

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005
B.B.A COURSE STRUCTURE UNDER CBCS SYSTEM
(For the candidates admitted from the year 2016-17 onwards)

BACHELOR OF BUSINESS ADMINISTRATION

Programme OUTCOMES

- 1) To impart high quality education in all spheres of management studies without compromising on the quality and code of ethics.
- 2) To facilitate the students to pursue (Such as MBA, CA, CMA, ACS, etc) with core competences and skill.
- 3) To produce patriotic citizens with focus on the global sustainable development.
- 4) To follow high level of professionalism blended with knowledge, expertise and skill of the students in personal and business life.
- 5) To assess the socio, political, economic and ethical factors influence the organization.
- 6) To make management education accessible to students from less privilege so cutting across caste, region, religion and gender.

Programme Specific OUTCOMES

- 1) To enable the graduates to be successful in their career they choose of their choice.
- 2) To deeply analyze and evaluate problems and to give constructive solutions in the modern business environment.
- 3) To development team building and leadership skills.
- 4) To inculcate the art of LSRW to writing become an excellent communicator.
- 5) To practice the Information Technology and ITES for solving real time business challenges.
- 6) To create a conducive learning environment that facilitates all round personality development of students.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR – 639 005
B.B.A COURSE STRUCTURE UNDER CBCS SYSTEM
(For the candidates admitted from the year 2016-17 onwards)

SEMESTER	COURSE	SUBJECT TITLE	SUBJECT CODE	INSTR. HOURS WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
							INT	ESE	
I	LC- I Tamil	Tamil – I	U16L1T1	6	3	3	25	75	100
	ELC- I English	English – I	U16L1E1	6	3	3	25	75	100
	Core Course –I	Principles of Accountancy	U16BA1C1	6	5	3	25	75	100
	Core Course-II	Principles of Management	U16BA1C2	5	4	3	25	75	100
	First Allied Course-I	Managerial Economics	U16BA1A1	5	3	3	25	75	100
	Value Education	Value Education	U16VE1	2	2	3	25	75	100
					30	20			
II	LC- II Tamil	Tamil – II	U16L2T2	6	3	3	25	75	100
	ELC- II English	English – II	U16L2E2	6	3	3	25	75	100
	Core Course – III	Business Communication	U16BA2C3	6	5	3	25	75	100
	First Allied Course-II	Organizational Behavior	U16BA2A2	5	4	3	25	75	100
	First Allied Course-III	Statistics For Decision Making	U16BA2A3	5	3	3	25	75	100
	Environmental Studies	Environmental Studies	U16ES2	2	2	3	25	75	100
					30	20			
III	LC – III Tamil	Tamil- III	U16L3T3	6	3	3	25	75	100
	ELC- III English	English –III	U16L3E3	6	3	3	25	75	100
	Core Course – IV	Marketing Management	U16BA3C4	6	5	3	25	75	100
	Core Course –V	Financial Management	U16BA3C5	5	4	3	25	75	100
	Second Allied Course – I	Business Law	U16BA3A4	5	3	3	25	75	100
	Non Core Elective – I	Comprehensive study in Indian Economy	U16EC3N1	2	2	3	25	75	100
					30	20			
IV	LC – IV Tamil	Tamil- IV	U16L4T4	6	3	3	25	75	100
	ELC – IV English	English – IV	U16L4E4	6	3	3	25	75	100
	Core Course – VI	Production and Materials Management	U16BA4C6	5	5	3	25	75	100
	Second Allied Course – II	Customer Relationship Management	U16BA4A5	5	4	3	25	75	100
	Second Allied Course – III	Retail Management	U16BA4A6	4	3	3	25	75	100
	Non Core Elective – II	Practical Commerce	U16BA4S1P	2	2	3	25	75	100
	Skill Based Elective – I	Economics for Competitive Examinations	U16EC4N2	2	4	3	25	75	100
				30	24				700
V	Core Course – VII	Management Accounting	U16BA5C7	5	5	3	25	75	100
	Core Course – VIII	Entrepreneurial Development	U16BA5C8	5	4	3	25	75	100
	Core Course – IX	Operations Research	U16BA5C9	4	3	3	25	75	100
	Core Course – X	Services Marketing	U16BA5C10	6	4	3	25	75	100
	Elective Course - I	Human Resource Management	U16BA5E1	4	4	3	25	75	100
	Skill Based Elective II	Marketing Research	U16BA5S2	2	4	3	25	75	100
	Skill Based Elective III	Industrial Analysis – Project Report	U16BA5S3	2	4	3	25	75	100
	SSD –I	Soft Skills Development	U16SSD3	2	2	3	25	75	100
				30	30				800
VI	Core Course – XI	Strategic Management	U16BA6C11	6	5	3	25	75	100
	Core Course – XII	Principles and Practice of Insurance	U16BA6C12	6	5	3	25	75	100
	Core Course – XIII	Management Information System	U16BA6C13	6	5	3	25	75	100
	Elective Course II	Investment Management	U16BA6E2	5	5	3	25	75	100
	Elective Course III	Promotion Management	U16BA6E3	6	4	3	25	75	100
	Extension Activities	Gender Education	U16EA4	1	1	3	25	75	100
		Extension Activity	-	-	1	-	-	-	-
				30	26				600
TOTAL				180	140				3900

CHAIRMAN
BOARD OF STUDIES IN BUSINESS ADMINISTRATION

CONTROLLER OF EXAMINATIONS

Sl. No.:

Subject Code:

U16BA1C1

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA – I SEMESTER – CORE COURSE - I
(For the candidates admitted from the year 2016-2017 onwards)

PRINCIPLES OF ACCOUNTANCY

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To understand different accounting concepts, conventions and the rules governing the accounting transactions.
- 2) To prepare financial statements and analyze them with the help of various tools and techniques of accountancy.
- 3) To prepare various income statements, classified balance sheets, and statements of retained earnings.
- 4) To know and apply organizational internal control components.
- 5) To use Generally Accepted Accounting Principles (GAAP) to record common business transactions involving merchandise inventory, cash, and accounts receivable transactions.

UNIT- I Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems.

UNIT- II Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books - Trial Balance - Rectification of Errors –Bank Reconciliation Statement.

UNIT-III Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT-IV Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT-V Single Entry System of Book Keeping – Statement of Affairs and Conversion Method.

Text Book:

Title	Author	Publisher
Principles of Accountancy	Jain and Narang	Kalyani Publishers.

Reference Book:

Sl.No.	Title	Author	Publisher
1.	Modern Accountancy	Mukerjee and Haneef	Tata McGraw Hill
2.	Advanced Accountancy	Shukla and Grewal	S. Chand & Sons
3.	Principles of Accountancy	Dastan L. Cecil	Learn Tech.
4.	Advanced Accountancy	Arulnandam	Himalaya Publications

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) :: KARUR-05

BBA – I SEMESTER – CORE COURSE - II
(For the candidates admitted from the year 2016-2017 onwards)
PRINCIPLES OF MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able:

1. To understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management.
2. To understand realistic and practical applications of management concepts.
3. To compare and contrast different types, roles and styles of managers across organizations.
4. To understand the complexities associated with management of human resource, technology and environment in the organizations and integrate the learning in handling these complexities.
5. To analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

COURSE OUTCOMES

UNIT- I Management – Concept – Nature – Management as a Science, an Art and Profession – Process – Levels of Management – Contributions of management thinkers- F.W. Taylor – Henry Fayol and Elton mayo Management.

UNIT- II Planning – Concept – Process – Types of Plans – Objectives, Policies, Procedures, Rules, Strategies, Programmes and Budgets-Decision making.

UNIT-III Organizing – Concept –Principles– Elements of Organization process – Types of organization – Delegation – Departmentation – Centralization – Decentralization.

UNIT-IV Staffing – Concept – Functions – Process – Selection – Recruitment – Training – Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing.

UNIT-V Co-ordination – Controlling – Concept – Need and Importance – Process – Characteristics of an ideal control system-Traditional and Modern methods of control.

Text Book:

Title	Author	Publisher
Management Concepts	Sharma	Kalyani

Reference Book:

Title	Author
Business Management	Dinkar Pagare.
Principles of Management	CB Memoria
Principles of Management	LM Prasad
Business Management	Gupta
Principles of management	Koontz o donnel

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., - I SEMESTER – FIRST ALLIED COURSE - I

(For the candidates admitted from the year 2016-2017 onwards)

MANAGERIAL ECONOMICS

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To understand the basic concepts of managerial economics.
- 2) To develop an understanding of role and function of managers.
- 3) To understand the economic goals of the firms and optimal decision making
- 4) To know Basic concepts of Demand, Supply and Equilibrium and their determinants.
- 5) To understand the concepts, importance and applications of different forecasting techniques.

UNIT- I Utility of Economics in Business Management and Industrial Administration. Important Concepts. Analysis of Demand and Supply – Law of Diminishing Marginal Utility – Concepts of Consumer Surplus – Elasticity of Demand – Indifference Curve Analysis. Return to Scale, Importance of Increasing Returns in Industrial Activity – Concepts of Cost – Concepts of Elasticity of Supply – Forces Governing the Supply of Factors of Production.

UNIT- II Theory of Firm –Productivity- Cobb-Douglas – CES Model Problems of Price Fixation – Role of Supply and Demand.

UNIT-III Concept of Normal Profit – Sales Maximization Principles – Monopoly – Monopolistic Competition – Perfect Competition – Imperfect Competition – Oligopoly.

UNIT-IV National Income – Circular Flow of Income – Measurement – Difficulties in the Measurement.

UNIT-V Functions of Money – Theories of Money Supply – Role of Commercial Banks – RBI – Methods of Credit Control – Monetary and Fiscal.

Text Book:

Title	Author
Micro Economics	M.L. Seth

Reference Book:

Title	Author
Managerial Economics Analysis	P.L. Mehta
Managerial Economics	Mote, Paul, Gupta
Managerial Economics	R.L. Varshney & K.L. Maheswari
The Indian Economy	Ishwar C. Dhingra
Managerial Economics	Joel Dean

Sl. No.:

Subject Code:

U16BA2C3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05**B.B.A - II SEMESTER – CORE COURSE - III**

(For the candidates admitted from the year 2016-2017 onwards)

BUSINESS COMMUNICATION**COURSE OUTCOMES**

On the completion of this course, learners will be able:

- 1) To understand communication process and barriers to communication.
- 2) To develop skills for Verbal and Non-verbal communication.
- 3) To have the ability to give Effective Presentations.
- 4) To develop the art of facing Interviews.
- 5) To evaluate personal communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement.
- 6) To design organizational communication that effectively uses presentations, reports, and mass communication.

UNIT- I Communication: Process - Significance - Objectives – Principles - Types of Communication -Media of Communication - Barriers to Communication

UNIT- II Business Communication through letters: Essentials of an effective Business Letter – Structure and layout – Enquiries & Replies – Offers and Quotations – Claims — Complaint & adjustments – Collection letters – Sales letters

UNIT-III Bank Correspondence – Various requests, Correspondence of company secretary: Conduct of Meetings – Notice - Preparation of Agenda – Preparation of Minutes

UNIT-IV Report writing: Forms and Types of Reports – Essentials – Structure Oral Communication: Speeches – Group Discussions -Telephonic conversations -Presentations and effective use of audio-visual aids

UNIT-V Internet and Telecom Technology: Business uses – Different modes of online communication – E-mail correspondence – Modern Telecom services

Text Book:

Title	Author	Publisher
Business Communication	Rajendra Pal* J S Korlahalli	Sultan Chand & Sons

Reference:

Sl.No.	Title	Author	Publisher
1.	Managerial Communication	Varinder Kumar and Bodh Raj	Kalyani Publishers 2010
2.	Business Communication	Ramesh MS & CC Pattanshetti	R. Chand & Co, New Delhi

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA – II SEMESTER – FIRST ALLIED COURSE - II

(For the candidates admitted from the year 2016-2017 onwards)

ORGANISATIONAL BEHAVIOUR

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- 2) To describe the general history of management theory and practice and frame how organizational behavior has developed from these into a discreet field.
- 3) To understand the complexity of diversity in the workplace.
- 4) To describe how the modern workplace can both homogenize/conform behavior, and encourage individuality and personal expression.
- 5) To describe how theories and concepts around work–life balance affect notions of workplace stress management.

UNIT- I The Concept of Organizational Behaviour – Nature of Man – Nature of Organization – Models of Organizational Behaviour – S.O.B.C. Model – Organizational Behaviour and Human Relations.

UNIT- II Individual Behaviour – Perception –Attitudes –Learning- Personality – Determinants of personality –Types of personality .

UNIT-III Group Dynamics – Groups at Work – Formal and Informal Groups – Group Cohesiveness – Group Pressure and Norms – Individual Group Goals.

UNIT-IV Leadership – Characteristics – Leadership Continuum – Styles of Leadership – Manager as a Leader – Theories of Leadership – Conference Leadership – Power and Authority.

UNIT-V Morale and Motivation –Maslow’s Need theory- Herzberg’s Two- Factor Theory of Motivation – Management of change in Organization.

Text Book:

Title	Author	Publisher
Organisational Behaviour	L.M.Prasad	Sultan Chand and Sons

Reference Book:

Title	Author	Publisher
Organizational Behaviour	M. Gangadhar Rao and others	Konark Pub Pvt Ltd.
Human Behaviour at Work	Keith Davis	TMH.

Sl. No.:

Subject Code:

U16BA2A3

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA– II SEMESTER – FIRST ALLIED COURSE - III

(For the candidates admitted from the year 2016-2017 onwards)

STATISTICS FOR DECISION MAKING

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To formulate complete, concise, and correct mathematical proofs.
- 2) To understand statistical testing and their applications.
- 3) To frame problems using multiple mathematical and statistical representations of relevant structures and relationships and solve using standard techniques.
- 4) To create quantitative models to solve real world problems in appropriate contexts.
- 5) To effectively use professional level technology tools to support the study of mathematics and statistics.

UNIT- I Introduction –tabulation and classification –diagrams and graphs, measure of Central Tendency –arithmetic mean, Median, Mode, Geometric Mean – harmonic mean.

UNIT- II Measures of Dispersion –range –quartiles –deciles –Percentiles –quartile deviation –mean deviation –standard deviation –Co-efficient of variation.

UNIT-III Measurement of Skewness Karl person & Bowley methods –correlation – simple rank–co-efficient of concurrent deviation.

UNIT-IV Regression analysis –simple regression –equations –x on y –Y on X –Time series analysis –Components –fitting a straight line by method of least square –moving average.

UNIT-V Index numbers –weighted and un weighted –price Index numbers –types –tests in index numbers –time and factor reversol test -cost of living index number – aggregate method – family budget method.
(Problem 75% Theory 25%)

Text Book

1. Business Statistics by PA. Navanitham M.Sc., M.Phil. Jai Publications, Tiruchy 2.
 2. Elements of Practical Statistics by S.K. Kappor –Oxford and IBHP Publishing Company, New Delhi.
 3. Statistical Methods by S.P. Gupta –Chand & Sons 4. Business Statistics by Prof. Navaneetham –Anand Publishers
 5. Business Statistics by G.V. Shenoy, U.K. Srivastava and S.C. Sharma –Wiley eastern limited
- (Can be handled by members of commerce Dept. of Statistics)

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA– III SEMESTER – CORE COURSE - IV

(For the candidates admitted from the year 2016-2017 onwards)

MARKETING MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.
- 2) To identify the role and significance of various elements of marketing mix.
- 3) To understand the current marketing concepts in global environment and its relevance.
- 4) To understand the tools used by marketing managers in decision situations
- 5) To demonstrate effective understanding of relevant functional areas of marketing management and its application.

UNIT- I Market and Marketing: Types of market –Marketing concepts – Functions of marketing – Marketing management – Objectives – Importance of marketing management – Marketing Environment – Micro and Macro environment.

UNIT- II Market Segmentation: Criteria of effective segmentation – Benefits of segmentation – Bases for marketing segmentation
Buyer Behavior: Factors influencing consumer behavior – Buyer motives

UNIT-III Marketing Mix - Product: Product planning and development – product mix – new product development – product life cycle
Pricing – meaning – influencing factors – objectives – pricing methods

UNIT-IV Marketing channels: Meaning and definition – need and importance – classification – Types of Intermediaries – Agent middlemen – Merchant middlemen – Wholesalers – functions – Retailers – Functions of Retailers – Physical distribution – Elements of physical distribution (logistics).

UNIT-V Promotion mix: Personal selling - meaning – process – Advertising – objectives – types – Sales promotion – objectives – sales promotion methods – publicity and public relation – meaning.

Text Book:

Title	Author	Publisher
Marketing Management	S. P. Bansal	Kalyani Publishers

Reference Book:

Title	Author	Publisher
Marketing Management	Philip Kotler	Prentice Hall, New Delhi
Fundamentals of Marketing	William J. Stanton	
Marketing Management	Marvin A. Jolson	

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– III SEMESTER – CORE COURSE - V

(For the candidates admitted from the year 2016-2017 onwards)

FINANCIAL MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To assess the working capital needs of the firm.
- 2) To focus on various decision of the firm like investment, financing and dividend.
- 3) To apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate
- 4) To analyze the complexities associated with management of cost of funds in the capital Structure
- 5) To demonstrate how risk is assessed.

UNIT- I Financial Management: Meaning and Scope of Finance Functions, Goals: Profit Maximization and Wealth Maximization -Organization of Finance Function.

UNIT- II Capitalisation – over capitalization- Under capitalization- Capital Structure Planning –Meaning and Scope–Approaches:Net Income Approach–Net Operating Income Approach MM Approach –Arbitrage Process –Traditional Approach –Indifference Point.

UNIT- III Capital Budgeting–Concept and Importance –Capital Budgeting Appraisal Methods: Pay Back Method –Discounted Cash Flow Method: NPV Method, Excess Present Value Index and IRR Method -Return on Investment Method.

UNIT- IV Cost of Capital –Concept, Importance -Classification: Cost of Debt – Cost of Equity –Cost of Retained Earnings–Weighted Average Cost of Capital.

UNIT- V Leverages –Meaning and Significance – Types: Operating, Financial and Combined Leverages–Dividend Theories and Dividend Policies – Forms of Dividend.

(Theory only)

Text book recommended:

Title	Author	Publisher
Elements of Financial Management	S.N. Maheswari	Sultan Chand <input type="text"/> Sons.

Reference:

Sl.No.	Title	Author	Publisher
1.	Fundamentals of Financial Management	Prasanna Chandra Khan	
2.	Theory and Problems of Financial Management	& Jain	
3.	Financial Management	I.M.Pandey	Vikash Publishing House Pvt. Ltd.

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– III SEMESTER – SECOND ALLIED COURSE - I

(For the candidates admitted from the year 2016-2017 onwards)

BUSINESS LAW

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- 1) To raise his over-all interest in laws prevalent in the country relevant to his job.
- 2) To become aware of legal aspects of business.
- 3) To appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context
- 4) To identify the fundamental legal principles behind contractual agreements.
- 5) To acquire problem solving techniques and to be able to present coherent, concise legal argument.

UNIT- I Introduction – Definition – Scope and Growth of Merchantile law – Sources of merchantile Law – Nature and kinds of contracts – Offer and acceptance – consideration – contractual capacity – consent – Void agreements – contingent contracts.

UNIT- II Performance of Contract – Quasi contract – Discharge of Contracts – Remedies for Breach of contract.

UNIT-III Contract of Agency, contract of Bailment and pledge.

UNIT-IV The Sale of Goods Act – conditions and warranties - performance of contract - rights of an unpaid seller.

UNIT-V The Indian partnership Act – creation of partnership, Types of partnership, rights and duties of partners and dissolution of partnership.

Text Book:

Title	Author	Publisher
Business Law	R.S. N. Pillai and Bagawathi	S. Chand & Sons 2008

Reference Book:

Sl.No.	Title	Author	Publisher
1.	Business Law	N.D. Kapoor	S. Chand & Sons
2.	Commercial law	Chawla and Garg	Kalyani Publishers
3.	Merchantile Law	M.C. Slukla	S. Chand & Sons
4.	Merchantile Law	M.C. Kuchal	Vikas Publishing House

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA – III SEMESTER – NON CORE ELECTIVE - I

(For the candidates admitted from the year 2016-2017 onwards)

COMPREHENSIVE STUDY IN INDIAN ECONOMY

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To develop ideas of the basic characteristics of Indian economy, its potential on natural resources.
- 2) To understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.
- 3) To grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.
- 4) To understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

UNIT I

Subject matter of economics – basic problems in economics – distinction between micro and macro economics – utility of the study of economics – law of demand and supply – equilibrium – factors determining – elasticity (concept only) – law of valuable returns and returns to scale – (Statement and equilibrium only)

UNIT II

Cost and revenue – (concepts only) – price determination under perfect, monopoly and monopolistic competition (concepts and equilibrium only) – concepts and measurement of national income – its importance – business cycle – its feature and phases – measures to reduce the evil effect inflation – effects – anti inflationary measures

UNIT III

Types of money – function of money – monetary standards – types, merits and demerits – of note issue – currency principle, banking principle – methods of note issue – India's present currency system – monetary policy objectives – its weapons and limitations.

UNIT IV

Nature of public finance – distinction between public finance and private finance – sources of revenue – public expenditure and public dept – fiscal policy objective instruments and limitations

UNIT V

Features of Indian economy – India's national income – concept, importance and limitation – contribution of different sectors to national income – population and economic development, unemployment problem and its measures to solve – agricultural development causes for low productivity – slow growth of industries in India - causes and remedies composition and direction of foreign trade in India role of economic planning - its achievement and failure in India

References:

1. Indian economy – K. Puri and SK Misra
2. Indian economy – Dr.Ratha
3. Indian economy – K.K. Deweth.
4. Indian economy – Dult and Sundaram
5. Micro economics – R. Shasikumar
6. Managerial economics – s.Sankaran
7. Monetary economics – T.T. Seth
8. Fiscal economics – S. Sankaran.

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – IV SEMESTER –CORE COURSE - VI

(For the candidates admitted from the year 2016-2017 onwards)

PRODUCTION AND MATERIALS MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To understand ever growing importance of Production and Operations management in uncertain business environment.
- 2) To gain an in-depth understanding about resource utilization of an organization.
- 3) To develop skills to operate competitively in the current business scenario.
- 4) To identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- 5) To analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments

UNIT- I An overall view of production management– factors influencing plant location plant layout – different types of layouts and their suitability. Production Planning and Control–Planning – routing – Scheduling – Dispatching

UNIT- II Work study – Work standardization – work measurement Techniques –work simplification - Method study – Motion study - Time study.

UNIT-III Quality control and inspection – TQM – Steps – six sigma Implementation – Barriers to TQM.

UNIT-IV Materials management –Meaning – importance –approaches – advantages and disadvantages – purchase management – functions – principles –organisation- safety stock and re-order level.

UNIT-V Inventory Management - Inventory Management, material handling- Inventory control Technique ABC Analysis, VED analysis and FSN analysis.

Note : 100% Theory Only

Text Book:

Title	Author	Publisher
Production and Materials management	Saravanavel Sumathi	Margham Publishers

Reference Book:

Title	Author
Modern production Operation management	E.S.Buffa
Production and Operation management	raymond r. mayor
Production management	keith lockyeer.
Production inventory system	buffs & miller.

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

B.B.A., – IV SEMESTER – SECOND ALLIED COURSE - II

(For the candidates admitted from the year 2016-2017 onwards)

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To Formulate and assess strategic, operational and tactical CRM decisions.
- 2) To understand the ways of firms can create and enhance the sources of value to the customer through value explorations and CRM value proposition
- 3) To understand the strategic framework of CRM An understanding of CRM strategies in Sales, Marketing and Customer Support and familiarize with different CRM technology solutions.
- 4) To acquire the impact of CRM on customer experience, satisfaction and loyalty.
- 5) To develop an understanding of recent developments in CRM usage in the social media.

UNIT- I Introduction to Customer Relationship Management: Difference between traditional marketing and Relationship Marketing – Scope for Customer Relationship Management - Types of Customer Relationship Marketing and Programmes – CRM Satisfaction Survey - Process model of Relationship Marketing — leaky bucket theory – Relationship Portfolio – Ladder – Relationship Life Cycle – Customer acquisition and Retention.

UNIT- II CRM business transformation process: Planning for transformation – CRM business cycle E-CRM: Different levels of E-CRM– CRM - Internet challenges – Effect of internet – Data Warehousing - benefits of Data Warehousing – Data mining Relationship Marketing Goals – Customer segmentation in relationship marketing.

UNIT-III Customer loyalty: Defining loyalty advantages - frame work of customer loyalty – stages of customer loyalty – classification of customers with reference to loyalty – types of customer loyalty – types of customer behavior – features of successful loyalty scheme Relationship Drivers: Risk, Salience and emotion, trust and commitment perceived need for closeness and customer satisfaction.

UNIT-IV CRM implementation: Implementing relationship marketing programs: Strategy, Structure, Systems, Shared values, Staff, Skill and Styles – Causes for failure

UNIT-V Monitoring and control of relationship – Different approaches to monitoring and control – Measures of relationship success satisfaction – Service Quality Models – SERVQUAL – SERVPERF – relationship return – measuring financial performance – Service Recovery, Call Centre: Objectives of Call Centre – Call Centre Features – Call Centre Planning

Text book:

Customer Relationship Management – Dr. Sheela Rani (Margam Publication).

Reference Books

1. CRM, Paul Green Berg – Tata Mc Graw Hill, 2002
2. Marketing Management – Philip Kotler, Prentice Hall, 2005
3. Retail Management – A Strategic Approach, Barry Berman and Joel R Evans – Prentice Hall of India, Tenth Edition, 2006

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

B.B.A., – IV SEMESTER – SECOND ALLIED COURSE - III

(For the candidates admitted from the year 2016-2017 onwards)

RETAIL MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.
- 2) To critically analyse and summarise market information to assess the retailing environment and formulate effective retail strategies.
- 3) To learn how to procure, display and maintain merchandise to meet daily business requirements.
- 4) To understand visual merchandising and its effect on store layout and design.
- 5) To know information systems, and customer retention programs; how retailer's communicate with their customers.

UNIT - I Retailing: Introduction – Meaning and definition of retailing – Elements of retailing – Types of retailing – Factors responsible for retailing in India – Meaning of Retailing management – future of retail in India.

UNIT - II Retailers: Meaning – Types of Retailers – Functions of Retailers – Classification of Retail Institutions – Classification on the Basis of ownership – Partnerships – Classification based on the Strategy.

UNIT - III Retail locations: Deciding a retail location – Shopping centres – types of shopping centres – Successful location and Retail strategy – Sources of information.

UNIT - IV Store layout and design – Factors considered for layout and design – Types of store layouts – Store design and Retailing Image mix – The space mix – Ways to turn-off Customers.

UNIT - V Retail Internationalization: Globalisation and Challenges to India – Impact of Globalisation on Indian Retailing – Plans of Key Players in India – Five Important Things for Retailing Growth in India – The Retail Sector in India – Current Indian Retail Landscape – Major Challenges for Retailers/Marketers.

Text Book:

Title	Author	Publisher
Retail Management	Dr. R.K. Jain	VAYU Education of India
Retail Environment	R. Rajesh & T.Sivagnanasithi	Kalyani Publishers

Reference Books:

Retail Management, Gourav Ghosal, Edition 2007.

Retailing Management, Michael Levy, Barton A.Weitz & Ajay Pandit, 8th Edition 2012.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – IV SEMESTER – SKILL BASED ELECTIVE - I

(For the candidates admitted from the year 2016-2017 onwards)

PRACTICAL COMMERCE

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To provide students to fill the business transaction forms.
- 2) To prepare student to apply reasoning informed by the contextual knowledge to Commerce practice.
- 3) To prepare students to work as part of teams on multi-disciplinary data.

UNIT- I 1. Preparation of invoice, receipts, voucher, delivery, challan, entry pass and Gate pass, debit and credit notes.

2. Preparation of transaction from the receipts, vouchers, credit notes and debit notes.
3. Preparation of application for shares and allotment letter for share transfer forms from the secretary.

UNIT- II 1. Drawing, endorsing and crossing of cheques - filling up of pay in slips demand draft application and preparation of demand drafts.

2. Making entries in the passbook and filling up of account opening forms for SB account, Current account and FDR's preparation of FDR's.
3. Drawing and endorsing of bills of exchange and promissory notes.

UNIT- III 1. Filling up of application forms for admission to co-operative societies. Filling up loan application forms and deposit challan.

2. Filling up Jewel loan application form, procedure for releasing of jewelers in jewel loan and repayment.

UNIT- IV 1. Preparation of agenda and minutes of meetings-both general body and board of directors.

2. Using bin card and inventories.
3. Using cost sheets.

UNIT- V 1. Filling up of an application form for a LIC policy, filling up of the premium form sending premium notice and filling up the challan for remittance receipt for the premium. The procedure for settling account while the insured is alive or dead.

2. Preparation of audit programmes.
3. Preparation of audit report and the replies to audit objections.
4. Preparation of an advertisement copy, collection of advertisement in dailies and journal, critically evaluating the advertisement copy.
5. Filling up income-tax returns and application for permanent account number.

Note:

Students may be requested to collect original or Xerox copies of the document and affix them on the record note books after filling up. Drawing of the document should be insisted. Distribution of marks: Practical :75% and Record :25%

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS): KARUR-05

BBA– IV SEMESTER – NON CORE ELECTIVE - II

(For the candidates admitted from the year 2016-2017 onwards)

ECONOMICS FOR COMPETITIVE EXAMINATIONS (ELEMENTARY TREATMENT ONLY)

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To explain core economic terms, theories and concepts.
- 2) To identify the macroeconomic indicators and measure their changes.
- 3) To demonstrate awareness of domestic and international institutions and assessing their roles in shaping economies.
- 4) To apply economic theories to contemporary social issues so as to analyze and formulate policies

Unit I Economic Development

Features of an under developed economy – Distinction between economic development and economic growth – indicators of economics development – human Development Indices – Need for man power planning.

Unit II Major problems in India economy

Population explosion – causes for the rapid increase in the Indian population – its adverse effects on economic development – population policy – Poverty and Unemployment problems – causes and remedies – importance of infrastructure – communication, power irrigation and other social infrastructure like education and primary health.

Unit III Agriculture

Contribution to economic development – Green Revolution, land reforms – sources of far credit – food problem and public distribution system.

Unit IV Industry

Role of industries in economic development – concepts of micro, small, medum enterprises (MSME) – Industrial policy since 1991 – Private vs. public sector – industrial reforms.

Unit V Planning

Planning in India – strategy on Indian Planning – target achievement and failures (sector wise) – external value of Rupee Foreign Exchange regulations – Functions of IMF, IBRD and WTO – New economic Policy – LPG.

References

1. Micro Economics
2. Macro Economics
3. Monetary Economics
4. International Economics
5. Indian Economy – V.K. Puri and SK. Mosa
6. Indian Economy – Dr Radha

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – CORE COURSE – VII

(For the candidates admitted from the year 2016-2017 onwards)

MANAGEMENT ACCOUNTING

COURSE OUTCOMES

On the completion of this course, learners will be able:

1. To apply management accounting and its objectives in facilitating decision making.
2. To analyze implications of cost in managerial decisions.
3. To analyze cost-volume-profit techniques to determine optimal managerial decisions.

Calculate various accounting ratios, reports and relevant data.

UNIT- I Definition – Nature – Scope – Objectives – Merits – Limitations – Differences between Management Accounting and Financial Accounting

UNIT- II Financial Statement analysis – Comparative statements – Common size statements – trend percentages – ratio analysis – types.

UNIT- III Fund flow statement – Cash flow statement – Forecasting of working capital requirements.

UNIT- IV Marginal Costing – CVP analysis – Break even analysis – Managerial applications.

UNIT- V Budget and Budgetary control – Production, Production cost, raw material cost, sales, cash, flexible budgets, standard costing – Material and labour variance only – overhead.

(PROBLEM – 60%; THEORY 40%)

Text book recommended:

Title	Author	Publisher
Principles of Management Accounting	S.N. Maheswari	Sultan Chand <input type="text"/> Sons.

Reference:

Sl.No.	Title	Author	Publisher
1.	Theory and Problem of Management Accounting	Khan & Jain	TMH
2.	Management Accounting	Higorani & Ramanathan	S. Chand & Sons.
3.	Management Accounting	R. Ramachandran & R. Srinivasan	

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., - V SEMESTER – CORE COURSE - VIII
(For the candidates admitted from the year 2016-2017 onwards)

ENTREPRENEURIAL DEVELOPMENT

COURSE OUTCOMES
On the completion of this course, learners will be able:
1) To become aware of entrepreneurship opportunities available in the society for the entrepreneur.
2) To acquaint them with the challenges faced by the entrepreneur.
3) To develop the motivation to enhance entrepreneurial competency.
4) To understand the entrepreneurial process analyzes new concept/product/service ideas as an entrepreneur.
5) To understand the role of government in promoting entrepreneurship.

UNIT- I Concept of Entrepreneurship – Entrepreneur and Entrepreneurship: Meaning – Definition – Characteristics - Functions of Entrepreneurs – Classifications of Entrepreneurs – Factors influencing Entrepreneur.

UNIT- II Institutional Finance to Entrepreneurs – Commercial Banks – DIC – SIDOS – SISIS – Khadi and Village Industries Commission – All India financial Institutions – IDBI - IFCI – UTI – LIC –GIC – SFCS – SIDBI – Industrial Investment Bank of India.

UNIT-III Business Idea Generation Techniques – Identification of Business Opportunities – Market Feasibility.

UNIT-IV Financial and Economic Feasibility – Technical and Locational Feasibility – Manager and Legal Feasibilities – Project Appraisal – Project Report.

UNIT-V Entrepreneurial Development Programme – Role of Entrepreneur in Economic Development – Small Entrepreneurs – Tiny and Cottage entrepreneurs.

Text Books Recommended:

Title	Author	Publisher
Entrepreneurial Development	Dr. Radha	Prasanna Publishers

Reference Books:

Title	Author	Publisher
Entrepreneurial Development	N.P. Srinivasan	
Entrepreneurial Development	R. Arora & S. K.	Kalyani Publishers
Entrepreneurial Development	S. S. Khanka	S. Chand & Co.,

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – CORE COURSE - IX

(For the candidates admitted from the year 2016-2017 onwards)

OPERATIONS RESEARCH

COURSE OUTCOMES

On the completion of this course, learners will be able:

- 1) To understand mathematical and computational modeling of real decision making problems.
- 2) To solve formulated mathematical models of business problems through the application of optimization technique.
- 3) To make the managerial decisions in the situations of uncertainty and risk.
- 4) To develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management

UNIT- I Scientific method – O.R. Models and model building - Resource allocation – Linear programming – Graphical Method – Simple Problems Only (Duality in linear programming problem excluded) .

UNIT- II Transportation and Assignment Models - Sequential decision making – Sequencing Problems.

UNIT- III Inventory Management – deterministic and elementary stochastic models.

UNIT- IV Network analysis- construction of network – time and critical path calculation- PERT and CPM methods.

UNIT- V Replacement Decisions- replacement of item deteriorates with time (disregard the money value)

Text book recommended:

Title	Author	Publisher
Operation Research	Vijay K. Gupta & Others	Kalyani Publishers.

Reference:

Sl.No.	Title	Author
1.	Operation Research	Hamdy A. Taha
2.	Operation Research Problems and Solutions	V.K. Kapoor
3.	Operation Research	Gupta & Others

Sl. No.:

Subject Code:

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – CORE COURSE - X

(For the candidates admitted from the year 2016-2017 onwards)

SERVICES MARKETING

COURSE OUTCOMES

On the completion of this course, learners will be able:

1. To identify the major elements needed to improve the marketing of services
2. To appraise the nature and development of a services marketing strategy
3. To understand the selling concepts and theories within various sales situations.
4. To identify and demonstrate the dynamic nature of environment in which sales decisions are taken for different sales strategies.
5. To understand the various sales functions like Budgeting, sales quota, sales territories and sales forecasting.

UNIT - I Services Marketing: Introduction – Services – Concept – Goods and Services: A Comparative Analysis – Salient Features of Marketing Services – Significance of Services Marketing – Service Characteristics.

UNIT - II Service Marketing Mix – The Service Product – New Service Development – Pricing for Services – Service Design and Service Delivery – Promoting Services.

UNIT - III Bank Marketing: Introduction – Users of Banking Services – Market Segmentation – Importance of Segmentation to the Banking – Organizations – Criteria for Banking Segmentation – Marketing Mix for the Banking Services.

UNIT - IV Tourism Marketing: Introduction – Tourism – Concept – Users of Tourism Services – Market Segmentation for Tourism – Formulation of Marketing Mix for the Tourism Organization – Tourism Marketing in Indian Perspective.

UNIT - V Entertainment Services – Hospital Marketing – Telecommunication Services.

Text book recommended:

Title	Author	Publisher
Services Marketing	S.M. Jha	HPH
Services Marketing and Management	B. Balaji	S.Chand & Co. Ltd.

Reference Books:	Author
Services Marketing	M.Y.Khan
Marketing of Services	Cowell
Services Marketing	Christopher Lovelock.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS):: KARUR-05

BBA – V SEMESTER – ELECTIVE COURSE - I

(For the candidates admitted from the year 2016-2017 onwards)

HUMAN RESOURCE MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able to:

1. Apply key course concepts to actual HRM problems in organizations.
2. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
3. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
4. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
5. Conduct research, produce reports and recommended changes in human resources practices.

UNIT- I Introduction – Meaning and Definition of Human Resources – Evolution of the management of Human Resources – Objectives – Scope and Significance of Human Resources – Future trends and challenges of HRM Studies in Indian scenario.

UNIT- II Human Resource Planning – Definition and Meaning – Importance – Objectives – Components and the process of Human Resource Planning. Human Resource Planning in India.

UNIT-III Recruitment and Selection – Sources of Manpower supply – Methods and Techniques of Recruitment – Indian perspective on Recruitment. The Selection and Placement Processes.

UNIT-IV Training and Development – Definition and significance -Training Policy – Principles and Methods – Performance Appraisal: Nature, Significance and Methods of Performance Appraisal.

UNIT-V Wages and Salary Administration: Essentials of a Wage and Salary Administration – Issues in Indian Wage Policy – Methods of Wage Fixation in India – Nature and Role of Incentives – Perspectives on Incentives in India.

Text book recommended:

Title	Author	Publisher
Human resource management	L.M .Prasad	Sultand Chand.

Reference Books:

Title	Author	Publisher
Personnel Management	Memoria	Himalaya Publishing House.
Personnel Management	Fillippo	Mc Graw Hill
Personnel Management	Monappa	Mc Graw Hill
Personnel Management	P.C. Tripathi.	Kalyani Publishing

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05
B.B.A., – V SEMESTER – SKILL BASED ELECTIVE - II
(For the candidates admitted from the year 2016-2017 onwards)

MARKETING RESEARCH

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- 1) Analyze customer requirement, measure service quality and design and deliver better service.
- 2) Understand how to manage different service organizations.
- 3) Understand the marketing research industry.
- 4) Develop skills required by the researcher and understand different
- 5) Explore different approaches of Marketing research
- 6) Exploit Marketing Research data for management decision making

UNIT – I Definition of Marketing Research – Nature and Scope –Marketing Research process.

UNIT – II Research Design – Types of Research Design – Exploratory, Descriptive and Experimental Research Design.

UNIT – III Data collection – Primary data – Secondary data – Methods – Survey method – Questionnaire and Interview Schedule – Interview technique – observation method.

UNIT – IV Sampling Methods – Probability Sampling – Non Probability Sampling.

UNIT –V Product Research – Advertising Research, – Preparation of Research Report.

TEXT BOOK

1. D.D. Sharma Marketing Research

REFERENCE BOOKS

1. Boyd and Westfall - Marketing Research
2. Mc.Gown - Marketing Research
3. Green Paul and Full - Marketing Research

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – V SEMESTER – SKILL BASED ELECTIVE - III

(For the candidates admitted from the year 2016-2017 onwards)

INDUSTRIAL ANALYSIS – PROJECT REPORT

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- 1) Develop a thorough understanding of the chosen subject area.
- 2) Demonstrate the ability to collate and critically assess/interpret data.
- 3) Develop an ability to effectively communicate knowledge in a scientific manner.
- 4) Acquaint students with basic aspects of an Enterprise.
- 5) Provide recommendations based on research findings.

INDUSTRIAL ANALYSIS – PROJECT REPORT

- I. The students are expected to perform a practical analysis of any two companies to enable them to acquaint with Situation Analysis, Comparative Analysis and SWOT Analysis.
- II. Students may choose any two companies of their own interest for analysing.
- III. The required data for analysis may be collected through any means and sources.
- IV. The performed analysis should be submitted in the form of a report in not less than 25 type written pages.
- V. Industrial analysis and report shall be prepared by the students under the supervision of any of the faculty member of the department.
- VI. Candidates should produce a certificate from the respective guide for the analysis done.
- VII. Industrial analysis report must contain the following:
 - Cover page
 - Copy of certificate
 - Profile of the companies
 - Situation analysis /Comparative analysis /SWOT analysis.
 - Observations and findings if any.
- VIII. Practical viva –voce examination will be conducted with internal & external examiners at the end of the semester for successful completion.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – CORE COURSE - XI

(For the candidates admitted from the year 2016-2017 onwards)

STRATEGIC MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- 1) Understand growing importance of strategies in uncertain business environment.
- 2) Gain an in-depth understanding of business environment.
- 3) Appreciate the unique challenges faced by firms in competitive environment.
- 4) Develop skills to deal with ever changing business situations.
- 5) Expose students to various perspectives and concepts in the field of Strategic.

UNIT- I Strategy – Concept, Importance, Limitations – Strategic Management – Conceptual frame work for strategic management – Definition –Mission, Vision – Objectives- Strategic planning process – Approaches

UNIT- II Environmental Analysis: External Analysis – External Factor Analysis, Industry Analysis – Michael Porters Five forces Model - ETOP, Internal Analysis – Internal Factors Analysis - Value Chain Analysis, Competitive advantages

UNIT- III Strategy Formulation and Analysis: Situational analysis - SWOT analysis – SFAS – TOWS Matrix, Portfolio analysis - BCG Matrix - GE Matrix

UNIT- IV Strategic Alternatives – Corporate level strategies - Business level strategies - Functional level strategies, Strategic choice: Approaches & Techniques

UNIT- V Strategy Implementation: Essential Elements - McKinsey’s 7s framework
Strategic control and Evaluation – Steps – Techniques - Balanced Score Card

Text book recommended:

Title	Author	Publisher
Strategic Management	Dr. M. Jayaratnam	HPH

Reference:

Title	Author	Publisher
Strategic Planning	V.S. Ramaswamy S.Namakumari	Macmillan
Business Policy	Varinder Kumar	Kalyani

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – CORE COURSE - XII

(For the candidates admitted from the year 2016-2017 onwards)

PRINCIPLES AND PRACTICE OF INSURANCE

COURSE OUTCOMES

On the completion of this course, learners will be able to:

1. Compare various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view.
2. Identify and categories the various risks faced by an organization & individuals.
3. Learn about various terminology used in insurance.
4. Know the difference between Life & Non –Life insurance Products. Able to understand the various policies of Insurance

UNIT- I Nature and scope of Risk Management – Methods of handling Risks – Types of Risk- Functions of insurance Nature of Insurance Business – Classification of Insurance. Privatization of Insurance Business in India - Insurance Regulatory and Development Authority (IRDA).

UNIT- II Life Insurance – Classification of life insurance Policies – Assignment of life policies – Life Insurance corporation of India (LIC) General Insurance Business and Role of GIC – Role of Development officer – Role of Insurance Agents.

UNIT- III Nature of Fire insurance contract – Types of Fire policies – Fire insurance claims – Miscellaneous Insurance – National Agricultural Insurance Schemes.

UNIT- IV Nature of Marine Insurance contract – Kinds of marine insurance policies – Important clauses in Marine policy – Marine Losses and Abandonments.

UNIT- V Motor Vehicle insurance – Health Insurance – Cattle and public Liability insurance- Burglary insurance –Crop insurance.

Text book recommended:

Title	Author	Publisher
Principles and Practice of Insurance	Dr. P. Periasamy	Himalaya Publishing House.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – CORE COURSE - XIII

(For the candidates admitted from the year 2016-2017 onwards)

MANAGEMENT INFORMATION SYSTEM

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- 1) Have the knowledge of the different types of management information systems and
- 2) Be aware of the ethical, social, and security issues of information systems and understand the role of information systems in organizations, the strategic management processes, and the implications for the management.
- 3) Understand the basic concepts and technologies used in the field of management information systems.
- 4) Understand the processes of developing and implementing information systems.
- 5) Understand about the importance of managing organisational change associated with information systems implementation.

UNIT - I Managerial overview of Information System – Introduction to Information System – Characteristics of Information – Process of converting data into information – Information system and organisation Structure – Challenges – Application in Managerial decision Making.

UNIT - II Technical Foundations of Information System – Computer Hardware – Components of a computer – Computer software – Programming Languages – Systems software and Applications software.

UNIT - III Business Applications of information system – Decision support system and Transaction processing system.

UNIT - IV Maintenance Information – System Analysis and Decision: Methodology and Implications – Tools for information system development.

UNIT - V Managerial Implementation – Strategic Information System- Managing Information Resources – Computer Scanning.

Text book recommended:

Title	Author	Publisher
MIS	P.Mohan	HPH

Reference Books:

Reference Books:	Author	Publisher
MIS	James A.O'Brien	TMH
MIS	Gorden B. Davis	TMH

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

BBA – VI SEMESTER – ELECTIVE COURSE - II

(For the candidates admitted from the year 2016-2017 onwards)

INVESTMENT MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- 1) Identify roles of financial intermediaries within financial markets.
- 2) Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
- 3) Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
- 4) Describe the various types of risk and its management.

UNIT - I Concept of investment - important - alternate forms of investment - LIC schemes - bank deposits - government securities - mutual fund schemes- post office schemes - provident fund- company deposits

UNIT - II Investment in shares and debentures - comparison with other forms of investment - primary market: role of NIM mechanics of floating new issues secondary market: function - mechanics of security trading – OTCEI -NSE futures & options.

UNIT - III Risk – kinds - measures of risk - returns. Valuation of securities - valuation of bonds - valuation preference and equality shares.

UNIT - IV Security analysis - fundamental analysis: economic, industry and company analysis - technical analysis: Dow Theory - types of shares - important share patterns.

UNIT - V Efficient Market theory. Random Walk Theory - weak form - semi strong form .Portfolio Analysis: Markowitz theory - optimum portfolio.

Text book recommended:

Title	Author
Investment Management	Preeti Singh

Reference Books:	Author
Investment Management	Bhalla GS
Investment Management	Francis
Stock Market Analysis	Dr. Avadhani

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR-05

B.B.A., – VI SEMESTER – ELECTIVE COURSE– III

(For the candidates admitted from 2016-2017 onwards)

PROMOTION MANAGEMENT

COURSE OUTCOMES

On the completion of this course, learners will be able to:

- (1) Understand the advertising and promotional techniques through the analysis of market situations.
- (2) Develop creative solutions through applying relevant advertising and marketing principles.
- (3) Understand how the role of the manager impacts the success of an advertising industry.
- (4) Take decisions and plan, develop, execute and control marketing promotional strategies
- (5) Attainment of organizational promotional goals.

UNIT - I Promotion – Promotion Mix – Personal Selling – Salesmanship – Qualities of Sales Force – Personal Selling Process – Types of Personal Selling

UNIT - II Sales Promotion – Objectives – Significance – Forms of Sales Promotion – Sales Force Promotion – Sales Promotion Programmes – Sales Promotion Strategy

UNIT - III Advertising – Nature – Scope – Types – Importance of Advertising - Objectives – Advertising Budget – Procedure – Steps – The Factors Influencing the Size of the Advertising Budget – The Methods of Establishing the Advertising Appropriations.

UNIT - IV The Advertising Copy – Objectives – Approach to Copy Writing – Types of Advertising Copy – Components of Advertising Copy – Head Line – Sub-Headlines – Body of the copy – Illustration – Slogan – Logo or Logo Type – Identification Marks.

UNIT - V Advertising Media – Media of Advertising – Indoor – Outdoor – Direct – Display Media – Relative Merits and Demerits –Public Relations and Publicity – Public Relation Messages and Vehicles.

Text book recommended:

Title	Author	Publisher
Sales Promotion and Advertising	M.N.Mishra	HPH
Advertising	C.N.Sontakki	Kalyani Publishers
Advertising and Salesmanship Publications	P.Saravanel & S.Sumathi	Margham

Reference Books:

Advertising Management, Rajeev Badra, David A. Aaker and John G. Myers, 5th Edition 1995.

Advertising Management, Frank Jefkins, Pearson Publication.

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