

BBA (Students admitted from 2018-2019 onwards)

**K. S. Rangasamy College of Arts and Science (Autonomous),**

**Tiruchengode - 637 215**

**Department of Business Administration**

**Elective Course**

- Logistic Management
- Financial Institutions and Services
- Organizational Development
- Human Resource Development

**Encls:**

1. Copy of Scheme of Examination
2. Syllabus copy of courses highlighting the Elective along with course outcomes
3. Mapping of courses to Elective



**HoD - BBA**



  
**CoE**  
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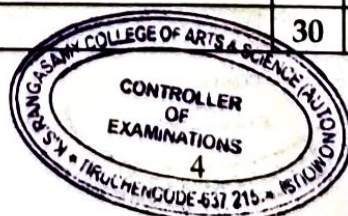
**SCHEME OF EXAMINATION**

Subject Code	Subjects	Hrs	Exam Dur Hrs	Maximum Marks			Credit Points
				CA	CE	Total	
<b>First Semester</b>							
<b>Part - I</b>							
18UTALB101/ 18UHILB101/ 18UFRLB101/	Tamil I/ Hindi I/ French I	5	3	25	75	100	3
<b>Part - II</b>							
18UENLB101	General English I	5	3	25	75	100	3
<b>Part - III</b>							
18UBAM101	Core I: Principles of Management	6	3	25	75	100	4
18UBAM102	Core II: Business Communication	6	3	25	75	100	4
18UMABAA101	Allied I: Business Mathematics and Statistics	5	3	25	75	100	4
<b>Part - IV</b>							
18UVE101	Value Education I: Yoga	2	3	25	75	100	2
		<b>29</b>					<b>20</b>
<b>Second Semester</b>							
<b>Part - I</b>							
18UTALB201/ 18UHILB201/ 18UFRLB201	Tamil II/ Hindi II/ French II	5	3	25	75	100	3
<b>Part - II</b>							
18UENLB201	General English II	5	3	25	75	100	3
<b>Part - III</b>							
18UBAM201	Core III: Organizational Behaviour	6	3	25	75	100	5
18UBAM202	Core IV: Business Environment & Ethics	6	3	25	75	100	4
18UCSBAA201	Allied II: Office Automation for Business	4	3	25	75	100	2
18UCSBAAP201	Allied Practical I : Office Automation for Business	2	3	40	60	100	2
<b>Part - IV</b>							
18UVE201	Value Education II: Environmental Studies	2	3	25	75	100	2
		<b>30</b>					<b>21</b>



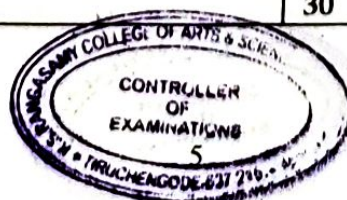
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Subject Code	Subject	Hrs	Exam Dur	Maximum Marks			Credit Points
				CA	CE	Total	
<b>Third Semester</b>							
<b>Part - III</b>							
18UBAM301	Core V: Production and Materials Management	4	3	25	75	100	4
18UBAM302	Core VI: Marketing Management	4	3	25	75	100	4
18UBAM303	Core VII: Financial Accounting	5	3	25	75	100	4
18UBAM304	Core VIII: Business Economics	5	3	25	75	100	4
18UMABAA301	Allied III: Operations Research	5	3	25	75	100	4
<b>Part - IV</b>							
18UBASB301	SBC I: Salesmanship	2	3	25	75	100	2
	NMEC I	2	3	25	75	100	2
<b>Non Credit</b>							
18ULS301	Career Competency Skills I	1	-	-	-	-	-
	Add On Course	2	3	-	-	-	-
		30					24
<b>Fourth Semester</b>							
<b>Part - III</b>							
18UBAM401	Core IX: Financial Management	5	3	25	75	100	4
18UBAM402	Core X: Human Resource Management	4	3	25	75	100	4
18UBAM403	Core XI: Legal Aspects of Business	5	3	25	75	100	4
18UBAM404	Core XII: Advertising and Sales Promotion	4	3	25	75	100	4
18UCCBAA401	Allied IV: Cost and Management Accounting	5	3	25	75	100	4
<b>Part - IV</b>							
18UBASB401	SBC II: Business Plan	2	3	25	75	100	2
	NMEC II	2	3	25	75	100	2
<b>Non Credit</b>							
15ULS401	Career Competency Skills II	1	-	-	-	-	-
	Add On Course	2	3	-	-	-	-
		30					24



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Subject Code	Subject	Hrs	Exam Dur	Maximum Marks			Credit Points
				CA	CE	Total	
<b>Fifth Semester</b>							
<b>Part - III</b>							
18UBAM501	Core XIII: Strategic Management	5	3	25	75	100	4
18UBAM502	Core XIV: Entrepreneurial Development	5	3	25	75	100	4
18UBAM503	Core XV: International Business Management	5	3	25	75	100	4
18UBAM504	Core XVI: Business Research	4	3	25	75	100	4
18UBAM505	Core XVII: Management Information System	4	3	25	75	100	3
	Elective I	4	3	25	75	100	3
<b>Part - IV</b>							
18UBASB501	SBC III: Business Process Outsourcing	2	3	25	75	100	2
<b>Part - V</b>							
18UBAE501	Extension Activity	-	-	-	-	-	2
<b>Non Credit</b>							
18ULS501	Career Competency Skills III	1	-	-	-	-	-
		30					26
<b>Sixth Semester</b>							
<b>Part - III</b>							
18UBAM601	Core XVIII: Investment Management	5	3	25	75	100	5
18UBAM602	Core XIX: Services Marketing	5	3	25	75	100	4
18UBAM603	Core XX: Banking and Insurance Principles	5	3	25	75	100	4
18UBAM604	Core XXI: Customer Relationship Management	5	3	25	75	100	4
18UBAPR601	Project	3	3	40	60	100	3
	Elective II	4	3	25	75	100	3
<b>Part - IV</b>							
18UBASB601	SBC IV: Event Management	2	3	25	75	100	2
<b>Non Credit</b>							
18ULS601	Career Competency Skills IV	1	-	-	-	-	-
		30					25



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**ADD - ON COURSE (Marketing Management)**

(Students have to select any one of the subject from 18UBAAC301 / 18UBAAC302 as Add-on course in third semester and 18UBAAC401 in fourth semester)

Sl.No	Semester	Course Code	Title	Duration
1	III	18UBAAC301	Rural marketing	25 Hours
2	III	18UBAAC302	Retail management	25 Hours
3	IV	18UBAAC401	Consumer Behaviour	25 Hours

**NON MAJOR ELECTIVE COURSE**

The department offers the following two papers as Non Major Elective Course for other than the Commerce students.

S.No	Semester	Course Code	Name of the Subject
1	III	18UBANM301	Business Management
2	IV	18UBANM401	Marketing Management

**ALLIED SUBJECTS OFFERED TO OTHER DEPARTMENT**

S.No	Semester	Course Code	Name of the Subject	Department
1	III	18UBACCA301	Allied III : Entrepreneurial Development	B.Com (CA)
2	IV	18UBACCA401	Allied IV : Human Resource Management	B.Com (CA)

**ADVANCED LEARNERS COURSE (ALC)**

(Students with no history of arrears still third/ fourth semester and securing First Class Mark are eligible to do the below mentioned subjects as Advance Learner Course in fourth and fifth semester respectively)

S.No	Semester	Course Code	Name of the Subject	Credits
1	IV	18UBAAL401	Total Quality Management	2
2	V	18UBAAL502	Customs Duty and Goods and Service Tax	2



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**ELECTIVE I**

(Student shall select any one of the following subject as Elective in fifth semester)

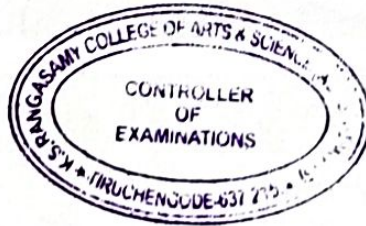
S.No	Semester	Course Code	Name of the Subject
1	V	18UBAEL501	Logistic Management
2	V	18UBAEL502	Financial Institutions and Services

**ELECTIVE II**

(Student shall select any one of the following subject as Elective in sixth semester)

S.No	Semester	Course Code	Name of the Subject
1	VI	18UBAEL601	Organizational Development
2	VI	18UBAEL602	Human Resource Development

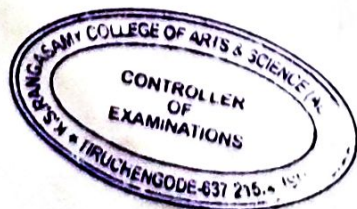
M.V



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18UBAEL501	ELECTIVE I: LOGISTIC MANAGEMENT	SEMESTER - V	
<b>COURSE OBJECTIVES</b>			
The course aims			
<ul style="list-style-type: none"> <li>To understand the fundamental of logistics and distribution.</li> <li>To acquire knowledge on the supply chain management.</li> </ul>			
<b>Credits: 3</b>		<b>Total Hours: 50</b>	
UNIT	CONTENTS	Hrs	CO
I	Logistics Management: Origin and Definition – Types of Logistics – Logistics Management - Concepts in Logistics and Physical Distribution.	10	CO1
II	Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management..	10	CO2
III	Supply Chain Management: Introduction and Development- Nature and Concept - Importance of Supply Chain - Value Chain - Components of Supply Chain - The Need for Supply Chain.	10	CO3
IV	Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement..	10	CO4
V	Aligning the Supply Chain with Business Strategy – Outsourcing and 3PLs – Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships.	10	CO5
<b>Text Book</b>			
1	G Raghuram & N Rangaraj, <b>Logistics and Supply Chain Management - Cases and Concepts</b> . Mac Millan Publications.		
2	Martin Christopher, <b>Logistics &amp; Supply Chain Management: Creating Value-Adding Networks</b> , FT Press.		
<b>Reference Books</b>			
1	Janat Shah 1st Edition, <b>Supply Chain Management - Text and Cases</b> , Pearson Publications.		
2	L.Natarajan, - <b>Logistics &amp; Supply Chain Management - Margham Publications, Chennai, 2014.</b>		
3	Sunil Chopra, Peter Meindl & D.V.Kalra 5 th Edition, <b>Supply Chain Management</b> , Perason Publications.		



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**COURSE OUTCOMES (CO)**

After completion of the course, the students will be able to	
CO1	Know the origin, types and concepts in logistics and distribution.
CO2	Understand the concepts of warehousing and stores management.
CO3	Give idea about the concepts of supply chain.
CO4	Analyze the supply chain performance drivers.
CO5	Gain the knowledge of supply chain business strategy.

**MAPPING**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low

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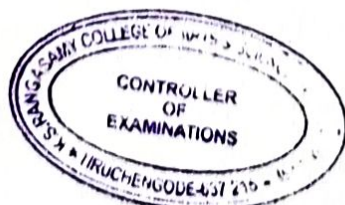


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18UBAEL502	ELECTIVE I: FINANCIAL INSTITUTIONS AND SERVICES	SEMESTER - V	
<b>COURSE OBJECTIVES</b>			
The course aims			
<ul style="list-style-type: none"> <li>The course aims to make the students understand the various financial institutions and services rendered by them.</li> <li>To acquaint students with practical knowledge on Stock Market operations.</li> </ul>			
<b>Credits: 3</b>		<b>Total Hours: 50</b>	
UNIT	CONTENTS	Hrs	CO
I	Indian financial system - financial system and economic development - Development of financial system in India - weakness of Indian Financial System - Money Market - Capital Market - Banks as financial intermediaries - Reserve Bank of India, Commercial Banks and Co-operative Banks - functions.	10	CO1
II	National Housing Bank - Housing Development Finance Corporation - Housing Development Corporation - functions and services. Special financial institutions - IDBI, ICICI, IFCI, EXIM Bank - SFCs - SIDCS - functions and services.	10	CO2
III	Bombay Stock Exchange (BSE) - National Stock Exchange (NSE) - OTCEI - SEBI - powers and functions - IRDA - Discount and Finance House of India (DFHI).	10	CO3
IV	Financial Services - overview- growth - problems faced by financial services sector - Non - Banking financial intermediaries - Unit Trust of India - Mutual funds - hire purchase finance companies - lease finance companies - consumer finance.	10	CO4
V	Merchant banking - functions and services - credit rating - credit rating agencies in India.	10	CO5
<b>Text Book</b>			
1	<i>Gorden and Natarajan, Financial Institution and Services</i> , Himalaya Publishing House.		
<b>Reference Books</b>			
1	<i>Bhole L M, Financial Institutions and Market</i> , Tata McGraw Hill Publications.		
2	<i>Avadhani V A, Investment and Securities Markets in India</i> , Himalaya Publishing House.		
3	<i>Kulkarni P V Corporate Finance</i> , Himalaya Publishing House. <i>Khan M Y, Financial Services</i> , Tata McGraw Hill Publications. <i>Bhatia &amp; Batra, Management of Financial services</i> , Deep & Deep Publications.		



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### COURSE OUTCOMES (CO)

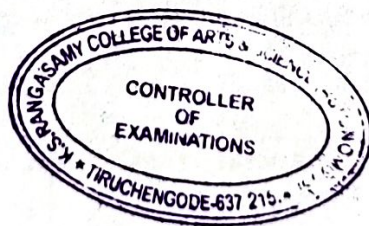
After completion of the course, the students will be able to

CO1	Know the origin, types and concepts in logistics and distribution.
CO2	Understand the concepts of warehousing and stores management.
CO3	Give idea about the concepts of supply chain.
CO4	Analyze the supply chain performance drivers.
CO5	Gain the knowledge of supply chain business strategy.

### MAPPING

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low



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18UBAEL601	ELECTIVE II: ORGANISATIONAL DEVELOPMENT	SEMESTER - VI
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**COURSE OBJECTIVES**

The course aims

- To find out the issues related to human in an organisation.
- To provide depth knowledge on Organizational setup and make them understand on developmental aspects.

Credits: 3

Total Hours: 50

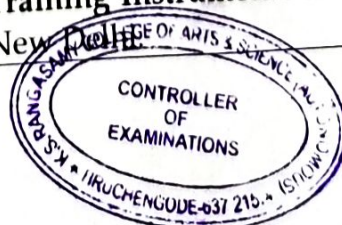
UNIT	CONTENTS	Hrs	CO
I	<b>Introduction:</b> Definition of Organization Development (OD) - History of Organization Development - Values, Assumptions, and benefits of OD.	10	CO1
II	Models and theory of planned change - systems theory - participation and empowerment - Teams and Team work - parallel learning structures - Managing the OD process - Diagnosis - action component - The Programme Management Component.	10	CO2
III	OD Interventions: Classifying OD interventions - Team intervention - intergroup and third-party peacemaking interventions - comprehensive interventions - structural interventions.	10	CO3
IV	Training experiences: T-Group - Behavioural modelling - life and career planning. Issues in consultant - client relationships: Entry and contracting - diagnosis and appropriate interventions - the consultant as a model - implications of OD for the client.	10	CO4
V	System Ramifications: Resistance to change efforts - training and the development of consultation skills - rewards - constructive feedback - staffing and career development - organizational justice - monetary costs and skill demands. Future of organization development: Changing environment - fundamental strengths of OD - OD's future.	10	CO5

**Text Book**

- Wendell L. French and Cecil H. Bell Junior.]. 2001. "Organizational Development" [Second Edition]. Prentice Hall of India. New Delhi.

**Reference Books**

- Cummings, G, Thomas and Worley, G, Christopher. 2005. "Organization Development and Change", [First Edition]. Thomson - South - Western Publications. Singapore.
- Singh, K, Anup, Gupta, K Rajen and Abad Ahmed. 2001. "Designing and Developing Organizations for tomorrow" [First Edition]. Response Books. New Delhi.
- Pareek, Udai. 2004 "Training Instruments in HRD and OD". [First Edition]. Tata McGraw Hill. New Delhi.



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5 Marquardt, J, Michael. 2003. "Building the learning Organization". [First Edition]. Jaico Books. New Delhi.  
 Robert A.Paton and James Mecalman, 2008. "Change Management". A Guide to effective implementations, SAGE South Asia Edition.

**COURSE OUTCOMES (CO)**

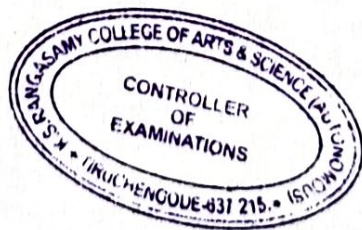
After completion of the course, the students will be able to

CO1	Understand the origin of the Organisational Development.
CO2	Gain the concepts of various Organisational Development process.
CO3	Exhibit the knowledge on classification Organisational Development Interventions.
CO4	Analyze the training experiences and career planning in the organisation.
CO5	Gain the concepts of resistance to change and future of Organisational Development.

**MAPPING**

PSO CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M			
CO2	M	H	L	M	L
CO3	M	M	M	M	M
CO4	H	M	H	M	M
CO5	M	M	M	H	M
			L	L	H

H-High; M-Medium; L-Low



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18UBAEL602	ELECTIVE II: HUMAN RESOURCE DEVELOPMENT	SEMESTER - VI	
<b>COURSE OBJECTIVES</b>			
The course aims			
<ul style="list-style-type: none"> <li>To understand the HRD techniques.</li> <li>To gain knowledge on HRD concepts, Training and Developments.</li> </ul>			
Credits: 3			Total Hours: 50
UNIT	CONTENTS	Hrs	CO
I	Human Resource Development - Nature and Scope - Evolution - Difference between Human Resource Management and Human Resource Development - HR system designing.	10	CO1
II	HRD Methods/Instruments - HRD Process - HRD Outcomes - Performance Management and its objectives - Performance Appraisal Techniques - 360 Degree Feedback.	10	CO2
III	Performance counseling and interpersonal feedback - Developing dynamic relationship through effective counseling - Potential appraisal and development - Career planning and development.	10	CO3
IV	Training - Conceptual framework - Identification of training needs - Training objectives - Designing training programmes - Training methods - Evaluating the effectiveness of training programmes - Retraining.	10	CO4
V	HRD Interventions - Human Resource Information Systems (HRIS) - Steps in implementing HRIS - HRD in Indian Industry - Future of HRD.	10	CO5
<b>Text Book</b>			
1	Rao T.V.,1997. <b>Alternative Approaches and Strategies of Human Resource Development</b> , Rawat Publications		
<b>Reference Books</b>			
1	Kandula R. Srinivas, 2007, <b>Strategic Human Resource Development</b> , Prentice Hall India		
2	Rathan Reddy B. 2007, <b>Effective Human Resource Training and Development Strategy</b> , Himalaya Publishing House.		
3	Silvera D.M. <b>Human Resource Development - The Indian Experience</b> , New India Publications		
4	Rao T.V. 1985, <b>Performance Appraisal : Theory &amp; Practice</b> , Vikas Publications		



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**COURSE OUTCOMES (CO)**

After completion of the course, the students will be able to	
CO1	Know the basic concept of Human Resource Management
CO2	Understand the concept of Recruitment, Tests and Training Methods
CO3	Know the purpose of performance appraisal and methods
CO4	Understand the concept of career planning and absenteeism
CO5	Know the motivational factors for job satisfaction

**MAPPING**

PSO \ CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L
CO2	M	H	M	M	M
CO3	M	M	H	M	M
CO4	H	M	M	H	M
CO5	M	M	L	L	H

H-High; M-Medium; L-Low



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