



M.O.P. VAISHNAV COLLEGE FOR WOMEN

(AUTONOMOUS)

Choice Based Credit System

Course of Study for the batch of Candidates
admitted in

2020 – 2021

2019 – 2020

2018 – 2019

ACADEMIC YEAR 2020 – 2021

B.B.A

Activities / Content with direct bearing on

Employability/ Entrepreneurship/ Skill Development

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34
(Effective for the batch of Candidates admitted in 2020-2021)
B.B.A.

Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2020 – 2021

M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI-34

(Effective for the batch of Candidates admitted in 2020-2021)

B.B.A.

CORE II - PRINCIPLES OF MANAGEMENT

**COMMON TO B.Com (Accounting & Finance), B.Com (Marketing Management),
B.Com (Corporate Secretaryship), B.Com (Honours), B.B.A & B.Sc (Food Science and
Management)**

COURSE CODE: 14UMAN303	YEAR / SEMSTER: I / I	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To familiarize the basic managerial functions and apply the principles of management in a business organization.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To enable students to trace the evolution and growth of management as a body of knowledge
Co2	To explain the importance and process of planning and decision making
Co3	To have an in depth knowledge of various functions, process and types of management and their relevance to an organization
Co4	To develop skill sets required for managerial and leadership roles
Co5	To study and examine the system and process of effective controlling in the organization

UNIT I

Introduction

Meaning, Definition, Nature, Process, Functions and Significance of Management, Management vs. Administration, Manager vs Entrepreneur, Management - Science or an Art?, Management as a Profession, Levels of management, Skills and Roles of a Manager, Functional Areas of Management, Duties of functional managers Contributions to management thought, F.W.Taylor & Scientific management, Henry Fayol & Administrative theory of management, Elton Mayo & Hawthorne Experiment, Peter F. Drucker.

(12 Hrs)

UNIT II

Planning & Decision Making

Planning - Meaning, Definition, Nature, Process, importance, Advantages & Disadvantages, principles of planning, features of a good plan, Methods and Types of Plans, MBO, MBE.

Forecasting & Decision Making- Meaning, Definition, Characteristics, Process, Advantages and Limitations, Types of decision, Techniques of decision making, problems in decision making.

(12 Hrs)

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B.B.A.

UNIT III

Organising

Organisation - Meaning, Definition, Nature, Objectives, Principles, Process of Organization, Structure, Formal and Informal organization, Types of organization-Theories of organisation - Organizational Chart - Departmentation, Meaning, need, Basis of Departmentation - Span of Management - Meaning, Factors influencing span, V.A.Graicuna's theory of Span of management- Authority and responsibility, power, accountability – Delegation, Meaning, Definition, Process, benefits, problems, Types - Decentralisation, Meaning, benefits and disadvantages, degree of decentralization, factors determining delegation, Delegation vs. Decentralisation, Centralization vs. Decentralisation.

(12 Hrs)

UNIT IV

Staffing & Directing

Staffing - Meaning, Definition, nature and function. (overview only) – Direction, Meaning, Definition, Principles and techniques- Supervision, meaning, definition, nature, advantages, disadvantages- Leadership, meaning & styles - Motivation, meaning, factors & theories of Motivation (Maslow, Herzberg & Mc. Gregor), Leaders vs Managers vs Entrepreneur - Communication, meaning, definition, nature, process, types of communication.

(12 Hrs)

UNIT V

Control & Co- ordination

Control, Meaning, Definition, Nature, benefits, problems, process of controlling, MBE, SWOT, Control Techniques (in brief) - Co-Ordination, Meaning, Definition, Nature, importance, problems, Co-ordination vs. Co-operation.

(12 Hrs)

TEXT BOOK

- Gupta.C.B, (Revised 2017), - Business Management, Sultan Chand and Sons, New Delhi, 12th Edition

REFERENCE BOOKS

- J. Jayasankar, Reprint 2016 -Principles of Management (Business Management). Margham Publication. Chennai
- P.C.Tripathi& P.N Reddy, Reprint 2012, Principles of Management. Tata Mc.Graw, Hill. New Delhi.
- Harold Koontz, Heinz Weirich, Essentials of Management, An International and Leadership Perspective, McGraw Hill, Ninth Edition

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E-RESOURCES

- www.valuebasedmanagement.net/
- www.slideshare.net
- www.khanacademy.org
- <https://www.youtube.com/watch?v=Kkni3QNGh2I>
- https://www.youtube.com/results?search_query=span+of+control

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Management as an art – the students will create a diagram of their choice. This activity is given to showcase the creativity and skill of an individual
- Role Play for Skills & Roles of a manager – the students will perform a role play depicting the skills and roles of a manager that will bring out their team spirit and imagination.
- Interview with real time managers – the students hereby will get an opportunity to interact and learn from the experienced managers and understand the practical challenges of the job.
- Student Presentation & Lecture where students will explain with an example the different administrative theories of management.
- Planning an event of your choice – the students can use their innovative ideas and organization skills to spontaneously plan an event to understand the steps of planning.
- Situation Analysis - The students will be given a situation for which they have to take a decision to select the best alternative.
- Organization chart presentation – the students will present the organization chart and interpret the diagram
- Group assignment - To collect the different sources of staffing from the organizations
- Case Study for MBE & SWOT Analysis – the students will do a detailed case study to understand the given topics better.
- Analysis of management concepts from a movie – the students will dissect a movie of their choice to elaborate on the various management concepts employed in the course of the film.

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COURSE OUTCOMES:

On completion of the course the student will be able to

CO NO.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices	1, 2, 3	An, C
CO 2	Resolve managerial problems and propose solutions through systematic planning and decision making	1, 2	C
CO 3	Categorize the various types, components and complexities of an organization's structure and analyse its impact on the manager	1,2	An
CO 4	Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable sustainable growth	1,2,3,5	E
CO 5	Examine the importance of coordination and outline the various methods of control available to the manager	1	An

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

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B.B.A.

ALLIED I - BUSINESS STATISTICS AND OPERATIONS RESEARCH

COURSE CODE: 19UMAT301& 19UMAT301P	YEAR/SEMESTER:I/I	MAXIMUM MARKS: 100	80marks Theory 20marks Practical
COURSE TYPE: THEORY & PRACTICAL	CREDITS: 5	TOTAL TEACHING HOURS: 75	55 hours Theory 20 hours Practical

GENERAL OBJECTIVE:

To provide an insight into the fundamental concepts of statistics and operations research, understand the various quantitative techniques and apply them to obtain the optimal solution in global business environment.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co 1	To understand the concepts of measures of central tendency , dispersion and apply appropriate tools for data analysis and interpretation in a global business environment.
Co 2	To compute the degree of association between two variables using correlation and identify their linear relationship through regression analysis.
Co 3	To construct network diagrams and apply CPM/ PERT techniques to estimate project duration.
Co4	To explain the characteristics of game theory, pure/mixed strategies and solve games using dominance property, graphical method, matrix oddment method.
Co 5	To choose the best course of action among the available alternatives by employing various decision making criteria and compute the minimum elapsed time for processing n jobs on two/three/m machines by Johnson's Method.

UNIT I

Measures of Central Tendency and Dispersion

Introduction, Meaning, Definition, Scope and Limitations of Statistics.

Measures of Central Tendency – Mean, Median and Mode.

Measures of Dispersion - Introduction, Significance, Range, Quartile deviation, Mean deviation, Standard deviation, Co-efficient of variation.

(11 hours)

UNIT II

Correlation and Regression

Introduction, Significance, Types of correlation, Karl Pearson's co-efficient of correlation and Rank co-efficient of correlation, Regression Analysis (except bivariate frequency distribution)

(10 hours)

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UNIT III

Operations Research

Introduction to Operations Research, Meaning and Scope of OR.

Network Analysis Introduction, Construction of networks, Network Computations – Earliest completion time of a project, Critical path, Floats, PERT (without crashing).

(12 hours)

UNIT IV

Game Theory

Introduction, Two person zero-sum game with and without saddle points, Matrix Oddment method, Dominance property for $m \times n$ game, Graphical Method for solving $2 \times n$ or $m \times 2$ games.

(10

hours)

UNIT V

Decision Theory

Introduction, Decision making under uncertainty- Maximax criterion, Maximin criterion, Minimax regret criterion, Hurwicz criterion, Laplace criterion.

Sequencing Problem

Introduction, Johnson's method – Processing of n jobs on two machines, n jobs on three machines and n jobs on m machines.

(12 hours)

TEXT BOOKS:

- S.P. Gupta (2008) Statistical methods, Sultan Chand & Sons.
- Prof.V.Sundaresan, K.S.Ganapathy Subramanian and K.Ganesan (2000), Resource Management Techniques, A.R.Publications, Chennai.
- P.R.Vittal, V. Malini (2002), Operations Research, Margham Publications, Chennai.

REFERENCES:

- P.R.Vittal (2009), Mathematical Statistics, Margham Publications.
- Murray R Spiegel, Larry J Stephen (1999) Schaum's Outline of Theory & Problems of Statistics, McGraw Hill.
- Sharma (2007), Business Statistics, Pearson Education.
- KantiSwaroop,Gupta P.K. and Manmohan (1999), Problems in Operations Research, Sultan Chand & Sons, New Delhi.
- S.D. Sharma (2001), Operations Research: Theory and Applications, Macmillan, New Delhi.

E RESOURCES

Web links

- www.slideshare.net
- Wolfram MathWorld: The Web's Most Extensive Mathematics Resource

YouTube Video links:

Statistics:

- <https://youtu.be/BiLIcCtXmm0>
- <https://youtu.be/wRZwrcPnmc4>

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Operation Research:

- https://www.youtube.com/watch?v=Z-YqfAA9lew&list=PLnBtGzI7ZBsZT9lPIsX_UgK7vITP6YrSg&index=10
- https://www.youtube.com/watch?v=_g0Aw99V2Dc&list=PLnBtGzI7ZBsZT9lPIsX_UgK7vITP6YrSg&index=11
- <https://www.youtube.com/watch?v=O7mMb4xX43o&list=RDCMUCqedkv6AYxh3hk99EPtGlmQ&index=4>
- <https://www.youtube.com/watch?v=vUMGvpsb8dc&t=107s>

ACTIVITIES WITH DIRECT BEARING ON SKILL DEVELOPMENT

(These activities are only indicative, the Faculty member can innovate)

- **Worksheets:** Solve problems on mean, median, mode, standard & quartile deviation
- **Classroom activity:** Students compute correlation coefficient between the class test marks and first internal assessment marks secured by them and find the linear relationship using regression analysis
- **Case study analysis:** Analyze real life situations using PERT/ CPM techniques to determine project effectiveness in global scenario .
- **Assignments:** Students solve problems on Game theory using Matrix oddment method, Dominance property for $m \times n$ game and Graphical Method for solving $2 \times n$ or $m \times 2$ games .
- **Interactive Learning:** Group discussion on sequencing models to find the appropriate order in which number of tasks can be assigned to finite number of service facilities using Johnson's method to optimize the output.
- **Internet Surfing:** Students surf the net to explore different situations in daily life, analyze and draw conclusions using decision making criteria-Minimax, regret criterion, Hurwicz criterion, Laplace criterion to select the best course of action among the available alternatives.
- **Practical:** Determine the degree of relationship between the variables (correlation analysis) and obtain the linear relationship (regression analysis) using R programming.
- **Role play:** Students will enact as a decision maker, explain types of decision making environment to draw conclusions.

ALLIED I –BUSINESS STATISTICS AND OPERATIONS RESEARCH-PRACTICAL

- **METHODS OF CENTRAL TENDENCY**
Mean, Median, Mode.
- **MEASURES OF DISPERSION**
Standard deviation, Quartile deviation, Range, Coefficient of variation
- **CORRELATION**
Correlation co-efficient
Rank Correlation (without repeated ranks)
Regression lines.
- **NETWORK ANALYSIS**
CPM and PERT
- **DECISION THEORY**
Decisions under uncertainty.
- **SEQUENCING PROBLEM**
Processing of n jobs on two machines, Processing of n jobs on three machines,
Processing of n jobs on m machines

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Estimate the measures of central tendency & dispersion and apply them in a global business environment to make meaningful predictions.	1,2,3	E
CO2	Determine the degree of relationship using correlation and employ regression analysis in business forecasting.	1, 2,4	E
CO3	Estimate the expected duration of a project using CPM and PERT techniques.	1, 2	E
CO4	Select the appropriate strategies of game theory to obtain the optimal solution of problems in any competitive market (local/national/global).	1, 2, 3	E
CO5	Solve sequencing problem to determine the minimum elapsed time for processing jobs on machines and choose the best course of action among available alternatives using decision making criteria.	1, 2, 3, 4	An

R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

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B.B.A.

CORE III-BUSINESS ENVIRONMENT

COURSECODE: 19UMAN301	YEAR / SEMESTER: I/ II	MAXIMUMMARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To provide an understanding of Business Environment in terms of the political, economic, social, legal and financial ramifications and its influence on Individual Business Units.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide an overview on the significance of various components of Business Environment and its impact on Business
Co2	To provide an understanding of the relationship between government and Business and socio cultural impact on business practices
Co3	To enable an understanding of economic systems and macroeconomic parameters
Co4	To brief the functions of regulatory authorities in the financial sector
Co5	To outline the Indian taxation structure and the role of financial services in the financial system

UNIT I

Introduction

The concept of Business Environment, Its nature and significance, Brief overview of Political, Cultural, Legal, Economic, Financial and Social Environments and their impact on Business - Business Ethics, Code of Conduct. (12 hrs)

UNIT II

Political Environment

Economic System and its impact on Business – Constitutional Environment, Government relationship with Business.

Socio - Cultural Environment

Family systems, Caste System, Linguistic and Religious groups. (12 hrs)

UNIT III

Economic Environment

Business Cycles – Inflation, Deflation- Macroeconomic parameters like GDP, Growth Rate, Population, Urbanisation, National Income, Per Capita Income and their impact on Business decisions- Five Year Planning, Inception of NITI Aayog (National Institution for Transforming India)- New Economic Policy 1991, Liberalisation, Privatisation and Globalisation of Business. (12 hrs)

UNIT IV

Financial Environment

Indian Financial system - Commercial banks - RBI - Stock Exchange (12 hrs)

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UNIT V

Indian Tax Structure and Financial Institution

Indian Tax Structure, An overview of Direct and Indirect Tax - Non Banking Financial Institutions for Development- Financial Services.

(12 hrs)

TEXT BOOK:

- Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, Third Revised Edition.

REFERENCE BOOKS

- Cherunilam Francis (Reprint 2016) Business Environment, Himalaya Publishing House, Twenty fourth Revised Edition.
- Aswathappa K (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, Thirteen Revised Edition.
- Gupta.C.B. (Reprint 2018) Business Environment, Sultan Chand & Sons. Eleventh Revised Edition.

E- RESOURCES:

- <http://www.niti.gov.in/>
- https://www.sebi.gov.in/sebi_data/commondocs/ar97983a_h.html
- <https://www.youtube.com/watch?v=53vmQNVBm0w>
- <https://www.youtube.com/watch?v=vfNGr5gCbdw>
- <https://www.youtube.com/watch?v=Bqyek4dnycM&t=7s>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Students to do group presentation on Economic, Demographic, Cultural and Economical conditions prevalent among various nations of the world.
- Group discussion - can be arranged on the following topics :
 - Urbanization and its impact on the society
 - Culture and its impact on the society
 - Population and its impact on the society
 - Implementation of Gandian Principles in the society
 - Family systems in the Indian Society
- Role Play -Depicting the two major types of Economic systems namely Capitalistic and Socialistic Society.
- Debate on the impact of Fundamental Rights and Directive Principles in the Society.
- Articles Review - Articles from various journals and dailies to be reviewed on various concepts of Macro Economics like - GNP , NNP , NI, PI, DPI.
- Students Seminar - Students can present a seminar on NITI - AYOOG, its objectives, functions and its achievements.

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- Brochure Preparation - Pamphlets can be prepared explaining the functionalities of various Development Banks like -IDBI, IFCI, ICICI, IRBI, SFC, SIDCO, LIC, GIC, UTI, Other Institutions and importance in Business.

COURSE OUTCOMES:

On completion of this course the student will be able to

CO NO:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1 :	Evaluate the global and national environment to identify the various forces affecting business	2,3	E
CO2:	Analyse the political system and the socio-cultural setup of a country and its impact on business	1,2,3	An
CO3:	Examine the key indicators of economic growth and development in India	1,5	An
CO4:	Explain the role of financial participants in regulating business in the national context	2,3	E
CO5:	Discuss the Indian Taxation structure	1,5	E

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B.B.A.

CORE IV – MARKETING MANAGEMENT

**COMMON TO B.Com (Accounting & Finance), B.Com (Marketing Management),
B.Com (Corporate Secretaryship), B.Com (Honours) & B.B.A**

COURSE CODE: 15UMAN303	YEAR / SEMSTER: I / II	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To enable students to understand the elements of the Marketing mix and principles underlying the modern marketing practices.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co 1	To remember and understand the role and importance of marketing.
Co 2	To identify the factors influencing consumer behavior and purchase decision
Co 3	To apply product, branding and packaging strategies
Co 4	To understand the pricing objectives and the modalities of sales distribution
Co 5	To evaluate the various promotion mix elements and understand the promotion techniques
Co 6	To understand the emerging trends in marketing

UNIT I

Marketing & It's Applications

Meaning and definition of Marketing Management, Nature, importance, Evolution , concepts, traditional and modern functions of marketing , inter relationship between marketing and other functional areas, distinction between marketing and selling- Marketing environment.

(12 Hrs)

UNIT II

Consumer Behaviour and Market Segmentation

Consumer Behaviour, Definition, Dimensions, Need, Kotler's model of Consumer Behaviour, Consumer Buying Process , Buying motives, Theories of Buyer Behaviour, Maslow's hierarchy of needs , Economic theory , Learning theory , Psychoanalytic theory , Howard Sheth model - **Market segmentation**, Concept, meaning, need, steps in segmentation, basis of segmentation, targeting and positioning.

(12 Hrs)

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B.B.A.

UNIT III

Marketing Mix I

Product, Concept of product, attributes, levels, objectives, policies, product mix & line, **New Product Development**, Product Life Cycle, product failures, **branding and packaging strategies**, labelling– **Price**, Meaning and definition, significance, objectives, factors influencing pricing, kinds of pricing decisions, pricing problem, pricing discrimination.

(15Hrs)

UNIT IV

Marketing Mix II

Place, Channel of Distribution, meaning, importance, levels and gaps in COD, marketing middlemen, Kinds of channel members (major channel types), functions of middlemen, difference between channels of distribution and physical distribution – **Promotion**, Meaning, objectives, strategies, elements of the promotion mix (in brief), Meaning, objectives, advantages and disadvantages of advertising, personal selling, sales promotion, publicity and public relations

(12 Hrs)

UNIT V

Marketing in the New Millennium

Innovations in marketing, De-marketing, Re-marketing, Over Marketing, Meta Marketing, Virtual marketing, Green marketing, Global marketing, Services marketing - Convergence and Future development, Interactive TV, SMS Marketing, Social media promotion techniques

(9 Hrs)

TEXT BOOK

● Dr.C.B.Gupta & Dr. N. Rajan Nair, (Reprint 2018), Marketing Management, Sultan Chand & Sons, New Delhi, 19th Revised Edition

REFERENCE BOOKS

- Philip Kotler. (Reprint 2016). Principles of Marketing: A South Asian Perspective, Pearson Education. New Delhi
- Dr. N. Rajan Nair. (Reprint 2015). Marketing, Sultan Chand & Sons. New Delhi
- K.S.Chandrasekar. (Reprint 2014). Marketing Management Text and Cases, Tata McGraw Hill, New Delhi.

E-Resources

- <https://www.marketing91.com/what-is-sales-promotion/>
- <https://www.youtube.com/watch?v=lb2JtMdNV8Q>
- <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
- https://youtu.be/MeLimVJom_0
- <https://youtu.be/Mco8vBAwOmA>
- <https://youtu.be/gtfPU6nTa9k>
- <https://youtu.be/v1q1nnPCcKw>
- <https://www.kyleads.com/blog/market-segmentation/>
- <https://www.educba.com/pricing-strategies-in-marketing/>
- https://www.tutorialspoint.com/marketing_management/marketing_management_distribution_channels.htm
- <https://youtu.be/GjQRON8LF9g>

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ACTIVITY PLANNER:

**List of activities for Employability / Skill Development / Entrepreneurship Skill
Development**

(Course faculty may conduct any, all or any other activities as well)

- Hangman, Connections, Pictionary, Quiz or jumble the mumble game to make students understand and familiar with commonly used marketing concepts & terminologies.
- Presentation by students on Marketing strategies adopted in movies, product or service or events like IPL film fare etc... By doing this activity Students will attain insight on significance and applications of marketing
- Students to choose any movie and analyze it as product the reasons for its success or failure which will cover pricing promotion competition and other aspects of market
- Role play by students to understand the behavior of different consumers and the Selling technique adopted with different pricing strategies
- Students will be asked to develop a new product of their choice and do the packaging and branding for the same and display it on screen
- Space marketing-Students to approach sponsors for sponsorship for the department club activities in the form of giving a milage to the sponsor by encouraging them to put up stalls, banners, advertisements printing in annual department journal. By doing this activity students negotiation skills gets sharpened
- VELAIKARAN Movie screening to understand the importance of branding & display strategies
- Presentations and role play by students on COD to familiarize them with different types of channel members and importance of channel of distribution.
- Students will present example on each of the marketing technique followed in this millennium like SMS marketing, Virtual marketing viral marketing, Interactive TV etc...
- Case Study Discussion (end of each chapter in the text book)
- Students to List out the brands used by them from morning to bed time (one day observation) to make them understand the importance of branding.
- Examples for product-Consumer product & industrial product & Examples for service to ensure they understand the difference between them
- Example of any company's product or service that is affected due to environmental factors (Micro & Macro)
- Students will share in class Recent shopping Experience of an expensive, moderate and low value product or service bought for self or for the family. This exercise will make student understand the types of consumers buying decision.
- Students can be asked to list out in product standardization what are the physical properties considered
- Any product can be taken of student choice and she is expected to make a list of information printed on the wrapper this activity helps in understanding the importance of labelling in product strategies.
- Examples to be listed by students on Different types of packaging, different kinds of brand names this activity will help students to understand each of the types clearly
- Take a product that has failed in the market students are asked to find out the reasons for product failure like is it due to competition, high price, poor quality or improper distribution channel etc...

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- Promotion as a communication tool between consumers and manufacturers same movie assignment can be explained with importance to promotion as reason for failure or success
- Students to list out examples of products or service for which currently sales promotion is happening like offer discounts price off etc. to understand the different sales promotional techniques
- Presentation by students on Advertising benefits and criticism (examples for each media)

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Analyze the relevance of marketing terminologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision-making.	1,2,3,5	An
CO 2	Integrate segmentation, targeting and positioning to create, capture, and deliver value to consumers through the application of universal Consumer behaviour theories	1,2	C
CO 3	Formulate the product and price mix based on the business situation, management resolution and ethical solution to serve consumer needs.	1,4	C
CO 4	Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.	1,2,4,5	C
CO 5	Outline the innovative and digital tools to develop marketing strategies for the new age consumer	3,4,5	An

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CORE V – ORGANISATIONAL BEHAVIOUR
COMMON TO B.B.A. & B.Com Honours

COURSE CODE: 15UMAN305	YEAR / SEMESTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To provide an understanding of the impact of human behavior in the workplace from an individual, group, and organizational perspective.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide an understanding of the meaning and importance of Organisational Behaviour and the determinants of individual behaviour
Co2	To give an understanding of the various factors that affect individual behaviour
Co3	To create an awareness of group formations, group behavior, conflicts and resolution
Co4	To impress upon students the role of motivation and leadership in influencing human behavior
Co5	To provide an insight on the nuances of organizational dynamics and its impact on culture and climate

UNIT I

Introduction

Organisational Behaviour – Meaning, Definition, features, nature, scope, need and importance - Key elements of OB - contributing disciplines in OB - OB process - Organisational behaviour Models - Evolution of OB
Individual behaviour - Nature of Man, Individual differences, Models of Man

(8 hrs)

UNIT II

Individual Perspective

Personality – Meaning, Definition - Personality traits - Determinants of personality -types of personality - Theories of personality – **Perception** – meaning & process, factors affecting perception- **Learning** – meaning, factors, principles, Theories of Learning
Attitudes & Values-Emotions & Moods, Emotional Intelligence-Job satisfaction – Transaction Analysis – Organizational Citizenship Behaviour.

(12 hrs)

UNIT III

Group Behaviour & Conflicts

Foundation of Group behaviour-Meaning of group - Characteristics of groups - Reasons for formation of groups -Types of groups, Group vs. Teams, Different stages of group formation - group decision making- Individual vs. Group decision making – Quality Circles

Group conflict-causes, types of conflict, resolution of conflict, negotiations, Strategies & Process –Group norms & cohesiveness

Stress management – meaning of stress, Causes & consequences of stress, stress Management.

(16hrs)

UNIT IV

Motivation and Leadership

Motivation - Meaning and definition, types of motivation-Theories of motivation, process & content theories, including ERG theory, McClelland's need theory, Maslow's need Hierarchy- McGregor's X and Y theory, Herzberg's theory, The Porter & Lawler Model.

Leadership-meaning and definition, leader vs. manager - Qualities and functions of a leader - leadership theories - styles of leadership - leadership skills - Transformational Leadership, Rainbow Leadership -**Power and Politics.**

(12 hrs)

UNIT V

Organisational Dynamics

Organisational culture- Definition, creating organizational culture, dimensions & determinants of culture- **Organisational climate** –Meaning, definitions, types & functions, creating organizational climate, Difference between culture and climate -**Organizational change** – meaning & types - Resistance to change, overcoming resistance, Planning & Implementing Change-**Organisational Development**– Meaning, characteristics, models & interventions.

Organizational effectiveness – Quality of work life

(12 hrs)

TEXT BOOK:

- Dr. Khanka S. S., (Reprint 2016), Organizational Behaviour (Text & Cases), S.Chand, Revised Edition 2009

REFERENCE BOOKS:

- Jayasankar J., (Reprint 2016), Organizational Behaviour (organizational Psychology), Margham Publications, First Edition 2005
- Subba Rao P., (Reprint 2015), Organisational Behaviour (Text, Cases & Games), Himalaya Publishing House, Second Edition 2014
- Robins Stephen P., Judge Timothy A. &Vohra Neharika, (Reprint 2011), Organizational Behaviour, Pearson, Fourteenth Edition

E – Resources

- <https://www.siop.org/>
- <https://gbr.pepperdine.edu/category/organizational-behavior/>
- <https://open.lib.umn.edu/organizationalbehavior/>
- <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>
- <https://www.khanacademy.org/>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Self-assessment questionnaire for assessing various aspects of individual behaviour
 - Personality
 - Learning
 - Emotional Intelligence
 - Stress
- Video discussions – watch and discuss based on videos
 - Individual behaviour
 - Conflict resolution
 - Organisational citizenship behaviour
 - Motivation theories
- Case study on all topics
- Group games
 - Group formation
 - Team building
 - Organisational change
- Role play
 - Transaction analysis
 - Negotiation
- Brainstorming, think pair share exercises for all topics – to identify the relevance in an organization context
- Movie review/ book review – leadership
- **Real time examples of OD Interventions, Organisational Culture and Climate**

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B.B.A.

COURSE OUTCOMES:

On completion of this course the student will be able to

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Explain the concept of organisational behaviour and factors affecting individual behavior in a workplace that promote gender sensitivity and inclusiveness	1,3	E
CO2	Analyse the determinants of individual behavior in work place	3	An
CO3	Examine the process of group formation and evaluate the causes of conflict and techniques of resolution.	3	An
CO4	Outline the theories of motivation and leadership indifferent organisational situations to achieve desired behavioural change and sustained growth	1,3,5	An
CO5	Evaluate the importance of organisational culture and climate in overall organizational development and effectiveness	3,4,5	E

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

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B.B.A.

CORE VI - COST AND MANAGEMENT ACCOUNTING

COURSE CODE: 18UCOM301 & 18UCOM301P	YEAR/SEMESTER:II/III	MAXIMUM MARKS: 100	80marks Theory
			20 marks Practical
COURSE TYPE: THEORY & PRACTICAL	CREDITS: 4	TOTAL TEACHING HOURS: 60	40 hours Theory
			20 hours Practical

GENERAL OBJECTIVE:

To provide the students an understanding of impact cost and management accounting on managerial planning and decision making.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To give an understanding of the of the branches of accounting and facilitate preparation of cost sheet
Co2	To enable identification & classification of elements of costs and computation of the same.
Co3	To enable students to read and understand the basic corporate financial statements and reports and the implications contained therein.
Co4	To identify changes in terms of funds and cash position between two accounting periods.
Co5	To train in preparation of budgets and calculation of breakeven points.

UNIT I

Introduction

Cost Accounting -Meaning, Definition, Nature and Scope, Advantages and Limitations- Classification of cost - Important terms of Cost Accounting.

Management Accounting - Meaning and Definition, Nature, Scope, Objectives and Functions - Financial vs. Management vs. Cost Accounting

Cost Sheet – Elements of cost - Preparation of Cost sheet - Treatment of Overheads - Tenders and Quotations. (5 hrs)

UNIT II

Elements of cost

Materials – Material Control, Purchase control - Inventory control Techniques, Stock levels, EOQ, ABC Analysis, JIT, VED, Inventory turnover Ratios - Pricing of Material Issues, FIFO, LIFO, Specific Price, Base Stock Method, Simple and Weighted Average.

Labour– Computation and control of Labour cost, Labour turnover, Remuneration and Incentives, Time rate and Piece rate system, Premium and Bonus plan,

Overheads – Meaning and definition, Classification, Allocation, Apportionment and Absorption, Methods of Absorption of overheads (10 hrs)

UNIT III

Analysis and Interpretation of Financial Statement

Nature, Objectives, Tools, Methods: Comparative Statements, Common Size statement and Trend analysis.

Ratio Analysis - Interpretation, benefits and limitations - Classification of ratios, Liquidity, Profitability, Turnover, Capital Structure and Leverage.

(5 hrs)

UNIT IV

Funds and Cash Flow Statements

Funds flow statement – Meaning, Importance, Advantages and limitation, preparation - Cash Flow Statement - Meaning, Importance, Advantages and limitation, preparation(as Per Accounting Standard 3)

(10 hrs)

UNIT V

Marginal costing and Budgets

Marginal costing – Meaning and definition, Marginal vs Absorption costing - CVP analysis, Break Even Analysis, Break Even Chart - Managerial decision making, key factor, make or buy, plant merger.

Budgeting and Budgetary control – Meaning, definition, objectives, advantages and limitation, - Types of budget, Preparation of Budget, Fixed and Flexible Budget. Master Budget, Performance Budgeting, Zero Based Budgeting (Meaning only)

(10 hrs)

Problems in all units. Theory: Problem ratio= 20:80

TEXT BOOK:

- Reddy T.S., Reddy Y. Hari Prasad (Reprint 2016), Cost & Management Accounting - Margham Publications, Fourth Edition 2011.

REFERENCE BOOKS:

- Jain S. P., Narang K.L.(Reprint 2015) Cost and Management Accounting, Kalyani Publishers, Fifteen Edition.

E-Resources:

- What is cost accounting, cost sheet
<https://www.youtube.com/watch?v=mu7IfUEjQbE>
- Economic order quantity: <https://www.youtube.com/watch?v=zcnljbDkaZ8>
- Types of cost <https://www.youtube.com/watch?v=dvR5-LA7ArU>
- How to analyze a Balance sheet. <https://www.youtube.com/watch?v=f5ipFIOZ0xE>
- Ratio Analysis: <https://www.youtube.com/watch?v=ZvI8G8fIw-E>
- Marginal costing and break-even analysis https://www.youtube.com/watch?v=B_xt0XsE0Cc
- Types of Budgets: <https://www.youtube.com/watch?v=tQUJHbCfJHs>.

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B.B.A.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Students take any homemade product and draw up a cost sheet and fix price for it.
- Comparative study of stock value by computation using different methods of material issue
- Formula quiz
- Examination of final accounts of listed company - Understand and interpret financial statements
- Worksheet to identify formulas for different types of Ratios.
- Case study Analysis: To identify BEF for a new Entrepreneur.
- Prepare a Budget for a Home baker.

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B.B.A.

CORE VI - COST AND MANAGEMENT ACCOUNTING- PRACTICAL

UNIT I

Masters Inventory: Understanding Inventory, Integrating Accounts and Inventory.

UNIT II

Stock Group and Categories: Stock group Godown and Locations, Stock Category, Units of Measure, Stock Items, Manual Stock Valuation without Inventory.

UNIT III

Purchase Order Processing: Purchase Order Process, Purchase Order Voucher, Receipt Note (Inventory).

UNIT IV

Cost Centers and Cost Categories: Understanding Cost Centers, Cash Book and Bank Book, Stock Transfer Report, Negative Stock Report.

UNIT V

Financial Reports: Working Capital, Cash Flow and Fund Flow Statements.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO. No	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Formulate a cost sheet by identifying the various elements of cost and propose suitable selling price	1,2,4	C
CO2	Compute the direct costs of materials, labour and apply principles of apportionment of overheads	1,4	Ap, C
CO3	Dissect corporate financial statements and apply tools of analysis on them	2,5	An
CO4	Draw up fund and cash flow statements as per the accounting standards in vogue for that period	1,4,5	C
CO5	Apply marginal costing in business decision making and prepare budgets in all functional areas of business	1,2,4	Ap, C

R – Remember, U – Understand, Ap – Apply, An – Analyze, E – Evaluate, C – Create

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B.B.A.

**CORE VII – ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS
MANAGEMENT**

**COMMON TO B.Com (Accounting & Finance), B.Com (Marketing Management),
B.Com (Corporate Secretaryship) , B.Com (Honours) & B.B.A**

COURSE CODE: 15UMAN306	YEAR / SEMSTER: II / III	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE

To develop and strengthen the entrepreneurial skill sets in students and motivate them to start their business venture.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To present the various aspects of entrepreneurship for successful business venture
Co2	To know the parameters to assess opportunities and constraints of starting a new business venture
Co3	To understand the systematic process of setting up a business unit
Co4	To understand the key concepts and ideas to run family owned business ventures
Co5	To prepare B Plans and Project Appraisals Reports

UNIT I

Concept of Entrepreneurship

Entrepreneurship – Meaning, Types, Qualities of an Entrepreneur, Classification of Entrepreneurs - Factors influencing Entrepreneurship - Functions of Entrepreneur- Economic development and entrepreneurial growth

(12 hrs)

UNIT II

Entrepreneurship process

Innovation & entrepreneurship

Idea generation- Business research and opportunity analysis,

Feasibility study - Marketing, Finance, Technology & Legal Formalities-Project appraisal,

Preparation of Project Report

(12 hrs)

UNIT III

Steps for establishing an unit

Steps for Setting up a Business: Registration, Licensing, Funding, ownership structure and legal formalities, Entrepreneurship development & funding agencies

(14 hrs)

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B.B.A.

UNIT IV

Family business management

Family owned business-meaning, importance, types, history, pitfalls, succession issues.
Strategies for improving family business performance, Professional Vs family entrepreneurs,
Women inheritance- Women entrepreneurship

(12 hrs)

UNIT V

Business plan

B-Plan writing- Meaning, process, detailing and contents of a B-plan, features of a good B-plan, Types of B-Plans

(10 hrs)

TEXT BOOK

- Jayashree Suresh, (Reprint 2017) Entrepreneurial Development, Margham Publications. Chennai-17, sixth Edition.

REFERENCE BOOKS

- CharantimathPoornima, (Reprint 2014.) Entrepreneurship development-Small Business Enterprises Pearson Education, Seventh Edition
- Raj Shankar, (Reprint 2016), Entrepreneurship Theory and Practice, Vijay Nicole and Imprints Pvt.Ltd.
- Vasant Desai, (Reprint 2017) Dynamics of Entrepreneurial Development & Management Twenty Fourth Edition. Himalaya Publishing House. Mumbai
- E. Gordon & K. Natrajan (Reprint 2017) Entrepreneurship Development, Himalaya Publishing House,2013
- Dr. C.B. Gupta &Dr. S.S. Khanka (Reprint 2014) Entrepreneurship And Small Business Management. Sultan Chand & Sons. Fifth Edition

E-RESOURCES

- What is entrepreneurship? - <https://youtu.be/MdNNGfoxrqA>
- Who is an entrepreneur - <https://youtu.be/aozlwC3XwfY>
- Concept of entrepreneurship - <https://youtu.be/hnBla1FfcLo>
- Feasibility studies - https://youtu.be/k5-d_G5itpQ
- Innovation and entrepreneurship - <https://youtu.be/m1BWF3aPjdo>
- Top 5 lessons from most successful entrepreneurs- <https://youtu.be/e1rEHiuDtuc>
- Family businesses in India -
 - https://youtu.be/SCL_cxHTIFA
 - <https://youtu.be/YbRdjrsRxP0>
 - https://youtu.be/-i_hTl6tg1c
 - <https://youtu.be/Q3QblhweXN8>
 - <https://www.youtube.com/watch?v=CSIYG9qDKkM>
- <https://hbr.org/2002/08/creativity-under-the-gun>
- <https://hbr.org/2004/07/darwin-and-the-demon-innovating-within-established-enterprises>
- <https://hbr.org/2002/08/the-discipline-of-innovation>
- <https://www.bcg.com/publications/most-innovative-companies-historical-rankings>
- <https://hbswk.hbs.edu/archive/the-hard-work-of-failure-analysis>
- https://www.academia.edu/186633/Handbook_of_Research_on_High_Technology_Entrepreneurs

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B.B.A.

- <https://www.newyorker.com/magazine/2005/09/05/the-bakeoff>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- BUSINESS ON CAMPUS-A one day business on campus gives an opportunity to have a hands on experience in running a business and performing a plethora of functions namely material procurement, product designing, marketing, designing promotional leaflets, pricing and financials etc.
- B-PLAN COMPETITION-A competitive event to showcase a model business with foray into breakthrough and unique idea, niche businesses, market segmentation etc.
- “EACH DAY AN ENTREPRENEUR” –STORY SHARING-Every day listening to story of an entrepreneur about how he kicks started the business
- COMPILATION OF ENTREPRENEURIAL STORIES OF SUCCESSFUL ENTREPRENEURS-Book compilation
- “ENTREPRENEUR’S GATEWAY-AN EVENT CATERING TO THE STEPS IN ENTREPRENEURIAL PROCESS-an activity arranged encompassing the entrepreneurial process namely idea generation, guest lecture series, few business stalls etc.
- IDEA GENERATION EXERCISE-Ideas emerging from dailies and internet to be discussed in class along with the feasibility
- SHARING THE FAMILY BUSINESS HISTORY-The students from business background are asked to share the operational procedure of their family business, the share of work pursued, decision making etc.
- VIDEO DISCUSSION: The discussion on the breakthrough and innovative ideas
- PRESENTATION on promotional and financial support for Entrepreneurs

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B.B.A.

COURSE OUTCOMES:

On completion of this course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India	1,4,5	An
CO 2	Outline and analyse the opportunities and constraints in developing Global Business Ideas	1,2,4,5	An
CO 3	Summarize the steps involved in setting up a Business	4	C
CO 4	Evaluate the concept and issues of family business management and women entrepreneurship	4,5	E
CO 5	Prepare a B-Plan and formulate a detailed process for implementation	1,4,5	C

***R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

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B.B.A.

**ALLIED III-DATA MANAGEMENT AND ANALYSIS USING
SPREAD SHEETS**

COURSE CODE: 17UCOM307	YEAR/SEMESTER: II/III	MAXIMUM MARKS:100
COURSE TYPE:PRACTICAL	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To acquire the art of presenting useful and precise business information to management.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To introduce the fundamentals and basic operations of MS Excel.
Co2	To understand and apply a variety of functions with a perspective of required end result interpretation.
Co3	To comprehend the significance and utilities of data validation functions.
Co4	To acquire skills in preparation of effective charts and reports for managerial decision making
Co5	To comprehend the utilities of Macros to automate repetitive tasks.

UNIT I

Basics of Spreadsheets (overview)

Understanding worksheets, Row and Column labels - data and Alignments, Copy/ paste between Worksheets - Referencing vs Copying, Linking worksheets, AutoFormat, Absolute and Relative Referencing, Referencing across worksheets/workbooks - Understanding Ranges, Understanding and working with Range Names - Using calculations in Excel, Understanding basic functions like SUM, MAX, MIN, AVERAGE, COUNT etc range based functions. Shortcut Features, Goto Special and Paste Special Features (15 Hours)

UNIT II

Working with Functions

Simple Math, Text and Date functions, Conditional expressions, Logical Functions using IF. Combining conditions with AND / OR - Range based conditional functions like COUNTIFS, SUMIFS, AVERAGEIFS (Power Functions) - Statistical Functions like RANK, PERCENTRANK, MEDIAN, MODE, STDEV, FREQUENCY etc. - Financial Functions like PV, FV, RATE, NPER etc., Lookup and reference functions like VLOOKUP, HLOOKUP etc with Exact Match, Approximate Match, Handling Errors, IFError Function. Formula Evaluation and Auditing (15 Hours)

UNIT III

Entering, protecting and Handling Data

Specifying a valid range/ values for a cell using Data Validation, Understanding List Validation -Sorting Tables - Filtering data using Auto Filters, Limitations Using Advanced Filters - Excel password protection, sheet and workbook protection. (15 Hours)

UNIT IV

Charts

Using Charts Formatting Charts Using 3D Graphs, Using Bar and Line Chart together, Using Secondary Axis in Graphs, Generating Trend Lines and Curves for prediction, Sharing Charts with PowerPoint / MS Word (15 Hours)

UNIT V

Working with Reports / Handling Data

Creating subtotals and Multiple-level subtotals - Creating Pivot tables, Formatting, customizing and advanced options for Pivot tables, Pivot charts, Viewing Subtotal under Pivot, Creating Slicers (Version 2010 & Above), Conditional Formatting Options, Layers of Conditional formats, Formula based conditional formats, Introduction to Power Pivots (Excel 2010 above only), Recording Macros, Relative & Absolute Macros, Goal Seek, Data Tables, Scenario Manager, Solver Excel Options, Custom Formats. (15 Hours)

TEXT BOOK:

- Kogent learning solutions Inc (2014), Excel 2013 in Simple Steps, Dream Tech Press. Paper Back Edition.

REFERENCE BOOKS:

- Moriarty Brian, Richardson Theodor, Heid Bernd (2015) Excel 2010 Functions and Formulas, 4th edition, BPB Publishers.
- Jelen Bill (2010), Excel 2010 In-depth, QUE Publishing
- Winston L Wayne (2016), Excel : Data Analysis and Business Modeling, Microsoft Press
- Business Intelligence Tools for Excel Analysts - Micheal Alexander, First Edition, Wiley Publishers

E-Resources :

<https://www.makeuseof.com/tag/15-excel-formulas-will-help-solve-real-life-problems/>

<https://edu.gcfglobal.org/en/excelformulas/solving-reallife-problems-in-excel/1/>

<https://www.youtube.com/watch?v=nvWpFdo7EO0>

<https://www.youtube.com/watch?v=GvbPnfGNkOc>

<https://www.youtube.com/watch?v=QP27UdC4XCA>

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B.B.A.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

Real time examples employing various MS-Excel functionalities to be demonstrated :

- Employee Payroll Calculation.
- Students CGPA Calculation
- Scheduling a event or a project completion.
- Exploring functionalities in Excel for Business in day -to -day activities.
- **Group activity on using Charts in real life examples**
- Preparing Advanced Reports using Pivot Table and Pivot Charts

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Create, use and modify styles and templates in spread sheets	1	C
CO2	Select & apply appropriate functions and formulae used in managing data	1,2	C
CO3	Generate consolidated data sheet through application of multiple functions like filter and sorting.	1,2	C
CO4	Create Pivot table and depict data using charts	1,2,5	C
CO5	Evaluate the possible outcomes through the usage of what if analysis	1,2	E

R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

ELECTIVE I – CONSUMER PSYCHOLOGY

COURSE CODE: 19UMAN303	YEAR/SEMESTER: II/III	MAXIMUM MARKS:100
COURSE TYPE:THEORY	CREDITS: 5	TOTALTEACHING HOURS: 75

GENERAL OBJECTIVE:

To examine consumer decision making and shopping process and bring out the consequent post purchase behavior

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the consumer decision process and the models of consumer behavior
Co2	To elaborate on each step in the process of consumer decision making
Co3	To provide an understanding of shopping process and related decision
Co4	To familiarize the students with the impact of consumption and post purchase behavior
Co5	To be aware of the impact of facets of consumer behavior on purchase decision

UNIT I

Introduction to Consumer Psychology

Introduction-Shopper vs buyer vs consumer-tangible and intangible marketing benefits-Market segmentation-Consumer decision process-Models of consumer behavior

UNIT II

Consumer Decision Making

Need and Information Search-Problem recognition-Types of information-Internal and external information-Alternate Evaluation and Choice-Consumer decision rules

UNIT III

Shopping Process and Decisions

Planned vs unplanned purchase decisions-Brand choice vs outlet choice-outlet image and choice-Criteria for choosing outlets-shopping motives-shopping process

UNIT IV

Consumption and Post-Purchase Behaviour

Consumption situation-Types of consumption-consumption and satisfaction-Post purchase behavior-Brand loyalty, product disposition, positive word of mouth, complaints
Role of consumers and marketers

UNIT V

The Individual Consumer and Impact on Purchase Behaviour

Consumer perceptions-Memory and Learning-Mood, Emotion and Involvement-Consumer Attitude-Marketing communications

TEXTBOOKS AND REFERENCE BOOKS

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B.B.A.

1. Henry Assael, Consumer Behavior and Marketing Action,(2001) Cengage Learning
2. Jay Lindquist, Consumer Behavior, (2012) Cengage Learning
- 3, Leon Schiffman, Consumer Behavior, 12th Edition,Pearson Press

E-RESOURCES

- <https://myscp.onlinelibrary.wiley.com/journal/15327663>
- <https://www.e-bookdownload.net/search/consumer-psychology-in-a-social-media-world>
- http://www.youtube.com/timedtext_video?v=cKGmETvpKEou0026ref=share
- [https://www.youtube.com/watch?v=em2ncCw2qCk-Brand loyalty](https://www.youtube.com/watch?v=em2ncCw2qCk-Brand%20loyalty)
- [https://www.youtube.com/watch?v=0srjdRDh99Y-Market segmentation](https://www.youtube.com/watch?v=0srjdRDh99Y-Market%20segmentation)
- <https://hbr.org/2002/09/pricing-and-the-psychology-of-consumption>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Understanding the consumer-Exhibit different price and find from the class the price they would be willing to pay
- Market segmentation activity-Groups to choose a product category and conduct market segmentation
- Most influential Advertisement-Description of the Ad, How it prompted for a purchase decision making
- Group exercise-Create a consumer decision making model of the product chosen
- Group presentation on the study material released in the NPTEL SWAYAM portal
- Analyzing the purchase behavior-Product category may be given to individual student, to come up with various factors leading to purchase
- Pictionary, glossary, crossword puzzle on consumer psychology terms
- Sharing of practices-Consumer complaints procedure adopted by different students
- Shopping process-How do customers decide their shopping plan (frequency,targettime,amount to be spent etc)

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B.B.A.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Evaluate the various models of Consumer behavior and resultant benefits to the consumer	1	E
CO2	Examine the process of consumer decision making	2	An
CO3	Analyse and understand the shopping process	2	An
CO4	Determine customer satisfaction and consequent post purchase behavior	1,2,3	E
CO5	Explain the relationship of individuals behavioural traits on purchase behaviour	1,2	E

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B.B.A.

CORE VIII - RESEARCH METHODS

Common to B.Com Honours, B.B.A. B.A Sociology and B.Sc. Psychology

COURSE CODE: 17UMAN307& 17UMAN307P	YEAR/SEMESTER: II / IV	MAXIMUM MARKS: 100	80marks Theory
			20marks Practical
COURSE TYPE: THEORY & PRACTICAL	CREDITS: 4	TOTAL TEACHING HOURS: 60	40 hours Theory
			20 hours Practical

GENERAL OBJECTIVE:

To provide a comprehensive overview on the research process culminating in a mini project

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To familiarize the students with research in social sciences and the steps involved in the research process
Co2	To introduce the concept of problem selection in research and the need for review of literature
Co3	To equip the students with various sampling techniques and the process of hypothesis testing
Co4	To discuss the process of data collection and data analysis with suitable statistical tools
Co5	To elaborate the different types and steps in writing a research report

Unit I

Introduction to Research Methods

Meaning - Objectives of research-Research method versus Research methodology-Types of research- Research process - qualities of good research-Ethics in research- Importance-criteria of good research.

(5 hrs)

Unit II

Selection of Research Problem and Review of Literature.

Selection of a research problem - sources of problems - criteria of selection- formulation of the selected problem - defining objectives of the study – setting limitations to the study. Review of Literature: Need for Literature Review - sources of Literature, Research gap, Research design

(5 hrs)

Unit III

Sampling and Hypotheses

Sampling Design or Plan – census vs. Sampling, characteristics of a good sample - steps in sample design types of sampling, sampling methods

Hypotheses- meaning, types of hypotheses - sources and functions of hypotheses - Rules of constructing Hypotheses – significance of hypotheses – hypothesis testing

(10hrs)

Unit IV

Data Collection and Data Analysis

Primary and Secondary data collection – meaning and sources of data-Levels of measurement-scaling techniques-questionnaire drafting-pilot study

Data Processing: Checking-Editing-Coding-Classification and Tabulation

Data Analysis: Meaning and Methods-Quantitative and Qualitative Analysis - Statistical Tools and Techniques for analysis.

(15 hrs)

Unit V

Interpretation of results and Report Writing

Significance of report writing - Different steps in report writing- Layout of the research report- Types of report-Mechanics of writing research report- Precautions for writing research reports.

(5 hrs)

TEXT BOOKS:

- Kothari C R. (2009). Research Methodology. Methods and Techniques (Second Revised Edition), New Age International Private Ltd, Publishers.
- Krishnaswami O R. (2002). Methodology of Research in Social Sciences. Himalaya Publishing House, Delhi.

REFERENCE BOOKS:

- Dasgupta, Manas. (2007). Research Methodology in Economics, Problems and Issues. Deep & Deep Publications Pvt. Ltd, New Delhi.
- Ahuja Ram. (2010). “Research Methods”, Rawat Publication, New Delhi.
- Cooper Donald R and Pamela S Schindler. (2010). Business Research Methods (9th Edition), The McGraw- Hill companies, New Delhi.
- J.K. Sachdeva (2019), Business Research Methodology, Himalaya Publishing House, Mumbai, Third Revised Edition
- Evans, A.N., & Rooney, B.J. (2008). Methods in Psychological Research, Sage Publications, New Delhi

E-RESOURCES:

1. How to write Research paper <https://www.youtube.com/watch?v=cMJWtNDqGzI>
2. How to write an Article review <https://www.youtube.com/watch?v=80bUjCUo5Es>
3. Tools to improve your research writing skill <https://www.youtube.com/watch?v=34GnCx41T08>
4. How to format your research paper <https://www.youtube.com/watch?v=CugdFyH6tq8>

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B.B.A.

ACTIVITY PLANNER:

**List of activities for Employability / Skill Development / Entrepreneurship Skill
Development**

(Course faculty may conduct any, all or any other activities as well)

- For concept understanding: conducting games like crossword, puzzle, hangman, quiz, etc
- Research project – Students are divided into groups and asked to choose a relevant topic , draft questionnaire, collect data, analyze the data collected and present the finding in the form of a report
- Journal review – review of literature on simple topics
- Analysis of data using MS Excel – calculation of Correlation, Regression, etc

CORE - VIII RESEARCH METHODS-PRACTICAL

Unit I

Introduction to SPSS

Menu Options – Data view and variable view – creating a data file

Unit II

Data coding and entry in SPSS

Data editing – checking for errors – defining the variables – Importing data into SPSS from MS Excel. Modifying the data file.

Unit III

Descriptive Statistics in SPSS

Mean – Median – Mode – Skewness – Kurtosis – Percentage – Max – Min

Unit IV

Data Visualisation in SPSS

Histogram – Stem and Leaf – Scatter plot – Line graph – Pie diagram Box plots – bar charts

Unit V

Inferential Statistics in SPSS

Chi- square – t-test (independent sample t-test) – ANOVA (one-way ANOVA) – correlation – regression (multiple regression)

Exporting tables – Interpretation of data

COURSE OUTCOMES:

On completion of the course the student will be able to

CO NO.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Analyse the process of undertaking social sciences research	1	An
CO 2	Analyse research problem of local / national relevance and define the objectives of a research study	2	An
CO 3	Propose a sampling design and frame a hypothesis capable of being tested.	1,2	C
CO 4	Outline the sources of data, methods of data collection and apply the statistical tools for analysis of data collected	1,2	An
CO 5	Create a research report by interpreting the results of research	2,3,5	C

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

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B.B.A.

CORE IX - PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS

COURSE CODE: 17UMAN302	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To provide an overall perspective of the role and functions of human resource department

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide an introduction to the objectives, nature and scope of HRM and the function of manpower planning
Co2	To explain the process of recruitment, training and development
Co3	To provide exposure to the techniques of performance appraisal and compensation management
Co4	To explain the role and function of trade unions and worker's participation in management
Co5	To provide an overview of the legal framework influencing HR practices in business

UNIT I

Introduction

Introduction to HRM-Nature-Scope of HRM-objectives-function of HRM- Difference between personnel management and HRM

Human resource planning- Job analysis, job design and job evaluation -Human Resource Audit and Accounting.

(12 hrs)

UNIT-II

Recruitment, Training and development

Recruitment-Meaning and definition, Sources of recruitment (including transfer and promotion), Factors governing and recruitment process-**Selection** -meaning and definition - Selection process, use of various test-interview techniques.Orientation and placement.

Training and development- nature, process, techniques.

Knowledge Management – Meaning, Need & Importance.

(12 hrs)

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UNIT III

Performance appraisal and remuneration

Performance appraisal –meaning, objectives, appraisal process, appraisal methods, challenges-

Promotion-transfer and separation,

Remuneration - Components of remuneration, Incentives, Benefits, Motivation, Welfare and social security measures, Incentive schemes and employee benefits in Indian industries.

(12 hrs)

UNIT IV

Labour Relation and Worker's Participation

Labour Relation - Functions of Trade Unions - Forms of collective bargaining - Workers' Participation in management - Types and effectiveness - Industrial Dispute and Settlements
Importance of trade union in service sector

(12 hrs)

UNIT V

Laws relating to HRM

Payment of gratuity Act 1972 – Payment of bonus Act 1965 – Minimum wages Act 1948 – Apprentices Act 1961 – Workmen's compensation Act 1923 – Factories Act 1948, Legal protection available to women in the workplace

(12 hrs)

TEXT BOOKS:

- AswathappaK.(2015) Reprint, Human Resource and Personnel Management, Tata McGraw-Hill Publication Co. Ltd., Seventh Edition,2013
- N D Kapoor(2014), Elements of Merchantile Law, Sultan Chand & Sons, 35th Thoroughly Revised Edition 2014 will supplement Laws relating to HRM (UNIT V)

REFERENCE BOOKS:

- Prasad L.M., Human Resource Management, Sultan Chand & Sons, First Edition. 2008
- Jayasankar J., (Reprint 2015), Human Resource Management, MarghamPublications, First Edition, 2004

E-Resources :

<https://www.hrdconnect.com/2019/05/22/what-is-hr-management-in-an-organisation/>

<https://www.poppulo.com/blog/what-is-the-role-of-human-resource-management-in-an-organization>

<https://www.youtube.com/watch?v=A2HFusWQIeE>

https://www.youtube.com/watch?v=rkl_wLuJHYo

<https://www.youtube.com/watch?v=DOJnP3YQ-mY&t=6s>

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B.B.A.

ACTIVITY PLANNER:

**List of activities for Employability / Skill Development / Entrepreneurship Skill
Development**

(Course faculty may conduct any, all or any other activities as well)

- Preparing a Job Analysis Card including Job Description and Job Specification for a specific position in an organisation.
- Resume building activity
- Discussion on News paper advertisements Resume writing.
- Role play - Depicting the interview process.
- **Case study analysis - Appraisal process.**
- Student Group Presentation on Labour Laws -
 - Gratuity Act
 - Bonus Act
 - Minimum wages Act
 - Apprentices Act
 - Workmen's Compensation Act
- Broucher preparation - Students to prepare Pamphlets on major HR Laws employed in Indian organisation as a group activity

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Explain the functions of HRM and evaluate the importance of HR Planning	1,2	E
CO 2	Discuss the process of recruitment and examine the techniques of training	1,2	C
CO 3	Design a performance appraisal process and understand its implications on components of remuneration	1,2,3	C
CO 4	Evaluate the role of worker's participation in management considering inclusivity and gender sensitization	3,5	E
CO 5	Interpret the key provisions of labour legislations applicable to Indian business organisations	1,4,5	E

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C:Create

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B.B.A.

ALLIED IV - QUANTITATIVE APTITUDE

COURSE CODE: 15UMAN304	YEAR/SEMESTER:II/IV	MAXIMUM MARKS :100
COURSE TYPE:THEORY	CREDITS: 5	TOTALTEACHING HOURS: 75

GENERAL OBJECTIVE:

To develop problem solving, analytical and logical reasoning skills in students to compete in professional/ competitive examinations nationally/globally.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the concepts of percentage, ratio, proportion and solve problems.
Co2	To compute problems based on Time and work, Time and Distance.
Co3	To evaluate problems based on Profit and loss, Simple Interest and Compound Interest.
Co4	To inculcate the skills of interpreting data that is expressed in tabular form, Bar Graphs and Pie Charts.
Co5	To enhance the most effective approach towards developing areas of verbal ability and reasoning skills.

UNIT I

Arithmetical Ability

Percentage, Ratio and Proportion.

(15 hours)

UNIT II

Arithmetical Ability (contd.)

Time and work, Time and Distance.

(15 hours)

UNIT III

Arithmetical Ability (contd.)

Profit and loss, Simple Interest and Compound Interest.

(15 hours)

UNIT IV

Data Interpretation

Tabulation, Bar Graphs and Pie Charts.

(15 hours)

UNIT V

General Mental Ability

Verbal Reasoning: Series Completion, Analogy, Coding- Decoding.

(15 hours)

TEXT BOOKS

- R. S. Aggarwal (2012), Quantitative Aptitude for M.B.A, S,Chand& Company, New Delhi.
- R. S. Aggarwal (2012), A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand& Company, New Delhi.

E RESOURCES

Web links

- www.edudose.com
- www.examcafe.in

YouTube Video links:

- <https://youtu.be/BiLIcCtXmm0>
- <https://youtu.be/wRZwrcPnmc4>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- **Worksheets:** Solve problems on percentages, ratio, and proportion.
- **Mock test** on time and work & time and distance.
- **Aptitude test** on Simple interest, compound interest, profit and loss.
- **Assignment on Data interpretation:** Students understand, analyze and interpret the data given in the form of tables/ diagrams/graphs to draw conclusions.
- **Group Activity:** Pick One's brain–Students are divided into groups and are assigned with interactive quiz (sharing their views about particular problem between groups) related to logical reasoning.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No:	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Estimate percentage, ratio and proportion in day to day life to meet local needs.	1,2	E
CO2	Determine the solution of challenging problems related to time-work, time-distance & speed –distance	1,2	E
CO3	Estimate profit/loss, simple interest/ compound interest and apply it in real life situations	1,2	E
CO4	Analyze and interpret data and derive meaningful conclusions in global business environment.	1,2,3	An
CO5	Demonstrate logical reasoning, analytical and critical thinking skills needed to compete in professional/competitive examinations.	1,2,3,5	Ap

R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create.

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B.B.A.

INTER DISCIPLINARY ELECTIVE

ELECTIVE II - EFFECTIVE LEADERSHIP - THINKING AND WORKING
SMARTER

Offered by B.B.A. (SHIFT II)

COURSE CODE: 16UELE302A	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To provide an understanding of role and significance of leadership in a business world and foster the skills required

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide an introduction to the concept of leadership
Co2	To facilitate an understanding of leadership processes and behaviour
Co3	To train students in the art of time management
Co4	To enable students to prepare a personal development plan
Co5	To familiarize students in the techniques of idea generation

UNIT I

Introduction

Introduction-Myths & Preconceptions-What do good leaders do-How I can do these things-
Foundation skills- Leadership Today. (15 Hrs.)

UNIT II

Leadership Process

Understanding Leadership-leadership Process-Critical Leadership Skill Critical Leadership
Behaviour (15 Hrs.)

UNIT III

Time Management

Time management and Prioritization-Problem Solving & Problem Appreciation-Planning-
Effective Communication-Effective Delegation-Effective motivation-Building trust and
celebrating achievement-Developing effective relationship-vision&Value. (15 Hrs.)

UNIT IV

Building a Personal Development Plan

Building a Personal Development Plan-The Learning Circle- Johari Window-information
known to yourself-information not known to others-Information known only to others-
information not known. (15 Hrs.)

UNIT V

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B.B.A.

Good Ideas

Ways to get good ideas-Brainstorming-Mind mapping-Coaching-Organisatioanl needs-SWOT Analysis. (15 Hrs.)

REFERENCE BOOKS:

- Robert.J.Allio(2003)The Seven Phases of Leadership,TataMc.Graw Hall Pub Co
- John.C.Maxwel(May 2013)The 21 indispensable Qualities of a Leader, MagnaPubCo
- Harvard Business School(2004) Teams that Click
- Ken Blanchard, Bill Hybels,Phil Hedges(2014) Tools to transform your workplace, Harper Collins Publisher
- David.A.Aaker& Erich Joachimstheier(2000) Brand Leadership, Simon Schuster UK Ltd.
- Jaggit Kumar Kharbanda(2006),Be a Dynamic Leader, Vikas Publishing House

E-Resources

<https://www.wework.com/ideas/professional-development/creativity-culture/effective-brainstorming-techniques>

<https://magazine.startus.cc/7-creative-idea-generation-methods/>

<https://yourstory.com/2016/11/debunking-common-leadership-myths/>

<https://blog.commlabindia.com/elearning-design/leadership-myths>

<https://www.thebalance.com/common-myths-about-leadership-2275821>

<https://www.civilserviceindia.com/subject/Management/notes/leadership-process-and-styles.html>

<http://www.centerod.com/2012/02/leadership-process/>

<http://careerrocketeer.com/2012/12/top-ways-to-improve-your-leadership-skills.html>

<https://www.investopedia.com/articles/pf/12/leadership-skills.asp>

<https://www.forbes.com/sites/ekaterinawalter/2015/12/01/12-leadership-behaviors-that-build-team-trust/#2a6c133b7221>

<https://www.helpguide.org/articles/relationships-communication/effective-communication.htm>

<https://scottjeffrey.com/personal-development-plan/>

<https://www.mindtools.com/pages/article/celebrating-achievement.htm>

<https://www.inc.com/kevin-daum/6-ways-to-help-you-feel-accomplished.html>

<http://www.mindmapping.com/>

https://www.mindtools.com/pages/article/newISS_01.htm

<http://new.coachingnetwork.org.uk/information-portal/what-are-coaching-and-mentoring/>

<https://quizizz.com/admin/quiz/5dbfc6339c3f79001a707f7c/personal-development>

<https://www.leadershipgeeks.com/leadership-movies-remember-the-titans/>

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B.B.A.

ACTIVITY PLANNER:

**List of activities for Employability / Skill Development / Entrepreneurship Skill
Development**

(Course faculty may conduct any, all or any other activities as well)

- Remember the Titans-students need to watch the movie and make a presentation on leadership lessons learnt from the movie.
- Hangman, Connections, Pictionary, Quiz or jumble the mumble game to make students understand and familiar with commonly used concepts & terminologies related leadership.
- leadership from your role model or leaders you love- students encouraged to choose a role model like parents, political leaders, business people, sports person etc...this discuss the leadership style and the principles they observe in them.
- Heard seen and respected group activity helps students to see things as future leaders from other people perspectives and develop empathy and understanding
- Active listening activity an essential skill for any leader. Participants take turns practicing active listening and peer coaching.
- Trust battery activity helps in building relationships at the workplace that increase trust and encourages team members.
- Maneuver the minefield game the objective of this game is to build trust and communication student need to guide the blindfolded person of their team to cross across the obstacles set without any accident.
- Time is up- management games like Big picture challenge- Delegation skill practice helps students to improve time management skills it acts as a perfect solution to unwind after hectic day
- quiz on personal development plan
- Role play by students on idea generation methods

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B.B.A.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Discuss multiple approaches and styles of leadership	1,3	C
CO 2	Explain the leadership process and critical skills to be demonstrated in leadership behavior	2,3	E
CO 3	Apply principles of time management, communication, delegation and motivation for effective leadership.	1,2,3	Ap
CO 4	Design a personal development plan	1,2	C
CO 5	Evaluate techniques of idea generation for participative leadership and team building.	3,4,5	E

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

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(Effective for the batch of Candidates admitted in 2019- 2020)

B.B.A.

INTER DISCIPLINARY ELECTIVE

ELECTIVE II - NEW BUSINESS DEVELOPMENT

Offered by B.B.A. (SHIFT I)

COURSE CODE: 11UELE302N	YEAR / SEMESTER: II / IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To enable students to get an understanding of fundamentals of functional areas of business and motivate them to launch a start up

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To guide through the process of starting a business
Co2	To impart knowledge on financial fundamentals
Co3	To enlighten the importance of research in marketing and arrive at a customer service policy
Co4	To highlight the importance of branding and online marketing for start ups
Co5	To impart knowledge pertaining to usage of competitive intelligence and thereby to successfully launch business ideas

UNIT I

Idea and Opportunity analysis for a New Business

Introduction – Idea generation – Pros & cons of starting a business – Characteristics & skills required for starting a business. Decision making – opportunities, products & services - Idea analysis. (15 Hrs.)

UNIT II

Accounting and Financial Planning for new Business

Business plan crafting, Financing for business, Risk – Possibilities for growth & types of growth, Book Keeping essentials, VAT, Payroll & banking.

(15 Hrs.)

UNIT III

Customer Research and Relationship Management

Research – market, target audience & opportunities. Customer identification & market potential – study of competition. Customer Demographics & Psychographics. Niche creation, Types of survey.

Marketing & selling – Marketing pie – marketing strategies – marketing plan.

Customer service – creation of customer service policy – customer service checklist – CRM (customer relationship management).

(15 Hrs.)

UNIT IV

Brand Building and Strategies for New Business

Brand creation – Elements of brand, USP (Unique selling Proposition), Teams & partnership decisions

Business structure, status & types - Growth management

CSR (Corporate social responsibility) – Waste management - Impact of globalization – CSR checklist.

Online marketing – Website planning & creation – Reasons & Objectives – website hosting – measurement of website results.

(15 Hrs.)

UNIT V

Launch of a New Business

Prototype Testing - Launching a Business – Project Report Writing.

(15 Hrs.)

TEXT BOOKS:

- The small business start-up workbook – Author: Cheryl D.Rickman. Publisher: Rupa Publications India Pvt. Ltd.
- JayashreeSuresh.. Entrepreneurial Development. 3rd Edition. Margham Publications. Chennai-17, 2005

REFERENCE BOOKS:

- Vasant Desai. Dynamics of Entrepreneurial Development & Management. 9th Edition. Himalaya Publishing House. Mumbai 2002.
- Colombo Plan Staff College for Technician Education, Manila. Entrepreneurship Development, Tata Mcgraw- Hill
- E. Gordon & K. Natrajan Entrepreneurship Development , Himalaya Publishing House . 2007.
- Renuarora& SK Sood. Entrepreneurial Development, Kalyani Publishers 2007
- Holt. Entrepreneurship - New Venture Creation. 5th Edition. Prentice Hall of India Pvt. Ltd. New Delhi. 2001
- J.S. Saini& S.K. Dhameja ..Entrepreneurship And Small Business. 1st Edition. Rawat Publications. Jaipur. 1998
- P.C. Jain . Handbook For New Entrepreneurs. 1st Edition. Oxford Press. Allahabad. 1998.
- Dr. C.B. Gupta & Dr. S.S. Khanka..Entrepreneurship and Small Business Management. Sultan Chand & Sons. New Delhi 1996

E-RESOURCES

- What is entrepreneurship? - <https://youtu.be/MdNNGfoxrqA>
- Who is an entrepreneur - <https://youtu.be/aozlwC3XwfY>
- Concept of entrepreneurship - <https://youtu.be/hnBla1FfcLo>
- Feasibility studies - https://youtu.be/k5-d_G5itpQ
- Innovation and entrepreneurship - <https://youtu.be/m1BWF3aPjdo>
- Top 5 lessons from most successful entrepreneurs- <https://youtu.be/e1rEHiuDtuc>
- <https://hbr.org/2002/08/creativity-under-the-gun>
- <https://hbr.org/2004/07/darwin-and-the-demon-innovating-within-established-enterprises>

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B.B.A.

- <https://hbr.org/2002/08/the-discipline-of-innovation>
- <https://www.bcg.com/publications/most-innovative-companies-historical-rankings>
- <https://hbswk.hbs.edu/archive/the-hard-work-of-failure-analysis>
- https://www.academia.edu/186633/Handbook_of_Research_on_High_Technology_Entrepreneurs
- <https://in.video.search.yahoo.com/search/video?fr=mcafee&ei=UTF-8&p=WASTE+MANAGEMENT+VIDEOS&vm=r&type=E211IN997G0#id=4&vid=83cf0a7e26ec0b86d919c5618f9e5b26&action=click>
- <https://www.newyorker.com/magazine/2005/09/05/the-bakeoff>
- <https://www.pwc.in/assets/pdfs/publications/2013/handbook-on-corporate-social-responsibility-in-india.pdf>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- E-QUIZ-A quiz conducted to have an indepth knowledge on Entrepreneurs
- Video discussion on breakthrough ideas
- Opportunity evaluation of business-Class exercise on analyzing opportunities for various businesses based on feasibility study
- Business plan crafting-An exercise for writing Business Plan for their dream business
- Marketing plan-An activity to create a marketing plan for the strategizing marketing operations
- Questionnaire drafting for conducting market research
- Making the components checklist for customer service for different product categories
- CRM analysis of different sectors EgBanking ,Boutique,Hairsaloon,etc.
- Branding and logo quiz-To lay a strong foundation on the topic of branding
- Video discussion on ways to manage waste
- Corporate social responsibility for dream business-Individual assignment about the CSR activities to be taken up in their start up
- Video discussion on CSR practices by companies
- Quiz and cross word puzzle on MNC's
- Model Web home page designing and the navigation tools
- Business Launch –Role play on how to launch a business

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B.B.A.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO NO.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Identify opportunities and evaluate techniques for generating ideas for new business	2,4	E
CO 2	Apply the fundamentals of accounting and financial planning for a new business	1,2,4	Ap
CO 3	Design marketing strategies based on consumer research	1,2,4	C
CO 4	Evaluate brand building and growth strategies for a new business	3,4	E
CO 5	Discuss the significance of ethics, CSR and sustainability practices in startups	3,4	C
CO 6	Prepare a project report for implementation	1,2,4	C

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

Choice Based Credit System
Course of Study for the batch of
Candidates admitted in 2018 – 2019

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B.B.A.

CORE XI - ADVERTISING AND BRAND MANAGEMENT

COURSE CODE: 14UMAN318	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To develop an understanding about the impact of Advertisements on increasing the Business Capabilities

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To provide a basic understanding of the need for advertising and its effects on the society
Co2	To enable the planning for advertising using various media
Co3	To provide skills to draw up advertising message and copy
Co4	To facilitate an understanding of the importance of brands
Co5	To enable creation and building of brands

UNIT I

Introduction

Definition of advertising, characteristic, Features of advertising, Nature, Scope, Importance, factors that determine advertisability of a product, Functions, Benefits, criticism of advertising- Types of advertising, Advertising general and specific objective, advertising goals (behaviour and communication related goals) - Economic effects of advertising, economic benefits of advertising, economic objections - Social issues in advertising, positive social effects, social ill effects of advertising and ethical aspects of advertising- Evolution of advertising

(12 hrs)

UNIT II

Advertising Media and Planning

Advertising Media- media planning, indoor and outdoor media of advertising Types, Selection- Planning of an advertising campaign– Advertising budget, advertising as current or capital investment, preparation and execution of advertising budget- Advertising agencies, meaning, role, importance, types, structure of an ad agency, functional department of an ad agency, functions of an ad agency, agency compensation- Advertising research (media research).

(12 hrs)

UNIT III

Advertising Message and Layout

Advertising message- Copy, meaning, purpose of the copy, features of good ad copy, classification of copy, copy writing-steps involved in copy writing-Advertising Themes and appeals - Copy design- Layout and production, purpose of layout, characteristics of layout, functions of the layout, essentials of good layout, steps involved in preparation of layout, principles of effective design and layout-Measuring advertising effectiveness, steps involved in producing TV and radio commercial.

(12 hrs)

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B.B.A.

UNIT IV

Branding and Brand Identity

Understanding Brands, Meaning, functions of branding, kinds of brands, advantages and disadvantages of branding, kinds of brand, names, characteristics of a good brand name, branding process and branding decisions- Brand identity, Sources of identity, Brand loyalty and patronage.

(12 hrs)

UNIT V

Creating Brand and Building Brands

Creating a brand/building brands, value of brand, creating brand strategy, how to build and create brand image, challenges in branding commodities- Brand stretching – Brand Extension -creating brand on the web- International and global brand- Challenges on Brand recall and identity in social media marketing.

(12 hrs)

TEXT BOOKS:

- Saravanavel P. and Sumathi S. (Reprint 2015) Advertising and salesmanship, Margham Publications – Chennai- Second Revised Edition
- Dr. Gupta S.L. (Reprint 2014) Brand Management text and cases (an Indian perspective), Himalaya publishing house, second Revised Edition

REFERENCE BOOKS:

- Chunawalla, Kumar, Sethia, Subramaniam, Suchak (Reprint 2011) Advertising Theory and Practice, Himalaya Publishing House, Mumbai Sixth revised edition
- Belch, Roderick, White (Reprint 2013) Advertising and promotion, Tata McGraw hill, Ninth Revised Edition
- Kapferer Jean Noel (Reprint 2012.) Strategic Brand Management, The Free Press New York, Fifth Revised Edition
- Rawdall Geoffrey (Reprint 2004) Branding a Practical Guide to Planning Your Strategy, Crest Publishing House, New Delhi. Second Revised Edition.

E-RESOURCES

- https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf
- <https://kullabs.com/class-12/marketing/promotion/meaning-features-types-importance-of-advertising>
- <https://www.managementstudyguide.com/advertising-agencies.htm>
- https://r.search.yahoo.com/_ylt=AwrPiBTwHC1h.w0A8Be7HAX.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1630375280/RO=10/RU=https%3a%2f%2fwww.tidio.com%2fblog%2fadvertising-appeals%2f/RK=2/RS=TD8Om5TRUzPefDoKwMLK6dZtkrU-
- <https://www.businessmanagementideas.com/advertisement/advertising-copy-factors-characteristics-and-elements-advertisement/11772>
- <https://theintactone.com/2018/04/29/abm-u2-topic-6-social-ethical-and-legal-aspect-of-advertising/>
- <https://www.investopedia.com/terms/b/brand-management.asp>
- <https://www.feedough.com/brand-management/>
- <https://brandirectory.com/rankings/global/table>
- <https://www.ukessays.com/essays/marketing/differences-between-local-national-private-and-global-brand-marketing-essay.php>

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B.B.A.

- <https://qz.com/18169/gone-global-how-tata-became-indias-first-100-billion-company-thanks-to-foreign-sales/Tata's growth to a global brand>
- https://drive.google.com/file/d/14ewVk42fDSLgpHQ0ik5AJN6uVjJb3CoI/view?usp=drive_web&authuser=0-global brand
- https://youtu.be/ti5manNDF_c - Most valuable global brands 2019
- <http://www.youtube.com/watch?v=QvJoc8oEays>-how to be creative in advertising
- <http://www.youtube.com/watch?feature=endscreen&NR=1&v=OLUwrqGIw8->creative advertising ideas
- <http://www.visiblemeasures.com/adage-live young>
- <http://www.google.com/ads/video/-grow your business with video advertising>
- <http://www.youtube.com/watch?v=CY6G-6ShU4Y&feature=related-unethical advertisements>
- <http://www.youtube.com/watch?v=X5rx4m2DL-A&feature=related-the history of branding>
- http://www.youtube.com/watch?v=Y5Hk_iSs2q4-business marketing tool for advertising and brand management
- <http://www.youtube.com/watch?v=sYhsB9zV5Pc&feature=related-brand management conceptual frame work>
- http://www.youtube.com/watch?v=WTeO0lf_CV0&feature=related-brand is more than a logo
- http://www.youtube.com/watch?v=Qh_8C2XiTb4&feature=related-brand management
- <http://www.youtube.com/watch?v=dC4X-1tHEGE&feature=related-brand equity>
- <http://www.youtube.com/watch?v=uc72KOEj658&feature=related-logo evolution>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Games like, identifying a brand with its logo, tagline color, brand ambassador, Hangman, jumble the mumble, cross words, Pictionary etc... to make students familiar with the concepts, terminologies & jargons
- Different Advertising strategy adopted in promoting movies
- Students are encouraged to work in an Ad agency to learn about the structure and role of an ad agency
- Advertising campaign on social messages like save petrol by vehicle pooling, do not waste natural resources, pay Tax on time, importance of self-defense etc...
- Students to choose a brand of their choice and make a presentation on the evolution of the brand. This activity will help students in understanding the importance of brand identity, role of branding, types of branding, brand extension & stretching etc...
- Students to take a product that failed in the market due to poor promotional strategy analyze the reasons and make a presentation.
- Scrap book on different types of advertising copy, themes & appeals
- Presentation by students on different types of advertising, social & economic aspects of advertising and E-Commerce & brands
- Debate on is advertisement is a investment or expenditure

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B.B.A.

- Brand ambassador and product popularity presentation by students

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Examine the functions of advertising and evaluate its socio-economic impact on the society.	1	An, E
CO 2	Plan an ad campaign including drawing up of an ad budget and selection of media	1,2	C
CO 3	Create an ad copy and design the layout of an advertisement in different media	1,2	C
CO 4	Examine the role of brands in the marketing initiatives of an organization	2	An
CO 5	Evaluate the factors that build International and Global brands of repute	2,3	E

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

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B.B.A.

CORE XII-BUSINESS POLICY AND STRATEGIC MANAGEMENT

COURSE CODE: 14UMAN312	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To provide an understanding of the significance and implementation of strategies in business environment.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To understand the steps in strategic management process
Co2	To analyse the environment for developing strategies
Co3	To provide an insight on the techniques of internal and external environmental analysis
Co4	To design strategies alternatives for business, analyse and choose strategic alternatives for organisational expansion and growth
Co5	To provide an insight on the techniques of strategy evaluation and control

UNIT I

Genesis of business policy

Genesis of business policy, Policy Vs. Strategy, Levels of strategy, Scope of Modern Business Policy –Strategic Management Framework- Vision, Mission&objectives,Strategic planning vs corporate planning, Role of a strategist. (12hrs)

UNIT-II Environmental scanning

Corporate Governance and social responsibility of business. Environmental scanning- SWOT analysis and ETOP-Environmental forces affecting business (12 hrs)

UNIT III

Industry and internal analysis

Industry environment- Porter's five force model, Internal corporate Appraisal –process, Methods and techniques-Internal analysis-Value chain Analysis
Core competence and Distinctive competence, competitive advantage, Benchmarking (meaning and examples only) (12hrs)

UNIT IV

Grand strategic alternatives-

Stability- Growth route expansion, Internal and external growth route- Retrenchment, Combination, advantages and disadvantages of each alternative- Critical success factor. (12hrs)

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B.B.A.

UNIT V

Strategic choice, Evaluation and control

Choice of strategy- Strategy Evaluation and Control. Strategy implementation

(12hrs)

TEXTBOOKS:

- Dr.Sankaran.S, (2004).(Reprint 2016), Business policy and strategic management, Margham Publication, , Publication, Third Edition
- Prasad,L.M, Reprint(2009)Business policy: Strategic management, Sultan Chand & sons, Sixth Edition

REFERENCE BOOKS:

- P.K.Ghosh Business policy,(2013), Strategic planning & management, ,Sultan Chand Thirteenth revised edition
- M. Jeyarathnam,Reprint(2015),Business policy and strategic management, Himalaya Publishing House
- Lawrence R. Jauch Rajiv Gupta WillamF.Glueck(2007)Business policy and strategic management Frank Bros & co.
- Mamoria and Mamoria Reprint 2015,Business planning and policy,Himalaya Publisher, second edition(2013)
- AzharKazmi(2008)Strategic Management and business policy,Himalaya Publisher, Third edition

E-resources:

- What is Strategy?
 - <https://www.youtube.com/watch?v=TD7WSLeQtVw>
- Key difference between strategy and policy
 - <https://keydifferences.com/difference-between-strategy-and-policy.html>
 - Key difference between strategy and tactics
 - <https://keydifferences.com/difference-between-tactics-and-strategy.html#:~:text=Tactics%20are%20the%20actions%2C%20projects,achieve%20its%20mission%20and%20objectives.&text=While%20tactics%20refers%20to%20the,to%20achieve%20a%20specific%20result.>
- SWOT ANALYSIS: A case of starbucks
 - <https://youtu.be/mR9eICQJLXA>
- CSR : A case of Havells
 - <https://youtu.be/13vCIk9Rz7k>
- Porter's 5 forces with example
 - Starbucks: <https://youtu.be/OCnlArFuU-E>
 - Ikea: <https://youtu.be/ZFDkbWWyHI8>
- Value chain analysis : Mcdonalds
 - https://youtu.be/QU3dRhXmC_8

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ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- The students will watch a video on what is strategy and about the evolution of strategy for better understanding about the topic.
- Assignment - Vision and mission of different organization - the students are required to choose an organization of their choice and analyze its vision and mission.
- Student Presentation and Classroom Discussion - the students will lecture and present to the class the Role of Strategists of an organization
- Student Presentation and Classroom Discussion – students will lecture and present to the class about topics like Corporate Governance and Social Responsibility of Business.
- Environmental scanning -Students take a product/company of their choice and conduct an environmental scanning process.
- SWOT analysis -Students prepare SWOT analysis on the given topic.
- Activity based learning -
http://www.sanandres.esc.edu.ar/secondary/Marketing/page_38.html
- Competitor analysis - Students select either an E-commerce industry or an FMCG industry and identify the nature of competition in that industry.
- Presentation - students present various strategies adopted by organizations to have a competitive edge.
- Case Study -Asian Paints Ltd.- students have to analyze the given case study based on their understanding about the topic
- Core competence and Distinctive competence - class discussion on various examples of Core and Distinctive Competence
- A video on Blue Ocean Strategy - <https://www.youtube.com/watch?v=sYdaa02CS5E>
- Situation Analysis- the students will be given a situation for which they have to take a decision and select the best alternative.
- Strategy Implementation Structural- students will have to lecture and present the given topic to the class based on their understanding.
- Behavioural& Functional Implementation - students will have to lecture and present the given topic to the class based on their understanding.

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COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO 1	Evaluate the significance of mission, vision and objectives in strategic and corporate planning.	1,2	E
CO 2	Survey the local, national and global environment to identify forces affecting business	2,4	An
CO 3	Deconstruct the techniques used for internal analysis of industry	1,2	An
CO 4	Examine the strategic alternatives available to a business	2	An
CO 5	Determine the ideal strategy for implementation and design a process for evaluation and control	1,2	C

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

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B.B.A.

CORE XIII – BUSINESS REGULATORY FRAMEWORK

COURSE CODE: 17UMAN305	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To provide students with legal knowledge of Businesslaws , Company Laws and IPR.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To give an exposure of some of the fundamental commercial laws .
Co2	To enable the students to understand the overview of Special contracts
Co3	To give an insight on Limited Liability Partnership, Company Law.
Co4	To enable the students to understand the different types of negotiable instruments and procedure for discharge of instruments
Co5	To give an exposure on registration of IPR and infringement of IPR

UNIT I

Indian Contracts Act, 1872

Offer and Acceptance-Consideration and Capacity - Free consent –Performance and Discharge of Contract- Breach of Contract, Remedies for Breach of Contract.

(12 hrs)

UNIT II

Sale of Goods Act, 1930

Definition of Sale – Distinction between Conditions and Warranties- Performance of Contract of Sale- Rights and Duties of Buyers,Rights of Unpaid seller,Rights against Goods- Auction Sale.

Special contracts

Contract of Agency - Types, Creation, Duties, Rights of Principal and Agent – **Bailment** – Meaning, Essential Elements, **Pledge**- Meaning, Essential Elements.

Indemnity and Guarantee- Meaning, Essential Elements, Difference between Indemnity and Guarantee

(12 hrs)

UNIT III

The Companies Act, 2013.

An overview of the Companies Act, 2013. – Features, Formation of a company- kinds of companies- Memorandum of Association- Articles of association- Prospectus –Meaning and Contents, Share capital - Kinds, Meetings –Types, Minutes, Resolutions, Directors – Types, Appointment, Qualification, ESOP, Buy Back, DEMAT, Rights Issue, Bonus Issue

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Limited Liability Partnership – Meaning, Characteristics, LLP vs Company vs Partnership, Incorporation and Registration Process.

(12 hrs)

UNIT IV

Negotiable Instruments Act, 1881

Negotiable Instruments Act 1881- Meaning, Definition and Parties to Negotiable instruments-holder and holder in due course- Noting and protesting- Bill of exchange vs promissory note vs cheque -Crossing of cheques- Dishonour of cheques- Discharge of Negotiable Instrument

(10 hrs)

UNIT V

Intellectual Property Rights

Definition, Importance – Procedure for Registration of patent, trademark and copyright, - Relief in suit for infringement - Ownership and Assignment of Copyright.

Right to Information Act 2005 – Introduction, Need, Meaning of Information, Procedure for requesting Information.

(14 hrs)

TEXT BOOKS:

- Tulsian. P.C Business Law(2018)Third Edition, Mcgraw Hill Publications
- N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons

REFERENCE BOOKS:

- Pillai R. S.N, Bagavati, Business Law, Third Edition, Sultan Chand,
- Dr..Sreenivasan.M , Business Law, Third Edition (2007) Mcgraw Hill publication, Third edition

E – Resources

- https://youtu.be/W0_wOwSxg7g
- <https://youtu.be/rEfzMqyCjgs>
- <https://youtu.be/NTWvc7T7Elg>
- <https://youtu.be/LDLXPNRsi7k>
- <https://youtu.be/0lZHDia4CgE>
- <https://youtu.be/-ltkThTyeBY>
- <https://youtu.be/GX6k-pAsoP8>
- <https://youtu.be/7OdoVXAjKmc>
- <https://youtu.be/zDDkNq6kpRE>
- <https://youtu.be/kCfEAuIzx18>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any/all/any other activities as well)

- Case let discussion-small caselets can be discussed pertaining to UNIT 1 and 2
- Role play-Cases can be converted to have roles and a role play can be performed by students on following topics:
 - Stranger to contract
 - Breach of contract
 - Contract of Bailment
- Peer teaching –Meaning and Features of company
- Exhibit display-Negotiable instruments
- Case study discussion-IPR and Infringement cases
- Court visit-Report and evaluation through a Quiz
- Trade mark and Logo quiz
- Student presentation on aspects of law
 - Cyber security laws
 - Workplace law
 - National law-Eg.Article 371

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Explain the elements of a valid Contract and the legal provisions pertaining to special contracts under the Indian Contract Act 1872.	1,3,5	E
CO2	Discuss the provisions pertaining to contracts of sale of goods under the sale of Goods Act 1930	1	C
CO3	Examine the salient provisions of the Indian Companies Act 2013 with respect to formation and management of Joint stock companies	1,4	An
CO4	Compare and contrast the features of different negotiable instruments	1	An
CO5	Discuss the procedure for registration of IPRs in India	1,3,5	C

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B.B.A.

CORE XIV-INTRODUCTION TO E-COMMERCE

COURSE CODE: 17UCSC302	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To develop an understanding about the impact of E- Commerce industry on Business Transactions.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To have an overview of the basic concepts of E-commerce
Co2	To provide an understanding on the basic terminology of E-Contracts and IT Act.
Co3	To provide an insight on building an effective web presence for the E-Commerce portals.
Co4	Understanding on Supply Chain Logistics in E-Commerce Industry.
Co5	To analyse the legal and ethical issue of E-Commerce transactions.

UNIT I

Introduction to Electronic Commerce

Meaning- The Internet and World Wide Web-Economic Forces and Electronic Commerce-Value Chains in Electronic Commerce-Infrastructure for Electronic Commerce-Web clients and servers-Internets, Intranets and Extranets

(12 hrs)

UNIT II

Security Threats to Electronic Commerce

Security Overview-Intellectual Property Threats-Electronic Commerce Threats.

Information Technology Act, 2000 - Overview- Objectives and scope – Electronic Records-Electronic Contracts-Electronic Signature, Digital Signature Certificate- Cyber laws-Cyber Crimes, Overview of Information Technology Amendment Act, 2008

Electronic Payment

Introduction-Electronic Payment Systems

(12 hrs)

UNIT III

Strategies for Marketing, sales and promotion

Introduction-Creating an Effective Web Presence-Identifying and Reaching Customers-Creating and maintaining brands on the web-Business models for selling on the web

(12 hrs)

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UNIT IV

Strategies for purchasing and support activities

Introduction-Purchasing, Logistics and Support Activities-Electronic Data Interchange-
Supply Chain Management

(12 hrs)

UNIT V

Strategies for web auctions, virtual communities and web portals

Introduction-International, Legal, Ethical and Tax Issues-Introduction-International Nature of
Electronic Commerce-Legal Environment-Ethical Issues-Taxation and Electronic Commerce.

(12 hrs)

TEXT BOOK:

- Schneider Gary P, Electronic Commerce Strategy, Technology and Implementation, Cengage Learning, Ninth Edition, 2012

REFERENCE BOOKS:

- Efraim Turban, King David, H. Michael Chung, Electronic Commerce 2002- A Managerial Perspective, Pearson Education, Second Edition.
- Ravi Kalkota, Adrew B, Whinston, Electronic Commerce A manager's Guide Addison-Wesley Publications, Second edition.
- Charles H Trepper, E-Commerce Strategies, A division of Microsoft Corporation, Fifth edition.
- Joseph P. T., E – Commerce A Management Perspective, Third Edition, 2011

E- Resources :

- [https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20\(electronic%20commerce\),or%20consumer%2Dto%2Dbusiness.](https://searchcio.techtarget.com/definition/e-commerce#:~:text=E%2Dcommerce%20(electronic%20commerce),or%20consumer%2Dto%2Dbusiness.)
- <https://www.the-future-of-commerce.com/2020/01/19/what-is-e-commerce-definition-examples/>
- <https://www.youtube.com/watch?v=RsWPDGti2aA>
- <https://www.youtube.com/watch?v=3xE37v3dxW0>
- https://www.youtube.com/watch?v=7_LPdtKXPc

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B.B.A.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Group Discussion on the growth of various E-tailers& their Tie Up with Financial Institutions.
- Comparative Analysis on the Promotional methods adopted by various E-tailers.
- **Case study analysis of Supply Chain Management among various E-Tailers in Real Life Examples.**
- Creating an Effective Web Presence - Designing Websites for E-tailers using simple tools.
- Search Engine Optimisation (SEO) activity on analysing keywords and optimising text content of an online-shop.

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESS	COGNITIVE LEVEL
CO1	Examine the significance of E-Commerce in a Globalized Business environment	3	A
CO2	Evaluate the provisions of the IT Act 2000 with respect to security and prevention of Cyber crimes	1,3	E
CO3	Develop strategies to create an effective web presence that transcends National boundaries	1,2	C
CO4	Evaluate the role of logistics and support activities in E-commerce	1,2	E
CO5	Appraise the ethical and legal aspects of E-Commerce transactions	3	E
CO6	Evaluate the Global scenario prevalent in E-commerce to trace the growth potential of this sector	3	E

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

ELECTIVE III - TAX AND INVESTMENT PLANNING

COURSE CODE: 17UCOM320	YEAR / SEMESTER: III / V	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 5	TOTAL TEACHING HOURS: 75

GENERAL OBJECTIVE:

To provide an overview of fundamentals of Investment and facilitate making a personal Investment Plan

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	To deliver an understanding of types of Asset Classes
Co2	To apply and analyse the steps in Investment Decision Making
Co3	To highlight the role of Investment Regulatory and facilitating agencies
Co4	To give an understanding about Income Tax fundamentals
Co5	To apply the basic implications of Insurance , Retirement and Estate Planning on a Personal Investment Plan

UNIT I

Investment Fundamentals

Investment - concept, Asset classes-financial asset, physical assets, Investment alternatives – Shares, Bonds, Deposits, Mutual Funds - money market products – Derivatives.

Risk - return analysis, portfolio concept and diversification of risk.

(15 hrs)

UNIT II

Investment decision making

Investment decision making process - Introduction to fundamental and technical analysis – economic analysis, industry analysis, company analysis

(15 hrs)

UNIT III

Regulation and procedural aspects

Regulation of the Indian financial system – Role of RBI, SEBI, other agencies- Credit rating- Investment banking, depository, depository participants -Dematerialization and Rematerialization - investment execution process

(15 hrs)

UNIT IV

Tax Computation and Planning

Income-tax – Principles- components, computation for Individuals- Heads of Income. Gross Total Income – Permissible deductions and allowances – Slab rates - Online filing of returns and payments - Tax planning Techniques

(15 hrs)

UNIT V

Retirement Planning

Development of retirement plan – Retirement schemes - Employees Provident Fund (EPF), Public Provident Fund (PPF), Superannuation Fund, Gratuity, Other Pension Plans.

Insurance Planning

Risk management and insurance decision in personal financial planning, Various Insurance Policies - General Insurance, Life Insurance, Motor Insurance, Medical Insurance.

Estate management

Will – Meaning, characteristics, types, legal constraints and requirements – other modes of estate transfer.

(15 hrs)

REFERENCE BOOKS:

- Indian Institute of Banking & Finance(2017)–Investment Planning, Tax Planning and Estate Planning, Taxmann Publication
- Indian Institute of Banking & Finance(2017)- Risk Analysis, Insurance and Retirement planning, Taxmann Publication
- Dr.Singhania .K. Vinod&Singhania Monica(2018-19) Income tax - Students' Guide to Income Tax Including GST 58thEdition, Taxmann Publication

E – RESOURCES:

- What is Merchant Banking: <https://www.youtube.com/watch?v=GEI068jF6II>
- 3 Golden rules of saving money in 2021:
<https://www.youtube.com/watch?v=Z1bU3dE7Rdc>
- What is Mutual Funds. <https://www.youtube.com/watch?v=PbldLCsspgE>
- Stock market concept. <https://www.youtube.com/watch?v=ODBJz87boBQ>
- Is whole life insurance a scam: <https://www.youtube.com/watch?v=AgBhy8iXjpI>
- Reality of money back plans: https://www.youtube.com/watch?v=GqYfI1h4_Yg.

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development

(Course faculty may conduct any, all or any other activities as well)

- Students Presentation: On different types of Asset classes.
- Student to set up a Mock stock trading
- Financial plan-on five heads of income, computation and deduction.
- Role play has an insurance agent and convincing customers with different types of insurance plan.
- Student presentation of regulation of different financial system.
- Investor Pitch – Group of students will present the advanced financial plan to a panel of students who would represent different category of investors.

COURSE OUTCOMES:

On completion of the course the student will be able to

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CO No.	COURSE OUTCOME	PSOs ADDRE SSED	COGNITIV E LEVEL
CO1	Explain investment fundamentals like Asset Classes, Risk , Return and Portfolio concepts	1	E
CO2	Elaborate on the investment decision process	1	C
CO3	Examine the regulatory role of various agencies in the Indian financial system	1	An
CO4	Outline the process of tax computation and apply the various tax planning techniques available to individuals in India	1,2	E, Ap
CO5	Evaluate various techniques for retirement planning, risk management through insurance and estate management	1,2	E

R- Remember ; U- Understand ; Ap - Apply ; An - Analyse ; E- Evaluate ; C - Create

CORE XV – OPERATIONS MANAGEMENT

COURSE CODE: 17UMAN308	YEAR / SEMESTER: III / VI	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 4	TOTAL TEACHING HOURS: 60

GENERAL OBJECTIVE:

To enable students to implement the right production planning and quality control techniques in the job/work and bring in the right method and time for completing the job.

COURSE OBJECTIVES (Co):

Co No.	Course Objective
Co1	Gain an insight into fundamentals of production and operations management
Co2	Formulate a product design
Co3	Verify the suitability of plant provision and layout
Co4	Identify the importance of production planning and quality control
Co5	Determine the types of work study and measurements

UNIT I

Introduction

Operations Management - Introduction, Definition, Functions, Evolution and overview, operations management in service sector and E- Business Environment, scope of operation management.

Production management –Meaning and definition, components of production function, Scope, objectives, functions and responsibilities of a production manager, decisions involved in production management-Production system– Types, Productivity, problems of production management - Production Management & its relationship with other functional areas of Management

(12
hrs)

UNIT II

Product design and layout

Product Design –Definition, Features, importance, Types, Objectives, product design process, sources of ideas for product design, stages in product design- product life cycle and design- Design for Manufacturing - Tools for product design- Standardization, simplification, diversification, automation

Value engineering and Business Process Re-engineering (Meaning only)

(12 hrs)

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UNIT III

Plant location and layout

Plant location – objectives, need for selecting a suitable location, Plant location problems, Factors influencing selection of location, Urban, semi-urban and rural locations, Multi plant location

Plant layout – Plant layout problems, objectives, Principles of plant layout, Factors influencing layout, Types of layout.

(12 hrs)

UNIT IV

Production planning and Quality control

Production planning and control – Routing and scheduling - JIT System – Dispatching and follow up.

Maintenance management – Types of maintenance – Breakdown, Preventive, Routine – Maintenance scheduling.

Quality control – TQM-Kaizen-six sigma

(12 hrs)

UNIT V

Work study and measurement

Work study – Importance of work study, Work study procedures, Time study, Human considerations in work study.

Method Study - Introduction to method study – objectives of method study, Steps involved in method study.

Work measurement – objectives of work measurement, Techniques of work measurement, Computation of standard time Allowance, Comparison of various techniques, Human Engineering-Ergonomics

(12 hrs)

TEXT BOOK:

- Saravanavel P. &Kavitha G., (2018), Operation Management, Margham Publications,
- Saravanavel P. &Sumathi S., (Reprint 2014), Production and Materials Management, Margham Publications.

REFERENCE BOOKS:

- Prof.SridharaBhat K., (Reprint 2016), Production and Operations Management, Himalaya Publishing House, Edition, 2013
- Gopalakrishnan-P, Purchasing and Materials Management, Mc-GrawHill Education, First Edition 2001.
- Lehman Donald R., Winer Russell S, Production Management, McGraw Hill Education, Fourth Edition(2005)

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E-resources:

- Production systemS and its classification explained
 - <https://youtu.be/EyAYDJkESpg>
 - <https://youtu.be/ZY7hQY1QpQ4>
- Amul Food Factory & Astra Zeneca & Toyota
 - <https://www.youtube.com/watch?v=wxkPobF1xZc>
 - <https://www.youtube.com/watch?v=BwTeFRcPeJI>
 - <https://youtu.be/k4-eJsFdxau>
- Product design and development : How Coca Cola got its clever design
 - <https://youtu.be/ViYK6-DnUrg>
- How is it made? Plant layout and design
 - Linen : <https://www.youtube.com/watch?v=-ZrZZefkohE>
 - Britannia: <https://www.youtube.com/watch?v=b7ZFBL7h0bM>
 - Bread: <https://www.youtube.com/watch?v=3UjUWfwWAC4>
- Kaizen : Inside toyota
 - <https://youtu.be/wot9DFzFRLU>
- Work study & Measurement
 - <https://indiafreenotes.com/work-study-method-study-and-work-measurement-importance-and-objectives/>

ACTIVITY PLANNER:

List of activities for Employability / Skill Development / Entrepreneurship Skill Development
(Course faculty may conduct any, all or any other activities as well)

- The students will watch a video to understand about the production process of Oreo Biscuits & Cheese as a part of the introduction to Operations Management
- Class activity - students will discuss and present examples of different production processes
- Students will undertake Model making of a production process
- Pre-class assignment – students will collect examples of products under each stage of PLC
- **Group product idea presentation on New Product Development**
- **Students will show video presentation on production process**
- Video discussion on Tools for product development
- Freedom of Location - a Passage reading (Page No. 22, Production and Operations Management by K. Aswathappa& G. Sundarsana Reddy)
- Class Discussion – students will discuss and interact about the advantages & disadvantages of Urban & Rural
- Class Discussion on Locational decision for: Factory, Hotel, Post Graduate College

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- Students will do a Layout design using Blocks to understand the Types of Plant Layout.
- Student seminar on Time study and Human considerations in work study.
- Class activity on the various techniques of method study

COURSE OUTCOMES:

On completion of the course the student will be able to

CO No.	COURSE OUTCOME	PSOs ADDRESSED	COGNITIVE LEVEL
CO1	Compare and contrast the concepts of operations and production management	1	An
CO2	Elaborate on the process of product design and illustrate the stages and tools applicable for design and development	1,2,4	C
CO3	Identify and evaluate the factors influencing the choice of plant location and layout	2	E
CO4	Examine the relevance of various activities pertaining to production planning and control	2	An
CO5	Deconstruct the techniques of work study and measurement	1	An

R – Remember, U – Understand, Ap – Apply, An – Analyze, E – Evaluate, C - Create

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CORE XVIII – PROJECT

SUBJECT CODE: 14UMIP301	PRACTICAL	100 MARKS
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CREDITS: 4
SEMESTER:VI

PROJECT PREPARATION AND PRESENTATION	50
VIVA	50
TOTAL	100

- It can be a group project
- Maximum of 3 members in a group
- It can pertain to any of the functional areas of management