

B.B.A

Programme Code – UBA

(Aided & SF)

Programme outcomes-PO (Aligned with Graduate Attributes) - Bachelor of Business Administration (BBA)

- **Self-Awareness, Autonomy and Collaboration**

Graduates will be able to achieve self-awareness and demonstrate intellectual autonomy, initiative, and academic integrity. They will also be able to ensure empathy and intercultural understanding.

- **Professional readiness**

Graduates will be able to exhibit professional readiness through Critical Thinking; Oral and Written communication; Team work; Information and Technology Application; Leadership; Work ethics and Career management.

- ***Effective Communication***

Graduates will be able to effectively communicate complex ideas, emotions and human experiences. They will become skillful in communicating orally and in writing in a variety of contexts, to an array of audiences.

- **Leadership**

Graduates will get the capacity to set and accomplish challenging goals, take swift and decisive action as the situation demands for, outperform the competition, and inspire others to achieve at the highest level they can.

- ***Information Technology***

Graduates will be capable of making appropriate and effective use of information and information technology relevant to their discipline.

- ***Global perspective***

Every business should be concerned with what goes on in another country as today all are connected in a lot of way. Graduates will be able to have a global perspective in business. They will imbibe the capacity to think about a situation as it relates to the rest of the world.

Vision

To serve the society by providing affordable world class management education to all at all times.

Mission

To provide an academic ambience that ensures acquisition of knowledge and business skills through student, teacher synergy resulting in holistic development, readiness to face the challenges of the global business environment.

Programme Educational Objectives (PEO)

The objectives of the programme is to equip/prepare the students to

PEO 1	To provide ample fundamental understanding about various areas of Business administration among the students.
PEO 2	To train the students for better communication.
PEO 3	To expose them for the required analytical, technical, technological and interpersonal skills
PEO 4	To prepare the students to take up challenging careers in business, industry, or pursue higher education thereafter
PEO 5	To bring about a holistic development in the students and to make them a responsible citizen catering to the needs of societal development

Programme specific outcomes - B.B.A.,

On the successful completion of B.B.A., the students will

PSO1	Will be able to comprehend the core concepts, methods and practices in management.
PSO2	Will be innovative and will be able to venture into his/her own business or excel in executive roles in private/government sector.
PSO3	Will be capable of identifying and handling global business opportunities and challenges
PSO4	Will develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment
PSO5	Will be matured Individuals and responsible Citizens to the country

THIAGARAJAR COLLEGE, MADURAI – 9.**(Re-Accredited with ‘A++’ Grade by NAAC)****Department of Business Administration****Bachelor of Business Administration (B.B.A) (w.e.f. 2020 batch onwards)****Programme Code-UBA****Semester – I**

Course	Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 1	UBA20 C11	Principles of Management	7	5	105	25	75	100
Core 2	UBA20 C12	Managerial Economics	7	5	105	25	75	100
Core 3	UBA20 C13	Financial Accounting	7	5	105	25	75	100
Elective- Generic (1)	UBA20 GE11	Computer Applications in Business	5	3	75	25	75	100
	UBA20 GL11	Computer Applications in Business - Practical	2	2	30	25	75	100
Ability Enhancement compulsory course	U20ES11	Environmental Studies	2	2	30	15	35	50
Total			30	22	450	140	410	550

Semester – II

Course	Code No	Subject	Contact Hrs / Week	Credits	Total Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part- II	UBA20 EN21	Business English	4	3	60	25	75	100
Core 4	UBA20 C21	Business Mathematics	6	4	90	25	75	100
Core 5	UBA20 C22	Business law	6	4	90	25	75	100
Core 6	UBA20 C23	Organizational Behavior	6	4	90	25	75	100
Core 7	UBA20 C24	Cost Accounting	6	4	90	25	75	100
AECC	U20VE21	Value Education	2	1	30	15	35	50
Total			30	20	450	140	410	550

Semester – III

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I	U20TM31T	Tamil Illakiyam I	3	3	45	-	-	-
Core 8	UBA20C31	Financial Management	7	5	105	25	75	100
Core 9	UBA20C32	Human Resource Management	5	3	75	25	75	100
Core 10	UBA20C33	Operations Management	7	5	105	25	75	100
Core 11	UBA20C34	Marketing Management	6	4	90	25	75	100
Non-Major Elective 1	UBA20NE31	Management Principles	2	2	30	15	35	50
Total			30	22	450	115	335	450

Semester – IV

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Part I Tamil	U20TM41T	Tamil Illakiyam II	3	3	45	25	75	100
Part-II	UBA20EN41	Business Communication	4	3	60	25	75	100
Core 12	UBA20C41	Business Statistics	6	4	90	25	75	100
Elective-Main 1	UBA20E41	Services Marketing/ Business Ethics and Corporate Governance	5	5	75	25	75	100
Elective- Generic 2	UBA20GE42	Research Methodology	5	5	75	25	75	100
Core 13	UBA20C42	Accounting Package-Theory	3	3	45	25	75	100
Core lab 1	UBA20CL41	Accounting Package-Practical	2	2	30	40	60	100
NME	UBA20NE41	Export Management	2	2	30	15	35	50
Skill Enhancement Course 1	UBA20SE 41	On the Job Training	--	2	-	-	50	50
Total			30	29	450	205	595	800

Semester – V

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 14	UBA20C51	Total Quality Management	6	4	90	25	75	100
Core 15	UBA20C52	Company Law	5	3	75	25	75	100
Elective Main 2	UBA20CE51 (A/B)	Investment Management/ Customer Relationship Management	6	5	90	25	75	100
Elective Genric 3	UBA20GE51	Management Information Systems	6	5	90	25	75	100
Core 16	UBA20C53	Business Environment	5	4	75	25	75	100
Skill Enhancement Course 2	UBA20SE51 (A/B)	Personality Development/ Yoga for Managers	2	2	30	15	35	50
Total			30	23	450	140	410	550
		Internship		2		15	35	50

Semester – VI

Course	Code No	Subject	Contact Hrs / Week	Credits	Total No of Hrs Allotted	Max Marks CA	Max Marks SE	Total
Core 17	UBA20C61	Entrepreneurial Development	5	4	75	25	75	100
Core 18	UBA20C62	Management Cases	5	4	75	25	75	100
Core 19	UBA20C63	E-Business	6	4	90	25	75	100
Elective Genric 4	UBA20GE61	Logistics and Supply Chain Management	7	5	105	25	75	100
Core 20	UBA20C64	Project	5	4	75	25	75	100
Skill Enhancement Course 3	UBA20SE 61 (A/B)	Interpersonal Effectiveness/ Transaction Analysis	2	2	30	15	35	50
			30	23	450	115	435	550
Part V				1				
Total CREDITS FOR SEMESTERS I to VI				140				

NOTE:

- On the Job Training will be undertaken by the students during the II year vacation after the fourth semester. Out of the maximum of 50 marks allotted for the on the job training report submitted by the student, 35 marks is allocated for the report and the other 15 marks for the viva-voce examination to be conducted by the department.
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- A Project work will be undertaken by the students during the VI semester for a period of 6 weeks as a company sponsored or as a freelance project on business conditions. Out of the maximum of 100 marks allotted for the Project report submitted by the student, 60 marks is allocated for the report to be evaluated by the respective supervisor, and 40 marks for the viva-voce examination to be conducted by the department.

A Consolidation of contact hours and credits: UG

SEMESTER	CONTACT HOURS/WEEK	CREDITS
I	30	22
II	30	20
III	30	22
IV	30	29
V	30	23
VI	30	23
PART V		1
Total	180	140

B. Curriculum credits: Part wise

Category	Course	No.of Courses/paper	Credit Distribution	Hrs/ Week	Total Credits
Part I	Tamil	2	3	-	06
Part II	English	2	3	-	06
		Sub Total			12
Part III	Core	3+4+4+3+3+4	15+16+17+9+11+16		84
	Elective –Main	2	5	-	10
	Elective – Generic	2+2	5	-	20
		Sub Total			114
Part IV	AECC I &II Sem	I Sem EVS II Sem VE	2 + 1	2 I & II Sem	03
	NME III & IV Sem	2	2	2 III & IV Sem	04
	SEC IV, V & VI Sem	3	2	2 IV, V & VI Sem	06
		Sub Total		06	13
	Total				139
Part V	NCC (Army &Navy)/ PE/ NSS / Rotaract/ Quality Circle/ Library/ SSL/ Nature Club/Value Education/ YRC/WSC				01
	Grand Total				140

Thiagarajar College (Autonomous)::
Madurai – 625009
Department of Business Administration

(For those joined BBA on or after 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20C51	TOTAL QUALITY MANAGEMENT	Core-14	4	2	-	4

L- Lecture T- Tutorial P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
Third	Fifth	25	75	100

Preamble

A system of management based on the principle that every member of staff must be committed to maintaining high standards of work in every aspect of a company's operations.

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Discover the fundamental principles of TQM.		
CO2	Formulate a conceptual framework on the criteria of evaluating quality status of organization and institutions.		
CO3	Estimate the various quality management standards		
CO4	Inspect on the basic tools used for implementing lean principles.		
CO5	Propose a thorough understanding of TQM principles, ISO 9000 certification and the importance of TQM functions in the global scenario		

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Low (1)
CO2	Strong (3)	Strong (3)	Strong (3)	Low (1)	Strong (3)
CO3	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Strong (3)
CO4	Strong (3)	Strong (3)	Strong (3)	Low (1)	Strong (3)
CO5	Strong (3)	Strong (3)	Strong (3)	Low (1)	Strong (3)

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%

Title of the Paper: TOTAL QUALITY MANAGEMENT

Unit- I

21 Hours

Basic concepts of Quality - Introduction, Meaning and Definition of Quality, Quality costs. Total Quality Management – Definition, characteristics, concepts, elements, pillars, principles, Barriers to TQM implementation, Benefits, Leadership, Strategic planning, Deming philosophy.

Unit -II

21 Hours

Continuous process improvement – Introduction, Input/output process model, Jurantriology, PDCA cycle, 5W2H method, 5S House Keeping, Kaizen. Seven tools of Quality (Q-7 Tools) – Check sheets, histogram, Cause and effect diagram, Pareto diagram, Stratification analysis, Scatter diagram, Control chart.

Unit- III

21 Hours

The Six Sigma Principle – Meaning, Need, Concept, Process and Scope. New Seven Management tools – Affinity diagram, Relationship diagram, Tree diagram, Matrix diagram, Decision tree, Arrow diagram, Matrix data analysis diagram.

Unit- IV

21 Hours

Bench marking – Introduction, meaning, objectives, types, process, benefits and pitfalls. Quality function deployment – concept, objectives, House of quality, QFD methodology, QFD process, Benefits.

Unit- V

21 Hours

ISO 9000 Quality Management Systems – Introduction, meaning, need, ISO 9000 series of standards, classification and comparison of standards, selection of ISO standards, Registration, Documentation, Quality Auditing. ISO 14000: Environmental Management Systems – Introduction, concept, need, ISO 14000 series of standards, terminologies, requirements and benefits.

Text Books:

1. V.Jayakumar, 2008, Total Quality Management, Lakshmi Publications, Chennai - ISBN:9789383103119

Reference Books:

1. K.Shridhara Bhat, 2016, Total Quality Management: Text & Cases, Second Revised Edition, Himalaya Publishing House, Mumbai – ISBN: 8178662523, 9788178662527.
2. D.D.Sharma 2008, Total Quality Management – Principles, Practices and Cases, Sulthan Chand & Sons, New Delhi – ISBN 13: 9788180545757
3. Joel E. Ross 2017. Total Quality Management- Text, Cases, Readings, Third Edition, Taylor and Francis Group, Newyork, ISBN 9780203735466.

Course Designers:

1. Dr. P. Thillai Rajan

2. Dr. R. Arun Prasath

Course Code	Course Title	Category	L	T	P	Credit
UBA20C52	COMPANY LAW	Core-15	3	2	-	3

L-Lecture

T-Tutorial

P-Practical

Year	Semester	Int.Marks	Ext.Marks	Total
Third	Fifth	25	75	100

Preamble

Corporate law is the body of law governing the rights, relations, and conduct of persons, companies, organizations and businesses.

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Outline the fundamental of company law		
CO2	Distinguish the basic rules and concepts of corporate law		
CO3	Defend corporate problems, identifying appropriate legal obligations, duties, rights and remedies		
CO4	Evaluate competency with the use of statutory material and its integration with common law principles		
CO5	Measure an awareness of the socio-legal and economic dimensions of modern corporate law		

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong(3)	Strong(3)	Medium(2)	Strong(3)	Strong(3)
CO2	Strong(3)	Strong(3)	Medium(2)	Medium(2)	Strong(3)
CO3	Strong(3)	Strong(3)	Strong(3)	Low(1)	Strong(3)
CO4	Low(1)	Strong(3)	Strong(3)	Low(1)	Strong(3)
CO5	Strong(3)	Strong(3)	Low(1)	Strong(3)	Strong(3)

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Unit I

15 Hours

Definition of company- Kinds of companies- Formation of company- Incorporation- Memorandum of Association-Articles of Association-Registration of the company

Unit II

15 Hours

Share capital- Kinds of share capital- Alteration of share capital- Reduction of share capital- Prospectus- Registration-Contents of Prospectus- Issue of Debentures- Borrowing Powers- Allotment of Shares - Transfer of shares-Reissue of shares

Unit III

15 Hours

Company management-Appointment of Directors-Managerial remuneration-Meetings-General meetings- Statutory meeting-Requisites-Notice-Quorum-Chairman

Unit V

15 Hours

Minutes of meetings- Voting and poll- Resolutions- Ordinary Resolutions- Special Resolutions- Accounts and Auditors-Investigations-Prevention of mismanagement

Unit V

15 Hours

Winding up- Modes of winding up- Dissolution of company- Consequences of winding up- Grounds for compulsory winding up-Voluntary winding up-Provisions applicable to winding up

Text Books:

1. Elements of company law- N.D. Kapoor, 34th Edition (2013), Sulthan Chand & sons, New Delhi

Reference Books:

1. A text book of company law- P. P.S. Gogna, 9th Edition, 2013, S. Chand & Company Ltd, New Delhi
2. Personnel management and Industrial Relations- Dr. P.C. Tripathi, 18th Edition, 2005, Sulthan Chand & sons, New Delhi

Course Designers:

1. Mrs. P. Shuba Rani
2. Ms. B. Nandhini

Course Code	Course Title	Category	L	T	P	Credit
UBA20CE51 (A)	INVESTMENT MANAGEMENT	Elective Main 2	5	1		5

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext. Marks	Total
Third	Fifth	25	75	100

Preamble

It is the management of various security and other assets in order to meet specific investment goals for benefit of the investor.

Course Outcomes

On the completion of the course the student will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Identify a comprehensive and integrated coverage of investment nature.		
CO2	Experiment with different techniques of evaluating the investments Risk.		
CO3	Develop and make the trading mechanism process and apply Investment practice in the stock market.		
CO4	Inspect the knowledge about capital market and various investment avenues.		
CO5	Judge the Portfolio risk - return associated with investments.		

Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	L	L	M
CO2	M	L	S	M	S
CO3	L	S	M	M	L
CO4	M	M	S	S	S
CO5	S	S	L	M	M

Strong –S (+++) Medium – M (++) Low – L (+)

Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	L	S	S	S	M	M
CO2	S	M	L	L	S	L
CO3	M	S	M	S	M	S
CO4	S	L	S	L	L	L
CO5	L	M	M	M	S	M

Strong –S (+++) Medium-M (++) Low-L (+)

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: INVESTMENT MANAGEMENT

Unit: I

18 Hours

Investment – Features of a Good Investment – Savings, Investment, Speculation and Gambling – Process of Investment – Tax Planning for Investment – The Investment Alternatives (Equity Shares, Preference Shares, Debentures, Bonds, Cryptocurrency, Digital Currency and Derivatives) – Sources of Investment information.

Unit: II

18 Hours

Risk and Returns: Investment Risk – Systematic Risk – Unsystematic Risk – Business Risk – Measurement of Risk – Capital Market Reforms – Primary Market: New Issue Market – Secondary Market: Listing of Securities – Money Market and its Instruments.

Unit: III

18 Hours

Stock Markets in India: OTCEI, BSE, NSE and ICSE – Securities and Exchange Board of India (SEBI) – Objectives – Functions – Guidelines – SENSEX and NIFTY indices.

Unit: IV

18 Hours

Fundamental Analysis – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Types of Charts – Indicators – Evaluation.

Unit: V

18 Hours

Portfolio Management : Meaning and Selection – Portfolio Management Process – Portfolio Constructions & Management – Portfolio Evaluation – Mutual Funds – Types - Merits and Demerits.

Text Books:

1. **V.A. Avadhani (2022).** Investment Management. Himalaya Publishing House, Eighth Edition, ISBN: 978-93-5024-872-0
2. **Rustagi R.P. (2021).** Investment Management Theory & Practice. Sultan Chand and Sons, Revised Edition, ISBN: 978-9351611684

Reference Books:

- 1 **Preeti Singh (2019).** Investment Management. Himalaya Publishing House, Twentieth Edition, ISBN: 978-93-5273-908-0
- 2 **Punithavathy Pandian (2013).** Security Analysis and Portfolio Management, 2nd Edition, Vikas Publishing House, ISBN: 9789325963085

Course Designers:

1. **Dr. K. Lingaraja**
2. **Dr. P. Pathamuthu**

Thiagarajar College (Autonomous):: Madurai – 625009

**Department of Business Administration
(For those joined BBA on or after June 2020)**

Course Code	Course Title	Category	L	T	P	Credit
UBA20CE51 (B)	CUSTOMER RELATIONSHIP MANAGEMENT	Elective Main 2	5	1		5

L-Lecture

T-Tutorial

P-Practical

Year	Semester	Int.Marks	Ext.Marks	Total
Third	Fifth	25	75	100

Preamble

The Customer Relationship Management course will level up the student's sales and marketing skills with the knowledge and ability to understand and implement CRM as a business strategy

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Understands the basics of CRM		
CO2	Knows about significance of CRM in today's marketing		
CO3	Gains insight about the process of CRM		
CO4	The students will get awareness about e- CRM practices		
CO5	Students will be equipped to implement CRM		

Mapping of Cos with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong(3)	Strong(3)	Medium(2)	Strong(3)	Strong(3)
CO2	Strong(3)	Medium(2)	Medium(2)	Medium(2)	Strong(3)
CO3	Strong(3)	Strong(3)	Strong(3)	Low(1)	Strong(3)
CO4	Medium(2)	Low(1)	Strong(3)	Medium(2)	Strong(3)
CO5	Strong(3)	Strong(3)	Low(1)	Strong(3)	Strong(3)

BloomsTaxonomy

	CA		EndofSemester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
TotalMarks	52	52	140

Titleof thePaper: Customer Relationship Management

Unit I

18 Hours

Introduction and Significance of CRM – Reasons for organization losing their customer – Strategies for building relationship – Modules in CRM – CRM applications and objectives – key requirements for CRM - CRM architecture.

Unit II

18 Hours

Building Customer Relationship Management – Customer acquisition – Input for acquisition – Requisites for effective acquisition – Attention on adoption process – Customer Retention – Stage of retention in the customer lifecycle – Sequence in retention process – customer defect – strategies to prevent defection and recovery of lapsed customers.

Unit III

18 Hours

CRM Process – Introduction and objective of CRM Process – Elements of CRM process - CRM business transformation – CRM: A comparison with CMM levels.

Unit IV

18 Hours

CRM Implementation – choosing the right CRM solution – implementation warnings – Implementing CRM: A step – by – step process.

Unit V

18 Hours

An insight into E-CRM – Evolution of E-CRM – difference between CRM AND E-CRM – need to adopt E-CRM – basic requirements of E-CRM – 3 dimensions in E-CRM – Key E-CRM features – problems with E-CRM solutions – E-CRM tools – portals.

Text Books:

Roger, I.Cartwright, 2000, Mastering Customer Relations, Macmillian Master series, Bangalore, ISBN-13 : 978-0333801598

ReferenceBooks:

H. Peeru Mohamed & A. Sagadevan, 2003, Customer Relationship Management: A Step-By-Step Approach. Vikas Publishing, New Delhi, ISBN: 9788125912057

1. *Barnes, J. G. (2001). Secrets of customer relationship management: It's all about how you make them feel. New York: McGraw-Hill. Chicago, ISBN-13 : 978-0071362535*

Course Designers: Dr.D.Anbugeetha and Dr.Arunprasath

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20GE51	MANAGEMENT INFORMATION SYSTEMS	Elective Genric-3	5	1		5

	<i>L-Lecture</i>	<i>T-Tutorial</i>	<i>P-Practical</i>	
Year	Semester	Int. Marks	Ext.Marks	Total
Third	Fifth	25	75	100

Preamble

A well organized catalyst for connecting management principles and information technology and to adopt the application of technology in an organization.

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	To outline the basic concepts and technologies used in the field of management information systems		
CO2	To experiment with the usage of information systems to accomplish the objectives of an organization.		
CO3	To illustrate the steps in system development lifecycle		
CO4	To summarize the application of MIS in functional areas in Management		
CO5	To solve the issues related to software piracy		

Mapping of COs with POs

	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Medium (2)	
CO2	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Medium (2)	
CO3	Medium (2)	Strong (3)	Low (1)	Medium (2)	Medium (2)	
CO4	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Medium (2)	
CO5	Medium (2)	Strong (3)	Strong (3)	Medium (2)	Strong (3)	

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: MANAGEMENT INFORMATION SYSTEMS

Unit I- MIS INTRODUCTION

21 Hours

Introduction – Management, Information and System – Nature and Scope of MIS - Kinds of System- Systems Approach – Classification of MIS, Structure of MIS.

Unit II- DATABASE MANAGEMENT

21 Hours

Data Base Management- Meaning Of Data-Base- Electronic Data-Base; DBMS –Objectives- Expert Systems- Decision Support Systems-Transaction Processing Systems

Unit III- SYSTEM DEVELOPMENT

21 Hours

System Development life cycle-Investigation, Analysis, Design, Construction, Testing, Implementation, and Maintenance-Models in SDLC.

Unit IV- MIS FUNCTIONAL AREA

21 Hours

MIS in functional areas of Management: MIS for Marketing, Human Resource, Operations, Finance, General Management – Geographical information Systems.

Unit V- SECURITY AND CONTROL

21 Hours

Securing the web: Computer Crime, Hacking –Software piracy – Computer viruses - Internet of Things(IOT)–Ethics in Information technology.

Text Books:

1. Goyal (2014) - Management Information Systems – Managerial perspectives, 4th Edition, Macmillan India Limited. New Delhi. ISBN 9789325978607

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Reference Books:

1. Kenneth C. Laudon Jane P. Laudon, Azimuth Information system, 13th Edition -2014 Pearson – ISBN-9780133050691
2. Gordon B. Davis Management Information System 13th Edition, Tata Mcgraw-hill ISBN-9780070158283

Course Designers:

1. Dr. P. Uma Rani
2. Dr. P. Meenaprabha

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20C53	Business Environment	Core-7	4	1	-	4

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
First	Second	25	75	100

Preamble

Business Environment means all of the internal and external factors that affect how the company functions including employees, customers, and management, supply and demand and business regulations. It describes the recent developments in Indian Economy that have greatly influenced the working of business units in India and to explain the concept of social responsibility of business.

Course Outcomes

On the completion of the course the student will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Compose the knowledge of business and related factors; and business's dependency on the interactions with different environmental variables.		
CO2	Combine the knowledge of macro environmental issues and their impact on business organization and strategy		
CO3	Estimate the influence of various societal factors on business operations		
CO4	Modify various policy perspective in regulatory environment of Business		
CO5	Elaborate the nature scope and structure of International Business Environment		

Mapping of Cos with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Medium (2)
CO2	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Medium (2)
CO3	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO4	Medium (2)	Strong (3)	Strong (3)	Medium (2)	Medium (2)
CO5	Strong (3)	Medium (2)	Medium (2)	Medium (2)	Strong (3)

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: Business Environment

Unit I

18 Hours

Business Environment-Meaning-Importance of study of Business Environment- Environmental Analysis- Internal Environment-External Environment-Micro Environment- Macro Environment – Techniques of Analysis-PEST Analysis-ETOP.

Unit II

18 Hours

Economic Environment- Economic System and their impact on business- relative merits and demerits- public Sector –Private sector-Joint sector – their role in modern business and industry-Macro-economic parameters and their impact on Business – Micro, Small and Medium Scale Industries – Problems and Prospects - Five year planning – Demonetization and GST in India.

Unit III

18 Hours

Social Environment-Culture- social attitudes-impact of culture- social attitudes-Castes and Communities- Religious groups-Joint family system corporate-social responsibilities of business – Social Audit - Business Ethics.

Unit IV

18 Hours

Political Environment- political system-Government and business relationship in India- Provisions of Indian Constitution pertaining to business- fundamental rights and directive principles in our constitution- Legal environment- Companies Act1956-industrial regulation development Act-consumer Protection Act- FEMA- Income tax Act.

Unit-V

18 Hours

Economic Policies- Industrial Policy resolution 1956- Industrial policy 1991 and its recent changes- Merits, demerits-Industrial sickness- causes-Remedial measures- WTO- privatization-Globalization of Indian Business-Challenges and opportunities- SEZ(Special Economic Zone).

Text Books:

1. Business Environment Text & Cases - Dr. Francis Cherunilam, 25th Revised Edition 2017, Himalaya publishing House, Mumbai-04. ISBN: 978-93-5262-261-0

REFERENCE BOOKS :

1. Essentials of Business Environment- K.Aswathappa 12th Revised Edition – Himalaya Publishing House- 2022.
2. Business Environment – Shaikh Salem - 4th Edition 2012 – Pearson Educations

Course Designers:

1. **Dr.C. Jothi Baskara Mohan**
2. **Dr.P.Pathamuthu**

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20SE51 (A)	PERSONALITY DEVELOPMENT	SEC	2	-	-	2

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
Third	Fifth	15	35	50

Personality development is the development of the organized pattern of behaviors and attitudes that makes a person distinctive. To build self-confidence, enhance self-esteem and improve overall personality, socially and professionally, in formal and informal circumstances.

Course Outcomes

On the completion of the course the student will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Creates employability skills		
CO2	Formulate professionals with idealistic, practical and moral values		
CO3	Develop the factors creating motivation		
CO4	Formulate the factors influencing attitude		
CO5	Identify the importance of time management		

Mapping of COs with POs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO2	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO3	Strong (3)	Strong (3)	Strong (3)	Medium (2)	Medium (2)
CO4	Medium (2)	Strong (3)	Strong (3)	Strong (3)	Medium (2)
CO5	Strong (3)	Medium (2)	Strong (3)	Medium (2)	Strong (3)

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: PERSONALITY DEVELOPMENT

Unit I

15 Hours

Self-Analysis: SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem.
Creativity: Out of box thinking, Lateral Thinking, Extempore.

Unit II

15 Hours

Attitude: Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette.
Motivation: Factors of motivation, Self-talk, Intrinsic & Extrinsic Motivators. Goal Setting, Time Management.

Text Books:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications, ISBN: 978-9351197645
2. Covey Sean, *Seven Habits of Highly Effective Teens*, New York, Fireside Publishers, 2014, ISBN: 978-14711136

Reference Books:

1. Thomas A Harris, *I am ok, You are ok*, New York-Harper and Row, 2013, ISBN: 978-0099552413
2. Daniel Coleman, *Emotional Intelligence*, Bantam Book, 2006, ASIN: B01F9VLGES

Web Resources:

Course Designers:

1. **Dr. P.Thillai Rajan**
2. *Ms.S.Suganya*

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20SE61 (B)	Elective I :Practical – Yoga for managers	SEC		2		2

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
Third	Fifth	15	35	50

Preamble

Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India.

Course Outcomes

On the completion of the course the student will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Demonstrate the rules and classifications in yogasanas		
CO2	Estimate the importance of meditation in day to day life		
CO3	Discuss the basic knowledge about the rules for the practice of yoga asana and meditation		
CO4	Make use of yoga asana and meditation daily.		
CO5	Translate the importance of the practice of yoga and meditation in day to day life		

Blooms Taxonomy

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Medium (2)	Medium (2)	Medium (2)	Strong (3)	Low (1)
CO2	Medium (2)	Medium (2)	Medium (2)	Strong (3)	Strong (3)
CO3	Medium (2)	Medium (2)	Medium (2)	Strong (3)	Strong (3)
CO4	Medium (2)	Medium (2)	Medium (2)	Strong (3)	Strong (3)
CO5	Medium (2)	Medium (2)	Medium (2)	Strong (3)	Strong (3)

Title of the Paper: Elective I: Practical – Yoga for managers

30 Hours

Unit I

15 Hours

Yoga importance rules and classifications

- SuriyaNamaskara-Meaning-Practices of all the twelve steps Yogasanas – Practices on the followingas:

1. ArdhakatiCakrasana
2. ArdhaCakrasana
3. PadaHastasana

1. Padmasana
2. Yoga Mudra or Sansankasana
3. Ustrasana or Supta-vajrasana
4. ArdhaMatsyendrasana

1. Bhujangasana
2. Salabasana
3. Dhanurasana
4. Sarvangasana
5. Matsyasana

Unit II

15 Hours

- Pranayama –Meaning and importance –Techniques of Pranayama-practices on Simple pranayamatechniques
- Meditations-Meaning-suggestions for beginners –Practices on Effective methods like Kundalini ,Natraj meditations and Vipasana meditation.

Text Books:

1. *Yoga* – Vivekananda Kendra Prakashan Trust, Chennai, ISBN: 978-1179558035
2. A Psychological handbook for Teachers of yogasanas, ISBN: 978-1587360336

Reference Books:

1. *Yogasana and pranayama for Health* -P.D.SharmaNavneet Publications India Ltd Ahmedabad 2007,ISBN: 978-8124301333
2. *Yogasanas and sadhana* -Dr.satya pal and DholanDass Aggarwal, Pustak Mahal-20, ISBN: B01717-JDL8

Course Designers Mrs.S. Suganya and Dr. P. Meena prabha

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
 (For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20C61	ENTREPRENEURIAL DEVELOPMENT	Core-17	4	1		4
			L- Lecture	T- Tutorial	P- Practical	

Year	Semester	Int. Marks	Ext.Marks	Total
Third	Sixth	25	75	100

Preamble

Entrepreneurship development programme design to help an individual in strengthening his entrepreneurial motive and in acquiring skills and capability for playing his role.

Course Outcomes

On the completion of the course the student will be able to

Sl. No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Identify the Knowledge of the nature of entrepreneurship		
CO2	Extend the most recognized sources of potential funding and Financing for business start- ups and/or expansion.		
CO3	Illustrate the commercial viability of new technologies and business Opportunities.		
CO4	Interpret the ability to plan, organize and execute a project or a new venture with the goal of bringing new products and services to the market.		
CO5	Improve to carry out scientific research in the field of entrepreneurship.		

Mapping of Course Outcomes with Programme Specific Outcomes

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	L	S
CO2	M	S	S	S	M
CO3	S	M	M	M	S
CO4	L	L	S	S	L
CO5	S	M	L	S	M

Strong –S (+++) Medium – M (++) Low – L (+)

Mapping of Course Outcomes with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	S	L	M
CO2	S	M	L	L	S	S
CO3	M	S	M	S	M	S
CO4	S	S	S	S	L	L
CO5	L	M	S	M	S	M

Strong –S (+++) Medium-M (++) Low-L (+)

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: ENTREPRENEURIAL DEVELOPMENT

Unit: I

15 Hours

Entrepreneur – Meaning, Characteristics, Types and Functions – Entrepreneur vs. Manager; Entrepreneur Vs Intrapreneur – Factors affecting entrepreneurship - Role of entrepreneurship in economic development.

Unit: II

15 Hours

Project identification – Meaning and Steps, Project Classification – Project Report – Contents – Start-ups – Project Appraisal – Meaning – Feasibility Analysis: Market, Technical, Financial, Economic and Social.

Unit: III

15 Hours

Entrepreneurship Development Programmes – Meanings, Objectives, Phases – Institutions for EDP: NIESBUD, NAYE & TCOs – Problems in EDP, Women Entrepreneurs – Meaning, Problems and Remedies.

Unit: IV

15 Hours

Micro Small and Medium Enterprises – MSME Act 2006 – Salient features – Small Scale Industries – Meaning – Importance and Problems of Starting an SSI – Registration. Forms of Ownership: Sole Proprietorship, Partnership, Joint Stock Company and Co-Operatives – Features, Merits and Demerits.

Unit: V

15 Hours

Institutional Support: ICICI, SSIDC, SFCs, SIDCO, DICs – Their Functions – SIDBI's Schemes. Incentives: Subsidy, Seed Capital Assistance, Tax Concessions, Marketing and Export Assistance. Sickness – Definition, Symptoms, Causes, Remedies. Entrepreneurial guidance bureau – KVIC, TCOs, ITCOT

Text Books:

E. Gordon and K. Natarajan (2020). Entrepreneurship Development, Sixth Edition, Himalaya Publishing House Pvt. Ltd, ISBN: 978-93-5202-540-4.

Gupta CB, Srinivasan N.P. (2020). Entrepreneurial Development, Revised Edition, Sultan Chand and Sons, ISBN: 978-93-5161-132-5

Reference Books:

Robert D. Hisrich, Mathew J. Manimala, Michael P. Peters, and Dean A. Shepherd (2013). Entrepreneurship, McGraw Hill Education (India) Private Limited, Eighth Edition, ISBN: 978-1259001635

Khanka S.S (2011). Entrepreneurial Development. S Chand & Company, Revised Edition, ISBN-13 : 978-8121918015

Course Designers:

Dr.K.Lingaraja
Dr. R. Arunprasath

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration
(For those joined BBA on or after June 2019)

Course Code	Course Title	Category	L	T	P	Credit
UBA20C62	MANAGEMENT CASES	Core-17	4	1		4

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
Third	Sixth	25	75	100

Preamble

To brainstorm and enhance analytical thinking, creativity and Innovation in problem solving techniques and to develop the ability to transform theoretical knowledge into practical viable solutions in the rapid changing global Environment

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Analyze critical thinking, innovation, and creativity in problem-solving		
CO2	Inspect and provide solutions for business problems and opportunities related to business strategies		
CO3	Compile analytical and problem solving skills to personal, social and professional issues and situations		
CO4	Construct a variety of ethical and social issues pertinent to the case management process		
CO5	Combine to communicate successfully, both oral and in writing, management case studies		

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO2	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO3	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO4	Strong (3)	Strong (3)	Medium (2)	Strong (3)	Strong (3)
CO5	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
total	15	15	14	15	15

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: MANAGEMENT CASES

Unit I

21 Hours

Introduction to Case method –Procedure of Case analysis- Principles Underlying Case method - Case Method of Instruction – Case Writing – Case Method and Roles.

Unit II

21 Hours

Case studies from General Management: Management principles, Organization Behavior, Strategic Management, Business Environment, Legal and economic aspects of business, Entrepreneurship development.

Unit III

21 Hours

Case studies on the major concepts of Human Resource Management and marketing Management.

Unit IV

21 Hours

Case studies on production and operations management, Financial Management and system Management.

Unit V

21 Hours

Case studies on contemporary Management issues: Total Quality Management, ISO, E-Business Ethics and Corporate Social responsibility, emerging globalization issues, Environmental Management.

Text Books:

1. Sanjeev Bansal, Sujatha R & Ashok Sharma, Case studies in contemporary Management, 2020, Wiley publications, ISBN: 9789389795578.
2. Ramesh R & Kulkarni, Management Case Studies, A student's handbook, Notion

Reference Books:

press,2018,ISBN:9781643243092

1. Cases in Management, S.H.H. Kazmi, 2007, Excel publishers private Ltd. (All India management association) New Delhi. ISBN: 9788174452429
2. G.P. Capt., H. Kaushal, case study solutions, - marketing 2nd edition 2001 – Macmillan India Limited. New Delhi, ISBN: 9789385750267
3. G.P. Capt., H. Kaushal, case study solutions, - Human resources 2nd edition 2001 – Macmillan India Limited. New Delhi, ISBN: 9781403923639

Course Designers:

1. **Dr.P.Thillairajan**
2. **Dr.P.Meenaprabha**

Thiagarajar College (Autonomous):: Madurai – 625 009

Department of Business Administration

(For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20C63	E-BUSINESS	Core-18	4	2		4

L- Lecture

T- Tutorial

P- Practical

Year	Semester	Int. Marks	Ext.Marks	Total
Third	Sixth	25	75	100

Preamble

Applications of Electronic Communications for information Technology enabled services such as E- Governance, E- Commerce and E- Transactions.

Course Outcomes

On the completion of the course the student will be able to

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	To Relate the need for E-Business concepts in current Business Scenario		
CO2	Outline about the types of E-Business models		
CO3	Develop the use of the entities for E-Procurement, E-Marketing and CRM		
CO4	Demonstrate the methods of web advertising and terminologies		
CO5	Experiment with the Electronic Fund Transfer using Debit and Credit cards		

Meaning of COs with POs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO2	Medium (2)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO3	Medium (2)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO4	Medium (2)	Strong (3)	Strong (3)	Strong (3)	Strong (3)
CO5	Strong (3)	Strong (3)	Strong (3)	Strong (3)	Strong (3)

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	52	52	140

Title of the Paper: E-BUSINESS

Unit I – INTERNET

18 Hours

Introduction to internet – World Wide Web – architecture of internet – Intranet and Extranet – Applications of Internet, Intranet, Extranet.

Unit II - E-BUSINESS

18 Hours

E- Business – History – structure – classification of EC by nature of transactions – Benefits and limitations of EC – Driving forces for E-Commerce.

Unit III - MODELS IN E-BUSINESS 18Hours Characteristics of B2B – Entities of B2B – Examples in B2B – SCM, E- Procurement, Just in Time – E-Business Categories – Strategies in B2C; Customer relationship management- Quick Response Retailing.

Unit IV - WEB ADVERTISEMENT

18 Hours

Web advertisement – Overview – Internet advertising terminology – Scope – Internet vs. traditional methods – Advertisement methods.

Unit V - E-BUSINESS APPLICATION

18 Hours

E- Business applications – E- Payments and protocols – Electronic fund transfer using debit cards and credit cards – security schemes in e- Payment systems – Cryptography – digital signature – certificate – digital envelope.

Text Books:

1. Efraim Turban, Jae Lee, David King, H.Michael Chung (2010), Electronic commerce- A Managerial Perspective- Pearson Education.ISBN – 81-7808-362-0

Reference Books:

1. David King, Ting-Peng Liang (2015) Electronic commerce, 8th Edition, ISBN-9783-319-16090-6
2. Dave Chaffey, (2011) E-business and E-commerce Management: Strategy, Management and Applications, 13th Edition Prentice Hall India, New Delhi ISBN-978-027375

1. Course Designers: **Dr. P. Uma Rani, Dr.P.Pathamuthu**

Thiagarajar College (Autonomous)::Madurai-625009

**Department of Business Administration
(For those joined BBA on or after June 2020)**

Course Code	Course Title	Category	L	T	P	Credit
UBA20GE61	Logistics and supply chain management	elective Generic 4	5	2		5

L-Lecture

T-Tutorial

P-Practical

Year	Semester	Int.Marks	Ext.Marks	Total
Third	Sixth	25	75	100

Preamble

Logistics and supply chain management course intends to impart knowledge regarding the forward and backward flow of services and goods from one place to another. It helps the student learn the in-depth view of the movement of goods and services in a chain format in the company.

Course Outcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	The student will get an insight on the fundamentals of logistics and supply chain networks, tools and techniques.		
CO2	The student would understand the framework and scope of supply chain networks and functions.		
CO3	The student will comprehend the process of Supply chain management		
CO4	The students will figure out the role of IT in supply chain		
CO5	They will be equipped to apply the basics of supply chain		

Mapping of Cos with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong(3)	Strong(3)	Medium(2)	Strong(3)	Strong(3)
CO2	Strong(3)	Medium(2)	Medium(2)	Medium(2)	Strong(3)
CO3	Strong(3)	Strong(3)	Strong(3)	Low(1)	Strong(3)
CO4	Medium(2)	Low(1)	Strong(3)	Medium(2)	Strong(3)
CO5	Strong(3)	Strong(3)	Low(1)	Strong(3)	Strong(3)

BloomsTaxonomy

	CA		EndofSemester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
TotalMarks	52	52	140

Title of the Paper: Logistics and Supply chain Management

Unit – I

21 Hours

Role of Logistics and Supply chain Management: Scope and Importance- Evolution of Supply Chain - Decision Phases in Supply Chain - Competitive and Supply chain Strategies – Drivers of Supply Chain Performance and Obstacles.

Unit – II

21 Hours

Role of Distribution in Supply Chain – Factors influencing Distribution network design – Design options for Distribution Network - Distribution Network in Practice-Role of network Design in Supply Chain – Framework for network Decisions.

Unit – III

21 Hours

Role of transportation in supply chain – factors affecting transportations decision – Design option for transportation network – Tailored transportation – Routing and scheduling in transportation.

Unit – IV

21 Hours

Role of sourcing supply chain supplier selection assessment and contracts- Design collaboration - sourcing planning and analysis - supply chain co-ordination - Bull whip effect – Effect of lack of co-ordination in supply chain and obstacles – Building strategic partnerships and trust within a supply chain.

Unit – V

21 Hours

The role IT in supply chain- The supply chain IT frame work Customer Relationship Management – Internal supply chain management – supplier relationship management – future of IT in supply chain – E-Business in supply chain.

Text Books:

1. Sunil Chopra, Peter Meindl and Kalra, 2016, “Supply Chain Management, Strategy, Planning, and Operation”, 6th Edition, Pearson Education, New Delhi, **ISBN-13**: 9780133800203

ReferenceBooks:

1. Jeremy F.Shapiro, 2007, “Modeling the Supply Chain”, 2nd edition, Cengage Learning India Pvt Ltd, Delhi, ISBN: 9788131501566
2. James B.Ayers, 2006, “Handbook of Supply Chain Management”, Auerbach Publications; 2nd edition, ISBN-13 : 978-0849331602

Course Designers: Dr.D.Anbugeetha and Dr.Arunprasath

Course Code	CourseTitle	Category	L	T	P	Credit
UBA20SE61 (B)	Transactional Analysis	Skill Enhancement Course	2			2

L-Lecture

T-Tutorial

P-Practical

Year	Semester	Int.Marks	Ext.Marks	Total
Third	Sixth	15	35	50

Preamble

Transactional Analysis helps in understanding human behaviour, communication and relationships. This introductory course will examine the theory of TA. The students will have the opportunity to apply the theory to their own behaviour and the behaviour of others in the group.

CourseOutcomes

Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Basic knowledge about TA		
CO2	Understanding human behavior and relationships		
CO3	Ability to apply the theory of TA in individual and group behaviour		
CO4	Promotion of good interpersonal relationship		
CO5			

For Two Unit papers CO can be 4

Mapping of COs with POs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO2	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO3	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO4	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO5					

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%

Title of the paper: Transactional Analysis

Unit I

15 Hours

Transactional Analysis (TA) – Introduction and Importance - Underlying values of TA – The development of TA - Ego States – Contaminations and Exclusions - Symbiosis - Transactions – strokes – Time structuring - Psychological sweat shirts

Unit II

15 Hours

Discounting - Psychological trading stamps – Rackets - Life Positions - Games people play – Life Scripts – Miniscripts – Physis – Autonomy and Homonomy – the goals of TA - Closure and goodbye.

1. Ian Stewart, Vann Joines (2012) T A Today: A New Introduction to Transactional Analysis, Lifespace Publishing; 2nd edition, ISBN-13 : 978-1870244022

Reference Books:

1. Aman Bhonsle, 2018, Essential TA: A Common Sense Psychology, Notion Press, 1st edition, ISBN: 9781644297865
2. Eric Berne, (1996) Games People Play: The Basic Hand book of Transactional Analysis, Ballantine Books , ISBN-13 : 978-0345410030

Course Designers: Dr.C.Jothi Baskara Mohan and Dr.D.Anbugeetha

Thiagarajar College (Autonomous):: Madurai – 625 009
Department of Business Administration

(For those joined BBA on or after June 2020)

Course Code	Course Title	Category	L	T	P	Credit
UBA20SE61 (A)	INTERPERSONAL EFFECTIVENESS	Skill Enhancement Course	2			2

L-Lecture

T-Tutorial

P-Practical

Year	Semester	Int.Marks	Ext.Marks	Total
Third	Sixth	15	35	50

Preamble

Interpersonal skills include everything from communication and listening skills to attitude and department.

Course Outcomes			
Sl.No	Course Outcome	Expected Proficiency	Expected Attainment
CO1	Obtain knowledge about themselves		
CO2	Identify the importance of interpersonal relationship		
CO3	Develop good interpersonal relationship		
CO4	Empathize with others		
CO5			

For Two Unit papers CO can be 4

Mapping of COs with POs

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO2	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO3	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO4	Strong(3)	Strong(3)	Strong(3)	Strong(3)	Strong(3)
CO5					

Blooms Taxonomy

	CA		End of Semester
	First	Second	
Knowledge-K1	40%	40%	40%
Understand-K2	40%	40%	40%
Apply-K3	20%	20%	20%
Total Marks	30	30	52

Title of the Paper: INTERPERSONAL EFFECTIVENESS

Unit I	15
Hours	
Foundation of human behavior–human relations and human nature–self-awareness–steps to awareness	
–experimental learning–Perception–social Perception–interpersonal Perception; Perceptual distortion	
– Implicit personal theory–experiential learning	
Unit II	15
Hours	
Interpersonal communication – factors contributing effective communication – barriers – experimental learning- Interpersonal relationship – symptoms of interpersonal difficulties; exercise on developing interpersonal studies.	

Text Books:

1. M.S. Shookla (2004) A Handbook of Human Relations, Macmillan India Ltd, New Delhi, ISBN: 1403922268

Reference Books:

3. E.H. McGrath (2004), Basic Managerial Skills for all, Prentice Hall of India private Ltd, New Delhi, ISBN: 9788120321809.
4. Morey Stettner, (2003), Skills of New Managers, Tata McGraw Hill publishing co Ltd, New Delhi, ISBN: 9780071356183

Course Designer:

1. **Dr. P. Thillai Rajan**
2. **Ms. B. Nandhini**