

K.S.Rangasamy College of Arts & Science, (Autonomous), Tiruchengode-637 215

Department of Business Administration -UG

Courses having focus on Employability/ Entrepreneurship/ Skill Development

Programme: BBA

COURSE CODE	COURSE NAME	Employability/ Entrepreneurship/ Skill Development	Content
18UBAM101	Core I: Principles of Management	Skill Development	<p><b>Unit-I:</b> Management thought and contribution</p> <p><b>Unit-II:</b> Types of plan</p> <p><b>Unit-IV:</b> Qualities of good leadership -Motivation</p> <p><b>Unit-V:</b> Approaches to achieve effective co-ordination</p>
18UBAM301	Core V: Production and Materials Management	Skill Development	<p><b>Unit-I:</b> Production Management:Definition - Function and Scope, Types of Production System-Transformation Process with examples for different types of production systems - Difference between services and goods</p> <p><b>Unit-II:</b> Make or buy decision: Functional Aspects and Strategic Consideration -Plant location - Factors affecting plant location - Methods of evaluating plant locations - Plant layout: Types of layout..</p> <p><b>Unit-V:</b> Quality Control and Maintenance: Control Charts for attributes and variables (P Charts, X Charts and NP Charts) - Quality control tools - TQM. Types of Maintenance: Breakdown - Planned - Total productive maintenance</p>
18UBAM302	Core VI: Marketing Management	Skill Development	<p><b>Unit-I:</b> Introduction to marketing: Definition - Function - Importance - Scope - Concept of marketing - Micro and Macro Environment - Marketing planning - Marketing mix - Marketing process.</p> <p><b>Unit-III:</b> Product: Definition - Character - Classification - Product level - Product mix - New product development - Product life cycle. Branding -</p>

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			Packaging - Labeling Unit-V Promotion: Definition-Importance - Objectives - Promotion mix- Determinants of promotion mix - Forms of promotion: Personal selling - Advertising - Sales promotion - Publicity - Public relations. E- marketing:
18UBASB301	SBC I: Salesmanship	Skill Development	Unit-I: Salesmanship: Meaning and definition - Evolution of selling and salesmanship - Importance - Qualities of a salesman. Unit-II: Knowledge of goods and selling points - Buying motives - Knowledge of customers. Unit-III: Psychology in selling - Presentation and Demonstration - The close. Unit-IV: Sales manager - Recruitment and selection - Training - Motivation
18UBASB401	SBC II: Business Plan	Skill Development	Unit I: Business plan: Meaning and Definition - Need for business plan - Factors of a successful business - Prerequisites of business plan. Unit III: Target market - Competition - Risk assessment. Marketing plan and sales strategy - Operations - Technology plan. Unit-V: Social responsibility - Financials - Technology plan
18UBASB501	SBC III: Business Process Outsourcing	Skill Development	Unit I: BOP -Meaning - BPO methods Unit II: Employment opportunities - components and working of a call centre Unit-IV: Numerical aptitude -types matters Unit V: Team player -handling
18UBASB601	SBC IV: Event Management	Skill Development	Unit I: Introduction to events - Definition, evolution, need and benefits -Types of events- event management & event marketing Unit IV: Event Market: Customers of event market - Segmentation, targeting, positioning and

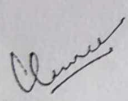
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			repositioning of events. <b>Unit-V:</b> Stages of event management - Pre-event activities, during -event activities, post-event activities, evaluation of event performance-measuring performance and correcting deviations.
18UBAM502	Core XIV: Entrepreneurial Development	Entrepreneurship	<b>Unit I:</b> Venture Life cycle - Women Entrepreneurs - Role of entrepreneur in economic development. <b>Unit II :</b> Idea Generation - Idea Generation and Opportunity Evaluation - Entrepreneurial Motivation - Need for Achievement-Entrepreneurial Development Programme - Objectives, Phases of Entrepreneurial Development Programme. Barriers to Entrepreneurship Development. <b>Unit III :</b> Business Organizations - Types: Sole Proprietorship, Partnership, Co-operative Society, Joint Stock Company
18UBAAC302	Retail management	Entrepreneurship	<b>Unit II:</b> Retail Formats: Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats. <b>Unit III :</b> Retailing Decisions: Choice of retail locations - internal and external atmospherics - Positioning of retail shops - Building retail store Image
18UCSBAAP201	Allied Practical I : Office Automation for Business	Employability	<b>Unit I:</b> Corporate Restructuring: Meaning- kinds of Restructuring - Formation and execution of various corporate restructuring strategies. <b>Unit II:</b> Categories of Merger – Methods of Merger Emergence of Takeovers –kinds of takeovers – Valuing Firms And The Different Methods Of Valuation – Demergers – Modes of demerger

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18UBAM603	Core XX: Banking and Insurance Principles	Employability	Unit I: Commercial banks. Central banking: Meaning and Function- RBI objectives- Functions regulatory and promotional role. Unit III: Negotiable Instruments Act 1881- Negotiable Instruments-Characteristics- cheque - Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.
18UBAEL501	Logistic Management	Employability	Unit III: Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management - Routing - Transportation Management. Unit IV: Role of a Manager in Supply Chain
18UBAM402	Core X: Human Resource Management	Employability	Unit II: Human Resources Planning and Policies - Nature, Importance and objectives of HR Planning - Process of HR Planning - HR planning techniques - HRM Policies - Need, Type and Scope of HRM Policies. Unit IV : Training and Development - Need - Importance of training - Types of training - Methods of training - Evaluation of Training - Management Development - Importance - Methods of conducting MDPs



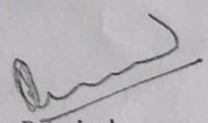
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