

<b>Programme Outcome</b>	
<b>PO1</b>	Offers a wide knowledge with different concepts of various branches of management like production, marketing, human resource and financial and systems management.
<b>PO2</b>	To train the students in communication skills effectively.
<b>PO3</b>	To inculcate Entrepreneurial skills.
<b>PO4</b>	To recognize and solve business problems in an ethical manner.
<b>PO5</b>	To enrich the creativity and apply them practically.
<b>PO6</b>	Understand the problems faced by the business sector in the Current scenario.
<b>PO7</b>	Understand the dynamic and complex working environment of Business.
<b>PO8</b>	Determine conceptual and analytical abilities required for effective decision making.
<b>PO9</b>	Analyze the various aspect of business research in the area of marketing, human resource and finance.
<b>PO 10</b>	To empower the leadership and interpersonal ability of the students.

<b>Programme Specific Outcome</b>	
<b>PSO1</b>	To provide adequate basic understanding about Management Education among the students.
<b>PSO2</b>	To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
<b>PSO3</b>	To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
<b>PSO4</b>	To stimulate the research focus and be decisive on their career choice.
<b>PSO5</b>	Enhancing the students with the entrepreneurial skills.



Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration	Category
						CA	TEE	TOTAL			
I	I	20100T/20100H/ 20100F/20100M	Language	Tamil I/Hindi I /French I /Malayalam I	3	25	75	100	5	3	THEORY
	II	20100E1	English	Contemporary English I	3	25	75	100	5	3	THEORY
	III	20116A	Core	Principles of Management	4	25	75	100	6	3	THEORY
	III	20116B	Allied	Mathematical Techniques for Management	5	25	75	100	5	3	THEORY
	III	20116C	Skill Based Subject	Business Communication	2	25	75	100	5	3	THEORY
	IV	20100G	Skill Based Subject	General awareness	2	25	75	100	4	3	THEORY
	II	I	20200T/HINDI II/ 20200F/ 20200M	Language	Tamil II/ Hindi II /French II /Malayalam II	3	25	75	100	5	3
II		20200E1	English	Contemporary English II	3	25	75	100	5	3	THEORY
III		20216A	Core	Business Economics	4	25	75	100	5	3	THEORY
III		20216B	Allied	Applied Operations Research	5	25	75	100	5	3	THEORY
III		20216K	Online SWAYAM	Introduction to Banking and Financial Markets	4						
IV		20200G	Environmental Studies	Environmental Awareness	2	25	75	100	4	3	THEORY
III		IV	20300B/ 20300A	Basic Tamil / Advance Tamil	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3
	IV	20300N	Non-Major Elective	Personality Development and Soft Skills	2	40	60	100	2	3	THEORY

AI - 02  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014**

**BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)**

III	20316A	Core	Organisational Behaviour	4	25	75	100	6	3	THEORY
III	20316B	Core	Financial Accounting	4	25	75	100	6	3	THEORY
III	20316C	Core	Marketing Management	4	25	75	100	5	3	THEORY
III	20316D	Core	Business Organisation	4	25	75	100	5	3	THEORY
III	20316E	Skill Based Subject	Business Environment	2	25	75	100	4	3	THEORY
IV	20300G1	Value Education	Indian Society People and Culture	2	25	75	100	4	3	THEORY
IV	20400B/ 20400A	Basic Tamil / Advance Tamil	Basic Tamil II / Advanced Tamil II	2	100	NA	100	2	3	THEORY
	20400N	Non-Major Elective	Basics in Business Process Outsourcing		40	60		3	THEORY	
III	20416A	Core	Financial Management	4	25	75	100	6	3	THEORY
III	20416B	Core	Operations Management	4	25	75	100	6	3	THEORY
III	20416C	Core	Human Resource Management	4	25	75	100	5	3	THEORY
III	20416K	Online SWAYAM	Management Information System	4						
III	20416P	Core	Practical-PC Applications in Business	4	40	60	100	4	3	PRACTICAL
IV	20400G2	Skill Based Subject	Professional Communication	2	25	75	100	2	3	
III	20516A	Core	Cost and Management Accounting	4	25	75	100	6	3	THEORY
III	20516K	Online SWAYAM	Entrepreneurship Development	4						
III	20516B	Core	Legal Aspects in Business	4	25	75	100	5	3	THEORY
III		Elective	Elective I	5	25	75	100	5	3	THEORY

AI - 03  
2020 - 21



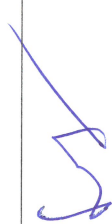
**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
 (Under Choice Based Credit System)

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

**MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS**

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20100E1	CONTEMPORARY ENGLISH I		3	2	2	3			1		2
20116A	CORE: PRINCIPLES OF MANAGEMENT	3	3	2	2	2	3	3	3	3	3
20116B	ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT	3	2	2	3	3	3	3	3	2	2
20116C	SKILL BASED SUBJECT: BUSINESS COMMUNICATION	2	3	2	1	2	1	2	2	1	3
20200E1	CONTEMPORARY ENGLISH II		3	2	2	3			1		2
20216A	CORE: BUSINESS ECONOMICS	3	2	3	3	3	3	3	3	2	2
20216B	ALLIED: APPLIED OPERATIONS RESEARCH	3	2	2	3	3	3	3	3	3	2
20216K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS										
20316A	CORE: ORGANISATIONAL BEHAVIOUR	3	2	3	3	2	3	3	3	2	3
20316B	CORE: FINANCIAL ACCOUNTING	3	3	3	2	3	3	2	3	3	3
20316C	CORE: MARKETING MANAGEMENT	3	3	3	3	3	3	2	2	3	3
20316D	CORE: BUSINESS ORGANISATION	3	2	3	3	3	3	3	2	3	3
20316E	SKILL BASED SUBJECT: BUSINESS ENVIRONMENT	3	3	3	3	3	3	3	3	3	3
20416A	CORE: FINANCIAL MANAGEMENT	3	3	2	3	2	3	3	3	3	3
20416B	CORE: OPERATIONS MANAGEMENT	3	1	3	2	2	3	3	2	3	3
20416C	CORE: HUMAN RESOURCE MANAGEMENT	3	3	3	3	2	3	3	3	3	3
20416K	ONLINE SWAYAM: MANAGEMENT INFORMATION SYSTEM										
20416P	CORE: PRACTICAL - PC APPLICATIONS IN BUSINESS	2	3	2	1	3	1	3	1	3	3
20516A	CORE: COST AND MANAGEMENT ACCOUNTING	3	3	3	3	2	3	2	3	3	3
20516K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT										

AI - 05  
2020 - 21



Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20516B	CORE: LEGAL ASPECTS IN BUSINESS	3	3	3	3	2	3	3	3	3	3
20516C	SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT	3	3	3	3	3	3	3	3	3	3
20516U1	ELECTIVE: ORGANISATIONAL DEVELOPMENT	3	3	2	3	3	3	3	3	3	3
20516V1	ELECTIVE: RURAL MARKETING	3	2	2	1	2	3	3	3	3	2
20516W1	ELECTIVE: TAXATION	2	3	3	3	2	3	3	3	1	3
20516S	EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING	3	3	3	2	3	3	3	3	3	3
20616A	CORE: DIGITAL MARKETING	3	3	3	3	3	2	3	3	3	3
20616B	CORE: INTERNATIONAL BUSINESS	2	3	3	3	3	3	3	2	2	3
20616U1	ELECTIVE: INDUSTRIAL RELATIONS	2	2	2	3	2	3	3	3	2	2
20616V1	ELECTIVE: SERVICE MARKETING	3	2	3	2	2	3	3	3	3	2
20616W1	ELECTIVE: INVESTMENT MANAGEMENT	3	3	3	3	3	3	3	3	3	3
20616S	CORE: PROJECT AND VIVA VOCE	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

AI-06  
2020-21

AI - 07  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20100E1	CONTEMPORARY ENGLISH I	3	THEORY	-	100

**Objective of the Course:**

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

**UNIT-I: Grammar**

(Teaching Hours: 10)

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors.

**UNIT-II: Basics of Communication**

(Teaching Hours: 10)

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words.

**UNIT-III: Spoken English**

(Teaching Hours: 10)

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

**UNIT-IV: LSRW Skills**

(Teaching Hours: 10)

Listening skills-Videos on Self-motivation and Phonetics,  
Speaking skills-Phone Conversations and Conversational Fillers,  
Reading skills-Newspaper Article Review and Reading Comprehension,  
Writing skills-Punctuation Rules, Euphemism and polite language

**UNIT-V: Literature**

(Teaching Hours: 10)

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore. Short

Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

**Total no. of instruction hours: 50**

AI - 08  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts	K2 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

**Indicators: 1. Reasonable 2. Significant 3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
<b>Reference Books</b>				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

**Pedagogy:** Teaching /learning methods: Lecture, Interactive and Discussion methods.

Ai - 09  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20116A	CORE: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

**Objective :** To learn about the different concepts and principles of management.

**UNIT I: Introduction**

**(Teaching Hours: 10)**

Management – Definition, Nature, scope and function of Management. Management as an art, science, and profession- Scientific Management – Administrative Management – Contribution of Henri Fayol- Thoughts and principles of various schools of management.

**UNIT II: Planning & Decision Making**

**(Teaching Hours: 10)**

Planning – Meaning - Nature - Importance-limitations, steps – Kinds of planning- Decision Making- Meaning-Process-factors involved in Decision Making.

**UNIT III: Organizing & Organizational Structure**

**(Teaching Hours: 10)**

Organizing - Nature-Steps-Significance, Formal & Informal organization, Organizational structure – Types - line, line & staff, functional, project, matrix organizations. Span of Management – Definition, Impact on Tall and Flat organization structures, Factors governing span of management.

**UNIT IV: Delegation & Departmentation**

**(Teaching Hours: 10)**

Delegation – Principles - Advantages - Departmentation, Basis of departmentation, Centralisation and Decentralization - factors, advantages and disadvantages. Authority – Nature and Responsibility.

**UNIT V: Directing & Controlling**

**(Teaching Hours: 10)**

Directing – Nature and purpose of Directing, Coordination-Techniques to achieve coordination, controlling – Concept-Nature- Process-Factors-Significance, Traditional & Modern techniques of controlling.

**Total no. of instruction hours: 50**



AI - 10  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Administrative and scientific Management	K2, K1
CO2	Planning and decision making	K4, K2
CO3	Organising	K3, K1
CO4	Directing	K3, K1
CO5	Controlling and Co-ordinating	K5, K2

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1	1			1	
CO2	2	1		1	1	1	2	1	2	1
CO3	1	1					2	1		2
CO4	1	1	2	1		2	2			2
CO5	1	2	1		1		2	2	2	2

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Principles & Practice of Management	L M Prasad	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	Himalaya	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	P C Tripathy & P N Reddy	Tata McGraw Hill	1998, Eleventh
3	Essentials of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2003, Twentieth

**Pedagogy:** Lecture, PPT Presentation, Assignment.

AI - 11  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20116B	ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT	5	Theory	80	20

**Objective:** To introduce basics of business mathematics.

**UNIT-I: Introduction to Set Theory & Matrices** (Teaching Hours: 10)

Sets and Set Operation-Venn Diagrams –Elements of Co-ordinate System Matrices - Fundamental ideas about Matrices and their Operational Rules -Matrix Multiplication - Inversion of Square Matrices of not more than 3rd order.

**UNIT-II: Mathematics of Finance** (Teaching Hours: 10)

Mathematics of Finance: Simple and Compound interest- Annuities - Sinking funds – (Discounts and Present Values.\*) (\*Theory)

**UNIT-III: Statistical Representation of Data** (Teaching Hours: 10)

(Meaning and definition of Statistics – Scope and Limitations. Statistical enquiries – Scope of the Problem - Methods to be employed - Types of Enquiries\*) (\*Theory) - Presentation of Data by Diagrammatic and Graphical Method – Formation of Frequency Distribution

**UNIT-IV: Measures of Central Tendency and Dispersion** (Teaching Hours: 10)

Measures of Central Tendency: Arithmetic Mean, Median, Mode, Measures of Dispersion: Range, Quartile deviation, Mean, Mean deviation, Coefficient of variation.

**UNIT-V: Correlation and Indices** (Teaching Hours: 10)

Simple Correlation - Scatter Diagram - Karl Pearson's Co-efficient of Correlation –Rank Correlation Index number - Unweighted Indices - Consumers' Price and Cost of Living Indices.

**Total no. of instruction hours: 50**



AI -12  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to set theory & Matrices	K1 & K2
CO2	Mathematics of finance	K1 & K2
CO3	Statistical representation of data	K2, K3, K5
CO4	Measures of central tendency & dispersion	K1, K2 & K3
CO5	Simple Correlation	K4, K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	2	3	3	3	3	3	1	2
CO2	2	2	3	3	3	3	3	3	1	2
CO3	3	3	3	3	3	3	3	3	3	3
CO4	2	3	2	3	3	3	2	3	2	2
CO5	3	3	2	3	3	2	2	3	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Mathematics & Statistics	Navaneethan. P	Jai publishers	2011
2	Statistical Methods	Gupta S.P	S.Chand & Sons publishers Pvt.Ltd	1995
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	An introduction to Business Mathematics and Statistical Methods	Sundaresan and Jayaseelan	S.Chand & Sons Publishers Pvt.Ltd.	1974
2	Business Statistics	S.P.Gupta, M.P.Gupta	S.Chand & sons Publishers.Pvt.Ltd	2011

**Pedagogy:** Lecture, Chalk & Talk, PPT presentation, Assignments.

AI - 13  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	20116C	SKILL BASED SUBJECT: BUSINESS COMMUNICATION	2	Theory	--	100

**Objectives:**

- To study about definition and types of communication, objectives and barriers.
- To explain organisation, structure and layout of the business letter and sales letter.
- To study about report writing, classifications of report and its characteristics.

**UNIT I: Types and Medias of Communication**

(Teaching Hours: 10)

Definition-Types and patterns of communication-Spoken communication-Written communication- Non-verbal communication- Audio-visual communication and Multimedia communication.

**UNIT II: Business Correspondence**

(Teaching Hours: 10)

Objectives of communication- Horizontal communication-Upward communication-Barriers to communication-Principles of communication. Business correspondence – Functions-Variety kinds of business correspondence.

**UNIT III: Business Letter**

(Teaching Hours: 10)

Business Letter – Characteristics- Organisation, Structure and Layout of a business letter.Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment.

**UNIT IV: Sales Letter & Report Writing**

(Teaching Hours: 10)

Sales Letters – Circulars. Bank Correspondence. Conducting Meetings, Writing Minutes, Writing E-Mails – Correspondence of a Company Secretary - Report writing – Classification - Characteristics of a good report.

**UNIT V: Career Strokes & Group Discussion**

(Teaching Hours: 10)

Career strokes: Online Practical modules: Communication skills – Group Discussion – Interviews – Team work – Time management – Business Awareness.

**Total no. of instruction hours: 50**

AI - 14  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Types and medias of communication	K2, K5
CO2	Business correspondence	K2, K3
CO3	Business Letters	K2, K3, K4
CO4	Report Writing	K1, K4
CO5	Group Discussion	K2, K3

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		3	3		2			3
CO2	1	3	2	2	2	3	2	1	1	2
CO3	2	2	3	2	2	3	3	3	3	2
CO4	2	2	2			3		2		2
CO5	3	3	3		2	2	3	3	3	2

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Communication	Dr. K.K. Ramachandran,	Macmillan	2008
2	Essentials of Business Communication	RajendraPal, J.S.Korlahalli	Sultan Chand & Sons	
3	Essentials of Business Communication	Reddy Raja rao,	Himalaya Publishing	
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	Vainder Bhatia	Khanna Publishing	2000
2	Business Communication	Dr V K Jain, Dr. O P Biyani,	S.Chand group	2008

**Pedagogy:** Lecture, PPT Presentation.

AI - 15  
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20200E1	CONTEMPORARY ENGLISH II	3	THEORY	-	100

**Objective of the Course:**

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

**UNIT-I: Grammar**

(Teaching Hours: 10)

Phrases, Clauses, Sentence Structures, Idioms, Lexical Skills.

**UNIT-II: Effective Communication**

(Teaching Hours: 10)

Social English, Writing Paragraphs, CV (Resume) / Job interviews, Presentations-Structure and Key phrases, Presentations-Being lively and Persuasive

**UNIT--III: Communication Practice**

(Teaching Hours: 10)

Communication Exercises, Real life incidents, Face to Face training, Presentation Skills, Group Discussion and Seminars

**UNIT-IV: LSRW Skills**

(Teaching Hours: 10)

Listening skills-Interview with a COE & Marketing Director, Nature: Changing opinions, Extended multiple Choice and Task based activity

Speaking skills-Pronunciation -Word Stress, Stress Shift, Contrastive stress, Emphasis, Compound Adjectives, Past Simple endings.

Reading skills - Information & Communication Technology, Globalisation and Economic Policy.

Writing skills - Feature Writing, Interviewing and Ad writing

**UNIT-V: Literature**

(Teaching Hours: 10)

Prose -"I have a dream" by Martin Luther King Jr and Words of wisdom by Chetan Bhagat

Poetry - A prayer for my daughter by W B Yeats and Palanquin Bearers by Sarojini Naidu

Short Stories - The Last leaf by O'Henry and Glory at twilight by Bhabani Bhattacharya

**Total no. of instruction hours: 50**

AI - 16  
2020 - 21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015 I st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

AI -17  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20216A	CORE: BUSINESS ECONOMICS	4	Theory	--	100

**Objective:** Business decisions are taken based on certain basic principles and concepts of economics. This paper aims to equip students with the knowledge & application of those basic principles, concepts and analytical tools in business. The focus of the paper is on Micro Economics.

**UNIT-I: Introduction**

(Teaching Hours: 10)

Nature and scope of economics – Difference between Business economics and Economics – Business Economics and other disciplines – Fundamental concepts associated with business economics – Scope of business economics.

**UNIT –II: Demand analysis**

(Teaching Hours: 10)

Demand analysis: The meaning of demand, Price demand relationship, law of demand, Movement along demand curve, and Shift in demand curve, Demand classifications.

Elasticity of demand – Measurement of elasticity of demand (Percentage Method), factors affecting elasticity of demand, Importance of elasticity of demand, different concepts of elasticity of demand – Income elasticity, Cross elasticity, Advertising elasticity.

Supply –Meaning and determinants.

**UNIT –III: Production analysis**

(Teaching Hours: 10)

Production analysis – Factors of production – Production function- Law of variable proportions – Isoquant – Marginal rate of technical substitution – Law of Returns to Scale –Comparison between returns to factor and returns to scale.

**UNIT-IV: Cost analysis**

(Teaching Hours: 10)

Cost analysis – Concept of cost, various types of cost – Cost function – Total cost, Average cost, and Marginal cost curves – Relationship between average cost and marginal cost, Relationship between Product and Cost – Long run cost curves.

**UNIT-V: Market structure**

(Teaching Hours: 10)

Market structure – Perfect competition, Monopoly, Monopolistic and Oligopoly competition. Pricing policies – Steps in pricing, Pricing Decisions, Pricing Methods – Macroeconomics – Business Cycles – Stages.

Total no. of instruction hours: 50

AI - 18  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to business economics	K1, K2
CO2	Demand analysis	K3, K4
CO3	Production analysis	K3, K4
CO4	Cost analysis	K3, K4
CO5	Market structure	K2, K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	2	3	3	3	2
CO2	3	2	2	3	2	3	3	3	3	2
CO3	3	2	2	3	2	3	3	3	3	2
CO4	3	2	2	3	2	3	3	3	3	2
CO5	3	2	3	3	3	3	3	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Economics-Text & Cases	D.D. Chaturwedi	Gagotia Publishing Company	Fourth Edition 2000
2	Business Economics	Dr.S.Sankaran	Margham Publications	Second Edition 1998
3	Managerial Economics & Financial Analysis	S.A.Siddiqui & A.S.Siddiqui	New Age International Publishers	Tenth Edition 2005
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Managerial economics	R.L. Varshney, V.L.Maheswari	Sultan Chand and Sons	Third Edition 1999
2	Business economics	V.G. Mankar	Machillen India Limited	First Edition 2001

**Pedagogy:** lecture, PPT presentation, Assignments.

AI - 19  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20216B	ALLIED:APPLIED OPERATIONS RESEARCH	5	Theory	70	30

**Objective:** To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

**UNIT-I: Introduction** (Teaching Hours: 10)

Introduction to Operations Research – Meaning – Scope – Models – Limitations. Linear Programming – Formulation - Graphical Solution– Dual of a Linear Programming Problem.

**UNIT-II: Transportation & Assignment Model** (Teaching Hours: 10)

Transportation Model – Initial Basic Feasible Solutions – Optimum Solution (Only for non – degeneracy) – Simple problems – Assignment Model – Simple problems.

**UNIT-III: Game Theory** (Teaching Hours: 10)

Game Theory- Games with Saddle Point – Games with Mixed Strategies – Dominance Theory – Solving games by the Graphical method - Simple problems.

**UNIT-IV: Network Models** (Teaching Hours: 10)

Network Models - CPM – Principles – Construction of Network for Projects – Critical path. PERT –Time Estimates – Critical path – Probability of completion of project.

Waiting Line Models – Structure of Model – M / M / 1 for infinite population – Simple problems.

**UNIT-V: Inventory Model** (Teaching Hours: 10)

Deterministic Inventory Models – EOQ – EOQ with Price Breaks – Simple problems.

**Total no. of instruction hours: 50**

AI - 20  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to OR & LPP	K1, K2, K4
CO2	Solving transportation problems	K2 & K3, K4
CO3	Game theory – solving games	K2 & K3, K4
CO4	Network models & waiting line models	K2, K3, K5
CO5	Deterministic inventory models	K2, K3

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	3	3	2	3	3	1
CO2	3	2	2	3	3	3	3	2	3	2
CO3	3	2	2	3	3	3	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	1
CO5	3	2	3	3	3	3	2	3	2	2

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operations Research	Kanti swarup,P.K.Gupta and Man Mohan	Sultan Chand & Sons Publications	Eighth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Operations Research	Kalavathi	Vikas Publishing House Pvt Ltd	2004
2	Quantitative Techniques	C.R.Kothari	Chennai: Vikas Publishing	2012
3	Statistical Methods	Gupta S.P.	Newdelhi: Sultan Chand	1995

**Pedagogy:** Lecture, Chalk & Talk, PPT presentation, Assignments.

AI-21  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	20216K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS	4	--	--	--

**Objective:** In this course the students will learn about

- The theory and concepts underlying Banking and financial markets.
- The products and instruments that are offered by Banks and Financial Markets to meet the financial needs of individuals, businesses and governments.
- The underlying market mechanisms and how the financial instruments are traded (i.e. bought and sold)

**The students will be learning this course through online mode from SWAYAM website.**

The link followed for accessing this course is

[https://swayam.gov.in/nd2\\_imb20\\_mg39/preview](https://swayam.gov.in/nd2_imb20_mg39/preview)

**COURSE LAYOUT**

Week 1: Overview of the Financial System

- Role of Banking and Financial Markets in any Economy
- How and Why are Banks Different From Manufacturing Companies?
- How and Why are Financial Markets Different From Product Markets?
- 'Market for Lemons' and it's Relevance for Banking and Financial Markets

Week 2: Theory and Structure of Interest Rates

- Determinants of Interest Rates
- Term Structure of Interest Rates
- Recap of Time Value of Money
- Yield, Yield-to-Maturity and Bond Pricing
- Bond Valuation

Week 3: Short Term Financial Markets

- Financial Markets: An Overview
- Call Money Market
- Treasury Bills Market
- REPO Market
- CBLO Market
- Commercial Paper Market
- Market for Certificate of Deposits
- Bankers' Acceptance
- Pricing Money Market Instruments

Week 4: Long Term Financial Markets

- Bond Market
- Equity Stock Market
- Private Equity Market

Week 5: Other Important Financial Markets

- Foreign Exchange Market
- Derivatives Market
- Mortgages Market

AI -22  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
<b>THIRD</b>	<b>20316A</b>	<b>CORE: ORGANISATIONAL BEHAVIOUR</b>	<b>4</b>	<b>Theory</b>	<b>--</b>	<b>100</b>

**Objective:** To acquaint the students with the fundamentals of OB related to individuals & groups in Organizations.

**UNIT I: Introduction to OB & Personality** (Teaching Hours: 10)

OB – Meaning - Importance – Personality- Meaning - types, tests – Determinants of Personality, Hawthorne Experiments.

**UNIT II: Perception & Motivation** (Teaching Hours: 10)

Perception –Meaning- Process of Perception, Factors affecting perception - Motivation – Theories – Maslow, Herzberg, Vroom and McClellands theory, Financial and non financial motivation.

**UNIT III: Learning** (Teaching Hours: 10)

Learning-meaning-Determinants of Learning - Theories of Learning - Learning Principles like Reinforcement and Punishment.

**UNIT IV: Group & Conflict** (Teaching Hours: 10)

Group-Definition, Characteristics of Group - Reasons for joining in groups, Types of Groups, Stages in group development. Conflict - Types of conflict - Resolution of Conflict.

**UNIT V: Leadership** (Teaching Hours: 10)

Leadership – Types – Theories – leadership training and evaluation – Organisational Change, Organisational climate – Organisational effectiveness.

**Total no. of instruction hours: 50**

AI-23  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Personality	K2, K3
CO2	Perception and Motivation	K4, K5
CO3	Learning	K1
CO4	Group Development	K3
CO5	Leadership	K4, K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	3	2	1	2	3	1	3
CO2	2	3	1	3	2	2	3	1	2	1
CO3	3	2	2	3	3	1	2	3	1	2
CO4	2	3	1	2	3	1	3	2	3	3
CO5	3	2	1	12	3	2	3	2	3	1

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Organisational Behaviour	S.S.Khanka	Sultan Chand & Sons	2009
2	Organisational Behaviour	Ghosh	Himalaya Publishing	2009
3	Organisational Behaviour	Jain.N.K	Atlantic Publishers	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Organisational Behaviour	L.M.Prasad	S.Chand & Company	2008
2	Organisational Behaviour	Mishra.M.N	Vikas Publishing	2008

**Pedagogy: Lecture, PPT Presentation**

AI -24  
2020 -21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20316B	CORE: FINANCIAL ACCOUNTING	4	Theory	60	40

**Objective:** The objective of this paper is to help the students to acquire conceptual knowledge of the financial accounting and impart skills for recording various kinds of business transactions.

**UNIT –I: Introduction to Accounting (Theory and Problems) (Teaching Hours: 10)**

Introduction to Accounting - Book Keeping & Accounting - Accounting Concepts and Conventions - Preparation of Journal - Ledger - Trial Balance.

**UNIT – II: Subsidiary Books (Problems only) (Teaching Hours: 10)**

Subsidiary Books for cash and credit transactions – Rectification of errors.

**UNIT – III: Final Accounts (Problems only) (Teaching Hours: 10)**

Final accounts - Trading account - Profit and loss account - Balance sheet - Preparation of Final Accounts with simple adjustments.

**UNIT – IV: Bank reconciliation statement and capital & revenue transaction (Theory and Problems) (Teaching Hours: 10)**

Bank Reconciliation Statement - Difference between cash book and pass book - preparation of bank reconciliation statement – Capital and Revenue Transactions – Deferred revenue transactions – Revenue expenditure, Capital expenditure and Deferred revenue expenditure – Distinction – Capital profit and revenue profit – Capital loss and revenue loss (simple problems only).

**UNIT – V: Depreciation (Theory and Problems) (Teaching Hours: 10)**

Depreciation – meaning - Definition - Reasons for providing depreciation – Causes of depreciation – Computation of the Amount of Depreciation - Methods of Depreciation: Straight line method- Written down value method - Bills of exchange (simple problems only).

**Total no. of instruction hours: 50**



AI - 25  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Accounting	K1,K2,K3,K4
CO2	Subsidiary Books - cash and credit transactions	K1,K2,K3,K4
CO3	Preparation of Final Accounts	K1,K2,K3,K4
CO4	BRS - Capital and Revenue Transactions	K1,K2,K3,K4
CO5	Depreciation - Bills of exchange	K1,K2,K3,K4

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	3	3	3	2	3	3
CO2	3	3	2	3	3	2	1	3	3	3
CO3	3	3	3	3	3	2	3	3	2	3
CO4	2	3	3	1	3	3	3	2	3	3
CO5	3	3	3	3	2	3	3	3	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy - Volume I	S.P.Jain and K.L.Narang	Kalyani Publishers	2014 & 18 <sup>th</sup> Edition
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Advanced Accounting	R.S.N.Pillai, V.Bhagavathi and S.Uma	Sultan Chand Publications, Newdelhi	2013 & 5 <sup>th</sup> Edition
2	Advanced Accountancy - Volume I	R.L.Gupta and M.Radhaswamy	Sultan Chand Publications, Newdelhi	2010 & 13 <sup>th</sup> Edition
3	Financial Accounting	T.S.Reddy and A.Murthy	Margam Publications	Reprint 2015 & 7 <sup>th</sup> revised Edition
4	Advanced Accounts - Volume I	M.C.Shukla, T.S.Grewal and S.C.Gupta	Sultan Chand Publications, New Delhi	2013 & 18 <sup>th</sup> Edition

**Pedagogy:** Lecture, PPT presentation, Assignment, Group Discussion.

AJ - 26  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
<b>THIRD</b>	<b>20316C</b>	<b>CORE: MARKETING MANAGEMENT</b>	<b>4</b>	<b>Theory</b>	<b>--</b>	<b>100</b>

**Objective:** To gain the knowledge of basic marketing concepts, consumer behavior and retailing techniques.

**UNIT 1: Introduction** **(Teaching Hours: 10)**

The Nature & Scope of Marketing- Definition –Markets, Marketing; Marketing Philosophies - Concept of Customer Value- Marketing Information Systems –Consumer Markets- Business Markets.

**UNIT II: Analysing Markets** **(Teaching Hours: 10)**

Market Segmentation – Benefits- Bases – Procedure; Market Targeting –Strategies; Dealing with Competition – Positioning – Marketing Mix - Online buying behavior

**UNIT III: Creating Value** **(Teaching Hours: 10)**

Product – Levels- Product Life Cycle Stages -Product Mix Decisions - New Product Development - Product Failure - Branding – Packaging and Labeling.

**UNIT IV: Capturing and Communicating Value** **(Teaching Hours: 10)**

Pricing – Importance& Objectives -Factors Affecting Pricing Decisions, Strategies in Pricing –Promotion Planning– Advertisement, Sales Promotion, Public Relations and Personal Selling-Digital Marketing.

**UNIT V: Delivering Value** **(Teaching Hours: 10)**

Distribution – Nature and Types, Channel Design and Management, Physical Distribution – Transportation and Warehousing. Designing Global Market Offerings- Decisions.

**Total no. of instruction hours: 50**



AI-27  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to marketing management	K1 & K2 & K3
CO2	Analyzing Markets	K2 & K3 & K4
CO3	Creating Value in marketing	K2 & K3 & K4
CO4	Capturing and Communicating Value	K2 & K4 & K5
CO5	Delivering Value for people	K2 & K4 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	1	3	3	3
CO2	3	3	3	2	2	1	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	2	3	3	3	3	3	3	2	2
CO5	3	3	1	3	3	3	3	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Marketing Management	T.N Chhabra and S.K Grover	Dhanpat Rai &Co	Fourth Edition 2009
2	Principles of Marketing	Philip Kotler and Armstrong	Prentice hall of India	Eleventh Edition 2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management	R.S.N. Pillai, Bagavathi	S.Chand& Company Ltd.	First Edition 2010
2	Marketing Management – Global Perspective Indian Context	V.S.Ramaswami, S.Namakumari	Macmillan Publication	Fourth Edition 2010
3	Modern Marketing Principles & Practice	D.Chandrabose,	PHI Learning Pvt., Ltd.,	2010 Edition
4	Introduction to Marketing	Mc Daniel / Lamb / Hair	Saurabh Printers Pvt., Ltd	Eighth Edition, 2008.

**Pedagogy:** PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

AI - 28  
2020 - 21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20316D	CORE: BUSINESS ORGANISATION	4	Theory	--	100

**Objective of the Course:**

To impart knowledge on various aspects of business and its organization.

**UNIT I: Introduction**

(Teaching Hours: 10)

Business essentials: Meaning and scope of business, Classification of Business Activities: Characteristics and objectives of Business Organisation, Evolution of Business Organisation - Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

**UNIT II: Forms of Business Organisation**

(Teaching Hours: 10)

Forms of Business Organisation. Sole Proprietorship, Joint Hindu Family Firm, Partnership, Joint Stock Companies & Co-operatives Limited Liability Partnership.

**UNIT III: Choice of Form of Organisation**

(Teaching Hours: 10)

Choice of Form of Organisation. Government - Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

**UNIT IV: Business Combination**

(Teaching Hours: 10)

Business Combination: Meaning - Concepts- Causes- Objectives and Types, Forms of Mergers - Takeovers - Acquisitions and Amalgamation.

**UNIT V: Business Finance**

(Teaching Hours: 10)

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Stock Exchange: Meaning - History - Capital Market - Stock exchanges in India.

**Total no. of instruction hours: 50**

AI - 29  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Essentials and opportunities of Business	K2, K3
CO2	Forms of Business	K1, K5
CO3	Forms of Organisation	K2, K5
CO4	Business Combination	K1, K4
CO5	Business Finance	K2, K3

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	3	2	3	2	1	2
CO2	1	1	3	2	3	2	3	3	2	3
CO3	1	1	2	1	3	3	2	2	1	2
CO4	2	2	3	3	3	3	3	3	2	2
CO5	2	2	3	2	3	3	3	3	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

**Text Books**

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Management	Bhushan Y.K	Sultan Chand & Co Ltd	2013, Nineteenth
2	Modern Business Organization and Management	S. A. Sherlekar and V. S. Sherlekar	Himalaya Publishing House	2018, Fourth

**Reference Books**

S.No.	Title	Author	Publishers	Year of Publications
1	Business organisation and management	Shukla	S chand & co.Ltd	2008, Eighteenth
2	Business Management	Dinkar pagare	Sultan Chand & Sons	2018, Sixth

**Pedagogy:** Lecture, PPT presentation, Activity, Assignments.

AI-30  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20316E	SKILL BASED SUBJECT: BUSINESS ENVIRONMENT	2	Theory	--	100

**Objective:** To gain the knowledge of basic concepts of Micro and Macro Environment of business and their importance in formulating business strategies.

**UNIT – I: Introduction**

**(Teaching Hours: 10)**

Nature and Scope of Business environment: Characteristics of today's Business – Business in the 21<sup>st</sup> century – Business Goals – Nature of Environment – Benefits and Limitations of Environment – Organization for Analysis – Sources for Scanning.

**UNIT –II: Political Environment**

**(Teaching Hours: 10)**

Political Environment: Political Institutions – The constitution of India – The preamble, The fundamental rights, Directive principles of state policy – Nature and extent of state regulation – Reasons for state intervention, Types of intervention, Extent of intervention – Problems of Control

**UNIT – III: Economic Environment**

**(Teaching Hours: 10)**

Economic environment: Nature of economic environment – Economic factors – Growth strategy – Basic Economic systems – Economic planning - New Economic policy.

**UNIT – IV: Social and Cultural Environment**

**(Teaching Hours: 10)**

Social and Cultural Environment: Culture and business – Social Responsibility of Business – Business and Society – Social Audit

**UNIT – V: Technological Environment**

**(Teaching Hours: 10)**

Technological Environment: Features of Technology, Impact of Technology – Technology and Society – Technology and Economy – Status of technology in India – Technology policy. Natural Environment: Nature of physical environment, Impact on business.

**Total no. of instruction hours: 50**

AI - 31  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Nature and Scope of Business environment	K1 & K2 & K3
CO2	Political Environment	K2 & K3 & K4
CO3	Economic environment	K2 & K3 & K4
CO4	Social and Cultural Environment	K2 & K3 & K4
CO5	Technological Environment	K2 & K3 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	1	1	3	3	3
CO2	3	3	3	2	2	2	3	3	3	3
CO3	3	3	3	3	1	3	3	2	3	3
CO4	2	3	3	1	3	3	3	3	2	2
CO5	3	3	1	3	3	3	3	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Essentials of Business Environment	K.Aswathappa	HPH	2008 –Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Environment	Francis Cherunilam,	HPH	2008 – Edition Unit I – V
2	Business Environment	Justin Paul,	Tata Mc.Graw-Hill	1998, Eleventh(2009 – Second Edition.)
3	Business Environment	Shaik Saleem	Pearson Publication	Second Edition 2010

**Pedagogy:** PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

AI-32  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20416A	CORE: FINANCIAL MANAGEMENT	4	Theory	25	75

**Objective:** To familiarize the students with financial management concepts and its application.

**UNIT-I: Financial Function (Theory)**

**(Teaching Hours: 10)**

Financial Function: meaning – Definition and scope of finance functions - Financial management meaning - Definition – Objectives - Importance – Scope - Sources of Finance – Short term - Bank sources - Long term – Equity shares – Preference shares – Debentures.

**UNIT-II: Investment Decision (Theory and problems)**

**(Teaching Hours: 10)**

Investment Decision: Capital Budgeting- Factors - Importance- Techniques - Payback - Average Rate of Return- NPV- IRR- PI

**UNIT-III: Financing Decision (Theory and problems)**

**(Teaching Hours: 12)**

Financing Decision: Capital structure –Factors –Optimal capital structure – Theories of capital structure Cost of Capital – Importance – Cost of Debt, Equity, Preference capital, Retained earnings – Weighted average Cost of capital- Problems.

**UNIT-IV: Dividend Decision (Theory)**

**(Teaching Hours: 10)**

Dividend Decision: Dividend – Types of dividend – Factors affecting dividend – Models of dividend. Leverage – Types of leverage – Operating, Financial and Combined leverage –Significance of leverage – Problems.

**UNIT-V: Liquidity Decision (Theory)**

**(Teaching Hours: 8)**

Liquidity Decision: Working capital management – Concept– Need -Types of working capital - Factors determining working capital – Sources of working capital – Approaches for working capital – Estimating working capital requirements.

**Total no. of instruction hours: 50**

AI-33  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Financial management	K1,K2,K3,K4
CO2	Capital Budgeting	K1,K2,K3,K4
CO3	Capital structure - Cost of Capital	K1,K2,K3,K4
CO4	Dividend Decision - Leverage	K1,K2,K3,K4
CO5	Working capital management	K1,K2,K3,K4

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	3	3	3	3	3	2
CO2	3	3	3	3	2	1	3	3	2	3
CO3	3	3	2	3	3	2	3	1	3	3
CO4	3	3	3	3	3	3	2	3	3	2
CO5	2	3	3	3	3	3	3	2	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial management- Principles and practice	Dr. S.N.Maheswari	Sultan chand and sons publications	2002 & Fourth Edition
2	Financial Management	I.M.Pandey	Vikas Publishing	2009 & Ninth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial management	MY Khan and PK Jain	Tata McGraw Hill Publishing Co.	2004 & Fourth Edition
2	Financial management	Shashi.K.Gupta, R.K.Sharma	Kalyani publishers	2016 & 8 <sup>th</sup> Revised Edition

**Pedagogy:** Lecture, PPT presentation, Assignment, Group Discussion

AI-34  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)  
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20416B	CORE: OPERATIONS MANAGEMENT	4	Theory	--	100

**Objective:** To learn the basics of production and materials management.

**UNIT-I: Plant Location & Plant layout**

(Teaching Hours: 10)

Production Management - Functions – Scope; Plant Location – Factors; Site location –Urban, Rural and Suburban locations manufacturing systems-Continuous and Intermittent manufacturing systems. ; Plant layout – Principles – Process, Product and Fixed position layout - Production Planning and Control – Functions - Information flow - Routing-Scheduling – Dispatching – Control.

**UNIT – II: Material Handling & Work Study**

(Teaching Hours: 10)

Material Handling – Importance – Principles - Criteria for selection of Material handling equipments. Maintenance – Types – Breakdown –Preventive – Routine - Relative advantages.

Work Study - Method study – Motion study - Time study – Definitions – Principles and Procedure.

**UNIT – III: Organization of Materials Management**

(Teaching Hours: 10)

Organization of Materials Management - Fundamental Principles – Integrated Materials Management ; Purchasing – Procedure - Principles – Vendor Rating ; Purchase department – Responsibility of Buyer & Seller Relationship

**UNIT – IV: Inventories & Store keeping**

(Teaching Hours: 10)

Inventory – Importance – Functions; Tools of Inventory Control – ABC, VED & FSN Analysis - EOQ – Reorder Point - Safety Stock. Store Keeping – Objectives – Functions Storekeeper – Duties & Responsibilities; Location of store – Centralized store room – Security Measures; Stores Ledger – Bin Card.

**UNIT – V: Quality Control**

(Teaching Hours: 10)

Quality Control – Types of Inspection – Centralized and Decentralized ; Benchmarking - Process – Reasons; ISO -Features – Procedure for obtaining ISO ; JIT – Bottlenecks in implementing JIT in Indian Industry ; An introduction to Quality Circles. Overview of TQM,TPM,5S, Six Sigma, Lean Manufacturing, Kanban, Kaizen.

Total no. of instruction hours: 50

A1-35  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Production planning and management	K1,K2
CO2	Material handling and maintenance	K2,K4
CO3	Organisation of Material management	K1,K2,K4
CO4	Inventory control and store keeping	K2,K4
CO5	Quality control and Inspection	K2,K1,K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	3	3	2	2	3	2
CO2	3	1	3	2	2	3	1	3	2	2
CO3	3	3	3	3	2	3	3	3	3	3
CO4	3	2	2	3	2	3	2	2	3	3
CO5	3	2	2	3	1	1	2	2	2	2

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Production and Operations Management	Panneerselvam.R	PHI Learning Pvt. Ltd	2006
2	Production and Operations Management	Aswathappa.K, SridharaBhat.K,	Himalaya Publishing	2000
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Production and Operations Management	S.A.Chunawala, Patel.D.K	Himalaya Publishing	2000
2	Production and Materials Management	Saravanavel.P, Sumathi.S	Margham Publication	2008
3	Total Quality Management	Besterfield, Dele.H	Pearson Education	2007

**Pedagogy:** Lecture, PPT presentation, e-content seminar, Assignment

AI-36  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)  
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20416C	CORE: HUMAN RESOURCE MANAGEMENT	4	Theory	--	100

**Objective:** To enable the students with the process involved in acquiring, retaining and developing the human resources.

**UNIT- I: Introduction**

(Teaching Hours: 10)

Human Resource Management – Need and Importance of Human Resource Policies- Objectives of HRM- Functions of HR department – Role of HR manager.

**UNIT-II: Job Analysis & Recruitment**

(Teaching Hours: 10)

Concept and Importance of Job Analysis-Recruitment-Sources of Recruitment- Selection - steps in Selection Process.

**UNIT – III: Induction, Training & Performance Appraisal**

(Teaching Hours: 10)

Concept of Induction/Orientation – Objectives of Induction – Training –Need- Importance of Training – Types of Training – Performance Appraisal – Methods /Techniques of Performance Appraisal.

**UNIT – IV: Job Evaluation & Compensation**

(Teaching Hours: 10)

Job Evaluation – Methods of Job Evaluation – Compensation Management - Components of Compensation - Wage Policy.

**UNIT –V: Labour Welfare**

(Teaching Hours: 10)

Industrial relations and Labour Welfare- Workers Discipline Administration – Grievance Handling – Redressal Procedures – Labour Welfare, Health and Safety Measures.

**Total no. of instruction hours: 50**

AI -37  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	HR Functions	K1, K2
CO2	Job analysis, Recruitment and selection	K3, K4
CO3	Performance appraisal	K1, K5
CO4	Job evaluation	K2, K3
CO5	Health, welfare and safety measures	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	2	2	1	2
CO2	3	2	3	2	2	1	2	1		2
CO3	2	1	2	2	2	2	1	3	2	2
CO4	2	1		2	2	3		1	1	1
CO5	2	2	3	2	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Human Resource Management	V.S.P RAO	Sultan Chand & Sons	2007
2	Personnel Management & Industrial Relations	Tripathy	Sultan Chand & Sons	2008
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource & Personnel Management	K. Aswathappa	S. Chand & Company	2008
2	Human Resource Management	Fisher Schoenfelt Shaw	All India Publishing	2011

Pedagogy: Lecture, PPT Presentation.

AI-38  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
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BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20416K	ONLINE SWAYAM: MANAGEMENT INFORMATION SYSTEM	4	--	--	--

**Objective:** This course introduces the students to existing and upcoming technologies, wide variety of their applications for business and e-Commerce, and issues involved in their management.

**The students will be learning this course through online mode from SWAYAM website.**

The link followed for accessing this course is

[https://swayam.gov.in/nd1\\_noc20\\_mg60/preview](https://swayam.gov.in/nd1_noc20_mg60/preview)

#### COURSE LAYOUT

Week 1: Introduction to Management Information systems :Types of MIS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization

Week 2: Database management systems, Data Warehousing, Foundations of business intelligence, Data and Text Mining.

Week 3: Strategic Enterprise Systems - ERP, SCM, CRM, SRM.

Week 4: Strategic Enterprise Systems (contd..)

Week 5: Operational Support Systems - Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems

Week 6: Operational Support Systems (contd..)

Week 7: IT Strategy and Balanced Scorecard – IT strategies, IT- business alignment, balanced scorecard, cloud and vendor strategies

Week 8: Mobile and E-commerce – B2C, B2B and e-procurement, C2C and mobile commerce

Week 9: Emerging Technologies – Cloud computing, Big Data Technologies, Internet of Things, Bring Your Own Device (BYoD,) Virtual Reality, Augmented Reality, Blockchain, Artificial Intelligence

Week 10: Emerging Technologies (contd..)

Week 11: Knowledge Management – Decision Support Systems, Expert Systems, Learning Management Systems, Executive Information Systems

Week 12: Social , ethical and security Issues in MIS.

AI-39  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20416P	CORE: PRACTICAL-PC APPLICATIONS IN BUSINESS	4	Practical	--	--

**Objectives:**

- This laboratory oriented course would impart the necessary skills to the students to use the Internet for business purpose with an end-user perspective. Also the paper concentrates on the tags used in Markup language and it provides a hands-on experience on creating static web pages.
- To equip the students in information processing, interpretation and presentation skills using computer software packages and to use information to the benefit of functional and organizational advantage.

**UNIT I**

(Teaching Hours: 10)

**History and growth of Internet** – getting connected to the Internet - business applications of Internet – Browsing and Searching the World Wide Web – communicating on the Internet using E-mail – Shopping on the Internet – other uses of Internet – web browser basics – starting the browser – navigating the web by following links.

Creating own E-mail account – sending an E- mail – sending copies of E-mail – Keeping Inbox under control – filtering and forwarding mail automatically – keeping track of addresses – sending files as attachments to E- mail – managing multiple E- mail account - advanced mail management – optional E-mail features – some E-mail conventions – upload photographs and share it with friends – Internet Telephone – voice chat – webcam live chat.

**UNIT II**

(Teaching Hours: 10)

**WORD:** Creating a new document with templates & Wizard – Creating own document – Opening/Modifying a saved document – Converting files to and from other document formats – Using keyboard short-cuts & Mouse – Adding symbols & pictures to documents – Headers and Footers – Finding and Replacing text – Spell check and Grammar check – Formatting text – Paragraph formats – Adjusting margins, line space – character space – Changing font type, Size – Bullets and Numbering – Tables – Adding, editing, deleting tables – Working within tables

**EXCEL:** Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns –Using formulas for quick Calculations–Creating and editing charts – Chart elements – Editing a chart – Printing charts.

**UNIT III**

(Teaching Hours: 10)

**POWERPOINT:** Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, Editing, Deleting, Copying, Hiding slides – Presentations – Applying new design. Using Animating text – Special effects to create transition slides.

**ACCESS:** Getting to know Access– opening an existing Database – Exploring Tables – Exploring Queries – Exploring Forms – Exploring Reports – Creating a New Database – Creating Creating tables.

AI-40

2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**UNIT IV**

**(Teaching Hours: 10)**

**HTML:** Introduction – Markup language – Editing HTML – Common tags – Headers – Text styling.  
**Intermediate HTML:** Introduction – Unordered lists – Nested and ordered lists – Basic HTML tables.

**UNIT V**

**(Teaching Hours: 10)**

**Intermediate HTML and formatting** – Basic HTML forms – more complex HTML forms – Internal linking - <FRAMESET> tags.

**LIST OF PRACTICAL EXERCISES**

**INTERNET & E-COMMERCE**

1. Create e-mail id with various service provider (gmail, AOL, etc). Sending attachments, working with various features (eg.Group mail, forwards, Creating folder, album, contact list).
2. Buy products online. (B2B, B2C, C2C)
3. Sell products online. (B2B, B2C, C2C)

**WEB TECHNOLOGY USING HTML**

4. Create a HTML document, with a <title> tag inside the head section.
5. Add a black background color with white text to all table rows.
6. Create a simple three-framed page.
7. Create an HTML program for Ordered & Unordered HTML lists.
8. Create a HTML program for inserting an image.
9. Create a HTML program for formatting a passage.

**MS-WORD**

10. Type a word document with atleast 100 words. Give a title for the passage and format the same as per the specification given below:
  - Font size, style
  - Title should be in Bold, italics, underlined
  - Set left margin to 1.5, right margin to 1.75
  - Line spacing should be doubled
  - Apply border to the passage
  - Insert date and time, page number & header & footer
11. Prepare a timetable using Table Auto format in Ms Word.
12. Create a word document and insert a picture.
13. Change the page layout to landscape Count the number of words and place it in a text box at the bottom of the page Find all instances of the word —engineer|| and replace it with —designer||

AI-41  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

14. Use *indents* to create the document as shown below.

Course E3542 Effective Training Matters	
Aims	To improve the provision of training within the organisation.
Who should attend?	All those with a responsibility for training either in an organisational capacity, or as a provider.
Purpose of the Course	The course will: provide information on how to map training needs and create training plans; provide information on goal formulation and methods of gathering effective feedback and follow up by the course participants.
Course Structure	The structure of the course. A range of teaching methods will be used: formal lectures, group work/discussions, case studies and presentations.
Course Content	The course is comprehensive, but specific requests from participants can be catered for.

MS – EXCEL

15. Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".

16. With a given data draw various graphs & diagrams

**Growth of viruses**

<i>During the year</i>	<i>1960</i>	<i>1970</i>	<i>1980</i>	<i>1990</i>
Place				
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

17. Perform following calculation in MS-Excel.

Tasks need to be done are a) Calculate grade. (A+ for more than 100% achievement; A for 100% achievement and B for below 100% achievement); and b) Create a bar chart to show the target and production of three places under observation.

Places	Target	Production	Achievement	Grade
Coimbatore	4800	6000	125%	??
Erode	5000	4500	??	??
Pollachi	5000	5000	??	??
Ooty	4933.33	5166.67	??	??



AI-42  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

18. Construct a multiple-line chart of the total sales per month of each model, standard and deluxe.

	Jan	Feb	Mar	Apr	May	Jun
Standard	180	165	140	100	180	170
Deluxe	200	175	155	120	190	175

19. You are the owner of The Dependable Delivery Service. Your company has four vehicles: a large and a small van and a large and a small truck. The following set of data represents the number of packages delivered last week:

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Small Van</b>	67	86	94	101	86
<b>Large Van</b>	142	137	153	165	106
<b>Small Truck</b>	225	202	288	311	290
<b>Large Truck</b>	322	290	360	348	339

- A. What is the mean number of packages delivered for each van?
- B. What is the median number of packages delivered for each truck?
- C. What is the mean number of packages delivered on Monday?

20. The following data represent the monthly sales figures, in thousands, for the New York and California branches of the Discovery Corporation:

	April	May	June	July	August	September
<b>New York</b>	121	254	218	156	255	215
<b>California</b>	88	122	211	225	248	260

- A. Construct a multiple-line chart depicting the monthly sales for the two branches.
- B. Construct a comparative bar chart for the same data. Highlight the bars for each branch differently.

A1-43  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**MS – POWERPOINT**

21. Prepare a PowerPoint presentation for department inaugural function.
22. Draw an organization chart.
23. Prepare a powerpoint presentation for a project proposal.

**MS – ACCESS**

24. With a given fields create a table (using design view, wizard view) in Ms-Access.  
Register Number (Primary key), Name, Class, MarK1, MarK2, and MarK3
25. With given fields create a table in Ms Access.

Employee Number (Primary Key), Employee Name, Department, Designation.



AI-44  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Information processing, interpretation and presentation skills using computer software packages and to use information to the benefit of functional and organizational advantage.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3	1		3	1	1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Lecture, PPT Presentation & Demonstration

AI-45  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516A	CORE: COST & MANAGEMENT ACCOUNTING	4	Theory	60	40

**Objective:** To familiarize the students about cost concepts & Accounting methods and various tools to interpret Financial Statements for financial related decision-making.

**UNIT-I : Basics of Cost** (Teaching Hours: 10)

Cost and Management Accounting –Meaning – Definition – Objectives – Scope – Merits and demerits – Differences between Cost and Management Accounting – Cost classification

**UNIT- II : Inventory cost and Labour Cost** (Teaching Hours: 10)

Preparation of cost sheet – Inventory control – EOQ – minimum, maximum and reorder level – Material issues – FIFO –LIFO –simple average and weighted average method.

Labour cost remuneration and incentives: Systems of wage payment – Time wage system, Piece rate system – Individual Premium plan –Halsey Premium Plan, Rowan Premium Plan

**UNIT- III : Analysis of Financial Statement** (Teaching Hours: 10)

Financial Statement Analysis: Features – Techniques –Comparative, Common Size & Trend percentage analysis - Ratio Analysis: Liquidity, Solvency and Profitability ratios.

**UNIT-IV: Statement of Changes in Financial Position** (Teaching Hours: 10)

Fund flow analysis and cash flow analysis- Analysis and Cash Flow analysis – Meaning – Importance – Merits and Demerits – Comparison.

Schedule of changes in working capital – funds from operations - Fund Flow statement – Cash flow statement – cash from operations – cash flow statement.

**UNIT V: Budgetary Control and Marginal Costing** (Teaching Hours: 10)

Budget – Budgetary control – Meaning- Types of budgeting –Preparation of production, purchases, Sales, Cash, and Flexible budgets – Advantages and disadvantages of Budgetary control

Marginal Costing- BE Analysis - Marginal cost statement, BE chart, Breakeven point.

**Total no. of instruction hours: 50**



AI-46  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Cost and Management Accounting	K1,K2,K3,K4
CO2	Cost sheet - Inventory control - Level setting - Labour cost	K1,K2,K3,K4
CO3	Financial Statement Analysis - Ratio Analysis	K1,K2,K3,K4
CO4	Fund flow analysis and cash flow analysis	K1,K2,K3,K4
CO5	Preparation of Budgets - Marginal Costing	K1,K2,K3,K4

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	1	3	2	2	3	3
CO2	3	3	2	3	3	2	3	3	3	3
CO3	2	3	3	2	3	3	1	3	3	3
CO4	3	3	3	3	2	3	3	2	3	3
CO5	3	2	3	3	3	3	2	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost and Management Accounting	S.P Jain & K.L. Narang	Kalyani Publishers	2014 & 14 <sup>th</sup> Edition
2	Management Accounting	R.S.N.Pillai & V.Bagavathi	S Chand & Company Limited	2015 & 4 <sup>th</sup> Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Accounting	Shashi K.Gupta & R.K.Sharma	Kalyani Publishers	2016 & 13 <sup>th</sup> Revised Edition
2	Management Accounting	T.S Reddy & Y. Hari Prasad Reddy	Margham Publications	2015 & 5 <sup>th</sup> Edition
3	Management Accounting	Dr. A Murthy & Dr. S. Gurusamy	Tata Mc Graw Hill Publishing Company Limited	2010 & 2 <sup>nd</sup> Edition

**Pedagogy:** Lecture, PPT presentation, Assignment.

AI-A7  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT	4	--	--	--

**Objective:** The main objective of this course is develop entrepreneurial abilities by providing background information about support systems , skill sets , financial and risk covering institutions and other for building an enterprise so that future budding entrepreneurs can make right decisions for starting and running a venture. With a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses., and live cases of social , techno, women entrepreneurs along with visit and interaction with entrepreneurship development institutes in India, helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations. This course is intended to be a foundation course for those who plan to work and start a business enterprise.

**The students will be learning this course through online mode from SWAYAM website.**

The link followed for accessing this course is

[https://swayam.gov.in/nd2\\_cec20\\_mg19/preview](https://swayam.gov.in/nd2_cec20_mg19/preview)

### COURSE LAYOUT

Unit - 1:Entrepreneurial Management

Unit – 2: Entrepreneurship, Creativity and Innovation Centre of Innovation, Incubation and Entrepreneurship- An expert Interview

Unit – 3: Social entrepreneurship

Unit – 4: Family business and entrepreneurship

Unit – 5: Financing the entrepreneurial business

AI-48  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516B	CORE: LEGAL ASPECTS IN BUSINESS	4	Theory	--	100

**Objective of the Course:**

To provide the student with all the legal aspects of business in day today life.

**UNIT-1: Law of Contract**

**(Teaching Hours: 10)**

Law of Contract-Contract Act 1872 – Meaning – Types – Essential elements of a Contract, Performance of Contract, Discharge of Contract, Remedies to breach of Contract, Quasi Contracts.

**UNIT- II: Indian Companies Act**

**(Teaching Hours: 10)**

Indian companies Act, 1956 – Definition – Features – Types of Companies – Incorporation of company – Memorandum of Association – Articles of Association – Prospectus. Company management – membership of company. Company meetings. Winding up of Company – Types of winding up.

**UNIT-III: Negotiable Instrument Act**

**(Teaching Hours: 10)**

The Negotiable Instrument Act, 1881 – Definition – Characteristics – Notes, Bills and Cheques – Classification of Negotiable Instruments – Parties to a Negotiable Instrument – Capacity of parties – Holder in due course – Liabilities of parties – Negotiation – Presentment, Dishonour and Discharge of a negotiable instrument.

**UNIT-IV: Intellectual Property Rights**

**(Teaching Hours: 10)**

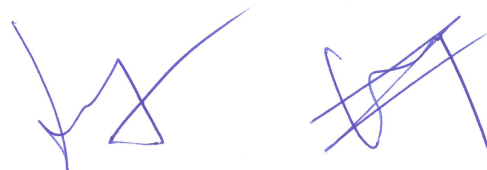
Protection of intellectual Property Rights – Patent Law – Trade Mark – Copyrights – Industrial design – Geographical indications – International Conventions – Paris convention – WTO - TRIPS

**UNIT-V: Consumer Protection Act & IT Act**

**(Teaching Hours: 10)**

Consumer protection act – Consumer Rights – Procedure for Consumer grievance redressal – Machinery and forums, Information technology Act, 2000 – Objectives – Scope – Definitions – Digital Signature and its Provisions – Electronic Governance – Digital signature certification – Cyber Law – Definition – Categories – Components of Cybercrime – Cyber law issues and solutions.

**Total no. of instruction hours: 50**



AI-A9  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Law of Contract	K1, K2
CO2	Companies Act	K2, K4
CO3	Negotiable Instrument	K1, K3
CO4	Protection of intellectual property rights	K2, K3
CO5	Electronic Governance	K1, K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	2	2	3	3	3	2
CO2	2	2	3	3	2	3	3	2	2	3
CO3	2	3	2	3	2	3	2	3	2	2
CO4	2	3	2	3	2	3	3	3	2	3
CO5	2	2	3	3	2	3	3	3	2	2

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Elements of Mercantile Law	N.D.KAPOOR	Sultan Chand & Sons Publications	2007, Twenty Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mercantile Law	P.C.Tulsian	National Publication House	2009, Third
2	Legal Systems in Business	P.Saravanavel, S.Sumathi	Himalaya Publishing House	2004, Sixth
3	Essentials of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2003, Twentieth

**Pedagogy:** Lecturing, PP Presentation, Case Discussion, Assignments

AI-50  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)  
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516U1	ELECTIVE : ORGANISATIONAL DEVELOPMENT	5	Theory	--	100

**Objective:** To enable the students need for organizational change & various principles of developing organizations.

**UNIT-I: Organisation Change** (Teaching Hours: 10)

Organisation Change - Need- Objective - Nature of Change – Importance – Forces of change – Models of Change.

**UNIT-II: Organisation Development** (Teaching Hours: 10)

Organisation Development – Characteristics – Foundations of Organisation development – Organisational Development Process – Action research and Organisation development.

**UNIT-III: Organisational Development Interventions** (Teaching Hours: 10)

Organisational Development Interventions – Need and Characteristics – Intergroup and Third – party peacemaking interventions – Process Consultation.

**UNIT-IV: Techniques followed in interventions** (Teaching Hours: 10)

Methods or Techniques followed in interventions of Organisation Development- Research on Organization Development.

**UNIT-V: Leadership and Organizational Transformation** (Teaching Hours: 10)

Leadership and Organizational Transformation – Challenges and Future of OD – Role of organization development and transformation through mergers and acquisition.

Total no. of instruction hours: 50

AI-51  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Organisation change	K1
CO2	Organisational Development	K2, K3
CO3	Organisational Interventions	K4, K5
CO4	Research in Organisation Development	K1, K5
CO5	Leadership and organization transformations	K2, K4

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1		2	2	2	1	2
CO2	3	2	3	2	1	1	2			
CO3	2	1	2	2	2	2	1	3	2	
CO4	2	1	2	1	1	3	3	1	2	
CO5	2	2	3			3		1	2	1

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Organisation Development	French & Bell	Prentice Hall of India	2007
2	Human Resource Development	Tripathy	Sultan Chand & Sons	2008
3	Designing and Managing Human Resource System	Udai pareek And T.V.Rao	Oxford publishers	
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Development	K.Asathappa	S.Chand & Company	2008

**Pedagogy:** Lecture, PPT Presentation

AI-52

2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014**

**BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)**

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516V1	ELECTIVE : RURAL MARKETING	5	Theory	-	100

**Objectives:**

- To enable the students to get a comprehensive understanding of the rural market.
- To give insight into various characteristics, opportunities and problems in marketing the products or services in rural India.
- To understand about the rural specific marketing mix.

**UNIT – I: Introduction**

**(Teaching Hours: 10)**

Rural marketing – Definition and scope, Evolution-Opportunities and challenges– myths about rural market – Changing patterns about rural demand.

**UNIT – II: Segmentation Targeting and Positioning in Rural Markets**

**(Teaching Hours: 10)**

Segmentation – Concepts, levels – Effective segmentation in rural market, Bases for segmentation in rural markets. Targeting, Positioning in rural markets.

**UNIT – III: Rural Market Research and Buyer Behavior**

**(Teaching Hours: 10)**

Rural market research – New Research tools. Rural Consumer Behavior – Factors influencing rural consumer behavior – Rural market profile – Consumers characteristics-opinion leadership process.

**UNIT – IV: Product and Pricing Strategies**

**(Teaching Hours: 10)**

Product classification – product mix decision – Rural product category – New product development – consumer adoption process – product life cycle – pricing in rural markets – Concepts, policies and strategies.

**UNIT – V: Promotion and Distribution Strategies**

**(Teaching Hours: 10)**

Media choice – Target audience profile – Promotion strategies. Distribution in rural markets – Channels. Evolution of rural distribution system – Channel Behavior – Distribution of FMCG and durable goods companies. Role and management of rural sales force.

**Total no. of instruction hours: 50**

AI-53  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Rural Marketing	K1 & K2
CO2	Segmentation, Targeting and Positioning in Rural Markets	K2 & K3 & K4
CO3	Rural Market Research and Buyer Behavior	K2 & K3 & K4
CO4	Product and Pricing Strategies	K2 & K4 & K5
CO5	Promotion and Distribution Strategies	K2 & K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	3	2	1	1	2
CO2	3	3	2	1	2	3	2	3	3	3
CO3	3	3	2	2	3	3	3	3	3	3
CO4	3	3	2	1	2	3	2	3	2	2
CO5	3	3	2	2	2	3	2	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Rural Marketing: Text and Practice	Pradeep Kashyap and Siddharta Raut	Biztantra Dream Tech Press, New Delhi	2009, Revised Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Rural Marketing: Text and Cases	C.S.G Krishnamacharyulu and Lalitha Ramakrishnan	Pearson Education Pvt Ltd.	2011, 2E
2	New Perspectives on Rural Marketing	Ramkishen Y	Jaico Publishing House.	2009, 2E

Pedagogy: Powerpoint presentation, Video Analysis, Assignment, Quiz, Interactive Class room Discussion.

AI-54  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516W1	ELECTIVE: TAXATION	5	Theory	40	60

**Objective:** To gain knowledge of basic concepts of income tax, heads of income, types of direct and indirect taxes, and income tax authorities and their powers.

**UNIT – I :Introduction (Theory)**

**(Teaching Hours: 10)**

The Income Tax Act 1961 – Definition of Income – Assessment year – Previous Year- Assesses – Types of Assesses – Scope of income – Charge of Tax – Residential status – Exempted Income u/s 10. Tax Systems – Tax Evasion & Tax Avoidance

Direct Taxes: Basis of charge – Residential Status.

**UNIT – II: Heads of Income (Theory and Problems)**

**(Teaching Hours: 10)**

Heads of Income: Income from Salary: Definition - Characteristics - Computations of income from Salary

**UNIT – III: Computation of Income (Theory and Problems)**

**(Teaching Hours: 10)**

Computation of Income from House Property: Characteristics – exempted income from house property- Deductions – Computation of income from House Property.

Income from Business and Profession: Meaning of Business and profession – Expenses expressly allowed- Expenses expressly disallowed.

**UNIT – IV: Income from Other Sources (Theory and Problems)**

**(Teaching Hours: 10)**

Computation of Income from Capital Gains: Capital assets – Long term capital assets- Short term capital assets.

Income from Other Sources: Various sources of Income – Computation of income from other sources.

Indirect taxes: Income tax Authorities and their power.

**UNIT – V: GST in India (Theory)**

**(Teaching Hours: 10)**

GST in India- An introduction- Taxable event- Charges of GST- Exemptions from GST- place of supply- time of supply- value of supply- Registration

**Total no. of instruction hours: 50**

AI-55  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	General Tax system and Residential status	K1, K2, K3
CO2	Computation of Income from Salary	K2, K3, K4, K5
CO3	Computation of Income from House Property, Business & Profession	K2, K3, K4, K5
CO4	Computation of Income from Capital gains and Other Sources of income	K2, K3, K4, K5
CO5	GST and Registration	K2, K4

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2	2	3	3	2	2	3
CO2	3	2	3	3	2	3	3	2	2	3
CO3	3	2	3	3	2	3	3	2	2	3
CO4	3	2	3	3	2	3	3	2	2	3
CO5	2	2	3	3	2	3	3	3	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	VP.Gaur and DB.Narang	Kalyani Publishers	2020, Forty Eight
2	GST Manual with GST law guide & digest of landmark rulings, Budget 2019	Taxmann's.	Taxmann Publications Pvt.Ltd.	2019, Eleventh
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Direct Taxes, Law and Practice	Taxman's– Dr. Vinod Singhania	Taxmann Publications Pvt.Ltd	2020, Sixty Third

**Pedagogy: Teaching /learning methods**

AJ-56  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)  
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516C	SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT	2	Theory	--	100

**OBJECTIVE:** To gain knowledge about how to do a Research in the field.

**UNIT I: Introduction to Research & Research Design** (Teaching Hours: 10)

Introduction to Research-meaning & Objectives of Research - Types of Research - Research Process - Characteristics of good research - Identification of Research Problem – Steps - Research Design – Meaning – Definition - Need & Importance – Steps – Types.

**UNIT II: Sampling Design** (Teaching Hours: 10)

Sampling – Meaning - Sampling Methods - Probability & Non-Probability. Steps in Sampling, Criteria for good sample design, Sample size, Population Size.

**UNIT III: Data Collection & Scaling** (Teaching Hours: 10)

Data Collection – Meaning - Types of data – Tools for data collection – Sources of secondary data. Measurement: Scaling - Meaning-types.

**UNIT IV: Processing & Analysis of data** (Teaching Hours: 10)

Processing of data – Editing – Coding – Tabulation – Graphical representation of data. Validity, Reliability. Analysis of data – Meaning – Hypothesis: Meaning – Types – Significance - Testing of Hypothesis - Errors. Interpretation of Data - Meaning & Importance.

**UNIT V: Report Writing** (Teaching Hours: 10)

Report Writing – Meaning - Essentials of good report - Type of Reports - Content of Report - Steps in writing a report – Reference & Bibliography.

**Total no. of instruction hours: 50**

AI-57  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to research	K1, K2
CO2	Sampling design	K2
CO3	Data collection	K2
CO4	Processing of data	K2, K4
CO5	Report writing	K2, K3, K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	1	3	3	3	3	2	3	3
CO2	3	3	2	3	2	3	2	3	3	3
CO3	3	3	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	2	2	3	2	3	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Research Methodology- Methods & Techniques	C.R Kothari	Cheran Book House	2003
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Research Methodology	K.N.Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan	Perason	7 <sup>th</sup> Reprint, 2011
2	Business Research Methodology	J.K. Sachdeva	Himalaya Publishing House	1 <sup>st</sup> Edition, 2010
3	Research Methodology	R.Panneerselvam	PHI Learning Private Limited	4 <sup>th</sup> Reprint, 2007
4	Research Methodology	Mukul Gupta, Deepa Gupta	PHI Learning Private Limited	2011
5	Research Methodology	Ranjit Kumar	Pearson	11 <sup>th</sup> Reprint, 2012

**Pedagogy:** lecture, PPT presentation, Assignments.

AI-58  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20516S	EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING	1	Practical	--	--

Department of Business Administration, Dr G R D Institute of Management has designed the Internship Training for our students as a part of the curriculum. The Internship Training requires them to spend 30 days during First week of the month May to Second week of the month June in an organisation to enrich the functional areas of management.

### Objectives

- i. To familiarize the students with a business organization to relate theory with practice.
- ii. To familiarize the students with an organization structure and its functioning.
- iii. To familiarize them with the different departments in the Organisation and their functions and activities including documentation.
- iv. To enable the students to understand how the key business processes are carried out in an Organisation.
- v. To conduct a SWOT analysis of the organization.

### GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
3. No two students can select the same company/department for doing Institutional Training.
4. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
5. The students are suggested to choose the nature of the company in which they have interest.
6. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
7. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
8. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
9. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.

AS - 59  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)  
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20616A	CORE: DIGITAL MARKETING	4	Theory	--	100

**OBJECTIVE:** The objective of this course is to help the students to grasp the key concepts in digital marketing and to have an overall understanding of various digital marketing platforms. At the end of the course students will understand the scope of digital marketing and how it integrates with overall business and marketing strategy. Students can recognize the use of different forms of digital marketing in the development of an online presence.

**UNIT I: Introduction** (Teaching Hours: 10)

Introduction to Digital Marketing, Search Engine Optimization – Search Engine Result Pages, Search Behavior, The Process – Goals, On-Page Optimization, Off-Page Optimization.

**UNIT II: Pay Per Click and Digital Display Ads** (Teaching Hours: 10)

PPC Definition, Process – Goals, Setup, Manage, Digital Display Advertising Definition, Process – Define, Format, Display Advertising – Industry Overview.

**UNIT III: Email Marketing and Mobile Marketing** (Teaching Hours: 10)

Email Marketing - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Mobile Industry Opportunities and Challenges, SMS Marketing – Mobile Analytics.

**UNIT IV: Social Media Marketing** (Teaching Hours: 10)

Definition, Process – Goals, Channels - Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Pinterest, Instagram – Facebook Insights.

**UNIT V: Strategy and Planning** (Teaching Hours: 10)

Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile – Objectives, Budget.

**Total no. of instruction hours: 50**

AI-60  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Digital Marketing	K1 & K2 & K3
CO2	Pay Per Click and Digital Display Ads	K2 & K3 & K4
CO3	Email Marketing and Mobile Marketing	K2 & K3 & K4
CO4	Social Media Marketing	K2 & K3 & K5
CO5	Digital Marketing Plan	K2 & K3 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	3	3	2	3	3	3
CO2	3	3	3	3	2	1	3	3	3	3
CO3	3	2	3	2	1	3	3	1	3	3
CO4	3	2	3	2	3	3	1	3	2	2
CO5	1	3	1	3	3	3	2	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Art of Digital Marketing	Dodson Ian	Wiley India, New Delhi	June 2017, first edition
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Digital Marketing	Ahuja Vandana	Oxford University Press, New Delhi	First edition . 2016
2	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4/e	Ryan Damian	Kogan Page Limited. New Delhi	First edition 2016

**Pedagogy:** PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

AI-61  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20616U1	ELECTIVE: INDUSTRIAL RELATIONS	5	Theory	-	100

**Objective:** To acquaint the students understand the important of cordial relationship in the industries and highlight the legislative measures to be followed by industries to sustain and develop relationships.

**UNIT – I: Industrial Dispute Act 1947**

(Teaching Hours: 10)

The Industrial Disputes Act,1947 – meaning-Definitions Conciliation machinery - Procedures, Powers & Duties of Authorities , Courts or Tribunals Awards , Strikes & Lock-out , Lay-off , Retrenchment , Transfer & Closing down of undertakings Unfair labour practices , Penalties , Miscellaneous provisions.

**UNIT – II: Workmen Compensation Act 1948**

(Teaching Hours: 10)

The Workmen’s Compensation Act,1948 – Meaning –Definitions Administration Scheme – Officers & staff Employees state insurance fund , Contributions Benefits, Disputes & Claims , Penalties ,Miscellaneous provisions.

**UNIT – III: Minimum Wages Act 1948**

(Teaching Hours: 10)

The Minimum Wages Act, 1948 – meaning- definitions Fixation & Revision of Wages Safe guards in Payment of Minimum Wages Inspectors , Offences & Penalties , Power to make rules Miscellaneous provisions.

**UNIT – IV: Trade Union Act 1926**

(Teaching Hours: 10)

The Trade Unions Act, 1926 – Meaning – Definition Registration of Trade Unions Cancellation of Trade unions & Appeal , Rights & Privileges Amalgamation , Dissolution, Regulations , Penalties.

**UNIT – V: Payment of Bonus Act 1966**

(Teaching Hours: 10)

The Payment of Bonus Act, 1966 – Meaning – Definitions Eligibility for Bonus , Disqualification , Determination Special provisions , Inspectors , Penalties Offences & Miscellaneous Provisions.

Total no. of instruction hours: 50

AI-62  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	The Industrial Disputes Act, 1947	K1 & K2 & K3
CO2	The Workmen's Compensation Act, 1948	K2 & K3 & K4
CO3	The Minimum Wages Act, 1948	K2 & K3 & K4
CO4	The Trade Unions Act, 1926	K2 & K3 & K5
CO5	The Payment of Bonus Act, 1966	K2 & K3 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	1	3	3	3
CO2	3	3	3	3	2	1	3	3	3	3
CO3	3	3	3	2	3	3	3	2	1	3
CO4	3	2	3	3	3	3	3	3	2	2
CO5	3	3	1	3	3	3	2	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

<b>Text Books</b>				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Dynamics of Industrial Relations	C.B.Mamoria, Satish Mamoria & P. Subba Rao	Himalaya Publishing House	16th edition, 2016
<b>Reference Books</b>				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Mercantile Law	N.D. KAPOOR	Sultan and Chand	2019
2	Commercial and Industrial law	Sen and Mitra,	world press publications.	1966

**Pedagogy:** PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

AI-63  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014  
BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)  
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20616V1	ELECTIVE: SERVICES MARKETING	5	Theory	--	100

**Objective:** To learn the service marketing concepts and their applications in present scenario.

**UNIT – I: Introduction to Service marketing** (Teaching hours: 10)

Definition – Service Economy – Evolution and Growth of Service Sector – Nature and Scope of Services – Unique Characteristics of Services - Challenges and Issues in Services Marketing- Classification of Services – 7 P’s of service marketing.

**UNIT – II: Service Marketing Opportunities** (Teaching hours: 10)

Assessing Service Market Potential – Environment and Trends – Customer Expectations and Perceptions- Service Encounter –Service Market Segmentation, Targeting and Positioning.

**UNIT – III: Service Design and Development** (Teaching hours: 10)

New Service Development – Service Blue Printing – Service Scape– GAP’s Model of Service Quality – Measuring Service Quality using SERVQUAL Dimensions – Quality Function Deployment

**UNIT – IV: Service Delivery and Promotion** (Teaching hours: 10)

Delivering Services- Service Recovery- Service Channel – Pricing of Services - Methods – Service Marketing Triangle - Integrated Service Marketing Communication.

**UNIT – V: Service Strategies** (Teaching hours: 10)

Service Marketing Strategies for Health – Hospitality and Tourism – Financial – Logistics - Educational – Entertainment -Public Utility- Information Technology Services.

**Total no. of instruction hours: 50**

AI-6A  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Services Marketing	K1 & K2
CO2	Service Marketing Opportunities	K2 & K3 & K4
CO3	Service Design and Development	K2 & K3
CO4	Service Delivery and Promotion	K2 & K3
CO5	Service Strategies	K2 & K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	3	2	2	2	2
CO2	3	2	2	1	1	3	3	2	3	3
CO3	3	2	2	1	3	3	2	3	3	3
CO4	3	3	2	1	2	3	2	3	3	2
CO5	3	2	3	1	2	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Services Marketing	Rajendra Nargundkar	Tata McGraw-hill Education private Limited	2011, 3 E
2	Services Marketing	Zeithaml et al,	Tata McGraw-hill Education private Limited	2008, 4E
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Services Marketing	Harsh V Verma	Pearson Education Pvt Ltd.	2012
2	Services Marketing- The Indian Perspective	Ravi Shanker	Excel Books	2006, 1E
3	Services Marketing	K Douglas Hoffman, John E.G. Bateson	Thompson Publishing House	2 <sup>nd</sup> reprint, 2004.
4	Services Marketing	S.M.Jha	Himalaya Publishing House	2006

Pedagogy: Powerpoint presentation.

AI-65  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20616W1	ELECTIVE: INVESTMENT MANAGEMENT	5	Theory	--	100

**Objective :** To learn about the investment objectives, primary and secondary market, types of analysis and optimum portfolio.

**UNIT-I: Introduction**

**(Teaching Hours: 10)**

Investment – Meaning – Importance – Objectives – Investment and Gambling – Investment process – Investment alternatives. Investment in Shares and Debentures – Types of Shares and Debentures – Merits and Demerits.

**UNIT-II: New issue market**

**(Teaching Hours: 10)**

New issue market: - Parties involved in new issues – Government and Statutory agencies – Pricing of new issues. The Secondary Market: - Functions of stock exchange – Legal control of stock exchanges in India – Listing of securities – Qualification for listing – BSE, NSE, OTCEI and NSDL.

**UNIT-III: Risk**

**(Teaching Hours: 10)**

Risk – Systematic and Unsystematic risk – Minimizing risk exposure – Risk measurement. Returns – Meaning – Measurement of Returns – Traditional method of measurement – Improved techniques.

**UNIT-IV: Fundamental Analysis**

**(Teaching Hours: 10)**

Fundamental Analysis: Economic Analysis - Industry Life cycle Analysis - Company analysis. Technical Analysis: Dow Theory – Types of Charts – Difference between Fundamental Analysis and Technical Analysis.

**UNIT-V: Efficient Market Theory**

**(Teaching Hours: 10)**

Efficient Market Theory – Basic Concepts – Random Walk Theory — Portfolio Construction – Selection of portfolio – Markowitz model – Efficient frontier. Portfolio Evaluation – Sharpe's performance index – Treynor's performance index – Jensen's Performance index

**Total no. of instruction hours: 50**



AI-66  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**

**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Investment	K1 & K2 & K3
CO2	New issue market in Investment	K2 & K3 & K4
CO3	Risk in Investment Analysis	K2 & K3 & K4
CO4	Fundamental Analysis in Investment	K2 & K3 & K5
CO5	Efficient Market Theory	K2 & K3 & K5

**Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**

**Course Outcome mapping with Programme outcome**

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	2	2	2	3	3	2	3
CO3	1	3	3	3	3	3	3	2	3	3
CO4	3	2	2	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	3	3	3	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas Publishing House	Fifth Revised Edition 2008. (Unit I-V)
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Investment Management	Preethi Singh	Himalaya Publishing House.	14 <sup>th</sup> Revised Edition 2008. Unit I-V
2	Security Analysis & Portfolio Management	S. Kevin	Prentice Hall of India Pvt., Ltd	2006 Edition.
3	Security Analysis & Portfolio Management	Donald E. Fischer, Ronald J. Jordan	Pearson Education	Sixth Edition 2009.

**Pedagogy:** PPT presentation, e-content seminar, Assignment.

AI-67  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	20616S	CORE: PROJECT AND VIVA VOCE	11	Practical	--	--

Students in sixth semester are expected to carry out a project on a topic in any one of the functional areas like Marketing, HR, Finance, Systems, Production etc., for a period of 1 month between November to December of their final year.

**OBJECTIVES OF DOING THE PROJECT:**

The objective of the main project should facilitate the students,

- To apply management concepts to organizational settings.
- To apply specific principles and investigations of research methodology to provide solutions to the organizational problems.
- To understand real organizational situation.

**INSTRUCTIONS TO THE STUDENTS**

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to in contact with the company throughout the project. However, the students can do the project anywhere in India after getting permission from the guide
2. The company in which the student decided to do the project should be reasonably big and should have scope for doing the project
3. Students are advised to choose the topic after discussing with the guide as well as the company guide.
4. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.
5. In case of any difficulties students are advised to seek the help of their guide.
6. Students are asked to be in contact with their guide's thought out the project and are expected to approach their respective guides about the project through E-mail for the smooth completion of the project.
7. Obtain project completion / attendance certificate before leaving the organization.
8. Students are *strictly restricted* to undergo their project work in *textile related companies in Trippur*.

AI-68  
2020-21

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)**  
**COIMBATORE - 641014**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(Under Choice Based Credit System)**  
**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	20616B	CORE: INTERNATIONAL BUSINESS	4	Theory	--	100

**Objective of the Course:**

To acquaint the students with the fundamentals of International Business Export Management and roles played by various institutions concern with international business.

**UNIT – I: Introduction**

**(Teaching Hours: 10)**

International Business: Meaning – Nature and Scope – Importance -Forms of International Business – Theories of International Business: Competitive Advantage Theory- Comparative Advantage Theory – Role of foreign trade in the economic development of India.

**UNIT – II: Globalization**

**(Teaching Hours: 10)**

Globalization: Meaning- Globalization of Production and Market – Obstacles to Globalization in India- Drivers of Globalization, The difference between Domestic business and international Business.

**UNIT – III: Export Procedures**

**(Teaching Hours: 10)**

Export Procedures: Basic steps involved in Starting on export business - Offer and Receipt of Confirmed orders – Producing the Product - Shipment and Banking Procedure – Negotiation and Export incentives – Major problems of India's export sector

**UNIT – IV: Export Import Financing**

**(Teaching Hours: 12)**

Export Import Financing: Procedures for granting packaging credit, Post Shipment Finance, short term, Medium term and Long term finance, Negotiation of documents under L/C, Advances against claims of Export incentives - ECGC. India's import policy- GATT- WTO- IMF - IBRD - Functions and Features - Levels of Regional Economic Integration.

**UNIT – V: Balance of Payments**

**(Teaching Hours: 8)**

Balance of Payments: Nature – Components. Tariffs – Classification of Tariffs – Impact of Tariffs– Counter trade: Types.

**Total no. of instruction hours: 50**

AI-69  
2020-21

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE - 641014

BACHELOR OF BUSINESS ADMINISTRATION  
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Forms of International Business	K1, K2
CO2	Globalization of Product and Market	K2, K4
CO3	Export Procedure	K2, K3
CO4	Export import financing	K1, K5
CO5	Balance of Payment	K2, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	2	2	2	3	2	2	2
CO2	2	2	3	3	3	3	3	3	2	2
CO3	2	2	3	3	3	2	2	3	2	3
CO4	1	2	3	3	3	3	3	3	2	3
CO5	1	2	3	3	3	3	3	3	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Export Management	T.A.S Balagopal	Nobel Publishing house	2008, Eight
2	International Business	Shyam Shukla	Sultan Chand & Sons	2004, First
3.	International Business	K.Aswhathappa	The McGraw Hill Companies	2008, Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Business competing in the Global Marketplace	Charles W.L. Hill Tata Mc Graw	Hill Publishing Company Ltd, New Delhi	2005, Fifth
2	International Trade and Export Management	Francis Cherunilam	Himalaya Publication House	2007, Seventh
3	International Business	Justin Paul	PHI Learning Pvt., Ltd	2009, Fourth
4	International Business	Mike W.Peng	Cengage Learning India Pvt., Ltd	2008, First

Pedagogy: Lecturing, PPT Presentation, Case Discussion, Assignments