

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

Department of Business Administration -UG

Course content relevant to the local, national, regional and global development needs

COURSE CODE	COURSE NAME	NEED				REMARKS
		Local	National	Regional	Global	
18UBAM101	Core I: Principles of Management	✓	✓	✓		To impart knowledge about the important functions of management and its principles, influence in business management practices.
18UBAM102	Core II: Business Communication	✓		✓		To develop the knowledge of business communication and practice
18UBAM201	Core III: Organizational Behaviour		✓	✓	✓	To acquire adequate knowledge of recruitment and training methods
18UBAM202	Core IV: Business Environment & Ethics	✓	✓	✓	✓	To practice a ground where the students view Entrepreneurship as an attractive career option.
18UBAM301	Core V: Production and Materials Management		✓		✓	Provide exposure to industrial practices of business firms
18UBAM302	Core VI: Marketing Management	✓		✓		Provide exposure to marketing practices of business firms
18UBAM303	Core VII: Financial Accounting		✓	✓	✓	To understand the basic accounting concepts and conventions applied in the competitive business world and accounting software easily.
18UBAM304	Core VIII: Business Economics	✓		✓		To understand among the students about the economics aspects such as, demand, law of demand, supply, BEP and different market structure.

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18UBASB301	SBC I:Salesmanship		✓	✓		Focus on ethics in evaluating which emphasizes better services to the customer
18UBAM401	Core IX: Financial Management		✓		✓	To understand the basic accounting concepts and conventions applied in the competitive business world and accounting software easily.
18UBAM402	Core X: Human Resource Management		✓	✓	✓	Present a contemporary understanding of the influence of HR practices and policies on organizations.
18UBAM403	Core XI: Legal Aspects of Business	✓	✓	✓	✓	To facilitate the students to know the basic concepts of law in business and apply the knowledge of law to sort out the problems arising in real life business.
18UBAM404	Core XII:Advertising and Sales Promotion	✓		✓		To develop the knowledge of advertising and sale promotion.
18UCCBAA401	Allied IV: Cost and Management Accounting	✓		✓		To understand the basic accounting concepts and conventions applied in the competitive business world and accounting software easily.
18UBASB401	SBC II:Business Plan		✓		✓	Focus on ethics in evaluating which emphasizes better services to the customer
18UBAM501	Core XIII: Strategic Management		✓	✓		Focus on formulation HR strategies considering ethics and value
18UBAM502	Core XIV: Entrepreneurial Development		✓		✓	To practice a ground where the students view entrepreneurship as an attractive career option.
18UBAM503	Core XV: International Business Management	✓	✓	✓	✓	To acquire IBM knowledge about the important functions Of management and its principles, influence in business management practices.

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18UBAM504	Core XVI: Business Research		✓		✓	To apply research applications in various spheres of business research
18UBAM505	Core XVII: Management Information System		✓	✓	✓	Teach the needs of database processing and learn techniques for controlling the consequences of concurrent data access
18UBASB501	SBC III: Business Process Outsourcing		✓		✓	Focus on ethics in evaluating which emphasizes better services to the customer
18UBAM601	Core XVIII: Investment Management	✓	✓	✓	✓	Facilitate the students to understand the financial system in India and educate the students regarding financial markets
18UBAM602	Core XIX: Services Marketing	✓		✓	✓	Provide exposure to marketing practices of business firms
18UBAM603	Core XX: Banking and Insurance Principles	✓	✓	✓		Reveal the principles of banking law and Insurances its relationship between the banker and customer.
18UBAM604	Core XXI: Customer Relationship Management	✓		✓	✓	To acquire adequate CRM knowledge of recruitment and training methods
18UBASB601	SBC IV: Event Management	✓	✓	✓	✓	Focus on ethics in evaluating which emphasizes better events to the customer
18UBA PR601	Project & Viva voce	✓		✓		It deal the students understand the practical knowledge of the Industry operations procedures.

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DEPT. OF BUSINESS ADMINISTRATION  
K.S.R. COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)  
TIRUCHENGODE - 637 215. NAMAKKAL (Dt)

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PRINCIPAL  
K. S. Rangasamy College of Arts & Science  
(Autonomous)  
TIRUCHENGODE - 637 215  
Namakkal-Dt. Tamil Nadu. INDIA

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Principal  
K. S. Rangasamy College of Arts & Science  
(Autonomous)  
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Namakkal-Dt. Tamil Nadu. INDIA