

MADURAI KAMARAJ UNIVERSITY
University with Potential for Excellence)

B.B.A- Semester

**CHOICE BASED CREDIT
SYSTEM REVISED SYLLABUS**

(This will be effective from the academic year 2018 – 2019 & 2023-2024)

BACHELOR OF BUSINESS ADMINISTRATION

Outcome of the Programme:

At the end of the three year Bachelors in Business Administration program, students would gain a through grounding in the fundamentals of business management. The industry and entrepreneurship oriented curriculum offers a number of specialization and practical exposures which would equip the student to face the contemporary challenges in the field. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-up-date, assertive and effective business executives with strong leadership skills and social consciousness.

Course Outcome:

Semester – I

Subject: Part I- Principles of Management

Subject Code: ABAPC11

CO1	Describe nature, scope, role, levels, functions and approaches of management
CO2	Apply planning and decision making in management
CO3	Identify organization structure and various organizing techniques
CO4	Understand Direction, Co-ordination & Control mechanisms
CO5	Relate and infer ethical practices of organisation.



Subject: - Accounting for Manager I

Subject Code: ABAPC12

CO1	Prepare Journal, ledger, trial balance and cash book
CO2	Classify errors and making rectification entries
CO3	Prepare final accounts with adjustments
CO4	To understand Hire Purchase system
CO5	Prepare single and double entry system of accounting.

Subject: - Managerial Economic

Subject Code: ABAPS11

CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.
CO2	Explain demand concepts, underlying identify demand forecasting techniques.
CO3	Employ production, cost and supply business decision making
CO4	Identify pricing strategies
CO5	Classify market structures under competitive scenarios.

Subject:- Managerial communication

Subject Code: ABAPF11

CO1	Understand communication process and its barriers.
CO2	Develop business letters in different scenarios
CO3	Develop oral communication skills & conducting interviews
CO4	Use managerial writing for business communication
CO5	Identify usage of modern communication tools & its significance for managers



Subject: - BASIC OF EVENT MANAGEMENT

Subject Code: ABAPS11

CO1	To understand basics of event management
CO2	To design events
CO3	To study feasibility of organising an event
CO4	To gain Familiarity with marketing & promotion of event
CO5	To develop event budget

Semester II

Subject: - Marketing Management

Subject Code: ABAPC21

CO1	To list and identify the core concepts of Marketing and its mix.
CO2	To sketch the market segmentation, nature of product, PLC
CO3	To analyze the appropriate pricing methods
CO4	To determine the importance of various media
CO5	To assess the sales force and applications of digital marketing

Subject: Accounting for manager II

Subject Code: ABAPC22

CO1	Interpret cost sheet & write comments.
CO2	Compare cost, management & financial accounting
CO3	Analyze the various ratio and compare it with standards to assess deviations
CO4	Estimate budget and use budgetary control
CO5	Evaluate marginal costing and its components



Subject: International business

Subject Code: ABAPT21

CO1	Discuss the modes of entry to International Business
CO2	Explain international trade theories
CO3	Understand Foreign exchange market and FDI
CO4	Outline the Global Business Environment
CO5	Identify the relevance of international institutions and trading blocs

Subject: Managerial Skill Development

Subject Code: ABAPS21

CO1	Identify the personal qualities that are needed to sustain in the world of work.
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

Subject: Business Etiquette and Corporate Grooming

Subject Code: ABAPS22

CO1	Describe basic concepts of business etiquette and corporate grooming.
CO2	Outline the etiquette and grooming standards followed in business environment and The significance of communication
CO3	Create cultural awareness and moral practices in real life workplace scenarios
CO4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success



CO5	Apply the professionalism in the workplace considering diversity and courtesy

Semester III

Subject: Part III- Company Law

Subject Code: ABAJC31

CO1	To Know the basic Knowledge about company its struture
CO2	To Know the financial aspects
CO3	To General functioning in the modern business context
CO4	To Know about company Management
CO5	To Know about share capital

Subject: Part III- Information Management

Subject Code: ABAJC32

CO1	To understand the basic concepts and technologies used in the field of information systems
CO2	To understand the basic concepts and technologies used in the field of information systems
CO3	To develop an understanding of how various information system work together
CO4	To Know Information objectives of on organization
CO5	To Know about Database management



Subject: Part III- Computer Application in Business

Subject Code: ABAJC33

CO1	To Practice basic keyboarding and mouse use.
CO2	To Learn basic words systems
CO3	To processing skills with Microsoft word such as text input
CO4	To formatting and to include some graphic such as picture and charts
CO5	To Able to access the internet use internet directories

Subject: Part III- Organizational Behaviour

Subject Code: ABAJC34

CO1	To analyze the behavior of individuals and groups in organizations
CO2	To know the key factor that influence organizational behavior
CO3	To analyze organizational behavioral issues in the context of organizational
CO4	To understand about the motivations
CO5	To impart the how to manage the stress

Subject: Part III (Allied)- Business Mathematics

Subject Code: ABAJA31

CO1	To Explain basic methods of Analytical Geometry, Set theory
CO2	To Discern effects of various types and methods of interest accounts
CO3	To Connect the acquired knowledge and skills with practical
CO4	To solve the problems in economics
CO5	To know basic concept of mathematics in business



Subject: Part IV (Skill)- Presentation Skills

Subject Code: ABAJS31

CO1	To enable to students improve their interpersonal skills
CO2	To know how to communication through effective presentation
CO3	To Know the Importance of Presentation
CO4	To know the how to prepare the presentation
CO5	To know about the Presentation material

Subject: Part IV(Skill)- Personality Development

Subject Code: ABAJS32

CO1	To develop student's personality through learning of personality traits
CO2	To develop self confidence, self management and transactional analysis
CO3	To Know about Stress Management
CO4	To Understand about the Perception
CO5	To know about some Theories of Personality

Semester IV

Subject: Part III- Industrial Law

Subject Code: ABAJC41

CO1	To provide information to the students about industrial legal provision
CO2	To know about Employment Act, Payment by wages
CO3	To know about different type of Act in Industries
CO4	To know about payment of bonus Act
CO5	To understand about law following in the industries



Subject: Part III- Marketing Management

Subject Code: ABAJC42

CO1	To Understand the basics concepts of marketing
CO2	To Remember the key areas in marketing
CO3	To Analyze the trends in marketing environment
CO4	To Know about the sales promotion
CO5	To know about the importance of Product management

Subject: Part III- Management Accounting

Subject Code: ABAJC43

CO1	To enlighten the students on various functions of accounting management
CO2	To know about the Management Accounting
CO3	To Know the about the Ratio Analysis
CO4	To understand about the Marginal costing
CO5	To know about Budgetary control

Subject: Part III- Human Resources Management

Subject Code: ABAJC44

CO1	The aim of this subjects is to highlight the importance of HRM
CO2	To Know make the effective use of workforce through proper direction
CO3	To know about the Recruitment
CO4	To know about the Training and its importance
CO5	To know about Industrial relation and Grievance



Subject: Part III(Allied)- Business Statistics

Subject Code: ABAJA41

CO1	To inculcate the knowledge of statistics and its application
CO2	To understand about the basic knowledge about Statistics
CO3	To know about the Dispersion
CO4	To know about the correlation and its types
CO5	To know about the Index numbers

Subject: Part IV(Skill)-Interview Skills

Subject Code: ABAJS41

CO1	The aim of this subject is to developing employability skills
CO2	To know personal qualities related to training and sustaining employment
CO3	To know about how to prepare interview
CO4	To develop the Attitude and positive mental attitude
CO5	To understand about factors considered in selecting a company

Subject: Part IV(Skill)- Salesmanship

Subject Code: ABAJS42

CO1	The aim of this subject is to create awarness on product knowledge
CO2	To get knowledge of prospective buyers
CO3	To Know market efforts of an enterprise through personal selling
CO4	To get knowledge about product



CO5	To know about the Customer and selling process
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Subject: Part V (Extension)- Patti Thattu

Subject Code: UEAJG4U

CO1	To know the responsibilities of students to save the old age peoples
CO2	To help the old age people in the society
CO3	To love the elder peoples in homes
CO4	To motivate the elderly persons in society
CO5	To impart the old age people are assets in home and nation

Semester-V

Subject: Part III- Operations Management

Subject Code: ABAJC51

CO1	The course aims to impart the fundamental concepts of production
CO2	To know about operation management and principles in detail
CO3	To know about the Purchasing and its procedure
CO4	To know about the work-study and its methods
CO5	To understand about the Quality control

Subject: Part III- Advertising Management

Subject Code: ABAJC52

CO1	To enable the students to gain insight about the various related to advertising
CO2	To know how it effectively used in the overall scheme of things by an organisation



CO3	To know about the Advertising media
CO4	To know about the advertising agencies
CO5	To know about the Advertising budget and expenditure

Subject: Part III- Financial Management

Subject Code: ABAJC53

CO1	To enlighten the students on various functions of financial management
CO2	To know about sources of capital
CO3	To understand about the working capital management
CO4	To know about the cost of capital and its classification
CO5	To know about the capital budgeting

Subject: Part III- Entrepreneurship Development

Subject Code: ABAJC54

CO1	To make the student understand the concep tof entrepreneurship
CO2	To facilitate generation of young entrepreneurs
CO3	To know about the Entrepreneurship development programmes
CO4	To know about the women entrepreneur
CO5	To know about the SIDO,NSIC,SIDCO and DIC



Subject: Part III (Allied)- Research Methodology

Subject Code: ABAJA51

CO1	Understand the basics concepts and principles of research in functional areas of business
CO2	To Remember the tools, techniques and process of research
CO3	To know to Conduct a mini search
CO4	To know about sampling techniques
CO5	To know about Primary and secondary data

Subject: PartIV(Skill)-Leadership & Communication Skills

Subject Code: ABAJS51

CO1	To provide the basic aspects of leadership functions goal setting in the business management context
CO2	To make the students to aware about communication and its importance in their career
CO3	To develop the student's communication skills, Reading skills and public speaking skills
CO4	To know about the Time management
CO5	To understand about the SWOT Analysis



Subject: Part IV(NMEI)- Fundamentals of Management

Subject Code: ABAJN51

CO1	The aim of this subject is to familiarize students with the principles, function and techniques of management
CO2	To know how to manage business enterprises effectively
CO3	To know about the basic function of management
CO4	To know about the staffing and Recruitment
CO5	To know about the quality control system

Semester VI

Subject: Part III - Retail Management

Subject Code: ABAJC61

CO1	To provide a basic theoretical framework of the concepts of Retail Management
CO2	To enable the students to identify the retailing opportunities
CO3	To know about the Retail communication
CO4	To know the Retail Pricing and its strategies
CO5	To know about the online retailing and its strategies

Subject: Part III - Service Marketing

Subject Code: ABAJC62

CO1	To provide a comprehensive and integrated coverage of services marketing in Indian business context
CO2	To facilitate the learner the role of marketing mix in the services marketing context
CO3	To know about the Service strategy
CO4	To know about services marketing mix
CO5	to know about the service promotion and communication process



Subject: Part III - Total Quality Management

Subject Code: ABAJC63

CO1	To provide a thorough understanding of TQM Principles ISO 9000 Certification
CO2	To know the importance of TQM functions in the global scenario
CO3	To understand about the strategic planning
CO4	To know about the six sigma principle
CO5	To know about the bench marking

Subject: Part III -Strategic Management

Subject Code: ABAJC64

CO1	To provide a basic theoretical framework of the concepts of various strategies adopted by the corporate
CO2	To know the issues with regard to framing evaluation of strategy
CO3	to enable the student to identify the opportunities in business
CO4	To know about the corporate strategy
CO5	To know about the Global strategies

Subject: Part III (Allied) - Field Study Report

Subject Code: ABAJA61

CO1	To remove the farness amount the students to approached the agency
CO2	To bring self confident to the students
CO3	To realise the peoples marketing strategies on fields
CO4	To face the task management
CO5	To bring the research capacity



Subject: Part IV (Skill) - Employability Skills

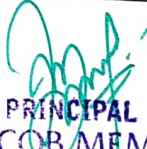
Subject Code: ABAJAS61

CO1	To Provide and develop basic analytical and communication skills
CO2	To get knowledge of the students to improve their ability
CO3	To understand about the Resume writing
CO4	To develop Arithmetic and logical reasoning skills
CO5	To develop Employability skills

Subject: Part IV (NME II) - Fundamentals of Entrepreneurship

Subject Code: ABAJN61

CO1	To enable the students to know about entrepreneurship
CO2	To Impart the Role & Qualities of Entrepreneur and challenges of women entrepreneur
CO3	To generate the confident for entrepreneur
CO4	To creat ideas for business fields
CO5	To increasing the confident among youg entrepreneurs


PRINCIPAL
REV. JACOB MEMORIAL
CHRISTIAN COLLEGE
AMBILIKKAI - 624 612
Dindigul Dt, Tamilnadu

