

**DEPARTMENT OF
BUSINESS ADMINISTRATION**



HOLY CROSS COLLEGE (AUTONOMOUS)

Affiliated to Bharathidasan University
 Nationally Accredited (4th Cycle) with 'A++' Grade (CGPA 3.75/4) by NAAC
 College with Potential for Excellence
 Tiruchirapalli – 620002

SCHOOL OF MANAGEMENT STUDIES DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: BBA

PO No.	Programme Outcomes <i>Upon completion of the BBA. Degree Programme, the graduate will be able to</i>
PO-1	Obtain quality education and be capable of making positive contribution to business, trade and industry in the national and global context
PO-2	Analyze a solid foundation to pursue professional careers and take up higher learning programmes such as MBA, MBS, MHRM, MFM, ACS, M.Phil, Ph.D
PO-3	Develop self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate intrapreneurship for their employer organizations
PO-4	Analyze critical business skills and competencies required for effective management in modern business
PO-5	Inculcate a positive attitude towards ethical business decisions and social dimensions

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Analyze academic excellence with an aptitude for higher studies, research and to meet competitive exams
PSO-2	Display competencies and knowledge in key business functional areas including accounting, marketing and management
PSO-3	Learn how to effectively manage people and build strong relationships
PSO-4	Enhance critical thinking and analytical skills in terms of decision making
PSO-5	Develop entrepreneurial skill to motivate towards start ups

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI - 620002

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM – UG COURSE PATTERN

B.B.A.

(For Candidates admitted from June 2020 onwards)

Sem ester	Part	Course	Title of the Course	Code	Hrs./ Wk	Credits	Marks	
I	I	Language	Tamil Paper-I/ Hindi Paper-I/ French Paper –I	U20TL1TAM01/ U20HN1HIN01/ U20FR1FRE01	3	3	100	
	II	English	English Paper-I	U20EL1GEN01	3	3	100	
	III	Major Core-1	Business Management	U20BB1MCT01	6	5	100	
		Major Core- 2	Financial Accounting	U20BB1MCT02	5	5	100	
		Allied Course-1 (Compulsory)	Business Mathematics &Statistics for Managers	U20BB1ALT01	4	2	100	
		Allied Course-2 (Compulsory)	Business Communication	U20BB1ALT02	4	2	100	
	IV	MSBE 1	Computer Literacy – Tally/ MS office	U20BB1SBP01	2	1	100	
		Environmental Studies	Environmental Studies	U20RE1EST01	2	1	100	
		Value Education	Ethics / Catechism / Bible Studies	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	-	-	
		Service Oriented Course		-	-	-	-	
	Internship/Field work/Field project 30 hours –Extra credit				U20SP1ECC01		2(Extra Credit)	100
	TOTAL					30	24	800 +100

Semester	Part	Course	Title of the Course	Code	Hrs./Wk	Credits	Marks
II	I	Language	Tamil Paper-II/ Hindi Paper –II/ French Paper – II	U20TL2TAM02/ U20HN2HIN02/ U20FR2FRE02	3	3	100
	II	English	English Paper-II	U20EL2GEN02	3	3	100
	III	Major Core-3	Marketing Management	U20BB2MCT03	5	4	100
		Major Core-4	Business Environment	U20BB2MCT04	4	3	100
		Major Core -5	Banking Theory Law & Practice (from commerce) Management Information System (for commerce)	U20CO2MCT05 U20BB2MCT05	4	3	100
		Allied Course-3(Compulsory)	Indian Financial System	U20BB2ALT03	4	2	100
		Allied Course – 4(Compulsory)	Managerial Economics (from economics) Human Resource Management (to economics)	U20BB2ALT04	4	2	100
	IV	Skill Based Course (SBC)– 1	Soft Skills Development	U20RE2SBT01	2	1	100
	IV	Value Education	Ethics / Catechism / Bible Studies	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	1	100
	Service Oriented Course				-	-	-
Internship/Field work/Field project 30 hours –Extra credit				U20SP2ECC02		2 (Extra Credit)	100
TOTAL					30	24	1100+ 100

(For Candidates admitted from the academic year 2020 - 21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – I

Course Title	Major Core 1 - BUSINESS MANAGEMENT
Total Hours	90
Hours/Week	6 Hrs/ Wk
Code	U20BB1MCT01
Course Type	Theory
Credits	6
Marks	100

General Objectives:

To acquaint the students with the basic elements of management

Course Objectives:

CO No.	Course Objectives
CO-1	Understand the functions and principles of management.
CO-2	Analyse the various methods of planning.
CO-3	Remember the organizations structures to be followed in management.
CO-4	Analyze the activities followed in staffing and directing.
CO-5	Understand the controlling in an organization

UNIT - I : INTRODUCTION

18 hours

Business Management: Nature - Functions - Evolution – Management Vs Administration
 - Science or Art - Contributions by Taylor, Henry Fayol, Drucker

Extra Reading/Keywords: *Management and society*

UNIT – II : PLANNING**18 hours**

Planning: Process- Kinds of planning - Balance score card- Forecasting and Planning- Limitations of Planning - Decision making.

Extra Reading/Keywords: *performance management tools*

UNIT – III : ORGANISING**18 hours**

Organizing: Process – Features – Elements – Structure – Different Forms - Principles of Organisation – Departmentation – Delegation and Decentralization - Span of Control - Organization Charts .

Extra Reading/Keywords: *organization structure*

UNIT - IV : STAFFING AND DIRECTING**18 hours**

A. Staffing: Man power Management – Functions - Recruitment - Selection - Tests and Interviews - Training and Development.

B. Directing and Co-ordination: Principles - Elements. Supervision - Leadership

Extra Reading/Keywords: *leading traits*

UNIT - V : CONTROL**18 hours**

Controlling: Nature - Control Process – Techniques of managerial control – Techniques of Management – MBO –MBE – MBP – MBS.

Extra Reading/Keywords: *controlling network analysis*

COURSE OUTCOMES

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the Contributions by Taylor, Henry Fayol, Drucker.	PSO-2	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning.	PSO-3	Ap
CO-3	Identify the organization process, departmentation, organization structure and span of control	PSO-2	U
CO-4	Paraphrase recruitment, selection and training in an organisation	PSO-2	U
CO-5	Recognise the optimum control process and control techniques	PSO-2	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;
An – Analyse; E- Evaluate; C – Create

TEXT BOOK:

- C. B. Gupta : Principles of Management, Sultan Chand
and Sons, New Delhi,2007

BOOKS FOR REFERENCE:

- 1. DinkarPagare : Principles of Management, Sultan Chand
▪ and Sons, New Delhi,2007
- 2. Steven B Robins : Principles and Practice of management
- 3. Fred Luthans : Organizational Behaviour; McGraw Hill,
▪ New York, 2006
- 4. Louis A. Allen : Management and Organization; McGraw
▪ Hill, Tokyo, 2004.
- 5.Koontz and O'Donnel :Principles of Management

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – I

Course Title	Major core 2 - FINANCIAL ACCOUNTING
Total Hours	75
Hours/Week	5 Hrs/ Wk
Code	U20BB1MCT02
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the student to understand the basic knowledge of accounting concepts and preparation of financial statement.

Course Objectives:

CO No.	Course Objectives
CO-1	Understand the accounting concepts and provision and reserves final accounts of sole traders
CO-2	Remember the depreciation and different methods.
CO-3	Analyse accounts of Non-trading concerns
CO-4	Understand the final accounts of company accounts and sweat equity share.
CO-5	Analyse the final accounts of companies

UNIT - I: ACCOUNTING CONCEPTS AND FINAL ACCOUNTS OF SOLE TRADERS
15 hours

Accounting concepts and conventions- Need for Indian Accounting Standard- Capital and Revenue Expenditure-Adjusting and Closing entries - Provision and Reserves.

Introduction - Trading and Profit & Loss Account and Balance Sheet.

Extra Reading/Keywords: *Going concern concept, Dual aspects concept*

UNIT - II: DEPRECIATION**15 hours**

Depreciation Accounting - Methods of providing depreciation - Straight line method – Written down value method - Sinking fund method - Insurance policy method

Extra Reading/Keywords: *Opening Stock, Income, Expense, Assets and Liabilities Scrap value and Residual value*

UNIT - III: NON PROFIT ORGANISATION**15 hours**

Accounts of Non-trading concerns; Receipts and Payments Account, Income and Expenditure Account and Balance Sheet.

Extra Reading/Keywords: *Opening Stock, Income, Expense, Assets and Liabilities Scrap value and Residual value*

UNIT - IV: INTRODUCTION TO COMPANY ACCOUNTS**15 hours**

Introduction to company - Issue & Forfeiture of shares and Re-issue of shares. Rights issue, Bonus issue, Buy back of shares and Sweat equity shares – concepts

Extra Reading/Keywords: *Statutory company, Holding company, Allotment and Application*

UNIT - V: FINAL ACCOUNTS OF COMPANIES**15 hours**

Preparation of Profit and Loss Accounts, Appropriation account and Balance sheet. (Vertical format) (excluding managerial remuneration)

Extra Reading/Keywords: *Sources of fund and Application of funds*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Realize the accounting concepts and conventions used in the business and final accounts of Sole Traders.	PSO -2	U
CO-2	Calculate the methods of depreciation and	PSO -4	An
CO-3	Explain the accounts of non profit organisation	PSO -2	U
CO-4	Describe the Rights issue, Bonus issue, Buy back of shares and Sweat equity shares	PSO – 4	An
CO-5	Prepare Profit and Loss Accounts of a company.	PSO – 2	U

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TEXT BOOKS:

- Reddy & Murthy, 2008.*Financial Accounting*.Chennai, India:Margam Publications.
- Dalston L. Cecil &Jenitra L. Merwin, (2008).*Principles of Accountancy*,
Trichy: Learntech Press

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – I

Course Title	Allied Course 1 - BUSINESS MATHEMATICS & STATISTICS FOR MANAGERS
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U20BB1ALT01
Course Type	Theory
Credits	2
Marks	100

General Objectives:

To impart the knowledge on Simple Interest, Compound Interest, Differentiation and Integration.

Course Objectives:

CO No.	Course Objectives
CO-1	Evaluate the concepts of finance and methods in mathematics and investment decisions
CO-2	Understand the differentiation and various methods of derivatives function
CO-3	Apply the statistics and the calculation of measures of central tendency.
CO-4	Understand the different methods in measures of Dispersion.
CO-5	Evaluate the correlation variables and test the variable using chi square test.

UNIT - I : MATHEMATICS OF FINANCE

12 hours

Mathematics of finance: Simple Interest – Recurring Deposit- Compound Interest – Depreciation.

Extra Reading/Keywords: Interest calculation

UNIT - II: DIFFERENTIATION**12 hours**

Differentiation- Applications of the derivative – Arithmetic progression and geometric progression.

Extra Reading/Keywords: Progression

UNIT - III : STATISTICS**12 hours**

Statistics-Meaning & scope –Collection of data – Classification & Tabulation- diagram & Graphs (Histogram, polygon, Cumulative) Measures of central tendency,(Mean, Median, Mode).

Extra Reading/Keyword: Descriptive statistics

UNIT - IV : MEASURES OF DISPERSION**12 hours**

Measures of Dispersion (Range, Quartile Deviation, Mean deviation, Standard deviation)

Extra Reading/Keyword: Descriptive statistics

UNIT - V: CORRELATION AND CHI SQUARE**12 hours**

Correlation – Karl Pearson’s Coefficient of correlation –Rank Coefficient of Correlation.
Chi square test – Test of Goodness of fit – Test of Independence.

Extra Reading/Keyword: Correlation

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Distinguish the concepts of simple interest, compound interest, true discount and annuities.	PSO-4	An
CO-2	Calculate the derivatives of function.	PSO-4	An
CO-3	Illustrate the concepts of statistics, mean , median and mode	PSO-4	An
CO-4	Breakdown the measures of Dispersion such as standard deviation and quartile deviation.	PSO-4	An
CO-5	Examine the goodness of fit and correlation.	PSO-4	An

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BOOKS FOR STUDY:Treatment as in

- Unit I & II, III : Business Mathematics and Statistics by P.R. Navaneethan.
- Unit IV, V - Business Statistics by P.R. Vittal

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – I

Course Title	Allied Course 2 - BUSINESS COMMUNICATION
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U20BB1ALT02
Course Type	Theory
Credits	2
Marks	100

General Objective :

To enable the students to understand the various communication channels and write the business letters effectively and to develop communication skills.

Course Objective :

CO No.	Course Objectives
CO-1	Understand the characteristics, objectives and the barriers to communication.
CO-2	Analyse the different communication channels and communication network in organization.
CO-3	Understand the kinds and layout of business letter and official legal communication.
CO-4	Remember the needs and advantages of listening and speaking and the features of effective speech.
CO-5	Analyse the advantages of technology in business communication and the importance of E – communication.

UNIT – I : INTRODUCTION TO BUSINESS COMMUNICATION 12 hours

Communication: Meaning – Definition – Characteristics – Objectives - Types - Principle of Effective Communication – Communication Process - Barriers to Communication.

Extra Reading/Keyword: *Communication and morale, Communication and productivity*

UNIT – II : COMMUNICATION CHANNELS**12 hours**

Meaning – Communication Channels by Formality – Formal, Informal and unofficial communication channels - Means of Communication – Digital communication channel- Face to face Communication –Written communication - Communication Network in Organisation.

Extra Reading/Keyword: *Video conferencing, Audio conferencing*

UNIT – III : BUSINESS CORRESPONDENCE**12 hours**

Need and Importance of Business Correspondence - Kinds of Business Correspondence - Reports – Characteristics of a Good Report – Types of Business Reports - Official Legal Communication - Job Application Letter - Preparing a Resume

Extra Reading/Keyword: *Sales Correspondence, personalized correspondence, Circulars*

UNIT – IV : LISTENING & SPEAKING**12 hours**

Listening: Needs & Advantages of Listening - Active & Passive Listening - Elements of Active Listening - Coherence of Listening with Reading and Speaking.

Speaking: Features of effective Speech - Role Play - Conversation building - Presentation Skills – Group Discussions – Interview facing skills

Extra Reading/Keyword: *Receptive skills, productive skills*

UNIT – V : TECHNOLOGY IN COMMUNICATION**12 hours**

Role - Effects - Advantage of Technology in Business Communication - Importance of E-Communication – Email Text Messaging -Instant Messaging - Modern Techniques (Video Conference) - E- Mail Etiquette – Business communication trends.

Extra Reading/Keyword: *Collaborative digital workspaces, cloud based apps*

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Interpret the characteristics and the barriers to communication.	PSO-5	E
CO-2	Classify the various communication channels	PSO-2	U
CO-3	Summarise the need and importance of business correspondence in an organisation.	PSO-2	U
CO-4	Explain the characteristics of effective speaking and listening	PSO-2	U
CO-5	Examine the advantages of technology in business communication.	PSO-4	An

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOKS

Urmila Rai, (2009). Business Communication, New Delhi: Himalaya Publications.

BOOKS FOR REFERENCES

- P.Kiranmai Dutt & Geetha Rajeevan, (2006) - Basic Communication Skills.
- Lesikar, R.V. & Flatley, M.E. (2005) - Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.

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HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – I

Course Title	MSBE I - Computer Literacy – Tally/ MS office
Hours/Week	2 Hrs/ Wk
Code	U20BB1SBP01
Course Type	Practical
Credits	1
Marks	100

COURSE OBJECTIVES

- To enable the students to understand the basic principles and concepts of computerized accounting.
- To enable the students to use Tally 9 ERP for accounting.

UNIT: I

Computerized Accounting –Introduction to architecture of Tally – Creation of company – Creation of groups – Various kinds of groups – multiple and single – Creation of ledgers – Various kinds of ledgers.

UNIT: II

Entering vouchers – Journal voucher, purchase voucher, sales voucher, receipt vouchers, payment vouchers – Role and importance of function keys.

UNIT: III

Extraction of Trial Balance, Trading Account, Profit and Loss Account and Balance Sheet, Simple sums with and without adjustments – Alter – Select – Edit – Delete – Selection of company.

UNIT: IV

Introduction to inventories – Creation of stock category – Stock groups – Stock items – Editing and deletion of stock items – Usage of stock in voucher entry – Stock voucher or purchase orders – Sales orders.

UNIT: V

Creation of cost Centre category – Cost centre category – Editing and deleting cost centre – Usage of cost category and cost centre in voucher entry .

TEXT BOOK: → ICAR & D Team : Tally 9, Vikas Publishing House Pvt. Ltd., New Delhi, 2006.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – II

Course Title	Major Core 3 - MARKETING MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs/ Wk
Code	U20BB2MCT03
Course Type	Theory
Credits	4
Marks	100

General Objective :

To enable the students to appreciate the concept of modern marketing and the recent trends

Course Objective :

CO No.	Course Objectives
CO-1	Analyse the notion of traditional and modern marketing
CO-2	Understand the product policy and market segmentation.
CO-3	Analyse the different pricing and promotional mix in the marketing.
CO-4	Understand the advertising and personal selling techniques.
CO-5	Evaluate the various services rendered by the channels of distribution

UNIT – I : INTRODUCTION TO MARKETING**15 hours**

Marketing - Definition - Scope - Traditional and Modern concept - Importance and functions of marketing - Basic approaches to marketing - Marketing of agricultural, industrial and consumer goods – Consumer Behaviour.

Extra Reading/Keywords : *Marketing, consumer behavior*

UNIT – II: PRODUCT POLICY AND MARKET SEGMENTATION**15 hours**

Product - Product Planning and Product Policy - Product Mix- Branding - Packaging - Product Life Cycle - Product planning for existing Product and new product. Market Segmentation.

Extra Reading/Keywords : *Product, market segmentation*

UNIT – III : PRICING AND PROMOTION MIX**15 hours**

Pricing - Pricing objectives - Factors influencing pricing - Methods of pricing – Pricing policies. Promotion: Promotion Mix - Sales Promotion.

Extra Reading/Keywords : *Pricing, promotion*

UNIT – IV : ADVERTISING AND PERSONAL SELLING**15 hours**

Advertising - Objectives - Importance - Advertisement Copy - Different media – Selection of media – Role of Advertising Standards Council India.

Personal Selling - Features - Functions - Selection of salesmen and training - Controlling.

Extra Reading/Keywords : *Advertising, personal selling*

UNIT – V : MARKETING CHANNELS AND MARKETING RESEARCH 15 hours

Channels of Distribution - Channel Functions - Middlemen - Wholesalers - Retailers - Selection of marketing channels- Direct Marketing- Tele-marketing - Online marketing - Social media marketing – Marketing Information and Research.

Extra Reading/Keywords : *Marketing channels, Social media*

COURSE OUTCOMES (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Marketing , marketing of agricultural, industrial and consumer goods and Consumer Behaviour.	PSO-2	U
CO-2	Infer the product mix, branding, packaging, Product Life Cycle and market Segmentation.	PSO-2	U
CO-3	Give examples of pricing, promotion mix and sales promotion.	PSO-2	U
CO-4	Appraise the advertising , personal selling techniques and role of Advertising Standards Council India.	PSO-4	An
CO-5	Contrast the services rendered by the channels of distribution and develop service marketing skills	PSO-4	An

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TEXT BOOK:

- Rajan Nair : Marketing; Sultan Chand and Sons, New Delhi'2006

BOOKS FOR REFERENCE:

- Kotler Philip : Marketing Management Englewood Cliffs; Prentice Hall, New Delhi,2006
- R.S.N.Pillai&Bhagavathi : Modern Marketing Principles &Practises,S.Chjand&Co.Ltd,NewDelhi, 2009
- Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice-Hall of India, New Delhi,2006
- William M. Pride & :Marketing, Boston: Houghton-Mifflin. Ferrell.O.C

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – II

Course Title	Major Core – 4: BUSINESS ENVIRONMENT
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U20BB2MCT04
Course Type	Theory
Credits	3
Marks	100

General Objectives:

To enable the student to identify the different environments of business and impact of the various environment on the business.

Course Objectives:

CO No.	Course Objectives
CO-1	Analyse the concept of business environment and the consumer protection Act.
CO-2	Understand the kinds of economic systems and economic environment
CO-3	Evaluate labor environment and workers participation in management
CO-4	Understand the technological and socio cultural environment in current business environment
CO-5	Analyse privatization, globalization and multinational companies

UNIT – I : INTRODUCTION

12 hours

Business: Meaning – Characteristics - Environments of Business - Micro and Macro business environment - Changing concept and objectives of Business. Business Ethics: Social responsibilities of Business - Consumer Rights: Consumer Protection Act - Procedure for filing complaints and redressal mechanisms.

Extra Reading/Keywords: *Business environment, Consumer protection act*

UNIT- II: ECONOMIC ENVIRONMENT**12 hours**

Economic Systems; Capitalism, Socialism, Mixed Economy. The mixed Economy of India. Economic Roles of Government - The Constitutional Environment - Economic, Monetary and Fiscal Policy. State and Union Budgets - Finances of the Union and State Governments - Finance Commission.

Extra Reading/Keywords :*Economic systems, economic environment*

UNIT - III: LABOUR ENVIRONMENT**12 hours**

Workers' Participation in Management: Problems and Limitations - Forms of Participation's, Schemes in India. Exit Policy: Need for Exit Policy - Patents protection - Patents Law in India - Dunkel Draft Vs. Indian Patents Law – WTO - Issues relating to environment and labour standards.

Extra Reading/Keywords: *WPM, Exit policy*

UNIT- IV: TECHNOLOGICAL AND SOCIO CULTURAL ENVIRONMENT 12 hours

Technological Environment: Concept of Technology – Appropriate technology- process of innovation – Rates of technology development for selected industries (agriculture, Computer, Pharma) – Bench Marking- TIFAC CORE.

Socio Cultural Environment: Impact on Business - Emerging middle class- Rise in consumer spending – Social responsibility – Socio audit – political and Economic Environment- social media and its role in Business.

Extra Reading/Keywords:*Technological, socio-cultural, social audit*

UNIT- V: GLOBAL ENVIRONMENT**12 hours**

Privatization - Defects of Public sectors - Benefits of Privatization and reaction to Privatization - Ways of Privatization. Globalization: Strategies - Importance of Globalization. Multinational Companies: Investments patterns- motives - Benefits - Code of conduct.

Role of Foreign Capital: Private Foreign Capital – Limitations - Dangers

Extra Reading/Keywords:*Privatization, Multinational companies*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate and develop conceptual framework of business environment and the consumer protection Act.	PSO- 2	U
CO-2	Analyse the economic environment for strategic decision making and predict its impact in business	PSO – 1,2	U, R
CO-3	Retrieve the concept of labour environment and workers participation in management	PSO – 3	E
CO-4	Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.	PSO – 2	U
CO-5	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business	PSO – 2	U

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TEXT BOOK:

- C.B.Gupta : Business Environment, Sultan & Sons
New Delhi, 2009

BOOKS FOR REFERENCE

- Francis Cherunilam : Business Environment, Himalaya Publishing House, New Delhi,2008.
- Aswathappa K. : Essentials of Business Environment; Himalaya Publishing House, New Delhi.
- Michael : Business Environment, Vikas, 2005
Publishing House, Delhi, 2005
- Sundaram& Black : The International Business Environment; Prentice Hall,
New Delhi,2005
- Agarwal A.N : Indian Economy; Vikas Publishing
House, Delhi,2005

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – II

Course Title	Major Core 5 – MANAGEMENT INFORMATION SYSTEM
Total Hours	60
Hours/Week	4 Hrs/ wk
Code	U20BB2MCT05
Course Type	Theory
Credits	3
Marks	100

General Objectives:

To acquaint the students to understand the importance of Management Information System in a systematic approach in decision making towards management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the meaning of MIS with its functions in management
CO-2	Analyze the role of Decision Support System in managerial decisions
CO-3	Analyse the fundamentals of Data processing
CO-4	Remember the organization and computer networks
CO-5	Evaluate the Security and Ethical Issues in MIS.

UNIT 1: MANAGEMENT INFORMATION SYSTEM

12 hours

Introduction to Management Information System – Meaning - Evolution of MIS - Role and Importance - Impact of MIS - Types of Computer based information system.

UNIT II: DECISION SUPPORT SYSTEM**12 hours**

Decision Making – Managerial decision making process – Decision Support System – Meaning – Characteristics and Components of Decision Support System – Software tools of Decision Support System – Executive Information System – Executive roles and Decision making- Group Decision Support System.

UNIT – III: DATA PROCESSING**12 hours**

Fundamentals of Data Processing - Computer Operation of Manual Information System - Components of Computer Systems - Flow Chart - Conversion of Manual to Computer Based Systems - Computer Systems Software - Application Software - Telecommunication Modem.

UNIT IV: DATA COMMUNICATION**12 hours**

Introduction - EDI Electronic Data Interchange- Net Working Concepts , LAN, WAN - Components of LAN, WAN - Network Topologies - Difference between Internet, Intranet and Extranet.

Introduction Of E-Commerce –Concept - Recent trends - Business Reengineering Process - Electronic Funds Transfer – Legal and Security issues of E-Commerce.

UNIT V: SECURITY AND ETHICAL ISSUES**12 hours**

Introduction, Control Issues in Management Information Systems- Security Hazards- Ethical Issues- Technical solutions for Privacy Protection.

Course Outcomes:**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Describes the significance of management information system in an organization	PSO – 2	U
CO-2	Examines the best way for problem solving with Decision Support System	PSO - 4	An
CO-3	Describes the fundamentals of data processing	PSO – 2	U
CO-4	Identify the data communication networks	PSO – 2	U
CO-5	Describes the security and ethical issues of Management Information System	PSO – 2	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap –Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK

- Mr. C.S.V. Murthy (2017) , Management Information system, Himalaya Publications.

BOOKS FOR REFERENCE

- Jawadewar W.S. , (2012), *Management Information System*, Tata McGraw Hill Editions.
- Azari R., (2003), *Current Security Management & Ethical Issues of Information Technology*, IRM press.
- Kalakota, R. and Whinston, A. B., (2000), *Frontiers of Electronic Commerce*, Delh: Addison Wesley Longman.
- Dr. Rajagopalan S. P., (2016), *Management Information System*, Chennai: Margham Publications.

(For Candidates admitted from the academic year 2020 - 21 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – II

Course Title	Allied Course 3 - INDIAN FINANCIAL SYSTEM
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U20BB2ALT03
Course Type	Theory
Credits	2
Marks	100

General Objectives:

To expose the students to various concepts in Indian Financial System

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the functions and structure of the Indian Financial System
CO-2	Analyse the functions of the various kinds of financial institutions
CO-3	Evaluate the functions of the Money market.
CO-4	Understand the functioning of the Capital market in India.
CO-5	Understand the functions and types of the regulatory authorities in India

UNIT – I : FINANCIAL SYSTEM

12 hours

Introduction – Functions of a financial system – Structure of the Indian Financial System
 - Relationship between financial system and the economy. Financial Services in India- Types of services: Merchant Banking, Venture Capital, Leasing, and Factoring.

Extra reading /Key words: *Savings. Investment . Banking sector*

UNIT –II : FINANCIAL INSTITUTIONS**12 hours**

Development Financial Institutions: IFCI, SIDBI, EXIM BANK, NABARD - Functions.
Banking and Non-Banking Institutions: Scheduled Commercial banks – Types. Co operative banks. Investment banks.

Non-banking Finance Companies: Growth , Types

Extra reading /Key words : *Industrial Development. Development Banks. NBFC.*

UNIT – III : FINANCIAL MARKETS**12 hours**

A: The Money market: Functions, Significance. Indian Money market. Money market instruments: Call money, Treasury Bills, Commercial Bills, Commercial Papers, Certificate of Deposit, Repo instruments etc.

B: The Capital market: Functions – Primary Capital market and Secondary Capital market. The Primary Capital market – IPO, FPO, - Public issue, Rights issue Private placement. IDR, Book building issue. Issue Management

Extra reading /Key words : *Notice money. Participants in money market.*

UNIT – IV : FINANCIAL MARKETS (Continued)**12 hours**

The Secondary Capital market: Meaning, Functions. Stock Markets in India – BSE, NSE - Stock Market Indices. Depositories - NSDL, CDSL. Internet trading -Commodities Market in India. Foreign Exchange market.

Extra reading /Key words : *Merchant banking services. NSDL & CDSL*

UNIT – V : FINANCIAL SYSTEM REGULATION**12 hours**

The Securities and Exchange Board of India: Management, Powers and Functions of SEBI, Regulation and Supervision of Securities market – Investor Protection measures.

The Reserve Bank of India: Objectives, Organisation, Functions & Role of RBI in the development of the Indian Financial System. Credit Rating.

Extra reading /Key words : *Powers of SEBI. Credit Rating agencies in India.*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	State the functions of the Indian Financial system	PSO-1	R
CO-2	Recognise the structure of the Financial system in India	PSO-2	U
CO-3	Examine the functions of the various kinds of financial institutions	PSO- 3	An
CO-4	Explain the functions of the Money market in India.	PSO-4	E
CO-5	Recall the different types of Money market financial instruments	PSO-2	U
CO-6	Examine the importance of Capital market in India	PSO-3	An
CO-7	Recognise the types of capital market	PSO-2	U
CO-8	Explain the functions SEBI as the regulatory authority	PSO-4	E
CO-9	Examine the role of RBI as the regulatory authority	PSO-2	An
CO-10	Explain the importance of Credit Rating of financial instruments to result in skill and analyzing ability	PSO-2, 4	U,An

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap –Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOKS:

- Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi,2014
- Gordon E & Natarajan K. Indian Financial Systems, Himalaya Publishing House, New Delhi,2015

BOOKS FOR REFERENCE:

- Bharati V Pathak, Indian Financial System, Pearson Publications,2014.
- Machiraju H R , Indian Financial System, Vikas Publishing House, New Delhi2010
- Khan M Y, Indian Financial System, 2nd Edition, Tata McGraw Hill EducationPrivate Limited, New Delhi,2015.
- Santhanam B., Financial Services, Margham Publications, Chennai,2011
- Gurusamy S., Financial Markets & Institutions, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi,2010.

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HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. - First Year - Semester – II

Course Title	Allied Course 4 - HUMAN RESOURCE MANAGEMENT
Total Hours	60
Hours/Week	4 Hrs/ Wk
Code	U20BB2ALT04
Course Type	Theory
Credits	2
Marks	100

General Objectives:

To enable the students to understand the concepts of Human Resources Management

Course Objectives:

CO No.	Course Objectives
CO-1	Understand the role and functions of HRM
CO-2	Analyze the significance of HRP
CO-3	Understand the source of recruitment and selection
CO-4	Analyze the development of employees through training and development
CO-5	Identify the administration in compensation planning

UNIT – I : INTRODUCTION

12 hours

Evolution - Role and Status of HRM in India – Nature, objectives scope and functions of HRM- Distinction between PM and HRM - Role of HRM in corporate strategic management - Responsibilities and qualities of HR Manager.

Extra Reading/keywords::*Scope of HRM in India*

UNIT – II : HR- PLANNING**12 hours**

Strategic human resource management - Environmental influence of HRM – Human Resource Planning – Importance - HRP Process - Job analysis-methods of data collection - job description-job specification - job design.

Extra Reading/keywords: *Manpower planning*

UNIT – III : RECRUITMENT AND SELECTION**12 hours**

Recruitment and Selection - Sources of Human Resources. Selection Process - Tests and Interviews - Placement and Induction - Performance appraisal - Methods of Appraisal – uses and limitations - counseling.

Extra Reading/keywords: *Activities in HRM*

UNIT – IV : TRAINING AND DEVELOPMENT**12 hours**

Training and Development – Nature - Need and importance –methods: On the job training – off the job training – Executive development programs - Process - HRA - HRIS - Career Counseling - Promotion and Transfers –Demotion.

Extra Reading/keywords: *Imparting and development*

UNIT – V: COMPENSATION PLANNING**12 hours**

Wages and salary administration –Incentives - Fringe benefits-Quality of work life-Discipline - Grievance handling – Developing grievance handling system - Redressal of Grievances.

Extra Reading/keywords: *Remuneration*

COURSE OUTCOME

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U
CO-2	Critically analyze the need for human resources planning	PSO-4	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-3	Ap
CO-4	Demonstrate the kinds of Training and development.	PSO-3	Ap
CO-5	Recognise the grievance handling system and WASA	PSO-2	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK:

C.B.Gupta :Human Resource Management, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE:

1. K. Aswathappa : Human Resource and Personnel Management Tata McGraw Hill Publishing Company Ltd, New Delhi
2. Stephen P. Robins : Organizational behaviour, Prentice Hall of India Ltd, New Delhi,2000
3. C.B. Memoria : Personnel Management, Himalaya Publishing House, New Delhi,1999
4. Edwin Flippo : Personnel Management, Tata McGraw Hill Publications, New delhi, 1984
5. S.S.Khanka :Human Resource Management, Sultan Chand & Sons, New Delhi.



HOLY CROSS COLLEGE (AUTONOMOUS)

Affiliated to Bharathidasan University
 Nationally Accredited (4th Cycle) with 'A++' Grade (CGPA 3.75/4) by NAAC
 College with Potential for Excellence
 Tiruchirapalli – 620002

SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
Programme: BBA

PO No.	Programme Outcomes <i>Upon completion of the BBA. Degree Programme, the graduate will be able to</i>
PO-1	Obtain quality education and be capable of making a positive contribution to business, trade and industry in the national and global context
PO-2	Analyze a solid foundation to pursue professional careers and take up higher learning courses such as MBS, MHRM, MFM, ACS, M.Phil, Ph.D
PO-3	Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate intrapreneurship for their employer organizations
PO-4	Analyze critical business skills and competencies required for effective management in modern business
PO-5	Inculcate a positive attitude towards ethical business decisions and social dimensions

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Analyze academic excellence with an aptitude for higher studies, research and to meet competitive exams
PSO-2	Display competencies and knowledge in key business functional areas including accounting, marketing and management
PSO-3	Learn how to effectively manage people and build strong relationships
PSO-4	Enhance critical thinking and analytical skills in terms of decision making
PSO-5	Develop entrepreneurial skill to motivate towards start ups

HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI - 620002

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM – UG COURSE PATTERN

B.B.A.

For Candidates admitted from June 2018 onwards

Semester	Part	Course	Title of the Course	Code	Hrs /wk	Credits	Marks
I	I	Language	Tamil Paper-I/ Hindi Paper –I/ French Paper – I	U15TL1TAM01/ U18HN1HIN01/ U16FR1FRE01	5	3	100
	II	English	English Paper-I	U15EL1GEN01	6	3	100
	III	Major Core-1	Business Management	U18BB1MCT01	5	5	100
	III	Major Core- 2	Business Environment	U18BB1MCT02	5	5	100
	III	Allied Course-1	Financial Accounting	U18BB1ACT01	4	4	100
	III	Allied Course-2	Business Mathematics & Statistics for Managers	U18BB1ACT02	4	3	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01/ U15VE2LVC01/ U15VE2LVB01	1	-	-
			Internship/Field work/Field project 30 hours – Extra credit	U18SP1ECC01	-	2	100
	TOTAL					30	25

Semester	Part	Course	Title of the Course	Code	Hrs /wk	Credits	Marks
II	I	Language	Tamil Paper-II/ Hindi Paper –II/ French Paper – II	U15TL2TAM02/ U18HN2HIN02/ U16FR2FRE02	5	3	100
	II	English	English Paper-II	U15EL2GEN02	6	3	100
	III	Major Core-3	Marketing Management	U18BB2MCT03	6	5	100
	III	Major Core-4	Indian Financial System	U18BB2MCT04	5	5	100
	III	Allied Course -3	Managerial Economics	U18BB2ACT03	4	4	100
			Service Oriented Course		1	-	-
	IV	Skill Based Elective 1	Soft Skill Development	U15RE2SBT01	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE2LVE01/ U15VE2LVC01/ U15VE2LVB01	1	1	100
		Internship/Field work/Field project 30 hours – Extra credit		U18SP2ECC02		2	100
	TOTAL					30	25

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks
III	I	Language	Tamil Paper-III/ Hindi Paper –III/ French Paper – III	U15TL3TAM03/ U18HN3HIN03/ U16FR3FRE03	5	3	100
	II	English	English Paper-III	U15EL3GEN03	6	3	100
	III	Major Core– 5 (MC)	Operations Research	U18BB3MCT05	5	5	100
	III	Major Core –6 (MC)	Organizational Behaviour	U18BB3MCT06	5	5	100
	III	Allied Optional – 1 (AO)	Business Ethics	U18BB3AOT01	4	3	100
	IV	Skill Based Elective 2 (Industrial Relations)	Sustainable Rural Development and Students Social Responsibility	U18RE3SBT02	1	1	100
			Industrial Management	U19BB3IRT01	1	1	100
	IV	Skill Based Elective 3	Computer Literacy – Tally	U19BB3SBP03	2	2	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	-	
			Internship/Field work/Field project 30 hours –Extra credit	U18SP3ECC03		2	100
TOTAL					30	25	900

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks
IV	I	Language	Tamil Paper-IV/ Hindi Paper –IV/ French Paper - IV	U15TL4TAM04/ U18HN4HIN04/ U16FR4FRE04	5	3	100
	II	English	English Paper-IV	U15EL4GEN04	6	3	100
	III	Major Core– 7 (MC)	Management Accounting	U18BB4MCT07	6	5	100
	III	Allied Optional - 2(AO)	Retail Management	U18BB4AOT02	4	4	100
	III	Allied Optional – 3(AO)	Industrial Law	U18BB4AOT03	4	3	100
	IV	Skill Based Elective 4	Online Course	U19OC4SBT04	2	2	100
	IV	Skill Based Elective 5	Entrepreneurial Development	U18BB4SBP05	2	2	100
			Service Oriented Course		-	1	100
	IV	Value Education	Ethics/Catechism/ Bible Studies	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1	1	100
			Internship/Field work/Field project 30 hours –Extra credit	U18SP4ECC04		2	100
	TOTAL					30	26

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks
V	III	Major Core – 8 (MC)	Human Resources Management	U18BB5MCT08	6	6	100
	III	Major Core –9 (MC)	Cost Accounting	U18BB5MCT09	5	5	100
	III	Major Core–10(MC)	Production and Operation Management	U18BB5MCT10	5	5	100
	IV	Major Core – 11 (MC)	Information Technology for Business	U18BB5MCT11	5	5	100
	IV	Major Elective – 1	Business Law / Banking Theory Law & Practices	U18BB5MET01 U18BB5MET02	4	3	100
	IV	NME – 1	Disaster Management	U18BB3NMT01	2	2	100
	IV	EVS	Environmental Studies		2	1	100
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1	-	-
			Internship/Field work/Field project 30 hours – Extra credit	U18SP5ECC05		2	100
	TOTAL					30	29

Semester	Part	Course	Title of the Course	Code	Hrs/wk	Credits	Marks	
VI	III	Major Core – 12 (MC)	Financial Management	U18BB6MCT12	5	5	100	
	III	Major Core– 13 (MC)	Strategic Management	U18BB6MCT13	5	5	100	
	III	Major Core– 14 (MC)	International Business	U18BB6ACT14	5	5	100	
	IV	Major Elective 2	Security Analysis and Portfolio Management/ Income Tax Law & Practices	U18BB6MET01 U18BB6MET02	4	4	100	
		Major Elective 3	Total Quality Management/ Company Law	U18BB6MET03 U18BB6MET04	5	5	100	
		Skill-based Elective – 6	Research Methodology	U15DS6SBT06	2	2	100	
		NME – 2	Fundamentals of Event Management	U18BB6NMT02	2	2	100	
		Extension Activities	RESCAPES- Impact study of Project	-	-	1	100	
			Gender Studies	U15WS6GST01	1	1	100	
	IV	Value Education	Ethics/ Catechism/ Bible Studies	U15VE6LVE03/ U15VE6LVB03 / U15VE6LVC03	1	1	100	
		Internship/Field work/Field project 30 hours –Extra credit		U18SP6ECC06		2	100	
	TOTAL					30	33	1100
	GRAND TOTAL					180	163	5300

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HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Core 8 - HUMAN RESOURCE MANAGEMENT
Total Hours	90
Hours/Week	6
Code	U18BB5MCT08
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the students to understand the concepts of Human Resources Management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the role and functions of HRM
CO-2	Evaluate the significance of HRP
CO-3	Understand the source of recruitment and selection
CO-4	Analyze the development of employees through training and development
CO-5	Evaluate the administration in compensation planning

UNIT – I : INTRODUCTION

18 hours

Evolution - Role and Status of HRM in India – Nature, objectives scope and functions of HRM Distinction between PM and HRM - Role of HRM in corporate strategic management- Responsibilities and qualities of HR Manager.

Extra Reading/keywords: *Scope of HRM in India*

UNIT – II : HR- PLANNING**18 hours**

Strategic human resource management - Environmental influence of HRM – Human Resource Planning – Importance - HRP Process-Job analysis-methods of data collection - job description-job specification - job design.

Extra Reading/keywords: *Manpower planning*

UNIT – III : RECRUITMENT AND SELECTION**18 hours**

Recruitment and Selection - Sources of Human Resources. Selection Process - Tests and Interviews - Placement and Induction - Performance appraisal Methods of Appraisal –uses and limitations- counseling.

Extra Reading/keywords: *Activities in HRM*

UNIT – IV : TRAINING AND DEVELOPMENT**18 hours**

Training and Development – Nature - Need and importance –methods: On the job training – off the job training – Executive development programs - Process - HRA - HRIS - Career Counseling - Promotion and Transfers –Demotion.

Extra Reading/keywords: *Imparting and development*

UNIT – V : COMPENSATION PLANNING**18 hours**

Wages and salary administration –Incentives-Fringe benefits-Quality of work life-Discipline-Grievance handling– Developing grievance handling system -Redressal of Grievances.

Extra Reading/keywords: *Remuneration*

COURSE OUTCOME**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U

CO-2	Critically analyze the need for human recourse that will improve the planning skills	PSO-2	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-2	AP
CO-4	Demonstrate the kinds of Training and development.	PSO-2	AP
CO-5	Recognise the grievance handling system and WASA	PSO-2	U

TEXT BOOK:

C.B.Gupta :Human Resource Management, Sultan Chand & Sons, New Delhi.

BOOKS RECOMMENDED:

1. K. Aswathappa : Human Resource and Personnel Management Tata MCGraw Hill Publishing Company Ltd, New Delhi
2. Stephen P. Robins : Organizational behaviour, Prentice Hall of India Ltd, New Delhi,2000
3. C.B. Memoria : Personnel Management, Himalaya Publishing House, New Delhi,1999
4. Edwin Flippo : Personnel Management, Tata McGraw Hill Publications, New delhi, 1984
5. S.S.Khanka : Human Resource Management, Sultan Chand & Sons, New Delhi

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HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Core 9 - COST ACCOUNTING
Total Hours	75
Hours/Week	5
Code	U18BB5MCT09
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the student to understand the basic principles of cost accounting and preparation of various cost accounts.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of costing and cost sheet, tenders and quotations
CO-2	Analyze the various method of material pricing
CO-3	Evaluate the labour cost and different methods of overheads cost.
CO-4	Prepare the contract and Process costing
CO-5	Understand the Service costing and reconciliation of cost & financial accounting.

UNIT - I : INTRODUCTION

15 hours

Cost Accounting; Scope and Objectives - Cost Accounting and Financial Accounting - Methods and Techniques of Costing. Cost Concepts and Classification - Cost Sheet - Tenders and Quotations.

Extra Reading/keywords: *Prime Cost, Works Cost, Cost of Production and Cost of sales.*

UNIT - II : MATERIAL COST**15 hours**

Materials Cost : Purchase Control - Stores Control - Fixation of various levels - Perpetual Inventory System - ABC analysis; Control over Issues - Methods of pricing material issues - FIFO, LIFO, Average Cost Method and Base Stock Method.

Extra Reading/keywords: *EOQ, ABC analysis , JIT.*

UNIT – III : LABOUR AND OVERHEADS**15 hours**

Labour Cost: Labour Turnover - Idle time, Overtime - Computation of Labour Cost - Systems of wage payment - Premium and Bonus Plan.

Extra Reading/keywords: *Straight piece rate, Taylor's differential piece rate system and Halsey premium plan.*

Overheads: Classification - Allocation and Apportionment of overheads - Bases of apportionment - Absorption of overheads - Methods of absorption of manufacturing overheads - Machine Hour Rate – Activity based costing.

Extra Reading/keywords: *Apportionment of overheads, Absorption of overheads, Machine Hour Rate*

UNIT IV: CONTRACT COSTING AND PROCESS COSTING**15 hours**

Contract Costing - Cost Plus Contracts - Escalation Clause.

Extra Reading/keywords: *Work certified, Work Uncertified and Work in Process*

Process costing - Normal loss - Abnormal loss - Abnormal gain (excluding Inter process profit & equivalent production).

Extra Reading/keywords: *Scrap, Normal Loss, Abnormal loss and Gain*

UNIT V: SERVICE COSTING & RECONCILIATION OF COST & FINANCIAL ACCOUNTING**15 hours**

Service Costing - Transport Costing - Reconciliation of cost and financial accounts.

Extra Reading/keywords: *Standing, Maintenance and Running Charges and Reconciliation statements.*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Formulate the Cost Sheet for the purpose of estimating profit and loss.	PSO -2	U
CO-2	Demonstrate how companies effectively handle material cost that may result in analyzing skills	PSO -4	R,An
CO-3	Analyze the mode of wages paid to the labour and allocation of overheads	PSO -4	U, An
CO-4	Assess the normal loss, abnormal loss and gain through process costing	PSO – 4	An
CO-5	Explain the standing and maintenance and running charges in transport	PSO – 4	U,R

References

Text Books:

Reddy & Hari Prasad Reddy : Cost Accounting, Margham Publications, Chennai.

Reference Books:

Jain S.P. & Narang K.L. : Cost Accounting; Kalyani, New Delhi.

- Horngren, Charles, Foster and Datar : Cost Accounting-A Managerial Emphasis; Prentice- Hall of India, New Delhi.
- Khan M.Y and Jain P.K : Management Accounting; Tata McGraw Hill.
- Maheshwari S.N. : Advanced Problems and Solutions in Cost Accounting; Sultan Chand, New Delhi.
- Arora M.N. : Cost Accounting-Principles and Practice; Vikas, New Delhi.
- Pillai & Bhagawati : Cost Accounting, Sultan Chand, New Delhi.

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Core – 10 PRODUCTION AND OPERATIONS MANAGEMENT
Total Hours	75
Hours/Week	5
Code	U18BB5MCT10
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To acquaint the students with decision making in planning, scheduling and control of production and operation functions in both manufacturing and service industries and new advancement in operation management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Remember the meaning of production with its functions.
CO-2	Analyze the various plant layout designs and its procedures.
CO-3	Evaluate different types of capacity planning
CO-4	Understand the levels of production planning and control.
CO-5	Analyze the process in logistics and maintenance management.

UNIT – I : INTRODUCTION

15 hours

Nature and Scope of Production – Production as a System – Evolution of Production – Decision making in Production- Importance of Production Function –Problems of Production

Management-Characteristics of Modern Production and Operation Function – Forecasting – Need for Sales Forecasting – Models – Application of Long range & Short range Demand Forecast.

Extra Reading/keywords: *Production systems*

UNIT – II : PLANT LAYOUT DESIGN

15 hours

Introduction – Need for Layout Decision – Objectives of Good Layout –Significance of Layout Choices- Factors Influencing Layout Choices- Principles of Plant Layout - General Procedure for Making Location Decision-Layout Tools And Techniques – Layout drawings and Procedure- Analyzing Layout with Computers- Factory Building and Design – Types of Buildings.

Extra Reading/keywords: *Layout*

UNIT –III : CAPACITY PLANNING

15 hours

Definition of capacity – Types of Capacity – Measurement of Capacity –Generation Process- Capacity Decision – Factors affecting Determination of Plant Capacity – Capacity Planning- Capacity Planning Decision – Types of capacity Planning – Capacity Requirement Planning Strategies – Balancing Capacity- Capacity and systems approach – Adoption to external change – Models for facility planning – Location factor – Site and structure.

Extra Reading/keywords: *Capacity planning decision*

UNIT – IV : PRODUCTION PLANNING AND CONTROL

15 hours

Introduction – Classification of Production Planning and Control - Production Planning System –Factors determining production in control procedure - Role in operations Management - Production Control System - Levels of Production Planning – Limitation of PPC- PPC function in different production system – Organization of PPC department – Routing –Scheduling - Dispatching – Progressing – Documents concerned in PPC functions-Industrial Productivity – Meaning- Importance- Tools and Techniques - Introduction to supply chain management

Extra Reading/keywords: *Production Planning Methods*

UNIT – V LOGISTICS AND MAINTENANCE MANAGEMENT**15 hours**

A. Introduction – Definitions – Activities of logistics – Aims of logistics – Importance of logistics – Progress in logistics – Logistics strategy – designing a logistics strategy.

B. Meaning – Scope – Importance of Maintenance- Impact of Maintenance – Objectives- Areas- Types – Planning and Scheduling of Maintenance.

Extra Reading/keywords: *Supply chain management*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Know the concepts of production and its various functions to forecast the demand.	PSO -2	U
CO-2	State the different plant layout designs and its procedures used by the organisation.	PSO -4	R
CO-3	Realize various types and measurements of capacity requirement planning	PSO -1	U
CO-4	Explicate the factors, system and levels of production planning and control in production	PSO – 4	R
CO-5	Recognize the progress of supply chain management and logistics process.	PSO – 1	An

References**Text Books:**

- ShridhariBhat.K : Production and Operations Management Himalaya Publishing House, New Delhi, 2006

Reference Books:

- Buffa E.S. : Modern Production and Operations Management TMH publishing House, New Delhi, 2004

- Panneerselvam : Production and Operations Management, PHI Publications, New Delhi, 2004
- Aswathappa : Production and Operations Management Himalaya Publishing house, New Delhi, 2002

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	MAJORE CORE – 11 INFORMATION TECHNOLOGY IN BUSINESS
Total Hours	75
Hours/Week	5
Code	U18BB5MCT11
Course Type	Theory & Practical
Credits	5
Marks	100

General Objectives:

To make the students familiar with the use of IT and the various facets of IT.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the role and the emerging trends in IT sectors.
CO-2	Evaluate the functionalities of MS Word and excel.
CO-3	Apply MS PowerPoint for practical use.
CO-4	Understand the Functional the Business Systems.
CO-5	Analyze the recent trends in the E-business activities.

UNIT – I : INTRODUCTION TO INFORMATION TECHNOLOGY

15 hours

Information Technology – Meaning – Need – Components Role of IT – IT in business, IT in manufacturing, IT in mobile computing, IT in public sector, IT in defense, IT in media, IT in publication, IT and internet. Emerging trends in IT – E-Commerce, IT and supply chain management, IT and SIS, Electronic Data Interchange (EDI), Mobile Communication, Bluetooth, Global Positioning System (GPS), Infrared Communication, Smart Card, Blue Laser

Disc, Nano Technology, DNA Computing, Quantum Computer, Holographic Memory, IT and Ethical Issues – Privacy, Accuracy, Property and Accessibility Issues.

Extra Reading/keywords: *Current technologies in use*

UNIT – II : MS –OFFICE WORD AND EXCEL

15 hours

Ms Word 2007: Basics – Working with word –Formatting – Using cut – copy – Paste. Bullet and numbering – Header and footer – working with tables – using spelling and grammar dialog box using auto correct – using synonyms and thesaurus – adding graphics – drawing objects – mail merge using spread sheet.

Microsoft Excel 2007: Excel environment – Basics – working with worksheet – entering data – navigating through cells – naming and renaming cells – editing a worksheet – cut – copy, paste functions – find and replace features – Formulas and functions – using auto sum ,auto fill and command – creating and inserting a chart and transporting to word and power point documents -Data Subtotal, Data Consolidation, Data Validation, Pivot Table and Pivot Charts, V-Lookup, H-lookup, Match, Index, VI-Reporting sample w.r.t to usage of bar chart ,pie chart, Basic Text Functions-Proper, Upper, Lower, Trim, Len, Ceiling, Cell, Combin, Left Concatenate Function and & Function- Merging Cells with Formulas, Conversion of Text into Columns,

Extra Reading/keywords: *Ms Office applications*

UNIT – III : MS -POWERPOINT

15 hours

Making presentation using Microsoft Power Point 2007. Power Point Environment – Basics – Designing and creating a Presentation – Using design templates. Working with different views. Working with slides – creating a new slide – inserting a slide – cut – copy-paste functions – navigating in power point – slide numbering – running the slides. Working with text and Graphics. Adding multimedia and animation – adding transition – inserting pictures and tables from other office products. Creating and using master slides.

Extra Reading/keywords: *Creation of PowerPoint*

UNIT IV - FUNCTIONAL BUSINESS SYSTEMS

15 hours

Enterprise Business Systems - Enterprise Collaboration Systems - Marketing Information Systems - HRIS - Online Accounting Systems - Computer Integrated Manufacturing - CRM, ERP, SCM - Executive Information Systems - Expert Systems - Knowledge Management

Systems - Data Resource Management - Virtual Company - AI Technologies in Business - An Introduction to Cyber Law- Basic Concepts of Technology and law: understanding the technology of internet – Scope of Cyber Laws – Information technology Act 2000.

Extra Reading/keywords: *Cyber Law*

UNIT – V : APPLICATIONS OF E-COMMERCE

15 hours

E-Commerce – meaning, Need, Advantages, Types - Security features- Electronic Commerce framework – The Anatomy of E-Commerce Applications: Electronic consumer Applications – Electronic commerce Organizations Applications. Electronic Payment Systems: account setup and costs – opening a first virtual transaction Process- confirming Transaction encryption and cryptography- Recent Trends in Ecommerce-Big Data Analytics, Cloud Computing, MCommerce, S-Commerce, O2O Ecommerce.

Extra Reading/keywords: *Trends in E-commerce*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the recent applications in information technology	PSO1	K
CO-2	Develop the different operating systems that may result in employability, Practice and work on formulas and functions in MS Word and Excel	PSO2	U ,C
CO-3	Design Microsoft Power Point 2007 using master slides	PSO4	C
CO-4	Paraphrase the function used in business system.	PSO4	U
CO-5	Apply the use of E – commerce in information technology	PSO2	AP

References

TEXT BOOKS

- IITL Education Solution Ltd, Introduction to Information Technology, Dorling, Kindersley (India) Pvt. Ltd, New Delhi.
- Bouton (latest version) Adobe Photoshop Fundamental with imageready2, BPB Publications, New Delhi.
- O'Brien, J.A., Marakas, G.M., & Behl, R. (2013). *Management Information Systems* (10 ed.). New Delhi: McGraw Hill Education (India) Private Limited.
- Laudon, K., & Laudon, J. (2012). *Management Information System. (12 ed.)*. New Delhi: Prentice Hall of India Private Limited

BOOKS FOR REFERENCES

- Efraim Turban et al, (2006), Introduction to Information Technology, Wiley India Pvt. Ltd., New Delhi.
- Leon, (2006), Introduction to computers, Vikas Publishing House Pvt.Ltd., New Delhi.
- Srinivasa Vallaban SV, (2005), Computers in Business, Sultan Chand and Sons, New Delhi.
- Alexix Leon and Mathew Leon, (2005), Introduction to Computers with Ms Office 2000, TMH, New Delhi.
- Sanjay Saxena, (2005), MS Office for Everyone, Vikas Publishing House PvtLtd, New Delhi.
- Hand book of Cyber laws , V.Sharma, Macmillan India Limited, 2003.
- Vivek Sood "Cyber Law Simplified " Tata McGraw – Hill Companies.
- E-Commerce – Kamlesh k Bajaj and Debjani Nag.
- Kalakota & Whinston Person Education Inc- Frontiers of Electronic Commerce.
- E-commerce: CSV Murty: Himalaya Publishing House Pvt.Ltd.
- Efraim Turban, Jae Lee, David King- Electronic Commerce A managerial Perspective.
- H.Michael Chung: Pearson Education, Inc .and Dorling Kindersley Publishing Inc.
- Nidhi Dhawan E-Commerce Concepts and Applications: International Book House Pvt. Ltd.

➤ PRACTICALS

1. Typing and formatting a page in Ms Word
2. Typing all kinds of letters.
3. Typing a Resume
4. Creation of tables in Ms Word and entering text and numeric data
5. Use of mail Merge

6. Pay roll preparation in Excel
7. Mark Sheet preparation in Excel
8. Sales Report in Excel
9. V-Lookup, H-lookup, Match, Index, VI-Reporting sample
10. Preparing a graph for a given data
11. Creating power point file using templates and master slides
12. Importing data from Word and Excel to power point slides
13. Inserting picture files and audio files
14. Using animation and slide transition schemes in slides
15. Opening net banking account
16. Case study on Cyber Laws.

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	Major Elective 1- BUSINESS LAW
Total Hours	60
Hours/Week	4
Code	U18BB5MET01
Course Type	Theory
Credits	3
Marks	100

General Objectives:

To enable the students to understand the important provisions of Indian Contract Act, Sale of Goods Act and Companies Act

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the basic aspects of contract and its attributes
CO-2	Analyze discharge and remedies of breach in a contract
CO-3	Evaluate the contract of agency and its types
CO-4	Understand the terms and conditions on sale of goods act
CO-5	Analyze the negotiable instruments act and companies act

UNIT – I : NATURE OF LAW OF CONTRACT:

12 hours

Law of contract - Nature of contract - Offer and Acceptance - Consideration - Capacity to contract.

Extra Reading/keywords:: *Indian contract act 1872*

UNIT - II: DISCHARGE AND REMEDIES FOR BREACH:**12 hours**

Discharge of contract - Remedies for breach of contract - Quasi contract - Indemnity and Guarantee - Bailment and Pledge.

Extra Reading/keywords: *termination and reputation*

UNIT - III: CONTRACT OF AGENCY**12 hours**

Contract of Agency - Kinds - Duties - Authority of agent - Relation with third parties - Liabilities of parties - Termination of agency - Irrevocable agency.

Extra Reading/keywords: *delegation and extent of agents authority*

UNIT - IV: SALE OF GOODS ACT**12 hours**

Sale of Goods Act,1930 – Sale and agreement to sell – Conditions and warranties – Passing of property – Performance – Remedies for breach – Rights of an unpaid seller.

Extra Reading/keywords: *actionable claim*

UNIT - V : NEGOTIABLE INSTRUMENTS ACT AND COMPANIES ACT**12 hours**

Negotiable Instruments Act – Promissory note – Bill of exchange – Cheque - Companies Act – Incorporation – Memorandum of association – Article of Association – Doctrine of Ultra virus.

Extra Reading/keywords: *endorsement*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E

CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the companies act 1956.	PSO-1,2	An

References

TEXT BOOK:

- Kapoor N.D. : Business Law; Sultan Chand Sons; New Delhi, 2006

BOOKS FOR REFERENCE:

- Kuchhal M.C. : Mercantile Law; Vikas Publishing House; New Delhi, 1998
- Desai T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata, 1992.

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HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – V

Course Title	NME-1 DISASTER MANAGEMENT
Total Hours	30
Hours/Week	2 Hrs/ Wk
Code	U18BB5NMT01
Course Type	Theory
Credits	2
Marks	100

General Objectives :

To expose the students to various concepts in Disaster Management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the Process of Disaster Management
CO-2	Analyze the mitigation programmes of Disaster Management
CO-3	Evaluate Disaster Management poling and legislation
CO -4	Analyze the training and utilization of resources
CO -5	Evaluate the policy and strategy in India

UNIT I - INTRODCION

Disaster – Meaning - Definition - Basic aspects ,Types of Disasters.

UNIT II – STAGES IN DISASTER

Stages in Disaster - Pre, during and post disaster.

UNIT III - DISASTER MITIGATION

Disaster Mitigation – Guiding principles of Mitigation. Formulation and implementation of Mitigation programmes.

UNIT IV - DISASTER TRAINING

Disaster training – Utilisation of resources, training and public awareness.

UNIT V- DISASTER MANAGEMENT POLICY AND LEGISLATION

Disaster Management policy and legislation; Disaster Management – Strategy in India.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Examine the types of disaster in management	PSO- 1	U
CO-2	Describe the various stage in disaster	PSO- 1	U
CO-3	Elucidate the guiding principles of disaster mitigation	PSO-1, 2	An
CO-4	Outline the various training in disaster	PSO-4	U
CO-5	Explain the disaster strategy in India	PSO-1,2	An

BOOKS FOR REFERENCE:

- “Disaster Management” , I Sundar, T. Sezhiyan 1stEdition, Sarup and Sons, New Delhi, 2007.
- “Disaster Management” , A Disaster Manager’s Hand book; Carter. W,ASTAN Development Bank, Manila.
- Natural Disaster Management, Destruction, Safety and Pre cautions,S.Prasad, Mangalam publishers and Distributors, New Delhi–2007.
- Challenge and Response; K.D.Gangrade, S.Dhadde, Delhi, Rachnapublications,19

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR CORE 12 – FINANCIAL MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs / Wk
Code	U18BB6MCT12
Course Type	Theory
Credits	5
Marks	100

General Objective:

To enable the students to understand the basic financial decision making procedures and to apply in complex financial management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the basic concepts of financial management and apply the time value of money and various valuation concepts.
CO-2	Understand and apply the various capital structure theories, leverages and point of indifference
CO-3	Understand and Apply the different techniques of capital budgeting.
CO-4	Understand and apply the working capital management, cash management and receivables management. .
CO-5	Understand and apply the different models of dividend policy.

UNIT – I : INTRODUCTION **15 hours**

Financial Management - Nature and Scope - Objectives of Financial Management - Profit Maximization Vs Wealth Maximization - Functions of Financial Manager - Time Value of Money- Discounting Technique, Compounding Technique, Sinking Fund Factor and Capital Recovery Factor and Effective Rate of Interest. Cost of capital – Computation of Specific and weighted average cost of capital.

Extra reading /Key words: *Financial planning – Objectives and Functions*

UNIT – II : CAPITAL STRUCTURE THEORIES AND LEVERAGES **15 hours**

Capital Structure Theories - NI approach -NOI approach - MM approach - Traditional approach – Factors determining capital structure –Analysis of leverages: operating leverage, financial leverage and combined leverage - EBIT, EPS analysis - Indifference point

Extra reading /Key words: *Debt vs. Equity*

UNIT – III : CAPITAL EXPENDITURE DECISIONS **15 hours**

Capital Expenditure Decisions - Methods of ranking investment proposal: Paybackperiod , Net present value method, Internal rate of return method and Average rate of return

Extra reading /Key words: *Objectives of Capital Expenditure Decisions*

UNIT – IV : WORKING CAPITAL MANAGEMENT **15 hours**

Working Capital Planning – Risk profitability trade off - Determination of working capital - Financing of working capital – Management of Cash –Baumol Model, Miller Orr Model - Receivables Management – Credit standards – Credit terms – Collection policies.

Extra reading /Key words: *Motives for holding cash*

UNIT – V : DIVIDEND POLICIES **15 hours**

Dividend Policies: Issues in dividend decisions - Walter's model - Gordon's model - MM hypothesis - Dividend and uncertainty - Dividend policy in practice.

Extra reading /Key words: *Dividend payout policies*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts and important terms in financial management.	2	U
CO-2	Apply the concepts of time value of money and cost of capital.	2	Ap
CO-3	Understand the commonly used capital structure theories.	3	U
CO-4	Analyse the various types of leverages, EBIT and EPS.	3	An
CO-5	Understand and apply the various methods in capital budgeting.	3	Ap
CO-6	Determine working capital, apply the principles of cash management and receivables management.	3	Ap
CO-7	Develop skills relating to investment and cash management in business	2	Ap

PRESCRIBED TEXT:

- Maheswari S.N., *Elements of Financial Management*, New Delhi: Sultan Chand and Sons.

BOOKS FOR REFERENCE:

- Shashi K. Gupta and Sharma R.K. (2008). *Financial Management*, New Delhi: Kalyani Publishers.
- Khan M.Y and Jain P.K, *Financial Management, Text and Problems*; New Delhi : Tata McGraw Hill.
- Panday I.M., *Financial Management*; New Delhi :Vikas Publishing House.
- Van Horne J.C., *Financial Management and Policy*; New Delhi:Prentice Hall of India.

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR CORE - 13 : STRATEGIC MANAGEMENT
Total Hours	75
Hours/Week	5
Code	U18BB6MCT13
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To enable the students to understand the basic concepts of strategic management.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the various concepts of strategic management
CO-2	Analyze the environmental and resource analysis
CO-3	Analyze the strategic formulation and its structure
CO-4	Evaluate the strategic implementation process in an organization
CO-5	Apply and analyse the strategic leadership and control techniques

Unit - I : INTRODUCTION

15 hours

A. Strategic Planning: Evolution - Levels and concepts of strategic planning. Strategic Management: Elements-Modes of strategic management.

B. Strategic Management Process: Purposes- Steps- Strategic intent – Mission –Vision – value.

Extra Reading/keywords: concepts of strategy

Unit – II : ENVIRONMENTAL & RESOURCE ANALYSIS **15 hours**

A. Environmental analysis- External & Internal – Environmental scanning-organizational response to environment. Competitive analysis-M.Porter’s five force Model-Strategic groups – Competitor’s analysis

B. Internal analysis-Resources-Organizational capabilities & competitive advantages- Approaches to internal analysis- SWOT Audit-SWOT Matrix- SWOT analysis- Generic strategy.

Extra Reading/keywords:: industry analysis

Unit - III : STRATERGIC FORMULATION **15 hours**

Corporate level strategy- Grand strategy - Strategic Alternatives – Growth - Stability – Retrenchment –Combination strategies.

Corporate restructuring - Process and Concepts of restructuring - Mergers- Acquisitions. Co-operative strategies- Reasons for strategic alliances- Risk and causes of alliances- Pre- requisites for success.

Extra Reading/keywords: diversification, turnover, bankruptcy

Unit - IV : STRATEGIC IMPLEMENTATION **15 hours**

Structural issues- Issues in strategic implementation –Strategic- Structure relationship- Functional structure- Divisionalisation- Strategic Business Units (SBUs)- Project organization – Matrix Organization Structure-Factors influencing organizational structure – Structure and strategic Implementation.

Extra Reading/keywords: optimum action plan

Unit – V : STRATEGIC LEADERSHIP AND CONTROL **15 hours**

A. Strategic leadership: Functions of leadership – Traits of effective leaders- Transactional vs transformation leaders – strategic leadership and competitive advantage.

B. Strategic evaluations and control: Importance- Barriers- criteria for evaluation- Strategic and operational control- Techniques for operational control- Control process- Characteristics of effective control system.

Extra Reading/keywords: VRIO analysis

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the role of strategic planning in management	PSO 1	U
CO-2	Categorize the internal and external environmental factors affecting the organization.	PSO 2,4	U
CO-3	Examine the decisions taken by the organization at the corporate level in restructuring the firm	PSO 3, 4	An
CO-4	Judge the strategic structure followed in every organization that enhances the decision making skills and employability	PSO 4,5	E
CO-5	Recommend the control process to be implemented in an organization	PSO 4	U

References

Text Books:

- Strategic Management & Business Policy :AzarKhazmi, Tata McGraw Hill, New Delhi

Reference Books:

- R.M. Srivastava: Management Policy & Strategic Management, Himalaya Publishing House, New Delhi,2000.
- John A Pearce &Richard B Robinson : Strategic Management Formulation, Implementation & Control, Mc-Graw Hill, New York.
- Greek W.P. and Jauch L.R.: Business policy and strategy management, Mc-Graw Hill, New York
- Fred R.David : Strategic Management,Prentice Hall of India, New Delhi,2005.
- V S P Rao and V.Harikrishn : Strategic Management, Excel Books, New Delhi,2006

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HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	Major Core – 14 : INTERNATIONAL BUSINESS
Total Hours	75
Hours/Week	5
Code	U18BB6MCT14
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To make the students aware of theoretical & practical (knowledge) aspects of international business & the functioning of international institutions.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Evaluate the different conceptual theories in international business
CO-2	Understand the scope and barriers in international marketing
CO-3	Analyse the Trade policies in India
CO-4	Analyze the role of various financial institutions
CO-5	Understand international trading through forex market

UNIT – I: INTROUCTION**15 hours**

Definition - Scope of international business - MNC in India- Theories of international trade - Smith's Theory of Absolute Differences in Costs - Ricardo's theory of Comparative Costs - Haberler's theory of opportunity Costs - Modern theory of Factor Endowments .

Extra Reading/keywords:*Multinational enterprises and international business theories*

UNIT – II: INTERNATIONAL MARKETING**15 hours**

International Marketing - Benefits - Scope of International Marketing - Balance of Trade - Balance of Payments Disequilibrium - Causes & Remedial Measures - Tariff & Non Tariff Barriers - Meaning - Type.

Extra Reading/keywords:*Marketing barriers*

UNIT -III : EXIM POLICY**15 hours**

India's Trade Policy - New EXIM Policy 2002-2007- Terms of Payment in Export-Export & Import Procedures - EXIM Bank- EGCC.

Extra Reading/keywords:*Trading Policies*

UNIT – IV: IMF & WORLD BANK**15 hours**

IMF - Objectives - Organisation & Structure of the fund - IMF & India - Recent trends in IMF - SDR - World Bank - Functions - Membership - Organisation - Activities - India & World Bank

Extra Reading/keywords:*Governing institutions*

UNIT – V: FOREX MARKET**15 hours**

Foreign exchange Market - Structure - Methods of foreign payment - Spot & forward Exchange Markets - Foreign Exchange Rate - Meaning - Determination of foreign exchange Rate .

Extra Reading/keywords:*Forex trading*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the scope and theories of international business	PSO1	U
CO-2	Identify how marketing practices takes place in international business	PSO2	E
CO-3	Analyze and remember how import and export regulations takes place through EXIM policy	PSO4	An
CO-4	Assess how IMF and World Bank acts as a Financial Advisory institution	PSO4	E
CO-5	State the activities of forex in international business activities	PSO4	An

Text Book:

- 1.Francis Cherunilam :International Business

BOOKS FOR REFERENCE:

- Bhattacharya, B. : Going International-Response Strategies for Indian Sector, Wheeter Publishing Co., New Delhi,
- Black and Sundaram : International Business Environment, Prentice Hall of India, New Delhi.
- Adhikary, Manab : Global Business Management, Macmillan, New Delhi,

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HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE - 2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Total Hours	60
Hours/Week	4
Code	U18BB6MET01
Course Type	Theory
Credits	4
Marks	100

General Objectives:

To introduce the students to the concepts of investment and various tools of investment analysis

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concept, objectives of investment and investment process.
CO-2	Analyze the structure of money market and capital market in India
CO-3	Evaluate the fundamental analysis regarding investment.
CO-4	Analyze the techniques and methods of movement of price of shares.
CO-5	Understand the building of portfolio of shares.

UNIT- I : INTRODUCTION

12 hours

Investment- concepts and goals –Objectives of investment-Investment alternatives- Financial – Real - business – personal – Institutional – Features of an investment programme – Investment process - comparison of investments – Criteria for selecting best investment proposals

Extra Reading/keywords:Risk, Return and liquidity

UNIT – II :FINANCIAL MARKETS IN INDIA

12 hours

Structure of Money market-Capital market in India –Industrial Securities Market – Relationship between Primary Market and Secondary Market - New Issue market – Functions – Methods of floating new issues - Problems faced in new issue market - Stock Exchanges – Functions – Bombay Stock Exchange, National Stock Exchange – Objectives– Advantages– OTCEI -Online Trading .

Extra Reading/keywords: Treasury bills, Commercial Paper and Flootation, Demat.

UNIT- III: FUNDAMENTAL ANALYSIS

12 hours

Approaches to Security Analysis – Fundamental Analysis - Economic analysis- Factors.Industry analysis- Classification of Industry- Life cycle of an Industry. Company analysis – Company financial statements – Ratio analysis - Advantages & Limitation of Ratio Analysis - Book value – Market value of shares.

Extra Reading/keywords:Buy and Hold, Liquidity, Profitability and Activity ratio

UNIT-IV: TECHNICAL ANALYSIS

12 hours

Basic Assumptions of Technical Analysis – Differences between Technical Analysis and Fundamental analysis – Theories, Techniques and Methods of Movements of Stock Prices – Dow Theory – Minor Trends – Chartist Method – Charts – Line Chart – Bar Chart - Japanese Candlestick Charts – Points and Figures Chart – Limitation of Points and Figures Chart – Other important Chart patterns adopted in Technical Analysis – Head and Shoulders – Moving Averages Method – Oscillator – Triangles – Elliot Wave Theory – Short Selling – Odd Lot Trading

Extra Reading/keywords: Saucer and Head and Shoulder

UNIT – V: PORTFOLIO MANAGEMENT**12 hours**

Port folio construction and choice – Objectives - Risk and return for portfolio of securities – principles of portfolio construction - Diversification – Methods – Portfolio Revision – Portfolio Management – Principle and Process – Theories in Portfolio Management – Markowitz Model – Sharpe’s Portfolio Model – Baumol’s Model .

Extra Reading/keywords: Capital Growth and Risk Minimization

Course Outcomes:

The learners

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate the significance of investment programme in market environment	PSO 1,2	U
CO-2	Relate how different markets function in India .	PSO 2	U
CO-3	Infer the importance of fundamental analysis in evaluating security.	PSO 1,2	An
CO-4	Analyse the application of various methods of technical analysis	PSO 4	An
CO-5	State the role of portfolio in making investment decisions	PSO 5	U

References**Text Books:**

Punithavathy Pandian : Security Analysis and Portfolio Management, Vikas Publication

Reference Books:

Donald Fischer & Rohald Jordan : Security Analysis & portfolio management – prentice– Hall of India – New Delhi, 2012

Preethi Singh : Investment Management – Himalaya Publishing house, New Delhi, 2014

Bhalla V.K. & Tuteja S.K. : Investment Management – S. Chand & Co. Ltd., New Delhi.

Aavadhani V. : Investment & Securities Markets in India – Himalaya Publishing House, New Delhi

Bhalla : Investment Management – S. Chand & Co. New Delhi

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE 2 – INCOME TAX THEORY LAW AND PRACTICE
Total Hours	6
Hours/Week	4Hrs / Wk
Code	U18BB6MET02
Course Type	Theory
Credits	4
Marks	100

General Objective:

To provide an understanding of the basic principles of Income Tax Law so as to enable the students to compute tax of an individual assessee and to Enable the students to Understand and Apply the basic principles of Income Tax Law in computing Income Tax of an Individual assessee.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the concepts of Income, Tax and Tax liability of the Income Tax Act 1961.
CO-2	Analyze the provisions of Income from Salary.
CO-3	Evaluate the provisions of Income from House property and Capital Gains.
CO-4	Evaluate the provisions of Taxable profits from Profits and Gains from Business or Profession.
CO-5	Analyze the provisions of Income from the Other Sources.

UNIT – I : INTRODUCTION AND RESIDENTIAL STATUS **12 hours**

Income Tax Act - Introduction and important definitions -Assessment year, Previous year, Person, Assessee.

Determination of residential status - Scope of total income

Extra reading /Key words: *Income tax concepts, ROR, RNOR, NR*

UNIT – II : INCOME FROM SALARIES **12 hours**

Income from Salaries - Chargeability - Allowances - Pension - Perquisites, Gratuity; Encashment of earned leave - Deductions from salary under sec.16 - Computation of salary income.

Extra reading /Key words: *Salaries, allowances, perks*

UNIT – III : INCOME FROM HOUSE PROPERTY AND CAPITAL GAINS **12 hours**

A. Income from House Property - Annual Value : Let out and self occupied property - Deemed to be let out property- Deductions under sec. 24.

B. Capital gains - Chargeability - Capital asset - Cost of acquisition - Transfer - Simple computation of capital gains – Exemptions under Sec 54, 54EC, 54F.

Extra reading /Key words: *GAV, NAV, STCG, LTCG*

UNIT – IV PROFITS AND GAINS OF BUSINESS OR PROFESSION **12 hours**

Profits and gains of business or profession: Meaning and scope - Depreciation under Section 32 - Deductions under Sections 36 and 37 - Expenses and payments not deductible - Computation of income under this head.

Extra reading /Key words: *Admissible expenses, inadmissible expenses*

UNIT – V INCOME FROM OTHER SOURCES AND TAX LIABILITY **12 hours**

A. Income from other sources - Casual income- Interest income - Rate of TDS and grossing up. Dividends - Winnings from lotteries, Crossword puzzles, and Card games.

B. Deductions in computing total income (Sec 80C, 80D, 80E,80G,,80U) Computation of tax.

Extra reading /Key words: *Dividends, TDS*

Theory - 30% Problem - 70%

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Remember and understand the basic concepts of Income, Tax and Tax liability of the Income Tax Act 1961.	5	U
CO-2	Understand and apply the provisions of Income from Salary.	5	Ap
CO-3	Understand and apply the provisions of Income from House property and Capital Gains.	5	Ap
CO-4	Understand and apply the provisions of Taxable profits from Profits and Gains of Business or Profession.	4	Ap
CO-5	Understand and apply the provisions of Income from the Other Sources.	4	Ap
CO-6	Develop skills relating to tax calculation for personal and professional purposes	4	Ap

Theory - 30% Problem - 70%

PRESCRIBED TEXT:

- Singhanian V.K., *Student's Guide to Income Tax*, Delhi: Taxman.

BOOKS FOR REFERENCE

- Lal B.B, *Income Tax Law & Practice*, New Delhi: Pearson Education.
 - Manoharan, *Principles of Income Tax*, New Delhi: S. Chand & Sons.
 - DinkerPagare, *Income Tax Law and Practice*; New Delhi : Sultan Chand & Sons.
- Gauar&Narang, *Income Tax Law and Practice*

(For candidates admitted from June 2018 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TIRUCHIRAPALLI – 620 002
SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE - 3 TOTAL QUALITY MANAGEMENT
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U18BB6MET043
Course Type	Theory
Credits	5
Marks	100

General Objectives:

To introduce the students to the concept and philosophies of total quality management

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand and paraphrase the concept of Quality
CO-2	Analyze and infers Quality Management
CO-3	Interpret TQM philosophies
CO-4	Evaluate how Organizing is done for TQM
CO-5	Analyse the Implementation of TQM in Service

UNIT – I : INTRODUCTION TO QUALITY**15 hours**

Evolution - Quality movement in India - Importance of quality - Quality definitions-views of quality - Dimensions of quality and service quality - Types of quality – Customer driven quality- Quality in production systems-determinants of quality.

Extra Reading/keywords: Quality Awards

UNIT-II : MANAGING QUALITY**15 hours**

Traditional vs modern quality management - Quality in manufacturing service systems - Quality control – Quality control strategy and policy -Concept of quality control- Principles of TQC- Necessities - Scope of TQM - Major elements of total quality infrastructure-TQM Vs Traditional Management Practices - Benefits of TQM – ISO 9000 – Six sigma.

Extra Reading/keywords: Process decision programme chart PDPC

UNIT-III : TQM PHILOSOPHIES**15 hours**

The Deming philosophy-The Juran philosophy-The Crosby philosophy.

Extra Reading/keywords: Lean Management, Quality function Development

UNIT-IV : ORGANISING FOR TQM**15 hours**

Need for organizing for quality-Evolution of organization - Requirements - Organising TQM-The systems approach - Future organization -Developing quality culture - Self development and empowerment - Continuous improvement (KAIZEN)

Extra Reading/keywords: Creative methodology in TQM

UNIT-V : TOTAL QUALITY MANAGEMENT IN SERVICES**15 hours**

Quality in services- Difference between goods and services- Component of service system quality- Service quality dimensions- Models - Measuring service quality- Building service quality information system.

Extra Reading/keywords: Business Process Re engineering , Terminology used in Japanese Management practices.

Course Outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the role of quality in different systems	PSO 1	U
CO-2	Describe the scope and practices in TQM	PSO 2	U
CO-3	Explain the benefits resulted by studying various philosophies that result in analyzing skill	PSO 2,4	U
CO-4	Summarize the future organization of TQM by its approaches	PSO 4	An
CO-5	Recognize the significance of quality in service	PSO 2	An

References**Text Books:**

K.ShridharaBhat :Total Quality Management ,Himalaya Publishing House

Reference Books:

Suresh Dalela, Saurabh : ISO 9000 A manual for TQM – Shailendra Nigam
TQM,Excel Books

James R.Evans, James
W.Dean. Jr : Total Quality Management, Organisation and philosophy

Joel E.Ross : Total Quality Management
S.D.Bagade. : Total Quality Management, Himalaya Publishing House

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	MAJOR ELECTIVE 3 – COMPANY LAW
Total Hours	75
Hours/Week	5Hrs / Wk
Code	U18BB6MET04
Course Type	Theory
Credits	5
Marks	100

General Objective:

To understand the basic principles and practices of Company Law.

Course Objectives:

The learners will be able to

CO No.	Course Objectives
CO-1	Remember and understand the concepts of company, its types and the procedure of incorporation.
CO-2	Understand and remember the important statutory documents, its contents and the legal provisions to alter the contents of these documents of a company.
CO-3	Understand the various types of prospects and the legal provisions of allotment of securities.
CO-4	Remember and understand the administration setup of a company and various meetings of the company.
CO-5	Understand different types of winding up of a company and legal provisions relating to winding up of a company.

UNIT – I INTRODUCTION

15 hours

Company- Meaning –Features – Lifting of the Corporate Veil – Types of company: Statutory, Registered, Public Limited, Private Limited, Foreign, Small, Dormant and One Person Company, Companies with Charitable Objects – Incorporation procedure of a Company

Extra reading /Key words: *Promoter of a company and his legal position in the company*

UNIT – II : STATUTORY DOCUMENTS**15 hours**

Memorandum, of Association: Contents- Change in clause of MOA - Articles of Association: Contents - Doctrine of Ultra vires – Exceptions - Doctrine of Indoor management - Doctrine of Constructive notice - Exceptions.

Extra reading /Key words: *Formats of Articles of Association with reference to different types of companies.*

UNIT – III : PROSPECTUS & ALLOTMENT OF SECURITIES**15 hours**

Prospectus: Meaning and contents – Self prospectus – Red Herring Prospectus – Abridged Prospectus – Misstatements in Prospectus - Allotment of securities- Global depository receipts Alteration of share capital - Rights issue – Bonus issue – Buyback of securities.

Extra reading /Key words:- *sweet equity shares*

UNIT – IV : COMPANY MANAGEMENT AND MEETINGS**15 hours**

Administration - Directors, Managing Directors, Company Secretary - Qualifications and disqualification - Appointment - Powers - Duties - Rights and liabilities- Company meeting: Kinds - Notice - Proxies – Quorum - Agenda - Minutes - Resolutions.

Extra reading /Key words: *Administration structure of top Ten Indian Companies.*

UNIT – V WINDING UP**15 hours**

Winding up of companies - Different modes of winding up- Consequences of winding up.

Extra reading /Key words: *Recent winding up of companies in India.*

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the concepts of company and classify its types of Companies.		
CO-2	Remember the procedure of incorporation of company.	3	U

CO-3	Explain the important statutory documents of a Company.	3	U
CO-4	Discuss the legal provisions relating to alter the contents of the statutory documents of a company.	3	An
CO-5	Recall the various types of prospects and the legal provisions of allotment of securities.	3	U
CO-6	Elucidate the administration setup of a company.	2	U
CO-7	Discuss various meetings of the company.	3	U
CO-8	Explain different types of winding up of a company and legal provisions relating to winding up of a company.	3	U
CO-9	Develop skills relating to practical functioning of companies	3	Ap

PRESCRIBED TEXT:

Kapoor N.D, (2008). *Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000*, New Delhi: Sultan Chand & Sons.

BOOKS FOR REFERENCE:

- Gower L.C.B, (2005). *Principles of Modern Company Law*, London: Stevens & Sons.
- Singh Avtar, (2007). *Company Law*, Lucknow: Eastern Book Co.
- Gogna. P.P.S. (2016), *Company Law*, S Chand Publishing, New Delhi.

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY
Total Hours	30
Hours/Week	2
Code	U15DS6SBT06
Course Type	(Theory cum Project)
Credits	2
Marks	100

General Objective:

Students get introduced to concept of research and to carry out research projects.

Course Objective:

The student will be able to

1. understand the different types of research.
2. analyze the research objectives and frames the hypothesis
3. understand the structure of dissertation. 4. evaluate their research work.

UNIT I

6 hours

Introduction to research: Concept of research–types of research–introduction to research literature base – collection of research information from different sources; maintenance of information.

Extra reading / Key Words: *Primary data, Secondary data collection*

UNIT II

6 hours

Research focusing: identifying research area–drawing objectives\ hypothesis–designing the work

– data collection – analysis.

Extra reading / Key Words: *Test of Hypothesis and Levels of significance.*

UNIT III**6 hours**

Preparation of dissertation: Structure of dissertation–editing–bibliography.

Extra reading / Key Words: *Summarizing any Two research article.*

UNIT IV PROJECT WORK**12 hours**

Note: 1.Extra reading/Key words are only for internal testing(Seminar/Assignment)

2. The students will be evaluated internally by a test for 50 marks. The Project will be evaluated by an external evaluator and a viva- voce will be conducted for 50 marks. The students can carry out their projects individually or in groups.

REFERENCES:

Blaxter, L., Hughes, C. and Tight (1999) How to research? Viva Book private Limited

Kothari, C.R. (2004) research Methodology- Methods and Technioques, New Age International Publishers, India

Lal, B.(2002) Research Methodology, ABD Publishers. India

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SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
B.B.A. – Third Year - Semester – VI

Course Title	NON MAJOR ELECTIVE 2 - FUNDAMENTALS OF EVENT MANAGEMENT
Total Hours	30
Hours/Week	2Hrs / Wk
Code	U18BB6NMT02
Course Type	Theory
Credits	2
Marks	100

General Objective:

To understand and develop the techniques and strategies to plan for special events

Course Objective:

This course will enable students to

CO No.	Course Objectives
CO-1	Understand the role and purpose(s) of special events in objective oriented organizations.
CO-2	Analyze the knowledge and competencies required to promote, implement and conduct special events.
CO-3	Analyze the activities during the event
CO-4	Evaluate the strategies used in the event
CO-5	Evaluate the quality of the event

UNIT I: INTRODUCTION TO MANAGEMENT AND EVENT CONCEPTS

Management: Definition – Characteristics - Functions – Nature – Principles. Event: Definition – Characteristics - 5 C's of Events – Key elements of events – Categories of events

UNIT II: PRICING AND PROMOTION OF EVENTS

Risk rating – Activities involved with pricing decisions – Checklist for pricing of events – Network components for promotion of events

UNIT III: EXECUTION AND EVENT MANAGEMENT

Event Management – Activities in event management: Pre-event activities – During- event activities – Post-event activities – Planning – Organizing – Staffing – Leading and Coordinating – Controlling – Event Management Information System.

UNIT IV: STRATEGIC PLANNING

Setting objectives – Development of strategic plan – Environmental assessment – Competitive assessment – Business potential assessment – Problem analysis – Opportunity and resource analysis.

UNIT V: EVALUATION OF EVENT PERFORMANCE

Basic evaluation process – Measuring performance – Critical evaluation points – Measuring reach – Measuring interaction – Measuring quality of event.

Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Remember the nature and principles of event management	PSO 1	U
CO-2	Discuss the pricing and promotion strategies used in event	PSO 4	U
CO-3	Elucidate the pre and post activities and event management information system	PSO 1	An
CO-4	Describe the various strategies planning	PSO 1	U
CO-5	Develop various evaluation process and measuring the quality of event	PSO 1	U

REFERENCES:

1. Sanjaya singh Gaur & Sanjay V Saggere

: Event Marketing and Management, 2003, Noida, Vikas Publishing house pvt. Ltd.

2. Anton Shone and Bryn Parry

: Successful event management, 2008, New Delhi, Cengage Learning India Pvt Ltd

LIST OF ALLIED COURSES OFFERED BY THE DEPARTMENT

S.No.	Semester	Part	Course	Title of the Course	Code	Hours	Credits	Marks
1	I	III	Allied 1	Business Mathematics & Statistics for Managers	U20BB1ALT01	4	2	100
2	I	III	Allied 2	Business Communication	U20BB1ALT02	4	2	100
3	I	III	Allied 3	Indian Financial System	U20BB2ALT03	4	2	100
4	I	III	Allied 4	Managerial Economics (from economics) Human Resource Management (to economics)	U20BB2ALT04	4	2	100