

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited (III cycle) with 'A' Grade by NAAC

ISO 9001:2015 Certified

TIRUCHIRAPPALLI

DEPARTMENT OF BUSINESS ADMINISTRATION



BBA

SYLLABUS

2022 -2023 and Onwards

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

VISION

Our vision is to provide academic excellence and developing self-reliant individuals to endow with skilled man power.

MISSION

- To promote academic excellence by adopting customized learner focused methodologies.
- To develop self-reliant and competent women by tapping and nurturing their potential through curricular and extracurricular activities.
- To provide skilled Manpower by imparting in depth knowledge and keeping abreast with changing trends in Business.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statements
PEO1	LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

PROGRAMME OUTCOMES FOR B.COM., B.COM. CA, B.B.A. PROGRAMMES

PO NO.	Programme Outcome On completion of B.Com. /B.Com. CA / B.B.A. Programme, The students will be able to
PO 1	PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO 2	CRITICAL THINKING AND DECISION-MAKING SKILLS Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO 3	ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO 4	TEAM WORK AND PROFICIENCY DEVELOPMENT Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO 5	PROFESSIONAL SKILLS AND EMPLOYABILITY Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

PROGRAMME SPECIFIC OUTCOMES FOR BUSINESS ADMINISTRATION

BBA

PSO NO	Programme Specific Outcomes Students of Business Administration will be able to	POs Addressed
PSO1	Apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.	PO1, PO3
PSO2	Solid foundation to pursue professional careers and take up higher learning courses.	PO2, PO5
PSO3	Function effectively as a member, leader, individual or group in diverse environment.	PO4
PSO4	Fostering entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development and high-growth potential entities.	PO3
PSO5	Apply ethical principles and commitment towards professional ethics and responsibility.	PO4, PO5



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

BBA

LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

(For the candidates admitted from the academic year 2022 – 2023 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
I	I	Language Course - I (LC)	Ikkala Elakkiyam	22ULT1	6	3	3	25	75	100
			Hindi Literature & Grammar- I	22ULH1						
			History of Popular Tales, Literature and Sanskrit Story	22ULS1						
			Basic French – I	22ULF1						
	II	English Language Course - I (ELC)	Functional English for Effective Communication - I	22UE1	6	3	3	25	75	100
	III	Core Course - I (CC)	Management Concepts	22UBA1CC1	6	6	3	25	75	100
		Core Course - II (CC)	Financial Accounting	22UBA1CC2	6	6	3	25	75	100
		Allied Course - I (AC)	Managerial Economics	22UBA1AC1	4	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course – I (AECC)	UGC Jeevan Kaushal Universal Human Values	22UGVE	2	2	-	100	-	100
			Total			30	23			

II	I	Language Course - II (LC)	Idaikkala Elakkiyamum, Pudhinamum	22ULT2	5	3	3	25	75	100
			Hindi Literature & Grammar - II	22ULH2						
			Poetry, Textual Grammar and Alankara	22ULS2						
			Basic French – II	22ULF2						
	II	English Language Course – II (ELC)	Functional English for Effective Communication - II	22UE2	6	3	3	25	75	100
	III	Core Course - III (CC)	Elements of Marketing	22UBA2CC3	6	6	3	25	75	100
		Core Course - IV(CC)	Business Statistics	22UBA2CC4	6	6	3	25	75	100
		Allied Course - II (AC)	Business Environment	22UBA2AC2	5	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course- II (AECC)	Environmental Studies	22UGEVS	2	2	-	100	-	100
	V	Extra Credit Course	SWAYAM		As per UGC Recommendation					
		Total			30	23				600



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BBA

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(For the candidates admitted from the academic year 2022 – 2023 onwards)**

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
III	I	Language Course- III (LC)	Kappiyamum, Nadagamum	22ULT3	5	3	3	25	75	100
			Hindi Literature & Grammar - III	22ULH3						
			Prose, Textual Grammar and Vakyarachana	22ULS3						
			Intermediate French – I	22ULF3						
	II	English Language Course III (ELC)	Learning Grammar Through Literature - I	22UE3	6	3	3	25	75	100
	III	Core Course - V (CC)	Organizational Psychology	22UBA3CC5	6	6	3	25	75	100
			Core Practical - I (CP)	Computer Applications Package for Managers - MS-Office (P)	22UBA3CC1P	5	5	3	40	60
		Allied Course - III (AC)	Business Law	22UBA3AC3	4	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course – III (AECC)	Innovation in Entrepreneurship	22UGIE	2	1	-	100	-	100
			Generic Elective Course –I (GEC)	Stock Exchange Practices	22UBA3GEC1	2	2	3	25	75
		Special Tamil -I		22ULC3BT1						
			Basic Tamil -I	22ULC3ST1						
	V	Extra Credit Course	SWAYAM		As per UGC Recommendation					
	Total			30	23					700

15 Days INTERNSHIP during Semester Holidays

IV	I	Language Course - IV (LC)	Pandaiya Elakkiyamum, Ureinadaium	22ULT4	6	3	3	25	75	100
			Hindi Literature & Functional Hindi	22ULH4						
			Drama, History of Drama Literature	22ULS4						
			Intermediate French – II	22ULF4						
	II	English Language Course-IV (ELC)	Learning Grammar Through Literature - II	22UE4	6	3	3	25	75	100
	III	Core Course - VI (CC)	Cost Accounting	22UBA4CC6	5	5	3	25	75	100
			Core Practical - II (CP)	Computer Applications Package for Managers -Tally (P)	22UBA4CC2P	5	5	3	40	60
		Allied Course - IV (AC)	Company Law	22UBA4AC4	4	3	3	25	75	100
			Internship	22UBA4INT	-	2	-	-	-	100
	IV	Generic Elective Course – (GE) II	Export Import Management	22UBA4GEC2	2	2	3	25	75	100
			Special Tamil -II	22ULC4BT2						
			Basic Tamil - II	22ULC4ST2						
		Skill Enhancement Course – I (SEC)	Stress Management	22UBA4SEC1	2	2	3	25	75	100
V	Extra Credit Course	SWAYAM		As per UGC Recommendation						
	Total			30	25					800



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(For the candidates admitted from the academic year 2022 – 2023 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
V	III	Core Course - VII (CC)	Entrepreneurial Development	22UBA5CC7	6	6	3	25	75	100
		Core Course – VIII (CC)	Research methods in Management	22UBA5CC8	5	5	3	25	75	100
		Core Course - IX (CC)	Management Accounting	22UBA5CC9	5	5	3	25	75	100
		Core Course - X (CC)	Digital Marketing	22UBA5CC10	5	5	3	25	75	100
		Discipline Specific Elective – I (DSE)	Basics of Income Tax	22UBA5DSE1A	5	4	3	25	75	100
		Managerial Communication	22UBA5DSE1B							
		Retail Management	22UBA5DSE1C							
	IV	Ability Enhancement Compulsory Course- IV (AECC)	UGC Jeevan Kaushal Professional Skills	22UGPS	2	2	-	100	-	100
		Skill Enhancement Course – II (SEC)	Statistical Package for Managers – SPSS (P)	22UBA5SEC2P	2	2	3	40	60	100
	V	Extra Credit Course	SWAYAM		As per UGC Recommendation					
	Total			30	29					700

VI	III	Core Course - XI (CC)	Human Resource Management	22UBA6CC11	5	5	3	25	75	100
		Core Course - XII (CC)	Financial Management	22UBA6CC12	5	5	3	25	75	100
		Core Course - XIII (CC)	Services Marketing	22UBA6CC13	4	4	3	25	75	100
		Core Course - XIV (CC)	Cyber Security	22UGCS	5	4	3	25	75	100
		Discipline Specific Elective – II (DSE)	Business Analytics	22UBA6DSE2A	5	4	3	25	75	100
		Global Business Management	22UBA6DSE2B							
		Business Ethics	22UBA6DSE2C							
	V	Project	Project work	22UBA6PW	5	3	-	-	-	100
			Gender Studies	22UGGS	1	1	-	100	-	100
			Extension Activities	22UGEA	0	1	0	--	--	--
		Total		30	27					700
		Grand Total		180	150					4100

Courses & Credits for BBA Programme

Part	Course	No of Courses	Credits	Total
I	Tamil/ Other Language	4	12	12
II	English	4	12	12
III	Core (Theory& Practical)	16	84	109
	Project Work	1	3	
	Internship	1	2	
	First Allied	2	6	
	Second Allied	2	6	
IV	DSE	2	8	15
	GEC	2	4	
	SEC	2	4	
	AECC-I Universal Human Values	1	2	
	AECC-II-Environmental Studies	1	2	
	AECC-III-Innovation and Entrepreneurship	1	1	
V	AECC-IV-Professional Skills	1	2	02
	AECC-VGender Studies	1	1	
	Extension Activities	--	1	
		41		150

CORE COURSE I – MANAGEMENT CONCEPTS

2022 – 2023 Batch Onwards

Course 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.

Pre-Requisites: Basic Knowledge in Business Studies

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Define and acquire the concepts of functions of Management.	K1, K2
CO2	Apply the concepts of Planning and Budgeting process in Business.	K3
CO3	Discuss the principles and decision-making process in an organization.	K3
CO4	Analyse the knowledge of Business organization structure and its resources.	K4
CO5	Analyse the techniques of controlling and budgeting.	K4

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	2	3	3	3	3	2
CO5	3	3	1	3	1	3	3	3	1	3

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –

“3” – Substantial (High) Correlation – “-” indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Management - Meaning – Definition – Nature – Importance and Functions – Levels of Management – Administration Vs Management –Contribution of F.W. Taylor, Henry Fayol.	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Planning - Meaning – Definition – Nature – Importance – Process – Types of plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets.	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Organisation - Meaning – Definition – Nature – Importance – Principles – Formal and Informal Organisation – Types of Organisation - Centralization – Decentralization.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Directing – Definition – Features – Importance – Principles – Techniques of Direction. Decision making – Importance – Characteristics – Steps in decision making process.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Controlling – Need and Importance - Control Process – Techniques – Tradition and Modern method – Effective control system – Budgetary control.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Management as an Art, Science and Profession – Types of planning – Distinction between Centralization and Decentralization – Characteristics of Directing – Importance of Controlling.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Prasad, L.M. (2021), *Principles and Practices of Management*, 10th Edition, Sultan Chand and Sons.
2. Ramasamy, T. (2017), *Principles of Management*, 2nd Edition, Himalaya Publishing House.

Books for Reference:

1. Gupta, C.B. (2012), *Management principle*, 3rd Edition, Sultan Chand and Sons.
2. Dinkar and Pagare. (2018), *Business Management*, 6th Edition, Prentice Hall of India.
3. Tripathi and Reddy. (2021), *Principles of Management*, 7th Edition, Mc Graw Hill Education.
4. Koontz and odonnel weirich. (2018), *Principles of Management*, 4th Edition, Mc Graw Hill Education.

Web Resources:

1. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf>
2. <https://studyresearch.in/2018/03/11/case-studies-principles-of-management/>
3. https://www.researchgate.net/publication/338967220_INTRODUCTION_TO_BUSINESS_MANAGEMENT
4. <https://www.just.edu.jo/~mqais/CIS151.html>

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

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

CORE COURSE II - FINANCIAL ACCOUNTING

2022 – 2023 Batch Onwards

Semester I	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA1CC2	Financial Accounting	CORE	6	5

Course 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.

Pre-Requisite: Basic knowledge required in accounting concepts.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
CO1	Explain the basic concepts and their application in business.	K1,K2
CO2	Discuss the Financial Accounting standards.	K2
CO3	Apply the methods for valuing financial resources.	K3
CO4	Analyse the financial reports for managerial decision making.	K4
CO5	Evaluate the methods for preparing financial reports.	K4

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	2	3	3	3	1	3
CO5	3	3	1	3	1	2	3	3	3	2

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
 “3” – Substantial (High) Correlation – “-” indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Accounting - Definition – Objectives – Scope – Accounting Concepts – Principles and Conventions – Double Entry Vs Single Entry – Books of Accounts.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Financial Accounting Standards – Formation – Scope of Accounting standards. Trial Balance - Capital and Revenue – Classification of Expenditure – Capital and Revenue Profit - Capital and Revenue Loss.	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Journal – Ledger – Subsidiary Books – Purchase Book – Purchase Return Book – Sales Book – Sales Return Book – Cash Book – Double Column Book – Triple Column Cash Book – Petty Cash Book.	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Depreciation - Meaning – Causes – Methods of Depreciation – Straight Line Method – Written Down Value Method – Annuity Method.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Preparation of Trading and Profit & Loss Account and Balance sheet of sole Proprietary Business with simple Adjustment.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Difference between single entry and double entry system – Objectives of Accounting standards – Difference between journal and Ledger accounting – Difference between straight line and written down value method – Difference between Trading and Profit & Loss Account.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

Text Book:

1. Gupta, R. L.& Gupta,V. K. (2016), *Financial Accounting*, 13th Edition, Sultan Chand and Sons.
2. Maheswari, S.N. (2017), *Financial Accounting*, 2nd Edition, Vikas Publishing House.

Books for Reference:

1. Jain, S.P. & Narang, K.L. (2014), *Advanced Accountancy*, 10th Edition, Kalyani Publishing & Co.
2. Gupta, R.L & Radhasamy, L. (2018), *Advanced Accountancy*, 13th Edition, Sultan Chand and Sons.
3. Reddy, T.S. & Murthy, A. (2021), *Financial Accounting*, 2nd Edition, Margham Publications.

Web Resources:

1. www.accountingcoach.com
2. www.accountingweb.com
3. www.depreciationguru.com
4. www.accountingplay.com
5. www.accounting.com

Pedagogy: Lectures, Quiz and Assignments

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

ALLIED COURSE I - MANAGERIAL ECONOMICS

2022 – 2023 Batch Onwards

Semester I	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
22UBA1AC1	Managerial Economics	ALLIED	4	3

Course 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.

Pre-Requisite: Basic knowledge in Economics.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Cognitive Level
CO1	Explain the basic concepts of Managerial Economics.	K1, K2
CO2	Define the concept of utility analysis and demand analysis.	K2
CO3	Analyze the various Micro and Macro Economic Tools to be applied in different Business Situations.	K3
CO4	Examine the alternate solutions for better profitability and Productivity of Industry.	K3
CO5	Analyze the Simple Economic Models for Business Units.	K4

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	2	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	2	3	1	3	2
CO5	3	3	1	3	1	3	3	3	3	1

“1” – Slight (Low) Correlation → “2” – Moderate (Medium) Correlation →

“3” – Substantial (High) Correlation → “-” indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Managerial Economics- Meaning, Scope - Characteristics – Relationship with other disciplines –Objectives of the firm.	10	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Concept of utility – Law of Diminishing marginal utility –Consumer surplus - Demand Analysis – Law of demand –Elasticity of demand – Types.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Production Analysis - Law of Variable Proportion – Law of returns to scale – Economies of Large-Scale production - Cost concepts – Classifications and determinants – Cost Output relationship.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Pricing – determinants of pricing –Revenue and Revenue curves –Relationship between Average revenue, Marginal revenue and Total Revenue.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Market Structure: Perfect competition – Monopoly and monopsony – Price discrimination – Monopolistic Competition – Oligopoly. National Income – Concepts, Measurement and difficulties in measurement.	8	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Nature of Managerial Economics – Exceptions in Law of Demand – Classification of Economics of Large-scale production – Objectives of Pricing - `Difference between perfect competition and Monopoly.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Varshney, R.L. & Maheswari, K.L. (2018), *Managerial Economics*, 19th Edition, Sultan Chand and Sons.
2. Cauvery, R. SudhaNayak, M. Giriza, & Meenakshi, R. (2015), *Managerial Economics*, 3rd Edition, Sultan Chand and Sons.

Books for Reference:

1. Sankaran, S. (2013), *Managerial Economics*, 5th Edition, Margham Publication.
2. Mehta, P.L. (2016), *Managerial Economics Analysis, Problems and Cases*, 21st Edition, Sultan Chand and Sons.
3. Jhingam, M.L. & Stephen, J.K. (2014), *Managerial Economics*, 2nd Edition, Vrinda Publicaions Private Limited.

Web Resources:

1. <https://www.managementstudyguide.com/managerial-economics.htm>
2. https://www.researchgate.net/publication/327882739_Managerial_Economics_Concepts_and_Tools

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

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

CORE COURSE III – ELEMENTS OF MARKETING

2022 – 2023 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UBA2CC3	ELEMENTS OF MARKETING	CORE	6	5

Course 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.

Pre-Requisites: Basic Knowledge in Marketing.

Course Outcomes:

Course Outcomes and Cognitive Level Mapping

CO Number	CO Statement On the successful completion of the course, students will be able to	Knowledge Level
CO1	Understand and acquire marketing concepts and functions of Marketing.	K1
CO2	Classify and understand the various approaches to segmentation and buyer behaviour, decision process.	K2
CO3	Identify the need of new product development and pricing objectives, importance and methods.	K2
CO4	Estimate the various classification of advertising and selling and apply the knowledge as a tool for promotion.	K3
CO5	Apply the Knowledge for recent trends in marketing.	K3

MAPPING OF CO WITH PO AND PSO :

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	2	3	3	3	3	2
CO5	3	3	1	3	1	3	3	3	1	3

“1”-Slight(Low) Correlation-“2”- Moderate (Medium) Correlation-

“3”- Substantial (High) Correlation –“-“ indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Marketing – Definition, Scope and importance of Marketing, Functions of marketing – Marketing concepts – Marketing Mix, Marketing Information System.	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Market Segmentation – Approaches to Segmentation – Factors influencing buyer behavior – Buying Decision Process, Marketing environment.	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Product life cycle – New product development process –Product line – Pricing objectives and importance – Factors influencing price – Pricing methods.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Promotion Mix – Elements – Advertising – Classification of Advertising– Advertising media – Types of media – Personal Selling – Functions –Process.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Recent trends in marketing – Social media marketing – Online marketing – Telemarketing– Green marketing.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Role and Functions of Marketing Manager- Product Positioning - Product mi x- Strength and Weakness of Personal selling – Basic Concepts of Niche Marketing & Guerrilla Marketing.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. Rajan Nair.(2015), *Marketing*, Sultan Chand & Sons.
2. Pillai & Bhagavathi, (2016), *Modern Marketing*, 5th Edition, S. Chand & Company.

Books for Reference:

1. Philip Kotler, (2001), *A Framework for Marketing Management*, 1st Edition, Prentice Hall of India.
2. Rajan Saxena, (2005), *Marketing Management*, 3rd Edition, Tata McGraw Hill Publishers.
3. Sherlekhar, *Marketing Management*, 14th Edition, Himalaya Publishing House Pvt. Ltd,
4. Varshney R.L and Gupta S.L, (2016), *Marketing Management Text & Cases*, 3rd Edition, Sultan Chand & Sons.

Web Resources:

1. <https://www.tutorialspoint.com>
- 2. <https://www.yieldify.com> .
- 3. <https://www.uschamber.com>
4. <https://edynamiclearning.com>

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

Course Designer: Ms. P. THANGAMANI, Assistant Professor.

CORE COURSE IV - BUSINESS STATISTICS

2022 – 2023 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UBA2CC4	BUSINESS STATISTICS	CORE	6	5

Course 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.

Pre-Requisites: Basic Knowledge in Statistics.

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	Analyze the data – Graphs and Diagrams.	K2
CO3	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO4	Acquire the conceptual knowledge of measures of dispersion.	K2
CO5	Apply and practice of the simple correlation and Regression analysis	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3	3	3	3	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3	2	3
CO5	3	3	1	2	1	3	3	1	2	1

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
 “3” – Substantial (High) Correlation – “-” indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVELS
I	Introduction to statistics – Definition – Nature – objectives - scope – Uses and limitations of statistics in Business- Data-Sources of data – Frequency distribution - Data grouping - classification and tabulation.	12	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Introduction to Graphs - Diagrammatic representation- One, Two and Three dimensional Diagrams – Graphic representations – Histogram, Frequency polygon and frequency curve, Ogives.	17	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Measures of central tendency – Mean, Median, Mode, Geometric mean and Harmonic mean – Uses and limitations of measures of central tendency – skewness and kurtosis.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Measures of Dispersion, Range, Co-efficient of Range, Quartiles, Inter-Quartile Range and Quartile Deviation, Coefficient of Quartile Deviation, Mean Deviation, Coefficient of Mean Deviation, Standard Deviation, Coefficient of Variation.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
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.	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination) Statistics as a Subject of Study- Data and Information - Statistical variables: Qualitative and Quantitative - Sampling: population and samples - Parameter and Statistics - Sampling methods- Random Sampling and Non – Random Sampling.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

- 1 .Dr. S P Gupta,(2021), *Statistical Methods*, 46th Edition, Sultan Chand Publications.

Books for Reference:

1. S.P.Gupta & M.P.Gupta, (2013), *Business Statistics*, 6th Edition, Himalaya Publishing House.
2. R.S.N.Pillai & Bagavathi, (2010), *Statistics*, 7th Edition, Sultan Chand and Sons.
3. M.C. Shukla & S. C.Gulshan, (2010), *Statistics – Theory and Practice*, 6th Edition, Sultan Chand and Sons.

Web Resources:

- 1 <https://www.geeksforgeeks.org/introduction-of-statistics-and-its-types/>
- 2 <https://flexbooks.ck12.org>
3. <https://statistics.laerd.com/statistical-guides>

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

Course Designer: Dr.S.THAMARAISELVI, Associate Professor.

ALLIED COURSE II - BUSINESS ENVIRONMENT

2022 – 2023 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
22UBA2AC2	BUSINESS ENVIRONMENT	ALLIED	5	3

Course Objectives:

- To Identifying business opportunities.
- To promote basic understanding of the concept of Business Environment.
- To make learners the impact of environment on business.
- To learn Macro and Micro Economic Environment in Business.

Pre-Requisites: Basic Knowledge in Business Environment.

Course Outcomes:

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

CO Number	CO Statement	Knowledge Level
CO1	Enable the students to acquire basic ideas about Business environment and its components	K1, K2
CO2	The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in business	K2
CO3	Students will have a fair understanding of the Business	K2
CO4	Students will know the concept of business environment and factors influencing the environment	K2
CO5	Students will get to learn the latest trends in the Business	K3

MAPPING OF CO WITH PO AND PSO

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	1	3	3	2	3	2
CO2	2	3	3	3	3	3	1	2	2	3
CO3	3	1	2	2	2	3	2	3	3	2
CO4	3	2	2	3	3	1	3	3	3	2
CO5	2	2	2	3	3	2	3	2	2	1

“1” – Slight (Low) Correlation – “2” – Moderate (Medium) Correlation –
 “3” – Substantial (High) Correlation – “-” indicates there is no correlation.

SYLLABUS

UNIT	CONTENT	HOURS	COs	COGNITIVE LEVEL
I	<p>Introduction: Business - Meaning, Objectives, Scope, Nature and Characteristics of Business. Business Environment- Types of Environments – Internal, External, Micro and Macro Environment. Process and limitations of Environmental Analysis.</p>	13	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	<p>Economic Environment: Meaning of Economic Environment- Nature, factors affecting Economic Environment - Basic Economic System- Capitalism, Mixed Economy, Socialist Economy. Liberalization, Privatization, Globalization (LPG) – Nature and Objectives.</p>	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	<p>Political Environment: Political Environment- Meaning, Importance of Political Environment- Role of Political Environment in Business - Political Systems- Political Intervention and Participatory role.</p>	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	<p>Socio-Cultural Environment: Nature and impact of Culture on Business, Business and Society, Business and Culture, Language, Culture and Organizational Behaviour, other Social/Cultural factors, Social Responsibility of Business-CSR.</p>	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	<p>Technological Environment: Concept and Significance of Technological Environment, Innovation, Technological leadership and Followership, Sources of Technological Dynamics, Impact of Technology on Globalization, Transfer of Technology, Status of Technology in India.</p>	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	<p>SELF STUDY FOR ENRICHMENT: (Not to be included for External Examination) Factors affecting Business Environment-Economic environment in India – Challenges in Political Environment – Importance of CSR -Impact of Technology.</p>		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. K.Aswathappa (2014) – *Essentials of Business Environment* –13th Edition Himalaya Publishing House.
2. VeenaLeshavPailwar (2012) – *Economic Environment of Business* –3rd Edition Prentice Hall Learning Pvt Ltd.

Books for Reference:

1. Rangarajan, C.A.; *Perspective in Economics*, S.Chand & Sons, New Delhi
2. Cherunilam, Francis; *Business Environment - Text and Cases*, Himalaya Publishing House.
3. Shaikh Saleem *Business Environment*, 2nd Edition, Pearson Publications.
4. P.K. Ghosh, *Business Environment*, Sultan Chand & sons.

Web Resources:

1. <https://www.studocu.com/in/document/university-of-kerala/business-environment/introduction-definit>.
2. <https://www.vedantu.com/commerce/economic-environment>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2515-political-environme>

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

Course Designer: Ms. A. SUGANYA, Assistant Professor.