



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

2023 -2024 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 2023 – 2024 onwards)

Semester	Part	Course	Title	Subject Code	Hours	Credit	Exam Hours	Marks		Total
								Internal	External	
I	I	Language Course - I (LC)	General Tamil - I	23ULT1	6	3	3	25	75	100
			Hindi ka Samanya Gyan aur Nibandh	23ULH1						
			Poetry, Grammar and History of Sanskrit Literature	23ULS1						
			Foundation Course: Paper I - French – I	23ULF1						
	II	English Language Course - I (ELC)	General English – I	23UE1	6	3	3	25	75	100
	III	Core Course - I (CC)	Principles of Management	23UBA1CC1	6	5	3	25	75	100
		Core Course - II (CC)	Accounting for Managers - I	23UBA1CC2	6	5	3	25	75	100
		Allied Course - I (AC)	Managerial Economics	23UBA1AC1	4	3	3	25	75	100
	IV	Ability Enhancement Compulsory Course – I (AECC)	Value Education	23UGVE	2	2	-	100	-	100
		Total			30	21				600

II	I	Language Course - II (LC)	Pothutamil - II	23ULT2	6	3	3	25	75	100
			Hindi Literature & Grammar - II	22ULH2						
			Prose Grammar and History of Sanskrit Literature	23ULS2						
			Basic French – II	22ULF2						
	II	English Language Course – II (ELC)	General English - II	23UE2	6	3	3	25	75	100
	III	Core Course - III (CC)	Elements of Marketing	23UBA2CC3	6	5	3	25	75	100
		Core Course – IV (CC)	Business Statistics	23UBA2CC4	5	5	3	25	75	100
		Allied Course - II (AC)	Business Environment	23UBA2AC2	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	21				600

CORE COURSE I – PRINCIPLES OF MANAGEMENT

2023 – 2024 Batch Onwards

Semester I	Internal Marks 25		External Marks 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23UBA1CC1	Principles of Management	CORE	6	5

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 decision-making process in an organization.	K3
CO3	Analyse the knowledge of Business organization structure and its resources.	K4
CO4	Elucidate the process of effective controlling in organization	K2
CO5	Discuss the significance of ethics in business and its implications.	K2

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	2	3	2	3	3	3	2	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–Scope and Functions – Role and Functions of a Manager– Levels of 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 – Steps in Planning– Objectives– Policies– Procedures and Methods–Types of Policies– Decision making – Meaning–Process of Decision making– Types of decision making .	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Organizing– Meaning – Definition– Types of Organizations – Organization Structure – Departmentalization – Meaning– Need and Importance–Authority – Difference between Authority and Power–Delegation – Meaning –Types and Process of delegation –Decentralization – Advantages and Disadvantages of Decentralization	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Direction – Meaning – Definition – Nature and Purpose. Co- ordination – Meaning– Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Definition of Business ethics – Types of Ethical issues –Role and importance of Business Ethics and Values in Business – Ethics internal – Ethics External–Environment Protection – Responsibilities of Business.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3

VI	SELF STUDY FOR ENRICHMENT: (Not to be included for External examination)		CO1	K1
	Management as an Art, Science and Profession –		CO2	K2
	Administration Vs Management– Programmes and		CO3	K3
	Budgets –Distinction between Centralization and		CO4	
	Decentralization – Characteristics of Directing – Techniques of Controlling.		CO5	

Text Books:

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.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter. (2011), *Fundamentals of Management*, 7th Edition, Pearson Education.
4. JAF Stoner, Freeman R.E and Daniel R Gilbert. (2014), *Management*, 6th Edition, Prentice Hall India, New Delhi.
5. Griffin, T.O. (2014), *Management*, 8th Edition, Houghton Mifflin Company, Boston, USA.

Books for Reference:

1. Gupta, C.B. (2012), *Principles of Management*, 3rd Edition, Sultan Chand& Sons.
2. Dinkar and Pagare. (2018), *Business Management*, 6th Edition, Prentice Hall of India.
3. Tripathi, P.C. & Reddy, P.N. (2021), *Principles of Management*, 7th Edition, Mc Graw Hill Education.
4. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri,(2015). *Principles of Management*, 2nd Edition, McGraw Hill Education.

Web Resources:

1. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf>
2. <https://studysresearch.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>
5. <https://blog.hubspot.com/marketing/management-principles>
6. <https://open.umn.edu/opentextbooks/textbooks/693>

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

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

CORE COURSE II - ACCOUNTING FOR MANAGERS I

2023 – 2024 Batch Onwards

Semester I	Internal Marks 25	External Marks 75		
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23UBA1CC2	Accounting for Managers I	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	Analyze and interpret financial reports of a company.	K4
CO3	Evaluate the methods for preparing financial reports	K4
CO4	Acquire basic knowledge on Depreciation Accounting.	K3
CO5	Elucidate the procedures of Accounting under Single entry system	K2

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	2	3
CO5	3	3	2	3	2	2	3	3	3	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	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Advantages of Double Entry System – Journal, Ledger, Difference between Journal and Ledger– Preparation of Trial Balance.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Subsidiary book – Purchase Book– Sales Book – Purchase return Book – Sales return Book – Preparation of cash Book – Single Column Cash Book– Double Column Cash Book– Three Column Cash Book–Bank reconciliation statement.	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Preparation of Final Accounts – Trading Account, Profit and loss Account and Balance Sheet– Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Partnership Accounts – Meaning, Basic concepts of admission, retirement and death of a partner. Depreciation – Meaning, Causes, Types – Straight Line Method – Written Down Value.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Differences between Statement of Affairs and Balance Sheet – Conversion Method.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4

VI	SELF STUDY FOR ENRICHMENT:			
	(Not to be included for External examination)			
	Financial Accounting Standards – Formation –		CO1	K1
	Scope of Accounting standards – Capital and		CO2	K2
	Revenue – Classification of Expenditure – Annuity		CO3	K3
	Method.		CO4 CO5	K4

Text Books:

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.
3. Goel.D.K and Shelly Goel. (2018), *Financial Accounting*, 2nd Edition Arya Publications,
4. Rakesh Shankar. R & Manikandan.S. (2017), *Financial Accounting*, 3rd Edition, SCITECH Publication.
5. Shukla & Grewal. (2002), *Advanced Accounting*, 15th Edition, Sultan Chand & Sons,New Delhi.

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.
4. Tulsian P.C.(2006), *Financial Accounting*, 2nd Edition, Pearson Education
5. T. Horngren Charles, L. Sundern Gary, A. Elliott John. (2017), *Introduction to Financial Accounting*, 11th Edition, Pearson Publications.

Web Resources:

1. www.accountingcoach.com
2. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdfwww.accountingplay.com
3. www.accounting.com
4. <https://www.profitbooks.net/what-is-depreciation>
5. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
6. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system

Pedagogy: Lectures, Quiz and Assignments

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

ALLIED COURSE I - MANAGERIAL ECONOMICS

2023 – 2024 Batch Onwards

Semester I	Internal Marks 25		External Marks 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs. / Week	CREDITS
23UBA1AC1	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	Analyze & apply the various economic concepts in individual & business decisions.	K1, K2
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	Employ production, cost and supply analysis for business decision making	K3
CO4	Identify pricing strategies	K3
CO5	Classify market under competitive scenarios.	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	2	3	2
CO5	3	3	2	3	2	3	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	Definition of economics –important concepts of economics – Scope of managerial economics – Relationship between micro, macro and managerial economics – objectives of firm.	10	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
II	Marginal utility analysis – Indifference curve analysis. Meaning of demand – Demand analysis – Law of demand – Types of demand- Determinants of demand – Elasticity of demand.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3 K4
IV	Pricing – Factors – General consideration of pricing – methods of pricing – Dual pricing - determinants of pricing –Revenueand 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 – Monopolistic Competition – Duopoly – Oligopoly.	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-scaleproduction – Objectives of Pricing - Difference between perfect competition and Monopoly.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Books:

1. Varshney, R.L. & Maheswari, K.L. (2018), *Managerial Economics*, 19th Edition, SultanChand and Sons.
2. Cauvery, R. SudhaNayak, M. Giriza, & Meenakshi, R. (2015), *Managerial Economics*, 3rd Edition, Sultan Chand and Sons.
3. Mehta, P.L. (2016), *Managerial Economics Analysis, Problems and Cases*, 21st Edition, Sultan Chand and Sons.
4. Mithani D.M. (2016), *Managerial Economics*, 8th Edition, Himalaya Publishing House, Mumbai.
5. Dwivedi, D N. (2015), *Managerial Economics*, 8th Edition, Vikas Publishing House.

Books for Reference:

1. Sankaran, S. (2019), *Managerial Economics*, 5th Edition, Margham Publication.
2. Jhingam, M.L. & Stephen, J.K. (2014), *Managerial Economics*, 2nd Edition, VrindaPublicaions Private Limited.
3. Thomas and Maurice. (2017), *Managerial Economics: Foundations of Business Analysis and Strategy*, 10th Edition, McGraw Hill Education.
4. Ahuja, H L. (2017), *Managerial Economics*, 9th Edition, Sultan Chand and Sons.
5. Dominick Salvatore. (2016), *Managerial Economics: Principles and Worldwide Applications*, 8th Edition, Oxford University Press.

Web Resources:

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule/>

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

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

CORE COURSE III (CC) – ELEMENTS OF MARKETING
2023 – 2024 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA2CC3	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 adynamic 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 Mix - Classification of Markets.	16	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	Market Segmentation – Approaches to Segmentation – Factors influencing buyer behavior – Buying Decision Process.	14	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Product life cycle – New product development process –Product Mix– 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 – Sales Promotion and Personal selling.	15	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Recent trends in marketing – Social media marketing – Online marketing – Telemarketing – Green marketing - Marketing Information System.	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 mix - 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 (CC) - BUSINESS STATISTICS

2023 – 2024 Batch Onwards

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA2CC4	BUSINESS STATISTICS	CORE	5	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 – collection 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; Bar diagram: Introduction - Simple bar diagram and Multiple bar diagram, Percentage bar diagram - Pie diagram – 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 - Weighted Arithmetic mean - 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.	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.	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. Lorenz curve, Combined mean and Standard deviations.		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 (AC) - BUSINESS ENVIRONMENT**2023 – 2024 Batch Onwards**

Semester II	Internal Marks: 25		External Marks: 75	
COURSE CODE	COURSE TITLE	CATEGORY	Hrs./Week	CREDITS
23UBA2AC2	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	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.	8	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
II	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.	10	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
III	Political Environment: Political Environment - Meaning, Importance of Political Environment - Responsibilities of Business towards Government - Role of Political Environment in Business - Political Systems - Political Intervention and Participatory role.	8	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
IV	Socio-Cultural Environment: Nature and impact of Culture on Business - Peoples attitude to Business and Work - Business and Society - Social Responsibility of Business - CSR - Arguments for and against social responsibility of Business.	10	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
V	Technological Environment: Concept, Significance, features and types of Technological Environment - Impact of Technology on Business – Globalization - Nature, Advantages and disadvantages - Transfer of Technology - Status of Technology in India.	9	CO1 CO2 CO3 CO4 CO5	K1 K2 K3
VI	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 -. Sources of Technological Dynamics - Innovation.		CO1 CO2 CO3 CO4 CO5	K1 K2 K3

Text Book:

1. K.Aswathappa (2014) – *Essentials of Business Environment* –13th Edition Himalaya PublishingHouse.
2. VeenaLeshavPailwar (2012) – *Economic Environment of Business* –3rd Edition Prentice HallLearning 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.