



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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UNDERGRADUATE (UG) PROGRAMME OUTCOMES (POs)

Undergraduate (B.A., B.Sc., B.Com., B.C.A., **B.B.A.**, etc.) is 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 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	Enterprising 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	Holistic development 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
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	Through the knowledge acquired, understand, assess and commit 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	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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BACHELOR OF BUSINESS ADMINISTRATION – COURSE STRUCTURE

SEMESTER – I

S. No.	Subject Code	Subject Title	Hrs./ Week	Exam (Hrs.)	CA	SE	Total	Credits
1.	21UBNV11	வணிகக் கடிதங்கள்	5	3	25	75	100	3
2.	21UACE11	Part – II: English – English For Enrichment – I	6	3	25	75	100	3
3.	21UBNC11	Part – III: Core – 1 : Financial Accounting	5	3	25	75	100	4
4.	21UBNC12	Part – III: Core – 2 : Business Environment (Eco. Dept.)	6	3	25	75	100	4
5.	21UBNA11	Part – III: Allied – 1: Business Economics (Eco. Dept.)	6	3	25	75	100	4
6.	21UACVE1	Part – IV: Value Education	2	3	25	75	100	2
Total			30					20

SEMESTER – II

S. No.	Subject Code	Subject Title	Hrs./ Week	Exam (Hrs.)	CA	SE	Total	Credits
1.	21UBNV21	அலுவலக மேலாண்மை	5	3	25	75	100	3
2.	21UACE21	Part – II: English – English For Enrichment – II	6	3	25	75	100	3
3.	21UBNC21	Part – III: Core – 3: Cost Accounting	5	3	25	75	100	4
4.	21UBNC22	Part – III: Core – 4: Banking Technology (Eco. Dept.)	6	3	25	75	100	4
5.	21UBNA21	Part – III: Allied – 2 : New Economic System of India (Eco. Dept.)	6	3	25	75	100	4
6.	21UACES1	Part – IV: Environmental Studies	2	3	25	75	100	2
7.	21UBNSS1	Self-Study (Optional): Secretarial Practice	–	3	-	100	100	4
Total			30					20



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SEMESTER – III

S. No.	Course Code	Course Title	Hrs./ Week	Exam (Hrs.)	C A	S E	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
	21UBNN32	Business Communication (Ratification)						
Total			30				700	24

SEMESTER – IV

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
	21UBNN42	Employability skills (Ratification)						
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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SEMESTER – V

S. No.	Sub. Code	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC51	Part – III: Core – 11: Operations Management	5	3	25	75	100	5
2.	21UBNC52	Part – III: Core – 12: Human Resources Management	5	3	25	75	100	5
3.	21UBNC53	Part – III: Core – 13: Financial Management	6	3	25	75	100	4
4.	21UBNCR1	Part – III: Core – 14: Summer Training	6	–	40	60	100	4
5.	Part – III: Elective – 1:		6	3	25	75	100	5
	21UBNE51	Case Analysis						
	21UBNE52	Total Quality Management						
	21UBNE53	Strategic Management						
6.	21UBNSP1	Part – IV: SBS – 5: Group Discussion Skills (Practicals)	2	–	–	–	100	2
7.	21USSY51	Soft Skills (Self – Study)	–	–	–	–	100	–
		TOTAL	30				700	25

*One elective course to be chosen from THREE courses

SEMESTER – VI

S. No.	Sub. Code	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC61	Part – III: Core – 15: Management Accounting	6	3	25	75	100	5
2.	21UBNC62	Part – III: Core – 16: Entrepreneurship Development	5	3	25	75	100	5
3.	21UBNC63	Part – III: Core – 17: Research Methodology	5	3	25	75	100	4
4.	Part – III: Elective – 2:		6	3	25	75	100	5
	21UBNE61	Services Marketing						
	21UBNE62	Retail Management						
	21UBNE63	Digital Marketing						
5.	21UBNEV1	Part – III: Elective – 3: Project: Field Study	6	–	40	60	100	5
6.	21UBNSP2	Part – IV: SBS – 6: Interview Skills (Practicals)	2	–	–	–	100	2
7.	21UGKY61	General Knowledge (Self – Study)	–	–	–	–	100	–
		TOTAL	30				700	26

*One elective course to be chosen from THREE courses



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COURSE STRUCTURE – V SEMESTER

S. No.	Sub. Code	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC51	Part – III: Core – 11: Operations Management	5	3	25	75	100	5
2.	21UBNC52	Part – III: Core – 12: Human Resources Management	5	3	25	75	100	5
3.	21UBNC53	Part – III: Core – 13: Financial Management	6	3	25	75	100	4
4.	21UBNCR1	Part – III: Core – 14: Summer Training	6	–	40	60	100	4
5.	Part – III: Elective – 1:		6	3	25	75	100	5
	21UBNE51	Case Analysis						
	21UBNE52	Total Quality Management						
	21UBNE53	Strategic Management						
6.	21UBNSP1	Part – IV: SBS – 5: Group Discussion Skills (Practicals)	2	–	–	–	100	2
7.	21USSY51	Soft Skills (Self – Study)	–	–	–	–	100	–
		TOTAL	30				700	25

*One elective course to be chosen from THREE courses

CA – Class Assessment (Internal)

SE – Summative Examination

SBS – Skill Based Subject

T – Theory

P – Practical



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC51	OPERATIONS MANAGEMENT	CORE – 11	5	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	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 knowledge about the concepts in Operations Management and introduces the major areas in Production department.

COURSE OBJECTIVES:

- To introduce the basic concepts of Operations Management.
- To provide insight about major systems, Lay – out design, PPC, Production and introduce SQC

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 Operations Management	Upto K3
CO 2	apply the concepts of Operations Management to obtain competitive advantage	Upto K3
CO 3	design the format for effective utilization of resources	Upto K3
CO 4	analyze the concepts and use them to take good business decisions	Upto K3
CO 5	use the knowledge obtained and gain competitive advantage to earn more profit	Upto K3

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



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OPERATIONS MANAGEMENT

UNIT – I:

Operations management – definition – importance – functions – advantages – production systems – intermittent – continuous – scheduling – meaning – scheduling procedures.

UNIT – II:

Plant location – factors affecting plant location – plant layout – principles – types of layout –product – process – combination layout.

UNIT – III:

Plant maintenance – merits and demerits – Production planning and control – objectives –functions – work study – method study and work measurement.

UNIT – IV:

Purchasing of materials – objectives – procedure – Inventory control techniques – ABC analysis – Productivity improvement and operations strategy – six basic components of operation

UNIT – V:

Material handling – objectives – principles – equipments – quality control – SQC – control charts – value analysis and waste control.

TEXT BOOK:

Dr. K. Aswathappa and Prof. K. Shridharabhat, *Production and Operation Management*. Himalaya Publishing House, Recent Edition.

REFERENCE BOOKS:

1. *Production and Operation Management* – Dr. B. S. Goel (Pragati Prakashan Publication)
2. *Production Management* – Elwood Buffa (Johnuron)
3. *Integrated Materials Management* – Gopalakrishnan (Tata McGraw Hill)

DIGITAL TOOLS:

1. https://en.wikipedia.org/wiki/Operations_management
2. www.investopedia.com/terms/o/operations-management

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2				2	
CO2		2	2		2	2
CO3	2	3	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. JEEVA PRIYA



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC52	HUMAN RESOURCES MANAGEMENT	CORE – 12	5	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	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 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	understand the fundamental Concepts and functions of Human Resource Management.	Upto K3
CO 2	explain about Job Analysis and Full Life Cycle of Recruitment Process.	Upto K3
CO 3	demonstrate on Training and Development, Types and Methods.	Upto K3
CO 4	understand about Wage and Salary Management and methods involved in it.	Upto K3
CO 5	gain knowledge on Performance appraisal and its methods to apply in an Organization	Upto K3

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



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HUMAN RESOURCES MANAGEMENT

UNIT – I:

Human resource management – meaning and definition – objectives– scope – functions. Human resource planning – definition – objectives – need and importance – human resource planning process.

UNIT – II:

Job analysis – job description – Job specification and job evaluation – Recruitment – factors affecting recruitment – sources of recruitment – recruitment process – Definition of selection – selection methods and process – placement & Induction.

UNIT – III:

Definition of training – need and importance – steps in training programme – types of Training – Training Methods.

UNIT – IV:

Wage and salary administration – objectives and principles of wage and salary administration – components – methods of wage payments.

UNIT – V:

Performance appraisal – meaning and methods of performance appraisal.

TEXT BOOK:

Human Resource Management – S.S. Khanka, S. Chand Publications.

REFERENCE BOOKS:

1. *Human Resource Management* – Subba Rao
2. *Human Resource Management* – Shashi K.Gupta & Rosy Joshi – Kalyani Publishers
3. *Personal Management & Industrial Relations* – Tripathi & Reddy Himalaya Publishing House

DIGITAL TOOLS:

1. https://en.wikipedia.org/wiki/Human_resource_management
2. www.inc.com/encyclopedia/human_resource_management.html

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. M. S. BALAJI



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC53	FINANCIAL MANAGEMENT	CORE – 13	6	–	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	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 basic Knowledge on Corporate Financial Management

COURSE OBJECTIVES:

- To introduce the basics of Corporate Finance
- To make them understand the tools of Capital Budgeting and Cost of Capital.
- To create awareness on various sources of capital for corporate.

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 financial management and its scope	Upto K3
CO 2	determine various sources of finance to corporate form of business	Upto K3
CO 3	discuss various concepts related to Working Capital management.	Upto K3
CO 4	make use of various tools to calculate cost of capital	Upto K3
CO 5	develop analytical skills in selection of project for finance.	Upto K3

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



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FINANCIAL MANAGEMENT

UNIT – I:

Nature of financial management – scope – objectives of the firm – profit maximization Vs wealth maximization – Functions of finance – Organisation of finance function – Controller Vs treasurer – Investment decision – financing decision and dividend decision.

UNIT – II:

Sources of capital – long term, intermediate term and short term – types of securities – debt, equity and preferred stock – capital structure planning – EBIT – EPS analysis.

UNIT – III:

Working capital and cash management – advantages of adequate working capital – Management and determinants of working capital – Estimation of Working Capital (Simple Problems on trading concerns only) and cash budget. (Simple Problems)

UNIT – IV:

Cost of capital – cost of debt – cost of equity – cost of preference – cost of retained earnings and weighted average cost of capital (Simple Problems).

Dividend decision – factors affecting dividend decision – alternative forms of dividends.

UNIT – V:

Techniques of capital budgeting – capital budgeting process – time value of money – investment evaluation methods – payback period, accounting rate of return, net present value, Internal rate of return. (Problem on IRR to be excluded) and Profitability Index

NOTE: Question must be asked 60% on theory 40% on Simple problems.

TEXT BOOK:

Financial Management – Shashi Gupta Sharma, Kalyani Publishers, New Delhi. (recent edition)

REFERENCE BOOKS:

1. *Financial Management* – I.M. Pandey
2. *Financial Management* – Khan and Jain

DIGITAL TOOLS:

1. [www.managementstudyguide.com/financial – management.htm](http://www.managementstudyguide.com/financial-management.htm)
2. [www.yourarticlelibrary.com/financial – management/financial – manage...](http://www.yourarticlelibrary.com/financial-management/financial-manage...)

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNCR1	SUMMER TRAINING	CORE – 14	–	6	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	40	60	100

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

To expose students to the real time Organization environment and to make them understand functions of various departments associated with it.

COURSE OBJECTIVES:

- To expose students to actual working environment of business.
- To make them understand the basic functioning of the Organization.

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	develop Skills in the application of theory to practical work stations.	Upto K3
CO 2	develop Skills and techniques directly applicable to their careers.	Upto K3
CO 3	enhance Group Cohesiveness and Team Work.	Upto K3
CO 4	know the basic functioning of Business and its practices	Upto K3
CO 5	use the knowledge obtained and Prepare a Report	Upto K3

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



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SUMMER TRAINING

OBJECTIVES:

1. To get the students exposed to various business practices being performed in different industrial units
2. To make the students aware of challenges in running an enterprise and make them to gain first – hand knowledge on how to manage such challenges.

RULES GOVERNING PROJECT (INSTITUTIONAL TRAINING)

1. Each student should undergo 4 weeks institutional training under a manager during the fourth semester summer vacation and attendance certificate from the organisation is to be submitted to the H.O.D. through the Faculty Guide and it is to be inserted in the report.
2. He/ She shall undergo the above training in the organisation approved by the Faculty Guide.
3. The student has to submit two copies of the report in not less than 50 word document pages.
4. During the work load allotted for Project (Institutional Training) (5hrs/week) the following activities must be undertaken:
 - a. Report Discussion by the guide and student.
 - b. Report writing
 - c. Report presentation by the students in the class for general discussion.
5. The Project (Institutional Training) report will be evaluated by the Faculty Guide. The student has to appear for a Viva – Voce. The Viva – Voce panel will consist of the Faculty Guide and Head of the Department.
6. The Project (Institutional Training) shall be evaluated for a total of 100 marks as specified below.

Internal = 40 Marks
(Viva – Voce = 40)

External = 60 Marks
(Report Writing = 60)

7. If any candidate fails to secure pass in Project (Institutional Training) he/she has to undergo the institutional training once again after the completion of the course.
8. The training report must contain the following:

Introduction, Reason for selecting particular firm, Industry Profile, Company profile, Product Profile, Purchase procedures of raw material – Form of Organisation, Functions of various departments, Details of marketing of the products, Remarks and Conclusion.

Mapping of CO with PSO

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

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

COURSE DESIGNERS: Dr. B. ANBAZHAGAN, Dr. T. R. JEEVA PRIYA and Dr. K. G. RAJA SABARISH BABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNE51	CASE ANALYSIS	ELECTIVE – 1	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	25	75	100

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

COURSE DESCRIPTION:

The purpose of this course is to examine a specific case or business problem and to allow the students to provide solution with Managerial Expertise.

COURSE OBJECTIVES:

- To allow students with real expertise and understanding, as well as judgement to improve their Managerial Skill.
- To make the students apply various managerial concepts in managerial decision making and to provide judgement on uncertain situations.

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	know how to examine the managerial case or problem.	Upto K3
CO 2	know the basic management leadership theories mostly used in industries and understand methods to manage change	Upto K3
CO 3	analyse the event occurred with Marketing Problems	Upto K3
CO 4	provide Solution for uncertain situations and provide solutions with their Managerial abilities in human resource management	Upto K3
CO 5	have an increase in their Managerial Efficiency and will be able to prepare reports which will help them to handle Organization Environment.	Upto K3

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



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CASE ANALYSIS

OBJECTIVES:

The main objectives of this course is to make the students get into the habit of diagnosing problems, analyzing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion.

One case per week has to be discussed by the students. Approximately 12 – 13 cases will be discussed during the semester. The cases should be distributed by the teacher concerned on the different functional areas of the management as specified

The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.

The examiner should give a case or case let and asks the students to identify the problem in the case. Analyse the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

AREAS OF CASES DEALT:

- i. General Management Cases(MBO, Planning Process, Managerial Functions)
- ii. Cases from Organizational Behaviour(Change Management, Leadership, Motivation)
- iii. Cases from Marketing Management (Sales Promotion, Advertisement, Online Marketing)
- iv. Cases from Human Resource Management (Training, Selection, Stress Management)

QUESTION PAPER PATTERN:

“Analyse the following case and write your report”.

The marks may be allocated as follows:

1. Summary of case facts and identifying the problem situation of issues (10 Marks).
2. Analyzing the causes of the problem situation or issues (10 Marks)
3. Stating the various alternative courses of action possible (15 Marks)
4. Discussing the relative merits and demerits of each alternatives (15 Marks)
5. Choosing the best alternative course of action and stating the reason for the choice with applicable management concepts (10 Marks)
6. Report format and conclusions and overall presentation (15 Marks)

NOTE: Only one case should be given.



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REFERENCE BOOKS (Cases Only):

1. *Principles and Practices* – Dinakar Pagare
2. *Marketing Management* – C.B. Mamoria & Satish Mamoria
3. *Human Resource Management* – C.B. Gupta
4. *Organisational Behaviour* – B.P. Singh & T.N. Chabbria

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNE52	TOTAL QUALITY MANAGEMENT	ELECTIVE – 1	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	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:

To make the students gain knowledge of different quality management techniques in the managerial processes and at the shop floor.

COURSE OBJECTIVE:

To introduce main Principles of Business and Social Excellence and skills to the students to use Quality Management Methodology for the implementation of TQM 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)
CO 1	get acquainted with Fundamental principles of TQM and a brief introduction on it.	Upto K3
CO 2	understand Conceptual framework on the Various Quality Models and Tools.	Upto K3
CO 3	know about various Quality Management Standards and how it is applied in the organization	Upto K3
CO 4	understand about Benchmarking and FMEA Analysis to know what are the failure rates in a production unit and how an organization manages it.	Upto K3
CO 5	summarize on thorough understanding of TQM Principles and about ISO 9000 Standards in business.	Upto K3

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



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TOTAL QUALITY MANAGEMENT

UNIT – I:

Basic concepts of Quality – Introduction, Meaning and Definition of Quality, Quality costs. Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation.

UNIT – II:

Continuous process improvement – Introduction, Input/output process model, Jurantriology, PDSA cycle, 5S House Keeping, Seven tools of Quality (Q – 7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

UNIT – III:

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

UNIT – IV:

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. FMEA – Requirements of Reliability, Failure Rate, FMEA Stages: Design, Process and Documentation.

UNIT – V:

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing.

TEXT BOOK:

V. Jayakumar, 2008, *Total Quality Management*, Lakshmi Publications, Chennai

REFERENCE BOOKS:

1. K. Shridhara Bhat, 2016, *Total Quality Management: Text & Cases*, Second Revised Edition, Himalaya Publishing House, Mumbai
2. D. D. Sharma 2008, *Total Quality Management – Principles, Practices and Cases*, Sulthan Chand & Sons, New Delhi

DIGITAL TOOLS:

1. <https://asq.org/quality-resources/total-quality-management>
2. <https://www.investopedia.com/terms/t/total-quality-management-tqm.asp>

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. K. G. RAJA SABARISH BABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNE53	STRATEGIC MANAGEMENT	ELECTIVE – 1	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	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 knowledge about strategic management and to formulate strategies associated with Business.

COURSE OBJECTIVES:

- To deal with formulation and implementation of Strategy.
- To study and understand the various steps in Strategic 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 Strategy, needs and limitations	Upto K3
CO 2	demonstrate the environmental analysis, SWOT Analysis and Value Chain Approach	Upto K3
CO 3	summarize the factors influencing strategy and 7s Framework	Upto K3
CO 4	define how to implement the strategy and evaluation of strategy	Upto K3
CO 5	understand Strategic Control Process and Use the knowledge to Adopt the Business Uncertainties	Upto K3

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



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STRATEGIC MANAGEMENT

UNIT – I: Strategic Management

Strategic Management – Definition – Levels of Strategic Management – Strategic Management Process – Limitations and Misgivings – Principles of Good Strategy.

UNIT – II: Environment Analysis

Environment Analysis – Importance, Types of Environments – Environmental Factors – Methods of Scanning – SWOT Analysis – Value Chain Approach.

UNIT – III: Strategic Formulation

Strategic Formulation – Strategic Options – Choice of Strategy, Portfolio Analysis – BGC Growth Share Matrix – GE Multifactor Portfolio Matrix – Competitive Analysis – 7s Framework. International Operations – Globalization of Business – Complexity of International Environmental Analysis.

UNIT – IV: Activating Strategy

Activating Strategy – Structural Implementation – Functional Implementation – Behavioural Implementation – Procedural Implementation.

UNIT – V: Strategic Control

Strategic Control – Control Process. Management of Change – Barriers to Change – Change Requirements – Implementation of Strategic Change

TEXT BOOKS:

1. Kazmi, Azhar – *Strategic Management and Business Policy* – 3rd Ed, New Delhi: Tata McGraw Hill Education Pvt. Ltd.,2008
2. Francis Cherunilam – *Business Policy and Strategic Management Text and Cases* – Himalaya Publishing House.

REFERENCE BOOK:

R. Srinivasan. *Strategic Management the Indian Context* – Prentice Hall of India Pvt. Ltd

DIGITAL TOOLS:

1. <https://iedunote.com/strategic-management>
2. <https://strategicmanagementinsight.com/topics/strategic-management-planning.html>

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. T R JEEVA PRIYA



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNSP1	GROUP DISCUSSION SKILLS (PRACTICALS)	SBS – 5	–	2	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	V	–	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:

To train the students in effective group communication and to improve their listening skill

COURSE OBJECTIVE:

To provide a comprehensive approach to learn basic and effective methods of group communication

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	know about Group Discussion	Upto K3
CO 2	understand the types of Group Discussion	Upto K3
CO 3	know about the rules in Group Discussion	Upto K3
CO 4	analyze and discuss various management topics within a group	Upto K3
CO 5	know the importance of Team Work	Upto K3

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



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GROUP DISCUSSION SKILLS – PRACTICALS

UNIT – I:

Introduction to Group Discussion

Types

UNIT – II:

Importance of Listening

Format of Group Discussion

UNIT – III:

Do's and Dont's in Group Discussion

Group Evaluation Pattern

UNIT – IV:

Leadership Topics – (Leader or Follower, Excellent leadership skills – Nature or Nurture, Are women better leaders than men)

Business – (Will the great Indian real estate bubble burst soon?, Moonlighting, 5G in India, Boom of Service Sector in India)

Current Affairs (E – Learning Challenges, Atmanirbhar Bharat Abhiyan, Future of Cryptocurrency, Bullet Trains in India – Pros and Cons.)

General Topics (Is the Youth of India confident or confused? Social Media Usage – Pros and Cons, FDI in India, Privatization, Corruption)

UNIT – V:

Globalization

Team Work

NOTE:

- This Subject is recommended to be practically evaluated by the Subject handling Staff with Chairman
- Approximately 15 Group Discussion topics have to be discussed in classroom
- Practical Group Discussion will be conducted to evaluate the students

Students will be evaluated based on

- Initiation Skills – 20 Marks
- Presentation Skills – 15 Marks
- Listening Skills – 15 Marks
- Group Ethics – 20 Marks
- Awareness – 30 Marks
- The Head of the Department, the faculty who handles the subject will be in the practical examination at the end of the semester

40 Marks will be passing minimum, Students who fail to attend this practical will not be permitted to take up their Sixth Semester Examinations.



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TEXT BOOK:

Hari Mohan Prasad & Rajnish Mohan, *Group Discussion & Interview* – Third Edition, Tata McGraw Hill's Education Private Limited, New Delhi.

REFERENCE BOOKS:

1. Nitin Sharma. 2012, *Group Discussion* – Unicorn Books, New Delhi
2. Dr. N, Santosh Ranganatha. 2017, *Techniques for Effective Group Discussion* – Himalaya Publishing House, Mumbai

DIGITAL TOOLS:

1. <https://www.groupdiscussionideas.com>
2. <https://www.mbauniverse.com>

GD VIDEO LINKS:

1. <https://youtu.be/U2S8R168ipU>
2. https://youtu.be/qymUH_pzPXc

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. K. G. RAJA SABARISH BABU



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COURSE STRUCTURE – VI SEMESTER

S. No.	Sub. Code	Subject Title	Hrs. / Week	Exam (Hrs.)	CA	SE	Total Marks	Credits
1.	21UBNC61	Part – III: Core – 15: Management Accounting	6	3	25	75	100	5
2.	21UBNC62	Part – III: Core – 16: Entrepreneurship Development	5	3	25	75	100	5
3.	21UBNC63	Part – III: Core – 17: Research Methodology	5	3	25	75	100	4
4.	Part – III: Elective – 2:		6	3	25	75	100	5
	21UBNE61	Services Marketing						
	21UBNE62	Retail Management						
	21UBNE63	Digital Marketing						
5.	21UBNEV1	Part – III: Elective– 3: Project: Field Study	6	–	40	60	100	5
6.	21UBNSP2	Part – IV: SBS – 6: Interview Skills (Practicals)	2	–	–	–	100	2
7.	21UGKY61	General Knowledge (Self – Study)	–	–	–	–	100	–
		TOTAL	30				700	26

*One elective course to be chosen from THREE courses

CA – Class Assessment (Internal)

SE – Summative Examination

SBS – Skill Based Subject

T – Theory

P – Practical



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC61	MANAGEMENT ACCOUNTING	CORE – 15	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	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 basic Knowledge on Management Accounting to the students.

COURSE OBJECTIVES:

- To teach basic tools for Managerial Decision Making.
- To impart working knowledge on basic financial statement analysis.

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 scope of Management Accounting.	Upto K3
CO 2	get exposure on the tools and techniques of Management Accounting	Upto K3
CO 3	gain practice in preparing various Budgets	Upto K3
CO 4	understand and apply the Financial Statement Analysis with Ratios and Fund flow statement	Upto K3
CO 5	apply Marginal Costing techniques in Managerial Decisions.	Upto K3

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



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MANAGEMENT ACCOUNTING

UNIT – I:

Management accounting – meaning – nature – scope – advantages and disadvantages – management accounting Vs Financial accounting – Management Accounting Vs Cost Accounting – financial statement analysis – comparative – common size – trend percentages.

UNIT – II:

Ratio analysis – meaning – mode of expression – merits and demerits –classification of ratios (Simple problems only) – DuPont control chart.

UNIT – III:

Fund flow statement – meaning – merits and demerits – preparation of fund flow statement without adjustments – Cash flow statement – meaning merits and demerits – preparation of cash flow statement (Simple problems only).

UNIT – IV:

Marginal costing – meaning – merits and demerits – break even point – application of marginal costing – simple problems in Marginal Costing.

UNIT – V:

Budgetary control – meaning – objectives – merits and demerits – steps in Budgetary control –classification of budgets simple problems on cash budget, flexible budget, production budget, and sales budget – zero base budgeting.

Note: 60% Marks for theory and 40% marks for problems.

TEXT BOOK:

Management Accounting – Shashi Gupta, Sharma, Neeti Gupta, Kalyani Publishers, New Delhi. Edition: 2013.

REFERENCE BOOKS:

1. *Management Accounting* – R. S. N. Pillai and Bagavathi
2. *Management Accounting* – S. N. Maheswari

DIGITAL TOOLS:

1. [www.careerride.com/fa – management – accounting.aspx](http://www.careerride.com/fa-management-accounting.aspx)
2. icai.org/post.html?post_id=10161

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC62	ENTREPRENEURSHIP DEVELOPMENT	CORE – 16	5	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	25	75	100

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

This course helps to provide basic knowledge about Entrepreneurship, it highlights the functions, characteristics of entrepreneur and introduces the financial and non – financial institutions supporting entrepreneurs.

COURSE OBJECTIVES:

- To introduce the basic concepts of Entrepreneurship.
- To provide insight about major functions of Entrepreneur.
- To expose about various institutions supporting Entrepreneurs

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 Entrepreneurship	Upto K3
CO 2	apply the basic concepts to prepare project report	Upto K3
CO 3	get to know about institutions supporting entrepreneurs	Upto K3
CO 4	understand the incentives and concessions given by Government to small entrepreneurs	Upto K3
CO 5	use the knowledge obtained to understand the problem and revive sick units	Upto K3

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



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ENTREPRENEURSHIP DEVELOPMENT

UNIT – I: Entrepreneur

Definitions – Characteristics of an Entrepreneur – Functions of an Entrepreneur – Entrepreneur Vs Manager – Types of Entrepreneurs.

UNIT – II: Women Entrepreneurs

Concepts – Factors influencing women entrepreneurs – types of women entrepreneurs – problems of women entrepreneurs – Remedial measures

UNIT – III: Project Identification

Meaning and Definition of Project – Project Classification – Project Life Cycle. Project Report – Meaning – Components of Project report.

UNIT – IV: Institutional Support to Entrepreneurs

Institutions at National Level – Industry Associations – Industry Related Research Institutions – Specialized Training Institutes – Institutions at Tamil Nadu. Institutional Finance to Entrepreneurs – State Financial Corporations (SFCs) – Small Industries Development Bank of India (SIDBI) – Commercial Banks.

UNIT – V: Incentives for Small – Scale Units

Meaning – Objectives – Subsidy – Meaning – Central Government Subsidy Schemes – Tax Concessions – Assistance – Subsidy Schemes of Government of Tamil Nadu. Sickness in Micro, Small and Medium – Definition of Sick unit – Causes of Industrial Sickness – Measures to Prevent Sickness

TEXT BOOK:

Entrepreneurship Development – E. Gordan, K. Natarajan, Himalaya Publishing House, 5th Revised Edition.

REFERENCE BOOKS:

1. *Entrepreneurship Development*: P. Saravanel
2. *Entrepreneurship Development*: Jeyashree Suresh

DIGITAL TOOLS:

1. https://www.tutorialpoint.com/entrepreneurship_development/entrepreneur...
2. https://en.wikipedia.org/.../Entrepreneurship_Development_institute_of

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. B. ANBAZHAGAN



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNC63	RESEARCH METHODOLOGY	CORE – 17	5	–	4

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	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 basic Knowledge on Research Methodology

COURSE OBJECTIVES:

- To introduce the concepts of Research methodology
- To prepare the students for Simple Field Study

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	relate and be able to explain business research	Upto K3
CO 2	understand about sampling methods and identify the difference between probability and non – probability sampling method	Upto K3
CO 3	understand about Data collection methods.	Upto K3
CO 4	analyse the Data	Upto K3
CO 5	learn about interpretation and report writing	Upto K3

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



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RESEARCH METHODOLOGY

UNIT – I:

Research – Meaning – Definition – Objectives – Types – Significance – Problems encountered by Researchers in India – Criteria of Good Research – Research Process.

UNIT – II:

Research Design – Meaning – Need – Important Concepts relating to research design – Different Research Designs – Research Design in case of Exploratory Research Studies – Research Design in case of Descriptive and Diagnostic Research Studies – Research Design in case of Hypothesis testing Research Studies

UNIT – III:

Sampling Design – Censuses Survey and Sample Survey – Characteristics of Good Sample Design – Sampling Design Process – Criteria of Selecting a Sampling Procedure – Sampling Techniques.

UNIT – IV:

Measurement and Scaling Techniques – Types Of Data – Sources of Error in Measurement – Scaling – Meaning – Types of Scales – Method of Data Collection – Questionnaire Construction

UNIT – V:

Classification & Tabulation of Data – Bar chart , Pie chart – Interpretation – Meaning – Importance – Report Writing – Types Of Report – Layout/Outline of Research Report.

TEXT BOOK:

Research Methodology, Methods & Techniques – Second Revised Edition – C.R. Kothari – New Age International Publishers.

REFERENCE BOOKS:

1. *Research Methodology and Report Writing* – Shashi K Gupta, Praneet Rangi – Kalyani Publishers
2. *Research Methods in Social Sciences* – Dr. S. Nakkiran Dr. R. Selvaraju – Himalaya Publishing House.
3. *Research Methodology* – Dr. A. Mustafa – Nayas Publications, Madurai.

DIGITAL TOOL:

www.modares.ac.ir/uploads/Agr.Oth.Lib.17.pdf, <https://en.wikipedia.org/wiki/Methodology>

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. T. R. JEEVA PRIYA



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNE61	SERVICES MARKETING	ELECTIVE – 2	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	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 gives an overview of Services Marketing, Marketing Mix, Strategies and Process Involved in Service Marketing.

COURSE OBJECTIVE:

Considering the importance of Services Marketing and Scope for employment in Industry, the course is offered to teach Services Marketing Mix.

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 about Services Marketing – classification and Demand vs Supply Management.	Upto K3
CO 2	acquire knowledge on Services Marketing Mix and its elements.	Upto K3
CO 3	know about types of Distribution channels and about the role of People and Physical Evidence in Services Marketing.	Upto K3
CO 4	understand about Services Marketing Process and Marketing Strategies.	Upto K3
CO 5	receive knowledge on Service Quality and Various dimensions and tools associated with it.	Upto K3

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



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SERVICES MARKETING

UNIT – I:

Services Marketing – Introduction – types – nature – characteristics – classification of services – difference between services and products – managing demand and supply in services.

UNIT – II:

Services marketing mix – Overview.

Product: Core Services, Peripheral Services.

Pricing: Basis of Pricing.

Promotion: Marketing Communication Mix, Promotion Techniques.

UNIT – III:

Place: Channels of Distribution / Intermediaries and its types.

People: Developing Customer Conscious Employees – Empowering People – Benefits.

UNIT – IV:

Physical Evidence: Peripheral Evidence – Essential Evidence – Process: Designing the process – Services as a System.

UNIT – V:

Service Quality – Dimensions – Influencing expectations – Customer Expected Quality – Tools for achieving Service Quality – Causes of Service Quality problem – Principles guiding Improving of Service Quality.

TEXT BOOK:

Services Marketing – Appaniah, Reddy, Anil Kumar, Nirmala – Himalaya Publishing House

REFERENCE BOOKS:

1. *Services Marketing* – S.M. Jha – Himalaya Publishing House
2. *Services Marketing* – Vasanti Venugopal, Raghu, V.H – Himalaya Publishing House

DIGITAL TOOLS:

1. www.marketing-schools.org/types-of-marketing/services-marketing.html
2. www.marketingteacher.com/introduction-to-services-marketing/

Mapping of CO with PSO

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

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

COURSE DESIGNERS: 1. Dr. M. S. BALAJI

2. Dr. K. G. RAJA SABARISH BABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNE62	RETAIL MANAGEMENT	ELECTIVE – 2	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	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 knowledge about retailing and introduces the concept of stores operation management and emphasis the importance and growth of retailing in India.

COURSE OBJECTIVES:

- To introduce the basic concepts of Retail Management.
- To provide insight about Stores Operation management, retail marketing mix.

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 Retailing	Upto K3
CO 2	understand the concept of Stores Operation and HR related issues in Retailing	Upto K3
CO 3	design the format for effective Stores Operation	Upto K3
CO 4	introduce concepts of Micro Marketing and Multi Channel Retailing	Upto K3
CO 5	use the knowledge obtained and become a successful retailer	Upto K3

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



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RETAIL MANAGEMENT

UNIT – I:

Retailing – meaning of retailing – Definition – Functions of retailing – Main drivers of retailing in India – Distinction between Retailing and Electronic Tailing – Future trends in retail formats.

UNIT – II:

Classification of Retailer – Store based – Non – store based – Services retailing – Difference between Services and Merchandise retailer.

UNIT – III:

Stores Operation Management – Store Planning and Location Planning – Store Design and the Retailing Image mix – Space mix – Retail Space management – Ground rules for successful space and lay – out management – Visual Merchandising – Benefits – Shop displays – Types.

UNIT – IV:

HR Issues and Concerns in Retailing – Man Power Planning – Recruitment – Motivation and Retention – Remuneration Structure – Role of Retail Sales Personnel – Qualities – Personal Selling Process.

UNIT – V:

Retail Marketing Mix – Components – Micro Marketing – Meaning – Customer Response to Micro Marketing – Multi Channel Retailing – Meaning – Key channels of Multi Channel retailing – Challenges for Multi Channel Retailing – Advertising Mix.

TEXT BOOKS:

1. *Retailing Management* – Swapna Pardhan (Tata McGraw Hill Education Private Limited)
2. *Modern Retail Management* – J.N. Jain and P.P. Singh (Regal Publications)
3. *Retail Management – Functional Principles and Practices* – Gibson G. Vedamani (JAICO Publishing House)

REFERENCE BOOKS:

1. *Retail Management – A Strategic Approach* – Barry Berman and Joel R. Evans (Prentice Hall of India Private Limited)
2. *International Retail Management* – Petes Fleming (Jaico Publication)

DIGITAL TOOLS:

1. <https://managementstudyguide.com/retail-management.htm>
2. <https://www.tutorialspoint.com/retail-management/retail-management-tutorial.pdf>

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. M. S. BALAJI



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNE63	DIGITAL MARKETING	ELECTIVE – 2	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	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 about Digital Marketing and introduces the concept of SEO and various social media marketing.

COURSE OBJECTIVES:

- To have an insight of Online Marketing, Social Media Marketing and their Strategies.
- To Know how to Market Products Online and through various Digital Media's.

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 about fundamental concepts of Digital Marketing	Upto K3
CO 2	outline about the importance of Online Marketing	Upto K3
CO 3	understand about Email Marketing and Blogging and how to market the products using these technologies.	Upto K3
CO 4	know about Social Media Marketing and their Components and how it impacts today's business.	Upto K3
CO 5	summarize on Digital Marketing and recent trends in it.	Upto K3

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



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DIGITAL MARKETING

UNIT – I:

Digital Marketing – Meaning, Components and Importance. Digital Marketing for B2B, Market Segmentation for B2B – POEM Framework.

UNIT – II:

B2B Search Engine Marketing; Importance, Search Engine Optimization, Web search, Major search Engines, Optimizing the site's content. B2B Online Marketing; Effectiveness, Online Advertising Vs Traditional Advertising.

UNIT – III:

B2B Email Marketing – Meaning of B2B Email Marketing, Different Types of mailing. B2B Blog Marketing – Need, Running the blog. Youtube Marketing – Pay per click.

UNIT – IV:

B2B Social Media Marketing – Understanding, Importance, Developing Social media Marketing strategy Podcast – Understanding, creating, Developing Podcast strategy. B2B public relations – Meaning, benefits.

UNIT – V:

Online Retail Sector – Online Financial Services – Online Travel services – Online career services – online publishing – online entertainment – consumer Protection Privacy and Information Rights – Warranties and New Products.

TEXT BOOK:

B2B Digital Marketing; Using the Web to Market Directly to Business – Michael Miller – Pearson Education Inc.

REFERENCE BOOKS:

1. B2B Digital Marketing; Using the Web to Market Directly to Business – Michael Miller – Pearson Education Inc.
2. Turban, E., King, D. and Lee, J., Electronic Commerce: A Managerial and Social Networks Perspective, 2015, 8/e, Prentice Hall

DIGITAL TOOLS:

1. <https://www.disruptiveadvertising.com/marketing/b2b-digital-marketing/>
2. <https://digitalmarketinginstitute.com/blog/6-of-the-best-digital-marketing-strategies-for-b2b-business-corporate>

Mapping of CO with PSO

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

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

COURSE DESIGNER: Dr. K. G. RAJA SABARISH BABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNEV1	FIELD STUDY	ELECTIVE – 3	6	–	5

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	40	60	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 prepare the students Industry Compatible.

COURSE OBJECTIVES:

- To develop Analyzing skills among students.
- To understand the Work Environment and prepare final report.

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	receive field related knowledge	Upto K3
CO 2	acquire skills on sampling design & questionnaire designing	Upto K3
CO 3	become aware of collection of data	Upto K3
CO 4	analyze the data.	Upto K3
CO 5	be trained to prepare final report	Upto K3

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



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FIELD STUDY

OBJECTIVES:

1. To impart practical knowledge on business field.
2. To encourage them to undertake a mini project.

RULES GOVERNING FIELD STUDY IN VI SEMESTER

1. Each student should undergo 6 weeks field study in any area during middle of the VI semester outside the college.
2. The student has to submit the field study report in two copies in not less than 50 type written pages.
3. The student must decide the topic, construct the questionnaire if any and get the approval of the guide before leaving for field work.
4. The field study report will be evaluated by the faculty guide, the Head and another faculty. The student has to appear for a viva voce that will be conducted before the end of the semester. Presence of External examiner in Viva panel is optional.
5. If the student fails to make the field study and fails to submit the report, he will not be permitted to appear for the 6th semester examinations.
6. The field study project report must contain the following:
 - a. Introduction
 - b. Objectives
 - c. Methodology
 - d. Various concepts description
 - e. Review of minimum of five related studies
 - f. Data analysis
 - g. Findings
 - h. Suggestions

7. The report submitted will be evaluated as follows. **Report Writing – 60**
Viva – Voce – 40

Total	= 100
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8. 40% of the aggregate (Project evaluation + Viva – voce) is passing minimum.
9. No separate pass minimum for the viva – voce.
10. 27 Marks out of 75 is the pass minimum for the project evaluation.

Mapping of CO with PSO

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

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

COURSE DESIGNERS: Dr. B. ANBAZHAGAN, Dr. T. R. JEEVA PRIYA

and Dr. K. G. RAJA SABARISH BABU



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
21UBNSP2	INTERVIEW SKILLS (PRACTICALS)	SBS – VI	2	–	2

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
III	VI	–	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 aims at grooming the participants to attend the interview through sensitizing them about proper formal circumstances

COURSE OBJECTIVES:

- To facilitate students to succeed in interviews
- To enhance professional skill
- To enhance self – esteem

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 methods & types of Interview	Upto K3
CO 2	be aware about the dress codes of Interview	Upto K3
CO 3	know the technique of Resume writing	Upto K3
CO 4	build self-confidence and to face difficult situation	Upto K3
CO 5	be aware about Frequently asked questions in Interviews	Upto K3

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



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INTERVIEW SKILLS

UNIT – I:

Interview Etiquettes

Types of Interview

UNIT – II:

Dress Code & Mannerism

Body Language

UNIT – III:

Resume Writing

Corporate Readiness

UNIT – IV:

Stress Interviews

Self Confidence

UNIT – V:

Interview FAQs

Handling Rejections

NOTE:

1. An Interview atmosphere will be created in the classroom
2. Students will be trained to face interview with their resumes
3. Face to Face Interviews will be conducted to each candidate in class rooms

EVALUATION

4. Students will be evaluated at the end of the semester on their skills acquired
5. The Examiners will be the HOD & the faculty.

External Expert is Optional.

The Marks in this paper will be allotted as follows

Dress Code – 20

Bio Data – 20

Body Language – 20

Communication – 20

Handling Situations – 20

40 Marks will be passing minimum, Students who fail to attend this practical will not be permitted to take up their Sixth Semester Examinations.



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TEXT BOOK:

Hari Mohan Prasad & Rajnish Mohan, *Group Discussion & Interview* – Third Edition, Tata McGraw Hill's Education Private Limited, New Delhi.

REFERENCE BOOK:

Sajitha Jayaprakash, *Interview Skills* – Himalaya Publishing House, Mumbai

DIGITAL TOOLS:

1. <https://www.myinterviewpractice.com>
2. <https://www.interviewbuddy.in>

INTERVIEW VIDEO LINKS:

1. <https://youtu.be/JrbnTZPjg0k>
2. <https://youtu.be/wW0Ij - X98ek>

Mapping of CO with PSO

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

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

**COURSE DESIGNERS: Dr. K. G. RAJA SABARISH BABU
and Dr. B. ANBAZHAGAN**