



SOURASHTRA COLLEGE, MADURAI – 625004

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

B.B.A. – SYLLABUS

(Under CBCS based on OBE)(with effect from 2021 – 2022)

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GRADUATE ATTRIBUTES

1. **(KB) A knowledge base for Management** Demonstrated competence in university level statistics, mathematics, accounting, managerial fundamentals, and specialized management concepts appropriate to the program.
2. **(PA) Problem analysis:** An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex managerial problems in order to reach substantiated conclusions
3. **(Des.) Design:** An ability to design solutions for complex, open – ended managerial problems and processes that meet specified needs with appropriate attention to effectiveness and efficiency of organisation, and economic, environmental, cultural and societal considerations.
4. **(Tools) Use of Managerial tools:** An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern management tools to a range of managerial activities from simple to complex, with an understanding of the associated limitations.
5. **(Team) Individual and teamwork:** An ability to work effectively as a member and leader in teams, preferably in a multi – disciplinary setting.
6. **(Comm.) Communication skills:** An ability to communicate complex managerial concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.
7. **(Impacts) Impact of Management on society and the environment:** An ability to analyze social and environmental aspects of managerial activities. Such ability includes an understanding of the interactions that organisation has with the economic, social, legal, and cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.
8. **(Ethics) Ethics and equity:** An ability to apply professional ethics, accountability, and equity.
9. **(Econ.) Economics and project management:** An ability to appropriately incorporate economics and business practices including project, risk, and change management into the practice of Management and to understand their limitations.



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PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The B.B.A. Graduates of the Sourashtra College will:

PEO 1	Take an active role and participate in their continuous professional development including graduate studies when appropriate to their career goals.
PEO 2	Maintain ethical and professional standards in their careers.
PEO 3	Practise the domain knowledge in the application oriented discipline.
PEO 4	Understand Social responsibility and act as a responsible manager for sustainability and social well – being.
PEO 5	Act understanding the role of responsible citizen with environmental awareness, patriotism and commitment to the general public as a whole

UNDERGRADUATE (UG) PROGRAMME OUTCOMES (POs)

Undergraduate (B.A., B.Sc., B.Com., B.C.A., B.B.A., etc.,) is a 3 – year degree Programme with 6 semesters consisting the following Programme Outcomes (POs) under various criteria including critical thinking, problem solving, effective communication, societal/ citizenship/ ethical credibility, sustainable growth and employable abilities.

PO 1	Critical Thinking: Intellectual exploration of knowledge towards actions in clear and rational manner by understanding the logical connections between ideas and decisions.
PO 2	Problem Solving: Understanding the task/ problem followed by planning and narrow execution strategy that effectively provides the solution.
PO 3	Effective Communication: Knowledge dissemination by oral and verbal mechanisms to the various components of our society.
PO 4	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.
PO 5	Environmental Concern and Sustainable Growth: Understanding the emerging environmental challenges and provide the possible contribution in sustainable development that integrates environment, economy and employment.
PO 6	Skill Development and Employable Abilities: Adequate training in relevant skill sector and creating employable abilities among the under graduates.



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PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of **B.B.A Programme**, the students are expected to

PSO 1	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
PSO 2	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.
PSO 3	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
PSO 4	create and initiate innovations effectively and communicate efficiently with the business community and society at large to bridge the gap between industry and academia
PSO 5	acquire knowledge, understand, assess and get committed to professional and ethical principles, norms and responsibilities of the business world and the ability for work efficacy as a part of a team and engage effectively with diverse stakeholders
PSO 6	acquire ability and willingness to embark on new ventures and initiatives with critical thinking and desire for more continuous learning focusing on life skills.



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B.B.A. – II YEAR

COURSE STRUCTURE – III SEMESTER

S. No.	Course Code	Course Title	Hrs./ Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC31	Part – III: Core – 5: Principles of Management	6	3	25	75	100	5
2.	21UBNC32	Part – III: Core – 6: Business Statistics	6	3	25	75	100	5
3.	21UBNC33	Part – III: Core – 7: Organisational Behaviour	6	3	25	75	100	4
4.	21UBNA31	Part – III: Allied – 3: Foreign Trade Management (Eco. Dept.)	6	3	25	75	100	4
5.	21UBNS31	Part – IV: SBS – 1: Computer Skills – I	2	3	25	75	100	2
6.	21UBNS32	Part – IV: SBS – 2: Computer Skills – II	2	3	25	75	100	2
7.	21UBNN31	Part – IV: NME – 1: Basic Principles of Management	2	3	25	75	100	2
Total			30				700	24

COURSE STRUCTURE – IV SEMESTER

S. No.	Course Code	Course Title	Hrs./ Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC41	Part – III: Core – 8: Elements of Mercantile Law	6	3	25	75	100	5
2.	21UBNC42	Part – III: Core – 9: Business Mathematics	6	3	25	75	100	5
3.	21UBNC43	Part – III: Core – 10: Marketing Management	6	3	25	75	100	4
4.	21UBNA41	Part – III: Allied – 4: Industrial Relations (Eco. Dept.)	6	3	25	75	100	4
5.	21UBNS41	Part – IV: SBS – 3: E – Commerce Skills – I	2	3	25	75	100	2
6.	21UBNS42	Part – IV: SBS – 4: E – Commerce Skills – II	2	3	25	75	100	2
7.	21UBNN41	Part – IV: NME – 2: Basics of Organisation Behaviour	2	3	25	75	100	2
8.		PART – V: Extension Activities	–	–	–	–	100	1
9.	21UBNZ41	SELF STUDY(OPTIONAL) <i>Consumerism(Based on UGC)</i>	–	3	–	100	100	(4)
Total			30				900	25 +(4)



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COURSE STRUCTURE – III SEMESTER

S. No.	Course Code	Course Title	Hrs./ Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC31	Part – III: Core – 5: Principles of Management	6	3	25	75	100	5
2.	21UBNC32	Part – III: Core – 6: Business Statistics	6	3	25	75	100	5
3.	21UBNC33	Part – III: Core – 7: Organisational Behaviour	6	3	25	75	100	4
4.	21UBNA31	Part – III: Allied – 3: Foreign Trade Management (Eco. Dept.)	6	3	25	75	100	4
5.	21UBNS31	Part – IV: SBS – 1: Computer Skills – I	2	3	25	75	100	2
6.	21UBNS32	Part – IV: SBS – 2: Computer Skills – II	2	3	25	75	100	2
7.	21UBNN31	Part – IV: NME – 1: Basic Principles of Management	2	3	25	75	100	2
		Total	30				700	24

CA – Class Assessment (Internal)

SE – Summative Examination

SBS – Skill Based Subject

NME – Non –Major Elective

T – Theory

P – Practical



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC31	PRINCIPLES OF MANAGEMENT	CORE – 5	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide basic knowledge of principles of management and introduces the main functions of management.

COURSE OBJECTIVES:

- To introduce the basic concepts of Management.
- To provide insight about major functions of Management.

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 basic concepts of management	Upto K3
CO 2	apply the basic concepts of management to obtain the business objectives	Upto K3
CO 3	design the format for effective utilization of resources	Upto K3
CO 4	analyze the situation and take good business decisions	Upto K3
CO 5	use the knowledge obtained and solve business problems	Upto K3

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



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PRINCIPLES OF MANAGEMENT

UNIT – I:

Management – Definition – Nature of Management – Management as an Art – Management as a Science – Management as a Profession – Levels of Management – Pioneers of Management thought – F.W. Taylor, Henry Fayol and Peter F. Drucker.

UNIT – II:

Planning – Definition – Nature – Advantages and Disadvantages of Planning – Types of Planning – Steps in Planning – Types of Plans.

UNIT – III:

Organising – Definition – Nature – Importance – Steps in the process of organising – Formal and Informal Organisation – Distinction – Departmentation – Meaning – Importance – Types – Organisation Structure – Line, Functional, Line and Staff – Committee Organisation.

UNIT – IV:

Staffing – Definition – Recruitment – Definition – Selection Definition – Directing – Meaning – Nature – Principles of Directing – Motivation – Meaning – Importance – Leadership – Meaning – Importance – Styles of Leadership.

UNIT – V:

Controlling – Definition – Nature – Control Process – Characteristics of an Ideal Control System – Benefits of Controlling.

TEXT BOOK: *Business Management* – Dr. C. B. Gupta – Sultan Chand & Sons. 8th Revised Edition.

REFERENCE BOOKS:

1. *Principles of Management* – Dr. T. Ramasamy.
2. *Principles of Management* – Dr. K.P. Ganesan and Natarajan.
3. *Principles of Management* – L.M.Prasad.

Units	Book Title	Chapters
I	<i>Business Management</i> – Dr. C. B. Gupta	1,3
II	<i>Business Management</i> – Dr. C. B. Gupta	5,6
III	<i>Business Management</i> – Dr. C. B. Gupta	9,11,15
IV	<i>Business Management</i> – Dr. C. B. Gupta	18,19,20,22,25
V	<i>Business Management</i> – Dr. C. B. Gupta	27

DIGITAL TOOLS: mbaexamnotes.com/principles-of-management.html

sjecnotes.weebly.com/principle-of-management.html

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2				2	
CO2		2	2		2	2
CO3	2	2	2			
CO4	2	2	2	2		1
CO5	2	2	2	3	2	2

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

COURSE DESIGNER: Dr. T. R. JEEVAPRIYA

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC32	BUSINESS STATISTICS	CORE – 6	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide the fundamental knowledge of Business Statistics

COURSE OBJECTIVES:

- To introduce the basics of Statistics in Business
- To make the students apply the formula of measures of central tendency and others in business

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)
CO1	formulate the knowledge of statistics and its application in the field of business.	Upto K3
CO2	discuss the application of statistics in the field of business.	Upto K3
CO3	create the knowledge on basic statistical tools.	Upto K3
CO4	adapt to the application of statistical tools in specific business situations	Upto K3
CO5	develop the analytical and reasoning skills.	Upto K3

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



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BUSINESS STATISTICS

UNIT – I: Introduction

Definition – Application of statistics in business – Frequency Distribution – Tabulation – Diagrammatic Presentation – Types – Line Diagram, Bar Diagram, Pie Diagram – Graphic Presentation – Graphs of Frequency Distribution – Histogram, Frequency Polygon, Frequency curves, O gives – Simple Problems.

UNIT – II: Measures of Central Tendency

Mean, Median, Mode – Geometric mean, Harmonic Mean – Combined mean – correcting incorrect mean (Individual series only) – Merits and Demerits – Problems.

UNIT – III: Measures of Dispersion

Methods of Measuring Dispersion – Range, Mean Deviation, Standard Deviation, Lorenz Curve – Coefficient of Variation – Consistency of Data.

UNIT – IV: Correlation analysis

Definition – Significance – Types of Correlation – Methods of studying Correlation – Scatter diagram – Graphic method – Karl Pearson's coefficient – Methods of least squares – Rank correlation – Regression analysis – Definition – Use – Regression equations.

UNIT – V: Index Numbers

Types – Simple Aggregate Method, Simple Average of Price Relatives – Weighted Index Numbers – Laspeyre's, Bowley's Fischer's and Marshall – Edgeworth Index Numbers – Advantages of index numbers.

Note: 80% of the marks are allotted to problems and 20% to theory

TEXT BOOK:

Elementary Statistical Method – S.P.Gupta, Sultan Chand & Sons, New Delhi.

REFERENCE BOOK:

Business Statistics – R. S. N. Pillai and Bhagavathi.

Units	Book Title	Chapters
I	<i>Elementary Statistical Method</i> – S.P.Gupta	Vol I 1,3,4,5
II	<i>Elementary Statistical Method</i> – S.P.Gupta	6
III	<i>Elementary Statistical Method</i> – S.P.Gupta	7
IV	<i>Elementary Statistical Method</i> – S.P.Gupta	8
V	<i>Elementary Statistical Method</i> – S.P.Gupta	13

DIGITAL TOOLS:

www.personal.kent.edu/~mshanker/.../Business%20Statistics%20Chapter%20Notes.html

[gurukpo.com/business – statistics](http://gurukpo.com/business-statistics)

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2				
CO2		3	2		2	
CO3	3			2		
CO4	2		1	3		1
CO5	2	2	3		2	1

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC33	ORGANISATIONAL BEHAVIOUR	CORE – 7	6	–	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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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 Outcome	Knowledge Level (According to Bloom's Taxonomy)
CO 1	understand fundamentals of Organizational Behaviour and its models	K1
CO 2	outline on the concepts like Group Dynamics, Group formation and Group Development	Upto K2
CO 3	understand about Motivation and to demonstrate Motivational Techniques or Theories.	Upto K2
CO 4	explain about Morale among employees and how it affects the functioning of Organization.	Upto K3
CO 5	summarize about Organizational Change, Challenges and overcoming the resistance for Change in the Organization.	Upto K3

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



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ORGANISATIONAL BEHAVIOUR

UNIT – I:

Organizational behaviour – definition – features of Organizational behaviour –various approaches to study of Organizational behaviour –process of Behaviour – Models of Organizational behavior.

UNIT – II:

Group dynamics – definition –types of groups –theories of group formation –problems of informal groups –group norms – types – meaning of group cohesiveness –five stages of group development.

UNIT – III:

Definition of Motivation – Theories of motivation – Maslow’s needs Hierarchy theory, Alfred’s ERG theory, Herzberg motivation theory – Motivational techniques.

UNIT – IV:

Definition of morale – factors affecting morale –cause of low morale – factors improving morale – Measurement of Morale.

UNIT – V:

Meaning of Change –forces for changes –types of changes –managing planned change –planning, assessing and implementing the change –causes of resistance to change –overcoming resistance to change.

TEXT BOOK:

Organisational Behaviour – L.M.Prasad, Sultan Chand & Sons

REFERENCE BOOKS:

1. *Organisational Behaviour* – Shashik. Gupta& Rosy Joshi, Kalayani publishers, New Delhi.
2. *Organisational Behaviour* – Dr. P.C. Sekar..
3. *Organisational Behaviour* – Fred Luthans.

Units	Book Title	Chapters
I	<i>Organisational Behaviour</i> – L.M.Prasad	1,6
II	<i>Organisational Behaviour</i> – L.M.Prasad	15
III	<i>Organisational Behaviour</i> – L.M.Prasad	11
IV	<i>Organisational Behaviour</i> – L.M.Prasad	12
V	<i>Organisational Behaviour</i> – L.M.Prasad	25

DIGITAL TOOLS:

<https://en.m.wikipedia.org>, [www.investopedia.com>terms>organizational behaviour](http://www.investopedia.com/terms/organizational_behaviour)
www.yourarticle.com>organization

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2			2		
CO2	2				2	
CO3		2		2	1	
CO4		2			3	2
CO5		2	2		2	1

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

COURSE DESIGNERS: 1. Dr. M.S. BALAJI 2. Dr. K. G.RAJA SABARISHBABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNS31	COMPUTER SKILLS – I	SBS –1	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This Course helps to provide basic understanding about features in Computer and how it can be useful for Business activities

COURSE OBJECTIVES:

- To train the students on basic Computer Concepts.
- To develop the understanding of MS – Office

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	understand the Basics of Computers and Operations.	K1
CO 2	know about the basic components of Computer	Upto K2
CO 3	know the Concept of Operation Systems(Windows) and the Options.	Upto K3
CO 4	understand about basics of MS Word	Upto K3
CO 5	know about the advanced options of MS Word	Upto K3

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



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COMPUTER SKILLS – I

UNIT- I:

INTRODUCTION TO COMPUTERS: Definition – Characteristics and capabilities of computers – Generations of computers – classification of computers – Types of computers – Basic principles of operation of a digital computer.

UNIT – II:

Block diagram of computer System – Hardware – CPU, memory (Primary and Secondary) – Input devices, output devices – uses and applications of Computers, Storage Devices – Types.

UNIT – III:

WINDOWS XP – Introduction to Windows XP – Features – Basic components: Desktop, Icons, Task bar and Channel bar – Start menu – Files and Folders – Windows Explorer – Internet Explorer – Control Panel – Shortcuts – Briefcase.

UNIT – IV:

MS WORD – Introduction to word processing and MS WORD – Components of Word opening Screen – Creating Word documents – Entering, Editing, Creating bulleted and numbered lists – types of views – spell checker and Grammar.

UNIT – V:

Auto format – Copying and moving text – Applying Fonts and Font – Styles – Aligning and formatting Text – AutoCorrect – Creating Tables and working with tables – mail merge and sending mails.

TEXT BOOKS: 1. Fundamentals of Computing: P. Sudharsan, RBA Publications, First Edition.
2. M.S. Office, Plain & Simple : Carol Brown & Resources

REFERENCE BOOKS:

1. Fundamentals of Computers: P.K. Sinha.
2. Microsoft Office: Gini Courter and Annette Margins, Publications, New Delhi.
3. Microsoft Office For Windows: Steve Saga, Peachpit Press.
4. Fundamentals of Computer: V. Rajaraman, Prentice Hall of India.

Units	Book Title	Chapters
I	Fundamentals of Computing: P.Sudharsan	1
II	Fundamentals of Computing: P.Sudharsan	1
III	Fundamentals of Computing: P.Sudharsan	4
IV	Fundamentals of Computing: P.Sudharsan	4
V	M.S.Office, Plain & Simple : Carol Brown & Resources	14

DIGITAL TOOLS:

www.slideshare.net/hanneq1/pc-for-managers
[https://www.studentscholarships.org/.../computer and information systems manager](https://www.studentscholarships.org/.../computer-and-information-systems-manager)

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2					
CO2		2		1		
CO3	2		1			
CO4		2	2		2	
CO5		2		1	2	

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

COURSE DESIGNER: Dr. K. G.RAJA SABARISHBABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNS32	COMPUTER SKILLS –II	SBS – 2	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This Course helps to provide basic understanding about features in Computer and how it can be useful for Business activities

COURSE OBJECTIVES:

- To train the basic Computer Concepts
- To develop the understanding of MS – Office

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	understand the Basics of MS Excel	K1
CO 2	apply statistics formulas using MS Excel	Upto K2
CO 3	work on MS – PowerPoint	Upto K3
CO 4	create PowerPoint Slides and Create a presentation	Upto K3
CO 5	understand Tally and make entries in Tally	Upto K3

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



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COMPUTER SKILLS –II

UNIT – I:

MS – EXCEL: Introduction to spread sheet – components of EXCEL Opening Screen – Building worksheet. Entering data in worksheet – Editing, Deleting, Copying and moving cells and ranges – Adjusting column width and row height – inserting and deleting cells, rows and columns.

UNIT – II:

Using auto-fill – creating and working with formula (Statistics) – functions in Excel – Database in EXCEL – Graphs and charts : Types of charts – Element of a chart – Creating a chart.

UNIT – III:

MS POWERPOINT: Meaning and Features – Presentation: Creating a presentation using Auto content wizard, Design templates and Blank presentation – Types of views – Opening an existing presentation – editing saving and closing a presentation.

UNIT – IV:

Enhancing presentation: Applying Transition effects and animation effects – Spell checking the presentation and adding speaker notes – Inserting objects: Inserting a graph, organization chart, clip Art, sound and video – Running slide show.

UNIT – V:

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally – Configuration of Tally screens and menus.

TEXT BOOKS:

1. *Fundamentals of Computing* – P. Sudharsan, RBA Publications, First Edition.
2. *M.S. Office, Plain & Simple* – Carol Brown & Resources
3. *Tally ERP 9 Made Simple Basic Financial Accounting Book* – Ashok K Nadhani



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REFERENCE BOOKS:

1. *Fundamentals of Computers* – P.K. Sinha.
2. *Microsoft Office* – Gini Courter and Annette Margins, Publications, New Delhi.
3. *Microsoft Office for Windows* – Steve Saga, Peachpit Press.
4. *Fundamentals of Computer* – V. Rajaraman, Prentice Hall of India.

Units	Book Title	Chapters
I	<i>M.S.Office, Plain & Simple</i> – Carol Brown & Resources	1
II	<i>M.S.Office, Plain & Simple</i> – Carol Brown & Resources	1
III	<i>M.S.Office, Plain & Simple</i> – Carol Brown & Resources	2
IV	<i>M.S.Office, Plain & Simple</i> – Carol Brown & Resources	2
V	<i>Fundamentals of computerized accounting</i> – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally – Configuration of Tally screens and menus.	1

DIGITAL TOOLS:

www.slideshare.net/hanneq1/pc-for-managers

<https://tallysolutions.com/tally/what-is-tally-erp-9-and-how-to-use-it/>

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2			1		
CO2	2					
CO3		2	1			
CO4	1	2	2			
CO5	2		1		2	

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

COURSE DESIGNER: Dr. K.G. RAJA SABARISHBABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNN31	BASIC PRINCIPLES OF MANAGEMENT	NME – 1	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	III	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide basic knowledge of principles of management and introduces the major functions of management.

COURSE OBJECTIVES:

- To introduce the basic elements of Management.
- To expose Managerial functions for other major students.

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 basic concepts of management	K1
CO 2	apply the basic concepts to take better decisions	Upto K3
CO 3	design the format for effective utilization of resources	Upto K3
CO 4	analyze the situation and solve business problems	Upto K3
CO 5	use the knowledge obtained in successful running of business	Upto K3

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



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BASIC PRINCIPLES OF MANAGEMENT

UNIT – I:

Management – Definition – Characteristics – Levels.

UNIT – II:

Planning – Definition, Characteristic, Advantages and Limitations – Steps in planning.

UNIT – III:

Organising – Definition – Steps in organizing – Types (Line, Functional, Line and Staff, Committee) – Delegation of authority.

UNIT – IV:

Staffing – Definition, Importance. Directing – Definition, Need.

UNIT – V:

Controlling – Meaning, Steps in controlling, Benefits of controlling.

TEXT BOOK:

Principles of Management – T. Ramasamy, Himalaya Publishing House, Latest Edition.

REFERENCE BOOKS:

1. *Principles of Management* – C.B.Gupta
2. *Principles of Management* – Dr. K.P. Ganesan and Natarajan.
3. *Principles of Management* – L.M.Prasad

Units	Book Title	Chapters
I	<i>Principles of Management</i> – T. Ramasamy	1,3
II	<i>Principles of Management</i> – T. Ramasamy	6,10
III	<i>Principles of Management</i> – T. Ramasamy	12,13,14
IV	<i>Principles of Management</i> – T. Ramasamy	16,17,18,20
V	<i>Principles of Management</i> – T. Ramasamy	21

DIGITAL TOOLS:

[mbaexamnotes.com/principles – of – management.html](http://mbaexamnotes.com/principles-of-management.html)

[sjecnotes.weebly.com/principle – of – management.html](http://sjecnotes.weebly.com/principle-of-management.html)

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2	2	2	2			2
CO3	2		1			
CO4	2	2	2	2		1
CO5	2	2	2	3	2	2

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

COURSE DESIGNER: Dr. T. R. JEEVAPRIYA

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE STRUCTURE – IV SEMESTER

S. No.	Course Code	Course Title	Hrs./ Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC41	Part – III: Core – 8: Elements of Mercantile Law	6	3	25	75	100	5
2.	21UBNC42	Part – III: Core – 9: Business Mathematics	6	3	25	75	100	5
3.	21UBNC43	Part – III: Core – 10: Marketing Management	6	3	25	75	100	4
4.	21UBNA41	Part – III: Allied – 4: Industrial Relations (Eco. Dept.)	6	3	25	75	100	4
5.	21UBNS41	Part – IV: SBS – 3: E – Commerce Skills – I	2	3	25	75	100	2
6.	21UBNS42	Part – IV: SBS – 4: E – Commerce Skills – II	2	3	25	75	100	2
7.	21UBNN41	Part – IV: NME – 2: Basics of Organisation Behaviour	2	3	25	75	100	2
8.		PART –V: Extension Activities	–	–	–	–	100	1
9.	21UBNZ41	SELF STUDY(OPTIONAL) <i>Consumerism(Based on UGC)</i>	–	3	–	100	100	(4)
		Total	30				900	25 +(4)

CA – Class Assessment (Internal)

SE – Summative Examination

SBS – Skill Based Subject

NME – Non –Major Elective

T – Theory

P – Practical

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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC41	ELEMENTS OF MERCANTILE LAW	CORE – 8	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide basic insight into Law of Contract and introduces Labour law.

COURSE OBJECTIVES:

- To introduce the basic Contract Act.
- To make aware of basic labour laws.

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 basic concepts of Contract Act and Labour law	K1
CO 2	apply the basic concepts to enter into contracts and deal with human resources	Upto K3
CO 3	design the format for drafting contracts	Upto K3
CO 4	analyze the situation and apply the rules of contract act and labour law	Upto K3
CO 5	use the knowledge obtained and solve complex situations	Upto K3

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



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ELEMENTS OF MERCANTILE LAW

UNIT – I:

Law of Contract – Definition of Contract – Essential Elements of a valid contract – Classification of Contracts.

UNIT – II:

Offer – Meaning – Legal rules as to Offer – Acceptance – Meaning – Legal Rules as to Acceptance – Consideration – Meaning – Legal rules as to consideration

UNIT – III:

Stranger to Contract – Discharge of Contract – Remedies for Breach of Contract.

UNIT – IV:

Factories Act, 1948 – Definitions – Health – Safety – Welfare – Rules relating to employment and working hours of young persons, adult and women.

UNIT – V:

Trade Unions Act, 1926 – Definitions – Registrations – Cancellation – Rights and Privileges of Registered Trade Union – Amalgamation and Dissolution.

TEXT BOOK:

Elements of Mercantile Law – N.D.Kapoor, Sultan Chand and Sons, Recent Edition.

REFERENCE BOOKS:

1. *Industrial Law* – N.D. Kapoor, Sultan Chand & Sons.
2. *Indian Mercantile Law* – Davar.
3. *Business Law-II* – K.C. Garg, V.K. Sareen, Mukesh Sharma

Units	Book Title	Chapters
I	<i>Business Law</i> – N.D. Kapoor	1
II	<i>Business Law</i> – N.D. Kapoor	2,3
III	<i>Business Law</i> – N.D. Kapoor	10,11
IV	<i>Business Law-II</i> – K.C. Garg, V.K. Sareen, Mukesh Sharma	1
V	<i>Business Law-II</i> – K.C. Garg, V.K. Sareen, Mukesh Sharma	4

DIGITAL TOOLS:

www.sheir.org/mercantile-law-notes.html

<https://www.scribd.com/doc/80682277/Mercantile-Law-Short-Notes-by-Syed-Ali-Raza>

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		2	2			2
CO3	2		1			
CO4	2	2	2			1
CO5	2	2	2	2	2	2

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

COURSE DESIGNER: Dr. T. R. JEEVAPRIYA

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC42	BUSINESS MATHEMATICS	CORE – 9	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide the basic mathematical skills

COURSE OBJECTIVES:

- To introduce the basics of Mathematics in Business
- To make them apply the tools of Mathematics in Business.

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)
CO1	formulate basic methods of Analytical Geometry, Set theory, business calculus, and their basic applications in business.	Upto K3
CO2	understand the concept of Matrices and simple application	Upto K2
CO3	apply the acquired knowledge and skills with practical problems in economics	Upto K3
CO4	formulate mathematical equations for business analysis.	Upto K3
CO5	outline the optimization methods using differential calculus	Upto K2

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



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BUSINESS MATHEMATICS

UNIT – I:

Set Theory – Set Definition – Operations on sets – Venn diagram – Laws of Sets – Verification of Laws by Venn diagrams and Examples – Solving problems using set theory.

UNIT – II:

Elements of co – ordinate geometry – Distance between two points – Equation of straight line: Point slope form, Slope intercept form, two point form only – Intersection of lines – Break Even Analysis.

UNIT – III:

Differentiation – Formulae – Applications of Derivative – UV method – U/V method, function of function (Simple problems)

UNIT – IV:

Application of Differentiation – Marginal Cost – Marginal Revenue – Elasticity – Maxima and Minima Conditions – Simple Problems.

UNIT – V:

Matrix – Definition – Types – Addition, Subtraction, Multiplication of Matrices – Matrix Equation – Transpose of Matrix, Inverse of Matrix – Solving Simultaneous Equations by Matrix inverse Method.

Note: 80% of the marks are allotted to problems and 20% to theory.

TEXT BOOKS:

1. *Business Mathematics* – N.K. Nag, Kalyani Publications, New Delhi (Recent edition)
2. *Business Mathematics* – Sundaresan, Jeyaseelan, S. Chand Company Ltd., New Delhi.

REFERENCE BOOKS:

Units	Book Title	Chapters
I	<i>Business Mathematics</i> – Sundaresan, Jeyaseelan	1
II	<i>Business Mathematics</i> – Sundaresan, Jeyaseelan	1
III	<i>Business Mathematics</i> – Sundaresan, Jeyaseelan	3,4,5,6
IV	<i>Business Mathematics</i> – Sundaresan, Jeyaseelan	7,8,9
V	<i>Business Mathematics</i> – Sundaresan, Jeyaseelan	10

DIGITAL TOOLS:

Study.com/academy/course/business – math.html

www.lse.ac.uk/study/undergraduate/.../GONO_BSc_BMS.aspx

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3				
CO2		3	2		2	1
CO3	3			1		
CO4	2		2	3		2
CO5	2	1	3		2	1

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC43	MARKETING MANAGEMENT	CORE – 10	6	–	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This Course helps to understand key concepts in Marketing and to analyze Marketing environment, Distribution Channels and the role of it in Organization.

COURSE OBJECTIVES:

- To prepare the students for Marketing field.
- To make them understand basic elements of Marketing.

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	acquire knowledge on Marketing, 4 P's in Marketing and Consumer Behaviour	K1
CO 2	familiar with the Concept of Product Planning, Product Lifecycle and Branding	Upto K3
CO 3	know about Pricing, Different Kinds of Pricing and Steps in determining price.	Upto K3
CO 4	outline various Channels Of Distribution, Retailing and Wholesaling.	Upto K3
CO 5	summarize on the concept of Sales Promotion and different kinds of Sales Promotion.	Upto K3

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



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MARKETING MANAGEMENT

UNIT – I:

Marketing –definition –nature and scope of marketing –concepts of marketing mix – consumers behaviour – buying motives – consumer decision making.

UNIT – II:

Product –product classification –product policies –product planning and development – product mix – product life cycle – branding and packing.

UNIT – III:

Pricing –pricing objectives –kinds of pricing –new product pricing, Steps in price determination.

UNIT – IV:

Channels of distribution –channel functions – factors considered in channel selection – retailing and whole selling.

UNIT –V:

Sales promotion –objectives –kinds of sales promotion.

TEXT BOOK:

1. Marketing Management – Dr. S.P. Bansal, Kalyani Publications, New Delhi.

REFERENCE BOOKS:

1. *Marketing management* – Philip Kotler
2. *Fundamentals of Marketing* –William J.Stanton.
3. *Marketing Management* – R.S.N. Pillai and Bhawathi

Units	Book Title	Chapters
I	<i>Marketing Management</i> – Dr. S.P. Bansal	1,2,3,4
II	<i>Marketing Management</i> – Dr. S.P. Bansal	5,6
III	<i>Marketing Management</i> – Dr. S.P. Bansal	7
IV	<i>Marketing Management</i> – Dr. S.P. Bansal	10,11
V	<i>Marketing Management</i> – Dr. S.P. Bansal	8,9

DIGITAL TOOLS:

[https://en.m.wikipedia.org/wiki/Marketing Management](https://en.m.wikipedia.org/wiki/Marketing_Management)

[www.enotesmba.com/2012/09/mba – n...](http://www.enotesmba.com/2012/09/mba-n...)

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		2	1			
CO3	2	2				
CO4		2		2	2	1
CO5		2	2	2	2	1

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

COURSE DESIGNERS: Dr. M. S. BALAJI and Dr. K. G.RAJA SABARISHBABU

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNS41	E – COMMERCE SKILLS – I	SBS – 3	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This Course Presents Concepts and skills for the strategic use of e – commerce and related information technology from two perspectives: business to consumers, business – to – business

COURSE OBJECTIVES:

- To prepare the students for Digital age.
- To develop knowledge on awareness for E – Commerce.

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	acquire basic knowledge about Electronic commerce and a brief introduction about it.	K1
CO 2	understand the Business models and types in E – Commerce	Upto K2
CO 3	know the concept of B2C E – Commerce and its impact on traditional retail system and process of online purchasing.	Upto K3
CO 4	understand the concept of B2B E – commerce based on Buyer and supplier.	Upto K3
CO 5	get an introduction to all type Electronic Payments and smart cards.	Upto K2

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



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E – COMMERCE SKILLS – I

UNIT – I:

E – Commerce – Meaning, definition, Pure Vs Partial Electronic Commerce.

UNIT – II:

Driving forces behind E – Commerce, Impact of Electronic Commerce – Benefits of E – Commerce to Business.

UNIT – III:

Benefits of E – Commerce to Consumers, Disadvantages of E – Commerce, Types of E – Commerce.

UNIT – IV:

Business to Consumer (B2C) Electronic commerce – Factors that influence to buy, Impact of E – Commerce on Traditional Retailing System,

UNIT – V:

On – Line Purchasing Process, Customer service in E – Commerce transactions.

TEXT BOOK:

E – Commerce – MamtaBhusry, Firewal Media, (An Imprint of Laxmi Publications Pvt Ltd)

REFERENCE BOOKS:

1. *E – Commerce* – Ritendra Goel – New Age International Publisher's
2. *E – Commerce* – Strategy, Technologies and Applications – David Whiteley – Tata Mc. Graw Hill Edition.

Units	Book Title	Chapters
I	<i>E – Commerce</i> – MamtaBhusry	1
II	<i>E – Commerce</i> – MamtaBhusry	1
III	<i>E – Commerce</i> – MamtaBhusry	2
IV	<i>E – Commerce</i> – MamtaBhusry	3
V	<i>E – Commerce</i> – MamtaBhusry	9

DIGITAL TOOLS:

<https://en.wikipedia.org/wiki/E – Commerce>

www.investopedia.com/terms/e/ecommerce.asp

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2	2		2			
CO3	2	2		2	1	
CO4		2	2	2		1
CO5	2			2		

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

COURSE DESIGNER: Dr. K. G. RAJA SABARISHBABU

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNS42	E-COMMERCE SKILLS – II	SBS – 4	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This Course Presents Concepts and skills for the strategic use of e – commerce and related information technology from two perspectives: business to consumers, business – to – business

COURSE OBJECTIVES:

- To prepare the students for Digital age.
- To develop knowledge on awareness for E – Commerce.

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	impart basic knowledge about Electronic commerce and a brief introduction about it.	K1
CO 2	understand the Business models and types in E – Commerce	Upto K2
CO 3	know the concept of B2C E – Commerce and its impact on traditional retail system and process of online purchasing.	Upto K3
CO 4	understand the concept of B2B E – commerce based on Buyer and supplier.	Upto K3
CO 5	acquire an introduction to all type Electronic Payments and smart cards.	Upto K2

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



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E – COMMERCE SKILLS – II

UNIT – I:

Business to Business (B2B) Electronic Commerce, Difference between B2C buyers and B2B Buyers

UNIT – II:

Supplier – Oriented B2B E – Commerce, Buyer oriented B2B E – Commerce, Intermediary oriented B2B E – Commerce,

UNIT – III:

On – Line banking, advantages of On – Line banking

UNIT – IV:

Electronic Payment Systems – Meaning, Types of Electronic payment system,

UNIT – V:

Electronic cash, Electronic cheques and Credit card based Electronic Payment Systems, Smart cards, Electronic Purses.

TEXT BOOK:

E – Commerce – MamtaBhusry, Firewal Media, (An Imprint of Laxmi Publications Pvt Ltd)

REFERENCE BOOKS:

1. *E – Commerce* – RitendraGoel – New Age International Publisher's
2. *E–Commerce* – Strategy, Technologies and Applications – David Whiteley – Tata Mc. Graw Hill Edition.

Units	Book Title	Chapters
I	<i>E – Commerce</i> – MamtaBhusry	1
II	<i>E – Commerce</i> – MamtaBhusry	1
III	<i>E – Commerce</i> – MamtaBhusry	2
IV	<i>E – Commerce</i> – MamtaBhusry	3
V	<i>E – Commerce</i> – MamtaBhusry	9

DIGITAL TOOLS:

<https://en.wikipedia.org/wiki/E-Commerce>

www.investopedia.com/terms/e/ecommerce.asp

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2	2		2			
CO3	2	2		2	1	
CO4		2	2	2		1
CO5	2			2		

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

COURSE DESIGNER: Dr. T. R. JEEVAPRIYA

Passed in the BOS Meeting held on 19/03/2022

Signature of the Chairman



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNN41	BASICS OF ORGANIZATIONAL BEHAVIOUR	NME – 2	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	25	75	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This Course helps the students to understand basics of behaviour of Employees in the Organization with few OB Concepts and Leadership Theories

COURSE OBJECTIVES:

- To train the students for basic life skills.
- To make them develop their personality and quality of life.

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	understand basics of Organizational Behaviour and its role	K1
CO 2	know about Individual Behaviour in an Organization and the factors associated with it	Upto K2
CO 3	impart basics about Motivation and its techniques	Upto K2
CO 4	explain about Organizational Change and its barriers and to analyse how an Organization adopts to it.	Upto K3
CO 5	outline the Leadership Theories, Styles and how it affects business.	Upto K3

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



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BASICS OF ORGANISATIONAL BEHAVIOUR

UNIT – I:

Introduction – meaning – scope – goals – role.

UNIT – II:

Individual behaviour – Personal factor, Environmental factors.

UNIT – III:

Motivation – Nature, Importance, Techniques.

UNIT – IV:

Change – Meaning – forces – types – barriers – Techniques to overcome the barriers.

UNIT – V:

Leadership – Nature, Characteristics, Styles, Functions

TEXT BOOK:

Organizational Behaviour – Shashi K. Gupta & Rosy Joshi – Kalyani Publishers, New Delhi.

REFERENCE BOOKS:

1. *Organizational Behaviour* – L.M. Prasad – Sultan Chand & Sons.
2. *Personality Development* – Dr.T.Bharathi&E. G.Parameswaran

Units	Book Title	Chapters
I	<i>Organizational Behaviour</i> – Shashi K. Gupta & Rosy joshi	1
II	<i>Organizational Behaviour</i> – Shashi K. Gupta & Rosy joshi	2
III	<i>Organizational Behaviour</i> – Shashi K. Gupta & Rosy joshi	3,4
IV	<i>Organizational Behaviour</i> – Shashi K. Gupta & Rosy joshi	8
V	<i>Organizational Behaviour</i> – Shashi K. Gupta & Rosy joshi	10

DIGITAL TOOLS:

<https://en.m.wikipedia.org>

[www.investopedia.com>terms>organizational_behaviour](http://www.investopedia.com/terms/organizational_behaviour)

www.yourarticle.com>organization

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		2	2			2
CO3	2			2		
CO4	2		1	2		1
CO5		2			2	2

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

COURSE DESIGNER: Dr. K. G. RAJA SABARISHBABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNZ41	CONSUMERISM	SELF STUDY (OPTIONAL)	–	–	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II	IV	–	100	100

NATURE OF COURSE	Employability <input type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide the fundamental knowledge of consumer rights in India

COURSE OBJECTIVES:

- To introduce the privileges of consumers
- To make them know the procedure consumer rights claims

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 the basic concepts of the consumers and markets in our country	K1
CO 2	understand the consumer protection Law	Upto K2
CO 3	understand the grievance redressal mechanism available for consumers	Upto K2
CO 4	understand the role of industry regulators in consumer protection	Upto K2
CO 5	developing awareness on Consumer issues	Upto K2

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



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CONSUMERISM

UNIT – I: Conceptual Framework

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E – Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction – Grievances – complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

UNIT – II: The Consumer Protection Law in India

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice.

Organizational set – up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

UNIT – III: Grievance Redressal Mechanism under the Indian Consumer Protection Law

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Leading Cases decided under Consumer Protection law by Supreme Court/National

Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

UNIT – IV: Role of Industry Regulators in Consumer Protection

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

UNIT – V: Contemporary Issues in Consumer Affairs

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

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag – mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview



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Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E – books : – www.consumereducation.in
8. Empowering Consumers e – book,
9. *The Consumer Protection Act, 1986 and its later versions.* www.bis.org

Articles

1. Misra Suresh, (Aug 2017) “Is the Indian Consumer Protected? One India One People.
2. Raman Mittal, Sonkar Sumit and Parineet Kaur (2016) Regulating Unfair Trade Practices: An Analysis of the Past and Present Indian Legislative Models, Journal of Consumer Policy.
3. Chakravarthy, S. (2014). MRTP Act metamorphoses into Competition Act. CUTS Institute for Regulation and Competition position paper. Available online at www.cuts-international.org/doc01.doc.
4. Kapoor Sheetal (2013) “Banking and the Consumer” Akademos (ISSN 2231 – 0584)
5. Bhatt K. N., Misra Suresh and Chadah Sapna (2010). *Consumer, Consumerism and Consumer Protection*, Abhijeet Publications.
6. Kapoor Sheetal (2010) “Advertising – An Essential Part of Consumer’s Life – Its Legal and Ethical Aspects”, *Consumer Protection and Trade Practices Journal*, October 2010.
7. Verma, D.P.S. (2002). *Regulating Misleading Advertisements, Legal Provisions and Institutional Framework*. Vikalpa. Vol. 26.No. 2. pp. 51 – 57.



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Periodicals

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru
3. 'Consumer Voice', Published by VOICE Society, New Delhi.

DIGITAL TOOLS:

www.ncdrc.nic.in,

www.consumeraffairs.nic.in

www.iso.org.

www.bis.org.in

www.consumereducation.in, www.consumervoice.in, www.fssai.gov.in www.cercindia.org

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		3	1		1	
CO3	3					
CO4	2		1	3		1
CO5	2	2	3		2	1

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN