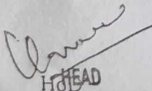

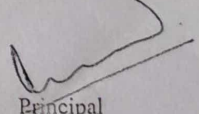


K.S.Rangasamy College of Arts & Science, (Autonomous),
Tiruchengode-637 215
Department of Business Administration –UG
Course content imparts gender equity, environment sustainability, Human values and Professional ethics

Programme	Name of the course	Relevant issue			Description
		Gender	Environment Sustainability	Human Values & Professional Ethics	
BBA	Business Environment and Ethics		Environment & Sustainability	Human Values & Professional Ethics	To practice a ground where the students view Entrepreneurship as an attractive career option.
	Environmental studies		Environment & Sustainability	Human Values & Professional Ethics	The types of ecosystem and concepts in sustainable development and Implement the preventive measures for environmental issues.
	Entrepreneurial Development	Women Empowerment	Sustainability	Professional Ethics	Women Entrepreneurs - Role of entrepreneur in economic development
	Marketing Management		Sustainability	Human Values & Professional Ethics	Make understand about the sales promotion techniques, types of advertising and its media
	Yoga		Environment	Human Values	Nurture the life force and mind and Introspect and improve the moral values.


HEAD
DEPT. OF BUSINESS ADMINISTRATION
K.S.R. COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
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