

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited (IV cycle) with 'A+' Grade by NAAC

TIRUCHIRAPPALLI

DEPARTMENT OF BUSINESS ADMINISTRATION



BBA

SYLLABUS

2024 -2025 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 2024 – 2025 onwards)

| Semester | Part | Course | Title | Subject Code | Hours | Credit | Exam Hours | Marks | | Total |
|----------|------|--|--|--------------|-------|-----------|------------|----------|----------|-------|
| | | | | | | | | Internal | External | |
| I | I | Language Course - I (LC) | Pothutamil - I | 23ULT1 | 6 | 3 | 3 | 25 | 75 | 100 |
| | | | Hindi Literature & Grammar- I | 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) | Financial Accounting | 24UBA1CC2 | 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 | | | |

| | | | | | | | | | | |
|----|-----|--|--|-----------|---------------------------|-----------|---|-----|----|------------|
| 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. | K3 |
| 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 | Introduction to Business - 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) Management as an Art, Science and Profession – Administration Vs Management– Programmes and Budgets –Distinction between Centralization and Decentralization – Characteristics of Directing – Techniques of Controlling. | | CO1 CO2 CO3 CO4 CO5 | K1 K2 K3 |
|----|--|--|---------------------------------|----------------|

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://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>
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 - FINANCIAL ACCOUNTING

2024 – 2025 Batch Onwards

| Semester I | Internal Marks 25 | External Marks 75 | | |
|-------------|----------------------|-------------------|-------------|---------|
| COURSE CODE | COURSE TITLE | CATEGORY | Hrs. / Week | CREDITS |
| 24UBA1CC2 | 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 | 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) | | CO1 | K1 |
| | Financial Accounting Standards – Formation – Scope of Accounting standards – Capital and Revenue – Classification of Expenditure – Annuity Method. | | CO2 CO3 CO4 CO5 | K2 K3 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.pdf
www.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 | Cognitive Level |
|-----------|--|-----------------|
| | On the successful completion of the course, students will be able to | |
| 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.economicdiscussion.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. Sherlekar, *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.THAMARAI SELVI, 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.