

GOVERNMENT ARTS COLLEGE (Autonomous),

KARUR - 639 005

Course structure under CBCS system

UNDERGRADUATE COURSES

ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION

Department of Business Administration was established during 2004-05. It is a three year Under-Graduate programme for students who wish to pursue their education in management. The courses will enable the students to emerge as leading administrators and Business man. . It helps the student to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems. The faculty members adopt lecture method and LCD presentations as teaching methodologies in the department. The students are provided with innovative and application oriented assignments which will be beneficial for their career. The students of the department opt for M.B.A, M.COM, MHRM, MSW, MIB, CA etc., programme after completing their under graduation or may take up entrepreneurship as their profession. Some of the students also join jobs after their under graduation.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

VISION

It is our vision to persuade every mind in this temple of learning to tirelessly seek the truth to face the challenges of the times and honestly participate in the establishment of universal peace, progress and love.

MISSION

It is our mission to create in everyone an honest searching mind to be ready for value-based creative citizenship for regional, national and global peace and progress.

DEPARTMENT OF BUSINESS ADMINISTRATION

VISION

- Providing value based education with a universal outlook on business and social ethics.

MISSION

- To develop academic competence, managerial skills, leadership and entrepreneurial spirit among young students with a high wisdom of discipline and social relevance. To provide a peaceful supportive environment through an effective teaching-learning system and make our learners globally competitive.

What is Credit system?

Weightage to a course is given in relation to the hours assigned for the course. The following Table shows the correlation between credits and hours. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of **140 (+4)** credits as mentioned in the table below. The total number of minimum courses offered by a department is given in the course pattern.

UNDER GRADUATE COURSE PATTERN (2021 ONWARDS)

PART	SEMESTER	SPECIFICATION	NO. OF COURSES	HOURS	CREDITS	TOTAL CREDITS
I	I - IV	Part I	4	22	12	24
II	I - IV	Part II	4	22	12	
III	I - VI	Core courses Theory	13	71	59	92
	I - IV	Allied Course	6	29	20	
	V - VI	Elective Course	3	15	13	
IV	I	Value Education	3	6	6	22 + (4)
	II	Environmental Studies				
	V	Soft Skills Development				
	I	Value Added Course (CLP)	2	4	(2)	
	III	Extra Credit Course Massive Open Online Course (MOOC)	1	-	(2)	
	III - IV	Non Core Elective	2	4	4	
	V	Skill Based Elective - Theory	1	2	4	
	IV	Skill Based Elective - Practical	1	2	4	
V	Skill Based Elective - Project Work	1	2	4		
V	VI	Gender Education	1	-	1	2
		Extension Activities	1	1	1	
TOTAL				180	140 + (4)	140 + (4)

Course Pattern

The Undergraduate degree course consists of five vital components. They are as follows:

Part - I: Language (Tamil)

Part - II: General English

Part - III: Core Course (Theory) Allied, Core Electives)

Part - IV: Value Education, Value Added Course, Extra Credit Course, Environmental Studies, Non Core Elective and Soft Skills Development.

Part - V: Gender Education and Extension Activities (NSS, NCC, Sports and Games, PEC, FAPA, YRC, RRC, RC, LC and CC).

Core Courses

A core course is the course offered by the parent department related to the major subjects, components like theories, practical's, Project work, field visits and etc.

Noncore elective

Noncore elective Core should be shared by the various Departments of college. This course should be opted by all the students belonging to the particular Department. Each department of the respective college should allocate themselves the schedule and the units of the course.

Core Elective

The core elective course is also offered by the parent department. The objective is to provide choice and flexibility within the department. There are THREE core electives. They are offered in different semesters according to the choice of the college.

Extra Credit Courses

In order to facilitate the students gaining extra credits, the extra credit courses are given. There are two extra credit courses - Massive Open Online Courses (MOOC) and Skill-based Course - offered in the III and V Semesters respectively. According to the guidelines of UGC, the students are encouraged to avail this option of enriching by enrolling themselves in the MOOC provided by various portals such as SWAYAM, NPTEL, etc. Skill based course is offered by the department apart from their regular class hours.

Value Education Courses

There are four courses offered in the first semesters for the First year students.

Non-Major Elective / Skill Based Elective

These courses are offered in two perspectives as electives "Within college".

Subject Code Fixation

The following code system (11 characters) is adopted for Under Graduate courses:

Year of Revision	UG Code of the Dept	Semester	Specification of Part	Running number in the part
↓	↓	↓	↓	↓
2021	U21	x	x	.xx
2021	UBA	1	x	1

For example:

I.B.B.A - PRINCIPLES OF ACCOUNTANCY,

The code of the paper is **U21 BA 1C1.**

Thus, the subject code is fixed for other subjects.

EXAMINATION

Continuous Internal Assessment (CIA):

UG - Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Theory CIA Maximum = 25	Theory CIA Minimum = 10
Practical CIA Maximum = 40	Practical CIA Minimum = 16

End - Semester Tests

Centralized - Conducted by the office of Controller of Examinations.

Semester Examination

Testing with Objective and Descriptive questions.

Section - A: 10 Questions x 2 Marks = 20 Marks (No Choice - Two questions from each unit)

Section - B: 5 Questions x 5 Marks = 25 Marks (Either... or Type - One pair from each unit)

Section - C: 3 Questions x 10 Marks = 30 Marks (3 Out of 5 - One question from each unit)

Duration of Examination:

3- Hours examination for courses.

Grading System

1. Grading

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added. The marks thus obtained, will then be graded as per the scheme provided in Table 1.

From the second semester onwards the total performance within a semester and the continuous performance starting from the first semester are indicated by **Semester Grade Point Average (GPA)** and **Cumulative Grade Point Average (CGPA)**, respectively. These two are calculated by the following formulae

$$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad \text{WAM (Weighted) Average Marks} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

Where, 'C_i' is the Credit earned for the Course - i,

'G_i' is the Grade Point obtained by the student for the Course 'i'.

'M' is the marks obtained for the course 'i', and

'n' is the number of Courses **Passed** in that semester.

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

2. Classification of Final Results

- i) For each of the three parts, there shall be separate classification on the basis of the CGPA, as indicated in the following Table - 2.
- ii) For the purpose of Classification of Final Results, the Candidates who earn CGPA 9.00 and above shall be declared to have qualified for the Degree as 'Outstanding'. Similarly, the candidates who earn the CGPA between 8.00 - 8.99, 7.00 - 7.99, 6.00 - 6.99 and 5.00 - 5.99 shall be declared to have qualified for their Degree in the respective programmes as 'Excellent', 'Very Good', 'Good' and 'Above Average' respectively.
- iii) Absence from an examination shall not be taken as an attempt.

Table - I - Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below 70	7	B+
50 and above but below 60	6	B
40 and above but below 50	5	C
Below 40	0	RA

Table – 2 – Final Result

CGPA	Classification of Final Results	Corresponding Grade
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	RA	Re - Appearance

Credit based weighted Mark System is adopted for individual semesters and cumulative semesters in the column 'Marks Secured' (for 100).

Declaration of Result:

Mr./Ms. _____ has successfully completed the Under Graduate in _____ programme. The candidate's Cumulative Grade Point Average (CGPA) in Part - III is _____ and the class secured is _____ by completing the minimum of **140** credits. The candidate has acquired _____ (if any) extra credits offered by the parent department courses.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

On obtaining an undergraduate degree the students will be able to:

PEO1: Apply and advance the knowledge and skills acquired to become a creative professional in their chosen field.

PEO2: Understanding of facts and ideas to develop global competency which will Promote their professional and personal growth.

PEO3: Develop management skills and entrepreneurial skills by harnessing core competencies tempered by values and ethics.

PEO4: Work towards achieving economic and social equity for women through application of relevant knowledge.

PEO5: Contribute to promoting environmental sustainability and social inclusivity.

PROGRAMME OUTCOMES (POS)

PO1: To impart high quality education in all spheres of management studies without compromising on the quality and code of ethics.

PO2: To facilitate the students to pursue (Such as MBA, CA, CMA, ACS, etc) with core competences and skill.

PO3: To produce patriotic citizens with focus on the global sustainable development.

PO4: To follow high level of professionalism blended with knowledge, expertise and skill of the students in personal and business life.

PO5: To make management education accessible to students from less privileged cutting across socio, political, and economic strata.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1: To enable the graduates to be successful in their career of their choice.

PSO2: To deeply analyse and evaluate problems and to give constructive solutions in the modern business environment.

POS3: To develop team building and leadership skills.

POS4: To inculcate the art of LSRW to become an excellent communicator.

POS5: To practice Information Technology and ITES for solving real time business challenges.

POS6: To create a conducive learning environment that facilitates all round personality development of students.



GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639 005

(Re-accredited with 'A' Grade by NAAC and Affiliated to Bharathidasan University, Tiruchirappalli)

B.B.A. COURSE STRUCTURE UNDER CBCS SYSTEM

(For the candidates admitted from the year 2021 - 22 onwards)

SEMESTER	PART	COURSE	COURSE TITLE	COURSE CODE	INSTR HOURS. WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
								INT	ESE	
I	I	Tamil - I	Tamil - I	U21L1T1	5	3	3	25	75	100
	II	English - I	English - I	U21L1E1	5	3	3	25	75	100
	III	Core Course - I	Principles of Accountancy	U21BA1C1	6	5	3	25	75	100
		Core Course - II	Principles of Management	U21BA1C2	5	4	3	25	75	100
		First Allied Course - I	Managerial Economics	U21BA1A1	5	3	3	25	75	100
	IV	Value Education	Value Education	U21VE1	2	2	3	25	75	100
		Value added course	CLP/SAP (Special Assistance Programme)		2	-				
					30	20				600
II	I	Tamil - II	Tamil - II	U21L2T2	5	3	3	25	75	100
	II	English - II	English - II	U21L2E2	5	3	3	25	75	100
	III	Core Course - III	Business Communication	U21BA2C3	6	5	3	25	75	100
		First Allied Course - II	Organizational Behavior and Employee's Psychology	U21BA2A2	5	4	3	25	75	100
		First Allied Course - III	Statistics For Decision Making	U21BA2A3	5	3	3	25	75	100
	IV	Environmental Studies	Environmental Studies	U21ES2	2	2	3	25	75	100
		Value added course	CLP/SAP (Special Assistance Programme) SAP Applicable for B.Sc.(CS) & B.Com (CA)		2	(2)				
					30	20				600
III	I	Tamil - III	Tamil - III	U21L3T3	6	3	3	25	75	100
	II	English - III	English - III	U21L3E3	6	3	3	25	75	100
	III	Core Course - IV	Marketing Management	U21BA3C4	6	5	3	25	75	100
		Core Course -V	Financial Management	U21BA3C5	5	4	3	25	75	100
		Second Allied Course - I	Legal Aspects of Business	U21BA3A4	5	3	3	25	75	100
	IV	Non Core Elective - I	Export and Import Documentation	U21BA3N1	2	2	3	25	75	100
		Extra Credit Course	Massive Open Online Course (MOOC)			(2)				
					30	20				600

IV	I	Tamil - IV	Tamil - IV	U21L4T4	6	3	3	25	75	100
	II	English - IV	English - IV	U21L4E4	6	3	3	25	75	100
	III	Core Course - VI	Production and Materials Management	U21BA4C6	5	5	3	25	75	100
		Second Allied Course - II	Cost Accounting	U21BA4A5	5	4	3	25	75	100
		Second Allied Course - III	Human Resource Management	U21BA4A6	4	3	3	25	75	100
	IV	Skill Based Elective - I	Basics of Business and Digital Transaction - Practical	U21BA4S1P	2	4	3	40	60	100
		Non Core Elective - II	Human Rights	U21BA4N2	2	2	3	25	75	100
					30	24				700
V	III	Core Course - VII	Management Accounting	U21BA5C7	5	5	3	25	75	100
		Core Course - VIII	Entrepreneurial Development	U21BA5C8	5	4	3	25	75	100
		Core Course - IX	Operations Research	U21BA5C9	6	3	3	25	75	100
		Core Course - X	Logistics and Supply Chain Management	U21BA5C10	4	4	3	25	75	100
		Elective Course - XI	Business Research Methods	U21BA5E1	4	4	3	25	75	100
	IV	Skill Based Elective - I	Retail Management	U21BA5S2	2	4	3	25	75	100
		Skill Based Elective - III	Industrial Analysis - Project Work and Viva	U21BA5S3PW	2	4	3	40	60	100
		Soft Skills Development	Soft Skills Development	U21SSD3	2	2	3	25	75	100
						30	30			
VI	III	Core Course - XI	Business Policy and Strategy	U21BA6C11	6	5	3	25	75	100
		Core Course - XII	Principles and Practice of Banking & Insurance	U21BA6C12	6	5	3	25	75	100
		Core Course - XIII	Management Information System	U21BA6C13	6	5	3	25	75	100
		Elective Course - II	Investment Management	U21BA6E2	5	5	3	25	75	100
		Elective Course - III	Industrial Relations and Labour Laws	U21BA6E3	6	4	3	25	75	100
	V	Gender Studies	Gender Studies	U21EA4	1	1	3	25	75	100
		Extension Activities	Extension Activities (NSS / NCC / RRB / YRC / FINE ARTS / Environmental Education / Population Education Club / Rotaract club / Leo Club / Consumer Club/ Sports & Games)			1				
					30	26				600
TOTAL					180	140+ (4)				3900

**CHAIRMAN
BOARD OF STUDIES IN
BUSINESS ADMINISTRATION**

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA1C1
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - I SEMESTER - CORECOURSE - I (For the candidates admitted from the year 2021-22 onwards) PRINCIPLES OF ACCOUNTANCY		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To enable students to understand the significance of accounting concepts and conventions in the preparation and presentation of financial reports. 2. To prepare financial statements of the company. 3. To analyze and interpret financial statements of a company. 		
UNIT - I	Basic Accounting concepts - Kinds of Accounts Double Entry Book Keeping - Rules of Double Entry System - Preparation of Journal and Ledger Accounts - problems. <p style="text-align: right;">(15 HOURS)</p>	
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. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - III	Manufacturing - Trading - Profit & Loss Account - Balance sheet - Problems with simple adjustments. <p style="text-align: right;">(15 HOURS)</p>	
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) <p style="text-align: right;">(15 HOURS)</p>	
UNIT - V	Single Entry System of Book Keeping - Statement of Affairs and Conversion Method. <p style="text-align: right;">(15 HOURS)</p>	
TEXT BOOK : <ol style="list-style-type: none"> 1. Principles of Accountancy - Jain and Narang Kalyani Publishers. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 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 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS

Lecture Method, ICT, Seminar, Quiz, Group Discussion, Industrial Visit

COURSE OUTCOME :

By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand different accounting concepts, conventions and the rules governing the accounting transactions.	K2
CO2	Prepare financial statements and analyze them with the help of various tools and techniques of accountancy.	K4
CO3	Create various income statements, classified balance sheets	K6
CO4	Evaluate various statements of retained earnings.	K5
CO5	Know and apply organizational internal control components	K3

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	3	2	3	2	2	2	3	3	3	2	28	2.5
CO2	3	3	2	3	2	3	-	3	3	2	2	26	2.4
CO3	3	3	2	-	3	3	3	2	3	2	3	27	2.5
CO4	3	3	-	2	3	3	3	2	3	3	2	27	2.5
CO5	3	-	3	2	2	3	2	3	2	3	2	25	2.3
Mean overall score													2.44

Result: The core for this course is 2.44 (High relationship)**Note:**

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Total of Mean Score

Mean Score of COs = -----

Mean overall score for COs = -----

Total No. of POs & PSOs

Total No. of COS

COURSE DESIGNER: Mr. G.SIVASAMY**CHARMAN - BOS****CONTROLLER OF EXAMINATIONS**

NUMBER OF CREDIT: 4		COURSE CODE: U21BA1C2
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - I SEMESTER - CORE COURSE - II (For the candidates admitted from the year 2021-22 onwards) PRINCIPLES OF MANAGEMENT		
COURSE OBJECTIVES : 1. To provide an insight in to the basic managerial functions. 2. To describe the various forms of structure available to an organization. 3. To discuss contemporary management issues and challenges.		
UNIT - I	CONCEPT OF MANAGEMENT Meaning, Definition, Nature, Importance - Administration Vs Management - Levels of Management - Functions - Contribution of Taylor, Fayol, Elton Mayo, McGregor, Peter F. Drucker. (15 HOURS)	
UNIT - II	PLANNING Concepts of Planning: Meaning - Definition - Nature - Importance - Process - Classification - Methods - Effective Planning - Limitations. Decision making: Process and strategies. (15 HOURS)	
UNIT - III	ORGANISING AND STAFFING Nature - purpose-importance - structure-principles - formal & informal organization -Theories - types - drawbacks. Delegation of responsibility and authority, Centralization and Decentralizations - Staffing - Recruitment and selection Process. (15 HOURS)	
UNIT - IV	DIRECTING & CO-ORDINATION Meaning - Definition - features - importance-principles - techniques of direction. Supervision: Meaning, functions of supervisors. Coordination: Meaning, elements, features, importance, system approaches, steps for effective co ordination. Conflicts: Meaning, causes and management of conflicts. (15 HOURS)	
UNIT - V	CONTROLLING Meaning - Definition - features - importance - control process - Types - The control Cycle - Controlling responsibility - Control techniques: Traditional and modern methods - Effective Control System. (15 HOURS)	
TEXT BOOK : 1. Principles and Practices of Management, L. M, Prasad, Sultan Chand & Sons, New Delhi, 2014.		
REFERENCE BOOKs : 1. Business Management; Dinkar & Pegara; Prentice Hall of India; New Delhi, 2014. 2. Business Organization; S.C.Saxena; Sultan Chand & Co Ltd, 2014. 3. Organisational Behavior; L.M.Prasad; Sultan Chand & Co Ltd, 2014. 4. Principles of Management, T.Ramasamy, Sultan Chand Co Ltd, New Delhi, First Edition: 2012.		

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Case Study Method, Group Discussion, Management Games and Personality Development.		
COURSE OUTCOME : By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understanding the fundamental concepts of management.	K2
CO2	Learn the concepts and competence of planning.	K2
CO3	Apply the knowledge of Organization and & staffing.	K3
CO4	Evaluate the importance of effectiveness of directing & coordination.	K5
CO5	Create budgets and reports.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	2	3	3	3	3	2	3	3	2	3	3	30	2.7
CO2	3	2	3	2	3	3	3	-	3	2	3	27	2.5
CO3	3	2	3	2	-	3	2	3	2	2	3	25	2.3
CO4	3	2	3	-	2	3	3	3	3	3	3	28	2.5
CO5	3	2	3	-	3	2	3	3	3	3	2	27	2.5
Mean overall score												2.5	

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Total of Mean Score

Mean Score of COs = -----

Mean overall score for COs = -----

Total No. of POs & PSOs

Total No. of COS

COURSE DESIGNER: Dr. P.UMASANKAR

CHARMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 3		COURSE CODE: U21BA1A1
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - I SEMESTER - FIRST ALLIED COURSE - I (For the candidates admitted from the year 2021-22 onwards) MANAGERIAL ECONOMICS		
COURSE OBJECTIVES : 1. To knowing the role & responsibilities of Managerial Economists. 2. To impart the knowledge of forecasting. 3. To knowledge on cost analysis.		
UNIT - I	CONCEPTS OF MANAGERIAL ECONOMICS Introduction: Nature and scope of Managerial Economics - Economic theory and Managerial Economics - Managerial Economics: Roles and responsibilities. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - II	THEORIES OF CONSUMPTION Demand Analysis and Forecasting: Demand Determinants - Demand Distinctions - Demand forecasting - General considerations - Methods of Demand Forecasting. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - III	COST ANALYSIS Cost concepts - Classifications and determinants - Cost - Output relationship - Economies and Diseconomies of scale - Cost control and cost reduction. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - IV	MARKET STRUCTURE Price and Output Decisions under different market structure: Perfect competition - Monopoly and monophony - Price discrimination - Monopolistic Competition - Oligopoly - Practical method of pricing. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - V	MACRO ECONOMIC ANALYSIS Macro Economic and Business Decisions: Business cycle and its phases - Input - Output Analysis - National income - Concept, Methods and difficulties in the calculations of National Income. <p style="text-align: right;">(15 HOURS)</p>	
TEXT BOOK : 1. Managerial Economics, Dr S Sankaran, Margham Publication, Chennai, 2015.		
REFERENCE BOOKS : 1. Managerial Economics; Varshney R.L & Maheshwari K.L; New Delhi; Sultan Chand & Sons; 2012. 2. Micro Economics; Seth M.L; Lakshmi Agarwal Educational Publishers; Agra 2010. 3. Managerial Economics Analysis Problems and cases; P.L Mehta; Delhiishal Publications; New Delhi, 2010		

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TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD, Management Games.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand the basic concepts of managerial economics.	K2
CO2	Develop an understanding of role and function of managers.	K6
CO3	Assume the economic goals of the firms and optimal decision making.	K4
CO4	Remember the basic concepts of Demand and Supply.	K1
CO5	Evaluate the equilibrium and their determinants.	K5

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	3	2	3	2	3	2	28	2.5
CO2	3	3	2	3	2	3	2	2	3	-	3	26	2.4
CO3	3	3	2	3	2	2	3	2	3	2	3	28	2.5
CO4	3	3	2	2	3	2	2	2	3	3	3	28	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2	27	2.5
Mean overall score												2.5	

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. M.BANUMATHI

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA2C3
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA -II SEMESTER - CORE COURSE - III (For the candidates admitted from the year 2021-22 onwards) BUSINESS COMMUNICATION		
COURSE OBJECTIVES : 1. To provide an overview of the prerequisites to Business Communication. 2. To provide an outline of effective Organizational Communication. 3. To impart correct practices and strategies of Effective Business writing.		
UNIT - I	Communication: Meaning - Objectives - Importance - Channels - Media - Barriers to communication - Essentials of Effective Communication - Communication through letters - Layout of letter - Business letter format. (18 HOURS)	
UNIT - II	Business Letters-Enquiries and Reply - Offers and Quotations - Orders and Execution - Claims and Adjustments - Collection - Status Enquiries - Application for jobs. (18 HOURS)	
UNIT - III	Non-verbal communication - Body Language - Designing and Delivering Business Presentations - Managing Data and Using Graphics - Preparing Agenda & Minutes. (18 HOURS)	
UNIT - IV	Reports: Types, Preparation, structure and organization of reports - Reports by individuals and committees - Press Releases. (18 HOURS)	
UNIT - V	Interpersonal Communication - Group Communication - Managerial Communication- Corporate Culture - Inter cultural communication - Communication devices - Communicating Electronically - Use of internet and email - Business etiquette and email etiquette. (18 HOURS)	
TEXT BOOKS : 1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons. Reprints 2017. 2. Gupta C.B - Basic Business Communication - Cengage Learning India Pvt. Ltd, 2019		
REFERENCE BOOKS : 1. Business Communication-Building Critical Skills, Kitty O. Locker & Stephen KyoKaczmarek McGraw-Hill Irwin 2014. 2. Basic Business Communication, Raj Kumar, Excel Books Publishing house, 2010. 3. Effective Business Communication, M.V. Rodriques - Concept Publishing Company 2003. 4. Business Communication, Ramesh, MS & C. C Pattanshetti, R. Chand & Co, 2003.		

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, Group Discussion.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand communication process.	K2
CO2	Apply the principles and techniques of communication to overcome the barriers.	K3
CO3	Examine the skills for Verbal and Non-verbal communication.	K4
CO4	Organise Effective Presentations.	K4
CO5	Develop the art of facing Interviews.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	3	2	3	2	3	2	2	3	2	2	27	2.5
CO2	3	2	3	2	3	3	2	3	3	-	3	27	2.5
CO3	3	2	3	2	3	3	2	3	2	3	2	28	2.5
CO4	3	2	3	3	2	3	3	2	2	2	3	28	2.5
CO5	3	2	3	3	2	3	3	2	2	2	3	28	2.5
Mean overall score													2.5

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. C.SURESH

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA2A2
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - II SEMESTER - FIRST ALLIED COURSE - II (For the candidates admitted from the year 2021-22 onwards) ORGANIZATIONAL BEHAVIOUR AND EMPLOYEE'S PSYCHOLOGY		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To provide the students with knowledge on organisational behaviour concepts, theories, and business practices at national and global level. Develop human relation skills (group dynamics, team building and leadership). 2. To analyze the impact of personality, values, perception, motivation and attitudes on behaviour in organizations. 3. To apply organisational behaviour approaches in the workplace towards Stress management. 		
UNIT - I	The concept of Organisational Behaviour - Nature and scope of OB - Theories of OB - Classical and Non - classical modern theories - Models of OB - Stimulus Organism Behaviour Consequence (SOBC) Model - OB and Human Relations - Individual Behaviour - Perceptions - Attitudes - Learning - Personality - Determinants of Personality - Types of Personality. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - II	Group Dynamics - Definition, types of Groups, Stages of Group development, Team Building, Group Cohesiveness - Group norms - Group processes and Group Decision Making, Evolution of Group into teams - Conflict - Types of Conflict. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - III	Leadership - Types - Theories (Trait theory, Managerial Grid, Fiedler's theory, and Path-Goal theory).- Styles and Characteristics - Manager as a Leader - Power and Authority - Motivation - Theories of Motivation - Herzberg's Two Factor Theory and Maslow's Need Theory. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - IV	Employee Psychology Meaning and concept- Emotional Intelligence - Types of Emotions - Meditation - Stress Management - Types of Stress. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - V	Employee Counselling: Meaning and concept - Types of Employee Counselling - Merits of Counselling. <p style="text-align: right;">(15 HOURS)</p>	
TEXT BOOK :		
<ol style="list-style-type: none"> 1. L. M. Prasad, Fred Luthans and Keith Davis. 		
REFERENCE BOOK :		
Organizational Behaviour, Organizational Behaviour: An Evidence Based Approach and Human Behaviour at Work.		

TEACHING LEARNING METHODS
Lecture Method, ICT, Seminar, Quiz, Group Discussion, Management Games.

COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Apply theories and concepts of organisational behaviour.	K3
CO2	Individual behaviour in workplace to create an effective organisational environment.	K6
CO3	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values.	K3
CO4	Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context.	K5
CO5	Create conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	2	3	2	3	2	3	2	3	2	27	2.5
CO2	3	2	2	3	2	3	2	2	3		3	25	2.3
CO3	3	2	2	3	2	3	2	2	2	3	3	27	2.5
CO4	3	2	3	2	2	3	2	2	2	2	3	26	2.4
CO5	3	2	2	3	2	3	2	3	2	3	3	28	2.5
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

$$\text{Mean Score of COs} = \frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean overall score for COs} = \frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$$

COURSE DESIGNER: Mrs. R.KANAGAMBAL

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 3		COURSE CODE: U21BA2A3
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - II SEMESTER - FIRST ALLIED COURSE-III (For the candidates admitted from the year 2021-22 onwards) STATISTICS FOR DECISION MAKING		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To make students understand the basic mathematical and statistical tools 2. To promote the ability to adopt appropriate statistical techniques in business. 3. To help students analyze management problems in research and decision making. 		
UNIT - I	Introduction - tabulation and classification - diagrams and graphs, measure of Central Tendency - arithmetic mean, Median, Mode, Geometric Mean - harmonic mean. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - II	Measures of Dispersion - range - quartiles - Percentiles - quartile deviation - mean deviation - standard deviation - Co-efficient of variation. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - III	Measurement of Skewness Karl person & Bowley methods - Kurtosis - Lorenz curve. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - IV	Correlation - simple rank- co-efficient of concurrent deviation - 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. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - V	Index numbers - weighted and un weighted - price Index numbers - types - tests in index numbers - time and factor reversal test -cost of living index number - aggregate method - family budget method. <p style="text-align: center;">(Problem 75% Theory 25%)</p> <p style="text-align: right;">(15 HOURS)</p>	
TEXT BOOK : <ol style="list-style-type: none"> 1. Statistics - Pillai R.S.N. & Mrs. Bagavathi, Sulthan Chand & Sons, New Delhi. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 1. Business Mathematics and Statistics, Dr. P.R. Vittal, Tata McGrawHill 2. Business Statistics by PA. Navanitham M.Sc., M.Phil. Jai Publications, Tiruchy2. 3. Elements of Practical Statistics by S.K. Kappor – Oxford and IBHP Publishing Company, New Delhi. 4. Statistical Methods by S.P. Gupta - Chand Sons Business Statistics by Prof. Navaneetham - Anand Publishers. 		

TEACHING LEARNING METHODS
Lecture Method, ICT, Seminar, Quiz, Group Discussion.

COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Students will formulate complete, concise, and correct mathematical proofs.	K6
CO2	Understand statistical testing and their applications.	K2
CO3	Students will be able to solve problems using multiple mathematical tools	K3
CO4	Statistical representations of relevant structures and relationships and solve using standard techniques.	K3
CO5	Students will create quantitative models to solve real world problems in appropriate contexts.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	2	3	3	2	3	2	2	2	3	2	3	27	2.5
CO2	3	2	3	2	3	2	2	2	2	2	3	26	2.4
CO3	3	2	3	2	3	2	2	2	2	2	3	26	2.4
CO4	3	2	2	3	2	3	2	3	2	2	3	27	2.5
CO5	3	2	3	2	2	2	3	2	3	2	3	27	2.5
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

$$\text{Mean Score of COs} = \frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean overall score for COs} = \frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$$

COURSE DESIGNER: Mr. G.SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA3C4
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005		
BBA - III SEMESTER - CORE COURSE - IV (For the candidates admitted from the year 2021-22 onwards)		
MARKETING MANAGEMENT		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To provide adequate knowledge on marketing functions. 2. To provide basic exposure to several sub areas of marketing like consumer behaviour, market segmentation, product management, pricing, promotion and distribution. 3. To provide insight into the latest trends in marketing. 		
UNIT - I	Introduction to Marketing: Meaning and Nature of Marketing - Market - Objectives and Characteristics - Marketing Functions - Factors influencing on Marketing functions - Marketing Management - Introduction to Marketing Analytics - Analyzing Consumer Markets - Customer Relationship Management - Definition - Need, Importance & Types. <p style="text-align: right;">(18 HOURS)</p>	
UNIT - II	Market segmentation: Bases - Effective Segmentation criteria - Marketing Segmentation Strategy. <p>Product: Definition, Characteristics and Product Policy- Product Classification - Product Positioning-Product Life Cycle and its implications- New Product Development.</p> <p style="text-align: right;">(18 HOURS)</p>	
UNIT - III	Pricing: Pricing Objectives - Factors affecting Pricing Decisions - Pricing Methods. <p>Branding and Packaging: Brand Identity - Brand Image - Brand Equity - Types of Brand - Objectives and Functions of Packaging - Purpose of Labelling.</p> <p style="text-align: right;">(18 HOURS)</p>	
UNIT - IV	Channel of Distribution: Channel Objectives - Channel Functions - Types of Channel - Channel Selection - Factors affecting Selections of Marketing Channel. <p>Marketing Research - Objectives and Elements of Marketing Research - Importance and Limitations of Marketing Research.</p> <p style="text-align: right;">(18 HOURS)</p>	
UNIT - V	Digital Marketing - Definition and Characteristics of digital marketing, Social media networking sites, Social media marketing channels, Digital Marketing Analytics - Meaning, Definition & Significance - SEO& SEM, Email Marketing, and Mobile Marketing. Ethics in marketing. <p style="text-align: right;">(18 HOURS)</p>	
TEXT BOOKS :		
<ol style="list-style-type: none"> 1. Modern Marketing; R.S.N.Pillai & Bagavathi; Sultan Chand & Sons, New Delhi, 2015. 2. Marketing Management (Millennium Edition); Philip Kotler; Prentice Hall of India; New Delhi; 2010. 		
REFERENCE BOOKS :		
<ol style="list-style-type: none"> 1. Marketing Management - Ramaswamy & Namakumari, 3rd Edition (2010), Macmillan India Ltd. New Delhi. 2. Marketing, Rajan Nair N, Sanjith R.Nair; Sulthan chand & Sons; New Delhi, 2014. 3. Marketing Management, C.N.Sontaki Kalyani Publishers 2016. 		

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, Management Games.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Students gain knowledge about the basic concepts of marketing	K1
CO2	They gain better understanding of modern approaches in marketing	K2
CO3	Students develop analytical skills to tackle the challenges in marketing	K4
CO4	Prepare new marketing plans	K6
CO5	Gain familiarity and understanding the concepts of sales promotion and E-marketing	K2

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	2	2	3	3	2	3	2	27	2.5
CO2	3	2	3	2	3	2	3	-	2	3	2	25	2.3
CO3	3	2	3	2	3	2	-	2	3	2	3	25	2.3
CO4	3	2	2	3	2	3	2	3	2	3	2	27	2.5
CO5	3	2	3	2	3	2	3	2	3	2	3	28	2.5
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. P.UMASANKAR

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA3C5
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - III SEMESTER - CORE COURSE - V (For the candidates admitted from the year 2021-22 onwards) FINANCIAL MANAGEMENT		
COURSE OBJECTIVES : 1. To provide knowledge on the tools and conventions of Financial Management. 2. To develop and increase the decision making ability in the area of finance. 3. To provide adequate knowledge on the functions of financial manager.		
UNIT - I	Financial Management - Meaning and Scope - Finance Functions of Goals - Functions of Financial Management - Profit Maximization and Wealth Maximization - Sources of Finance - Short-term and Long - term. (Theory)	(15 HOURS)
UNIT - II	Capital Structure - Meaning and Scope - Factors influencing Capital Structure - Approaches: Net Income Approach - Net Operating Approach - MM Approach - Traditional Approach - Dividend and Dividend Policy - Meaning and Classification - Types of Dividend Policy. (Theory & Problems)	(15 HOURS)
UNIT - III	Capital Budgeting - Concept and Importance - Objectives - Various techniques and methods: Pay-Back method - Discounted Cash Flow method - NPV method - Excess Present Value method - IRR, ARR and Return on Investment method. (Theory & Problems).	(15 HOURS)
UNIT - IV	Cost of Capital - Concept, Importance - Cost of Debt, Cost of Equity and Cost of Preference Shares - Cost of Retained Earnings - Weighted Average Cost of Capital (WACC) - Reserves - Operating Leverage and Financial Leverage. (Theory & Problems).	(15 HOURS)
UNIT - V	Working Capital Management concepts - Importance - Determinants of Working Capital. (Problem 60% Theory 40%).	(15 HOURS)
TEXT BOOK : 1. S. N. Maheswari, Khan & Jain and I. M. Pandey.		
REFERENCE BOOK : 1. Financial Management, Theory and Problems of Financial Management and Financial Management.		

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, Group Discussion.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Apply the concepts of financial management in contemporary business and determine optimum capital structure.	K3
CO2	Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost	K6
CO3	Applying capital budgeting techniques to take wise investment decisions	K3
CO4	Develop knowledge on stability and determinants of dividends	K6
CO5	Discuss the effective dividend decisions to enhance investors' confidence.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	2	3	2	3	2	2	3	2	3	27	2.5
CO2	3	2	2	3	2	3	2		2	3	2	24	2.2
CO3	3	2	2	3	2	3	2	3	2	2	2	26	2.4
CO4	3	2	2	2	3	2	3	2	3	2	3	27	2.5
CO5	3	2	2	3	2	3	2	2	2	3	3	27	2.5
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

$$\text{Mean Score of COs} = \frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean overall score for COs} = \frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$$

COURSE DESIGNER: Mrs. R.KANAGAMBAL

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 3		COURSE CODE: U21BA3A4
GOVERNMENT ARTS COLLEGE (AUTONOU MOUS), KARUR - 639005 BBA - III SEMESTER - SECOND ALLIED COURSE - I (For the candidates admitted from the year 2021-22 onwards) LEGAL ASPECTS OF BUSINESS		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To enable the students to understand the essential elements of Indian Contract Act 1872 and impart the knowledge of contract of sales. 2. Know the different negotiable instrument Act 1881 & Partnership Act 1932 and acquire the knowledge of law of Insurance. 3. To learn the basic business law concepts and practice them in business. 		
UNIT - I	Contracts, meaning - Classification - Essential elements - Offer and Acceptance - Performance of Contract - Discharge of Contract - Remedies for breach for Contract - Law of Agency. <div style="text-align: right;">(15 HOURS)</div>	
UNIT - II	Contract of Sale - Essentials: Duties of buyers and sellers- Conditions and Warranties; Transfers of property - performance of the contract of sale - Rights of an unpaid seller. <div style="text-align: right;">(15 HOURS)</div>	
UNIT - III	Negotiable instrument act 1881 & - Negotiable instruments, Parties to a Negotiable instrument - Partnership act 1932 Meaning and test of partnership Registration of firms - Relations of partners, Rights and duties - Dissolution of partnership. <div style="text-align: right;">(15 HOURS)</div>	
UNIT - IV	Contract of Insurance - Fundamental of Principles - Life insurance, Fire insurance and Marine insurance. <div style="text-align: right;">(15 HOURS)</div>	
UNIT - V	Meaning, Definition of a Company, Kinds of company, Memorandum and articles of association; Prospectus, Company Meetings, Resolutions and Minutes. <div style="text-align: right;">(15 HOURS)</div>	
TEXT BOOK :		
<ol style="list-style-type: none"> 1. Elements of Mercantile Law - N.D. Kapoor - Sultan and Sons, New Delhi, 2011. (New Edition) 		
REFERENCE BOOKS :		
<ol style="list-style-type: none"> 1. Manual of Mercantile Law - M.C. Shukla - S. Chand & Co., New Delhi, 2016. 2. A TEXT BOOK of Mercantile Law - P.P.S. Gogna - S. Chand & Co., New Delhi, 2016. 3. Mercantile Law - D.P. Jain - Konark Publishers Pvt. Ltd., New Delhi, 2009. 4. Commercial Law, Sen & Mitra - The mould press, Kolkatta, 2004. 5. Business Law; J. Jayasankar - Margham Publications-2016. 		

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, GD, Management Games
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COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Examine the relevance of laws prevalent in the country to the modern business situations.	K4
CO2	Experiment the legal aspects of business.	K3
CO3	Appreciate the relevance of business law to individuals and businesses.	K5
CO4	Discuss the role of law in an economic, political and social context.	K4
CO5	Identify the fundamental legal principles behind contractual agreements.	K3

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	2	2	3	2	3	2	3	3	2	27	2.5
CO2	3	2	2	3	2	2	2	2	2	2	2	24	2.2
CO3	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO4	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO5	3	2	3	2	3	2	2	3	2	3	2	27	2.5
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

$$\text{Mean Score of COs} = \frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean overall score for COs} = \frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$$

COURSE DESIGNER: Dr. C.SURESH

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 2		COURSE CODE: U21BA3N1
GOVERNMENT ARTS COLLEGE (AUTONOU MOUS), KARUR - 639005 BBA - III SEMESTER - NON CORE ELECTIVE - I (For the candidates admitted from the year 2021-22 onwards) EXPORT AND IMPORT DOCUMENTATION		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To familiarize students with the process of international and domestic trade procedures. 2. To impart policy framework in the conduct of International Trade with special emphasis on India. 3. To appraises the documentation procedures and its sanctity in International Business. 		
UNIT - I	Foreign trade - Meaning and Definition. Important role of economic growth through foreign trade. Distinguish between home trade and foreign trade - Advantages and Disadvantages of foreign trade - difficulties in foreign trade - different prices in foreign trade.	(6 HOURS)
UNIT - II	Export procedures and documentation: Offers and orders - production of goods - shipment formalities and procedures & banking procedures - Aligned Documentation Systems (ADS).	(6 HOURS)
UNIT - III	Import procedures and documentation: Import trade procedures and formalities. The various documents to be used in import trade. Import licensing procedures.	(6 HOURS)
UNIT - IV	Methods of payment - different types of letters of credit - uniform customs practices for documentary credits , international norms - advance payment - Cash Against Document Financing (CAD financing), Documents against Acceptance (DA), consignment basis - packing credit post - shipment credit, procedures.	(6 HOURS)
UNIT - V	Export costing and pricing - lending programmes and services - ECGC assistant and incentives given for Indian exports - Advance license - Intellectual Property Rights (IPRs) - Duty Drawback - International Monetary Fund (IMF) facilities - Fiscal benefits - finance facilities etc.,	(6 HOURS)
TEXT BOOK :		
<ol style="list-style-type: none"> 1. International trade and export management - Francis. Cherunilam - HPH BOOK FOR 		
REFERENCE BOOKS :		
<ol style="list-style-type: none"> 1. Export Marketing, TAS. Rajagopal - Himalaya publishing house 2. Business Organization And Management, D. P Jain - VRINDA pub. 3. International marketing - Varshney & Battacharya - Sultan chand & say. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Group Discussion.

COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Explain the concepts in trade documentation in international business with respect to foreign trade.	K5
CO2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.	K3
CO3	Analyse the principles of international business and strategies adopted by firms to expand globally.	K4
CO4	Integrate concept in international business concepts with functioning of global trade.	K4
CO5	Prepare Business Models in line with EXIM Policy.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	2	2	3	27	2.5
CO2	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO3	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO4	3	2	3	2	3	2	2	2	3	2	3	27	2.5
CO5	3	2	3	2	3	2	2	3	2	3	2	27	2.5
Mean overall score												2.5	

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

$$\text{Mean Score of COs} = \frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean overall score for COs} = \frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$$

COURSE DESIGNER: Mr. G. SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA4C6
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - IV SEMESTER - CORE COURSE - VI (For the candidates admitted from the year 2021-22 onwards) PRODUCTION AND MATERIALS MANAGEMENT		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To make the students understand the roles/functions of production management in the context of business enterprise. 2. To introduce the basic concept of Materials Management and familiarize its applications in planning and quality concepts. 3. To acquaint with TQM, JIT Six Sigma, Lean Management and World Class Manufacturing and their contribution towards production management. 		
UNIT - I	Production Management: Meaning - Nature, Importance and Scope - Basic Functions of Production Management - Productivity, Efficiency and Effectiveness - Plant Location-Importance - Problems - Advantages and Disadvantages of Urban, Suburban, Rural locations - Factors. Plant Layout - Principles - Types and Hybrid layouts - Pros and Cons.	(15 HOURS)
UNIT - II	Production Planning and Control - Functions - Material Requirement Planning (MRP) - Bill of Materials - Maintenance: Meaning, Objectives and Types of maintenance - Work study: Method study, Time study - Importance - Procedure - Types.	(15 HOURS)
UNIT - III	Quality Control: Definition, Concepts, Objectives - Importance and Advantages of Quality Control System, Inspection: Meaning and Kinds of Inspection, Control Charts - Types. Total Quality Management: Core Concepts & Elements of TQM, - Steps in implementing TQM - Six Sigma Implementation - Barriers to TQM.	(15 HOURS)
UNIT - IV	Materials Management: Meaning, Objectives and Importance - Purchase Management - Functions - principles - Organization Safety Stock - Re-order Level.	(15 HOURS)
UNIT - V	Inventory Management - Material Handling Inventory Control Technique - ABC Analysis VED Analysis and FSN Analysis.	(15 HOURS)
TEXT BOOK : <ol style="list-style-type: none"> 1. Production and Materials Management, Saravanavel Sumathi. 		
REFERENCE BOOK : <ol style="list-style-type: none"> 1. Essentials of Production Management, K. Aswathappa. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Group Discussion and Management Games.		
COURSE OUTCOME : By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Identify the functions of Production and understand the importance of productivity and efficiency.	K4
CO2	Recognize how master production schedules (MPSs) and material requirements plans are utilized in production planning.	K3
CO3	Build Concepts and frame objectives for better quality control, ERP and Six Sigma.	K6
CO4	Explain the contribution of various constituents of production and Inventory.	K5
CO5	Manage Materials towards value creation of product.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	2	3	2	3	2	2	2	2	3	26	2.4
CO2	3	2	2	3	2	3	2	3	2	3	2	27	2.5
CO3	3	2	2	3	2	2	3	2	3	2	3	27	2.5
CO4	3	2	3	2	3	2	3	2	3	2	2	27	2.5
CO5	3	2	3	2	3	2	3	2	2	3	2	27	2.5
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. M.BANUMATHI

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA4A5
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - IV SEMESTER - SECOND ALLIED COURSE - II (For the candidates admitted from the year 2021-22 onwards) COST ACCOUNTING		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To provide basic knowledge on the various elements of cost accounting. 2. To impart knowledge on accounting techniques useful in managerial functions. 3. To enable use of costing techniques in decision making. 		
UNIT - I	Meaning of Cost Accounting - Nature and Purpose - Advantages and Limitations of Cost Accounting - Installation of Costing System - Methods of Costing - Elements of Costing - Preparation of Cost Sheet. Difference between costing and cost accounting and cost accountancy. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - II	Materials - Functions of Store Keeper - Classification and Codification of Materials - Methods of Inventory Control - EOQ - Stock Levels, ABC Analysis - Perpetual Inventory System - Issue Procedure - Pricing of Issues - LIFO, FIFO , Simple Average, Weighted Average and Standard Price - Calculation of Purchase Price. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - III	Labour - Factors in Wage Determination - Systems of Wage Payment - Time Rate - Piece Rate - Incentive Plans - Labour Turnover. Overheads - Allocation and Apportionment - Reapportionment - Absorption - Machine Hour Rate - Overhead Absorption Rate. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - IV	Job Costing - Job Costing Procedure - Contract Accounts - Profit on Incomplete Contracts - Reconciliation of Cost and Financial Records. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - V	Process Costing - Features - Normal and Abnormal Losses and Gains - Preparation of Process Accounts (Excepting Joint Products and by Products and Equivalent Production) - Operating Costing for Transport Organizations. <p>Note: Theory 40%, Problem 60%</p> <p style="text-align: right;">(15 HOURS)</p>	
TEXT BOOK : <ol style="list-style-type: none"> 1. Cost Accounting, S.P Jain & KL Narang, Kalyani Publishers. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 1. Cost Accounting S.P. Iyengar Sultan Chand Sonsk. 2. Cost Accounting S.N. Maheswari, Sultan Chand. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Group Discussion and Management Games.
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COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand and impart the knowledge of cost accounting.	K2
CO2	To help the students apply cost accounting practices.	K3
CO3	Understand the cost accounting concepts and practice in the industries.	K2
CO4	Analyse the different types of cost accounting knowledge.	K4
CO5	Evaluate the various costing methods.	K5

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	3	2	2	2	2	3	2	3	2	3	27	2.5
CO2	3	3	2	2	3	2	2	2	-	3	2	24	2.2
CO3	3	2	2	3	2	-	3	2	3	2	3	25	2.3
CO4	3	2	2	3	2	2	2	2	3	2	2	25	2.3
CO5	3	2	2	2	2	2	2	2	3	3	2	25	2.3
Mean overall score													2.3

Result: The core for this course is 2.3 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

$$\text{Mean Score of COs} = \frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$$

$$\text{Mean overall score for COs} = \frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$$

COURSE DESIGNER: Mr. G.SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 3		COURSE CODE: U21BA4A6
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - IV SEMESTER - SECOND ALLIED COURSE - III (For the candidates admitted from the year 2021-22 onwards) HUMAN RESOURCE MANAGEMENT		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To provide the students with knowledge in Human Resource Management concepts, theories, and scope at national and global level. 2. To develop skills for writing a Job Description, Job Specification, and Job Design. Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions. 3. Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system. 		
UNIT - I	Human Resource Management - Objectives - Importance - Scope - Evolution - Significance - Functions of HRM - Future trends and challenges of HRM Studies in Indian Scenario. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - II	Human Resources planning - Meaning and Importance - Job Analysis, Job Description and Job Specification - Job Evaluation - Advantages - Limitations - Methods of Job evaluation. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - III	Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection - Interview - Kinds of interview - Steps in interview Procedure - Tests - Kinds and Importance of Tests - Induction - Placement. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - IV	Training and Development - Definition and Significance - Training Policy - Principles and Methods - Performance Appraisal - Nature Significance and Methods of Performance Appraisal. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - V	Wage 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. <p style="text-align: right;">(12 HOURS)</p>	
TEXT BOOK : <ol style="list-style-type: none"> 1. L. M. Prasad and Dr. C. B. Gupta. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 1. Human Resource and Personal Management. K Aswathappa, Tata McGraw Hill. 2. Human Resource Management. Stephen P. Robbins (2002), Pearson Education Asia. 3. Human Resource Management. Sarah Gilmore and Steve Williams. Oxford University Press. 4. International human resource management. Tayeb, M. Oxford University Press. 5. Human Resource Management, Dessler, G & Varkkey B. Pearson Education. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Group Discussion and Management Games.		
COURSE OUTCOME : By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand the fundamentals of human resource management practices.	K2
CO2	Examine the importance of career planning and succession planning.	K4
CO3	Describe the concept on coaching, mentoring, job shadowing, online learning and Blended learning.	K5
CO4	Apply performance appraisal techniques.	K3
CO5	Analyse the components of Compensation in organizations.	K4

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO2	3	3	2	3	3	2	2	3	2	3	2	28	2.5
CO3	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO4	3	2	3	3	2	3	2	3	2	2	2	27	2.5
CO5	3	2	3	2	3	2	3	2	3	2	3	28	2.5
Mean overall score													2.5

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. P.UMASANKAR

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA4S1P
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 B.B.A., - IV SEMESTER - SKILL BASED ELECTIVE - I (For the candidates admitted from the year 2021-22 onwards) BASICS OF BUSINESS AND DIGITAL TRANSACTION - PRACTICAL		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To make the students understand the various services offered. 2. To know the various risks faced by banks. 3. To analyze a digital transaction process by which transactions take place without the use of cash. 		
UNIT - I	<ol style="list-style-type: none"> 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. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - II	<ol style="list-style-type: none"> 1. Drawing, endorsing and crossing of cheque - filling up of a Cheque, 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. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - III	<ol style="list-style-type: none"> 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. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - IV	Filling Electronic Payment System Overview of E-payment system Digital cash, properties Electronic check & benefits Online credit card system Types of credit card payments Secure electronic transactions (SET). <p style="text-align: right;">(6 HOURS)</p>	
UNIT - V	Create financial instruments Debit card & Point of Sale (POS) Debit card & E-benefit transfer Smart cards Electronic fund transfer Intelligent agents. <p style="text-align: right;">(6 HOURS)</p>	
Note: <ol style="list-style-type: none"> 1. 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 :60% and Record :40% 		
TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Group Discussion and Data Collection.		

COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Ability to fill the business transaction forms.	K2
CO2	Prepare student to apply reasoning skills related to specific business transactions.	K3
CO3	Choose appropriate banking transactions.	K3
CO4	Justify the use of electronic transactions over cash transactions.	K5
CO5	Create business suitable business data and systems for digital transactions.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	3	2	2	2	2	3	2	3	2	3	27	2.5
CO2	3	3	2	2	3	2	2	2	-	3	2	24	2.2
CO3	3	2	2	3	2	-	3	2	3	2	3	25	2.3
CO4	3	2	2	3	2	2	2	2	3	2	2	25	2.3
CO5	3	2	2	2	2	2	2	2	3	3	2	25	2.3
Mean overall score													2.3

Result: The core for this course is 2.3 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Total of Mean Score

Mean Score of COs = -----

Mean overall score for COs = -----

Total No. of POs & PSOs

Total No. of COS

COURSE DESIGNER: Mrs. R.KANAGAMBAL

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 2		COURSE CODE: U21BA4N2
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - IV SEMESTER - NON CORE ELECTIVE - II (For the candidates admitted from the year 2021-22 onwards) HUMAN RIGHTS		
COURSE OBJECTIVES : 1. To strengthen respect for human rights and fundamental freedoms. 2. To value human dignity and develop individual self respect and respect for others. 3. To develop attitudes and behaviors that will lead to respect for the rights of others.		
UNIT - I	Introduction to Human Rights: Human Rights: Meaning - Definitions - Origin and growth of human rights in the world - need and types of Human Rights - UNHRC (United Nations Human Rights Commission) - Universal Declaration of Human Rights - Human Rights in India. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - II	Classification of Human Rights: Right to Liberty - Right to Life - Right to Equality - Right to Dignity - Right against Exploitation - Educational Rights - Economic Rights - Political Rights - Social Rights. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - III	Rights of Women and Children: Rights of women - female feticide and infanticide and selective abortion - physical assault and sexual harassment - domestic violence - violence at work place - Remedial measures. Rights of Children - Protection rights, survival rights - participation rights - Development rights - Role of UNN on convention on rights of children. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - IV	Multi - Dimensional aspects of human rights: labour rights - Bonded rights - child labour - contact labour - migrant labour - domestic women labour - gender equity - Rights of Ethnic refugees - problems and remedies - role of trade union in protecting the unorganised labourers. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - V	Redressed mechanisms at national and international level - structure and functions of national and state level human rights commission - constitutional remedies and directive principles of state policy. <p style="text-align: right;">(6 HOURS)</p>	
TEXT BOOKS : 1. Human Rights Achievements and challenges: Roy A.N. vista international Publishing house, New Delhi 2005. 2. Human Rights Theory and Practice: Meena P.K. Murali Lal and Sons, New Delhi, 2008.		
REFERENCE BOOKS : 1. Human rights in India, Asish Kumar das and prasant kumar Mohanty sarup and sons, New Delhi 2007. 2. Human Rights and Development Issues, Velan .G. The Associated Publishers, Ambala cantt, 2008. 3. Huma Rights - Vishwanathan V.N Twenty First Century Challenges, Kalpaz Publications, New Delhi 2008.		

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, Debat and fun games.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Acquiring knowledge on the historical background of human rights.	K1
CO2	Sensitizing the young minds with values of human rights.	K5
CO3	Improve human rights activism.	K6
CO4	Learning the fundamental duties as enshrined in the constitution of India.	K2
CO5	Understand the functions of national and state level human rights commission.	K2

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	3	2	2	2	2	3	2	3	2	3	27	2.5
CO2	3	3	2	2	3	2	2	-	2	3	2	24	2.2
CO3	3	2	2	3	2	2	3	2	3	2	3	27	2.5
CO4	3	2	2	3	2	-	2	2	3	2	2	25	2.3
CO5	3	2	2	2	2	2	2	2	3	3	2	25	2.3
Mean overall score												2.36	

Result: The core for this course is 2.36 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. C.SURESH

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA5C7
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - V SEMESTER - CORE COURSE - VII (For the candidates admitted from the year 2021-22 onwards) MANAGEMENT ACCOUNTING		
COURSE OBJECTIVES : <ol style="list-style-type: none"> To understand the concepts of Management Accounting and take appropriate financial decisions. To impart knowledge on the various financial analysis using ratios. To teach the importance and application of financial controls. 		
UNIT - I	MANAGEMENT ACCOUNTING AND FINANCIAL STATEMENT Introduction and scope - Objectives - Relationship between Financial, Cost and Management accounting - Analysis of financial statements; common size and comparative financial statements, Trend percentages. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - II	RATIO ANALYSIS Analysis and interpretation of financial management through accounting ratios - meaning of ratio - Classification of ratio - Profitability ratio - Turnover ratios - Solvency ratios - uses and limitations of ratios. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - III	FUND FLOW & CASH FLOW ANALYSIS Fund Flow Statement - Cash Flow Analysis - Uses and Construction - Distinction. (Simple Problems) <p style="text-align: right;">(15 HOURS)</p>	
UNIT - IV	BUDGETARY CONTROL Budget and Budgetary Control - Characteristics and Limitations - Preparation of Sales, Production, Raw material Cost, Cash, Master Budgets and Flexible Budgets - Zero base budgeting. <p style="text-align: right;">(15 HOURS)</p>	
UNIT - V	MARGINAL COSTING Marginal costing - Basic concepts - Marginal and Absorption costing - CVP Analysis - BE Analysis and charts - Limitation and application-Differential cost analysis - Relevant cost analysis - Applications for management decision making (Theory 20% & Problems 80%) <p style="text-align: right;">(15 HOURS)</p>	
TEXT BOOK : <ol style="list-style-type: none"> Management Accounting - R.S.N. Pillai & Bhagavathi, Sultan Chand & Sons, New Delhi, 2015. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> “Management Accounting”; T. S. Reddy & Y.Hari Prasad Reddy; Margham Publication; Chennai-2016. “Management accounting”; Tools and Technique; N. Vinayakam, & I.B. Sinha; Himalaya Publishing house; New Delhi, 2015. Principles of Management Accounting; Man Mohan & S.N Goyal; Sahitya Bhavan, Agra, 2010. “Principles of Management accounting”; Dr. S. N.Maheswari; Sultan Chand & Sons, New; Delhi. 		

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, OHB Method.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand different financial statement of a company.	K2
CO2	Apply basic ratio of a company.	K3
CO3	Preparing fund flow and cash flow statements.	K6
CO4	Understand budgeting and prepare different budgets.	K6
CO5	Analysis of marginal costing.	K3

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	2	2	3	2	3	2	2	2	3	26	2.4
CO2	3	2	2	2	3	2	3	2	2	2	2	25	2.3
CO3	3	2	2	2	2	3	2	3	2	3	2	26	2.4
CO4	3	2	3	2	3	3	2	2	2	2	2	26	2.4
CO5	3	2	2	2	2	2	3	2	3	2	3	26	2.4
Mean overall score													2.3

Result: The core for this course is 2.3 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Total of Mean Score

Mean Score of COs = -----

Mean overall score for COs = -----

Total No. of POs & PSOs

Total No. of COS

COURSE DESIGNER: Mrs. R.KANAGAMBAL

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA5C8
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - V SEMESTER - CORE COURSE - VIII (For the candidates admitted from the year 2021-22 onwards) ENTREPRENEURIAL DEVELOPMENT		
COURSE OBJECTIVES : 1. To provide an insight into the various functional aspects of starting and managing own business. 2. To develop the entrepreneurial skills of the students. 3. To identify the role of various financial and promotional institutions in Entrepreneurial development.		
UNIT - I	Entrepreneurship - Role of entrepreneurs in economic development - Entrepreneur Vs. Intrapreneur - Characteristics of a successful Entrepreneur - Functions of an entrepreneur- Types of entrepreneurs - Factors influencing entrepreneurial growth - Entrepreneurial challenges - E-entrepreneurship. (15 HOURS)	
UNIT - II	Women entrepreneurship - Problems and prospects of women entrepreneurs - Social Entrepreneurship. Entrepreneurial training - Entrepreneurial Development Programmes (EDP) - Need - Objectives- Phases- Entrepreneurial leadership - Characteristics - Components (15 HOURS)	
UNIT - III	Defining Business Idea - Idea generating techniques - Identification of business opportunities - Business plan - Perspectives in business plan preparation - Elements of business plan - Business plan failures. (15 HOURS)	
UNIT - IV	Marketing feasibility - Stages in new product development - Product life cycle - Customer analysis - Sales analysis - Competition analysis. Financial feasibility - Financial ratio analysis - Break even analysis - Profitability analysis - Social cost - benefit analysis - Assessment of fixed and working capital requirements - long term and short term sources of funds. Technical feasibility - Technology analysis - Choice of technology - Raw material analysis. (15 HOURS)	
UNIT - V	Entrepreneurship Development schemes offered by various financial institutions - Commercial banks, IDBI, ICICI, SIDBI, SFCs - Role of Central Government and State Government in promoting Entrepreneurship - Role of following agencies in the Entrepreneurship Development - District Industries Centres (DIC), Micro Small and Medium Enterprises(MSME), National Entrepreneurship Development Board (NEDB), Entrepreneurship development institute of India (EDII), National Institute for Entrepreneurship and Small Business Development (NIESBUD). (15 HOURS)	
TEXT BOOKS : 1. Entrepreneurship in India, Srinivasan. N.P and C.B. Gupta, Sultan chand & sons, New Delhi, 2000. 2. Entrepreneurial Development, Jayashree Suresh, Margham Publications, Chennai, 2006.		
REFERENCE BOOKS : 1. Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya publishing house, mumbai, 2002. 2. Entrepreneurial Development, S.S.Khanka, S.Chand & Company ltd, New Delhi, 2005. 3. Harvard Business Review; Harvard Business Review on Entrepreneurship; Harvard Business School Press; USA 1999 4. Entrepreneurship Development; E.Gordon, & K.Natarajan, Himalaya Publishing House; Mumbai 2017. 5. Entrepreneurship Development and Management; Vayu Education India; New Delhi		

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, Group Discussion.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Application of entrepreneurial thoughts.	K3
CO2	Creation of Entrepreneurial qualities.	K5
CO3	Self motivation of students to become entrepreneurs and develop business plans.	K4
CO4	Analyse the current business opportunities.	K4
CO5	Know the present concepts, idea and government policy in the field of entrepreneurship.	K2

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	3	2	2	27	2.5
CO2	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO3	3	2	3	2	3	2	2	2	3	2	3	27	2.5
CO4	3	2	2	2	2	2	3	2	3	2	3	26	2.4
CO5	3	2	2	2	2	2	3	2	3	2	3	26	2.4
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. P.UMASANKAR

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 3		COURSE CODE: U21BA5C9
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - V SEMESTER - CORE COURSE - IX (For the candidates admitted from the year 2021-22 onwards) OPERATIONS RESEARCH		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To Students learn about linear programming and extensions of LP models and the optimization algorithms. 2. To Help students learn the replacement model, sequencing problems and processing of ‘n’ jobs through ‘m’ machines. 3. To Enable students to make decisions under conditions of certainty and uncertainty. Improve the ability to formulate effective models for real world OR problems. 		
UNIT - I	INTRODUCTION TO LINEAR PROGRAMMING (LP): Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods. <div style="text-align: right;">(18 HOURS)</div>	
UNIT - II	LINEAR PROGRAMMING EXTENSIONS: Transportation Models Minimizing Transportation and Assignment Models - Sequential decision making - Sequencing Problems. <div style="text-align: right;">(18 HOURS)</div>	
UNIT - III	INVENTORY MODELS: Inventory Control: Categories of Inventory - reasons for carrying inventory - costs and terms associated with inventory - Deterministic and Probabilistic Inventory Problem. <div style="text-align: right;">(18 HOURS)</div>	
UNIT - IV	NETWORK ANALYSIS: Network analysis - construction of network - time and critical path calculation - PERT and CPM methods. <div style="text-align: right;">(18 HOURS)</div>	
UNIT - V	QUEUING THEORY AND REPLACEMENT MODELS: Queuing Theory - single and Multi - channel models - infinite number of customers and infinite calling source. Replacement Models - Individuals replacement Models (With and without time value of money) - Group Replacement Models. <div style="text-align: right;">(18 HOURS)</div>	
TEXT BOOKS : <ol style="list-style-type: none"> 1. Operations Research, Mariyappan P, Pearson Delhi, 2013. 2. Operations Research, Natarajan AM, Balasubramani P and Tamilarasi A, Pearson Education, First Indian Reprint, 2012. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 1. Operations Research, Kalavathy S, 3rd Edition, Vikas Publishing House, 2013. 2. Operations Research, Paneerselvam R., Prentice Hall of India, Fourth Print, 2008. 3. Problem in Operations Research, Gupta P.K, Hira D.S, S.Chand and Co, 2010. 4. Operations Research, Sankara Iyer P, Tata Mcgraw Hill, 2008. 		

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, Group Discussion and Management Games		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Understand mathematical and computational modelling of real decision making problems.	K2
CO2	Solve formulated mathematical models of business problems through the application of optimization techniques.	K6
CO3	Managerial decision making in the situations of uncertainty and risk.	K3
CO4	Develop a report that describes the model and solving techniques.	K5
CO5	Analyse the results and propose recommendations in language understandable to the decision-makers in Management.	K4

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	3	3	2	28	2.5
CO2	3	2	3	2	3	2	3	2	3	2	3	28	2.5
CO3	3	2	3	2	3	2	2	3	3	2	3	28	2.5
CO4	3	2	2	3	2	3	3	2	3	2	3	28	2.5
CO5	3	3	2	2	3	2	3	2	3	2	3	28	2.5
Mean overall score												2.5	

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. C.SURESH

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA5C10
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - V SEMESTER - CORE COURSE - X (For the candidates admitted from the year 2021-22 onwards) LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to various types of Business viz., Manufacturing, Service and Project. 2. To understand how Warehouse Management and, other functions in Logistics fits into Logistics & Supply Chain Management. 3. To understand how Managers, take decisions – strategic, tactical and operations - and how they are taken in Warehouse Management functional area. 		
UNIT - I	INTRODUCTION TO LOGISTICS Fundamentals of Logistics - Definition and Activities - Aims and importance - Progress in Logistics and Current Trends - Organization and Achieving Integration. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - II	PLANNING THE SUPPLY CHAIN Logistics Strategy - Implementing the Strategy - Locating Facilities - Planning Resources - Controlling Material Flow. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - III	MEASURING AND IMPROVING PERFORMANCE OF SUPPLY CHAIN Procurement - Inventory Management - Warehousing and Material Handling Transport - Global Logistics. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - IV	SUPPLY CHAIN MANAGEMENT Basic Concepts of supply Chain Management - Planning and Sourcing - Making and Delivering - Returns - It and Supply Chain Management - Port Management. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - V	FINANCIAL SUPPLY CHAIN MANAGEMENT Financial Supply Chain- Elements of Financial Supply Chain Management - The Evolution of e-Financial Supply Chain - E-Financial supply chain - E-Financial supply chain banks Perspective - Legal Aspects of E-Financial Supply Chain. <p style="text-align: right;">(12 HOURS)</p>	
TEXT BOOK :		
<ol style="list-style-type: none"> 1. Logistics and supply Chain Management, Raghuram G. & Rangaraj. N., Macmillan Publication, 2012. 		
REFERENCE BOOKS :		
<ol style="list-style-type: none"> 1. Logistics and supply chain Management, Agarwal B.K., Macmillan Publication, 2009. 2. Logistics and Supply Chain Management, Martin Christopher, Creating Value-Adding Networks, Ft Prentice Hall, 2010. 		

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD and Management Games.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Identify and Analyze Business Models and Business Strategies relevant to logistics and supply management.	K2
CO2	Develop an understanding on the latest trends in Supply chain management.	K6
CO3	Formulate and implement Warehouse Best Practices and Strategies.	K6
CO4	Plan Warehouse and Logistics operations for optimum movement of resources.	K3
CO5	Know how to align the management of a supply chain with corporate goals and strategies.	K1

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	2	3	2	27	2.5
CO2	3	2	3	2	2	2	3	2	3	2	3	27	2.5
CO3	3	2	2	2	3	2	2	3	2	2	3	26	2.4
CO4	3	3	2	3	2	3	2	2	2	2	3	27	2.5
CO5	3	2	2	2	2	2	3	2	3	2	2	25	2.3
Mean overall score												2.4	

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. C.SURESH

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA5E1
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - V SEMESTER - ELECTIVE COURSE - I (For the candidates admitted from the year 2021-22 onwards) BUSINESS RESEARCH METHODS		
COURSE OBJECTIVES : 1. To understand the concept of Research. 2. Focusing on problem formulation, research design, data collections, interpretation and Presentation of report. 3. To impart knowledge for enabling students to develop data analytic skills and meaningful interpretation of data sets so as to solve the business / Research problems.		
UNIT - I	INTRODUCTION TO RESEARCH Fundamental concept of research: meaning, objectives, purpose, criteria for research, type - pure, applied, historical, analytical, descriptive and experimental research, and purpose of research - scientific method, case study method, problem encountered by researcher. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - II	RESEARCH DESIGN& DATA COLLECTION Research design: meaning, problem, types - interdependence of designs - data collections: primary sources - secondary sources. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - III	HYPOTHESIS Meaning, source, formation, concepts, importance and type of hypotheses - procedure for hypothesis testing. <p style="text-align: right;">(12 HOURS)</p>	
UNIT - IV	SAMPLING TECHNIQUES Sampling techniques: meaning, need, basis, essentials, advantage, disadvantage, types probability (simple random, stratified, systematic, cluster) non-probability: Quota, convenience, purposive, judgment - universe, population, size of sample, sampling and non sampling errors <p style="text-align: right;">(12 HOURS)</p>	
UNIT - V	DATA INTERPRETATION AND REPORT WRITING Interpretation: meaning - importance - Technique of interpretation-and mistake committed in interpretation of data - Report writing: Meaning Significance - Outline of a research report - content of research report - types of research report and guideline for writing a standard research report and Oral report presentation. <p style="text-align: right;">(12 HOURS)</p>	
TEXT BOOKS : 1. A textbook of research methodology in social sciences Tirupathi, P.C. 2. Research methodology. Korthari, C.R. Wiswa prakasan, 2000.		
REFERENCE BOOKS : 1. Ahuja ram; research methods; Rawat publications; Jaipur, 2003. 2. Do oley, david; social research methods; prentice hall, Delhi, 1997. 3. Rajkumar; methodology and social science; Book enclave, Jaipur, 2002.		

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD and Management Games.		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	K3
CO2	Have basic knowledge on qualitative research techniques.	K2
CO3	Ability to use measurement & scaling techniques as well as the quantitative data analysis tools.	K6
CO4	Analyse data to test hypothesis.	K4
CO5	Ability to interpret data and report.	K6

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	2	3	2	27	2.5
CO2	3	2	3	2	2	2	3	2	3	2	3	27	2.5
CO3	3	2	3	2	3	2	3	3	2	2	3	28	2.5
CO4	3	3	2	3	2	3	2	2	2	2	3	27	2.5
CO5	3	2	2	2	2	2	3	2	3	2	2	25	2.3
Mean overall score													2.4

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Mrs. R.KANAGAMBAL

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA5S2
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - V SEMESTER - SKILL BASED ELECTIVE - II (For the candidates admitted from the year 2021-22 onwards) RETAIL MANAGEMENT		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. Familiarize the students with organized retail sector. 2. Orient the students to strategic and operational decision-making processes in organized retail 3. Relate the supply chain activities which create value in organized retail industry. 		
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. <p style="text-align: right;">(6 HOURS)</p>	
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. <p style="text-align: right;">(6 HOURS)</p>	
UNIT - III	Retail locations: Deciding a retail location - Shopping centres - types of shopping centres - Successful location and Retail strategy - Sources of information. <p style="text-align: right;">(6 HOURS)</p>	
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. <p style="text-align: right;">(6 HOURS)</p>	
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. <p style="text-align: right;">(6 HOURS)</p>	
TEXT BOOKS : <ol style="list-style-type: none"> 1. Retail Management, Dr. R.K. Jain, VAYU Education of India. 2. Retail Environment, R. Rajesh & T.Sivagnanasithi, Kalyani Publishers. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 1. Retail Management, Gourav Ghosal, Edition 2007. 2. Retailing Management, Michael Levy, Barton A. Weitz & Ajay Pandit, 8th Edition 2012. 		

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, GD and Management Games.
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COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.	K3
CO2	Critically analyze and summaries market information to assess the retailing environment and formulate effective retail strategies.	K4
CO3	Examine how to procure, display and maintain merchandise to meet daily business requirements.	K4
CO4	Understand visual merchandising and its effect on store layout and design Information systems.	K2
CO5	Formulating Customer retention programs.	K5

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	3	2	3	2	28	2.5
CO2	3	2	3	2	2	3	3	2	3	2	3	28	2.5
CO3	3	2	3	2	3	2	3	3	2	2	3	28	2.5
CO4	3	3	2	3	2	3	2	2	2	2	3	27	2.5
CO5	3	2	2	2	2	2	3	2	3	2	2	25	2.3
Mean overall score													2.4

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Mr. G.SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA5S3 PW
GOVERNMENT ARTS COLLEGE (AUTONOU MOUS), KARUR - 639005 BBA - V SEMESTER - SKILL BASED ELECTIVE - III (For the candidates admitted from the year 2021-22 onwards) INDUSTRIAL ANALYSIS - PROJECT WORK AND VIVA		
COURSE OBJECTIVES :		
1. Make students understand the functioning of a specific industry at global and Indian context. 2. To know about the performance of two leading companies of an industry. 3. To impart ability to perform SWOT analysis. 4. To predict the future of an industry.		
UNIT - I	Selection of one industry - A report at Global level for five pages.	(6 HOURS)
UNIT - II	A report of the same chosen industry in Indian Context for another five pages.	(6 HOURS)
UNIT - III	Selection of two leading firms from the chosen Industry – A report on the profile of the firms in about eight pages.	(6 HOURS)
UNIT - IV	Perform SWOT analysis on the two selected firms for about four pages.	(6 HOURS)
UNIT - V	Give inferences, suggestions and future directions for about four pages. Also include reference section at the end of the report.	(6 HOURS)
TEXT BOOK :		
REFERENCE BOOK :		
TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Develop a thorough understanding of an industry.	K6
CO2	Demonstrate the ability to collate and critically assess/interpret data pertaining to an industry.	K2
CO3	Develop an ability to conduct SWOT analysis.	K6
CO4	Acquaint students with basic aspects of competition.	K2
CO5	Provide recommendations based on the study.	K5

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	2	2	2	26	2.4
CO2	3	2	3	2	3	2	2	2	3	2	3	27	2.5
CO3	3	2	2	3	2	3	2	3	2	3	2	27	2.5
CO4	3	3	2	3	2	3	2	2	2	2	3	27	2.5
CO5	3	2	2	2	2	2	3	2	3	2	2	25	2.3
Mean overall score													2.4

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Mean Score of COs = -----
 Total No. of POs & PSOs

Total of Mean Score

Mean overall score for COs = -----
 Total No. of COS

COURSE DESIGNER: Mr. G.SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA6C11
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - VI SEMESTER - CORE COURSE - XI (For the candidates admitted from the year 2021-22 onwards) BUSINESS POLICY AND STRATEGY		
COURSE OBJECTIVES : <ol style="list-style-type: none"> 1. To make the students know the various strategies used by the firms at different instances. 2. To inherit the strategic decision making skills. 3. To build skills in conducting strategic analyses in a variety of industries and competitive situations, using what-if analysis to evaluate action alternatives. 		
UNIT - I	Business policy - meaning - features - classification - process of policy - making objectives of business policy.	(18 HOURS)
UNIT - II	Business strategy - meaning - features - importance - strategic management process - SWOT analysis (Strength Weakness Operating Threats) - ETOP analysis (Environmental Threat and Opportunity Profile) - TOWS matrix – BCG matrix. 7'S' approach to quality - Motorola quality concept.	(18 HOURS)
UNIT - III	Major Business policies - personnel policy - production policy - marketing policy - financial policy.	(18 HOURS)
UNIT - IV	Strategic business unit - Major business strategies - stability - growth retrenchment - disinvestment - mixed strategies.	(18 HOURS)
UNIT - V	Society and business - ethics - social responsibilities business - social audit.	(18 HOURS)
TEXT BOOKS : <ol style="list-style-type: none"> 1. Business Policy and Strategic management, Dr. K.Arul & Dr. K.Jayaraman, Sri Guru Raja Publishers, Thiruvannamalai. 2. Business policy and strategic management - Azha Kazmi, Tata Mcgraw Hill. 		
REFERENCE BOOKS : <ol style="list-style-type: none"> 1. Business Policy and Strategy, Dr. K.Arul & Dr. A.Subanginidevi, Shanlax Publication, Madurai. 2. Business Policy & Strategic Management, P. Subba Rao. 3. Business Planning and Policy, Mamoria - Mamoria - Subba Rao. 4. Concepts. In Strategic Management & Business Policy, Thomas, L. Wheelen, J. David Hunger. 5. Business & Strategic Management (Text and Cases) Francis Cherunilam, Himalaya. 6. Policy and Strategic management Himalaya Dr. S. Sankaran. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD and Management Games		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	The students will have the knowledge of various business models.	K4
CO2	The students will understand the role of strategic management in business.	K2
CO3	The students will analyze how strategic implementation takes place in organizations.	K4
CO4	The students will evaluate the strategies operated in different firms.	K5
CO5	The students will understand the social responsibility.	K2

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	
Skill oriented		Entrepreneurship oriented	✓

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	3	2	3	2	3	2	2	27	2.5
CO2	3	2	3	3	3	2	2	2	3	2	3	28	2.5
CO3	3	2	2	3	3	3	2	3	2	3	2	28	2.5
CO4	3	3	2	3	2	3	3	2	2	2	3	28	2.5
CO5	3	2	3	2	2	3	3	2	3	2	2	27	2.5
Mean overall score												2.5	

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Mr. G.SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA6C12
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - VI SEMESTER - CORE COURSE - XII (For the candidates admitted from the year 2021-22 onwards) PRINCIPLES AND PRACTICE OF BANKING AND INSURANCE		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To make the students understand the various services offered and various risks faced by banks. 2. To make them aware of various banking innovations after nationalization. 3. To give them an overview about insurance industry to make the students understand various principles, provisions that govern the Life and General Insurance Contracts. 		
UNIT - I	Bank - Meaning - definitions - objectives of Bank - customer.	(18 HOURS)
UNIT - II	Indian Banking System - Structure - RBI - Functions - Commercial Banks -Rural banks - Cooperative Banks.	(18 HOURS)
UNIT - III	Drawing - Endorsing and Crossing of Cheques - Pay in slip - Demand Draft applications and preparation of demand drafts - Drawing, Endorsing of Bill of Exchange and promissory notes.	(18 HOURS)
UNIT - IV	Definition of Insurance - Classification of contracts of insurance - Life Assurance - Objects of Life assurance - Principles of Life Assurance - Assignment and Nomination - Lapses and Revivals - Surrender values and loans - Claims - Double Insurance	(18 HOURS)
UNIT - V	Marine - Insurance - Principles of Marine insurance - Functions of marine insurance - Types of marine policies - Warranties - kinds of marine Losses, Fire Insurance - Principles of law as applied to fire insurance. Fire waste - Hazard Types of fire policies.	(18 HOURS)
TEXT BOOKS :		
<ol style="list-style-type: none"> 1. Banking, . M.Radlasawmy & S. Vasudevan. 2. Insurance: Principles and Practices, Sharma R.S., (1960 Vora, Bombay). 		
REFERENCE BOOKS :		
<ol style="list-style-type: none"> 1. Indian Banking, Ashok Desai. 2. Practical Banking advance, H.L. Bedi. 3. Principles of Insurance Law, Srinivasan M.N., (1977) Ramanuja Publishers, Bangalore. 4. Insurance: Vols. I and II, Dr. B.Varadharajan, (1979) Tamil Nadu Text Book Society IV - SBEC. 5. Life Insurance in India, Dr. R.Haridas, New Century Publication, New Delhi. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, Field visit to nearby pre-historic site, Visit to Museums, Learning from artefacts, Mapping and geography.
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COURSE OUTCOME :
By the end of this course, Students will be able to

Course Outcome No.	Course Outcome	Knowledge Level
CO1	To know the recent development in e banking system.	K3
CO2	After completing this course, the student will be able to learn the concepts of banking.	K2
CO3	Analyse the different banking services to the society.	K4
CO4	Develop the knowledge about the commercial banks.	K6
CO5	Understand the basic ideas and latest development of banking activities.	K2

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	2	2	3	2	3	2	2	26	2.4
CO2	3	2	3	2	3	2	2	2	2	2	3	26	2.4
CO3	3	2	2	3	2	3	2	3	2	3	2	27	2.5
CO4	3	3	2	3	2	2	3	2	2	2	3	27	2.5
CO5	3	2	3	2	2	3	2	2	3	2	2	26	2.4
Mean overall score													2.4

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Total of Mean Score

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Mr. G.SIVASAMY

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA6C13
GOVERNMENT ARTS COLLEGE (AUTONOUOUS), KARUR - 639005 BBA - VI SEMESTER - CORE COURSE - XIII (For the candidates admitted from the year 2021-22 onwards) MANAGEMENT INFORMATION SYSTEM		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems. 2. To introduce the fundamental principles of computer - based information systems analysis and design and develop an understanding of the principles and techniques used. 3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive. 		
UNIT - I	Introduction - environment of organizations - management information system - information flow - need and sources - management decisions - importance and role.	(18 HOURS)
UNIT - II	Characteristics of computer information system - importance of computer - role of the computer - types of computer - Software - Hardware - CPU - MU - Input - Output - application and operations.	(18 HOURS)
UNIT - III	System classification - concept characteristics - elements - feedback control - boundary - function and operations - system design - function of system analyst assignment and investigation - implementation - evaluation and maintenance of MIS.	(18 HOURS)
UNIT - IV	Transactions processing information systems - information systems for managers - intelligence system - decision support system - integration - data collection and preparation - database - components - utility of the operation of the data base technology.	(18 HOURS)
UNIT - V	Functional Management information systems - production, marketing, accounting, personnel, financial, relationship - impact and their role in the managerial decision - making.	(18 HOURS)
TEXT BOOKS :		
<ol style="list-style-type: none"> 1. Managements, Information System, CVS Murthy, HPH. 2. Management Information System, Davis & Olson, MGH. 		
REFERENCE BOOKS :		
<ol style="list-style-type: none"> 1. MIS, R. Senapathi, Lakshmi Publications. 2. The analysis, design and implementation of information system, Lucas, MGH. 3. Principles of management information system, G.M. Scott, MGH. 4. Management information system, Dr. S.P. Rajagopalan, Margham publications. 5. Management information system PHI, S. Sadagoban. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD and Management Games		
COURSE OUTCOME : By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Have the knowledge of the different types of management information systems.	K4
CO2	Adapt and be aware of the ethical, social, and security issues of information systems.	K6
CO3	Understand the role of information systems in organizations, the strategic management processes, and the implications for the management.	K2
CO4	Understand the basic concepts and technologies used in the field of management information systems.	K2
CO5	Understand the processes of developing and implementing information systems.	K2

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	3	2	3	3	2	3	2	2	28	2.5
CO2	3	2	3	2	3	2	2	3	2	2	3	27	2.5
CO3	3	2	2	3	2	3	2	3	2	3	2	27	2.5
CO4	3	3	2	3	2	2	3	2	2	2	3	27	2.5
CO5	3	2	3	2	3	3	2	2	3	2	2	27	2.5
Mean overall score													2.5

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Total of Value

Total of Mean Score

Mean Score of COs = -----

Mean overall score for COs = -----

Total No. of POs & PSOs

Total No. of COS

COURSE DESIGNER: Dr. M.BANUMATHI

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 5		COURSE CODE: U21BA6E2
GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005 BBA - VI SEMESTER - ELECTIVE COURSE - II (For the candidates admitted from the year 2021-22 onwards) INVESTMENT MANAGEMENT		
COURSE OBJECTIVES :		
<ol style="list-style-type: none"> 1. Discuss core client groups of the investment management industry. 2. Describe the investment management process and define performance metrics of investment funds. 3. Confidently communicate the definition of technical words and phrases found within the investment management industry. 		
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 :		
1. Investment Management - Preeti Singh.		
REFERENCE BOOKS :		
1. Investment Management - Bhalla GS		
2. Investment Management - Francis		
3. Stock Market Analysis - Dr. Avadhani		

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TEACHING LEARNING METHODS Lecture Method, ICT, Seminar, Quiz, GD and Management Games.		
COURSE OUTCOME : By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Identify roles of financial intermediaries within financial markets.	K3
CO2	Students will understand the characteristics of different financial assets such as money market instruments, bonds.	K2
CO3	Understanding the stocks, and how to buy and sell these assets in financial markets.	K2
CO4	Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.	K2
CO5	Describe the various types of risk and its management.	K5

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill	✓	Employability oriented	
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	2	3	3	2	3	2	2	27	2.5
CO2	3	2	3	2	2	2	2	3	2	2	3	26	2.4
CO3	3	2	2	3	2	2	2	3	2	3	2	26	2.4
CO4	3	3	2	3	2	2	2	2	2	2	3	26	2.4
CO5	3	2	3	2	3	3	2	2	2	2	2	26	2.4
Mean overall score													2.4

Result: The core for this course is 2.4 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. M.BANUMATHI

CHAIRMAN - BOS

CONTROLLER OF EXAMINATIONS

NUMBER OF CREDIT: 4		COURSE CODE: U21BA6E3
<p align="center">GOVERNMENT ARTS COLLEGE (AUTONOMOUS), KARUR - 639005</p> <p align="center">BBA - VI SEMESTER - ELECTIVE COURSE - III (For the candidates admitted from the year 2021-22 onwards)</p> <p align="center">INDUSTRIAL RELATIONS AND LABOUR LAWS</p>		
<p>COURSE OBJECTIVES :</p> <ol style="list-style-type: none"> 1. To provide the basic concepts of industrial relations, trade unionism and collective bargaining. 2. To provide an insight into the grievances and discipline functions in industrial relations. 3. To provide knowledge on important labour laws. 		
UNIT - I	<p align="right">(18 HOURS)</p> <p>Industrial relations, Nature and condition - Evolution of industrial relations - Approaches - Causes of Poor Industrial Relations - Effects of Poor Industrial Relations - Suggestions to Improve IR. Trade Unions Act, 1926 -Definition of Trade union - Need for Trade Unions - Registration of trade union - Objectives- Functions of Trade Unions.</p>	
UNIT - II	<p align="right">(18 HOURS)</p> <p>Collective Bargaining - Objectives - stages and prerequisites for collective bargaining process. Grievance - nature of grievances - causes - grievance redressed procedure. Discipline - causes of indiscipline - types of discipline- essentials of a good discipline system - kinds of punishment.</p>	
UNIT - III	<p align="right">(18 HOURS)</p> <p>Industrial disputes Act 1947- Industrial conflicts - nature of conflicts - Provisions relating to strike and lockout - Procedure for settlement of industrial dispute - Conciliation - Arbitration - Provisions relating to - layoff, retrenchment, transfer and closure, discharge and dismissal. Workers Participation - forms of participation - prerequisites for successful participation - limitation of participation - Workers Participation in Management Bill 1990 - current trend in participation in Indian industries - Quality circles.</p>	
UNIT - IV	<p align="right">(18 HOURS)</p> <p>Factories Act, 1948 - Provisions relating to Health, welfare - safety-working hours - holidays - Employment of women and children. Workmen Compensation Act, 1923 - important definitions - objective - advantages - Disablement under the act - accidents arising out of & in the course of employment - occupational disease - quantum of compensation.</p>	
UNIT - V	<p align="right">(18 HOURS)</p> <p>Employees' State Insurance Act 1948 - applicability - objectives & an overview of benefits. Employees provident fund act 1952 - applicability - objectives & benefits - contributions of employer and employees.</p>	
<p>TEXT BOOKS :</p> <ol style="list-style-type: none"> 1. Dynamics of Industrial Relations in India, Mamoria. C.B., Himalayan Publishing House, Bombay, 1996. 2. Handbook of Industrial law, Kapoor. N.D., Sultan chand &sons, New Delhi, 1998. 		
<p>REFERENCE BOOKS :</p> <ol style="list-style-type: none"> 1. Personnel management and industrial relations, Tripathi. P.C. Sultan chand &sons, New Delhi, 2009. 2. Human Resource Management, C.B Gupta, Sultan Chand and Sons, 2010. 3. Industrial and Labour Laws; Dr. V.N.Parthiban; Sri Maruti Pathipagam; Chennai 2016. 4. Industrial Relations and Labour Legislations; Dr. M.R.Srinivasan; Margham Publications; Chennai 2016. 		

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CONTROLLER OF EXAMINATIONS

TEACHING LEARNING METHODS		
Lecture Method, ICT, Seminar, Quiz, GD and Management Games		
COURSE OUTCOME :		
By the end of this course, Students will be able to		
Course Outcome No.	Course Outcome	Knowledge Level
CO1	Elaborate the concept of Industrial Relations.	K6
CO2	Estimate the role of trade unions in the industrial setup.	K6
CO3	Outline the important causes & impact of industrial disputes.	K2
CO4	Elaborate Industrial Dispute settlement procedures.	K6
CO5	Identify employee's insurance act.	K3

K1 = Remember, K2 = Understand, K3 = Apply, K4 = Analyze, K5 = Evaluate, K6= Create

Nature of Course			
Knowledge and skill		Employability oriented	✓
Skill oriented		Entrepreneurship oriented	

Mapping Course Outcome with PO and POS

Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	POS6	TOT	Average
CO1	3	2	3	2	2	3	3	2	3	2	2	27	2.5
CO2	3	2	3	2	2	3	2	3	2	2	3	27	2.5
CO3	3	2	2	3	2	2	3	3	2	3	2	27	2.5
CO4	3	3	2	3	2	2	2	3	2	2	3	27	2.5
CO5	3	2	3	2	3	3	3	2	2	2	2	27	2.5
Mean overall score												2.5	

Result: The core for this course is 2.5 (High relationship)

Note:

Strength level	Low	Medium	High
value	1	2	3

Values Scaling

Mapping	1 - 33%	34 - 66%	67 - 100%
Scale	1	2	3
Relation	0.0 - 1.0	1.1 - 2.0	2.1 - 3.0
Quality	Poor	Moderate	High

Mean Score of COs = $\frac{\text{Total of Value}}{\text{Total No. of POs \& PSOs}}$

Mean overall score for COs = $\frac{\text{Total of Mean Score}}{\text{Total No. of COS}}$

COURSE DESIGNER: Dr. M.BANUMATHI

CHAIRMAN - BOS

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