV

Types of Meeting – requisites of valid meeting – Notice – Agenda – proxy – Quorum – Types of resolution - Minutes – Poll.

Unit - V

Winding up – meaning - Types of winding Up - Appointment of official Liquidator – Rights and Duties of Official Liquidator

MAPPING WITH PROGRAMME OUTCOME:

CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	√				
CO2		√	√	√	
CO3	√	√	√		√
CO4		√		√	√
CO5	√		√	√	

Books Recommended:

1. Company Law – N.D. Kapoor
2. Company Law - Jain
3. Company Law and Secretarial Practice - Sherlekar
4. Company Law and Secretarial Practice – Shukla and Sharma
5. Company Law and Secretarial Practice – Ramachandran and Allah Bakash

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER –VI PART-III MAJOR BASED ELECTIVE – III

Teaching Hours: 5

Credits: 3

INDUSTRIAL RELATIONS

OBJECTIVE:

- To familiarize the concept of Industrial relations and trade union functions, labour welfare, Industrial safety and its significance in the Industrial sector.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students can accumulate the knowledge about industrial relations, Causes of Industrial Relations problems in the Public Sector and various Trade Union models.	K1 to K5
CO2	Students can attain a clarity overview about the Industrial disputes and its Causes.	K1 to K5
CO3	To enable the students to understand the Labour welfare and Provision for utilization of labour welfare fund.	K1 to K5
CO4	Students can become more knowledgeable in Industrial safety, Causes of Accidents, Occupational Hazards and Safety provisions in Factories Act 1948.	K1 to K5
CO5	Students can become expertise in understanding the Child Labour, causes of employing child labour and Components of social security.	K1 to K5

Unit - I

Industrial relations – Meaning – Objectives – Causes of Industrial Relations - Problems in the Public Sector – Trade Union - Meaning – Functions – Problems – Measures to strengthen trade union.

Unit - II

Industrial Disputes – Meaning – Causes of Disputes – Types of Strikes – Prevention of strike – Methods for settlement of Industrial Disputes.

Unit - III

Labour welfare - Meaning – Objectives – Need – Types of welfare Measures – Labour Welfare Fund – Meaning – Provision for utilization of Labour Welfare Fund.

Unit - IV

Industrial safety – Meaning - Causes of Accidents – Prevention – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Safety provisions in factories Act 1948.

Unit - V

Child Labour - Meaning – Employment condition of child labour – Evils of Child Labour – Causes of employing Child Labour – Measures to reduce Child Labour – Social assistance - Meaning – Components of Social Security.

MAPPING WITH PROGRAMME OUTCOME:

CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	√				
CO2		√	√	√	
CO3	√	√	√		√
CO4		√		√	√
CO5	√		√	√	

Books Recommended:

1. Dynamics of Industrial Relations -Mamoria C.B. and Sathish Mamoria
2. Industrial Relations in India – Ratna Sen
3. Industrial Relations and Labour Laws – Srivatsava
4. Industrial Relations – Arun Monappa
5. Personnel Management and Industrial Relations - Tripathy
6. Hopkin, R.R “A Hand Book of Industrial Welfare”, Oxford & IBH Publishing Company, New Delhi, 1995.
7. Muniramappa C.M. Shankariah A and Kumaraju panmthulu, N., “Personnel Management and Industrial Relations” Excel Publications, New Delhi, 1991.

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER –VI PART-III MAJOR BASED ELECTIVE – IV

Teaching Hours: 5

Credit: 3

MARKETING RESEARCH AND CONSUMER BEHAVIOUR

COURSE OBJECTIVE (CO):

- Students can acquire deeper knowledge about various consumer behaviour models and their usefulness to marketers in different market situation.
- To inculcate the students about effective research methods with respect to marketing by understanding traditional and concurrent application of marketing research.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students can accumulate the knowledge about various individual determinate of consumer behaviour and various traditional and contemporary models.	K1 to K5
CO2	Students can attain a clarity overview about the social process elements involved in consumer buying behaviour and a deeper knowledge can be gathered regarding the major determinants of consumer satisfaction.	K1 to K5
CO3	To enable the students to understand current consumer behaviour methods deeper insight can be achieved by the students in marketing research process.	K1 to K5
CO4	Students can become more knowledgeable in data collection methods and various based to analysis the data.	K1 to K5
CO5	Students can become expertise in understanding major components of research process classical and concurrent applications of marketing research can be effectively learned by students.	K1 to K5

UNIT – I

Consumer behavior – Consumer modeling - Consumer Perception – Consumer Learning – Personality and Life style influence – Consumer attitude, behavior and motivation.

UNIT-II

Demographic, social class and culture – Reference Groups influence – Opinion leadership – Consumer satisfaction – Relationship marketing.

UNIT-III

Consumerism – Organizational buying behavior – Online consumer behavior – Marketing research – Marketing Decision Support System – Marketing Research Process.

UNIT-IV

Sources of information – Sampling, Scaling and attitude measurement basic analysis of data – Hypothesis testing – Analyze differences – Multivariate Analysis.

UNIT-V

The Research Process – Traditional applications of Marketing Research – Concurrent applications of marketing research.

MAPPING WITH PROGRAMME OUTCOME:

CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	√				
CO2		√	√	√	
CO3	√	√	√		√
CO4		√		√	√
CO5	√		√	√	

REFERENCE BOOKS:

1. Consumer behavior: Michael R. Solomon – Pearson education India.
2. Consumer behavior: Ramanuj Majumdar - PHI Learning private Ltd..
3. Consumer behavior and marketing research: S. Sumathi & P. Saravanel, Vikas publication house private Ltd.
4. Consumer behavior and marketing research: Suja R Nair Himalaya publishing house.
5. Consumer behavior and marketing research: Nares K Malhotra person education Ltd.
6. Consumer behavior and marketing research: David Aaker.
7. Consumer behavior and marketing research: Mary Frances Luce.

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER –VI PART-IV GENERAL COURSE – III

Teaching Hours: 2

Credit: 1

GENDER STUDIES

OBJECTIVE: To know the concept and understand of gender studies.

Objectives

1. To make boys and girls aware of each others strengths and Weakness.
2. To develop sensitivity towards both genders in order to lead an ethically enriched life.
3. To promote attitudinal change towards a gender balanced ambience and women empowerment.

Unit – I

Concepts of Gender: Sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of labour – Gender Stereotyping – Gender Sensitivity – Gender Equity – Equality – Gender Mainstreaming - Empowerment.

Unit – II

Women's Studies vs Gender Studies : UGC's Guidelines – VII to XI Plans – Gender Studies : Beijing Conference and CEDAW – Exclusiveness and Inclusiveness.

Unit – III

Areas of Gender Discrimination : Family – Sex Ratio – Literacy – Health – Governance – Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Policies and Planning .

Unit – IV

Women Development and Gender Empowerment : Initiatives – International Women's Decade – International Women's Year – National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies .

Unit – V

Women's Movements and Safeguarding Mechanism : In India National /State Commission for Women(NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2023-24 ONWARDS
SEMESTER – VI PART-IV SKILL ENHANCEMENT COURSE – VII
(Re-Appearence Students only)

Teaching Hours: 2
Credit: 2

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE4B	E-Business	Core	Y	-	-	-	4	5	25	75	100
Course Objectives											
C1	To understand the basic concepts of electronic business.										
C2	To identify web-based tools.										
C3	To examine the security threats to e-business.										
C4	To discuss the strategies on marketing.										
C5	To analyze the business plan for e-business.										
UNIT	Details							No. of Hours	Course Objectives		
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	C1		
II	Web based tools for e - business - e - business software - overview of packages							15	C2		

III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.	15	C3
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals	15	C4
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business	15	C5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of business done through web	PO2, PO6, PO7	
CO2	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7	
CO3	To analyze the security threats in e-business.	PO6, PO7, PO8	
CO4	To evaluate strategies for marketing.	PO2, PO4, PO7	
CO5	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8	
Text Books			
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000		
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business		
3.	Kosivr, David - Understanding E-Commerce		
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.		
5.	C S Rayudu, E Commerce E Business, HPH		

References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

(K3)	Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M				S	S	
CO 2		S			S	S	S	
CO 3						S	S	S
CO 4		M		S			S	
CO 5	M	M	S	M				M

S-Strong M-Medium L-Low

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted Percentage of Course Contribution to PSO	3.0	3.0	3.0	3.0	3.0