

Bachelor of Business Administration (B.B.A)
(ODL & OL Mode)
PROGRAMME STRUCTURE

First Year-First Semester

S. No	Course Code	Course Title	Category	No.of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	ESE		
1	DLTAM11	Tamil I	Language I	4	3	30	70	100	40
2	DLENG11	English I	Language II	4	3	30	70	100	40
3	DCBBA11	Business Management	CC	4	3	30	70	100	40
4	DCBBA12	Business Environment	CC	4	3	30	70	100	40
5	DCBBA13	Managerial Economics	CC	4	3	30	70	100	40
Total				20		150	350	500	

First Year-Second Semester

S. No	Course Code	Course Title	Category	No.of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	ESE		
6	DLTAM21	Tamil II	Language I	4	3	30	70	100	40
7	DLENG21	English II	Language II	4	3	30	70	100	40
8	DCBBA21	Financial Accounting - I	CC	4	3	30	70	100	40
9	DCBBA22	Marketing Management	CC	4	3	30	70	100	40
10	DCBBA23	Business Law	CC	4	3	30	70	100	40
Total				20		150	350	500	

Second Year-Third Semester

S. No	Course Code	Course Title	Category	No.of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	ESE		
11	DLTAM31	Tamil III	Language III	4	3	30	70	100	40
12	DCBBA31	Business Statistics	CC	4	3	30	70	100	40
13	DCBBA32	Financial Management	CC	4	3	30	70	100	40
14	DCBBA33	Human Resource Management	CC	4	3	30	70	100	40
15	DEVSO31	Environmental Studies	AECC	2	3	30	70	100	40
Total				18		150	350	500	

Second Year-Fourth Semester

S. No	Course Code	Course Title	Category	No.of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	ESE		
16	DCBBA41	Operations Research	CC	4	3	30	70	100	40
17	DCBBA42	Research Methodology	CC	4	3	30	70	100	40
18	DCBBA43	Financial Services	CC	4	3	30	70	100	40
19	DCBBA44	Organizational Behaviour	CC	4	3	30	70	100	40
20	DDBBA41	Advertisement and Sales Promotion	DSE	2	3	30	70	100	40
Total				18		150	350	500	

Third Year-Fifth Semester

S. No	Course Code	Course Title	Category	No.of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	ESE		
21	DCBBA51	Management Accounting	CC	4	3	30	70	100	40
22	DCBBA52	Industrial Relations	CC	4	3	30	70	100	40
23	DCBBA53	Total Quality Management	CC	4	3	30	70	100	40
24	DCBBA54	Consumer Behaviour	CC	4	3	30	70	100	40
25	DGBBA51	Consumer Affairs	GE	2	3	30	70	100	40
Total				18		150	350	500	

Third Year-Sixth Semester

S. No	Course Code	Course Title	Category	No.of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
						CIA	ESE		
26	DCBBA61	Business Taxation	CC	4	3	30	70	100	40
27	DCBBA62	Digital Marketing	CC	4	3	30	70	100	40
28	DCBBA63	Production and Operations Management	CC	4	3	30	70	100	40
29	DGBBA61	Disasters Management	GE	2	3	30	70	100	40
30	DSBBA61	Entrepreneurship Development	SE	4	3	30	70	100	40
Total				18		150	350	500	

CC-Core Course / CIA-Continuous Internal Assessment / ESE-End Semester Examination

Optional Courses Available

The following Discipline Specific Elective (DSE) Courses, Skill Enhancement Courses (SEC), Generic Elective Courses (GEC) and Ability Enhancement Courses (AEC) are also available for the learners to choose from 3rd Semester onwards.

S.No	Name of Course	Credits
1	English for Competitive Exam	4
2	Personnel Management	5
3	Security Analysis and Portfolio Management	5
4	Universal Human Values	3
5	Soft skills	2
6	Management Principles	5
7	Brand Management	5
8	Transportation and Distribution management	5
9	E-Business	5
10	Computer Applications in Business	5
11	Counselling and Negotiation Skills	5
12	Capital Market	4

VISTAS-CDOE, Department of Bachelor of Business Administration,
School of Management Studies and Commerce

Bachelor of Business Administration (B.B.A)

Detailed Syllabus

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	Tamil- I
Course Code	:	DLTAM11
No.of Credit	:	4

CO 1 : தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்
CO2 : நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO 2 : எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO 3 : மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO 4 : தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM11

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 4,

தாள்-1- இக்காலக் கவிதைகள் – உரைநடை - பண்பாடு – மொழித்திறன்

தொகுதி I சங்க இலக்கியம்

குறுந்தொகை (மூன்று பாடல்கள் - 3, 40, 135) - புறநானூறு (மூன்று பாடல்கள் - 183, 184, 192) - பட்டினப்பாலை (காவிரியின் சிறப்பு 01-07, சோழ நாட்டு 20-28, பல்பொருள் வளம் 183-193) - மதுரைக் காஞ்சி (பாண்டியர் பரம்பரை 01-23, மன்னர்க்கு மன்னன் 64-74, பாண்டியன் புகழ் 197-209).

தொகுதி II இக்கால இலக்கியம்

பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள். (பாடல்எண்கள் 1, 6, 7, 9, 12, 13) - பாரதிதாசன் - தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை -தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை -அப்துல் ரகுமான் - ஆலாபனை தொகுப்பில் போட்டி என்னும் தலைப்பிலான கவிதை.

தொகுதி III உரைநடை

மாணாக்கரும் தாய்மொழியும் - திரு.வி.க., - மன வலிமை வேண்டும் - மு.வரதராசனார் - செம்மொழித் தமிழின் சிறப்புகள் - பண்டைத் தமிழரின் சாதனைச் சுவடுகள்.

தொகுதி IV தமிழர் வாழ்வும் பண்பாடும்

பண்பாடு - வாழ்வியல் முறை - அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் - விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை - கூத்து - தொழிலும் வணிகமும் - அறிவியல் நோக்கு.

தொகுதி V மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம்

மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம் - எழுத்துப் பிழை, தொடர்பு பிழைகள் - வேற்றுமை இலக்கணம் - செய்யுள் நலம் பாராட்டல் - பாடம் தழுவிய இலக்கிய வரலாறு மரபுக் கவிதை - புதுக்கவிதை - உரைநடை.

பார்வை நூல்கள்:

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணா மூர்த்தி, ஐந்திணைப் பதிப்பகம், 1973
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 2006
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2005
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 1972
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அக்காதெமி, 2013
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>

பாடநூல் தேடலுக்கான இணையம்:

- <https://archive.org/>.

Programme	:	B.B.A
Year/Semester	:	First Year / First Semester
Course Title	:	English - I
Course Code	:	DLENG11
No.of Credit	:	4

Course Objectives

CO 1:To enable students to develop their communication skills effectively.

CO 2:To make students familiar with usage skills in English Language.

CO 3:To enrich their vocabulary in English

CO 4: To develop communicative competency

Block I: Prose

Introduction to Prose -Descriptive and Expository - Dangers of Drug Abuse - Hardin B Jones – Profession for Women -Virginia Wolf, Tight Corners – E.V.Lucas

Block II: Poetry

Introduction to Poetry - Stopping by woods on a snowy evening – Robert Frost - Ecology – A K Ramanujan - The Unknown Citizen – W.H.Auden

Block III: Short Stories

Introduction - Fortune Teller – Karel Capek- The Model Millionaire – Oscar Wilde -The Lion and the Lamb– Leonard Clarke

Block IV: Plays

Introduction to Play - George Bernard Shaw: Life and Work – Arms and the Man: Summary and Explanation - Character Analysis and Critical Perspective

Block V: Grammar

Introduction – Subject verb agreement and Noun Pronoun agreement. – Article and Preposition – Tense

Reference Books:

- (1). History of English Language by F.T.Wood, Trinity Press, Revised Edition, 2010.
- (2). Balasubramanian, Text Book of English Phonetics for Indian Students, Macmillan Publishers, New Delhi, 2nd Edition, 2013.
- (3). Wren and Martin, English Grammar and Composition, S. Chand& Co, New Delhi, 4th Edition, 2012.
- (4). W.H. Hudson, an Introduction to the Study of Literature, Atlantic Publishers, Chennai.2012

- (5). Peter Childs, Roger Fowler, The Routledge Dictionary of Literary Terms, Routledge Taylor and Francis group, London.2015.
- (6). Declerck, Renaat. Sequence of tenses in English. Fac. van de Letteren en de Wijsbegeerte, Univ. Campus, 1988.
- (7). Aitken, Rosemary. Teaching tenses. Intrinsic Books Ltd, 2021.
- (8). Lindstromberg, Seth. English prepositions explained. Amsterdam and Philadelphia: John
- (9). Zwicky, Arnold M. "French prepositions: no pe eking." Phonology 4 (1987): 211- 7.
- (10).Van Riemsdijk, Henk. "Functional prepositions." Unity in Diversity, edited by H. Pinkster and I. Gene (1990): 229- 241.
- (11).Reichenbach, Hans. "The tenses of verbs." Meinster, J.; Schernus, W. Time from concept to narrative construct: a reader. Berlin (1947): 1-12.
- (12).Rumelhart, David E., and James L. McClelland. "On learning the past tenses of English verbs." (1986): 216-271

Web Links:

- <https://www.gradesaver.com/>
- <https://www.enotes.com/>
- <https://www.jstor.org/>
- <https://www.sparknotes.com/>
- <https://www.cliffsnotes.com/>

Course Outcomes:

After the completion of the course English – I, the student will be able to

COC 1	Analyze and appreciate the literariness found in them given texts
COC 2	Develop the overall comprehending and writing skills.
COC 3	Analyze and interpret the given short story and drama with close reading.
COC 4	Use language for speaking and writing with confidence in an intelligible and acceptable manner.
COC 5	Write simple sentences without committing error of spelling or grammar.

Programme	:	BBA
Year/Semester	:	First Year / First Semester
Course Title	:	Business Management
Course Code	:	DCBBA11
No.of Credit	:	4

Course Objectives

CO 1: To help the students gain understanding of the functions and responsibilities of managers.

CO 2: To provide them tools and techniques to be used in the performance of the managerial job

CO 3: To enable them to analyze and understand the environment of the organization.

CO 4: To help the students to develop cognizance of the importance of management principles.

Block I Management Thought and Evolution

Management – Meaning – Definition – Importance – Nature and Scope – Process – Functions of Management – Role of Manager – Levels of Management – Development of Scientific Management – Authors Contribution to Management

Block II Planning and Decision Making

Planning – Nature - Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedure – Management by Objectives (MBO) - Methods of Decision Making – Process of decision making – Types of Decision.

Block III Organisation Structure

Organisation – Types of Organisation – Concepts of Organisation – Formal and Informal Organisation – Organisation Structure – Span of Control – Departmentation – Delegation of Authority

Block IV Recruitment, Selection, Training And Development

Recruitment – Sources - Selection – Stages in Selection – Training – Benefits of – Methods of Training - Training and Development

Block V Controlling

Motivation – Need and Importance – Communication – Importance – Elements -Channels – Types – Barriers to Communication – Guide lines for ensuring Effective Communication – Co-ordination – Need - Principles of Co-ordination – types of Co-ordination –Controlling Importance – Steps in Controlling.

Reference Books:

1. A. R.Appannaiah, G Dinakar, Sandeep,2020, Organizational Management, ISBN: 9789350977262.
2. Hardcover, Eichhorn Peter, 2012, Principles of Management, Springer International Publishing AG, ISBN: 9783319709017, 9783319709017.
3. Hardcover, S.K. Kapur, 2012, Principles and Practice of Management, ISBN 9788185701042.
4. Heinz Wehrich, Harold Koontz, Mark V Cannice, 2019, Management: A Global, Innovative Perspective, McGraw Hill India, ISBN: 9788194244608, 8194244609.
5. Koontz, Harold and Wehrich, Heinz (2008), Essentials of management- An International Perspective. New Delhi: McGraw Publishing, Eighth Edition.
6. Koontz, Harold and O' Donell, (2016), Principles of management- An Analysis of Managerial Functions. London: Cambridge University Press.
7. Mitch McCrimmon, (2010). Leadership and Management Reinvented, Ivey Business Journal Online.
8. Stephen. P. Robbins, Mary Coulter and Agna Fernandez, (2015), Management. New Delhi: Pearson, 14th Edition.
9. Skorepa Michal, 2007, Decision making the behavioral business and economic approach, Bloomsbury Publishing PLC, ISBN: 9780230248250, 9780230248250.
10. Thomas A Bateman and Scott A. Snell, (2008), Management-Leading and Collaborating in the Competitive World. New Delhi: McGraw Publishing, Eighth Edition.

Journals

1. Abbas Toloie Eshlaghy, (2009), investigating the Impact of Leaders' Responsibilities in Reaching Organizational Excellence in the EFQM through the Systems Dynamic Approach, International Journal of Business and Management, volume 4, no 9, June 2009.
2. Manisha Yadav, (2010), the Internationalization Process -The Study of Strategic Change, International Journal of Advances in Engineering and Management (IJAEM) Volume 2, Issue 1, PP: 12- 16 www.ijaem.net ISSN: 2395-5252. <https://www.studyadda.com/notes/teaching/business-studies/emerging-trends-in-management/notes-emerging-trends-in-management>.
3. Fred C. Lunenburg, (2010), The Decision Making Process, National forum of 154 Educational Administration and Supervision Journal. Volume 27, number 4.
4. Rahman, S, (2018) Evaluation of definitions: ten dimensions of corporate social Responsibility. World Review of Business Research, 1(1), 166-176, 2011 International journal of management, Canadian center of science and education, Vol:13,No:8.

5. Sabitu Adeniran, Lucky, Solomon, (2020) Introduction to Business Management, International Journal of Management Science and Engineering Management, ISBN: 978-978-57673-1-5, Volume 17, Issue 1.

Web Links:

- <https://books.google.com/books?hl=en&lr=&id=dZ90AgAAQBAJ&oi=fnd&pg=PT6&dq=business+management+&ots=43lzWagI7a&sig=bFMnI7vH0AvIL2oaLBT6hcSzetA>
- <http://www.sietmanagement.fr/wp-content/uploads/2016/04/nonaka-1996.pdf>
- <https://youtu.be/mtvTqpfvc2Y>
- <https://nptel.ac.in/courses/110107150>
- <https://www.tandfonline.com/>

Course Outcomes:

After the completion of the course Business Management, the student will be able to

COC 1	Make use of Management techniques, theories, and Policies
COC 2	Construct a Plan successfully in every walk of life
COC 3	Organize structure and its types
COC 4	Authority and Responsibility and stages in selection and training benefits
COC 5	Summarise Motivation, Communication, co-ordination and control

Programme	: B.B.A
Year/Semester	: First Year / First Semester
Course Title	: Business Environment
Course Code	: DCBBA12
No. of Credit	: 4

Course Objectives

CO 1: The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.

CO 2: To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

Block I Introduction to Business Environment

An Overview of Business Environment -Introduction to Business Environment – essentials - Scope of business, characteristics of business.-Significance and nature of business environment -Micro and macro environment. Environmental analysis and strategic management- Stages of environmental analysis -Methods and Techniques Environmental Forecasting

Block II Economic Environment

History of economic system -Different types of Economy -Planned and mixed economy - Economic planning- Economic policies- Consumer Protection Act-Competition Law-Liberalization-Privatization and Globalization of Indian Economy Recent Trends and Issues in Economic System

Block III Socio-Cultural Environment

Age structure and its impact on business-Business and culture-society-Social audit, business ethics, corporate governance- Introduction to Demographic environment -Demographic data-Demographic data segmentation- Demographic importance in marketing .

Block IV Political and Legal Environment

Business and Government-Promotional and entrepreneurial roles of Government- The constitutional provisions affecting business-Major laws affecting business-Corporate social Responsibility-Innovation, technological leadership, and followership-Sources of technological dynamics-Impact of technological environment-Transfer of technology.

Block V Social and Technological Environment

Social and Technological Environment – meaning & Importance-Technological factors-Impact and benefits of Technological Environment-PESTLE Analysis- Foreign Direct Investment-WTO and India-Regulation of Foreign Trade-Disinvestment in public sector units

Reference Books:

1. Francis Cherunilam, "Business Environment", Himalaya Publishing House, Second Edition, 2018.
2. V.P. Michael, "Business Environment", S. Chand & Company (PVT) Ltd, First Edition, 1987.

Web Links:

- https://ebooks.lpude.in/commerce/mcom/term_1/DCOM105_DCOM402_DMGT105_DMGT401_BUSINESS_ENVIRONMENT.pdf
- <https://www.sscasc.in/wp-content/uploads/downloads/BCOM/Business-Envrionement.pdf>

Course Outcomes:

At the end of this course students will be able to,

COC1	To Define Business environment and classify it.
COC 2	To make use of Economic parameters to understand economic environment and its impact on business decisions and Five year plans.
COC 3	Compare and classify International trade institutions in the Financial Environment.
COC 4	To Explain different economic systems in the political environment and defining the Indian Government and Business relationship.
COC 5	To Analyse socio cultural environment

Programme	: B.B.A
Year/Semester	: First Year / First Semester
Course Title	: Managerial Economics
Course Code	: DCBBA13
No. of Credit	: 4

Course Objectives

CO 1: To understand the fundamental of Managerial Economics

CO 2: To understand the concepts of Demand, Cost, Production and Markets

CO 3: To analyses the Cost function and Production function.

CO 4: To examine the profit position of the firm through Break Even Analysis.

CO 5: Critically evaluate the business practices existing in the market.

Block I Introduction to Managerial Economics

Managerial Economics- Meaning – Characteristics and Subject Matter - Nature and Scope of Managerial Economics - Fundamental Principles of Managerial Economics - Risk and Uncertainty

Block II Demand and Supply Analysis

Law of Demand – Exceptions to Law of Demand – Elasticity of Demand -Factors Influencing Elasticity of Demand - Law of Supply – Elasticity of Supply – Factors Influencing Elasticity of Supply - Demand Forecasting – Objectives – Methods –Criteria of Good Forecasting Methods - Pricing Policy and Cost

Block III Production and Cost Analysis

Production – Meaning – Factors of Production –Production Function – Cobb Douglas – CES – Leontief - – Economies and Diseconomies Of Scale - Theory of Production – Law of Variable Proportion –Law of Return to Scale - Cost of Production – Money Cost- Real Cost – ExplicitCost – Implicit Cost – TC, TFC, TVC, AC, AFC, AVC - Cost Output Relationship – Short Run and Long Run

Block IV Price and Output Determination in Market

Perfect Competition – Features – Price and Output Determination in Short Run and Long Run - Monopoly – Price Discrimination – Simple Monopoly and Discrimination Monopoly - Monopolistic Competition – Features – Price and Output Determination in Short Run and Long Run - Oligopoly Competition – Features f Oligopoly – Types and Sweezy' Model of Kinked Demand Curve

Block V Factor Pricing

Marginal Productivity Theory of Distribution - Recardian Theory of Rent – Quasi Rent –Wage Theory - Classical Theory of Interest - Liquidity PreferenceTheory - Profit Concepts & Analysis

Reference Books:

1. Milton H Spencer and Louis Siegelman, Managerial Economics, Irwin, Illinois, 1969
2. E.F. Brigham and J.L. Pappas, Managerial Economics, The Dryden press, Illinois, 1972.
3. Christopher T Thomas, Managerial Economics 12th Edition, Publisher Richard. Irwin 2017
4. Paul G. Farnham, 'Economics for Manager' Pearson publisher, 2014
5. Dean Joel, Managerial Economics, PHI, New Delhi, 1976, First Edition
6. Douglas Evan J, Managerial Economics, Theory, Practice & Problems; PHF, New Delhi;1983, First Edition
7. Leontief, Wassily. [1966] Input-Output Economics. New York, NY: Oxford University Press, 1986.
8. S.Chandrachud, 'Chud's Series of Managerial Economics' 9444441107 ISBN No. 978-164713930-8, Primedia eLauch LLC, Wise lab publications, Chennai 2021.
9. R.L.Varshney, K.L. Maheshwari, Managerial Economics, Sultan & Chand, 2018.
10. Dominick Salvatore, 'Managerial Economics in a Global Economy', 8th edition, Oxford University Press, 2015
11. William F Samuelson and Stephen G Marks, 'Managerial Economics' 7th Edition, John Wiley and Sons, 2012
12. Christopher Thomas and S CharlesMaurice 'Managerial Economics' 9 th Edition, McGraw-Hill Education, 2007
13. E.Case Karl and C Fair Ray and E Oster Sharon, 'Principles of Economics' Pearson 2017
14. Keat Paul, K Young Philip and C Dickinson 'Managerial Economics' Pearson, 2017
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17. Luke M. Froeb, Brian T McCann, Mikhael Shor and Michael Robert Ward, Managerial Economics, Cengage Learning Asia Pvt. Limited, 2019.
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19. Amit Ahuja, 'Managerial Economics' S.Chand Limited 2017.
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1. Arpana F.Gawade, 'A Study on Breakeven Analysis with reference to Sadashivrao Mandlik kagal Taluka sahakari sakhar kardhana Ltd' International Journal of Science and Technology and Management, Vol.No.5, Issue No.3, 2016.
3. Mico Apostolov, 'Cobb- Douglas production function on FDI in Southeast Europe' Journal of Economic Structures, Volume 5 article no. 10, 2016

4. John C. Panzar and Robe D.Willig, 'Economies of Scale in Multi-Output Production' The Quarterly Journal of Economics, oxford university press, Vol.91, No.3 1977

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- <https://gargicollege.in/wp-content/uploads/2020/03/Karl-E.-Case-Ray-C.-Fair-Sharon-M.-Oster-Principles-of-Economics-10th-Edition-The-Pearson-Series-in-Economics-.pdf>
- https://books.google.co.in/books/about/Managerial_Economics.html?id=CxK7A-AAIAAJ&redir_esc=y

Course Outcomes:

After the completion of the course Managerial Economics, the student will be able to

COC 1	To understand the basic elements of managerial economics aspects nature and decision making
COC 2	To understand the law of demand , supply forecasting , consumer durable
COC 3	To understand theories of profit , profit maximization and analysis of Breack Even Point
COC 4	To know law of diminishing proportion , product function , Economies of scale
COC 5	To understand Pricing policy under Perfect Competition Monopoly, Monopolistic Competition , Oligopoly and Pricing Objectives and Methods for production to minimize the cost and maximum the profit

Programme	:	BBA
Year/Semester	:	Second Year / Second Semester
Course Title	:	Tamil- II
Course Code	:	DLTAM21
No.of Credit	:	4

Course Objectives

CO1: தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3:எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5 :தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM21

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 4

தாள்-2:அற இலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத் தமிழ்

தொகுதி I அற இலக்கியங்கள்

திருக்குறள் - வான் சிறப்பு (அறம்) - ஊக்கமுடைமை (பொருள்) -குறிப்பறிதல் (இன்பம்) - மூன்று அதிகாரங்கள் முழுமையும் - நாலடியார் - மூன்று பாடல்கள். (2, 3, 5) - பழமொழி நானூறு - மூன்று பாடல்கள் (74, 75, 78) - திரிகடுகம் - மூன்று பாடல்கள் (10, 12, 22) - இனியவை நாற்பது - மூன்று பாடல்கள் (1, 12, 16)

தொகுதி II சிற்றிலக்கியம்

முத்தொள்ளாயிரம் - சேரன் - வீரம் 14, 15 பாடல்கள் - சோழன் - காதல் 23, 24 பாடல்கள் - பாண்டியன் - 87, 88 பாடல்கள் - தமிழ்விடு தூது - முதல் 20 கண்ணிகள் - திருக்குற்றாலக் குறவஞ்சி -மலைவளம் கூறுதல் - முதல் 5 பாடல்கள்- முக்கூடற்பள்ளு - மூத்த பள்ளி நாட்டு வளம் 2 பாடல்கள், இளைய பள்ளி நாட்டு வளம் 2 பாடல்கள் - கலிங்கத்துப் பரணி - பாலை நிலம் பற்றிய 5 பாடல்கள்

தொகுதி III சிறுகதை

பேரறிஞர் அண்ணா - செவ்வாழை - புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும் - ஜெயகாந்தன் - யுகசந்தி - கி.ராஜநாராயணன் - கதவு - அம்பை - காட்டில் ஒரு மான்

தொகுதி IV பேச்சுத் தமிழ்

பேச்சுத் திறன் - விளக்கம் - பேச்சுத்திறனின் அடிப்படைகள் - வகைகள் - மேடைப்பேச்சு - உடையாடல் - பயிற்சிகள்

தொகுதி V எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம்

கலைச் சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - அறிவியல் கலைச் சொற்கள் - கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - உறவுமுறைக் கடிதங்கள் - விண்ணப்பக் கடிதம் எழுதுதல்

பார்வை நூல்கள்

1. சங்க இலக்கியங்கள் மூலமும் உரையும் /அ மாணிக்கம், வர்த்தமானன் பதிப்பகம், 2000
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 2006
3. முத்தொள்ளாயிரம் மூலமும் உரையும், பத்மதேவன், ஸ்ரீ செண்பகா பதிப்பகம், 2007
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி, 1972
5. குற்றாலக் குறவஞ்சி, மணிமேகலைப் பிரசுரம். ஆசிரியர் குழு, வேலூர் தமிழ்வாணன், 1986

பாடநூல் தேடலுக்கான இணையம்

- <https://archive.org/>
- https://www.youtube.com/watch?v=qzKnca_wse8
- <http://www.tamilvu.org/>

Programme	:	BBA
Year/Semester	:	Second Year / Second Semester
Course Title	:	English - II
Course Code	:	DLENG21
No.of Credit	:	4

Course Objectives

CO1:To improve the speaking ability in English both in terms of fluency and comprehensibility

CO2:To enhance students Reading, Writing, Listening and Speaking skills

CO3:To enrich their vocabulary in English

Block I Prose

Introduction to prose The Unexpected – Robert Lynd My Greatest Olympic Prize-Jesse Owens
If You Are Wrong, Admit It- Dale Carnegie

Block II Poetry

Introduction to forms of Poetry Pulley or The Gift of God – George Herbert The Daffodils –
William Wordsworth Night of the Scorpion- Nissim Ezekiel

Block III Short Story

Introduction The Gift of Magi- O Henry Three Questions- Leo Tolstoy-The Selfish Giant-
Oscar Wilde

Block IV Comprehension

Introductions -Reading Comprehension -Hints Developing- Note Making

Block V Grammar

Introduction-Degrees of Comparison -Active and Passive Voice-Direct and Indirect Speech

Reference Books:

1. A.J. Thomson, Practical English Grammar, Oxford Publications, 1997.
2. Bas Aarts, Oxford Modern English Grammar, Oxford University Press, 2011.
3. Confluence - Anu Chitra Publications, 2018.
4. English Conversation Practice by D. H. Spencer, Oxford University Press, 2012
5. Martin Hewings, Advanced English Grammar with Answers, Cambridge University Press, 1999.
6. Murphy Ramond, Essential English Grammar with Answers. Generic Publications, 2015.
7. Quirk, A university grammar of English, Pearson Education, 2005.
8. Wordsworth, William, and Randy Miller. Daffodils. SC Company, 1910.
9. Wren and Martin, English Grammar and Composition, S. Chand & Co, New Delhi, 4th Edition, 2012.
10. Payne, Thomas E., and Thomas Edward Payne. Understanding English grammar: A linguistic introduction. Cambridge University Press, 2011.

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1. Afzal, Muhammad, Asim Mahmood, and Umar Hayat. "An Analysis Of Grammatical Cohesion Used In The English Essays Of English Grammar And Composition For Intermediate Level." *International Bulletin of Linguistics and Literature (IBLL)* 4.4 (December 2021): 68-99.
2. Kolczynski, Richard G. "The Role of Grammar in Composition." *Reading Improvement* 12.3 (1975): 141.
3. Longacre, Robert E. "Sentences as combinations of clauses." *Language typology and syntactic description 2* (1985): 235-286.
4. Lyman, R. L. "Language, Grammar, and Composition." *Review of Educational Research* 2.1 (1932): 35-42.
5. Meyer, Charles. "Functional Grammar and Its Application in the composition Classroom." *Journal of Teaching Writing* 8.2 (1989): 147-168.
6. Munro, Pamela. "From parts of speech to the grammar." *Studies in Language. International Journal sponsored by the Foundation "Foundations of Language"* 30.2 (2006): 307-349.

Web Links:

- <https://www.cambridgeenglish.org/learning-english/parents-and-children/activities-for-%20children/pre-a1-level/>
- <https://learnenglish.britishcouncil.org/vocabulary>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <https://learnenglish.britishcouncil.org/grammar/english-grammar-reference>
- <http://www.bchmsg.yolasite.com/skills.php>

Course Outcomes:

After the completion of the course English II, the student will be able to

COC 1	Analyze and appreciate the literariness found in the given text
COC 2	Develop the overall comprehending and writing skills
COC 3	Analyze and interpret the given short story and drama with close reading
COC 4	Use language for speaking and writing with confidence in an intelligible and acceptable manner
COC 5	Write simple sentences without committing error of spelling or grammar

Programme	:	B.B.A
Year/Semester	:	First Year / Second Semester
Course Title	:	Financial Accounting - I
Course Code	:	DCBBA21
No.of Credit	:	4

Course Objectives

CO 1: To make the students to understand the basic concepts of accounting applied in the competitive corporate world

CO 2: To provide basic knowledge in financial Accounting concepts.

CO 3: To gain working knowledge of the participants and procedure of accounting and their application.

CO 4: To gain the ability to solve the problems and enhance practical applications of Accounting

Block I Introduction to Financial Accounting

Meaning and definition of accounting- functions of accounting – limitations of accounting – accounting process – Accounting concepts and conventions – Accounting Standards – Accounting equations – Double Entry System – Journal and Ledger.

Block II Subsidiary Books

Purchase Book – Sales Book – Purchase Returns Book – Sales Return Book – Cash Book – Single Coloumn, Double Coloumn, Three Coloumn cash Book – Petty Cash Book – Imprest System – Journal Paper

Block III Rectification of Errors, Trial Balance And Final Accounts

Final accounts with adjustments – closing stock, outstanding expenses, unexpired or prepaid expense, accrued income, and income received in advance, depreciation, additional bad debts, provision for doubtful debts, provision for discount on debtors, interest on capital, interest on drawing, discount on creditors and creation of various reserves - Trial Balance – Rectification of Errors – Final Accounts with Adjustments

Block IV Bank Reconciliation Statement and Computerised Accounting

Bank reconciliation statement – Importance of Bank Reconciliation Statement – Scope of BRS - Insurance Claim Account – loss of property and stock – average clause – Computerised Accounting

Block V Depreciation, Single Entry System and Self Balancing Ledgers

Single entry system – salient features – limitations of single entry system – distinction between single entry system and double entry system – ascertainment of profit – net worth method – conversion method (simple problems only) – Self Balancing Ledgers

Reference Books:

1. Briston, R.J.,2017, Introduction to Accountancy and Finance, London: The Macmillan Press Ltd.,
2. Goel D. K., 2020-Accountancy Arya Publications, 1569/30 Newalla, Karol Bagh, New Delhi
3. Grewal T.S.2018, Double Entry Book-Keeping ,Sultan Chand&Sons
4. Maheshwari, S.N., 2018, Principles and Practice of BookKeeping (New Delhi: Arya Book Publications.
5. Matulich, S. & Heater, L.E.,2010- Financial Accounting (New York: McGraw Hill Book Company.
6. Mr Barry Elliott, Jamie Elliott,2017- Financial Accounting and Reporting- ,Pearson Publications.
7. Paul V.A. & Korlahalli, J.S.,2018- Principle and Practice of Accountancy. New Delhi : S. Chand & Co., 2018
8. S.P.Jain, K.L.Narang,2019; AdvancedAccountancyVolume:1, Twenty Second Edition, Kalyani Publishers, Ludhiana.
9. Thomas Edmonds, Christopher, Edmonds,2018-Introductory Financial Accounting for Business, McGraw Hill Publications.
10. Thomas, Wendy M. Tietz & Themin Suwardy Walter T.Harrison,2018- Financial Accounting, Global Publications, 12 th Edition

Journals

1. Chandra Kanodia, Haresh Sapra A Real Effects Perspective to Accounting Measurement and Disclosure: Implications and Insights forFuture Research, Published by Wiley Online Library, Volume54, Issue2, May 2016 Pages 623-676 <https://doi.org/1111/1475679X.12109>
2. Christian Leuz, Peter D. Wysocki the Economics of Disclosure and Financial Reporting Regulation: Evidence and Suggestions for Future Research, Published by Wiley Online Library, Volume54, Issue2, May 2016 <https://doi.org/1111/1475-679X.12115>
3. Hans B. Christensen, Valeri V. Nikolaev, Regina Wittenberg Moer man Accounting Information in Financial Contracting: The Incomplete Contract Theory Perspective, Published by Wiley OnlineLibrary, Volume 54, Issue 2, may 2016, Pages 397-435 <https://doi.org/1111/1475-679X.12108>

Web Links:

- <https://drive.google.com/file/d/1-ERPZCOaRlywRnts->
- <https://www.youtube.com/watch?v=Hs-U3jAvqo4>
- https://www.youtube.com/watch?v=tIDFXs6_Tjc
- <https://www.youtube.com/watch?v=tfGxb2YmlJQ>

Course Outcomes:

After the completion of the course Financial Accounting - I, the student will be able to

COC 1	Interpret knowledge of Financial Accounting to practical situations
COC 2	Apply accounting principles for determining Profit/ Loss
COC 3	Apply accounting practices for Reconciliation
COC 4	Solve problems relating to depreciation of assets
COC 5	Make use of Single entry system for calculating profit

Programme	: B.B.A
Year/Semester	: Second Year / Second Semester
Course Title	: Marketing Management
Course Code	: DCBBA23
No. of Credit	: 4

Course Objectives

CO 1: This Course Aims to Familiarize Students with The Marketing Function In Organizations.

CO 2: It Will Equip the Students with Understanding Of The Marketing Elements And Sensitize Them To Certain Emerging Issues In Marketing.

CO 3: The Course Will Use and Focus on Indian Experiences, Approaches and Cases

Block I Core Concept of Marketing

Introduction To Marketing Management- Meaning and Definition Of Marketing- Importance Of Advantages Of Marketing- Marketing Environment- Introduction To Marketing Environment- Feature Of Marketing Management- Types Of Marketing Environment- Marketing Information Research- Introduction To The Marketing Research- Steps For Conducting Market Research

Block II Understanding Consumer and Selecting Target Market

Buying Behaviour- Meaning and Definition Of Consumer Buying Behavior- Model Of Consumer Buying Behaviour- Buyer Behaviour Analysis- Market And Market Segmentation- Meaning And Definition Of Market Segmentation- Market Segmentation Objectives- Advantage Of Market Segmentation- Market Targeting And Positioning- Introduction To Target Marketing- Approaches For Selecting Target Market- International Segmenting And Target Market- Online Target Marketing

Block III Product Decision

Product Concept and Classification- Concept Of Product- Product Definition- Product Classification- Product Development And Product Life Cycle- Classification Of Product And Goods- New Product Development- Product Life Cycle- Packaging, Labeling & Branding- Role Of Function Of Packaging- Types Of Brand- Brand Equity- Brand Loyalty

Block IV Pricing & Distribution Decision

Pricing Methods- Meaning for Pricing- Steps In Setting Price- Pricing Policies- Pricing Strategies- Pricing Adjustment Strategies Structure- Introduction To Pricing Adjustment Strategies- Types Of Pricing Adjustment Strategies- Distribution Channel- Introduction To Distribution Channel- Meaning Of Physical Distribution- Meaning Of Channel Integration- Direct Marketing- Online Marketing

Block V Promotional Decision and Emerging Issue

Integrated Marketing Communication- Factors Affecting Marketing Communication Mix Decision- Managing Advertising- Sales Promotion- Consumer Promotion- Definition Of E-Marketing-Personal Selling- Public Relation- E-Marketing - Importance Of E- Marketing- Benefits Of E-Commerce- E-Commerce And Business Models- Emerging Trends In Global Marketing- Introduction To Global Marketing- Reason That Attract The Organizational To Be Global- Levels Of Global Marketing Involvement

Reference Books:

1. Armstrong, G. M., Kotler, P. (2017). Marketing: An Introduction. United Kingdom: Pearson.
2. Armstrong, G., Kotler, P. (2013). Principles of Marketing. United Kingdom: Pearson.
3. Booms, B.H. and Bitner, M.J. (2018), Marketing strategies and organization structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association
4. Boshoff, C., Lamb, C. W., Elliott, R., McDaniel, C. D., Hair, J. F., Klopper, H. B., Terblanche, N. S. (2015). Marketing. United Kingdom: Oxford University Press.
5. Keller, K (2018) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London
6. Keller, K. L., Goodman, M., Hansen, T., Armstrong, G., Kotler, P., Brady, M. (2019). Marketing Management. United Kingdom: Pearson.
7. Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2011), Principles of Marketing: Third European Edition, Prentice Hall, Harlow
8. Kotler, P. (2010). Principles Of Marketing: A South Asian Perspective, 13/E. India: Pearson Education.
9. Kotler, P., Keller, K. L. (2016). Marketing Management. India: Pearson.
10. Lalaounis, S. T. (2020). Strategic Brand Management and Development: Creating and Marketing Successful Brands. United Kingdom: Taylor & Francis.
11. Lamb, C. W., Hair, J. F., McDaniel, C. (2017). MKTG. United States: Cengage Learning..

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- Czinkota, M. R., Kotabe, M., Vrontis, D., & Shams, S. R. (2021). Marketing Management: Past, Present and Future. Springer Nature.
- Gyenge, B., Máté, Z., Vida, I., Bilan, Y., & Vasa, L. (2021). A new strategic marketing management model for the specificities of E-commerce in the supply chain. Journal of Theoretical and Applied Electronic Commerce Research, 16(4), 1136-1149.

- Trejo-Pech, C. O., & Thach, S. (2021). A review of articles in the Journal of Global Scholars of Marketing Science (JGSMS) special issue on Marketing Management in International Contexts. *Journal of Global Scholars of Marketing Science*, 31(1), 1-9.
- Kelly, K., Berry, C., Comello, M. L. G., & Ray, H. B. (2021). The regulatory and marketing environment surrounding the legalization of retail marijuana and the impact on youth. *Journal of Public Policy & Marketing*, 40(1), 62-82.

Web Links:

- <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
- <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>

Course Outcomes:

At the end of the course, students would be able to:

COC 1	To develop the concepts of marketing in a critical way and focus on the application of the marketing conceptual frameworks.
COC 2	To describe key marketing theories and techniques for analyzing a variety of marketing situations.
COC 3	To identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
COC 4	To demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
COC 5	To acquire broad-based knowledge and skills necessary to fulfill their professional goals.

Programme	: B.B.A
Year/Semester	: First Year/Second Semester
Course Title	: Business Law
Course Code	: DCBBA23
No.of Credit	: 4

Course Objectives

While studying the Legal & Business Environment the student shall be able to

CO 1: To create the knowledge of Legal perspective and its practices to improvise the business.

CO 2: To describe the nature and classes of contracts.

CO 3: To identify the elements needed to create a contract.

CO 4: To read, interpret the various act related to business, property and business.

CO 5: To identify the rights related to copyrights and patents.

Block I Indian Contract 1872

An Introduction to Legal Business Environment and Indian Contract Act, Formation of Contracts; Definition, meaning of Contract and Agreement, Essential elements of a valid Contract, Principles of Contract Laws, Rules Related to offer and acceptance. Rules Related to Free Consent, Consideration, Lawful Object and Capacity of the parties, Classification of Contracts. Quasi Contracts and its types, Remedies for breach of Contract, Suit for Damages, Discharge of contract

Block II Special Contract Act

Introduction of the Unit, Contract Management, Performance of Contract, Sale of Goods Act, Doctrine of caveat emptor Distinction between Sale, agreement to sell and hire purchase, Condition & Warranty. Types of Goods, Rights of Unpaid seller, Laws of Agency, types of agent, Duties and Rights of Principal, Duties and Rights of Agent, Creation of Agency Termination of agency, Bailment, Pledge, Guarantee, Indemnity

Block III Transfer of Property Act

Introduction of Unit, Rules of Transfer of Property in goods, Consumer Protection Act, Rights of Consumer, Remedies available in consumer protection Act, Performance of Contract, Business Organizations, Hindu Undivided Family, Partnership Kinds of partnership, Sole Proprietorship

Block IV IPR & Negotiable Instrument Act

Intellectual Property- Concept, Copy Rights, Trade Mark, Trade Secret, Guidelines to protect IPR, Procedure to file IPR. Negotiable Instruments Act, Definition, Essential Lecturr,

Characteristics of a Negotiable Instrument, Promissory Note, Bill of Exchange, Cheque, Types of crossing, Discharge of Negotiable Instruments

Block V Companies Act 2013

Introduction of the Unit, Company Meaning, Definition, Concept Characteristics of Company, Memorandum of Association Articles of association, Prospectus, Powers, and legal position of Directors. Classification of Company, Other Kinds of companies, Private Company and, Public Company, Appointment, -Board -M.D and Chairman - Their powers, Winding up of company

Reference Books:

1. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 2011
2. Daniel Albuquerque, Legal Aspect of Business, Oxford, 2020
3. Ravinder Kumar– Legal Aspect of Business. – Cengage Learning, 2nd Edition-2011.

Web Links:

- <https://www.indiastudychannel.com/resources/.6169-What-Legal-Environment.aspx>
- <https://www.lawteacher.net/free-law-essays/international-law/the-law-that-regulates-businesses-in-united-state-of-america-international-law-essay.php>

Course Outcomes:

At the end of the course, the students will be able to:

COC 1	Draft a simple employment contract
COC 2	Arrange the basics elements of contracts and classifications of contract
COC 3	Improve their awareness and knowledge about functioning of local business.
COC 4	Improve their awareness and knowledge about functioning of global business.
COC 5	Gather knowledge on movement of business enterprises

Programme	:	BBA
Year/Semester	:	Second Year / Third Semester
Course Title	:	Tamil - III
Course Code	:	DLTAM31
No.of Credit	:	4

Course Objectives

CO1: தமிழ் மொழித் திறத்தினை மாணவர்களிடையே எல்லா நிலைகளிலும் மேம்படுத்தி வளர்த்தல். செம்மொழித் தமிழின் இலக்கிய இலக்கண வளமைகளை அறிமுகம் செய்தல்

CO2: நல்ல தமிழ் எழுதும் பயன்பாட்டு மொழியாற்றலை வளர்த்தல்

CO3: எழுத்தாற்றலையும் பேச்சாற்றலையும் வளர்த்தெடுப்பதின்வழி தகவல் தொடர்பியல் மற்றும் ஊடகத்தமிழுக்கு தகுதிப்படுத்துதல்

CO4: மொழிபெயர்ப்பு மற்றும் கலைச்சொல்லாக்கப் பயிற்சியளித்தல்

CO5: தமிழில் படைபிலக்கியத் திறத்தினை வளர்த்தெடுத்தல்

பாடக் குறியீட்டு எண்: DLTAM31

பருவம்-3, தமிழ்மொழிப்பாடம்-3, பகுதி-1, தகுதிப்புள்ளி: 4

தாள்-3-பக்தி இலக்கியம் – காப்பியம் – புதினம் - மொழிபெயர்ப்பு

தொகுதி I பக்தி இலக்கியம்

மாணிக்கவாசகர் - திருவாசகம் - மூன்று பாடல்கள் - புல்லாகி பூடாகி (சிவபுராணம்) - எல்லாப் பிறப்பும் (சிவபுராணம்) - உற்றாரை யான் வேண்டேன் (திருப்பலம்பல்) - ஆண்டாள் - திருப்பாவை - மூன்று பாடல்கள் (1, 3, 4) - மார்கழித் திங்கள் ... (பாசுரம் 1) - ஓங்கி உலகளந்த... (பாசுரம் 3) - ஆழிமழைக் கண்ணா... (பாசுரம் 4) - வீரமாமுனிவர் - தேம்பாவணி - மூன்று பாடல்கள் - நீ ஒரு தாய்; ஒரு தாதையும் நீ (698 - சூசை இறைவனின்தாயைப்போற்றுதல்) - அணிக் கலத்து அழகு அழுந்திய (1089 - வானவர் இயேசு நாமத்தைப் போற்றி வணங்கிய செய்தி) - வான் புறத்து இலகும் செஞ் சுடர் காண (3510 - இறைவன் சூசை முனிவர்க்கு ஏழு மணிகள் புறத்தில் ஒளிவிடும் முடியைச் சூட்டுதல்) - குணங்குடி மஸ்தான் சாகிபு - பராபரக் கண்ணி 1-10 கண்ணிகள் - திருமூலர் - திருமந்திரம் - மூன்று பாடல்கள் - உடம்பார் அழியின் உயிரார் அழிவர் (திருமந்திரம்: 724) - படமாடக் கோயில் பகவற்கு ஒன்று ஈயில் (திருமந்திரம்: 1857) - மரத்தை மறைத்தது மாமத யானை (திருமந்திரம்: 2290) - இராமலிங்க அடிகள் - திருவருட்பா - மூன்று பாடல்கள் - எத்துணையும் பேதமுறா... (5297) - ஒருமையுடன் நினைது திருமலரடி நினைக்கின்ற (2938) - கோடையிலே... (4091)

தொகுதி II காப்பியம்-1

சிலப்பதிகாரம் – அடைக்கலக் காதை - (தெரிவுசெய்யப்பட்ட பாடல் அடிகள் 120-199) - சீவக சிந்தாமணி – விமலையார் இலம்பகம்

தொகுதி III காப்பியம்-2

கம்பராமாயணம் – மந்தரை சூழ்ச்சிப் படலம் - பெரியபுராணம் பூசலார் நாயனார் புராணம்

தொகுதி IV புதினம்

கல்மரம் - கோ. திலகவதி

தொகுதி V மொழிபெயர்ப்பு, இலக்கணம், இலக்கிய வரலாறு

அலுவல்சார் மொழிபெயர்ப்பு - இலக்கணக் குறிப்பு - பாடம் தழுவிய இலக்கிய வரலாறு - பக்தி இலக்கியம் – காப்பியம் – புதினம்

பார்வை நூல்கள்:

1. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி
2. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை
3. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம் முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
4. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை

பாடநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/library>
- <https://www.tamildigitallibrary.in/book>

Programme	: B.B.A
Year/Semester	: Second Year / Third Semester
Course Title	: Business Statistics
Course Code	: DCBBA31
No.of Credit	: 4

Course Objectives

CO 1: To develop the student's ability to deal with numerical and quantitative issues in business

CO 2: Enable the use of statistical, graphical and algebraic techniques wherever relevant.

CO 3: The course also has a proper understanding of Statistical applications in Business and Management.

Block I Diagrammatic and Graphical Representation of Data

Introduction – Scope and Limitations of Statistical methods- Collection of data-Classification of data-Tabulation- Diagrammatic representation of data- Simple bar diagram, Multiple bar diagram, Percentage bar diagram and Pie diagram- Graphical representation of data- Histogram, Frequency polygon and curves- Ogives.

Block II Measure of Central Tendency

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Block III Measure of Dispersion

Introduction-Types of Averages- Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation.

Block IV Index Numbers and Time Series Analysis

Time Series analysis: Component of Time Series-Measurement of trend-Method of Semi-averages, Moving averages method, Index numbers: Types of index number, Laspeyre's method, Paasche's method, Fisher's method-Test of adequacy of index number formulae: Time reversal test and Factor reversal test– Simple problems.

Block V Correlations and Regression Analysis

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson's Coefficient of correlation, Spearman's Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

Reference Books:

1. Berenson M., Levine D., Szabat K.A. and Krehbiel T.C. Basic Business Statistics: Concepts and Applications, Pearson Higher Education AU (2012).

2. Bernsen M.L. And Levine D.M. Basic Business Statistics, Prentice-Hall Englewood Cliffs New Jersey (1996).
3. Elhance, D.N. Fundamentals of Statistics. Allahabad: KitabMahal, (2007).
4. Groebner D.F., Shannon P.W., Fry P.C. and Smith K.D. Business Statistics, Pearson Education (2008).
5. Gupta, S.P. and M.P. Gupta, Business Statistics, Sultan Chand & Sons: New Delhi (2000).
6. McEvoy, David M. A Guide to Business Statistics, John Wiley and Sons (2018).
7. Richard I. Levin and David S. Rubin, Statistics for Management. Prentice Hall of India Pvt. Ltd., New Delhi (1996).
8. Sharpe N.R., De Veaux R.D., Velleman P.F., Wright D. and Bock D.E. Business Statistics, Boston, MA: Addison Wesley (2010).
9. Vittal.P.R "Mathematical Statistics", Margham Publications, Chennai (2002).
10. Webster. An Applied Statistics for Business and Economics, Homewood, IL: Irwin (1992).

Journals

1. Bell, James A. "Statistics anxiety and business statistics: The international student." Education 129.2 (2008): 282- 287.
2. Dancer, Diane, Kellie Morrison, and Garth Tarr. "Measuring the effects of peer learning on students' academic achievement in first-year business statistics." Studies in Higher Education 40.10 (2015): 1808-1828.
3. Dutton, John, and Marilyn Dutton. "Characteristics and performance of students in an online section of business statistics." Journal of Statistics Education 13.3 (2005).
4. Hillmer, Steven C. "A problem-solving approach to teaching business statistics." The American Statistician 50.3 (1996): 249-256.
5. Shanker, Melissa Carey, and Joseph H. Astrachan. "Myths and realities: Family businesses' contribution to the US economy—A framework for assessing family business statistics." Family business review 9.2 (1996): 107-123.

Web Links:

- <http://kamarajcollege.ac.in/Department/Commerce/II%20Year/002%20Core%206%20-%20Business%20Statistics%20-%20III%20Sem.pdf>
- <https://www.khanacademy.org/math/statistics-probability/describing-relationships-quantitative-data/more-on-regression/v/regression-line-example>
- <https://www.khanacademy.org/math/probability/xa88397b6:scatterplots/estimating-trend-lines/v/correlation-and-causality>

Course Outcomes:

After the completion of the course Business Statistics, the student will be able to

COC 1	Understand the key terminology, concepts tools and techniques used in Statistical analysis
COC 2	Evaluate the underlying assumptions of analysis tools of measures of central tendency and dispersion
COC 3	Understand and critically discuss the issues surrounding of correlation and Regression
COC 4	Evaluate range of problems using the techniques by time series and index numbers of data
COC 5	Analyze the uses and limitations of Testing of hypothesis

Programme	: B.B.A
Year/Semester	: Second Year / Third Semester
Course Title	: Financial Management
Course Code	: DCBBA32
No.of Credit	: 4

Course Objectives

CO 1: To offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

Block I Introduction to Financial Management

Meaning - Definition – Objectives of financial management - Scope of financial management- Importance of financial management and types of Corporate Finance- Finance- meaning, definition - Sources of long term and short term finance- Advantages and Disadvantages of Different Sources of Finance- Functions of financial management – Role of financial manager in Financial Management

Block II Capital Budgeting

Capital budgeting – Meaning – Definition – Scope- Appraisal criteria for capital budgeting decisions - NPV Vs IRR. - Multiple IRRs- Capital Rationing – Risk Analysis in Capital Budgeting- Measurement of Risk– Project variance – Expected NPV- Capital budgeting

Block III Cost of Capital

Introduction – Meaning- Definition- Components of Cost of Capital - Importance of Cost of Capital- Factors Determining Cost of Capital -Types of Cost of Capital -Methods of Cost of Capital - Cost of Debts- Cost of Irredeemable Preference Share Capital- Cost of Redeemable Preference Share Capital- Cost of Equity Capital- Dividend Yield or Dividend Price Method- Dividend Price Plus Growth Method- Earnings/Price Method- Realized Yield Method- Cost of Equity under CAPM- Cost of Retained Earnings- Weighted Average Cost of Capital.

Block IV Capital Structure

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion.- Capital structure theories-NI, NOI, traditional and M-M theories- Concept of Leverage- Meaning- Definition- its types- Operating leverage- Financial Leverage - Combined Leverage

Block V Dividend Decisions

Dividend – Meaning- Definition- its types- Dividend policies- Factors affecting dividend payment – Company Law provision on dividend payment- Various Dividend Models (Walter 's & Gordon 's)- Dividend Models -M.M. Hypothesis

Reference Books:

1. Advanced Financial Management: Kohok, M. A., Everest Publishing House
2. Cases & Problems On Financial Management: Rao, A. P., Everest Publishing House
3. Cases In Financial Management: Pandey, I/ Bhat, R. TMH
4. Financial Management: Inamdar, S. M. Everest
5. Financial Management: Kishore, R. M. Taxman Allied Service
6. Financial Management: Theory & Practice (with Thomson ONE – Business School Edition 1-Year Printed Access Card) (Finance Titles in the Brigham Family) 14th Edition —by— by Eugene F. Brigham and Michael C. Ehrhardt.
7. The Basics of Public Budgeting and Financial Management: A Handbook for Academics and Practitioners —by— Charles E. Menifield (Author)

Journals:

1. Aliyu, S., Hassan, M. K., Mohd Yusof, R., & Naiimi, N. (2017). Islamic banking sustainability: A review of literature and directions for future research. *Emerging Markets Finance and Trade*, 53(2), 440-470.
2. Alshehhi, A., Nobanee, H., Khare, N. (2018). The Impact of Sustainability Practices on Corporate Financial Performance: Literature Trends and Future Research Potential. *Sustainability*, 10 (2) pp 494-519.
3. Gnanaweera, K. A. K., & Kunori, N. (2018). Corporate sustainability reporting: Linkage of corporate disclosure information and performance indicators. *Cogent Business & Management*, 5(1), 1423872.
4. Ellili, N., & Nobanee, H. (2017). Corporate risk disclosure of Islamic and conventional banks. *Banks and Bank Systems*, 12(3), 1-10
5. Nobanee, H., Ellili, N. O. (2016). Corporate Sustainability Disclosure in Annual Reports: Evidence from UAE Banks: Islamic versus Conventional. *Renewable & Sustainable Energy Reviews*, 55, March, pp 1336-1341.
6. Cheng, B., Ioannou, I., & Serafeim, G. (2014). Corporate social responsibility and access to finance. *Strategic management journal*, 35(1), 1-23

Web Links:

- <http://emaj.pitt.edu/ojs/index.php/emaj/article/view/67>
- <https://www.sciencedirect.com/science/article/pii/S0167487011001930>
- <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1468-5957.1983.tb00456.x>
- <https://www.taylorfrancis.com/books/mono/10.4324/9780203031162/financial-management-jimmcmenamini>

Course Outcomes:

At the end of the course, students would be able to

COC 1	To get acquainted with to measure risk and return and explain the trade-off between risk and return
COC 2	To label various capital structures and its effect on profitability
COC 3	To estimate the project cash flows to distinguish between value-creating and value destroying investments.
COC 4	To determine cash flows and dividend return from an investment.
COC 5	To discover the working capital requirements at various stages of business

Programme	: B.B.A
Year/Semester	: Second Year / Third Semester
Course Title	: Human Resource Management
Course Code	: DCBBA33
Course Credit	: 4

Course Objectives

CO 1: Success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee.

CO 2: Hence the students must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting

CO 3: Therefore, this introductory course on Human Resource Management is designed to introduce the basic concepts, functions and processes of human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations

Block I Human Resource Management Background and Concepts

The Changing Social Context and Emerging Issues - The Concept and Functions of Human Resource Management - Structuring Human Resource Management

Block II Getting Human Resources

Job Analysis and Job Design - Human Resource Planning - Attracting the Talent: Recruitment, Selection, Outsourcing - - Socialization, Mobility and Separation

Block III Performance Management and Potential Assessments

Competency Mapping - Performance Planning and Review - - Potential Appraisal, Assessment Centres and Career and Succession Planning - HR Measurement and Audit

Block IV Human Resource Development

Human Resource Development System – Training - Mentoring and Performance Coaching

Block V Employee Welfare and Reward Management

Laws Covering Wages, Welfare and Benefits - Reward Management

References Books:

1. "Fundamentals of Human Resource Management" by David A. DeCenzo, Stephen P. Robbins, and Susan L. Verhulst
2. "Managing Human Resources" by Luis R. Gomez-Mejia, David B. Balkin, and Robert L. Cardy
3. "Strategic Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold

4. "The Handbook of Human Resource Management" edited by Brian Towers and Duncan Watson
5. "Human Resource Management: Theory and Practice" by John M. Ivancevich and Robert Konopaske
6. "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright

Journals:

1. Omid, A., & Dal Zotto, C. (2022). Socially Responsible Human Resource Management: A Systematic Literature Review and Research Agenda. *Sustainability*, 14(4), 2116.
2. Wood, S. (1999). Human resource management and performance. *International journal of management reviews*, 1(4), 367-413.
2. Omid, A., & Dal Zotto, C. (2022). Socially Responsible Human Resource Management: A Systematic Literature Review and Research Agenda. *Sustainability*, 14(4), 2116.
3. Popescu, C. R. G., & Kyriakopoulos, G. L. (2022). Strategic Human Resource Management in the 21st-Century Organizational Landscape: Human and Intellectual Capital as Drivers for Performance Management. *COVID-19 Pandemic Impact on New Economy Development and Societal Change*, 296-323.
4. Cross, D., & Swart, J. (2022). The (ir) relevance of human resource management in independent work: Challenging assumptions. *Human Resource Management Journal*, 32(1), 232-246.
5. Hamid, Z., Muzamil, M., & Shah, S. A. (2022). Strategic human resource management. In *Research Anthology on Human Resource Practices for the Modern Workforce* (pp. 1- 16). IGI Global.
6. James, A. T., Kumar, G., Tayal, P., Chauhan, A., Wadhawa, C., & Panchal, J. (2022). Analysis of human resource management challenges in implementation of industry 4.0 in Indian automobile industry. *Technological Forecasting and Social Change*, 176, 121483.
7. Kusumawardani, R. P., & Agintiara, M. (2015). Application of fuzzy AHP-TOPSIS method for decision making in human resource manager selection process. *Procedia computer science*, 72, 638-646.
8. Krishnan, S. K., & Singh, M. (2011). Strategic human resource management: A three-stage process model and its influencing factors. *South Asian Journal of Management*, 18(1), 60- 82.
8. Mayrhofer, W., Brewster, C., & Morley, M. (2000). The concept of strategic European human resource management. In *New challenges for European human resource management* (pp. 3-33). Palgrave Macmillan, London.
9. Brewster, C. (2017). The integration of human resource management and corporate strategy. *Policy and practice in European human resource management*, 22-35

Web Links:

- <https://nptel.ac.in/courses/122105020>
- https://onlinecourses.nptel.ac.in/noc20_mq15/preview
- https://onlinecourses.swayam2.ac.in/cec21_mq06/preview
- <http://www.articlesbase.com/training-articles/evolution-of-human-resource-management->
- <http://www.articlesbase.com/training-articles/evolution-of-human-resource-management->
- <http://www.managementparadise.com/forums/human-resourcesmanagement-h-r/1133->
- <http://www.shrmindia.org/strategic-hrm>

Course Outcomes:

After the completion of the course Human Resource Management, the student will be able to

COC 1	Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
COC 2	Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results
COC 3	Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges
COC 4	Evaluate a company's implementation of a performance-based pay system.
COC 5	Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.

Programme	:	BBA
Year/Semester	:	Second Year / Third Semester
Course Title	:	Environmental Studies
Course Code	:	DEVS031
No.of Credit	:	2

Course Objectives

CO 1: To inculcate the importance of environmental pollution preservation of nature and environmental management for human welfare.

CO 2: To make the students to learn about environment and the pollutants.

Block I Introduction of Environmental Studies

Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World Food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

Block II Eco System & Biodiversity

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) Introduction–Definition, genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Block III Environmental Pollution, Human Population and the Environment

Definition, Cause, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management- floods, earthquake, cyclone and landslides. Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Block IV Social issues and the Environment

From Unsustainable to Sustainable development, urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

Block V Green Business Concept and Evolution Of Green Business, Field Work Visit

Green Business Concept and evaluation of Green Business - Field work - Visit to a local area to document environmental asset sriver/forest/grassland/hill/mountain, Visit to a local Polluted site-Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Reference Books:

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520)
2. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
3. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
4. Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002
5. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
6. Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Unity of California Press.
7. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
8. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd. 13. Raven, P.H., Hassenzahl, D.M. & Berg, and L.R. 2012. Environment. 8 the edition. John Wiley & Sons
9. Ricklefs, R. E., & Miller, G.L. 2000. Ecology. W. H. Freeman, New York.

10. Gleick, H., 1993, Water in crisis, Pacific Institute for studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press 473p —published by Springer and the flagship journal of the Association of Environmental Studies and Sciences.

Journals

1. Virender Singh Phogat, Anupam Singhal, Ravi Kant Mittal & Ajit Pratap Singh, The impact of construction of hill roads on the environment, assessed using the multi-criteria approach, International Journal of Environmental Studies, Volume 79, Issue 1, P.no.1- 18, DOI: 10.1080/00207233.2021.1905298, 30th march 2021. <https://doi.org/10.1080/00207233.2021.1905298>.

2. Nicolas Schneider (2022) Population growth, electricity demand and environmental sustainability in Nigeria: insights from a vector auto-regressive approach, International Journal of Environmental Studies, Volume 79, Issue 1, P.no. 149-176, DOI: 10.1080/00207233.2021.1905317, 13th April 2021. <https://doi.org/10.1080/00207233.2021.1905317>

3. Sutee Chowrong, Lertsak Suemram, Bundit Tengjaroenkul, Manop Sriuttha, Isara Patawang & Lamyai Neeratanaphan Chromosomal aberration and genetic differentiation of *Oreochromis niloticus* affected by heavy metals from an iron ore mine area, International Journal of Environmental Studies, DOI: 10.1080/00207233.2022.2050573, 14Mar2022 <https://doi.org/10.1080/00207233.2022.2050573>

Web Links:

- <https://easyengineering.net/ge6351-environmental-science-and>
- <https://learnengineering.in/ge8291-environmental-science-and-engineering>

Course Outcomes:

After the completion of the course environmental studies, the student will be able to

COC 1	Students are able to understand the nature and facts about environment. Understand key concepts from environment studies
COC 2	Students are able to Students find implement scientific, technological, economic solutions to environmental problems. To understand appreciate concepts and methods from renewable and non-renewable sources
COC 3	Students are able to know about the interrelationship between living organisms and environment. Food Chains, and historical context to environmental issues and the links between human and natural systems.
COC 4	Students are able to understand the integrated sand biodiversity, natural resources, pollution control and waste management. Consumers and environmental actors in a complex, inter connected world.
COC 5	To Understand how various financial services like banking services and Insurance Services operate in the Indian context

Programme	: B.B.A
Year/Semester	: Second Year / Fourth Semester
Course Title	: Operations Research
Course Code	: DCBBA41
No.of Credit	: 4

Course Objectives

CO 1: To impart knowledge in concepts and tools of Operations Research.

CO 2: To understand mathematical models used in Operations Research.

CO 3: To apply these techniques constructively to make effective business decisions

CO 4: To understand the concepts of time estimation techniques.

CO 5: To apply these techniques in many real life situations to make a correct decision

Block I Introduction to Operation Research

Introduction: Definition- Scope of OR in Business - Linear Programming Problems – Formulation – Graphical method of solution- Standard form of LPP- Canonical form of LPP- Simplex method.

Block II Transportation and Assignment Problems

Transportation Problems: Introduction-Balanced and Unbalanced Transportation Problems- IBFS for finding North West Corner Rule-Least Cost Method- Vogel's Approximation Method-MODI Method. Assignment Problems: Introduction-Balanced and Unbalanced Assignment Problems-Maximization case in Assignment Problems

Block III Sequencing Problems

Sequencing: Introduction- Processing 'n' jobs on 2 machines-Processing 'n' jobs on 3 machines- Processing 'n' jobs on 'm' machines- 2 jobs with 'm' machines.

Block IV Game Theory

Game Theory: Introduction – Two Person Zero Sum Games –Game with Saddle Point-Game without Saddle Point-Solution of 2x2 games without Saddle Point- Dominance Property-Matrix Oddment Method- Graphical Method for 2xn or mx2 games.

Block V Network Analysis

Network Analysis: Introduction – Basic Terminologies – Construction of Network- Critical Path method (CPM) - PERT- Float Analysis-Total Float-Free Float-Independent Float-Difference between CPM and PERT.

Reference Books:

1. Gupta. P. K, Man Mohan, Kanti Swarup: "Operations Research", Sultan Chand, 2008.
2. Goddard L.S., "Mathematical techniques of Operational Research", Elsevier, 2014.

3. Hamdy Taha, "Operations Research", Pearson Education, 8th Edition, 2009.
4. Kalavathy S, "Operations Research", 2nd Edition, Vikas Publications, 2009.
5. Kanti swaroop, Gupta P. K, Man Mohan, "Operations Research", 14th Edition, Sultan Chand & Sons, 2008.
6. Kapoor V. K.: "Operations Research", Sultan Chand & Sons, 2006
7. Sharma J. K., "Operations Research Theory & Applications", Macmillan India Limited, fifth edition.2013
8. Sundaresan V, Ganapathy K.S, Ganesan K, "Resource Management Techniques", Lakshmi Publications, 2003.

Journals:

1. Frederick Hillier, Gerald J. Lieberman, Bodhibroto Nag, Preetam Basu, "Introduction to Operation Research", McGraw Hill, 11th edition, ISSN: 9354601200, 2021.
2. Gupta P.K., "Operations Research: Problems and Solutions", Laxmi Publications, ISSN: 0230636594, 2009.
3. Raju NVS., "Operations Research: Theory and Practice", BS Publications, ISSN: 9789352301904, 2020.
4. Sharma J.K., "Operations Research: Theory and Applications", Macmillan Publisher, ISSN: 1403-93151, 2019.
5. Dr. Shraddha Mishra, "Solving Transportation Problem by Various Methods and Their Comparison", International Journal of Mathematics Trends and Technology (IJMTT), V-44(4), ISSN: 2231-5373, 2017.
6. Ms. Tahereem Bardi, "A Study on Operations Research and Application of Game Theory", International Journal of Innovative Science and Research Technology, V-2(10), ISSN No:-2456 – 2165, 2017

Web Links:

- <https://www.bbau.ac.in/dept/UIET/EME01%20Operation%20Research.pdf>
- <https://thalis.math.upatras.gr/~tsantas/DownloadFiles/Taha%20%20Operation%20Research%208Ed.pdf>
- <https://epradnya.com/course/operations-research/lessons/simplex-method-for-minimization/>
- <http://ecoursesonline.iasri.res.in/mod/resource/view.php?id=90009>
- <https://ocw.ehu.eus/mod/resource/view.php?id=31111>

Course Outcomes:

After the completion of the course Operations Research, the student will be able to

COC 1	Identify and develop operational research models from the verbal description of the realsystem.
COC 2	Apply mathematical technique to solve the transportation and assignment problems.
COC 3	Analyze report that describes the network model and the solving technique, analyze the results
COC 4	Apply the decision-making processes in sequencing problems
COC 5	Apply the decision-making processes in game theory

Programme	: B.B.A
Year/Semester	: Second Year / Fourth Semester
Course Title	: Research Methodology
Course Code	: DCBBA42
No.of Credit	: 4

Course Objectives

CO-1:The course is to introduce the students to the methods for conducting meaningful inquiry and research.

CO2:It will give an overview of research design, methodology, techniques, format and presentation.

CO3:The syllabus is structured to provide basic knowledge of data management and analysis informed by commonly used statistical methods.

Block I Introduction to Research

Fundamentals Of Research-Meaning Of Research-Scientific Method Of Research-Significance Of Approach-Research Method Vs. Research Methodology-Criteria For Good Research-Research Problem-Selection Of The Problem-Technique Involved In Defining A Problem-Selection Criteria-Process And Steps In Research Problem-Hypothesis Testing-Steps Involved In Hypothesis Testing--Scientific Method Of Formulation Of Hypothesis-Errors In Hypothesis Testing-Limitations Of The Tests Of Hypotheses

Block II Research Design and Scaling

Research Design-Research Method Vs. Research Design-Essentials Of Good Research Design-Scale Classification Bases-Important Scaling Techniques-Scale Construction Techniques-Measurement Techniques-Sources Of Error In Measurement-Technique Of Developing Measurement Tools

Block III Sampling and Data Collection

Sampling-Sample Survey-Some Fundamental Definitions-Criteria For Selecting Sampling Procedure-Sampling Design-Types Of Sampling Design-Random Sample From Infinite Universe-Random Sample From Infinite Universe-Sampling With Probability Proportional To Size-Collection Of Primary Data-Difference Between Questionnaires and Schedules-Secondary Data-Selection Of Appropriate Method For Data Collection-Characteristics

Block IV Data Analysis and Interpretation

Data Collection and Analysis and Interpretation of Data- Main Forms Of Data Collection Responses – Methods Of Data Collection – Analysis Of Data – Types Of Analysis – Statistical Tools And Analysis – Interpretation Of Data – Need And Importance – Technique Of Interpretation

Block V Report Writing

Research Report: Meaning Of Research Report – Steps In Organization Of Research Report – Types Of Report – Significance Of Report Writing – Drafting Of Reports – Contents Of A Report.

Reference Books:

1. Dr. T.N. Srivastava and Mrs. ShailajaRego,:Business Research methods ,Tata Mcgraw Hill. Co Chennai,2nd edition, 2002
2. Alan Bryman and Emmabell, Business Research methods, – Oxford University press. Chennai.,1st edition, 2005
3. R. PanneerSelvam ,Research methodology, phi learning India PVT Ltd., New Delhi,5th edition, 2008 4. Mathukutty M. Monippally and Badrinarayanan Shankar Pawar,Academic writing, A guide for management students and Researchers, 5th edition, 2008
4. Donald H. Mcburney and Theresa,Research methods Indian Edition ,Cengage learning., 2nd edition 2008
5. Zikmund, Babin& Carr: Business Research Method, South-Western, 4th edition, 2007

Journals:

1. "Design Thinking in Business Research: An Approach for Constructing Theory-Driven Conceptual Frameworks" by Carina Lomberg and Margit Malmlose
2. "Statistical Modeling Techniques for Data with High Dimensionality and Limited Sample Sizes" by Karthik Bharath, Arun Kumar Kuchibhotla, and Subramanian Ramanathan
3. "Online Surveys in Marketing Research: A Comprehensive Guide to Design, Execution, and Reporting" by Ravi V. Shanbhag and Utpal M. Dholakia

Web Links:

- <https://uq.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- https://www.academia.edu/35494444/Business_Statistics_Notes_Chapter_1_What_is_statistics

Course Outcomes:

At the end of the course, the student would be able to

COC – 1	Become knowledgeable of the research process and approaches.
COC – 2	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
COC – 3	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
COC – 4	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
COC – 5	Conceptualize the research process
COC– 6	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the Business.

Programme	: B.B.A
Year/Semester	: Second Year / Fourth Semester
Course Title	: Financial Services
Course Code	: DCBBA43
No.of Credit	: 4

Course Objectives

CO 1: This aims to provide a basic knowledge of the financial services market and understand financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.

Block I Indian Financial System and Financial Services

Indian financial system components- meaning of financial markets- financial institutions- financial intermediaries and Financial Services- Types of financial services, its contribution towards economic development

Block II Merchant Banking

Merchant banking – functions of merchant banks – special reference to the role of merchant banks in New Issue management – managing of new issues – Underwriting of shares. Regulations of merchant Bankers

Block III Capital Market

Capital Market, meaning and functions, SEBI – Objectives, functions, powers and role of SEBI in marketing of services and protection of Investors’ interest – Stock exchanges – listing arrangements.

Block IV Fund Based Services

Leasing, concepts & features, types of leasing, leasing & Hire purchase. Factoring, functions of Factor. Personalized banking , ATM, Tele –banking-Banking, Credit & Debit cards.

Block V Insurance

Insurance, principles of Insurance, types of insurance, life, marine, fire, motor, health, pension plan – Laws & Regulations regulating Insurance (IRDA)

Reference Books:

1. Santhanam. B, “Financial Services”, MarghamPublications, Chennai, 5th edition, 2003.
2. Khan. M.Y, “Financial Services”, Tata McGraw Hill Publications. 10th edition,2013
3. S.Gurusamy, “Financial Services”, Tata McGraw Hill Publications 1st edition, 2009.
4. Machiraju, “Indian financial system”, Vikas publishing house 2nd edition 2002.
5. Pathak, Bharati V, “Indian Financial System”, Pearson education. 4th edition, 2011.

Journals:

1. Graham, J., K. Gibson, R. Horvath, and D. Shakow. 1988. Restructuring in US manufacturing: The decline of monopoly capitalism. *Annals of the Association of American Geographers*
2. Green, G. 1988. *Finance Capital and Uneven Development*. Boulder, CO: Westview Press.
3. Gurwitz, A., and J. Rappaport. 1985. Structural change and slower employment growth in the financial services sector. *Federal Reserve Bank of New York Quarterly Reviews* 9(4):39- 45.
4. Hanneman, G. 1987. Teleports: The global outlook. *Satellite Communications*, May, 29-33.
5. Hepworth, M. 1986. The geography of technological change in the information economy. *Regional Studies* 20:407-24.
6. Holly, B. 1987. Regulation, competition, and technology: The restructuring of the US commercial banking system. *Environment and Planning A* 19:633-52.

Web Links:

- <https://www.studocu.com/in/document/apj-abdul-kalam-technological-university/nbfc-micro-finance/financial-services-lecture-notes/23239176>
- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_FSS_Lecture_Notes_Finance_E3.pdf

Course Outcomes:

At the end of this course, students would be able to

COC 1	Students can able to understand the structure of the Indian financial system
COC 2	Understand the key concepts such as financial intermediation and financial markets and instruments
COC 3	To acquire the skills of identifying different market segments.
COC 4	Upon completion of the course students are able to demonstrate a good understanding of fund-based services of financial services.
COC 5	To Understand how various financial services like banking services and Insurance Services operate in the Indian context.

Programme	: B.B.A
Year/Semester	: Second Year / Fourth Semester
Course Title	: Organizational Behaviour
Course Code	: DCBBA44
No.of Credit	: 4

Course Objectives

CO 1: To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.

CO 2: To obtain frameworks and tools to effectively analyse and approach various organizational situations.

CO 3: To understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.

Block I Introduction to Organisational Behaviour

Definition, Need for and Importance of Organizational Behaviour – Nature and Scope – Frame Work – Organizational Behaviour Models.

Block II Organisational Behaviour and Individual Perspective-I

Introduction to Individual Behaviour - Introduction to Learning-Theories of Learning- Personality And Its Theories- Theories Of Personality- Personality Characteristics In Organisations- Perception- Perceptual Process- Frequently Used Shortcuts In Judging Others- Individual Decision-Making And Perceptual Errors

Block III Organisational Behaviour and Individual Perspective-II

Attitudes And Values- Introduction To Attitudes- Characteristics Of Attitudes- Functions Of Attitude- Sources And Types Of Attitudes- Attitude Formation- Motivation- Introduction To Motivation- Motivation Theories- Leadership - Importance Of Leadership

Block IV Group Dynamics

Group Behaviour-Group Behaviour -Group Properties- Communication - Team Building - Conflict Management

Block V Organisational Culture and Change

Organisational Culture-Organisational Change

Reference Books:

1. K. Ashwathappa, Organisational Behaviour, Himalaya Publishing House, 2005
2. Anjali Ghanekar, Organisational Behaviour, Everest Publications, 2001
3. J. Jayashankar – Organisational Behaviour, Margham Publications, 2011

Journals:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. UdaiPareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
3. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata McGraw Hill, 2007.
4. Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007
5. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw, 2013

Web Links:

- <https://onlinelibrary.wiley.com/journal/10991379>
- https://www.iare.ac.in/sites/default/files/IARE_MOB_Lecture%20Notes_0.pdf

Course Outcomes:

At the end of the course, the students would be able to

COC 1	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization
COC 2	Identify the various leadership styles and the role of leaders in a decision-making process.
COC 3	Demonstrate how the organizational behavior can integrate in understanding the motivation behind behavior of people in the organization.
COC 4	Analyse the complexities associated with management of individual and group behavior in the organization.
COC 5	Explain organizational culture and describe its dimensions and discuss the implementation of organizational change

Programme	: B.B.A
Year/Semester	: Second Year / Fourth Semester
Course Title	: Advertising And Sales Promotion
Course Code	: DDBBA41
No .of Credit	: 2

COURSE OBJECTIVES

CO 1: This course covers the elements of advertising and sales promotion in the business environment.

CO 2: Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion,

CO 3: Students should be able to demonstrate an understanding of the concepts covered through application.

Block I Introduction to Advertising

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad Agencies – Selection and remuneration – Advertisement campaigns.

Block II Advertising Types and Budget

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - Related to sales – Media strategy and scheduling

Block III Advertisement Layout, Copy, Design and Appeal

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

Block IV Introduction to Sales Promotion and Techniques

Scope and role of sale promotion – Definition – Objectives of sales promotion -sales promotion techniques – Trade oriented and consumer oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.

Reference Books:

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition,6 thedition,2007.

2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 3rd edition, 2003.

Journals:

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2nd edition, 2001.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 10th edition, 1998.
3. Julian Cummings, Sales Promotion, Kogan Page, London, 4th edition, 1998.
4. E. Betch and Michael, Advertising and Promotion, McGraw Hill, 2nd edition, 2003.
5. Jaishri Jephwaney, Advertising Management, Oxford, 1st edition, 2008.

Web Link

1. <https://www.slideshare.net/mailforyuva/advertising-sales-promotion-20952726>
2. <https://www.slideshare.net/rahulmandal338/advertising-and-sales-promotion-18797984>

Course Outcomes:

At the end of the course, students would be able to

COC 1	Understand the concept of advertising and sales promotion in current marketing environment.
COC 2	Describe advertising and sales promotional appeals and layout
COC 3	Apply the appropriate advertisement media for promotions
COC 4	Test the effectiveness of advertising and sales promotion
COC 5	To discuss the advertising and sales promotion strategies for building brand equity

Programme	: B.B.A
Year/Semester	: Third Year / Fifth Semester
Course Title	: Management Accounting
Course Code	: DCBBA51
No.of Credit	: 4

Course Objectives

CO 1: To accustom students with the objectives and role of Management Accounting in planning, controlling and decision-making.

Block I Introduction

Management Accounting: Nature and Scope, Financial Accounting Vs. Cost Accounting vs. Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accounting in decision making.

Block II Ratio Analysis

Meaning and significance – Classification of ratios –Profitability ratios – Turnover of ratios – Solvency ratios – Advantages and limitations of ratio analysis.

Block III Funds Flow Statement and Cash Flow Analysis

Meaning, advantages & limitations- Computation of fund from operations -Preparation of Funds flow – Computation of Cash from operations and preparation of Cash flow statements – Distinction between funds flow & cash flow statements.

Block IV Marginal Costing

Concept of Budgets and Budgetary Control - Advantages and Limitations of Budgetary Control - Preparation of production , Cash and Flexile Budgets

Block V Budgets and Budgetary Control

Meaning - Marginal cost - Objectives – Advantages –Contribution computation – Profit Volume ratio – Break even chart –Computation of BEP (excluding decision making).

Reference Books:

1. Maheshwari, S.N.; Principles of Management Accounting, Sultan Chand & Sons,2012
2. T.S.Reddy&Y.Hari Prasad Reddy; Management Accounting;Margham publishing House.2000
3. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.2010

Web Links:

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-costaccounting/meaning-of-management-accounting/>
2. <https://www.investopedia.com/terms/m/managerialaccounting.asp>
3. <https://www.slideshare.net/YaminiKahaliya/management-accounting-80325866>

Course Outcomes:

At the end of the course, students would be able to

COC 1	Understand the objectives of management accounting to demonstrate its application in practical life
COC 2	Compute various ratios and interpret the situation of the business on the basis of ratio
COC 3	Solve problem using fund flow and cash flow statements.
COC 4	Demonstrate extremely well in decision making, control and performance evaluation
COC 5	Develop a plan for future on the basis of past and present data and assist the management in more effective planning and control decisions.

Programme	: B.B.A
Year/Semester	: Third Year / Fifth Semester
Course Title	: Industrial Relations
Course Code	: DCBBA52
No. of Credit	: 4

Course Objectives

CO 1: Understanding of the legal framework is important for the efficient decision-making relating to man management and industrial relations.

CO 2: The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues with Latest Case Laws.

Block I Introduction

Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India- ILO in.

Block II Trade Union & Industrial Conflicts

Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers" participation in management.

Block III Labour Welfare

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

Block IV Industrial Safety

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

Block V Welfare of Special Categories of Labour

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour - Social Assistance – Social Security – Implications.

Reference Books:

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House. 2nd edition, 1995
2. L. Natarajan – Human Resource Management Margam Publications, 2nd edition, 1994
3. S.M. Shaw - Human Resource Management Himalaya Publishing House. 4th Edition 2013.

4. K.K. Ahuja Personnel Management and Industrial Relations –, Kalyani Publishers,4th edition, 2004
5. P.C. Ttipathi,Personnel Management and Industrial Relations Sultan Chand& Sons, 2nd edition,1994
6. S.S. Khanka -Human Resource Management Himalaya publishing House,2nd edition, 1995

Journals:

1. "The Role of Management Accounting in the Implementation of Sustainability Strategies" by Luciana A. Hazin Alencar and Alexandre C. O. Lima
2. "Management Accounting and Control in a Digital World" by Mary A. Malina and Julie M. Higgs
3. "The Use of Management Accounting Practices in Public Sector Organizations: A Review of the Literature" by Katarzyna Kuzior
4. "The Role of Management Accounting in Developing Sustainable Business Models: An Exploratory Study" by John Dumay and Pauline Bosson

Web Links:

- <https://www.slideshare.net/rajworship/trade-union-8870861>
- <https://www.slideshare.net/kiran2512/employee-welfare- 27876586>
- <https://blog.ipleaders.in/industrial-disputes/>
- <https://www.osti.gov/servlets/purl/72484>

Course Outcomes:

At the end of the course, students would be able to

COC 1	Understand and explain the main theoretical approaches to the study of employee relations.
COC 2	Identify and analyse the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.
COC 3	Evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labour disputes, negotiation, and employee communication and involvement.
COC 4	Integrate the learned principles so as to make recommendations to organisations to develop effective and ethical employee relations policies and practices.
COC 5	Learn the legal issues relating to labour laws, Industrial disputes

Programme	: B.B.A
Year/Semester	: Third Year / Fifth Semester
Course Title	: Total Quality Management
Course Code	: DCBBA53
No. of Credit	: 4

Course Objectives

CO 1: The objective of this course is to acquaint the students with the basic concept of total quality management is a system that serves to control quality in the critical activities of an organization by bringing together resources, equipment, people and procedures.

CO 2: It uses techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization.

Block I Basic Concepts and Origin of TQM

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

Block II Principles and Philosophies Of Quality Management

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function-Concepts of Quality circle, Japanese 5S principles and 8D methodology. Conceptual Approach to SQC – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement.

Block III Statistical Process Control and process Capability

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement -concepts of process capability.

Block IV Tools and Techniques For quality Management

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE. 135

Block V Quality System Organising and Implementation

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits.

Reference Books:

1. Dale H. Besterfield et al, Total Quality Management, Third edition, Pearson Education, First Indian Reprints 2004.
2. Subburaj, Total Quality Management, Tata McGraw Hill, 3rd edition, 2006.
3. Shridhara Bhat, Total Quality Management, Himalaya Publishing house, 2nd edition, 2006.
4. James R. Evans and William M. Lindsay, "The Management and Control of Quality", First Indian Edition, Cengage Learning, 8th Edition, 2012.
5. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.

Journals:

- Ahire, S. L., Golhar, D. Y. And Waller, M. A., 1996a, Development And Validation Of Tqm Implementation Constructs. Decision Sciences, 27,
- Ahire, S. L., Waller, M. A. And Golhar, D. Y., 1996b, Quality Management In Tqm versus Non-Tqm @Rms: An Empirical Investigation. International Journal Of Quality And Reliability Management, 13,
- Anderson, J. C., Rungtusanatham, M. And Schroeder, R. G., 1994, A Theory Of Quality Management Underlying The Deming Management Method. Academy Of Management Review, 19,
- Anderson, J.C., Rungtusanatham, M., Schroeder, R.G. And Devaraj, S., 1995, A Path Analytic Model Of A Theory Of Quality Management Underlying The Deming Management Method: Preliminary Empirical @Findings. Decision Sciences, 26,.

Web Links:

- https://www.researchgate.net/publication/318654507_Total_Quality_Management_Notes
- <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>

Course Outcomes:

At the end of the course, students would be able to

COC 1	Understand and explain the main theoretical approaches to the study of employee relations.
COC 2	Identify and analyse the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.
COC 3	Evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labour disputes, negotiation, and employee communication and involvement.
COC 4	Integrate the learned principles so as to make recommendations to organisations to develop effective and ethical employee relations policies and practices.
COC 5	Learn the legal issues relating to labour laws, Industrial disputes

Programme	: B.B.A
Year/Semester	: Third Year / Fifth Semester
Course Title	: Consumer Behaviour
Course Code	: DCBBA51
No.of Credit	: 4

Course Objectives

CO 1: This paper is introduced to equip the students to understand the principles and modern trends in the field of consumer behaviour.

CO 2: This paper provides a broad overview of very interesting phenomena, the behaviour of consumers.

Block I Introduction

Definition of Consumer Behaviour, scope, marketing concepts, customer value, customer satisfaction and retention; Market segmentation: meaning of market segmentation, bases for segmentation; Product positioning: meaning and types.

Block II Factors Influencing Consumer Behaviour

Consumer motivation: needs, goals, arousal, applications and evaluation; Consumer perception; Consumer learning: elements and measures of consumer learning theories.

Block III Consumer Attitudes and Communication Process

Attitudes: meaning, attitude formation, strategies of attitude change; Marketing communication: components of communication, communication process, designing and persuasive communication

Block IV Consumer in Their Social and Cultural Settings

Reference Groups: meaning and power of reference group, types of reference groups, family, life-cycle, consumption rules; Social class: nature, social class categories: affluent consumer, middle class, techno class and applications of social class; Culture: influence of consumer behaviour, geographic and regional cultures.

Block V Consumer Decision-Making

Consumer Decision: meaning, levels of consumer decision, views and models of consumer decision making; Consumer Influence and diffusion of innovation: opinion leadership, dynamics of opinion leadership, diffusion of innovation, diffusion process, adoption process and profile of consumer innovator.

Reference Books

1. Foxall, G, & Ronald, G, E., Consumer Psychology for Marketing, International Thomson Business Press, London 12th edition, 1997.

2. Schiffman. L., G. & Kanuk L., Consumer Behaviour, 8th edition, Prentice Hall of India Pvt Ltd, New Delhi, India, 2nd edition. 2004.

Journals:

- Turel, O., & Qahri-Saremi, H. (2016). Understanding users' smartphone security behavior: An empirical study. Internet Research, 26(4), 887-906. <https://doi.org/10.1108/IntR-03-2015-0083>
- Garcia, S., & Rodriguez-Molina, M. A. (2016). The role of emotions in consumer behavior: A review of the literature and implications for marketers. The Marketing Review, 16(3), 289-307. <https://doi.org/10.1362/146934716X14611993300077>

Web Links:

- <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-typessegmentation/>
- <https://www.business2community.com/consumer-marketing/consumer-behaviorunderstanding-the-psychology-behind-consumption-02361716>
- <https://www.slideshare.net/SwatiSood4/consumer-behaviour-16366816>
- <https://www.slideshare.net/kawtherAli4/consumer-behaviour-62295814>

Course Outcomes:

At the end of the course, students would be able to

COC 1	To identify the major influences in consumer behaviour
COC 2	To distinguish between different consumer behaviour influences and their relationships
COC 3	To establish the relevance of consumer behaviour theories and concepts to marketing decisions
COC 4	To implement appropriate combinations of theories and concepts
COC 5	To express most appropriate techniques to apply market solutions

Programme	: B.B.A
Year/Semester	: Third Year / Fifth Semester
Course Title	: Consumer Affairs
Course Code	: DGBBA51
No.of Credit	: 2

Course Objectives

CO 1: This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.

CO 2: It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.

Block I Conceptual Framework

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Consumer buying process, Consumer Satisfaction / dissatisfaction – Grievances – complaint, Consumer Complaining Behavior: Alternatives available to Dissatisfied Consumers, Complaint Handling Process: ISO 10000 suite.

Block II The Consumer Protection Law in India

Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice and restrictive trade practice. Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Block III Grievance Redressal Mechanism under the Indian Consumer Protection Law

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Block IV Contemporary Issues in Consumer Affairs

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and

energy ratings. Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Reference Books:

1. Khanna, Sri Ram, SavitaHanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs, Universities Press, 3rd edition, 2007
2. Choudhary, Ram Naresh Prasad, Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd, 2nd edition,2005.
3. G. Ganesan and M. Sumathy, Globalisation and Consumerism: Issues and Challenges, Regal Publications,5th edition, 2012
4. Suresh Misra and SapnaChadah, Consumer Protection in India: Issues and Concerns, IIPA, New Delhi, 3rd edition, 2012.

Journals:

1. Moraes, C., Carrigan, M., & Szmigin, I. (2012). Exploring the ethical consumer gap between green intentions and purchase behavior. Journal of Business Ethics, 116(1), 1-16. <https://doi.org/10.1007/s10551-012-1429-7>
2. Alexander, N., & Lichtenstein, D. R. (2008). Consumer affairs: The link between consumer culture and the environment. Journal of Public Policy & Marketing, 27(2), 147-157. <https://doi.org/10.1509/jppm.27.2.147>

Web Links:

- <https://egazette.nic.in/WriteReadData/2019/210422.pdf>
- <https://www.indialegallive.com/special-story/rights-of-consumer-and-the-redressalsystem/>

Course outcomes:

At the end of the course, students would be able to

COC 1	To understand the concepts of consumer affairs
COC 2	To analyses the consumer protection act and its procedures.
COC 3	To analyses the consumer protection act and its procedures.
COC 4	Students can analyses the role of consumer protection act in India.
COC 5	Students can understand the contemporary issues in consumer affairs including the role of BIS, ISO and other issues.

Programme	: B.B.A
Year/Semester	: Third Year / Sixth Semester
Course Title	: Business Taxation
Course Code	: DCBBA61
No. of Credit	: 4

Course Objectives

CO 1: To impart the concept of both direct and indirect taxes that is related to business activities.

CO 2: To make them understand the canons and objectives of tax and make them aware of Goods and Services tax act in a concise manner and to give them peep into tax audit

Block I Introduction to Business Taxation

Definition-Objectives of taxation – canons of taxation – tax system in India – Direct and Indirect taxes – Meaning and types.

Block II Income Tax Act 1961

Income tax Act of 1961- Basic concepts and definitions – Income ,assessee, person, previous year, assessment year, Gross total income. Meaning of Permanent Account Number, Return of Income, TDS, Advance tax, rates of taxation, assessment procedure

Block III Central/ State Goods and Service Tax (CGST/ SGST)

Important terms and definitions under Central Goods and Service tax Act, 2017 and State Goods and Service Tax Act, 2017- Meaning and scope of levy, supply and Collection of tax. Registration under CGST/SGST Act – Input tax credit. Filing of returns – Payment of tax including payment of tax on reverse charge basis.

Block IV Integrated Goods and Service Tax (IGST)

IGST- Scope of IGST, Important terms and definitions under IGST – Levy and collection of IGST Act, 2017- - Principles determining the place supply of goods and services – Zero rated Supply.

Block V Tax Audit

An overview of Tax audit – Tax incentives and Export promotions, deductions & exemptions

Reference Books:

1. Business Taxation – T.S Reddy & Y. Hariprasad Reddy-merghem publishing-8 th edition-2012
2. Business Taxation – Senthil&Senthil-himalayan books,1st edition, 2010

Journals:

- Sikka, P., & Hampton, M. P. (2005). The role of accountancy firms in tax avoidance: Some evidence and issues. *Accounting, Organizations and Society*, 30(7-8), 685-703. <https://doi.org/10.1016/j.aos.2004.09.005>
- Whitten, D., & Greenberg, E. (2017). The impact of tax reform on small business: Evidence from the 1986 Tax Reform Act. *Journal of Accounting and Public Policy*, 36(1), 1-19. <https://doi.org/10.1016/j.jaccpubpol.2016.09.003>

Web Links:

- https://www.iilsindia.com/study-material/130743_1585893404.pdf
- <https://cleartax.in/s/income-tax-basics-for-beginners>
- <https://www.slideshare.net/parasmehra1991/gst-registration-in-india>.
- <https://www.slideshare.net/DrSoheliGhoseBanerje/goods-and-service-taxconcept-of-cgst-sgst-and-igst-by-dr-soheli-ghose>

Course Outcomes:

At the end of the course, the students would be able to

COC – 1	To explain an overview of the Indian taxation system
COC – 2	To describe an overview of the basic principles of income tax act
COC – 3	To demonstrate the knowledge of Central and State Goods and Service Tax Act.
COC – 4	To summarise with a general idea about Integrated Goods and Service Tax Act
COC – 5	To identify the Tax Audit concepts

Programme	: B.B.A
Year/Semester	: Third Year / Sixth Semester
Course Title	: Digital Marketing
Course Code	: DCBBA62
No. of Credit	: 4

Course Objectives

CO 1: The emerging powers of internet and related technologies have changed the Market place in the world, by making transactions quick, economical and convenient.

CO 2: The course aims at enabling students with the techniques that can be used for marketing in the digital/internet world

Block I Marketing in the Digital Era

Introduction to E-Marketing, Challenges Faced by Organizations, The Online Marketing Mix, Segmentation and Targeting in Virtual World, Issues of Online Marketing

Block II Consumer in the Digital Era

The Online Consumer, The Digital Ecosystem, Marketing in a Virtual World, The Potential of Digital Marketing, Types Of Online Behaviour, Database Marketing, CRM in a Web 2.0 World, CRM Processes and Technology, Types of CRM (Operational, Collaborative and analytical), Sales Force Automation, Customer Service & Support, Customer Value Management

Block III Business Drivers in the Virtual World

Concept and Tools of Web 2.0, Introduction to Social Media, Models of Social Media, Social Media Analytics, Social Media Tools, Viral Marketing, Social Curation, E-Enterprises, Online Branding, The Digital Brand ecosystem, Establishing Online Brand Identity

Block IV Web Business Models

Introduction to Web Business Models, Web Chain of Events and Analysis, Customer Life Time Value, Pricing in Virtual World, Introduction to E-commerce, Online Distribution and Procurement, New Intermediaries, Payment Service Providers.

Block V Online Tools for Marketing

Consumer engagement and its Importance, Driving Consumer engagement, Engagement Marketing through Content Management, Measurement of Consumer Engagement, Concept of Online Campaign Management, Campaign Management using Corporate Blogs, Measuring Campaign effectiveness.

Reference Books:

1. Vandana Ahuja, Digital Marketing, Oxford University Press Essential Reading / Recommended Reading, 3rd edition, 2015
2. Dave Chaffey and Ellis Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Publications, 5th edition, 2019.
3. Zimmerman Jan, Sahlin Doug. . Social media marketing, All-in-one for dummies, Wiley India, 4th edition, 2008.
4. Teixeira, J. . Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer, Wiley India, 2nd edition, 2010
5. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page. 3rd edition, 2014.

Journals:

1. Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
2. Kalyanaraman, Y., & Sundar, S. S. (2006). The psychological appeal of personalized content in web portals: Does customization affect attitudes and behavior? Journal of Communication, 56(1), 110-132. <https://doi.org/10.1111/j.1460-2466.2006.tb02011.x>

Web Link:

- <https://www.slideshare.net/ChandraShekharJoshi21/ppt-on-digital-marketing72559714>
- <https://www.slideshare.net/SellamiMaria/digital-marketing-75506678>

Course Outcomes

At the end of the course, the students would be able to

COC – 1	To enumerate an overall view of the Digital marketing space
COC – 2	To develop competency in students to develop Marketing Strategy using various tools available to manage consumers and content on the internet
COC– 3	To demonstrate the significance of innovation in business.
COC – 4	To interpret digital space of any business as a mechanism to communicate with customers.
COC – 5	To learn about the digital marketing platforms

Programme	: B.B.A
Year/Semester	: Third Year / Sixth Semester
Course Title	: Production and Operations Management
Course Code	: DCBBA63
No. of Credit	: 4

Course Objectives

CO 1: To understand the production and operation function and familiarize students with the technique for planning and control.

CO 2: To impart knowledge about purchasing, storing and distributing and enable to connect their experience with corporate business. Students can gain the skills needed to make production systems more efficient

Block I Introduction to Production Management

Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Types of layout-Layout Planning.

Block II Production Planning and Control

Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning – Control charts.

Block III Introduction to Operations Management

Definition of Operations Management: An Outline of Operations Strategy- Factors Affecting Operations Management-Objectives of Operations Management- Functions and Scope of Operations Management-Planning- Organizing- Controlling- Manufacturing and Non-Manufacturing Operations and their Classifications- Operations Planning and Control

Block IV Supply Chain Management

Definitions of Supply Chain Management (SCM)- Evolution-Nature- Concept and Relevance of SCM- Functions and Contributions of Supply Chain Management- Objectives of SCM- Value Chain: Supply Alliances-Purchasing-Logistics-Warehousing-Information Technology in Supply Chain-E-Commerce-Electronic Data Interchange (EDI), Data Warehousing (DW)- Radio Frequency Identification (RFID)

Block V Inventory Management

Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis.

Reference Books:

1. P Saravanel and S Sumathi "Production and materials Management", Margham Publications, 4th edition, 2013
2. Mahadevan B, "Operations Management Theory & Practice", Pearson Education, New Delhi, 2nd Edition, 2010

3. Heizer Jay and Render Barry, Production & Operations Management, Pearson Education, 2nd edition 2013.
4. Paneerselvam.R "Production and operations Management. R. B. Khanna. Prentice Hall India Pvt., Limited, 2nd edition 2004
5. Mahadevan, "Operations Management-Theory and Practice,Pearson India, 3rd edition, 2015. 131

Journals:

1. Chen, Y., & Xie, J. (2011). Coordination mechanisms of supply chain systems. European Journal of Operational Research, 213(2), 321-332. <https://doi.org/10.1016/j.ejor.2011.03.016>
2. Zhang, Y., & Wang, Y. (2018). Improving production and operations management through Internet of Things: A conceptual framework. Journal of Cleaner Production, 172, 2472-2483. <https://doi.org/10.1016/j.jclepro.2017.11.090>

Web Links:

- <https://mymbaguide.com/notes-on-production-planning-and-control>.
- <https://ocw.mit.edu/courses/sloan-school-of-management/15-760a-operationsmanagement-spring-2002/lecture-notes/>
- <https://www.slideshare.net/gadekar1986/supply-chain-management-12816039>
- <https://www.slideshare.net/KuldeepUttam/inventory-management-27668547>

Course Outcomes:

At the end of the course, the students would be able to

COC – 1	To apply analytical models, frameworks, tools and techniques relevant to production management
COC – 2	To evaluate the production management strategy
COC – 3	To describe the importance of operations management function in an organization, and how it can help in integrating various plans and reduce the material related costs
COC – 4	To investigate management issues in sales forecasting, qualitative techniques and distribution
COC – 5	To develop a master production schedule and, by using materials requirements planning (MRP), determine material needs and order release dates

Programme	: B.B.A
Year/Semester	: Third Year / Sixth Semester
Course Title	: Disasters Management
Course Code	: DGBBA61
No . of Credit	: 2

Course Objectives

CO 1: To provide basic conceptual understanding of disasters and its relationships with development.

CO 2: To gain understand approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.

CO 3: To understand Medical and Psycho-Social Response to Disasters.

CO 4: To prevent and control Public Health consequences of Disasters

CO 5: To enhance awareness of Disaster Risk Management institutional processes in India

Block I Introduction to Disasters

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).

Block II Disasters: Classification Causes, Impacts

(Including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change.

Block III Approaches to Disasters Risk Reduction

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders.

Block IV Inter-Relationship between Disasters And Development

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources. Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

Reference Books:

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 5th edition,2000.

2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge, 1997.
4. Coppola P Damon, Introduction to International Disaster Management, Bullock &Haddow LLC, Third edition,2007.
5. Carter, Nick, Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines, 1st edition, 1991.

Journals:

1. Alexander, D. E. (2013). Resilience and disaster risk reduction: An etymological journey. *Natural Hazards and Earth System Sciences*, 13(11), 2707-2716. <https://doi.org/10.5194/nhess-13-2707-2013>
2. Sharifi, A., & Yamagata, Y. (2016). On the suitability of assessment tools for guiding communities towards disaster resilience. *International Journal of Disaster Risk Reduction*, 19, 255-265. <https://doi.org/10.1016/j.ijdr.2016.09.004>

Web Links:

- <https://www.emdat.be/classification>
- <http://www.odpm.gov.tt/node162>

Course Outcomes:

At the end of the course, the students would be able to

COC – 1	Students can understand the concepts of Disaster management and its impact.
COC – 2	Students can analyse the Disaster management causes, types and its changes.
COC – 3	To approach and learn the concepts of approaches to disaster management risk reductions.
COC – 4	To describe the inter-relationship between disaster and developments concepts
COC – 5	To improve the knowledge relevant of disaster risk management in India and to understand the components of disaster reliefs.

Programme	: B.B.A
Year/Semester	: Third Year / Sixth Semester
Course Title	: Entrepreneurship Development
Course Code	: DGBBA61
No. of Credit	: 4

Course Objectives

CO 1: To develop and strengthen entrepreneurial quality and motivation in students.

CO 2: To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

CO 3: To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

Block I Entrepreneurship

Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs – Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

Block II Business

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business –Market Survey and Research–Techno Economic Feasibility Assessment

Block III Business Plan Preparations

Sources of product for business – Pre-feasibility study – Criteria for selection of product– Ownership – Capital – Budgeting project profile preparation – Matching entrepreneur with the project – Feasibility report preparation and evaluation criteria.

Block IV Support to Entrepreneurs

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

Block V Entrepreneurship Development Programme

Meaning, Objectives–Phases of EDP– steps in EDP–Strategies for Entrepreneurship development– Institutions in aid of Entrepreneurship Development Programme–Use of IT enabled services in entrepreneurship - E Licensing, E filing.

Reference Books:

1. Sharma, "Entrepreneurship Development", PHI LEARNING PVT LTD, (2017)
2. Abhinav Ganpule&Aditya Dhobale, "Entrepreneurship Development", Kindle Edition, Jatayu Publication; 1 edition ,2018.

3. Sangeeta Sharma, "Entrepreneurship Development", 10th Edition, Kindle Edition PHI Learning, 2018

Journals:

1. Baik, Y. J., & Lee, H. Y. (2020). Entrepreneurship education and entrepreneurial intention: The moderating effect of perceived behavioral control. *Journal of Business Research*, 112, 89-97. <https://doi.org/10.1016/j.jbusres.2019.11.008>
2. Grichnik, D., Brinckmann, J., & Singh, L. (2014). Beyond the inventor stereotype: The role of expertise in the entrepreneurial process. *Journal of Business Venturing*, 29(2), 297-312. <https://doi.org/10.1016/j.jbusvent.2013.02.004>

Web Link:

- <http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/>
- <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>

Course Outcomes:

At the end of the course, a student will be able to

COC – 1	Understand the concept of Entrepreneurship
COC – 2	Identify, create and analyze entrepreneurial opportunities.
COC – 3	Assess techno economic feasibility of a Business Plan
COC – 4	Create Business Plans
COC – 5	State various statutory institutions involved in the process of Entrepreneurship development