



**PSGR
Krishnammal College for Women**



DEPARTMENT OF BUSINESS ADMINISTRATION

**CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOMES-
BASEDCURRICULARFRAMEWORK (LOCF)**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2022-2025

Program Learning Outcomes(PLO's):

PLO1. To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.

PLO2. To manifest the students with high level of knowledge and skills including theoretical, analytical and critical thinking, decision making, intellectual independence, leadership, planning and organization, and problem solving with paramount ability to communicate ideas effectively.

PLO3. To transform the student to play a pioneering and leading role in the community, enabling her to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

PLO4. To demonstrate competence in applying the tools and techniques of Business Management to industry and to enable students to take intrapreneurial and entrepreneurial activities.

PLO5. To develop competence to become global citizens through appreciating diversity, acquiring skills in digital technologies and demonstrating awareness to professional values, ethics and sustainability issues to solve complex business problems.

Program Specific Outcomes:

Business Administration Department has specifically defined few outcomes of the programme which make students:

PS01: To apply functional and foundational business concepts, theories, decision-making techniques and practices to succeed in a complex, technology-driven, global society.

PS02: To effectively communicate their ideas both oral and written in the business context and develop technical skills and human relation skills and attitude that they need for career progression.

PS03: To apply creation, problem solving skills and innovation in development of an enterprise including sensitization towards ethical, moral and environmental issues.

DEPARTMENT OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM (CBCS) & LEARNING OUTCOME
BASED CURRICULAR FRAME WORK (LOCF)

SYLLABUS & SCHEME OF EXAMINATION - I SEMESTER

2022-23 Batch & Onwards

| Semester | Part | Subject Code | Title of the Paper | | Instruction per Sem | Tutorial (hrs) | Practical | Instruction per week | Total(Hrs) | Duration of the exam(hrs) | Exam Marks | | | |
|----------|------|---|---|-----|---------------------|----------------|-----------|----------------------|--------------|---------------------------|---------------|-------------|----------------|---|
| | | | | | | | | | | | CIA | ESE | Total | |
| I | I | TAM2201/ HIN2201/ FRE2201/ MAL2201 | Language Paper I | L | 86 | 4 | - | 6 | 90 | 3 | 50 | 50 | 100 | 3 |
| I | II | ENG2101 | English Paper I | E | 86 | 4 | - | 6 | 90 | 3 | 50 | 50 | 100 | 3 |
| I | III | BB22C01 | Core:1Contemporary Management | CC | 71 | 4 | - | 5 | 75 | 3 | 50 | 50 | 100 | 4 |
| I | III | BB22C02 | Core2:Financial Accounting | CC | 71 | 4 | - | 5 | 75 | 3 | 50 | 50 | 100 | 4 |
| II | III | ES22A02/ TH22A02/ HI22A01/ EG22A01/ ES22A01 | Allied 1: International Marketing/ Mathematics for Management I/Principles Of Modern Government/ English through Classics I/ Indian Economic Development | GE | 86 | 4 | - | 6 | 90 | 3 | 50 | 50 | 100 | 5 |
| I | IV | NME22B1/ NME22A1/ NME22WS/ NME12GS/ NME12AS/ | Basic Tamil-1/ Advanced Tamil-1 / Women studies/Gandhian Studies/Ambedhkar studies/ | AEC | 28 26 | 2 4 | - | 2 | 30 30 | 2 | 50 100 | 50 - | 100 100 | 2 |

L-Language

E-English

CC- Core Courses

GE- Generic Elective

AEC-Ability Enhancing Course

CA-Continuous Assessment

ESE-End Semester Examination

QUESTION PAPER PATTERN

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

- Two questions with a weightage of 2 marks (no choice)
- Two questions with a weightage of 6 marks (no choice)
- One question with weightage of 9 marks (Internal Choice at the same CLO level)

ESE Question Paper Pattern: 5 x 20 = 100 Marks

One question from each unit with each question comprising of

- One question with a weightage of 2 marks (no choice)
- One question with a weightage of 6 marks (Internal Choice at the same CLO level)
- One question with weightage of 12 marks (Internal Choice at the same CLO level)

CIA components for 2021-22 Batch with CIA: ESE pattern 50:50 Marks

INTERNAL COMPONENT MARKS:

| | |
|---|-----------|
| CA I | 7 |
| CA II | 7 |
| MODEL | 10 |
| Assignment | 4 |
| Seminar | 5 |
| Quiz | 4 |
| Class Participation | 5 |
| Application Oriented/Innovation/Creativity Assignment | 5 |
| Attendance | 3 |
| TOTAL | 50 |

RUBRICS

Rubrics for 5marks

(Application Oriented/Innovation/CreativityAssignment)

| <i>Criteria</i> | <i>Marks</i> |
|---------------------------------|--------------|
| Originality | 2 |
| Presentation | 2 |
| References or Library Resources | 1 |
| Total | 5 |

Assignment/Seminar

Maximum-20Marks (converted to 4 marks)

| Criteria | 4Marks | 3Marks | 2Marks | 1Mark |
|------------------------------------|---|--|---|--------------------------|
| Focus Purpose | Clear | Shows awareness | Shows little awareness | No awareness |
| Main idea | Clearly presents a main idea. | Main idea supported throughout | Vague sense | No main idea |
| Organisation: Overall | Well planned | Good overall organization | There is a sense of organization | No sense of organization |
| Content | Exceptionally well presented | Well presented | Content is sound | Not good |
| Style: Details and Examples | Large specific examples and detailed descriptions | Some use of examples and detailed descriptions | Little use of specific examples and details | No use of examples |

CLASS PARTICIPATION

Maximum-20 Marks (converted to 5 marks)

| Criteria | 5Marks | 4Marks | 3Marks | 2Marks | 1Mark | Points scored |
|-------------------------------------|---|--|--|---|--|----------------------|
| Level of Engagement in Class | Student proactively contributes to class by offering ideas and asks questions more than once per class. | Student proactively contributes to class by offering ideas and asks questions once per class | Student contributes to class and asks questions occasionally | Student rarely contributes to class by offering ideas and asking no questions | Student never contributes to class by offering ideas | |
| Listening Skills | Student listens when others talk, both in Groups and in class. student incorporates or builds off of the ideas of others. | Student listens when others talk, both in groups and in class. | Student listens when others talk in groups and in class occasionally | Student does not listen when others talk, both in groups and in class. | Student does not listen when others talk, both in groups and in class. student often interrupts when others speak. | |
| Behavior | Student | Student | Student | Student | Student | |

| | | | | | | |
|--------------------|---|---|--|--|---|--|
| | almost never displays disruptive behavior during class | rarely displays disruptive behavior during class | occasionally displays disruptive behavior during class | often displays disruptive behavior during class | almost always displays disruptive behavior during class | |
| Preparation | Student is almost always prepared for class with required class materials | Student is usually prepared for class with required class materials | Student is occasionally prepared for class with required class materials | Student is rarely prepared for class with required class materials | Student is almost never prepared for class. | |
| | | | | | Total | |

MAPPING OF PLOs WITH CLOs

| COURSE | PROGRAMME OUT COMES | | | | |
|-------------------------|---------------------|------|------|------|------|
| | PLO1 | PLO2 | PLO3 | PLO4 | PL05 |
| COURSE1 –BB22C01 | | | | | |
| CLO1 | S | S | S | S | S |
| CLO2 | S | S | S | S | S |
| CLO3 | S | S | S | S | S |
| CLO4 | S | S | M | M | S |
| COURSE–BB22C02 | | | | | |
| CLO1 | S | S | M | S | S |
| CLO2 | S | S | M | S | M |
| CLO3 | S | S | S | M | M |
| CLO4 | S | S | S | S | S |

S-Strong;M-Medium;L-Low

| | | | | | | |
|----------------------------------|--|-----------------|----|---|---|--------|
| COURSE NUMBER- BB22C01 | COURSE NAME- CONTEMPORARY MANAGEMENT | Category | L | T | P | Credit |
| | | Theory | 71 | 4 | - | 4 |

Preamble

1. To provide comprehensive knowledge about the fundamentals of management and various management functions to the students;
2. To enable the students to understand various managerial skills that are necessary for becoming successful managers;
3. To manifest the students with knowledge on planning, decision making, organizing and controlling for changing organizational structures, globalization, technological advancements, and various workforce characteristics.
4. To incorporate the concept social responsibility in to business decisions.

Course Outcomes

On the successful completion of the course, students will be able to

| CLO Number | CLO Statement | Knowledge Level |
|------------|--|-----------------|
| CLO1 | Understand various management concepts, their functions and describe current developments in management practices. | K1 |
| CLO2 | Explain the different functions of Management | K2 |
| CLO3 | Identify the advantages and challenges of different functions of management | K3 |
| CLO4 | Apply budgetary controls & non budgetary controls that promote efficient and optimal utilization of resources in an organization | K4 |

Mapping with Programme Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PL05 |
|------|------|------|------|------|------|
| CLO1 | S | S | S | S | S |
| CLO2 | S | S | S | S | S |
| CLO3 | S | S | S | S | S |
| CLO4 | S | S | M | M | S |

S-Strong;M-Medium;L-Low

UNIT– I(14 Hours)

Management: Meaning - Definition – Scope - Features – Levels - Managerial Roles and Skills- Management as an art or a science or a profession - Functions of Management –Management Thoughts (Scientific & Modern Management) – Ethics - Social Responsibility–Sustainable Management.

UNIT– II(14 Hours)

Planning: Meaning - Definition – Nature - Characteristics – Importance – Process - Types – Limitations - Management By Objectives - Decision Making: Meaning-Definition - Features – Process–Types. Design Thinking-Creativity–Innovation.

UNIT– III (14 Hours)

Organising: Meaning - Definition – Principles– Formal and Informal Organization - Forms of Organisation (Organisation Structure) - Delegation and Authority — Learning Organization-Centralization and Decentralization-Staffing-Meaning-Importance-ProcessofStaffing–Directing-Definition-Characteristics–Importance-Manager Vs Leader.

UNIT– IV(15 Hours)

Controlling: Definition–Characteristics–Importance-Limitations–ControlProcess–Effective control system - Types of Control - Control Techniques: Budgetary Control and Non budgetary control-Management by Walking Around (MBWA)-Co-ordination: Meaning-Definition–Features–Benefits–Essentials.

UNIT–V (14Hours)

Emerging Trends in Management: Crisis Management- Change Management (adapting to change) – Gender Balance.

Introduction to Industry 4.0- Need – Reasons for Adopting Industry 4.0 - Definition – Goals and Design Principles-Technologies of Industry 4.0-Skills required for Industry 4.0-Advancements in Industry 4.0-- Impact of Industry 4.0 on Society, Business, Government and People-Introduction to Industry5.0.

Case study Analysis- Simple cases from all units

Text Book:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|---------------------------------|--|---------------------|-------------------------------|
| 1 | Harold Kootz and Heinz Weihrich | Essentials of Management-An International, Innovation and Leadership Perspective | Tata McGraw Hill | 11 th Edition 2020 |
| 2 | Pagare Dinkar | Business Management | Sultan Chand & Sons | 2018 |
| 3 | Gareth R. Jones | Essentials of Contemporary | | 9 th Edition |

| | | | | |
|---|--|--|-------------|-------------------------------|
| | &Jennifer MGeorge | Management / Contemporary Management | McGraw-Hill | Copyright 2021 Reprints |
| 4 | P.Kaliraj,T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0 | | | |

Reference Books:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|-------------------------------------|--------------------------|-------------------------------------|----------------------------------|
| 1 | Stephen P Robbins; MaryK Coulter | Management | Hoboken,NJ:Pearson | 15 th Edition 2020 |
| 2 | P.C.Tripathi&P.N Reddy | Principles of Management | Pearson Prentice Hall, New Delhi | 6 th Edition 2017 |

Reference Links:

| S.no | Topic | Hours & Modules | Web Link |
|------|--|-------------------------------------|---|
| 1 | Management, Planning, Decision Making, Organizing, Span of management, Staffing:, Organizational Change, Controlling, | 12 Weeks Unit: I, II, III, VI, V | https://swayam.gov.in/nd1_noc20_mg58/preview |
| 2 | Concept of Management, Organizing, Controlling, Management & Society, Creativity & Innovation | 10 Hrs Unit: I, II, V | https://nptel.ac.in/courses/122/108/122108038/# |
| 3 | Introduction to Industry 4.0 | Unit V | Internet of Things by Prof.SudipMishra, IIT Kharagpur. Introduction to Internet of Things- Course (nptel.ac.in) A Complete Guide to Industry 4.0- Udemy A Complete Beginner's Guide to In- dustry 4.0 Udemy |

Pedagogy: Chalk & Talk, lecture, Seminar, PPT , Group Discussion and Case Study.

| | | | | | | |
|---------------------------------|--|----------|----|---|---|--------|
| COURSE NUMBER BB22C02 | COURSE NAME FINANCIAL ACCOUNTING | Category | L | T | P | Credit |
| | | Theory | 71 | 4 | - | 4 |

Preamble

1. To understand the basic concepts and principles of financial accounting.
2. To deepen knowledge on all the components of the final accounts, using a double entry book keeping perspective.
3. To convey sufficient knowledge for an adequate interpretation, analysis and use the information provided by financial accounting.
4. To effectively communicate financial results and position to stakeholders.

Course Outcomes

On the successful completion of the course, students will be able to

| CLO Number | CLO Statement | Knowledge Level |
|------------|--|-----------------|
| CLO1. | Identify the importance of accounting and to gain a broad Understanding of concepts, principles and terminology of financial accounting. | K1 |
| CLO2. | Recognize and familiarize kinds of accounts and use of various accounting tools. | K2 |
| CLO3. | Associate the components of final accounts using double entry booking keeping. | K3 |
| CLO4. | Analyse and perform fundamental accounting operations. | K4 |

Mapping with Programme Outcomes

| CLOs | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 |
|-------|------|------|------|------|------|
| CLO1. | S | S | M | S | S |
| CLO2. | S | S | M | S | M |
| CLO3. | S | S | S | M | M |
| CLO4. | S | S | S | S | S |

S-Strong; M-Medium; L-Low

Financial Accounting-

BB22C02

(71Hours)

UNIT– I(15 Hours)

Accounting Concepts–Principles–Kinds of Accounts–Journal, Ledger, Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book.

UNIT– II(14 Hours)

Trial Balance-objectives and methods of preparing Trial Balance-Rectification of Errors-types of errors- preparation of suspense account - effect of errors on profit– preparation of Bank Reconciliation Statement

UNIT– III (14 Hours)

Capital and Revenue expenditure- Preparation of Manufacturing – Trading and Profit and Loss Account–Balance Sheet-Treatment of adjustments

UNIT– IV(14 Hours)

Depreciation – Meaning, Need for depreciation - Methods: Straight line and Diminishing balance methods– Bills of Exchange –entries in the books of drawer and acceptor

UNIT-V (14Hours)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents-Financial statement analysis- comparative, common size statements and trend analysis-Ethics in financial reporting.

(Theory and Problems in the ratio of 20% and 80% respectively)

TEXTBOOK:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|---|----------------------|----------------------|---------------------|
| 1 | S.P.Jain, K.L.Narang, Simmi Agrawal & Monika Sehgal | Financial Accounting | Kalyani Publishers | January 2020 |
| 2 | Reddy T.S & Murthy. A | Financial Accounting | Margham Publications | 2021 |

REFERENCE BOOKS:

| Sl. No. | Author(s) | Title of the Book | Publisher | Year of Publication |
|---------|--|------------------------------|--|---------------------|
| 1 | S.N. Maheswari, Suneel K. Maheswari, Sharad K. Maheswari | Financial Accounting for BBA | Vikas Publishing House Private Limited | 2018 |
| 2 | Grewal T.S | Double entry bookkeeping | Sultan Chand & Company | Reprint 2017 |

Reference links

| Sl.No. | Units | Topics | Links | No of Hrs |
|--------|--------------|--------------------------------------|---|-----------|
| 1 | Unit – 1,2,3 | Fundamentals of Financial Accounting | Swayam: https://swayam.gov.in/nd2_cec20_mg23/preview | 8 Weeks |
| 2. | Unit-3,4 | Financial Accounting and Analysis | Swayam: https://swayam.gov.in/nd2_imb20_mg32/preview | 6 Weeks |
| 3. | Unit-1,2 | Introduction to Financial Accounting | Coursera: https://www.coursera.org/learn/wharton-accounting | 12 hours |

**SEMESTER – I FOUNDATION COURSE
INTRODUCTION TO WOMEN’S STUDIES
SUBJECT CODE:NME22WS**

Credits: 2
Total Hours: 30

Lecture Hours: 26
Tutorial Hours: 4

COURSE OBJECTIVES

Students will be able to:

- To give overview of the academic discipline of Women’s Studies and its genesis
- To familiarize the students with Key concepts, issues and status in Women’s Studies
- Identify myths and realities of women’s lives.
- Identify the diversity of women’s issues nationally approaches for women development

Unit 1: Women’s Studies as a Discipline(3hrs) (5 hrs)

Purpose and Relevance of Women’s Studies - Women’s Studies in Higher Education -
Understanding Key Terms and Concepts

Activity: Assignment, Discussion (2hrs)

Unit II Contextualization of Women’s Movement (3hrs) (5 hrs)

History of Women’s Movement –Feminism -Three waves of Feminism- Feminist Thinkers in
Contemporary India.

Activity: Quiz /Assignment (2hrs)

Unit III Status and Role of Women in Personal Spheres (3hrs) (5 hrs)

Women in Family -Gender Roles - Violence against Women- Women’s Health and Nutrition

Activity: Discussion/ Role-play (2hrs)

Unit IV Status and Role of Women in Social Spheres (3hrs) (5 hrs)

Women in Leadership-Women’s Representation in Social Spheres- Women in Science and
Technology- Gender Stereotyping

Activity: Discussion/presentation (2hrs)

Unit V Approach in Women Development (3hrs)(10hrs)

Constitutional and Legal Rights for Women- Plans, Policies and Programs for Women- Role of
United Nations for Women

Activity: Projects on Social Issues/ Women’s Rights/ Development of Women (7hrs)

Reference:

Smith, Bonnie.2013 . Women’s Studies : The basics. London: Routledge.

