

BBA (Students admitted from 2018-2019 onwards)

**K. S. Ranagasamy College of Arts and Science (Autonomous),
Tiruchengode - 637 215
Department of Business Administration (UG)**


List of New Courses Introduced

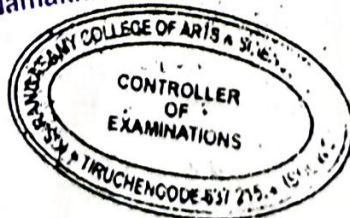
- Business Environment and Ethics
- Legal aspect of business
- Banking and Insurance Principles

Encls:

1. Copy of Scheme of Examination
2. Syllabus copy of new courses
3. Mapping of new courses


HoD - BBA


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CoE

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SCHEME OF EXAMINATION

Subject Code	Subjects	Hrs	Exam Dur Hrs	Maximum Marks			Credit Points
				CA	CE	Total	
First Semester		Part - I					
18UTALB101/ 18UHILB101/ 18UFRLB101/	Tamil I/ Hindi I/ French I	5	3	25	75	100	3
		Part - II					
18UENLB101	General English I	5	3	25	75	100	3
		Part - III					
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
		Part - IV					
18UVE101	Value Education I: Yoga	2	3	25	75	100	2
		29					20
Second Semester		Part - I					
18UTALB201/ 18UHILB201/ 18UFRLB201	Tamil II/ Hindi II/ French II	5	3	25	75	100	3
		Part - II					
18UENLB201	General English II	5	3	25	75	100	3
		Part - III					
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
		Part - IV					
18UVE201	Value Education II: Environmental Studies	2	3	25	75	100	2
		30					21

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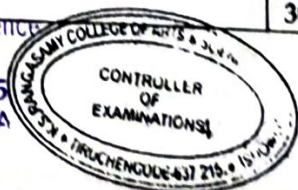


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Subject Code	Subject	Hrs	Exam Dur	Maximum Marks			Credit Points
				CA	CE	Total	
Third Semester							
Part - III							
18UBAM301	Core V: Production and Materials Management	4	3	25	75	100	4
18UBAM302	Core VI: Marketing Management	4	3	25	75	100	4
18UBAM303	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
Part - IV							
18UBASB301	SBC I: Salesmanship	2	3	25	75	100	2
	NMEC I	2	3	25	75	100	2
Non Credit							
18ULS301	Career Competency Skills I	1	-	-	-	-	-
	Add On Course	2	3	-	-	-	-
		30					24
Fourth Semester							
Part - III							
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
Part - IV							
18UBASB401	SBC II: Business Plan	2	3	25	75	100	2
	NMEC II	2	3	25	75	100	2
Non Credit							
15ULS401	Career Competency Skills II	1	-	-	-	-	-
	Add On Course	2	3	-	-	-	-
PRINCIPAL		30					24

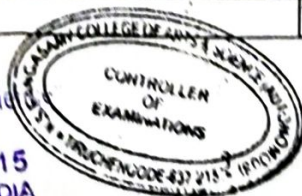
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Subject Code	Subject	Hrs	Exam Dur	Maximum Marks			Credit Points
				CA	CE	Total	
Part - III							
Fifth Semester							
18UBAM501	Core XIII: Strategic Management	5	3	25	75	100	4
18UBAM502	Core XIV: Entrepreneurial Development	5	3	25	75	100	4
18UBAM503	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
Part - IV							
18UBASB501	SBC III: Business Process Outsourcing	2	3	25	75	100	2
Part - V							
18UBAE501	Extension Activity	-	-	-	-	-	2
Non Credit							
18ULS501	Career Competency Skills III	1	-	-	-	-	-
		30					26
Sixth Semester							
Part - III							
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
Part - IV							
18UBASB601	SBC IV: Event Management	2	3	25	75	100	2
Non Credit							
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

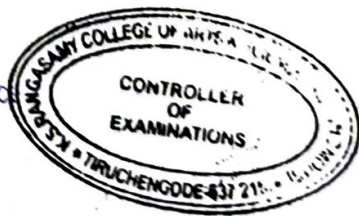
S.No	Semester	Course Code	Name of the Subject	Department
1	III	18UBACCA301	Allied III : Entrepreneurial Development	B.Com (CA)
2	IV	18UBACCA401	Allied IV : Human Resource Management	B.Com (CA)

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

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ISUBAM202

CORE IV: BUSINESS ENVIRONMENT &
ETHICS

SEMESTER - II

COURSE OBJECTIVES

The course aims

- To impart knowledge on business environment and its impact on business organizations
- To throw light on corporate governance and workplace ethics for the business organizations.

Credits: 4

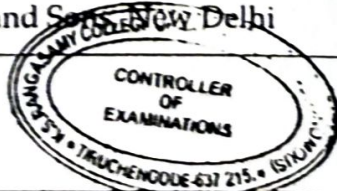
Total Hours: 50

UNIT	CONTENTS	Hrs	CO
I	Introduction to business environment - nature and significance - overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions	10	CO1
II	Government and Business relationship in India - Cultural heritage - Impact of foreign culture- Joint family systems - Linguistic and Religious groups - Types of Social Organization	10	CO2
III	Inflation - Growth Rate - Population - Urbanization - Fiscal deficit - GDP -Per capita Income and their impact on business decisions. Financial system - Financial markets - Money market - Capital market - Forex market - Commercial banks	10	CO3
IV	Introduction to Business ethics -Factors Governing Business ethics - Code of Ethics - Ethical dilemmas - Ethical problems. Corporate Governance- Fundamentals and Principles of Corporate Governance - Mechanisms for better governance - Corporate Social Responsibility - Need & advantages of CSR.	10	CO4
V	Ethical issues in Marketing and workplace - Factors influencing workplace ethics - Guidelines for managing ethics in the workplace - Conflict of interest - Discrimination- Forms and prevention of job discrimination - Harassment. Consumer rights - Need for consumer protection - Methods of consumer protection.	10	CO5

Text Book

1.	Gupta C B, 2013, Business Environment. [Eighth Edition].Sultan Chand & Sons, New Delhi.
2	Gupta, C .B. 2007. Business Ethics and Communication. [First Edition]. Sultan Chand and Sons, New Delhi

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Reference Books

1	Justin Paul, 2011 Business Environment . [Second Edition]. Tata McGraw Hill, New Delhi.
2	Rao, A. B. 2006. Business Ethics and Professional Values . [First Edition]. Excel Books, New Delhi.
3	Rajiv, K. Mishra, 2006. Business Ethics, Code of Conduct for Managers . [First Edition]. Rupa & Co, New Delhi.

COURSE OUTCOMES (CO)

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

CO1	Understand the changing business environment
CO2	Know the culture and heritage of society pertain to business
CO3	Analyze the inflation and financial system
CO4	Evaluate the business ethics and corporate governance
CO5	Able to understand ethical issues, discrimination and consumers

MAPPING

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

H-High; M-Medium; L-Low

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18UBAM403

CORE XI: LEGAL ASPECTS OF BUSINESS

SEMESTER - IV

COURSE OBJECTIVES**The course aims**

- To create the knowledge of business law and its practices to improve the business.
- To familiarize the student with Industrial Law and Consumer Protection Act which is essential for an understanding of the legal implication of the modern business organization

Total Hours: 50

Credits: 4

UNIT	CONTENTS	Hrs	CO
I	The Indian Contract Act 1872 -Definition of contract - Essentials Elements and Types of Contract, Formation of a Contract, Performance of Contracts- Breach of Contract and its Remedies -Quasi Contracts- Valid Contract.	10	CO1
II	The Partnership act, 1932: Definitions and characteristics of partnerships -difference between a company and a partnership firm -types of partnership and kinds of partners-rights and duties of partners.	10	CO2
III	Company Act 2013(Amendment Act) -Major principles - Nature and Types of Companies-Formation- Memorandum and Articles of Association-Prospectus- Power- Duties and Liabilities of Directors Winding up of Companies	10	CO3
IV	Factories Act 1948- Definition- Provisions relating to be Health, Safety and Welfare of workers -Payment of Wages Act 1936- Definition -Rules for Payment of wages - Deduction for Wages- Payment of Bonus Act 1965	10	CO3
V	The employees' provident fund and misc.Act 1952.Applications of the act -PFschemes - employeespensionscheme. Consumer Protection Act 1986-Consumer rights, Procedure for Consumer Grievances Redressal.	10	CO5

Text Book

1	<i>N.D.Kappor, Elements of Mercantile Law</i> , sultan Chand and company, India, 2006.
2	<i>P.k.Goel, Business Law for Managers</i> , biztantatara publishers India 2008
3	<i>Akhileshwarpathack, Legal Aspects of Business</i> , 4 th edition, Tata McGraw hill 2009

Reference Books

1	<i>P.P.S Gogna, Mercantilelaw</i> , Chand and co .ltd India Fourth edition 2008. <i>Dr.vinod ksinghania, Direct Taxes Planning and Management</i> , 2008.
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COURSE OUTCOMES (CO)

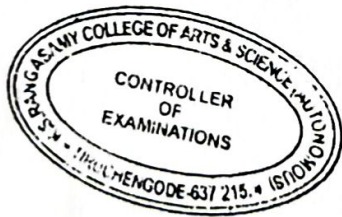
After completion of the course, the students will be able to,

CO1	Show sound knowledge on business contracts and its functionality.
CO2	Exhibit knowledge on the legal aspect of partnership firms and have a clear understanding of difference between company and partnership firm.
CO3	Discuss the legal aspects of formation of Company and its functions.
CO4	Demonstrate the knowledge on Factories Act, Payment of wages Act and Payment of Bonus Act.
CO5	Express their knowledge on legal issues related to employee provident fund and consumer protection.

MAPPING

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

H-High; M-Medium; L-Low



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