

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

(Nationally Re-accredited (III cycle) with 'A' (CGPA 3.41 out of 4)

Grade by NAAC

ISO 9001 – 2015 Certified



**DEPARTMENT OF
BUSINESS ADMINISTRATION**

AUTONOMOUS SYLLABUS

(2021 – 2022)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

PROGRAMME OUTCOMES

PO1	Students will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.
PO2	Students will be capable of making a positive contribution to business, trade and industry in the national and universal context.
PO3	Students with flair of self-employment will be able to commence and build upon entrepreneurial ventures or exhibit intrapreneurship for their employer organizations.
PO4	Students will have a solid foundation to pursue professional careers and take up higher learning courses.
PO5	Students 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.



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
DEPARTMENT OF BUSINESS ADMINISTRATION

BBA – PROGRAMME STRUCTURE

(For the candidates admitted from the academic year 2021 – 2022 onwards)

I Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
I	I	Language Course - I (LC)	Ikkala Elakkiyam	19ULT1	6	3	3	25	75	100
			Story, Novel, Hindi Literature - I & Grammar - I	19ULH1						
			History of Popular Tales Literature and Sanskrit Story	19ULS1						
			Communication in French – I	19ULF1						
	II	English Language Course - I (ELC)	Functional Grammar for Effective Communication - I	19UE1	6	3	3	25	75	100
	III	Core Course - I (CC)	Fundamentals of Management	19UBA1CC1	5	5	3	25	75	100
			Financial Accounting	19UBA1CC2	6	5	3	25	75	100
			Managerial Economics	19UBA1AC1	5	3	3	25	75	100
	IV	UGC Jeevan Kaushal Life Skills	Universal Human Values	20UGVE	2	2	3	25	75	100
			Total			30	21			600



CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY – 18
DEPARTMENT OF BUSINESS ADMINISTRATION
BBA – PROGRAMME STRUCTURE

(For the candidates admitted from the academic year 2021 – 2022 onwards)

II Semester

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total		
								Internal	External			
II	I	Language Course - II (LC)	Idaikkala Elakkiyamum Pudinamum	19ULT2	6	3	3	25	75	100		
			Prose, Drama, Hindi Literature - 2 & Grammar - II	19ULH2								
			Poetry Textual Grammar and Alankara	19ULS2								
			Communication in French – II	19ULF2								
	II	English Language Course - II (ELC)	Functional Grammar for Effective Communication - II	19UE2	6	3	3	25	75	100		
	III	Core Course - III (CC)	Core Course - III (CC)	Elements of Marketing	19UBA2CC3	5	5	3	25	75	100	
				Core Course - IV(CC)	Business Statistics	19UBA2CC4	6	5	3	25	75	100
				Allied Course - II (AC)	Business Environment	19UBA2AC2	5	3	3	25	75	100
	IV			Environmental Studies	21UGES	2	2	3	25	75	100	
	V	Extra Credit Course	Swayam Online Course	As per UGC Recommendations								
	Total				30	21				600		

CORE COURSE I – FUNDAMENTALS OF MANAGEMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course I (CC) Fundamentals of Management	19UBA1CC1	5	5	3	25	75	100

Objectives:

- To acquaint the student with a conceptual framework for understanding the basic theories of management, planning, goal setting, decision making, organizational structure, and effective control Mechanisms.
- To utilize these concepts in various decisive functions of an organizations.

Prerequisite:

Basic Knowledge in Management Concepts

Course Outcomes:

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and functions of management and explain the principles of management.	K1
CO2	Design the concepts and competence of planning and process of Decision Making.	K3
CO3	Acquire the knowledge of organization structure and exploring the need of authority decentralization in an organization.	K2
CO4	Discuss the importance of effective selection and recruitment and the methods of training the employees in an organization.	K2
CO5	Assess the importance, process, types and techniques of controlling and discussing the methods of Budgeting.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT I: (15 Hours)

Management - Meaning – Definition – Nature – Importance and Functions – Levels of Management – Administration Vs Management – Management as an Art, Science and Profession –Management as a social system – Contribution of F.W. Taylor, HenryFayol, Elton Mayo and Peter F. Drucker.

UNIT II: (14 Hours)

Planning - Meaning – Definition – Nature – Importance – Process – Types of plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets – Decision Making: Importance –Types – Process of decision making.

UNIT III: (15 Hours)

Organisation - Meaning – Definition – Nature – Importance – Principles – Formal and Informal Organisation – Types of Organisation. Delegation of Authority and Responsibility – Centralization – Decentralization – Departmentalization – Span of Management.

UNIT IV: (15 Hours)

Staffing - Meaning – Functions – process – selection – Recruitment –Training. Directing– Definition – Features – Importance – Principles – Techniques of Direction.

UNIT V: (15 Hours)

Co-ordination - Meaning – Definition – Features – Importance. Controlling – Need and Importance - Control Process – Types – Techniques – Tradition and Modern method – Effective control system – Budgetary control.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Prasad L M	Principles and Practices of Management	Sultan Chand and Sons, New Delhi.	2014
2.	Ramasamy T	Principles of Management	S.Chand and Company Ltd, New Delhi.	First Edition, 2012

Books for Reference:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta C B	Management Principles	Sultan Chand and Sons, New Delhi.	2014
2.	Dinkar and Pagare	Business Management	Prentice Hall of India , New Delhi.	2014
3.	Tripathi and Reddy	Principles of Management	Mc Graw Hill Education	2012

Pedagogy: Lectures, Quiz, Power Point Presentation, Assignments and Seminar

Course Designer: Dr. A. SIVARANJANI, Assistant Professor.

CORE COURSE II - FINANCIAL ACCOUNTING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course II (CC) Financial Accounting	19UBA1CC2	6	5	3	25	75	100

Objectives:

- The content of this course is designed to impart the basic knowledge of financial accounting theory, standards, principles and procedures to accounting problems and its application in business.
- To enable the students to acquire accounting skills and facilitate them to prepare final accounts of business and non-trading organization.

Prerequisite:

Basic Knowledge required in Financial Accounting.

Course Outcomes:

- ◆ On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts, principles and conventions of Accounting and their application in business.	K1
CO2	Prepare the students to journalize the transactions and post them into ledger, and to maintain subsidiary books.	K2
CO3	Analyse and compute various methods to depreciate an asset.	K3
CO4	Computing Receipts and Payments, Income and Expenditure and Balance sheet for Non - profit organizations.	K3
CO5	Evaluate the preparation of final accounts effectively.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT I: (15 Hours)

Accounting - Definition – Objectives – Scope – Needfor Accounting in Business Enterprises – AccountingConcepts – Principles and Conventions – Double Entry Vs Single Entry – Books of Accounts – Bank Reconciliation Statement

UNIT II: (14 Hours)

Journal – Ledger –Trial Balance – Subsidiary Books – PurchaseBook – PurchaseReturn Book – SalesBook – SalesReturn Book – Cash Book – Simple Cash Book - Double Column Book – Triple Column Cash Book – Petty Cash Book

UNIT III: (14 Hours)

Depreciation - Meaning – Needand Importance-Advantages and Disadvantages – Methodsof Depreciation – Straight Line Method – WrittenDown Value Method – AnnuityMethod

UNIT IV: (15 Hours)

Meaning of Non – Profit Organisation – Receipts and payments Account – Income and Expenditure Account – Preparation of Balance sheets.

UNIT V: (15 Hours)

Preparation of Trading and Profit & Loss Account and Balance sheet of sole Proprietary Business with simple Adjustment – Introduction to computerized Accounting, Basic concepts of company financial reports.

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Gupta R L & Gupta V K	Financial Accounting	Sultan Chand and Sons, New Delhi.	2014
2.	Maheshwari S N & Maheshwari S K	Financial Accounting	Vikas Publishing House Pvt. Ltd, New Delhi	2012.

Books for Reference:

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Jain S P & Narang K L	Advanced Accountancy	Kalyani Publishing & Co, New Delhi	2011
2.	Gupta R L & Radhasamy L	Advanced Accountancy	Sultan Chand & Sons, New Delhi	2014
3.	Reddy T S & Murthy A	Financial Accounting	Margham Publications	2018

Pedagogy: Lectures, Quiz and Assignments

Course Designer: Dr. A. SIVARANJANI, Assistant Professor.

ALLIED COURSE I - MANAGERIAL ECONOMICS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Allied Course I (AC) Managerial Economics	19UBA1AC1	5	3	3	25	75	100

Objectives:

- To enable the students to learn the various economic concepts and their application in business decisions.
- To make students to understand the relevance of economics in business decisions.
- To equip the students with economic tools for business analysis.

Prerequisite:

Basic Knowledge in Economics

Course Outcomes:

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts of Managerial Economics.	K1
CO2	Discuss the Roles and responsibilities of Managerial Economist and analyse the Relationship with other disciplines	K2
CO3	Apply the concept of utility analysis, demand and supply analysis.	K3
CO4	Utilize the cost control and cost reduction strategies.	K3
CO5	Identify the different kinds of market structure in Managerial Economics.	K3
CO6	Explain the concept of National Income and to assess the various methods of Measurement of National Income.	K3
CO7	Demonstrate the different phases of Business Cycle.	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

Unit-I: (14 Hours)

Managerial Economics- Meaning, Nature and Scope - Characteristics – Relationship with other disciplines – Roles and responsibilities of Managerial Economist – Objectives of the firm.

Unit-II: (14 Hours)

Concept of utility – Law of Diminishing marginal utility –Consumer surplus - Demand Analysis – Law of demand – Elasticity of demand – Types – Supply Analysis.

Unit-III: (14 Hours)

Production Analysis - Factors of Production - Production Function - Law of Variable Proportion – Law of returns to scale – Economies of Large Scale production - Cost concepts – Classifications and determinants – Cost Output relationship – Cost control and cost reduction.

Unit-IV: (15 Hours)

Market Structure: Price and Output Decisions under different market structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly.

Unit-V: (14 Hours)

Business Cycle – Phases - National Income – Concepts, Measurement and difficulties in measurement – Inflation and Deflation

Text Book:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Varshney R.L and Maheshwari K.L	Managerial Economics	Sultan Chand and Sons, New Delhi.	19 th revised and enlarged edition, 2018.
2.	R. Cauvery, U.K. SudhaNayak,M. Giriza, R.Meenakshi:	Managerial Economics	S.Chand and Company Ltd, New Delhi.	3 rd Edition, 2011.

Books for Reference:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Dr S Sankaran	Managerial Economics	Margham Publication, Chennai	2013
2.	P.L Mehta	Managerial Economics Analysis ,Problems and cases;	Sultan Chand and Sons, New Delhi.	2016
3.	M.L. Jhingam and J.K Stephen	Managerial Economics	Vrinda Publications (P) Ltd, New Delhi	2 nd Edition, 2014.

Pedagogy: Lecture, Power Point Presentation, Assignment, Seminar.

Course Designer:Dr.M.NEELA, Assistant Professor.

Part IV - UNIVERSAL HUMAN VALUES

SEM I	UNIVERSAL HUMAN VALUES	Category	Course Code	Instructional Hours	Credits
		Part IV	20UGVE	30	2

PREAMBLE

This course inculcates the basic human values among the students so as to make them responsible citizens of the Nation.

COURSE OUTCOMES

CO Number	CO Statement	Knowledge Level
CO1	Define the values of Love and Compassion	K1
CO2	Understand the value of Truth	K2
CO3	Explain the value of Non-violence	K3
CO4	Practice the values of Righteousness and Service	K3
CO5	Apply the values of Renunciation (sacrifice) & Peace	K4

On the successful completion of this course, the students will be able to

Syllabus

Unit I: (5 Hours)

Love and Compassion

- **Introduction:** what is love? Forms of love for self, parents family friend, spouse community, nation, humanity and other beings both for living and non-living.
- Love and Compassion and Inter-relatedness
- Love, compassion, empathy, sympathy and nonviolence
- Individuals who are remembered in history for practicing compassion and love.
- Narratives and anecdotes from history, literature including local folklore
- Practicing love and compassion: what will learners learn gain if they practice love and compassion? What will learners lose if they Don't Practice love and compassion?
- Sharing learner's individual and/ or group experience(s)

- Simulated situations
- Case studies

Unit II : (5 urs)

Truth

- **Introduction:** what is truth? Universal truth, truth as value, truth as fact (veracity. sincerity, honesty among others)
- Individuals who are remembered in history for practicing this value
- Narratives and anecdotes from history, literature including local folklore
- Practicing truth: what will learners learn/ gain if they practice truth? What will learners lose if there Don't Practice it?
- Learners' individual and/ or group experience(s)
- Simulated situations
- Case studies

Unit III : (5 Hours)

Non - Violence

- **Introduction:** what is non violence? Its need. Love, compassion, empathy sympathy for others as pre-requisites for non violence
- Ahimsa as non -violence and non- killing.
- Individuals and organisations that are known for their commitment to non - violence
- Narratives and anecdotes about non - violence from history and literature including local folklore
- Practicing non-violence: What will learners learn/gain if they practice non- violence? What will learners lose if they don't Practice it?
- Sharing learner's individual and/ or group experience(s) about non - violence
- Simulated situations
- Case studies

Unit IV : (8 Hours) Righteousness

and Service

- **Introduction:** What are Righteousness and service?
- Righteousness and dharma, Righteousness and Propriety
- Forms of service for self, parents, family, friend, spouse, community, nation, humanity and other beings- living and non-living persons in distress for disaster.
- Individuals who are remembered in history for practicing Righteousness and Service
- Narratives and anecdotes dealing with instances of Righteousness and Service from history, literature, including local folklore
- Practicing Righteousness: What will learners learn/ gain if they practice righteousness and service? What will learners lose if they Don't Practice these values?
- Sharing learners individual and/ or group experience(s) regarding righteousness and service
- Simulated situations
- Case studies

Unit V : (7 Hours)

Renunciation (sacrifice) & Peace

- Introduction: what is renunciation? Renunciation and sacrifice. Self restraint and ways of overcoming greed. Renunciation with action as true renunciation. What is peace? It's need, relation with harmony and balance.
- Individuals who are recommended in history for practicing Renunciation and sacrifice. Individuals and organisations that are known for their commitment to peace.
- Narratives and anecdotes from history and literature including local folklore about individuals who are remembered for their renunciation and sacrifice. Narratives and anecdotes about peace from history and literature including local folklore practicing peace
- Practicing renunciation, sacrifice and Peace: What will learners learn/ again if they practice Renunciation, sacrifice and Peace? What will learners lose if they Don't Practice these values?
- Sharing learners individual and/ or group experience(s) about Renunciation, sacrifice and Peace
- Simulated situations
- Case studies

CORE COURSE III – ELEMENTS OF MARKETING

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course III (CC) Elements of Marketing	19UBA2CC3	5	5	3	25	75	100

OBJECTIVES

- To acquaint the students with the functions and segmentations of market environment.
- To enable the students, understand the development of new product upcoming in the market.
- To upgrade the students regarding the various emerging markets in a dynamic market environment.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the basic concepts and elements of marketing mix of a firm	K1
CO2	Develop segmentation, Targeting and Positioning Strategy on the basis of consumer buying behaviour	K2
CO3	Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of product life cycle	K2
CO4	Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm	K3
CO5	Design an appropriate channel of distribution of goods and services of a firm	K3
CO6	Illustrate the role of marketing manager in the wake of recent trends in Marketing	K3

Mapping with programme outcome:

COS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S
CO6	S	S	L	S	L

S-Strong, M-Medium, L-Low.

SYLLABUS

UNIT: I

Marketing – Definition, Scope and importance of Marketing, Functions of marketing – Marketing concepts, Role and Functions of marketing manager– Marketing Mix.

UNIT: II

Market Segmentation – Approaches to Segmentation – Product positioning – Factors influencing buyer behavior – Buying Decisions Process.

UNIT: III

Product life cycle – New product development process – Product mix – Product line – Pricing objectives and importance – Factors influencing price – Pricing methods.

UNIT: IV

Promotion Mix – Elements – Advertising – Classification of Advertising– Advertising media – types of media – Personal Selling – Functions –Process – Strength and Weakness of Personal Selling.

UNIT: V

Recent trends in marketing – Social media marketing – Online marketing – Telemarketing – Niche marketing – Guerrilla marketing – Green marketing .

TEXT BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Rajan Nair	Marketing	Sultan Chand & Sons	Reprint 2015
2.	Pillai &Bhagavathi	Modern Marketing	S. Chand & Company	5 th Edition 2016

REFERENCE BOOKS

Sl.No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Philip Kotler	A Framework for Marketing Management	Prentice Hall of India	1 st Edition 2001
2.	RajanSaxena	Marketing Management	Tata McGraw Hill Publishers.	3 rd Edition 2005
3.	Sherlekhar	Marketing Management	Himalaya Publishing House Pvt Ltd	14 th Edition
4.	Varshney R.L and Gupta S.L	Marketing Management Text & Cases	Sultan Chand & Sons	3 rd Edition 2016

PEDOGOGY: Lecture, Assignments, Seminar and Quiz

COURSE DESIGNER: Ms. P. THANGAMANI, Assistant Professor.

CORE COURSE IV - BUSINESS STATISTICS

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Core Course IV (CC) Business Statistics	19UBA2CC4	6	5	3	25	75	100

OBJECTIVES

- To equip the students to solve problems statistically.
- To promote the students to analyze management problems in research and decision making.
- To understand the basic knowledge on graphical representation.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO3	Acquire the conceptual knowledge of measures of dispersion.	K2
CO4	Evaluate the basic method of constructing Index numbers.	K3
CO5	Apply and practice of the simple correlation and Regression analysis.	K3

Mapping with programme outcome:

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

S-Strong, M-Medium, L-Low.

SYLLABUS

Unit -I

Statistics –Definition – Nature – scope and objectives – Uses and limitations of statistics in Business-Source of data – classification and tabulation – Diagrammatic representation-one, two and three dimensional Diagrams – Graphic representations – Histogram, Frequency polygon and frequency curve, Ogives.

Unit – II

Measures of central tendency – Mean, Median, Mode, Geometric mean and Harmonic mean – Uses and limitations of measures of central tendency

Unit – III

Measures of dispersion – Range, Quartile deviation, Mean deviation and Standard deviation – Coefficient of variations – Uses of dispersion

Unit – IV

Index numbers – Meaning – Uses- Methods of construction of index numbers (Chain base method excluded) –Limitation of index numbers – Time series – Components – measurement of trend – Graphic method, Semi average method, Moving averages method, Method of least squares – Uses of time series.

Unit – V

Correlation – Definition – Correlation analysis – Types of Correlation - Karl Pearson's Coefficient of correlation and Spearman's Rank correlation – Uses of Correlation Analysis - Regression Analysis – Definition – Regression Equations.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.P.Gupta	Statistical methods	Sultan Chand and Son	2017
2.	R.S.N.Pillai&Bagavathi	Statistics	Sultan Chand and Son	2010

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	S.P.Gupta&M.P.Gupta	Business Statistics	Himalaya Publishing House	6 th Edition, 2013
2.	M.C. Shukla & S. C.Gulshan	Statistics – Theory and Practice	S. Chand	2010

PEDAGOGY: Lectures, Chalk and Talk, Seminars, Assignments.

COURSE DESIGNER: Dr. S.THAMARAI SELVI, Assistant Professor.

ALLIED COURSE II - BUSINESS ENVIRONMENT

COURSE TITLE	SUBJECT CODE	HRS/ WEEK	CREDITS	EXAM HRS	MARKS		TOTAL
					INT	EXT	
Allied Course II (AC) Business Environment	19UBA2AC2	5	3	3	25	75	100

OBJECTIVES

- To promote basic understanding of the concept of business environment.
- To make learners the impact of environment on business.
- To gain broad knowledge on LPG.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Discuss the Business Environment and its factors	K1
CO2	Evaluate the effects of government policy on the economic environment and economic Planning	K2
CO3	Explain the political and legal framework that regulates the Business	K2
CO4	Outline how an entity operates in a business environment	K2
CO5	Describe how financial information is utilized in business and its various financial institutions	K3

Mapping with programmes outcome:

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

S-Strong, M-Medium, L-Low

SYLLABUS

Unit- I

Business and its Environment-Nature, objectives, types – internal and external, scope - Factors affecting business Environment-Business Ethics.

Unit-II

Economic Environment –Factors-Economic Planning -Economic system -Capitalism, socialism, mixed economy-their impact on Business-Liberalization, Privatization, Globalization (LPG)-Nature and objectives.

Unit-III

Political and legal environment-government and business relationship in India- Political Systems- Political Institutions-Intervention and Participatory role.

Unit-IV

Socio Cultural Environment-Cultural Heritage-Social Attitudes-Impact of Foreign culture- Social Responsibilities of Business-CSR-People's attitude to business and work Business and society.

Unit-V

Financial Environment-Financial System-Commercial Banks-Financial Institutions- RBI and its role -IMF-IDBI-Non Banking Financial Companies.

TEXT BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	K.Aswathappa	Essentials of Business Environment	Himalaya Publishing House	13 th Edition 2014
2.	VeenaKeshavPailwar	Economic Environment of Business	Prentice Hall Learning Pvt Ltd	3rd Edition 2012

REFERENCE BOOKS

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Francis Cherunilam	Business Environment	Excel Books	2 nd Edition 2011
2.	Sundaram& Black	The International Business Environment	Prentice Hall Learning Pvt Ltd	1 st Edition 2010

PEDOGOGY: Interactive Lectures, Assignments, Presentations and Quiz

COURSE DESIGNER: Ms. A. SUGANYA, Assistant Professor.



CAUVERY COLLEGE FOR WOMEN (Autonomous), TIRUCHIRAPPALLI- 18
(Applicable to the candidates admitted from the Academic year 2019-20 onwards)

ENVIRONMENTAL STUDIES

Hours: 2
Course Code: 21UGES

Credit: 2
Instructional Hours: 30

SEMESTER	COURSE TITLE	CATEGORY	INSTRUCTIONAL HOURS	CREDITS
II	Environmental Studies	PART IV	2	2

Course Objective

To train the students to get awareness about total environment and its related problems and to make them to participate in the improvement and protection of the environment.

Course Outcome

On the successful completion of the course, the students will be able to

CO No.	CO Statement	Knowledge Level
CO 1	Outline the nature and scope of environmental studies	K2
CO2	Illustrate the various types of natural resources and its importance	K2
CO3	Classification of various types of ecosystems with its structure and function	K2
CO4	Develop an understanding of various types of pollution and biodiversity	K3
CO5	List out the various types of social issues related with environment	K4

Mapping with Programme Outcomes

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

S – Strong; M – Medium; L – Low

Unit: I Introduction to environmental studies
Definition, scope and importance. Need for public awareness

(6 Hours)

Unit: II Natural Resources: **(6 Hours)**
Renewable and non-renewable resources:

- 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.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity.
- e) Land resources: Land as a resource, land degradation, man induced Landslides, soil erosion and desertification.
Role of an individual in the conservation of natural resources.

Unit: III Ecosystems **(6 Hours)**

- Concept, Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem and 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: IV Biodiversity and Environmental Pollution **(6 Hours)**

- Introduction, types and value of biodiversity
- 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.
- Definition, Causes, effects and control measures of :
 - a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Noise pollution
 - e. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Disaster management: floods, earthquake, cyclone and landslides.

Unit: V Social Issues and the Environment

(6 Hours)

- Water conservation, rain water harvesting, watershed management.
- Climate change, global warming, acid rain, ozone layer depletion,
- Wasteland reclamation.
- Environment Protection Act
- Wildlife Protection Act.
- Forest Conservation Act.
- Population explosion – Family Welfare Programmes
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health

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