



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

68

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The BBA Graduates of the Sourashtra College will:

PEO 1	acquire knowledge regarding the basic concepts, principles and functions of management
PEO 2	receive knowledge and requisite skills in different areas of management like human resource, finance, marketing and operation to give a holistic understanding of a business system.
PEO 3	have knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
PEO 4	imbibe business and entrepreneurial aptitude.
PEO 5	become socially and ethically responsible business leaders.
PEO 6	have been honed with managerial competencies and business acumen while attaining a holistic understanding of a business/industry

UNDERGRADUATE (UG) PROGRAMME OUTCOMES (POs)

PO1	Critical Thinking: Intellectual exploration of knowledge towards actions in clear and rational manner by understanding the logical connections between ideas and decisions.
PO2	Problem Solving: Understanding the task/ problem followed by planning and narrow execution strategy that effectively provides the solution.
PO3	Effective Communication: Knowledge dissemination by oral and verbal mechanisms to the various components of our society.
PO4	Societal/ Citizenship/ Ethical Credibility: Realization of various value systems/ moral dimensions and demonstrate the empathetic social concern as well as equity in all the decisions, executions and actions.
PO5	Environmental Concern and Sustainable Growth: Understanding the emerging environmental challenges and provide the possible contribution in sustainable development that integrates environment, economy and employment.
PO6	Skill Development and Employable Abilities: Adequate training in relevant skill sector and creating employable abilities among the under graduates.



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

69

PROGRAMME SPECIFIC OUTCOMES (PSOs)

Upon completion of BBA Programme, the students are expected /will be able to

PSO1	develop as professionally competent citizens by applying the scientific knowledge of Business Administration with the ability to think clearly, rationally and creatively to support in evolving solutions to the social/public/scientific/business issues with responsible democratic participation
PSO2	enterprise resourcefulness to identify, plan, formulate, design and evaluate solutions for complex business situations that address the specific needs with appropriate consideration for Ethical, Societal, Cultural, Environmental and Industrial domains.
PSO3	develop holistically to ignite the lateral thinking ability in problem solving, acquisition of new skills, open– minded and organized way of facing problems with self– awareness and evolving analytical solutions
PSO4	create and initiate innovations effectively and communicate efficiently with the business community and society at large to bridge the gap between industry and academia
PSO5	understand, assess and commit to professional and ethical principles, norms and responsibilities of the business world through the knowledge acquired, and the ability for work efficacy as a part of a team and engage effectively with diverse stakeholders
PSO6	able to and willingly embark on new ventures and initiatives with critical thinking and desire for more continuous learning focusing on life skills.



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

70

BACHELOR OF BUSINESS ADMINISTRATION

COURSE STRUCTURE – III SEMESTER

S. No.	Course Code	Part	Course Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1	24UACT31	I	Tamil – பொதுத் தமிழ்-III	6	3	25	75	100	3
	24UACH31		Hindi – General Hindi – III						
	24UACS31		Sanskrit – Drama Grammar and History of Sanskrit Literature						
2	24UACE31	II	English – General English – III	6	3	25	75	100	3
3	24UBNC31	III	Core – 5: Organizational Behaviour	5	3	25	75	100	5
4	24UBNC32		Core – 6: Human Resources Management	5	3	25	75	100	5
5	24UBNA31		Elective/Allied – 3: Business Mathematics and Statistics (Eco. Dept.)	4	3	25	75	100	3
6	24UBNS31	IV	SEC: Computer Application in Business (Eco. Dept.)	2	3	25	75	100	2
7	24UBNN31		SEC: NME: Business Communication	2	3	25	75	100	2
			TOTAL	30					23



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

71

IV – SEMESTER

S. No.	Course Code	Part	Course Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1	24UACT41	I	Tamil – பொதுத் தமிழ் IV	6	3	25	75	100	3
2	24UACH41		Hindi – General Hindi–IV						
3	24UACS41		Sanskrit – Alankara, Didactic & Modern Literature and Translation						
4	24UACE41	II	English – General English – IV	6	3	25	75	100	3
5	24UBNC41	III	Core – 7: Business Regulatory Framework	5	3	25	75	100	5
6	24UBNC42		Core – 8: Operations Research	5	3	25	75	100	4
7	24UBNA41		Elective/Allied – 4: Industrial Relations (Eco. Dept.)	4	3	25	75	100	3
8	24UBNS41	IV	SEC: Intellectual Property Rights (Eco. Dept.)	2	3	25	75	100	2
9	24UBNN41		SEC: NME: Employability Skills	2	3	25	75	100	2
		V	Extension Activity	–	–	–	–	100	1
			TOTAL	30					23



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

72

COURSE STRUCTURE – III SEMESTER

S. No.	Course Code	Part	Course Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1	24UACT31	I	Tamil – பொதுத் தமிழ்-III	6	3	25	75	100	3
	24UACH31		Hindi – General Hindi – III						
	24UACS31		Sanskrit – Drama Grammar and History of Sanskrit Literature						
2	24UACE31	II	English – General English – III	6	3	25	75	100	3
3	24UBNC31	III	Core – 5: Organizational Behaviour	5	3	25	75	100	5
4	24UBNC32		Core – 6: Human Resources Management	5	3	25	75	100	5
5	24UBNA31		Elective/Allied – 3: Business Mathematics and Statistics (Eco. Dept.)	4	3	25	75	100	3
6	24UBNS31	IV	SEC: Computer Application in Business (Eco. Dept.)	2	3	25	75	100	2
7	24UBNN31		SEC: NME: Business Communication	2	3	25	75	100	2
			TOTAL	30					23

CA – Class Assessment (Internal)

SE – Summative Examination

SEC – Skill Enhancement Course

NME – Non –Major Elective

T – Theory

P – Practical



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

73

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24UBNC31	ORGANIZATIONAL BEHAVIOUR	CORE – 5	5	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

Curriculum Design and Development	Employability		✓	Skill Oriented			✓	Entrepreneurship			
	National	✓	Local	✓	Regional		✓	Global			✓
Curriculum Enrichment	Professional Ethics	✓	Gender	✓	Environment and Sustainability	✓	Human Values	✓	Other Values	✓	

COURSE DESCRIPTION:

This Course helps to provide fundamental knowledge of how individuals and groups act within the organization through various behavioural concepts and techniques.

COURSE OBJECTIVES:

- To impart basic knowledge on Organisational Behaviour.
- To make the students understand the methods of Morale building and Motivation.

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	define Organisational Behaviour, understand the opportunity through OB.	Upto K3
CO 2	apply self-awareness, motivation, leadership and learning theories at workplace.	Upto K3
CO 3	analyze the complexities and solutions of group behaviour.	Upto K3
CO 4	impact and bring positive change in the culture of the organisation.	Upto K3
CO 5	create a congenial climate in the organization.	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLYING



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

74

ORGANIZATIONAL BEHAVIOUR

UNIT– I: INTRODUCTION

Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization)

UNIT– II: INDIVIDUAL BEHAVIOUR

1. Learning, attitude and Job satisfaction: Concept of learning, shaping and reinforcement. Concept of attitude, components – Job satisfaction: causation; impact of satisfied employees on workplace.
2. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor Theory)

UNIT– III: GROUP BEHAVIOUR

1. Groups and Work Teams: Concept: Five Stage model of group development; Group norms, cohesiveness;
2. Leadership: Concept; Big Five Trait theory

UNIT– IV: ORGANISATIONAL CULTURE

Concept of culture; Impact of Culture in organization – Creating and sustaining culture

UNIT– V: ORGANISATIONAL CHANGE AND CONFLICT

Forces of change; Planned change; Resistance. Concept of conflict, Conflict process

TEXT BOOKS:

1. *Organizational Behaviour*, Fred Luthans, Tata Mcgraw hill, 2017
2. *Organizational Behaviour*, Stephen P Robbins, Pearson Education, 2022

REFERENCE BOOKS:

1. *Organizational Behaviour*, Uma Sekaran, Tata Mcgraw hill, 2017
2. *Organizational Behaviour*, S S Khanka, Sultan Chand & Co
3. *Organizational Behaviour*, J. Jayasankar, Margham Publications, Chennai

DIGITAL TOOLS:

- [Organizational Behavior: Definition, Importance \[Full Guide\]](#)
- [Organisational Behaviour | London Business School](#)
- [Journal of Organizational Behavior | JSTOR](#)
- [International Journal of Organization Theory & Behavior | Emerald Publishing](#)
- 2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf

Mapping CO with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	2	3	3
CO 2	3	3	2	3	3	3
CO 3	3	2	2	2	3	3
CO 4	3	3	2	2	2	3
CO 5	2	2	2	2	3	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

75

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24UBNC32	HUMAN RESOURCES MANAGEMENT	CORE– 6	5	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

Curriculum Design and Development	Employability		✓	Skill Oriented		✓	Entrepreneurship			
	National	✓	Local	✓	Regional	✓	Global			✓
Curriculum Enrichment	Professional Ethics	✓	Gender	✓	Environment and Sustainability	✓	Human Values	✓	Other Values	

COURSE DESCRIPTION:

This Course helps to understand the role of Human Resources in today's organizations. Key Functions such as Job Analysis, Recruitment, Training and Performance Appraisal are also examined.

COURSE OBJECTIVES:

- To make the students aware of the HRM elements.
- To expose students on basic HRM functions.

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	explain the concepts, functions and process of HRM	Upto K3
CO 2	examine the selection and placement process	Upto K3
CO 3	evaluate the training and performance appraisal	Upto K3
CO 4	understand the employee engagement and compensation	Upto K3
CO 5	understand the recent trends in HR.	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLYING



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

76

HUMAN RESOURCES MANAGEMENT

UNIT- I:

Nature and scope of Human Resources Management – Roles & responsibilities of HR manager – Differences between personnel management and HRM

UNIT- II:

Human Resource Planning – Job analysis – Job description, Job specification
.Recruitment – Selection – Process, Types of Interview, Induction and Placement

UNIT- III:

Training and Development, Training Process, Methods – Performance Management – Meaning – Performance appraisal methods

UNIT- IV:

Employee Engagement – Meaning – Importance – measuring employee engagement – Employee Compensation– components – incentives.

UNIT- V:

Human Resource Audit – Nature – Benefits – Scope – Approaches – Recent trends in HRM: Green HRM & Virtual HRM Practices.

TEXT BOOKS:

1. *Human Resource Management*, Shashi K Gupta & Rosy Joshi, Kalyani Publisher, 2018
2. *HR on Purpose: Developing Deliberate People Passion*, Steve Brown, Society for Human Resource Management, 2017.

REFERENCE BOOKS:

1. *Human Resource Management*, K Ashwathappa, Tata Mcgraw hill India, 6th edition.
2. *Human Resource Management*, VSP Rao, Excel Books, 2010
3. *Human Resource Management*, L M Prasad, Sultan Chand & Sons, 2014

DIGITAL TOOLS:

- <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Manage>
- [http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%](http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20Sem%20I)
- <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
- <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
- <http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf>

Mapping of CO with PSO

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	3	2	2	2	3
CO 2	3	3	2	2	2	3
CO 3	3	3	2	2	2	3
CO 4	3	3	2	2	3	3
CO 5	3	3	2	2	2	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

77

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDIT
24UBNN31	BUSINESS COMMUNICATION	NME	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

Curriculum Design and Development	Employability		✓	Skill Oriented		✓	Entrepreneurship			
	National	✓	Local	✓	Regional	✓	Global			✓
Curriculum Enrichment	Professional Ethics	✓	Gender	✓	Environment and Sustainability		Human Values	✓	Other Values	

COURSE DESCRIPTION:

This course helps to provide basic knowledge of business communication letters and helps the students to draft basic business letters.

COURSE OBJECTIVES:

- To facilitate the students to understand the concept of communication
- To know the basic techniques of drafting Business Communication letters

COURSE OUTCOMES (COS):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	identify the basics of business communication	Upto K3
CO 2	identify the types of business letters	Upto K3
CO 3	know about sales letters and drafting sales letters	Upto K3
CO 4	draft Situation based Circular letters	Upto K3
CO 5	understand about bank correspondence letters and drafting bank letters	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLYING



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

78

BUSINESS COMMUNICATION

UNIT– I:

An Introduction to Communication –Meaning – Objectives of Communication – Process
Role of Communication – The Significance of Communication – Essentials of Good
Communication – Guidelines for Effective Communication

UNIT– II:

An Effective Business Letters – Essentials of an Effective Business Letters – Objectives
Functions of a Business Letters – Principles of Letter Writing – Structure and Layout of
Business – Letters Kinds of Business Letter

UNIT– III:

Sales Letter – Main Objectives – Types of Sales Letter – Hints for Drafting Sales Letters –
Enquiries and Replies (Letters)

UNIT– IV:

Circular Letter –Types of Circular letter (New Business Opening – New Branch,
Expansion of Business)

UNIT– V:

Banking Correspondence – Letter for Request to Open an Savings Account – Interview
Application Letters

TEXT BOOK:

Essentials of Business Communication – Dr. Rajendra Pal & Korlahalli

REFERENCE BOOK:

Business Communication – Pattanchatty

DIGITAL TOOLS:

- https://www.managementstudyguide.com/business_communication.htm
- <https://grammar.yourdictionary.com/style-and-usage/business-communication-letter-writing.html>

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	2	3	3	3	2
CO2	2	2	3	2	2	2
CO3	2	2	3	2	3	2
CO4	3	2	2	2	3	3
CO5	3	3	2	3	2	2

3. Advanced Application 2. Intermediate Development 1. Introductory Level



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

79

COURSE STRUCTURE – IV SEMESTER

S. No.	Course Code	Part	Course Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1	24UACT41	I	Tamil – பொதுத் தமிழ் IV	6	3	25	75	100	3
2	24UACH41		Hindi – General Hindi–IV						
3	24UACS41		Sanskrit – Alankara, Didactic & Modern Literature and Translation						
4	24UACE41	II	English – General English – IV	6	3	25	75	100	3
5	24UBNC41	III	Core – 7: Business Regulatory Framework	5	3	25	75	100	5
6	24UBNC42		Core – 8: Operations Research	5	3	25	75	100	4
7	24UBNA41		Elective/Allied – 4: Industrial Relations (Eco. Dept.)	4	3	25	75	100	3
8	24UBNS41	IV	SEC: Intellectual Property Rights (Eco. Dept.)	2	3	25	75	100	2
9	24UBNN41		SEC: NME: Employability Skills	2	3	25	75	100	2
		V	Extension Activity	–	–	–	–	100	1
			TOTAL	30					23

*All students will do internship after IV Semester. The evaluation will be done in the beginning of V Semester and marks will be included in the V Semester mark sheet.

CA – Class Assessment (Internal)

SE – Summative Examination

SBS – Skill Based Subject

NME – Non –Major Elective

T – Theory

P – Practical



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

80

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24UBNC41	BUSINESS REGULATORY FRAME WORK	CORE – 7	5	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

Curriculum Design and Development	Employability		✓	Skill Oriented			Entrepreneurship				
	National	✓	Local	✓	Regional	✓	Global				
Curriculum Enrichment	Professional Ethics	✓	Gender		Environment and Sustainability	✓	Human Values	✓	Other Values	✓	

COURSE DESCRIPTION:

To impart knowledge on various business laws in India

COURSE OBJECTIVES:

- To explain Indian Contracts Act
- To make the students understand Sales of goods act& contract of agency
- To make the students understand Indian Companies Act 1956

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	explain Indian Contracts Act	Upto K3
CO 2	understand Sales of goods act and Contract of Agency	Upto K3
CO 3	understand Indian Companies Act 1956	Upto K3
CO 4	understand Consumer Protection Act – RTI	Upto K3
CO 5	understand Cyber law	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLYING



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

81

BUSINESS REGULATORY FRAMEWORK

UNIT– I:

Brief outline of Indian Contracts Act – Objective and scope – Essentials of Valid Contract – Types of Contracts – Quasi Contract– Discharge of Contract – Breach of Contract

UNIT– II:

Sale of goods Act –Classification of goods – Formation of Sale Contract– Difference between sale and agreement of sale –Condition and warranty – Duties of Seller and Buyer Rights and duties of Agent and Principal.

UNIT– III:

Indian Companies Act 1956.– Characteristics of Company – Classification of Companies – Incorporation of Company– Difference between public and private company – Content of MOA and AOA.

UNIT– IV:

Consumer Protection Act – Objectives – Consumers and types of consumers – Complaint – Essentials of Complaint – Complaint Redressal (Central, State and District commissions)

UNIT– V:

Cyber Law– IT act – Objectives– Digital Signature and procedures – E–governance– provisions for e–governance– penalties and offences.

TEXT BOOKS:

1. Pillai R S N, Bhagavati, **Business Law**, Third Edition, Sultan Chand
2. N D Kapoor(2019), **Elements of Mercantile Law**, Sultan Chand & Sons
3. Tulsian.P.C **Business Law (2018)** Third Edition, McGraw Hill Publications
4. **Constitutional Law** – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5. **Business Law (Commercial Law)** – Dr. M.R. Sreenivasan

REFERENCE BOOKS:

1. **Business Regulatory Framework**, Sahitya Bhawan Publications. Revised, 2022
2. **Business Regulatory Framework**, Garg K.C., Sareen V.K., Sharma Mukesh, 2013
3. **Business Regulatory Framework** Pearson Education India, 2011
4. **Business Regulatory Framework**, Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

DIGITAL TOOLS:

- <https://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
- <https://www.studocu.com/in/course/nhl-stenden-hogeschool/internationale-economieae/3796251>
- <https://www.lawjournals.org/>
- https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	3	2	3
CO2	3	2	2	3	3	3
CO3	2	3	3	3	2	3
CO4	3	2	3	3	3	2
CO5	2	2	3	3	2	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

82

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24UBNC42	OPERATIONS RESEARCH	CORE – 8	5	–	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

Curriculum Design and Development	Employability				Skill Oriented		✓	Entrepreneurship			
	National	✓	Local	✓	Regional		✓	Global			
Curriculum Enrichment	Professional Ethics	✓	Gender		Environment and Sustainability		Human Values		Other Values	✓	

COURSE DESCRIPTION:

To introduce the use of quantitative methods and techniques for effective decisions-making to the students and to model formulation and applications that are used in solving business decision problems.

COURSE OBJECTIVES:

- Introduction to Operations Research definition and concept Essential features of LPP.
- Formulation of Transportation problem and finding an initial basic feasible solution.
- Expressing Assignment problem, Hungarian method– Minimization and Maximization case and Sequencing Problem.
- Analyse Network models and constructing network– critical path, various floats.
- Analyse Game Theory and Decision Theory

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	analyse Linear Programming	Upto K3
CO 2	analyse Transportation problem	Upto K3
CO 3	analyse Assignment problem	Upto K3
CO 4	analyse Network models	Upto K3
CO 5	analyse Game Theory and Decision Theory	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLYING



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

83

OPERATIONS RESEARCH

UNIT- I:

Linear Programming problem – Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP simple problems.

UNIT- II:

Transportation problem – Basic definitions, finding an initial basic feasible solution – North –west corner rule, least cost method. Vogel's approximation method to find the optimal solution

UNIT- III:

Assignment problem – Hungarian method – Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem – Processing n jobs on 2 machines, processing n jobs on 3 machines

UNIT- IV:

Network models – PERT and CPM — difference between PERT and CPM – constructing network – critical path, three-time estimates for PERT

UNIT- V:

Game Theory – Maximin – Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game

TEXT BOOKS:

1. DR H. Premraj, *Elements of Operation Research*, Margham publications, Chennai, 2019
2. P.K. Gupta & Man Mohan, *Problems in Operations Research* – Sultan Chand & sons – New Delhi

REFERENCE BOOKS:

1. Hamdy A Taha, *Operation Research – An Introduction prentice Hall of India*– New Delhi
2. P.R. Vittal & V. Malini, *Operative Research* – Margham Publications – Chennai – 17.
3. V.K. Kapoor, *Introduction to operational Research* – Sultan Chand & sons – New Delhi
4. P. Gupta, N. Aruna Rani, M. Haritha (2018), *Operations Research and Quantitative Techniques*, First edition, Himalaya Publishing House.

DIGITAL TOOLS:

- <https://www.onlinemathlearning.com/>
- https://www.kellogg.northwestern.edu/weber/Notes_6_Decision_trees
- www.pondiuni.edu.in > sites > default > files

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3
CO2	3	3	3	3	3	3
CO3	3	2	3	3	2	3
CO4	3	3	3	3	2	3
CO5	3	2	3	3	3	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

84

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24UBNN41	EMPLOYABILITY SKILLS	NME	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

Curriculum Design and Development	Employability		✓	Skill Oriented		✓	Entrepreneurship		
	National	✓	Local	✓	Regional	✓	Global		
Curriculum Enrichment	Professional Ethics	✓	Gender	✓	Environment and Sustainability	✓	Human Values	✓	Other Values ✓

COURSE DESCRIPTION:

This Course helps the students to learn and acquire basic employability skills

COURSE OBJECTIVES:

- To enhance Employability of the students and train them for the corporate
- To encourage students to learn from Websites

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
CO 1	understand interpersonal skills	Upto K3
CO 2	know about life skills(SWOT)	Upto K3
CO 3	impart basics interview skills	Upto K3
CO 4	know and practice Group Discussion	Upto K3
CO 5	know about stress management	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLYING



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'A' grade by NAAC)

BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS (Under CBCS based on OBE)

(For the students admitted from the academic year 2024 – 2025 onwards)

85

EMPLOYABILITY SKILLS

UNIT– I: INTRODUCTION

An Overview of Communication Skills – Interpersonal Skills – Leadership Qualities – Lateral Thinking, Creativity and Innovation – Time Management – Stress management – People Skills – Ego Styles – Professional skills.

UNIT– II: LIFE SKILLS

Self Analysis through SWOT – How to do a SWOT Analysis. Goal Setting based on Principle of SMART – SMART Goal Setting & goal Setting Systems.

UNIT– III: EMPLOYABILITY SKILLS

Interview Skills – Types of Interview – Group Interview, Panel Interview, Telephonic Interview – Other Types of Interview – Behavioral Interview, case Interview, On–Site Interviews, Video Conference Interview – Preparing for Face–to–face Interview – Preparation for Interview, A review Hours Before, During the Interview, Closing the Interview – Mock Interview.

UNIT– IV: GROUP DISCUSSION

Why Group Discussion – How to Prepare for Group Discussion – Practice, Participate, Clarity of Speech, reading, Mocks – Successful Group Discussion Techniques.

UNIT– V: STRESS MANAGEMENT

Stress – Symptoms of Job stress – How to Overcome Stress.

TEXT BOOKS:

1. **Soft Skills.** S. Hariharan, N. Sundarajan and S.P. Shanmugapriya – MJP Publishers.
2. Vinay Mohan – —**Understanding Body Language**– Pustak Mahal Publications.

REFERENCE BOOKS:

1. Diane Berk – **Preparing for Interview**, Viva Books Pvt. Ltd.
2. Sudhir Andrews – **How to succeed Interviews** – Tata Mc Graw Hill Company.

DIGITAL TOOLS:

- <https://www.groupdiscussionideas.com/group-discussion-topics-with-answers/>
- https://www.mindtools.com/pages/article/interview_skills.htm

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	2	2	2
CO2	3	2	2	2	3	3
CO3	3	2	3	3	3	3
CO4	2	2	3	3	3	2
CO5	3	3	2	2	2	2

3. Advanced Application 2. Intermediate Development 1. Introductory Level