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Undergraduate Programme in Business Administration

Curriculum and Syllabus for
B.B.A.
(With effect from the Academic Year 2023-24)

JUNE 2023

Note: The Board of Studies in Business and Industrial Management (UG) designed the syllabus as per Common Model Syllabus provided by TANSCHE based on Learning Outcome based Curriculum Framework (LOCF) as prescribed by the UGC.

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME	
Programme:	**B.B.A., General**
Programme Code:	
Duration:	**3 years [UG]**
Programme Outcomes:	**PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study **PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups. **PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development. **PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations. **PO5: Analytical reasoning**: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints. **PO6: Research-related skills**: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate

hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability toembrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstartingthe ability to identify ethical issues related to one"s work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

	PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way. **PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.	
Programme Specific Outcomes:	**PSO1**: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making. **PSO2**: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment. **PSO 3**: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing. **PSO 4**: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens. **PSO 5:** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.	

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO 3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

➢ Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive

examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.

➤ The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.

➤ The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.

➤ The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.

➤ The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.

➤ The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.

➤ Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.

➤ State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly Introduced Components	Outcome/ Benefits
I	**FoundationCourse** To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analyzing the world through the literary lens gives rise to a new perspective.	➢ Instill confidence among students ➢ Create interest for the subject
I,II,III,IV	**Skill Enhancement papers** (Discipline centric / Generic / Entrepreneurial)	➢ Industry ready graduates ➢ Skilled human resource ➢ Students are equipped with essential skills to make them employable
		➢ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		➢ Discipline centric skill will improve the Technical know how of solving real life problems.
III,IV,V& VI	Elective papers	➢ Strengthening the domain knowledge ➢ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and interdisciplinary nature ➢ Emerging topics in higher education / industry / communication network / health sector etc. are introduced with hands-on-training.
IV	Elective Papers	➢ Exposure to industry moulds students into solution providers ➢ Generates Industry ready graduates ➢ Employment opportunities enhanced
V	Elective papers	➢ Self-learning is enhanced ➢ Application of the concept to real situation is conceived resulting in tangible outcome
VI	Elective papers	➢ Enriches the study beyond the course. ➢ Developing are search framework and presenting their independent and intellectual ideas effectively.
Extra Credits: **For Advanced Learners / Honors degree**		➢ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Credit Distribution for UG Programme

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course – \CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – CC I	5	2.3 Core Course – CC III	5	3.3 Core Course – CC V	5	4.3 Core Course – CC VII Core Industry Module	5	5. 3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – CC II	5	2.4 Core Course – CC IV	5	3.4 Core Course – CC VI	5	4.4 Core Course – CC VIII	5	5. 3.Core Course – /CC -XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Project with viva-voce	3	6.6 Extension Activity	1
1.7 Skill Enhancement - (Foundation Course)	2	2.7 Skill Enhancement Course –SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
				3.8 E.V.S	-	4.8 E.V.S	2	5.5 Summer Internship /Industrial Training	2		
	23		23		22		25		26		21
Total CreditPoints											140

CREDIT DISTRIBUTION FOR U.G.

	3 – Year UG Programme Credits Distribution		
		No. of Papers	**Credits**
Part I	Tamil (3 Credits)	04	12
Part II	English (3 Credits)	04	12
Part III	Core Courses (4/5 Credits)	15	68
	Elective Courses :Generic / Discipline Specific (3 Credits)	08	24
	Total		**116**
Part IV	NME(2 Credits)	02	4
	Skill Enhancement Courses (5 courses- 2 Credits each)	05	15
	Entrepreneurial Skill -1 Credit	01	
	Professional Competency Skill Enhancement Course (2 Credit)	01	
	Internship(2 Credits)	01	
	EVS(2 Credits)	01	2
	Value Education (2 Credits)	01	2
	Part IV Credits		**23**
Part V	Extension Activity (NSS / NCC / Physical Education)		1
	Total Credits for the UG Programme		**140**

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	**140**

*Part I, II and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components Part IV and V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True / False, Short essays, Concept explanations, Short summary or Overview	
Application (K3)	Suggest idea / concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate(K5)	Longer essay / Evaluation essay, Critique or justify with prosandcons	
Create (K6)	Check knowledge in specific or off beat situations, Discussion, Debating or Presentations	

COURSE STRUCTURE

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		
COURSE COMPONENT									CIA	External	TOTAL
Part I	Paper–I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–I	**100L1Z:** English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–I	**150C1A:** Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper–II	**150C1B:**Accounting for Managers I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	**150E1A:**Managerial Economics	Y	-	-		4	3	25	75	100
Part IV	**150S1A:** SEC-1- Basics of Event Management* **100S1A:** Basic Tamil-I (Other Language Students) * **100S1B:** Advanced Tamil-I (Other Language Students) *		Y	-	Y	-	2	2	25	75	100
	150B1A: Foundation Course - Managerial Communication						2	2	25	75	100
	Total						30	23			

* PART-IV: SEC-1 / Basic Tamil / Advanced Tamil (Any one)

1. Students who have studied Tamil upto XII STD and also have taken Tamil in Part I shall take SEC-I.

2. Students who have **not** studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Basic Tamil** comprising of Two Courses (level will be at 6th Std.).

3. Students who have studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Advanced Tamil** comprising of Two Courses.

| SEMESTER II | | | | L | T | P | O | Hrs/week | CREDIT | MAXMARKS | | |
COURSE COMPONENT		SUBJECTS								CIA	EXT	TOTAL
PartI	Paper–II	Language – Tamil		Y	-	-	-	6	3	25	75	100
PartII	Paper–II	100L2Z: English		Y	-	-	-	6	3	25	75	100
PartIII	CorePaper–III	150C2A: **Marketing Management**		Y	-	-	-	5	5	25	75	100
	CorePaper–IV	150C2B:**Accounting for Managers II**		Y	-	-	-	5	5	25	75	100
	Elective -II	150E2A**: International Business**		Y	-	-	-	4	3	25	75	100
PartIV	150S2A: SEC2-Managerial Skill Development* 100S2A: Basic Tamil-II (Other Language Students) * 100S2B: Advanced Tamil-II(Other Language Students)*			Y	-	-	-	2	2	25	75	100
	150S2B: SEC3 Business Etiquette and Corporate Grooming			Y				2	2	25	75	100
	Total							30	23			

| SEMESTER III | | | L | T | P | O | Hrs/week | CREDIT | MAX MARKS | | TOTAL |
COURSE COMPONENT		SUBJECTS							INT	EXT	
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	200L3Z: English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–V	**250C3A: Organisational Behaviour**	Y	-	-	-	5	5	25	75	100
	Core Paper–VI	**250C3B: Financial Management**	Y	-	-	-	5	5	25	75	100
	Elective – III	**250E3A:** Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	250S3A: SEC4 Computer Applications in Business		Y	-	Y	-	2	2	25	75	100
	250S3B: SEC5 Entrepreneurial Skill New Venture Management		Y		Y		1	1	25	75	100
	Environmental Studies		Y	-	-	-	1				
	Total						30	22			

SEMESTER IV			L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT		SUBJECTS							CIA	EXT	
Part I	Paper–IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–IV	200L4Z: English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–VII	**250C4A: Business Environment**	Y	-	-	-	4	5	25	75	100
	Core Paper–VIII	**250C4B:** Business Regulatory Frame Work	Y	-	-	-	5	5	25	75	100
	Elective Paper–IV	**250E4A:** Operations Research	Y	-	-	-	4	3	25	75	100
Part IV	250S4A: SEC6 Tally				Y	-	2	2	25	75	100
	250S4B: SEC7 Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
	Total						30	25			

Second year Vacation Internship -45 hours	**2 credits**

SEMESTER V COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
									CIA	EXT	
Part III	Core Paper–IX	**350C5A:** Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	**350C5B:** Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	**350C5C:** Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	**350C5D:** Project with Viva –Voce	-	-	Y	-	4	4	20	80	100
	Elective–V	**350E5A:** Digital Marketing Or **350E5B:** Industrial Relations Or **350E5C:** Financial Services	Y	-	-	-	4	3	25	75	100
	Elective - VI	**350E5D:** Management Information system Or **350E5E:** Merchandising Management Or **350E5F:** Total Quality Management	Y	-	-	-	5	3	25	75	100
Part IV	Value Education		Y	-	-	-	2	2			
	Summer Internship / Industrial Training							2			
		Total					30	26			

SEMESTER VI COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS CIA	MAX MARKS EXT	TOTAL
PartIII	Core Paper–XIII	**350C6A: Entrepreneurship Development**	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	**350C6B: Services Marketing**	Y				6	4	25	75	100
	Core Paper–XV	**350C6C: Production and Materials Management**	Y				6	4	25	75	100
	Elective–VII	**350E6A:** Consumer Behaviour Or **350E6B:** Innovation Management Or **350E6C:** Security Analysis & Portfolio Management	Y	-	-	-	5	3	25	75	100
	Elective–VIII	**350E6D:** Fundamentals of Logistics Management Or **350E6E:** E-business Or **350E6F:** Strategic Management	Y	-	-	-	5	3	25	75	100
		350S6A: Professional Competency Enhancement Quantitative Aptitude					2	2	25	75	100
Part V		Extension Activities		-	Y	-		1			
		Total					30	21			

Remarks: English Soft Skill Two Hours Will be handled by English Teachers (4+2 = 6 hours for English).

INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

-x-x-x-