

SadakathullahAppa College

(Autonomous)

(Reaccredited by NAAC at an 'A' Grade. An ISO 9001:2015 Certified Institution)

Rahmath Nagar, Tirunelveli- 11.

Tamil Nadu.

DEPARTMENT OF BUSINESS ADMINISTRATION



Draft CBCS SYLLABUS

For

BBA

(Applicable for students admitted in June 2021 and onwards)

(Submitted before the Business Administration BOS Meeting

to be held on 15/03/2021)

Programme Learning Outcomes (PLO)
For
Bachelor of Business Administration

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PLO	Upon completion of BBA Degree Programme, the students will be able to:
PLO 1	Disciplinary Knowledge <ul style="list-style-type: none"> • Obtain in-depth knowledge in the key areas and in the allied areas of study in Commerce and Business.
PLO 2	Communication Skills / Digital Literacy <ul style="list-style-type: none"> • Acquire the adequate skills that are needed for employment and to become an expert in business correspondence. • Obtain and apply ICT skills for trade purposes and effective e-commerce/ e-business operations.
PLO 3	Critical Thinking / Analytical Skills / Problem Solving Skills <ul style="list-style-type: none"> • Gain understanding of concepts, principles and procedures in transacting business, running an organisation and to evaluate the advantages and disadvantages of embarking on business and business related activities based on their in-depth knowledge. • Apply the skills required for business and finance operations, planning and decision making and to conduct research in business / e-commerce / E-financing.
PLO 4	Self-Directed Learning / Lifelong Learning <ul style="list-style-type: none"> • Gain knowledge about industries and its problems and to offer remedial measures. • Learn the characteristics of a good businessman for continual and sustained development.
PLO 5	Moral and Ethical Awareness / Environmental Conservation and Sustainability <ul style="list-style-type: none"> • Be aware of the legal and ethical issues, fair-trade practices and to realise their personal and social responsibility. • Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival, and for the well-being of the future generation as well.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO No.	Upon completion of BBA Degree programme, the students will be able to:
PSO-1	Get the basics and principles of effective management styles and skills in business.
PSO-2	Acquire language and ICT skills for better communication to accomplish business operations
PSO-3	Obtain business analytical, problem solving and decision making skills to run an organisation successfully.
PSO-4	Conduct scientific research and build a competitive strategy to sustain in a challenging business environment.
PSO-5	Adopt fair trade and eco-friendly practices in order to balance business in a socially responsible manner.

**CBCS Syllabus - BBA
(2021-22 onwards)**

SEM	Part	P	Title of the paper	S. Code	H/W	L*	T*	P*	C	Marks		
										I	E	T
I	I	I L-I	,f;fhyj;jkpo;	21ULTA11	6				3			
			Grammar and Translation - I	21ULAR11								
	II	II L-I	Communicative English -I	21ULEN11	6				3			
	III	DSC-I	Principles of Management	21UCBA11	5				4			
	III	DSC-II	Managerial Communication	21UCBA12	5				4			
	III	A-I/1	Financial Accounting	21UABA11	6				4			
IV	AECC-I	Value Education-I	21USVE1A	2				2				
		Value Education-II	21USVE1B									

SEMESTER - I

Course Title	PRINCIPLES OF MANAGEMENT
Total Hrs	75
Hrs/Week	5
Sub. Code	21UCBA11
Course Type	C
Credits	4
Marks	100

General Objective:

The Course focuses on management principles, functions and techniques in running an organisation successfully.

Course Objectives: The students will be able to:

CO	Course Objectives
CO-1	Understand the fundamentals of management.
CO-2	Classify the various forms of business organisation.
CO-3	Establish the requirements of human resource for an organisation.
CO-4	Appraise the performance of subordinates in an organisation.
CO-5	Consider and control techniques in order to rectify business related issues.

Unit I: Management

Definition of management – Science or art or profession – Manager Vs Entrepreneur – Managerial Skills – Levels of management – Managerial skills and organizational Hierarchy – The emergence of Management thought – Frederick W. Taylor, Henri Fayol and Elton Mayo.

Unit II: Planning

Importance of Planning - Types of Plans – Steps in planning - Nature and objectives of planning – Hierarchy of objectives – Setting objectives and the organizational Hierarchy – Management by Objectives (MBO) – Benefits of MBO.

Unit III: Organizing

Nature and Purpose – Formal and Informal Organisation – Organisation chart – Organisation structure – Types – Line and Staff authority – Departmentalization – delegation of authority – Centralization and decentralization.

Unit IV: Staffing

Importance – Situational factors affecting staffing – Internal and External factors – Recruitment – Sources of recruitment – Selection – Process of selection – Training and Development.

Unit V: Directing and Controlling

Meaning and Nature of Directing – Elements of Directing – Importance of directing – Basic Control Process or Steps – Budgetary and Non budgetary control Techniques – Use of Computer and IT in Management control.

Text Book:

1. Harold Koontz and Heinz Weihrich, *Essentials of Management: An International & Leadership Perspective*, 8th edition, Tata McGraw-Hill Education, 2016.

Reference Books:

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, *Management- A Competency Based Approach*, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, *Management- A global entrepreneurial perspective*, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, *Fundamentals of management*, Prentice Hall of India, 2012.

Course Outcomes: The learners would have learned to:

CO	Course Outcomes	PSO addressed	Cognitive Level
CO-1	Understand the basics, principles and functions of management.	1,2,3,4	Understanding
CO-2	Develop organizational structure in accordance with the quantum and quality of the business.	1,2,4	Applying
CO-3	Analyze the factors influential to staffing procedure and use appropriate tools for selection.	2,3,4	Analyzing
CO-4	Assess the work of subordinates and keep them on track	1,3,4,5	Evaluating
CO-5	Consider standard business plans for smooth functioning.	1,3,4,5	Evaluating

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credit						
I	21UCBA11	Principles of Management	75	4						
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO-1	✓	✓	✓			✓	✓	✓	✓	
CO-2	✓	✓	✓	✓		✓	✓		✓	
CO-3	✓	✓		✓	✓		✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-5	✓		✓	✓		✓		✓	✓	✓
Number of matches (✓) = 39 Relationship = High										

Prepared by

Checked by

Name and Signature

Head of the Department

Semester – I

Course Title	MANAGERIAL COMMUNICATION
Total Hrs.	75
Hrs./Week	5
Sub. Code	21UCBA12
Course Type	Core
Credits	4
Marks	

General Objective:

The Course facilitates the learners to develop adequate communication skills for effective business correspondence.

CO No.	Course Objectives: The learners will be able to:
CO-1	Understand the process and barriers of effective communication.
CO-2	Rewrite the layout of business letters.
CO-3	Practice the format of business letters, applications and their importance
CO-4	Categorize the types of report writing prior to drafting business reports.
CO-5	Choose techniques and tools to promote judicious and efficient utilization of electronic media.

UNIT – I Introducing communication and media

Communication – Meaning- Process and Significance – Objectives – Principles –Types – Media – verbal communication-non verbal communication-Barriers of Communication – The making of effectivecommunication.

UNIT – II Business Correspondence

Correspondence – need-functions –business letter - need-function and Kinds of Business Letters – Layout of Business Letters – mechanical structure-style format and punctuation

UNIT – III Business Letters formation and Application

Enquiry and Reply –Offers and Quotations – important terms used in

Offers and Quotations- Orders – Execution of order and Cancellation of order- Complaints-Claims and Adjustments – Collection Letters – Sales Letters – Circular Letters.

UNIT – IV Report writing and preparing

Report writing- importance of reports-contents – features of good report writing- Types and forms of reports – preparing a report –organization of report- characteristics of good report-Specimen of Reports.

UNIT – V Electronic communication

Modern means of E-Communication – Internet – E-Mail – Video conferencing– Social Media Communications – Ethical ways of using social media for communication.

BOOKS FOR REFERENCE:

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House,2015.

Course Outcomes

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Gain adequate knowledge in business correspondents and obtain the skills required for writing business letters.	1,2,3	Understanding/ Applying
CO-2	Categorize the formats of business letters, their applications and importance	1,2,3	Applying/ Analysing
CO-3	Discover soft skills in particular business etiquette.	1,2,3	Apply
CO-4	Prepare good business letters and reports	1,2,3	Create
CO-5	Construct suitable e-communication models to become skilled communicators.	1,2,3	Creating

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credit						
I	21UCBA12	MANAGERIAL COMMUNICATION	75	4						
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓	✓	✓	✓	✓	✓	✓	✓		
CO-4	✓	✓	✓	✓	✓	✓	✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓		
<p>Number of matches (✓) = 40</p> <p>Relationship = High</p> <p>Low (If the No. of matches are less than 25)</p> <p>Medium (If the No. of matches are between 25 and 33)</p> <p>High (If the No. of matches are more than 33)</p>										

Prepared by

Checked by

Name:

Signature:

Head of the Department

Semester – I

Course Title	FINANCIAL ACCOUNTING
Total Hrs.	90
Hrs./Week	6
Sub. Code	21UABA11
Course Type	Core
Credits	4
Marks	100

General Objective:

To impart knowledge on accounting methods and concepts as well the usefulness in trading and non trading concern. To enable use of accounting rules and techniques in framing system of financial decision making.

CO	Course Objectives: The learner will be able to:
CO-1	To Practice the basic methods and concept of accounting information
CO-2	To extend the knowledge about principle method of depreciation and prepare different methods of depreciation
CO-3	To acquire the knowledge of the single entry system and to learn the format of statement of affairs.
CO-4	To Evaluate the basic functions of double entry system of accounting and practice the final account
CO-5	To identify the factors influencing with accounts of non- trading concern

UNIT – I: INTRODUCTION TO ACCOUNTING

Definition of Account–need and functions of accounting –objectives of accounting- advantages – users of accounting information- Accounting Cycles -Books of Accounts –methods of accounting -Accounting concept and convention - Types of accounts - Accounting rules- Rules for Debit & Credit.

UNIT – II: SINGLE ENTRY SYSTEM OF ACCOUNTING

Book Keeping– Branches of Accounting –Financial Accounting-Cost Accounting-Management Accounting- Journal- Ledger- Preparation of ledger Accounting-Single Entry – Definition -Meaning – Features– Defects.

UNIT – III: METHODS OF DEPRECIATION

Depreciation- Meaning - Concept of depreciation - Need - Methods of depreciation - depreciation of different assets - Straight line method - Written down value method - Annuity method - Sinking fund method - Insurance policy method - Provisions for depreciation.

UNIT – IV: DOUBLE ENTRY SYSTEM OF ACCOUNTING

Double entry system of accounting - Trial balance -Rectification of Errors - Suspense Accounts - Final Accounts – Trading Account – Profit and Loss Account and Balance Sheet –Adjustment entries- outstanding – prepaid – accrued entries -Distinction between Capital and Revenue Expenditure.

UNIT – V: ACCOUNTS OF NON- TRADING CONCERN

Accounts of non- trading concern – Receipt and Payment account – features of Receipt and Payment account - Income and Expenditure account – steps to prepare income and expenditure account - difference between receipt and payment account and income and expenditure account and Balance sheet.

(Theory 40% and problems 60%)

Reference Books:

1. Introduction to Accountancy - T.S.Grewal - S.Chand and Company
2. Advanced Accountancy - Dr.S.N.Maheswari - Vikas Publishing House

Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate the applicability of the concept and rules of accounting methods.	1,2,3,4,5	Understanding
CO-2	Explain and Prepare depreciation accounts using different methods of depreciation and insurance method also record reserve funds accordingly.	1,2,4,5	Understanding
CO-3	Illustrate the purpose of single and double entry system to understand the accounting system properly.	1,2,4,5	Applying
CO-4	Interpreting the business implications of financial statement information and prepare final account.	1,2,4,5	Evaluating
CO-5	Apply the accounting methods and systems in start-ups, corporate, trading concern and non trading development by large.	1,2,3,4,5	Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit				
I	21UABA11	FINANCIAL ACCOUNTING					90	4				
Course Outcomes (COs)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)						
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5		
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO-2	✓	✓	✓	✓	✓	✓	✓		✓	✓		
CO-3	✓	✓	✓	✓	✓	✓	✓		✓	✓		
CO-4	✓	✓	✓	✓	✓	✓	✓		✓	✓		
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
	Number of matches (✓) = 47 Relationship = High Low (If the No. of matches are less than 25) Medium (If the No. of matches are between 25 and 33) High (If the No. of matches are more than 33)											

Prepared by
Name:
Signature:

Checked by
Head of the Department