



**PSGR
Krishnammal College for Women**



DEPARTMENT OF BUSINESS ADMINISTRATION

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

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2022-2025

Program Learning Outcomes(PLO's):

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

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

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

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

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

Program Specific Outcomes:

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

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

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

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

DEPARTMENT OF BUSINESS ADMINISTRATION

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

SYLLABUS & SCHEME OF EXAMINATION - I SEMESTER

2022-23 Batch & Onwards

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

L-Language

E-English

CC- Core Courses

GE- Generic Elective

AEC-Ability Enhancing Course

CA-Continuous Assessment

ESE-End Semester Examination

QUESTION PAPER PATTERN

CIA Question Paper Pattern: 2 x 25 = 50 Marks

One question from each unit with each question comprising of

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

ESE Question Paper Pattern: 5 x 20 = 100 Marks

One question from each unit with each question comprising of

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

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

INTERNAL COMPONENT MARKS:

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

RUBRICS

Rubrics for 5marks

(Application Oriented/Innovation/CreativityAssignment)

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

Assignment/Seminar

Maximum-20Marks (converted to 4 marks)

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

CLASS PARTICIPATION

Maximum-20 Marks (converted to 5 marks)

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

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

MAPPING OF PLOs WITH CLOs

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

S-Strong;M-Medium;L-Low

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

Preamble

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S-Strong;M-Medium;L-Low

UNIT– I(14 Hours)

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

UNIT– II(14 Hours)

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

UNIT– III (14 Hours)

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

UNIT– IV(15 Hours)

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

UNIT–V (14Hours)

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

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

Case study Analysis- Simple cases from all units

Text Book:

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

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

Reference Books:

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

Reference Links:

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

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

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

Preamble

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

Course Outcomes

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

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

Mapping with Programme Outcomes

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

S-Strong; M-Medium; L-Low

Financial Accounting-

BB22C02

(71Hours)

UNIT– I(15 Hours)

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

UNIT– II(14 Hours)

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

UNIT– III (14 Hours)

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

UNIT– IV(14 Hours)

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

UNIT-V (14Hours)

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

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

TEXTBOOK:

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

REFERENCE BOOKS:

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

Reference links

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

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

Credits: 2
Total Hours: 30

Lecture Hours: 26
Tutorial Hours: 4

COURSE OBJECTIVES

Students will be able to:

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

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

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

Activity: Assignment, Discussion (2hrs)

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

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

Activity: Quiz /Assignment (2hrs)

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

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

Activity: Discussion/ Role-play (2hrs)

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

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

Activity: Discussion/presentation (2hrs)

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

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

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

Reference:

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

Miliann Kang, Donovan Lessard, Laura Heston, and Sonny Nordmarken. 2018. Introduction to Women, Gender, Sexuality Studies. University of Massachusetts Amherst Libraries Amherst, Massachusetts

Tharabai L. 2000. Women’s Studies in India. Efficient Offset Printers.

Women Studies- Foundation Course Question Paper Pattern 2022- 23 onwards Breakup of portions - Semester I

Test I– Chapter I and II; Duration – 2 hours

Test II – Chapters III, IV and V; Duration – 2 hours

Question Paper Pattern

Section A – Paragraph Questions (4 out of 6) 4 x 5 = 20 marks

Section B – Essay type (2 out of 3) 2 x 15 = 30 marks

Total 50 Marks (Converted to 100)

Internal Pattern

CIA I and II –50 Marks (2 hrs) Each- 100 marks - Converted into - 60 Marks

Activity (Assignment-5, Quiz - 5, Role Play-5 Presentation -5) - 20 Marks

Project - 20 Marks

Total

- 100 Marks

ESE Marks = (CA I+ CA II+ Activity + Project)