BUSINESS ADMINISTRATION

Syllabus

Program Code: UBA



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)

Re-accredited with "A" Grade by NAAC PASUMALAI, MADURAI – 625 004

Eligibility for Admission

Candidates seeking admission to the B.B.A Degree course must have passed the Higher Secondary Education, (should have studied Commerce and Accountancy in HSC) of the Government of Tamil Nadu or any other state or its equivalent qualification.

Duration of the course

The duration of the course shall be three academic years comprising six semesters with two semesters in each academic year.

Subjects of Study

Part I : Tamil / Company Secretarial Practice and Modern Office Management

Part II : English

Part III

1. Core Subjects

2. Allied Subjects

3. Electives

Part IV :

1. Non Major Electives

2. Skill Based Subjects

3. Environmental Studies - Mandatory Subject

4. Value Education - Mandatory Subject

Part V

Extension Activities

The scheme of Examination

The components for continuous internal assessment are:

Two tests and their average --15 marks

Seminar / Group discussion -- 5 marks

Assignment --5 marks

25 Montra

Total 25 Marks

Pattern of the questions paper for the continuous Internal Assessment

(For Part I, Part II, Part III, NME & Skilled Paper in Part IV)

The components for continuous internal assessment are:

Part -A

Four multiple choice questions (answer all) $4 \times 01 = 04$ Marks

Part -B

Three short answers questions (answer all) $3 \times 02 = 06 \text{ Marks}$

Part -C

Two questions ('either or 'type) 2 x 05=10 Marks

Part -D

Two questions out of three $2 \times 10 = 20 \text{ Marks}$

Total 40 Marks

22.444

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours

Part -A

Ten multiple choice questions $10 \times 01 = 10 \text{ Marks}$

No Unit shall be omitted: not more than two questions from each unit.)

Part -B

Short answer questions (one question from each unit) $5 \times 02 = 10$ Marks

Part -C

Five Paragraph questions ('either or 'type) $5 \times 05 = 25$ Marks

(One question from each Unit)

Part -D

Three Essay questions out of five 3 x 10 =30 Marks

(One question from each Unit)

Total 75 Marks

The Scheme of Examination (Environmental Studies and Value Education)

Two tests and their average --15 marks

Project Report --10 marks*

Total --25 marks

** The students as Individual or Group must visit a local area to document environmental assets – river / forest / grassland / hill / mountain – visit a local polluted site – urban / rural / industrial / agricultural – study of common plants, insects, birds – study of simple ecosystem – pond, river, hill slopes, etc.

Question Paper Pattern

(Internal Assessment)

Pattern of the Question Paper for Environmental Studies & Value Education only) (Internal)

45 MCQs will be asked for two internal assessment tests (45 x 1=45 Marks) and converted for 15 marks

Two tests and their average -- 15 marks*
Project -- 10 marks

Total 25 Marks

Summative Examination Pattern

Pattern of the Question Paper for Environmental Studies & Value Education only) (External)

75 Multiple choice questions will be asked from five units (75 x 1=75 Marks)

(15MCQ's from each unit)

Minimum Marks for a Pass

40% of the aggregate (Internal +Summative Examinations).

No separate pass minimum for the Internal Examinations.

27 marks out of 75 is the pass minimum for the Summative Examinations.



VISION

To be set Benchmark in business education, entrepreneurship, and helping to create a better knowledge society.

MISSION

Transforming lives through knowledge creation and to provide competency-driven education.

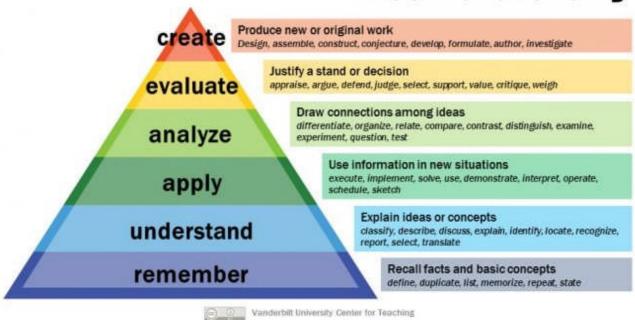
The 12 Graduate Attributes*:

- 1. (KB) A knowledge base for engineering: Demonstrated competence in university level mathematics, natural sciences, engineering fundamentals, and specialized engineering knowledge appropriate to the program.
- 2. (PA) Problem analysis: An ability to use appropriate knowledge and skills to identify, formulate, analyze, and solve complex engineering problems in order to reach substantiated conclusions
- 3. (Inv.) Investigation: An ability to conduct investigations of complex problems by methods that include appropriate experiments, analysis and interpretation of data and synthesis of information in order to reach valid conclusions.
- 4. (Des.) Design: An ability to design solutions for complex, open-ended engineering problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations.
- 5. (Tools) Use of engineering tools: An ability to create, select, apply, adapt, and extend appropriate techniques, resources, and modern engineering tools to a range of engineering activities, from simple to complex, with an understanding of the associated limitations.
- 6. (Team) Individual and teamwork: An ability to work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.
- 7. (Comm.) Communication skills: An ability to communicate complex engineering concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.
- 8. (Prof.) Professionalism: An understanding of the roles and responsibilities of the professional engineer in society, especially the primary role of protection of the public and the public interest.
- 9. (Impacts) Impact of engineering on society and the environment: An ability to analyze social and environmental aspects of engineering activities. Such ability includes an understanding of the interactions that engineering has with the economic, social, health, safety, legal, and cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.
- 10. (Ethics) Ethics and equity: An ability to apply professional ethics, accountability, and equity.

- 11. (Econ.) Economics and project management: An ability to appropriately incorporate economics and business practices including project, risk, and change management into the practice of engineering and to understand their limitations.
- 12. (LL) Life-long learning: An ability to identify and to address their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge

WA	Graduate Attributes	Caption as		
1	A knowledge base for engineering	Business Environment and		
	馬山	Domain Knowledge.		
2	Droblem Analysis	Critical Thinking, Business		
	Problem Analysis	Analysis and Problem Solving.		
7	Communication Skills	Effective Communication.		
6	Individual and Teamwork	Individual and Teamwork.		
8	Professionalism	Entrepreneurship and Innovation.		
10	Ethics and Equity	Ethics.		
12	Life-long Learning	Life-long Learning		

Bloom's Taxonomy



	PROGRAM EDUCATIONAL OBJECTIVES (PEOs)						
PEO1:	Provide students with an aptitude to identify analyze and develop business opportunities as well as solve business problems						
PEO2:	Become an entrepreneur who can provide solutions and develop sustainable products for the enterprise needs						
PEO3:	Instill and hone the skills in written and oral communication competencies to enhance managerial effectiveness						
PEO4:	Enhance students' appreciation of the values of social responsibility, legal and ethical principles and corporate governance as a global citizen						
PEO5:	Equip students with the necessary attitude and ability to adapt to dynamic business environment and the rapid changes in it due to technological advancements						

	PROGRAMME OUTCOMES (POs)					
PO1:	Business Environment and domain Knowledge: Apply the knowledge of business management, functional specialization to the solution of complex business problems. And understand the impact of the professional business solutions in societal and environmental contexts.					
PO2:	Critical thinking, Business analysis and problem solving: Identify, formulate, review research literature, and analyze complex business problems reaching substantiated conclusions using first principles of mathematics, operations research and marketing research.					
PO3:	Effective Communication: Communicate effectively on complex business activities with the business community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.					
PO4:	Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.					
PO5:	Entrepreneurship and Innovation: Gain the competencies to start/develop a small business venture, to engage in social entrepreneurship and to pursue a career that requires entrepreneurship or one that provides professional expertise to manage small enterprises.					
PO6:	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practice.					
PO7:	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological and the environmental changes.					

	PROGRAM SPECIFIC OUTCOME (PSOs)
PSO1:	Business environment and Domain Knowledge Students will be able to identify and analyse economic, socio – cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business with sustainable development and gain the knowledge of various domains relevant to business.
PSO2:	Critical Thinking, Business Analysis and Problem Solving Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyse critically and apply the conclusions of rational decision making process to problem solving in functional areas of business.
PSO3:	Effective Communication Students will develop the ability to communicate effectively through oral as well as written modes using appropriate technology and logical reasoning to articulate ideas at a level which reflects competence.
PSO4:	Individual and Teamwork Students can function effectively as an individual, and demonstrate ability to work in groups as a member or leader in diverse teams, and in multidisciplinary settings.
PSO5:	Entrepreneurship and Innovation Students can demonstrate the fundamentals of creating and managing innovation, new business development and high-growth business entities. And also demonstrate the ability to create successful business plans
PSO6:	Ethics Students will develop the ability to lead and build teams demonstrating ethical standards in business decision making with responsiveness to contemporary social issues. And develop an ethical practice and imbibe values for better corporate governance.
PSO7:	Life-long learning Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological advancement, cultural and concept changes.

MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous), Pasumalai BBA., Curriculum

(For the student admitted during the academic year 2021-2022 onwards)

Title of the Course	Hrs	Cred	Maximum Marks			
			Int	Ext	Total	
FIRST SEMESTI	ER					
Tamil / Alternative Course						
அலுவலக மேலாண்மையும்	5	2	25	75	100	
செயலாளர் பணிமுறைகளும்	3	3				
English						
Communicative English - I	6	3	25	75	100	
Core Courses						
Management Practices	5	4	25	75	100	
Financial Accounting	5	4	25	75	100	
Allied Course	1 3					
Business Economics	5	4	25	75	100	
Skill Based Course						
Managerial Skills	2	2	25	75	100	
Mandatory Course	3	1201				
	2	2	25	75	100	
Total	30	22	175	525	700	
SECOND SEMEST	ER		- 11/h		•	
Tamil / Alternative Course	JUL		•			
நகர்வோர் பாதுகாப்ப	5	3	25	75	100	
English		10	911			
Communicative English - II	6	3	25	75	100	
			y			
T		4	25	75	100	
The second secon) 4				
	SAME.	-55	25	75	100	
Cost Accounting	5	4		73	100	
Allied Course	90	7				
Business Communication	5	4	25	75	100	
Skill Based Course						
	2	2	25	75	100	
			25	75	100	
					700	
	l		110		, , , ,	
Core Courses						
Business Law	5	4	25	75	100	
			25	75	100	
		-	25	75	100	
	5	4		,5	100	
Project.						
	FIRST SEMESTI Tamil / Alternative Course அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும் English Communicative English - I Core Courses Management Practices Financial Accounting Allied Course Business Economics Skill Based Course Managerial Skills Mandatory Course Environmental Studies Total SECOND SEMEST Tamil / Alternative Course நகர்வோர் பாதுகாப்பு இயக்கங்கள் மற்றும் சட்டங்கள் English Communicative English - II Core Courses Business Environment and Corporate Social Responsibility Cost Accounting Allied Course Employability Skills Value Education Total THIRD SEMEST Core Courses Business Law Marketing Management Business Innovation & Entrepreneurship-Active Learning	FIRST SEMESTER Tamil / Alternative Course அலுவலக மேலான்மையும் செயலாளர் பணிமுறைகளும் English Communicative English - I 6 Core Courses Management Practices 5 Financial Accounting 5 Allied Course Business Economics 5 Skill Based Course Managerial Skills 2 Mandatory Course Environmental Studies 2 Environmental Studies 2 Total 30 SECOND SEMESTER Tamil / Alternative Course துகர்வோர் பாதுகாப்பு தெயக்கள் மற்றும் சட்டங்கள் English Communicative English - II 6 Core Courses Business Environment and 5 Corporate Social Responsibility Cost Accounting 5 Allied Course Employability Skills 2 Value Education 5 Employability Skills 2 Value Education 5 Skill Based Course Business Law 5 Marketing Management 5 Entrepreneurship-Active Learning	FIRST SEMESTER Tamil / Alternative Course அலுவலக மேலாண்மையும் தெயலாளர் பணிமுறைகளும் English Communicative English - I 6 3 Core Courses Management Practices 5 4 Financial Accounting 5 4 Allied Course Business Economics 5 4 Skill Based Course Environmental Studies 2 2 Environmental Studies 2 2 Environmental Studies 5 3 SECOND SEMESTER Tamil / Alternative Course துகர்வோர் பாதுகாப்பு 5 3 இயக்கங்கள் மற்றும் சட்டங்கள் English Communicative English - II 6 3 Core Courses Business Environment and 5 4 Core Courses Business Environment and 5 4 Corporate Social Responsibility Cost Accounting 5 4 Allied Course Business Communication 5 4 Skill Based Course Employability Skills 2 2 THIRD SEMESTER Core Courses Business Law 5 4 Marketing Management 5 4 Entrepreneurship-Active Learning	Tamil / Alternative Course அதுவலக மேலாண்மையும் கெயலாளர் பணிமுறைகளும் English Communicative English - I 6 3 25 Financial Accounting 5 4 25 Business Economics 5 4 25 Skill Based Course Managerial Skills 2 2 2 25 Mandatory Course Environmental Studies 2 2 2 25 Total 30 22 175 SECOND SEMESTER Tamil / Alternative Course நகர்வோர் பாதுகாப்பு 5 3 25 இயக்கங்கள் மற்றும் சட்டங்கள் English Communicative English - II 6 3 25 Core Courses Business Environment and 5 4 25 Core Courses Business Environment and 5 4 25 Skill Based Course Business Environment and 5 4 25 Core Courses Business Environment and 5 4 25 Skill Based Course Business Environment and 5 4 25 Skill Based Course Business Environment and 5 4 25 Skill Based Course Total 30 22 175 SECOND SEMESTER Tamil / Alternative Course Business Environment and 5 4 25 Core Courses Business Environment and 5 4 25 Skill Based Course Employability Skills 2 2 2 25 Total 30 22 175 THIRD SEMESTER Core Courses Business Law 5 4 25 Marketing Management 5 4 25 Business Innovation & 5 4 25	Tamil / Alternative Course அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும் கொறும் காறும்	

21UBAC34	Organisational Behaviour	5	4	25	75	100
Part III	Allied Course					
21UBAA31	Business Statistics	6	4	25	75	100
Part IV	Skill Based Course		•			
		2	2	25	75	100
21UBAS31 Part IV	Personality Development Skill Non Major Elective Course	2	2			
	, and the second	_		25	75	100
21UBAN31	Business Management Total	30	2 24	175	525	700
	FOURTH SEMES'		24	1/3	343	700
Part - III	Core Courses					
21UBAC41	Basics of IPR	5	4	25	75	100
21UBAC42	Human Resource Management	5	4	25	75	100
21UBAC43	Data Analysis using Excel	5	4	25	75	100
21UBAC44	Research Methodology	5	4	25	75	100
Part III	Allied Course	D)	31			
21UBAA41	Operations Research	6	4	25	75	100
Part IV	Skill Based Course		700			
21UBAS41	Body Language Skills	2	2	25	75	100
Part IV	Non Major Elective Course		10			
21UBAN41	Entrepreneurial Development	2	2	25	75	100
21UEAG40-	Part V Extension Activities	0	1	25	75	100
21UEAG49						
21UBEC41	Internship Report(Extra Credit)	0	1	25	75	100
	Total FIFTH SEMEST	30 FR	25	200	600	800
Part - III	Core Courses			3		
21UBAC51	Operations Management	6	4	25	75	100
21UBAC52	Financial Management	6	4	25	75	100
		N. VIII	// 100	25	75	100
21UBAC53	Total Quality Management	6	4			
Electives	Group A: Marketing*			25	75	100
21UBAE51	Retail Management	5	5			
21UBAE52	Logistics and Supply Chain Management	5	5	25	75	100
	Group B: Finance*					
21UBAE53	Security Analysis and	5	5	25	75	100
01110 4 5 7 4	PARESA Portfolio Management			25	75	100
21UBAE54	Micro Finance and Insurance	5	5			
	Group C: HRM*			25	7.	100
21UBAE55	Human Resource Management- A Global Perspective	5	5	25	75	100
21UBAE56	Organisational change and	5	5	25	75	100

	Development					
Part IV	Skill Based Course			25	75	100
21UBAS51	Group Discussion and Interview Skills	2	2	25	75	100
	Total	30	24	150	450	600
	SIXTH SEMESTI	ER	1		1	
Part - III	Core Courses					
18UBAC61	Management Accounting	6	4	25	75	100
18UBAC62	Case Analysis	6	4	25	75	100
21UBAPR1	Project Report	6	4	25	75	100
Electives	Group A: Marketing*					
21UBAE61	Services Marketing	5	5	25	75	100
21UBAE62	Advertising and Sales Management	5	5	25	75	100
	Group B: Finance*	(a)	(A)			
21UBAE63	Export and Import: Procedures and Documentation	5	5	25	75	100
21UBAE64	Forex Management	5	5	25	75	100
	Group C: HRM*			5		
21UBAE65	Industrial Law	5	5	25	75	100
21UBAE66	Counseling Skills for Managers	5	5	25	75	100
Part IV	Skill Based Course	0.0		3		
21UBAS61	Numerical and Reasoning Skills	2	2	25	75	100
	Total	30	24	150	450	600
	Grand Total	180	141	1025	3075	4100

	List of Elective Papers					
Semester	Course Code	Course				
V	21UBAE51	Retail Management				
V	21UBAE52	Logistics and Supply Chain Management				
V	21UBAE53	Security Analysis and Portfolio Management				
V	21UBAE54	Micro Finance and Insurance				
V	21UBAE55	Human Resource Management- A Global Perspective				
V	21UBAE56	Organisational change and Development				
V	21UBAS51	Life Skills V-Group Discussion and Interview Skills				
VI	21UBAE61	Services Marketing				
VI	21UBA <mark>E62</mark>	Advertising and Sales Management				
VI	21UBAE63	Export and Import: Procedures and Documentation				
VI	21UBAE64	Forex Management				
VI	21UBAE65	Industrial Law				
VI	2 <mark>1UBAE66</mark>	Counseling Skills for Managers				
VI	21UBAS61	Numerical and Reasoning Skills				







MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMNISTRATION

(For those who joined in 2021-2022 and after)

Course Name	அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும்	_				
Course Code 21UBAG11						
Category	Tamil / Alternate Course	5	-	3		
Nature of cour	se: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPRENT	JRSF	HIP			
Course Objectiv	ves:					
• அலுவல	லக நிர்வாகியையும் அலுவலக மேலாளரின் கடமைகளையும்	மா	ணவ	ர்க		
புரிந்து	கொள்ளச்செய்தல்.					
• அலுவ	லக இயந்திரங்கள <mark>் மற்றும் அலுவலக இடம்</mark> ஆகியவற்றைத் தெ	ரிவு	செய்	ப த்		
	வாங்குதல் <mark>ஆகியவற்றைப் புரிந்துகொள்ளச் ச</mark> ெய்தல்.					
	லக ஆவண <mark>ங்களைதாக்</mark> கல் செய்தல் <mark>மற்றும் அட்ட</mark> வணைப்படுத்	குக்	்கோ	ிக்		
	ர அறிவ <mark>ை வழங்குதல்</mark> .	. د کر بنو	عرق ح	יב,		
	ாத்தின <mark>ை உருவாக்குத</mark> ல் மற்றும் நிருவ <mark>னச் செயல</mark> ரின் நடை	முரை	றகன	ണ		
	அறிவை <mark>வளர்த்தல்.</mark>	J,				
	_{ித} ு ரகூட்ட <mark>ங்களின் வ</mark> கைகள் ம <mark>ற்றும் கூட்டங்களை நட</mark> த்தும் மு	നെ	குறி	ிக்		
	பர்களு <mark>க்கு முழுமையாகக் கற்பித்தல்</mark> .	رير ٥٠٠	ريز و	. کو		
	ழுவலக மேலாண்மை		10	0		
	- அலுவ <mark>லக மேலா</mark> ்மையின் <mark>க</mark> ூறுகள். அலுவலக <mark>மேல</mark> ாண்மையி	ின்	 பணி			
	அதுவ <mark>ணை மேலாணமையன் கூறுகள். அதுவலக மேலாளரிக் சிறப்பியல்</mark> தகுதிக்		பணிக			
ச.மைகளும் கடமைகளும்						
	യ്യഖலக <mark> அமை</mark> விடம். கட்டடம். ம <mark>ற்று</mark> ம் அமைப்புத் <mark>திட்டம்</mark>		15			
	மைந்து <mark>ள்ள இடம் - அலுவலக இடத்தேர்வின் பொது <mark>ஆராய</mark> வேண்டி</mark>					
அலுவலகக் க	ட்டிடம் <mark>- அல</mark> ுவலக அமைப்ப <mark>ுத் </mark> திட்டம் - இன் <mark>றியமைய</mark> ாமை - 🤇	நோக்க	கங்க	जां		
கோட்பாடுகள்.	அலுவல <mark>க மனை</mark> யணியங்கள் – புதிய மனையணிய்க <mark>ளை </mark> வாங்கும் பெ	_		-		
		ருவி க	களும்)		
பயன்படுத்துவத	னால் கிடை <mark>க்கும்</mark> நன்மைகள் - கருவிகளை தேர் <mark>ந்தெட</mark> ுப்பதற்கான அ	லகு.				
Unit: III பதி	ബിധര്		1:			
	பணிகள் - ச <mark>ிறந்தகோப்பிடுதல் முறையின் இ</mark> யல்புகள் - மைய	<u>க்கே</u>				
	றகக் கோப்பிடுதல் <mark>முறையும்.</mark> கோப்பிடு <mark>தலைவகை</mark> ப்படுத்துதல் - கட்ட					
	- நல்லகட்டகராதியின் <mark>இயல்புகள் - வகைக</mark> ள்.	_ == , ;				
• • •						
Unit: IV கம்	பெனி		1'	7		
 இலக்கணம்	- சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இ	லக்க				
	ின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தில்					
- ்உள்ளடக்கம்	கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறு	ШL	வேன	ग्राप्ट		
	ிருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம்	- த	ததிக	ள்		
	றுப்புகள் - நியமனம் - நீக்கம். அவனர் நட்டர்கள்		1 44			
	யுவனக் கூட்டங்கள் கான் கூட்டங்கள்	•	18			
	ககள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கப் செயலானர், வண்ணீவண்டை பணிகள், வருடிகர்கில் பெருகர்காட்டல்					
	செயலாளர் ஆற்றவேண்டிய பணிகள். வருடாந்திரப் பொதுக்கூட்டம் - ற்றவேண்டிய பணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - க					
ையலாளா ஆ	ந்ந்கள்கள் பண்டின் - இயக்குந்ர அமைக்க கூட்டம் - அபிருவி - இ	ナレ L 0.	யறிக்	OII		

கூட்டகளுக்கு

அறிவிப்பு

அனுப்புவது

சம்பந்தமான

சில

பணிகள்

செயலாளர்

பொதுவிதிகள்,

தீர்மானம் - வகைகள் - வாக்கெடுப்பு நடைமுறைகள்.

Total Lecture Hours | 75 Hrs

Books for Study:

- 1. அலுவலக மேலாண்மை Dr. ராதா. பிரசன்னாபப்ளிசர், சென்னை.
- 2. செயலாளர் பணிமுறை. Dr. ராதா. பிரசன்னாபப்ளிசர், சென்னை.

Books for References:

1. Company Secretarial Practice – P.K. GHOSH, V. BALACHANDRAN , Sultan Chand & Sons, New Delhi.

Course	e Outcomes	K Level
CO1:	அலுவலக மேலாண்மை மற்றும் அலுவலக மேலாளரின் கொள்கைகள் மற்றும் செயல்பாடுகளைப் பற்றிய முழுமையான அறிவைப் பெற்று விவாதிக்கும் திறன் பெறுவது	Up to K2
CO2:	அலுவலகத் தளவாடங்கள் மற்றும் கட்டிடங்களைத் தேர்ந்தெடுப்பதில் அலுவலக நிர்வாகத்தின் தீர்வுக்கு சிறந்த நடைமுறைகளைப் பயன்படுத்துவது.	Up to K3
CO3:	கோப்பிலிடுதல், அட்டவணைப்படுத்துதல் மற்றும் சுட்டகராதியிடல் ஆகிய அலுவலக நடைமுறையின் முக்கியத்துவத்தை அறியச் செய்வது.	Up to K4
CO4:	நிறுவனங்களை உருவாக்குவது தொடர்பான சட்டப்படியான நடைமுறைகலை விவரிக்கும் அளவிற்கு அறிவினை வழங்குவது	Up to K1
CO5:	நிறுவன கூட்டங்களை நடத்துவது குறித்த நிறுவனச் செயலரின் நடைமுறைகள் குறித்த முழுமையாகதெரிந்து கொள்ளச்செய்வது.	Up to K4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	1	3	1	3	1	1
CO 2	3	1	3	2	1	2	2
CO 3	3	1	3	g, 81	1	2	3
CO 4	3	1	3	1	3	1	3
CO 5	3	1	3	2	2	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- அலுவலக மேலாண்மை மற்றும் செயலாளர் பணிமுறை	Hrs	Pedagogy
I	அலுவலக மேலாண்மை இலக்கணம். அலுவலக மேலாண்மையின் கூறுகள். அலுவலக மேலாண்மையின் பணிகள். அலுவலக மேலாளா் அவற்றிக்குரிய அலுவலக மேலாளாின் சிறப்பியல் தகுதிகள். பணிகளும் கடமைகளும்	10	Chalk & Talk Assignments
II	அலுவலக அமைவிடம். கட்டடம். மற்றும் அமைப்புத் திட்டம் அலுவலகம் அமைந்துள்ள இடம் - அலுவலக இடத்தோவின் பொது ஆராய வேண்டிய காரணிகள். அலுவலகக் கட்டிடம் - அலுவலக அமைப்பைத் திட்டம் - இன்றியமையாமை - நோக்கங்கள் - கோட்பாடுகள். அலுவலகமனையணிய்கள் - புதியமனையணிய்களை வாங்கும் பொதுகருத்தில் கொள்ள வேண்டிய காரணிகள் - வகைகள். அலுவலக இயந்திரகளும் கருவிகளும் - பயன்படுத்துவதனால் கிடைக்கும் நன்மைகள் - கருவிகளை தேர்ந்தெடுப்பதற்கான அலகு.	15	Chalk & Talk Assignments
III	பதிவியல் மேலா <mark>ண்மை</mark> கோப்பிடுதல் - பணிகள் - சிறந்தகோப்பிடுதல் முறையின் இயல்பைகள் - மையக்கோப்பிடுதல் முறையும் பன்முகக் கோப்பிடுதல் முறையும். கோப்பிடுதலைவகைப்படுத்துதல் - கட்டகராதியிடல் - முக்கியத்துவம் - நல்லகட்டகராதியின் இயல்புகள் - வகைகள்.	15	Chalk & Talk Assignments
IV	கம்பெனி இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கணம் - தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக்கணம் - உள்ளடக்கம். கம்பெனியின் செயல்முறைவிதிகள் - செயல்முறைவிதிகளில் கூறப்படவேண்டியவிபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பணிகள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பணிகள் - திருத்கம் - தகுதிகள் - பணிகள் -	17	Chalk & Talk Assignments
V	கம்பெனிக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோ <mark>க்கம்</mark> - கம்பெனிச் சட்டவிதிகள் - செயலாளர் ஆந்றவேண்ழயபணி <mark>கள்.</mark> வருடாந்திரப் பொதுக்கூட்டம் - சட்டவிதிகள் - செயலாளர் ஆற்றவேண்ழயபணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - சட்டவிதிகள் - செயலாளர் பணிகள் கூட்டகளுக்கு அறிவிப்பு அனுப்புவது சம்பந்தமான சிலபொதுவிதிகள், தீர்மானம் - வகைகள் - வாக்கெடுப்பு <mark>நடைமுறை</mark> கள்.	18	Chalk & Talk Assignments

Course Designed by

Dr.P.Anbuoli, Assistant Professor & **Dr.D.Niranjani**, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print										
	Articulation Mapping – K Levels with Course Outcomes (COs)										
Inte	Cos	K Level	Sectio	n A	Section	ı B	Section C	Section D			
rnal			MCC	Qs	Short Answers		Either or Choice	Open Choice			
			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice			
CI	CO1	Up to K2	2	K1	1	K1	2 (K1&K1)	1(K1)			
AI	CO2	Up to K1	2	K1	2	K1	2(K1&K1)	2 (K1)			
CI	CO3	Up to K4	2	K2	1	K2	2(K2&K2)	1(K2)			
AII	CO5	Up to K3	2	K2	2	K2	2(K1&K1)	2 (K2)			
Que	stion	No. of	4	AA AA	3		4	3			
	tern I & II	Questions to be asked		OU OK	A CONTRACTOR						
		No. of	4	12 5	3	ne41	2	2			
		Questions to be answered			H	103					
		Marks for each	11	E F	2	\@	5	10			
		question		1		- 4	10	20			
		Total Marks for each	4	HA	6		10	20			
		section		Tool	CICIC	9	>				

		Distr	ibution of Ma	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	10	10	24	40	100
	K2	2	4	10	20	36	60	100
CIA	К3	-	65-		- 4-0	-	-	1
I	K4	1	9)	-	-50	-	-	1
	Marks	4	6	20	30	60	100	100
	K 1	2	4	10	20	36	60	100
CIA	K2	2	2	10	10	24	40	100
II	К3	-					-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summat	ive Examina				ping – K	Level with C	Course
				Outcomes	(COs)			
S.No	COs	K -	MO	Qs	Short An	swers	Section C	Section D
		Level	No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Questions	Level	or Choice)	Choice)
1	CO1	Up to K2	2	K1&K1	1	K1	2(K1&K1)	1(K2)
2	CO2	Up to K3	2	K2&K2	1	K1	2(K2&K2)	1(K3)
3	CO3	Up to K4	2	K1&K1	1	K2	2(K3&K3)	1(K4)
4	CO4	K1	2	K1&K1	5 6001 C	K2	2(K1&K1)	1(K1)
5	CO5	Up to K4	2	K1&K1	MA ?	K2	2(K3&K3)	1(K4)
No. o	of Quest Aske	ions to be	5 10		5	3	10	5
No. o	of Quest answe	ions to be red	10		5	194	5	3
Marks for each question			01		_2	(G	5	10
Tota	l Marks	s for ea <mark>ch</mark> on	10	135	10	1	25	30

(Figures in parenthesis denotes, questions should be asked with the given K level)

Distribution of Marks with K Level

K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	8	4	20	10	42	35	58
K2	2	6	0 10	10	28	23	
К3	-	-	20	10	30	25	25
K4	-	-	-	20	20	17	17
Marks	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

Summative Examinations - Question Paper – Format											
	A	nswer All	Section A (Multiple Choice Questions) Questions (10x1=10 marks)								
Q.No	CO	K Level	Questions (10x1=10 marks) Questions								
1	CO1	K Level K1	Questions								
2	CO1	K1									
3	CO2	K2									
4	CO2	K2									
5	CO3	K1									
6	CO3	K1									
7	CO4	K1									
8	CO4	K1									
9	CO5	K1									
10	CO5	K1	8/ID 8 62								
Section B (Short Answers)											
	An	swer All Q									
Q.No	CO	K Level	Questions								
11	CO1	K1 /									
12	CO2	K1 /									
13	CO3	K2	CONTRACTOR OF THE PARTY OF THE								
14	CO4	K2									
15	CO5	K2									
		6	Section C (Either/Or Type)								
0.37		nswer All									
Q.No	CO	K Level	Questions								
16) a	CO1	K1									
16) b	CO1	K1									
17) a 17) b	CO2	K2 K2									
18) a 18) b	CO3	K3 K3									
	CO3	K1	Company of the Compan								
19) a 19) b	CO4	K1	DATE OF THE STATE								
20) a	CO ₄	K1 K3									
20) b	CO5	K3									
			rformance of the students is to be assessed by attempting higher								
1 1276		-0, 01 01 pc	level of K levels								
			Section D (Open Choice)								
	1		nswer Any Three questions(3x10=30 marks)								
Q.No	CO	K Level	Questions								
21	CO1	K2									
22	CO2	К3									
23	CO3	K4									
24	CO4	K1									
25	CO5	K4									



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMNISTRATION

(For those who joined in 2021-2022 and after)

Course Na	me	MANAGEMENT PRACTICES						
Course Co	de	21UBAC11	L	P	C			
Category		Core	5	-	4			
Nature of c	cours	e: EMPLOYABILITY SKILL ORIENTED ENTREPREN	URSI	HIP				
Course Ob	jecti	ives:						
1. To lear	n the	basic functions and practices of management.						
	-	primary function, planning & decision making.						
3. To understand organizing its types and the related activities like Departmentation, Delegation								
	•	y, Centralization and Decentralization.	1D:	4				
_		knowledge in staffing function to inculcate Performance Appraisal ar			_			
		e need for control, supervision and to use the controlling techniques ludgetary control.	ike P	EKI,				
Unit: I		roduction		1:				
		definition of business administration and management – nature – Adm	ninist					
_		unctions and Functional areas of management – Management-Art and						
_		ergence of management school of thought – F.W.Taylor, Henry Fayol						
Unit: II	Pla	nnin <mark>g and Decisio</mark> n Making		1:	5			
Planning –	meai	ning and definition – features – importance – process of planning – P	annir	າອ				
_		asting - meaning - importance - methods -Types of planning (in brie		_				
		concepts and differentiation. Decision Making – meaning - process.	,	ŕ				
Unit: III	Org	ganizing		1:	5			
Meaning a	nd de	efinition – objectives – steps in organizing – Organization structure-L	ine.					
		e and Staff, and Committee. Departmentation – meaning – types – De		ion –				
		acles in delegation process – guidelines to make delegation effective -	_					
Centralizat	ion a	nd Decentralization – meaning – factors determining the degree of de	centr	alizat	ion			
distinctio	n bet	ween delegation and decentralization.						
Unit: IV	Sta	ffing and Directing		13	5			
Meaning –	- proc	cess of staffing function – Recruitment – meaning – sources – Selection	on – r	neani	ng			
_	-	edure – Performance appraisal – objectives – types. Directing-Definit			U			
characterist	tics, l	Elements of Direction-Principles of directing.						
Unit: V	Con	ntrol		13	5			
Control –	mean	ing – process –control techniques-PERT, CPM and budgetary contro	l. Sup	ervis	ion-			
Definition-	Char	racteristics. Span of management – meaning- Factors influencing spar	ı —					
V.A.Graicu	ına's	Formula						
		Total Lecture Ho	urs	75 H	[rs			
				· <u> </u>	_			

Books for Study:

3. T.Ramasamy, **Principles of Management,** Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.

Books for References:

- 1. Stoner and Freeman, Management, Prentice Hall of India, New Delhi.
- 2. Gilbert, **Principles of Management**, McGraw Hill, New Delhi.
- 3. P.C.Tripathi and P.N.Reddy, **Principles of Management**, McGraw Hill, New Delhi.
- **4.** Heinz Weihrich and Harold Koonz, **Management- A Global Entrepreneurial Perspective,** McGraw Hill, New Delhi.

Web Resources:

- 1. https://ebooks.lpude.in/commerce/bcom/term
- 2. https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.
- **3.** https://www.dphu.org/uploads/attachements/books

Course	e Outcomes	K Level							
After	studying this cours <mark>e, the stude</mark> nts will be able to:								
CO1:	Describe the difference between Administration and management and to	Up to K 2							
	demonstrate the functions and functional areas of management and to relate								
	the various management thoughts								
CO2:	Summarize planning, its features, and importance and to construct the	Up to K3							
	process of planning, types of plans and to apply Management By Objective,								
	Management by Exception, Management by Wandering Around and Decision								
	Making process.								
CO3:	Identify the concept of Organizing and classify the types of organizing and	Up to K4							
	departmentation and to explain Delegation, its obstacles and to differentiate								
	between Centralization & Decentralization								
CO4 :	Discuss the functions and process of staffing, and to outline the recruitment	Up to K4							
	sources, selection procedure and to categorize Performance appraisal types								
	and to apply principles & techniques of Directing.								
COF	Analysis the control of the control	II., 4 - IZ 4							
CO5 :	Analyze the concept and process of control and to use the tools of control like	Up to K 4							
	PERT, CPM and Budgetory Control and to describe the concept of								
	supervision and to infer span of management, its factors and V.A.Graicuna's								
	formula.								

CO & PO Mapping:

	11 0						
cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	2	1	3	1	2	3
CO 2	3	3	2	3	1	2	3
CO 3	3	3	2	1	1	3	3
CO 4	3	2	1	3	1	3	3
CO 5	3	3	2	3	1	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Management Practices	Hrs	Pedagogy
I	Introduction: Management – definition of business administration and management – nature – Administration Vs Management - Functions and Functional areas of management – Management-Art and Science and profession. Emergence of management school of thought – F.W.Taylor, Henry Fayol, Elton Mayo	15	Lecture Method, & Video sessions
II	Planning and Decision Making: Forecasting – meaning – importance – methods – Planning – meaning and definition – features – importance – process of planning – types of planning (in brief) – MBO, MBE, MBWA-concepts and differentiation. Decision Making – meaning - process.	15	Lecture Method,& Group activity
III	Organizing: Meaning and definition — objectives — steps in organizing — Organization structure-Line, Functional, Line and Staff, and Committee. Departmentation — meaning — types — Delegation — meaning — obstacles in delegation process — guidelines to make delegation effective — Centralization and Decentralization — meaning — factors determining the degree of decentralization — distinction between delegation and decentralization.	20	& Group Activity
IV	Staffing and Directing: Meaning – process of staffing function – Recruitment – meaning – sources – Selection – meaning – selection procedure – Performance appraisal – objectives – types. Directing-Definition, characteristics, Elements of Direction-Principles of directing.	15	Lecture method & Video sessions
V	Control: Control – meaning – process –control techniques-PERT, CPM and budgetary control. Supervision-Definition-Characteristics. Span of management – meaning- Factors influencing span – V.A.Graicuna's Formula.	10	Lecture method

Course Designed by

Dr.R.Meenakshi Devi, Assistant Professor & Dr.R.Sofia, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE)										
	Formative Examination - Blue Print										
		Articulation	Mapping – l	K Levels w	vith Course (Outcome	s (COs)				
Inte				Section B		Section C Either or	Section D				
rnal			MCQs Short Answers		Choice	Open Choice					
			No. of.	K -	No. of.	K -					
			Questions	Level	Questions	Level					
CI	CO1	Up to k2	2	k1&k2	2	K1	2(k2&k2)	1(k2)			
AI	CO2	Up to k3	2	k1&k2	1	K2	2(k3&k3)	2(k3)			
CI	CO3	Up to k4	2	k1&k2	2	К3	2(k2&k2)	2(k2)			
AII	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)			
Ques	tion	No. of	4		3		4	3			
Patte	rn	Questions to be			6/						
CIA	I & II	asked		0000	1						
		No. of	4	7//	3	100	2	2			
		Questions to be	(3)		11717(2)						
		answered	/		water	CNA					
		Marks for each	1 200		2	1701	5	10			
		question	700		UKUK						
		Total Ma <mark>rks</mark>	4		6	103	10	20			
		for each		MA		16					
		section		SO	latter the		NI CONTRACTOR				

		Distr	ibution of Ma	arks w <mark>ith K</mark>	Level CIA I	& CIA I	I	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multi <mark>ple</mark>	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)	Man .	without	
		Questions)	Questions)	Choice)		130	choice)	
	K1	2	4	/ ///		6	10	50
	K2	2	2	10	10	24	40	
CIA	K3	-		10	20	30	50	50
l	K4	-	9		((
	Marks	4	6	20	30	60	100	100
	K1	2	- (a)			2	3	60
CIA	K2	2	2	10	20	34	57	
II	K3	-	4	10		14	23	23
	K4	-	-	•	10	10	17	17
	Marks	4	6	20	30	60	100	100

- K1- Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO4 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)											
S.No	COs	K - Level	MOQs		Short Answers		Section C	Section D				
			No. of	K –	No. of	K –	(Either /	(Open				
			Questions	Level	Question	Level	or	Choice)				
					S		Choice)					
1	CO1	Up to K 2	2	k1&k2	1	k1	2(k1&k1)	1(k1)				
2	CO2	Up to K3	2	k1&k2	1	k1	2(k2&k2)	1(k3)				
3	CO3	Up to K4	2	k1&k2	1	k2	2(k4&k4)	1(k3)				
4	CO4	Up to K4	2	k1&k2	1	k2	2(k3&k3)	1(k2)				
5	CO5	Up to K 4	2	k1&k2	1	k2	2(k2&k2)	1(k4)				
No. of	Question	ns to be	10		5		10	5				
Asked	l			NIA .	-							
No. of	Question	ns to be	10	11-	5		5	3				
answe	ered				6/							
Marks for each question		617	MA	2		5	10					
Total Marks for each		10	7//	10	6	25	30					
section	n		(3)		THAK!							
(Figur	es in pare	enthesis denote	es, questions s	should be	asked with t	he given	K level)					

	Distribution of Marks with K Level								
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated		
Level	(Multiple	(Short	(Either <mark>/ or</mark>	(Open	Marks	(Marks	%		
	Choice	Answer	Choice)	Choice)		without			
	Questions)	Questions)			E	choice)			
K1	5	4	10	10	29	24.16	58.32		
K2	5	6	20	10	41	34.16			
K3	-		10	20	30	25	25		
K4	-	- J: (L	444104	10	20	16.68	16.68		
Marks	10	10	50	50	120	100	100		

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

		Summa	Section A (Multiple Choice Questions)
	And	swer All Qı	· · · · · · · · · · · · · · · · · · ·
Q.No	CO	K Level	Questions
1	CO1	K Ecver	Questions
2	CO1	K2	
3	CO2	K1	
4	CO2	K2	
5	CO3	K1	
6	CO3	K2	
7	CO4	K1	
8	CO4	K2	
9	CO5	K1	14 grant 30 000
10	CO5	K2	
	Δn	swer All Q	Section B (Short Answers) (5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K Level	Questions
12	CO2	K1	The state of the s
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	E ME E
			Section C (Either/Or Type)
	Ansv	wer <mark>All Qu</mark>	
Q.No	CO	K Level	Questions
16) a	CO1	k1	
16) b	CO1	k1	
17) a	CO2	k2	
17) b	CO2	k2	
18) a	CO3	k4	
18) b	CO3	k4	The state of the s
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
NB:	Higher	level of pe	rformance of the students is to be assessed by attempting higher level of K levels
			Section D (Open Choice)
	An	swer Any T	Three questions (3x10=30 marks)
Q.No	CO	K Level	Questions
21	CO1	k1	
22	CO2	k3	
23	CO3	k3	
24	CO4	k2	
25	CO5	k4	



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Nam	ie F	FINANCIAL	ACCOU	JNT	TING					
Course Code	e 2	21UBAC12						L	P	C
Category	C	Core						5	-	4
Nature of co	urse:	EMPLOYA	BILITY	√	SKILL ORIENTED		ENTREPREN	URSI	HIP	
Course Obje	ective	es:		E	ம் க		•			•
2. To know3. To preparameters4. To calcul	how re and indep ate d	the accounting present finate pendently.	ng entries al account ander varie	are ts of	tion of accounting, accounting	ern o	of Manufacturin			
Unit: I	СВа	iik Recolleni	anon Stat	CITIC		- 1	igi l		10)
Book Keepin	_				al – Meaning – Objec		-	– Ad		
	ons –	Accounting	Concepts	and	Conventions – Kinds	of A	Accounts.		1	
Unit: II									1'	7
			100, 100, 100,		y Journal -Purchase B			Retur	ns Bo	ook
Unit: III	and	Petty Cash B	ook – Lec	uger	-Preparation of Trial l	Dara	nce.		1′	7
	adjust	tments –Capi	ital Expen		rns) – Format of Final ire, Revenue Expendit					
Depreciation	- Me	eaning – Cau	ises and N	leed	, Methods of Deprecia	atior	Straight Line	e Metl	10d –	
	n Va	lue Method (ems Only) – Deprecia					
Unit: V		, J/	्श		Smil A Si				13	5
Importance-	Adva	ntages –Proc	cedure for		Reasons for the Differ paration of BRS -Sim			ces-	75H	•••
Books for St		Lecture Ho	urs						/3П	rs.
1. T.S. Red Edition, 2011	ldy&1	A. Murthy,			Accounting", Marghata MC Graw Hill Ltd,			Sixth	Revi	sion
					<u> </u>					
	Books for References: 1. Assish K. Bhattacharyya, "Financial Accounting", Prentice of hall of India, 2002.									
2. N. Vinaya	agam	and B. Cha	arumaki,	"Fin	nancial Accounting",	S.C	hand& Compa	ıny Lt	td., 2	002,

Reprint – 2008.

Web Resources:

- 1. www.guru99.com/accounting.html
- 2. www.tutorialspoint.com/accounting_basics/index.htm
- 3. www.quora.com
- 4. www.accountingpath.com
- 5. www.tweakyourbiz.com

Course	e Outcomes	K Level
CO1:	Describe the foundations in accounting concepts and conventions	Up to K2
CO2:	Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly	Up to K4
CO3:	Equip with the knowledge of accounting process and preparation of final accounts of sole trader	Up to K3
CO4 :	Compute depreciation under various methods, analyses and change in method of depreciation	Up to K4
CO5:	Prepare Bank reconciliation statement from incomplete statement	Up to K4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	3	2		2	2	3
CO 2	3	3	2		2	1	3
CO 3	3	3	2		2	1	3
CO 4	3	3	2	2	2	2	3
CO 5	3 5	3	2	2	2	1	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	Course Name- Financial Accounting	Hrs.	Pedagogy
I	Book Keeping – Meaning – Systems – Journal – Meaning – Objectives – Importance – Advantages and Limitations – Accounting Concepts and	10	Chalk and Talk,
	Conventions – Kinds of Accounts.		PPT.
II	Journal – Rules for Journalizing – Subsidiary Journal -Purchase Book -,	17	Chalk and
	Sales Book, Returns Book – Cash Book and Petty Cash Book – Ledger-Preparation of Trial Balance.		Talk,
			Exercise
III	Final Accounts (Accounts of trading Concerns) – Format of Final	17	Chalk and
	Accounts – Elementary Problems with simple adjustments –Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure -		Talk,
	Meaning and Distinction.		Exercise.
IV	Depreciation – Meaning – Causes and Need, Methods of Depreciation – Straight Line Method – Written Down Value Method (Simple problems	16	Chalk and
	Straight Line Method – Withen Down Value Method (Simple problems		Talk,

	Only) – Depreciation Fund Method, Annuity Method (Theory Only)	Exercise.
V	Bank Reconciliation Statement – Meaning-Reasons for the Difference in Two Balances-Importance- Advantages –Procedure for preparation of BRS -Simple Problems	Chalk and Talk, Exercise.

Course Designed by:

Dr. D. Niranjani, Assistant Professor & Dr. P.Anbuoli, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)								
Inter nal	Co	OS	K Level	Section	Section A		n B	Section C Either or	Section D Open
			A G	No. of. Questions	Qs K - Level	Short Ans No. of. Questions	K - Level	Choice	Choice
CI AI	CC		Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
CI	CO		Up to K4 Up to K3	2 2	K1&K2 K1&K2	125	K1 K1	2(K3&K3) 2(K2&K2)	2(K3&K4) 2(K2&K3)
AII	CO		Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K4)
Quest Patte CIA l	rn	_	No. of uestions to be asked	4	A	3	e de	4	3
II			No. of uestions to answered	4	AW	3	159	2	2
			rks for each question	2 14	#-	2	2	5	10
			otal Marks for each section	4	in	6		10	20

		D	istribution of	f Marks with	K Level CI	A I & CI	A II	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	-	10	14	23	50
	K2	2	4	10	-	16	27	
CIA	K3	-	•	10	10	20	33	33
I	K4	-	•	-	10	10	17	17
	Marks	4	6	20	30	60	100	100
	K1	2	2	-	-	4	7	50
CIA	K2	2	4	10	10	26	43	
II	К3	-	- 5	10	10	20	33	33
	K4	-		-	10	10	17	17
	Marks	4	6	20	30	60	100	100

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)							
S.No	COs	K - Level	MO	Qs	Short An	swers	Section C	Section D
			No. of	K –	No. of	K –	(Either /	(Open
		3	Questions	Level	Question	Level	or Choice)	Choice)
1	CO 1	Up to K2	2	K1&K2	1-1-	K1	2(K1&K1)	1(K1)
2	CO 2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K2)
3	CO 3	Up to K3	2	K1&K2	ر دیالہ ما	K2	2(K2&K2)	1(K3)
4	CO 4	Up to K4	2	K1&K2	WILLIAM	K2	2(K3&K3)	1(K4)
5	CO 5	Up to K4	2	K1&K2	11	K1	2(K3&K3)	1(K4)
No.	of Questi	ons to be	10	7	5	200	10	5
	Aske	d	00		1			
No.	of Questi	ons to be	10	DE THU I	5		5	3
	answer	red						
Marks for each question			1		2		5	10
Total Marks for each			10		10		25	30
	sectio	n						
	(Figures	in parenthe	sis denotes,	questions s	hould be asl	ked with	the given K l	evel)

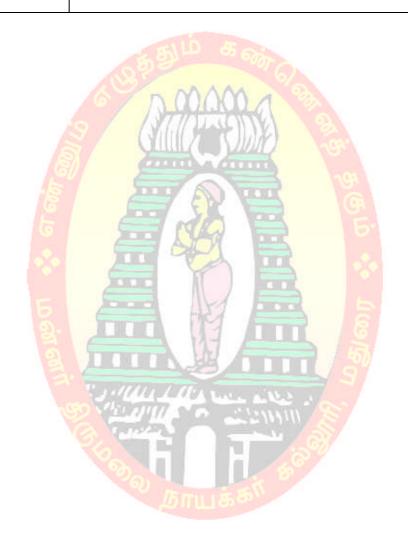
	Distribution of Marks with K Level								
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated		
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%		
	Choice	Answer	Choice)	Choice)		without			
	Questions)	Questions)				choice)			
K1	5	6	10	10	31	26	50		
K2	5	4	10	10	29	24			
K3	1	1	30	10	40	33	33		
K4	-	-	-	20	20	17	17		
Marks	10	10	50	50	120	100	100		

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

	Section A (Multiple Choice Questions)								
	An	swer All C	Questions (10x1=10 marks)						
Q.No	CO	K Level	Questions						
1	CO1	K1	19						
2	CO1	K2							
3	CO2	K1							
4	CO2	K2							
5	CO3	K1							
6	CO3	K2							
7	CO4	K1							
8	CO4	K2							
9	CO5	K1							
10	CO5	K2							
		19	Section B (Short Answers)						
	An	swer All Q	uestions (5x2=10 marks)						
Q.No	CO	K Level	Questions						
11	CO1	K1							
12	CO2	K1							
13	CO3	K2							
14	CO4	K2	(6)						
15	CO5	K1	<i>நா</i> யக்க						
			Section C (Either/Or Type)						
		nswer All	· , ,						
Q.No	CO	K Level	Questions						
16) a	CO1	K1							
16) b	CO1	K1							
17) a	CO2	K3							
17) b	CO2	K3							
18) a	CO3	K2							
18) b	CO3	K2							
19) a	CO4	K3							
19) b	CO4	K3							
20) a	CO5	K3							

20) b	CO5	K3								
NB:	NB: Higher level of performance of the students is to be assessed by attempting higher									
	level of K levels									
			Section D (Open Choice)							
		Aı	nswer Any Three questions(3x10=30 marks)							
Q.No	CO	K Level	Questions							
21	CO1	K1								
22	CO2	K2								
23	CO3	K3								
24	CO4	K4								
25	CO5	K4								





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

	Business Ec	onomics											
Course Code	21UBAA11							L	P	C			
Category	Allied										5	-	4
Nature of cours	se: EMPLOY.	ABILITY	√	SKILL	ORIENT	TED		EN	VTRI	EPRE	NURS	HIP	
Course Object	ives:							- !					
	erstand the fun			usiness	economi	ics.							
	and the demai	-											
	rize with prod		etion	MA	M								
•	market struct		A.		W.A	10							
	ize the nation	al income c	conc	epts and	1 busines	s cyle	· .	<u> </u>				1 1	
	roduction		77	7 11	XX 10		С		, T	> C' '	•		<u>5</u>
Definitions of									•				
economics, Imp													
utility approac													
(indifference c												conor	nics-
Meaning and Ir Unit: II Co	nportance. Dis nsumer Beha					mics a	ana	IVI	icro I	Econo	mics.	1	5
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				Printlem and			d cu	ırve	es –	why c	loes th	e der	
curve slope dov	vnwards? – Ez	xception to	the	Law of	Demand					•			nand
curve slope dov Elasticity of De	vnward <mark>s? – E</mark> z emand – <mark>Pric</mark> e	xception to Elasticity	the of I	La <mark>w of</mark> Demand	Demand l – factor	rs – pi	ract	ical	limp	ortan	ce – el	astici	nand ty of
curve slope dov Elasticity of De demand and re	vnwards? – Exemand – Price venue relation	xception to Elasticity nship — Inc	the of I com	La <mark>w of</mark> Demand e Elasti	Demand l – factor city of I	rs – pi Demai	ract	ical	limp	ortan	ce – el	astici	nand ty of
curve slope dov Elasticity of Do demand and re business decision	vnwards? – Exemand – Price venue relation	xception to Elasticity nship — Inc asticity of I	the of I com	La <mark>w of</mark> Demand e Elasti	Demand l – factor city of I	rs – pi Demai	ract	ical	limp	ortan	ce – el	astici astici	nand ty of
curve slope dov Elasticity of Do demand and re business decision Unit: III Ty	vnwards? — Exemand — Price venue relation ons - Cross Eleptons of Compe	ception to Elasticity nship — Incasticity of I etition	the of I com Dem	Law of Demand e Elasti and – d	Demand I – factor city of I emand fu	rs – pr Demar unctio	ract nd - on.	ical – re	l imp	ortano f inco	ce – el ome el	astici astici	ty of ty in
curve slope dov Elasticity of Do demand and re business decision Unit: III Ty Market - Class	vnwards? – Exemand – Price venue relation ons - Cross Eleptons of Competition of Market vn	ception to Elasticity nship — Incasticity of I asticity of I etition	the of I com	Law of Demand e Elastinand – detition -	Demand I – factor city of I emand fu	rs – procession of the process	ract nd - on.	ical	impole o	oortand of inco	ce – el ome el on - F	astici astici 1	ty of ty in 5
curve slope dov Elasticity of Ded demand and rebusiness decision Unit: III Ty Market - Class Perfect Compe	vnwards? – Exemand – Price venue relation ons - Cross Eleptons of Competition of Mattition – Month	ception to Elasticity Inship — Incasticity of I Esticity of I Estition Iarket — Co Topoly — I	the of I com	Law of Demand e Elastinand – detition - nition -	Demand I – factor city of I emand fu Perfect Features	Comps of	ract nd - on. oetit	ical	impole o	oortand of inco	ce – el ome el on - F	astici astici 1	ty of ty in 5 es of
curve slope dov Elasticity of Do demand and re business decision Unit: III Ty Market - Class Perfect Compe Difference between	vnwards? – Exemand – Price venue relation ons - Cross Elements of Competition of Matition – Monty veen Perfect C	ception to Elasticity Inship – Incasticity of I Esticity of I Esticity of I Esticity of I Esticity of I Esticity of Incasticity of Incasticity Esticity of Incasticity of I	the of I compompted of the com	Law of Demand e Elastinand – detition - detition - definition - definition - details and d	Demand I – factor Icity of I I emand fu Perfect Features poly -Imp	Comperfect	ract nd - on. oetit Moret	ical – re	l impole of	efiniti	on - F	astici astici 1 eatur	ty of ty in 5 es of ver -
curve slope dov Elasticity of Do demand and re business decision Unit: III Ty Market - Class Perfect Competed Difference between Competition - Head	vnwards? – Exemand – Price venue relation ons - Cross Elements of Competition of Matition – Monveen Perfect Competition – Monv	ception to Elasticity Inship – Incasticity of I Esticity of I Esticity of I Esticity of I Esticity of I Esticity of Incasticity of Incasticity Esticity of Incasticity of I	the of I compompted of the com	Law of Demand e Elastinand – detition - detition - definition - definition - details and d	Demand I – factor Icity of I I emand fu Perfect Features poly -Imp	Comperfect	ract nd - on. oetit Moret	ical – re	l impole of	efiniti	on - F	astici astici 1 eatur	ty of ty in 5 es of ver -
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1. Business Economics by Dr.DeepashreeAne books Pvt.Ltd, Delhi

Books for References:

1. Managerial Economics, S.Sachdeva

Web Resources:

- 1. https://onlinecourses.swayam2.ac.in/imb20_mg38/preview
- 2. https://nptel.ac.in/courses/110/101/110101005/#

Course	Course Outcomes						
CO1:	Understand the basic concept of business economics.	Up to K2					
CO2:	Summarize the concepts of price, cross, income elasticity of demand.	Up to K2					
CO3:	Distinguish perfect competition and monopolistic competition, monopoly.	Up to K4					
CO4:	Use the concept of production function in production units.	Up to K3					
CO5:	1 1 7 3 3 3 1 7 7 7 7 7 7 7 7 7 7 7 7 7						

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	2// 1	2	1	1091	2	2
CO 2	2	3	2	2	2	1	3
CO 3	3 6	2	100	2	2	2	2
CO 4	3	2	2		2	2	3
CO 5	3	2	2	2	1	2	2

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME- BUSINESS ECONOMICS	Hrs	Pedagogy
I	Introduction: Definitions of Business Economics - Wealth, Welfare and Scarcity Definitions, nature of economics, Importance of Business Economics and Application of Business Economics. Cardinal utility approach-the law of diminishing marginal utility-assumptions, ordinal utility theory (indifference curve, budget line, consumer choice) Micro Economics and Macro Economics- Meaning and Importance. Distinction between Micro Economics and Macro Economics.	15	Lecture method & Video sessions
II	Consumer Behaviour and Demand Analysis: Law of Diminishing Marginal Utility –Illustration – Assumption – Exception – Importance- different version of the Law - The Law of Equi-Margial Utility or the Law of Maximum Satisfaction. Demand Analysis – demand schedules and demand curves – why does the demand curve slope downwards? – Exception to the Law of Demand-Elasticity of Demand – Price Elasticity of Demand – factors – practical importance – elasticity of demand and revenue relationship – Income Elasticity of Demand – role of income elasticity in business decisions - Cross	15	Lecture Method & Assignments

	Elasticity of Demand – demand function.		
Ш	Types of Competition Market - Classification of Market - Competition - Perfect Competition - Definition - Features of Perfect Competition - Monopoly - Definition - Features of Monopoly - Monopoly Power - Difference between Perfect Competition and Monopoly -Imperfect Competition - Features of Monopolistic Competition - Oligopoly - Different Types of Oligopoly - Characteristics of Oligopoly.	15	Lecture Method
IV	Production Function and Laws of Production: Production function- Assumption – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- three phases of returns to scale.	15	Lecture method , video session
V	National Income: Concepts and Definition of National Income – Computation of National Income – Difficulties in the measurement of National Income- factors, uses. Business Cycle –characteristics –phases – boom – recession – depression – recovery – inflation and deflation.	15	Lecture method and Assignments

Course Designed by

Dr.R.Sofia, Assistant Professor & Dr.R.Meenakshidevi, Assistant Professor

			utcome Based		Statement of the last of the l	•	OBE)	
			Formative Ex				- (CO-)	
Inte rnal	Cos	K Level	Section	Mapping – K Levels w Section A		Section B		Section D
		6	MCQs		Short Answers		Either or Choice	Open
			No. of. Questions	K - Level	No. of. Questions	K - Level		Choice
CI AI	CO1	Up to K2	2	K1& K2	HIVIN &	K1	2(K1&K1)	1(K2)
	CO2	Up to K2	2	K1& K2	2	K2	2(K2&K2)	2(K2)
CI AII	CO3	Up to K4	2	K1& K2	1	K2	2(K3&K3)	1(K3)
	CO4	Up to K3	2	K1& K2	2	K2	2(K3&K3)	2(K3)
Pat	estion tern I & II	No. of Questions to be asked	4		3		4	3
		No. of Questions to be answered	4		3		2	2
		Marks for each question	1		2		5	10
		Total Marks for each section	4		6		10	20

		Distril	bution of Ma	rks with K I	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple	Section B (Short	Section C (Either /	Section D (Open	Total Marks	% of (Marks	Consolidate of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	-	-	4	06.67	67
~ - .	K2	2	4	10	20	36	60.00	07
CIA	K3	-	-	10	10	20	33.33	33
I	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
	K1	2	2	-	-	4	06.67	50.00
CIA	K2	2	4	10	10	26	43.33	30.00
II	K3	_	-426	10	10	20	33.33	33.33
	K4	-	10	_	10	10	16.67	16.67
	Marks	4		MAM	1 - 3	60	100	100

- **K1** Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences
- CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)									
S.No	Cos	K - Level	MOQs		Short An	swers	Section C	Section D		
		3	No. of	K -	No. of	K –	(Either /	(Open		
		13	Questions	Level	Question	Level	or Choice)	Choice)		
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)		
2	CO2	Up to K2	2	K1&K2	- 1. Train	K2	2(K2&K2)	1(k2&k2)		
3	CO3	Up to K4	2	K1&K2		K2	2(K3&K3)	1(k4&k4)		
4	CO4	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)		
5	CO5	Up to K4	2	K1&K2	1.1	K2	2(K4&K4)	1(k4&k4)		
No. of	Questio	ns to be	10	Islan D	5		10	5		
Asked	l			SAIRLE	A STATE OF THE PARTY OF THE PAR					
No.of	Question	ns to be	10		5		5	3		
answe	ered									
Mark	s for eac	h question	1		2		5	10		
Total Marks for each		10		10		25	30			
section	n									
(Figur	res in pa	renthesis den	otes, questio	ns should	be asked wi	th the gi	ven K level)	ı		

		Distr	ibution of Ma	rks with K l	Level		
K	Section A	Section C	Section D	Total	% of	Consolidated	
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%
	Choice	Answer	Choice)	Choice)		without	
	Questions)	Questions)				choice)	
K1	5	2	10		17	14	41.5
K2	5	8	10	10	33	27.5	
К3			20	30	50	41.5	41.5
K4			10	10	20	17	17
Marks	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

		Sullili	native Examination	1 . 1 . 1 . 1 . 1 . 1	
	A =	nswer All (Section A (Multip	pie Choice (Questions) (10x1=10 marks)
Q.No	CO	K Level	Questions	A CTTTTT	(10x1-10 illal KS)
1	CO1	K1	Questions	10 000	
2	CO1	K1 K2			G
3	CO2	K2 K1			
4	CO2	K2			
5	CO3	K2 K1			
6	CO3	K2			
7	CO4	K2		M. A	
8	CO4	K2		MA	
9	CO5	K1		17	
10	CO5	K2		die A	
10	1 005	112	Section B (Short Answ	vers)
	An	swer All Q	~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~		(5x2=10 marks)
Q.No	CO	K Level	Questions	2 6341	THE STATE OF THE S
11	CO1	K1	CET T		F (S)
12	CO2	K2			16°1
13	CO3	K2	00	- 15	8
14	CO4	K2	Thirt	11551	
15	CO5	K2			
	1	L	Section C (1	Either/Or T	Type)
	A	nswer All			$(5 \times 5 = 25 \text{ marks})$
Q.No	CO	K Level	Questions		
16) a	CO1	K1			
16) b	CO1	K1			
17) a	CO2	K2			
17) b	CO2	K2			
18) a	CO3	К3			
18) b	CO3	К3			
19) a	CO4	К3			
19) b	CO4	К3			

		T							
20) a	CO5	K4							
20) b	CO5	K4							
NB: H	NB: Higher level of performance of the students is to be assessed by attempting higher								
level of	f K leve	ls							
			Section D (Open Choice)						
		Aı	nswer Any Three questions(3x10=30 marks)						
Q.No	CO	K Level	Questions						
21	CO1	K2							
22	22 CO2 K2								
23	CO3	K3							
24	CO4	К3							



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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course Na	me	Managerial Skills							
Course Co	ode 2	21UBAS11 L						P	C
Category	S	Skill					2	-	2
Nature of o	course:	EMPLOYABILITY		SKILL ORIENTED	√	ENTREPRE	NURS	SHIP	
Course Ol	ojectivo	es:							
 To f Und To e 	ind the erstand explore Analyse Skill-	he students to be aware better way to manage the different methods into different problem different approaches to Meaning-Definition-	the to solito Diff	mselves. work in a team. lving techniques. mprove their performa erence between skill v	's ta	lent, skill vs tı		cill (5
	VS COI	mpetency-skills for eff	ect	ive managers- Method	s to	develop skills	S.		
T1:4. TT		E _				(G)			<u> </u>
Unit: II		skill <mark>s- self mana</mark> geme noni <mark>cs-and its me</mark> thods		self-confidence-stress	ma	nagement-Co	ncept	of	5
TI 14 TTT	1					0			
Unit: III		ept <mark>of Team building-</mark> ntag <mark>es of Teams-Exerc</mark>			acte	eristics of goo	od tea	m- (5
Unit: IV	1			07		5		. 1	5
CIIIC. 1 V		em solving-types -con s-concept of social cor	-			vercoming co	ncepti	ual `	J
			27	الدرازية م		y			
Unit: V		c speaking – <mark>Techniqu</mark> ing – Importance - Ap		-		-	rment		6
				நாயுக்கு''					
						Total Lectur	e Hou	ırs .	30
Book for S	Study:	Study Material will be	pro	ovided					
	sic Man	nce: agerial Skills for All F all India Learning Priv	_	=	11 b	y <u>Megrath E.I</u>	<u>H</u> (Au	thor)	
Web Reso 1. http		differences.com/differ	enc	e-between-talent-and-	skil	l.html			

3. http://blog.pekininsurance.com/business/clever-team-building-techniques-you-need-to-try-

with-your-team

2. https://www.firmsconsulting.com/analytical-problem-solving/

- 4. https://www.indeed.com/career-advice/career-development/how-to-use-mnemonic-techniques
- **5.** https://www.joe.org/joe/1999october/comm1.php#:~:text=This%20article%20defines%20empowerment%20as,issues%20they%20define%20as%20important.

COUR	COURSE OUTCOMES					
After learning the course, the students will be able to						
CO1:	Classify the types of ability he possess and differentiate it.	K2				
CO2:	Explain the concept of Self-Management and mnemonics techniques	K2				
CO3:	Develop tactics to perform better in a team	K3				
CO4:	Make use of the different analytical problem solving techniques.	K4				
CO5:	Analyse the suitable approach to improve their competency level.	K4				

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	2	3	3	2	2	3
CO 2	3	1	3	2	3	3	2
CO 3	3	2	3	3	2	2	2
CO 4	3	3	2	2	2	2	3
CO 5	2	2	3	2	2	2	3

^{*3 –} Advanced App<mark>lication; 2 – Intermediate Development; 1 - Introductor</mark>y Level

LESSON PLAN

UNIT	CO <mark>URSE N</mark> AME – Managerial Skills	Hrs	Mode
I	Skill-Meaning-Definition- Difference between skill vs	6	Chalk and talk,PPT
	talent, Skill vs. trait, skill vs. competency-Skills for	9	Videos
	effective managers- Methods to develop skills.	100	Assignment
II	Concept of Life skills- and its applications - self-	6	Chalk and talk,PPT
	management-self-confidence-stress management- Concept		Discussion
	of Mnemonics-and its methods.		Memory technique
	90		games
III	Concept of Team building-Developing Teams-	6	Chalk and talk,PPT
	Characteristics of good team-Advantages of Teams-		Assignment
	Exercises		Exercises
IV	Problem solving-types -conceptual blocks- methods of	6	Chalk and talk,PPT
	overcoming conceptual blocks- concept of social		Problem solving
	competency-rapport building		exercises and quiz.
V	Public speaking – Techniques of effective oral	6	Chalk and talk
	presentation-Empowerment—Meaning – Importance -		PPT
	Approaches- Barriers of empowerment.		Discussion
			Role play

Course Designed by: Dr. M. Sakthivel, Associate Professor





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in and after)

Course Name	நுகர்வோர் பாதுகாப்பு இயக்கங்கள் மற்றும் சட்டங்கள்								
Course Code	21UBAG21	L	P	C					
Category	Category Tamil / Alternative Course								
Nature of cours	e: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPREN	URSF	HP						

Course Objectives:

Unit: I

- நுகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு மற்றும் நுகர்வோரின் உரிமைகள் மற்றும் கடமைகள் பற்றி அறிந்து கொள்ளுதல்.
- நுகர்வோர் பாதுகாப்புச்சட்ட<mark>ம், 1986ன் முக்கிய சரத்</mark>துக்கள் பற்றி புரிந்து கொள்ளுதல்.
- புதிய நுகர்வோர் பாதுக<mark>ாப்புச் சட்டம், 2019ன் முக்கிய சி</mark>றப்பம்சங்கள் பற்றி தெரிந்து கொள்ளுதல்.
- தன்னார்வ நுகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு மற்றும் செயல்பாடுகள் பற்றிய அறிவை வளர்த்துக்கொள்ளுதல்.
- சர்வதேச மற்றும் இந்திய அளவில் நுகர்வோரைப் பாதுகாக்க உள்ள பிற சட்டங்கள் பற்றி தெளிவுபடுத்துதல்.

துகர்வோர் பாதுக<mark>ாப்பு இயக்கம்: வரலாறு துகர்வோர் விழிப்புணர்வி</mark>ன் குறிக்கோள்கள் – துகர்வோர் விழிப்பு<mark>ணர்வின் அவசியம் – சர்வதேச துகர்வோர் பாதுக</mark>ாப்பு சம்மேளனத்தின் அடிப்படை துகர்<mark>வோர் உரி</mark>மைகள் – இந்திய துகர்வோர் உரிமைகள் – துகர்வோர் உரிமைமீறல்கள் – துகர்வோர் உரிமைகளின் முக்கியத்துவம் – துகர்வோரின் பொறுப்புகள் மற்று<mark>ம் கட</mark>மைகள் – உலக துகர்வோர்உரிமைதின</mark>ம் (மார்ச் 15) – உலக

Unit: II

நுகர்வோர் பாதுகாப்ப<mark>ு தின</mark>ம் (டிசம்பர் 24).

நுகர்வோர் பாதுகாப்புச் சட்<mark>டம்</mark> 1986: நுகர்வோர் என்ப<mark>வர் ய</mark>ார்? – நுகர்வோர் இல்லாதவர் யார்? – நியாயமற்ற வர்த்தக நடைமுறை – நுகர்வோர் பாதுகாப்புக்குழு – நுகர்வோர் குறைகளும் குறைதீர்ப்பும் – பிற சிறப்பம்சங்கள்.

Unit: III 15

நுகர்வோர் பாதுகாப்புசட்டம், 2019: புதிய சட்டத்தின் கீழ் நுகர்வோர் உரிமைகள் – புதிய சட்டத்தின் சிறப்பம்சங்கள் – நுகர்வோர் பாதுகாப்புச் சட்டத்தின் கீழ் நுகர்வோருக்கான நன்மைகள் - நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 மற்றும் நுகர்வோர் பாதுகாப்பு சட்டம், 2019 ஓரு ஒப்பீடு

Unit: IV 18

துகர்வோர் பாதுகாப்பு மன்றங்கள்: துகர்வோர் மன்றங்களின் நோக்கம் – துகர்வோர் மன்றங்களை உருவாக்குதல் – துகர்வோர் மன்றங்களின் அமைப்பு – துகர்வோர்

15

மன்றங்களின் செயல்பாடுகள் – நுகர்வோர் மன்ற உறுப்பினர்களின் கடமைகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனம் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனத்தின் பங்கு – நுகர்வோர் மன்றங்களுக்கான நிதிஉதவி – சிறந்த நுகர்வோர் மன்றங்களுக்கான பரிசுகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்கள் சமர்ப்பிக்கும் முன்மொழிவுகளுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களின் பொறுப்பு வகிக்கும் ஆசிரியர் ஒருங்கினைப்பாளர்களுக்கான வழிகாட்டிகள் – நுகர்வோர் வழிகாட்டிகள் – நுகர்வோர் மன்றங்களின் ஒருங்கினைப்பு நிறுவனங்கலுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களின் ஒருங்கினைப்பு நிறுவனங்கலுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களுக்கான நடவடிக்கைகள்.

Unit: V 12

நுகர்வோரை பாதுகாக்க பிற சட்டங்கள்: நுகர்வோர் பாதுகாப்புச் சட்டம், 1986-நுகர்வோர் பாதுகாப்பு சட்டம், 2019-சட்ட அளவீட்டு சட்டம் 2009 – இந்தியதர நிர்ணய பணியகம், 1986 – அத்தியாவசியப் பொருட்கள் சட்டம், 1955 – கருப்பு சந்தைப்படுத்துதல் தடுப்பு மற்றும் அத்தியாவசியப் பொருட்கள் பராமரிப்பு சட்டம் – பொருட்களின் சட்டம், 1980. பல்வேறு நாடுகளில் நுகர்வோர் சட்டங்கள்.

Total Lecture Hours | 75 Hrs

Books for Study:

1. Course Material Prepared by the Course Teacher

Books for References:

Consumer Protection Law and Practice by Taxmann, Taxmann Publications, 2020, New Delhi.

Web Resources:

https://consumeraffairs.nic.in/acts-and-rules/consumer-protection

https://www.indiacode.nic.in

Course	e Outcomes	K Level				
CO1:	துகர்வோர் பாது <mark>காப்பு</mark> இயக்கம் பற்றிய <mark>வரலா</mark> று, நுகர்வோர் விழிப்புணர்வு, நுக <mark>ர்வோர்</mark> உரிமைகள், <mark>பொ</mark> றுப்புகள் மற்றும் கடமைகள் பற்றிய மு <mark>ழுமையான அறிவினை</mark> ப் பெற்று விளக்கும் திறன் பெறுதல்.	Up to K1				
CO2:	நுகர்வோர் பாதுகாப்புச் சட்டம், 1986ன் முக்கிய சரத்துக்கள், நுகர்வோர் பாதுகாப்பு அமைப்புகள் மற்றும் நுகர்வோர் தீர்ப்பாயங்கள் பற்றி புரிந்து கொள்ளுதல்.					
CO3:	புதிய நுகர்வோர் பாதுகாப்புச் சட்டம், 2019ன் மேம்படுத்தப்பட்ட சிறப்பம்சங்கள், கூடுதல் அதிகாரங்கள் பெற்றுள்ள அமைப்புகள் மற்றும் கூடுதல் கட்டுப்பாடுகள் பற்றி விரிவாக தெரிந்து கொள்ளுதல் மற்றும் சட்டம் 1986 மற்றும் 2019ஐ ஒப்பீடு செய்யும் திறன் உருவாக்குதல்.	Up to K4				

CO4:	தன்னார்வ நுகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு, அமைப்பாளர்கள், செயல்பாடுகள் மற்றும் மத்திய மற்றும் மாநில அரசுகளின் பங்கு பற்றிய அறிவை வளர்த்துக்கொள்ளுதல்.	Up to K1
CO5:	சர்வதேச மற்றும் இந்திய அளவில் நுகர்வோரைப் பாதுகாக்க உள்ள பிற சட்டங்கள் பற்றி தெளிவுபடுத்துதல்.	Up to K2

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	2	1	1	2	2	3
CO 2	3	2	1	1	2	2	3
CO 3	3	2	1 0	5.1	2	2	3
CO 4	3	1	2-1	1 6	2	2	3
CO 5	3	1	7 100	11	2	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

Unit	நுகர்வோர்பா <mark>துகாப்புஇய</mark> க்கங்கள்ம <mark>ற</mark> ்றும்சட்டங் <mark>கள்</mark>	Hrs	Pedagogy
I	நகர்வோர் <mark>பாதுகாப்பு இயக்கம்: வரலாறு நகர்வோர்</mark> விழிப்புணர்வின் குறிக்கோள்கள் – நகர்வோர் விழிப்புணர்வின் அவசியம் – சர்வதேச நகர்வோர் பாதுகாப்புசம் மேளனத்தின் அடிப்படைநுகர்வோர் உரிமைகள் – இந்திய நுகர்வோர் உரிமைகள் – நகர்வோர் உரிமைமீறல்கள் – நகர்வோர் உரிமைகளின் முக்கியத்துவம் – நகர்வோரின் பொறுப்புகள் மற்றும் கடமைகள் – உலக நகர்வோர்உரிமைதினம் (மார்ச் 15) – உலக நகர்வோர்பாதுகாப்புதினம் (டிசம்பர் 24).	15	Chalk & Talk Assignmen ts
II	நுகர்வோர் பாது <mark>காப்</mark> புச் சட்டம் 1986: நுகர்வோர் என்ப <mark>வர்யா</mark> ர் – நுகர்வோர் இல்ல <mark>ாதவர்</mark> யார் – நியாயமற்றவர்த்தக நடைமுறை – நுகர்வோர் பா <mark>துகா</mark> ப்புக்குழு – நுகர்வோர் குறைகளும் குறைதீர்ப்பும் – பிற <mark>சிறப்ப</mark> ம்சங்கள்.	15	Chalk & Talk Assignmen ts
III	நுகர்வோர் பாதுகாப்பு <mark>சட்டம், 2019: புதியசட்</mark> டத்தின்கீழ் நுகர்வோர் உரிமைகள் – பு <mark>திய சட்டத்தின் சி</mark> றப்பம்சங்கள் – நுகர்வோர் பாதுகாப்புச்சட்டத்தின் கீழ்நுகர்வோருக்கான நன்மைகள் - நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 மற்றும் நுகர்வோர் பாதுகாப்பு சட்டம், 2019 ஓரு ஒப்பீடு	15	Chalk & Talk Assignmen ts
IV	நுகர்வோர் பாதுகாப்பு மன்றங்கள்: நுகர்வோர் மன்றங்களின் நோக்கம் – நுகர்வோர் மன்றங்களை உருவாக்குதல் – நுகர்வோர் மன்றங்களின் அமைப்பு – நுகர்வோர் மன்றங்களின் செயல்பாடுகள் – நுகர்வோர் மன்ற உறுப்பினர்களின் கடமைகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனம் - நுகர்வோர்மன்றங்களின்ஒருங்கிணைப்புநிறுவனத்தின்பங்கு – நுகர்வோர் மன்றங்களுக்கான நிதிஉதவி – சிறந்தநுகர்வோர் மன்றங்களுக்கான பரிசுகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்கள் சமர்ப்பிக்கும்	18	Chalk & Talk Assignmen ts

	முன்மொழிவுகளுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களின் பொறுப்புவகிக்கும் ஆசிரியர் ஒருங்கினைப்பாளர்களுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களின் ஒருங்கினைப்பு நிறுவனங்கலுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களுக்கான நடவடிக்கைகள்.		
V	நுகர்வோரை பாதுகாக்க பிறசட்டங்கள்: நுகர்வோர் பாதுகாப்புச் சட்டம், 1986-நுகர்வோர் பாதுகாப்பு சட்டம், 2019- சட்ட அளவீட்டு சட்டம் 2009 – இந்தியதர நிர்ணய பணியகம், 1986 – அத்தியாவசியப்பொருட்கள் சட்டம், 1955 – கருப்பு சந்தைப்படுத்துதல் தடுப்பு மற்றும் அத்தியாவசியப் பொருட்கள் பராமரிப்பு சட்டம் – பொருட்களின் சட்டம், 1980. பல்வேறு நாடுகளில் நுகர்வோர் சட்டங்கள்.	12	Chalk & Talk Assignmen ts

Course Designed by:

Dr.P.Anbuoli, Assistant Professor & Dr.D.Niranjani, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)									
Inte	Cos	K Level	Section A		Section	n B	Section C	Section		
rnal		18	MC	² Qs	Short Ans	swers	Either or Choice	D Open		
			No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice		
CI	CO1	K1	2	K1	icloi.	K1	2 (K1&K1)	1(K1)		
AI	CO2	UptoK2	2	K2	2	K2	2(K2&K2)	2 (K2)		
CI AII	CO3	Upto K4	2	K2		K2	2(K3&K3)	1(K4)		
	CO4	K1	2	K1	2	K1	2(K1&K1)	2 (K1)		
Ques Patt CIA	ern	No. of Questions to be asked	4		3		4	3		
I	I	No. of Questions to be answered	4	தாய் தாய்	3,50		2	2		
		Marks for each question	1		2		5	10		
		Total Marks for each section	4		6		10	20		

		Distr	ribution of Ma	arks with K	Level CIA I	& CIA I	I	
	K	Section A	Section B	Section C	Section D	Total	% of	Consolidate
	Level	(Multiple	(Short	(Either /	(Open	Marks	(Marks	of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	10	10	24	40	100
	K2	2	4	10	20	36	60	
CIA	K3	-	-	-	-			
1	K4	-	1	-	-	-	-	1
	Marks	4	6	20	30	60	100	100
	K1	2	4	10	20	36	60	100
CIA	K2	2	2	-	-	4	6	
II	K3	-	1	10	-	10	17	
	K4	-	- //	5 <u>1</u> 49	10	10	17	
	Marks	4	6	20	30	60	100	100

- K1- Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented-Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	ummativ	ve Ex <mark>amin</mark> ati		rint <mark>Arti</mark> cu Dutcomes (oing – K	Level with (Course			
S.No	COs	K - Level	MOQs		Short An	swers	Section C	Section D			
		5	No. of Question	K – Level	No. of Question	K – Level	(Either / or Choice)	(Open Choice)			
1	CO1	K1	2	K1&K1		K1	2 (K1&K1)	1(K1)			
2	CO2	Upto K2	2	K1&K1	1	K1	2 (K2&K2)	1(K2)			
3	CO3	Upto K4	2,14	K1&K1	111111	K2	2 (K3&K3)	1(K4)			
4	CO4	K1	2	K1&K1	1	K2	2 (K1&K1)	1(K1)			
5	CO5	Upto K2	2	K2&K2	1	K2	2 (K1&K1)	1(K2)			
No.	of Quest Aske	ions to be	10		5		10	5			
No.of Questions to be answered		10		5		5	3				
Mar	Marks for each question		01		2		5	10			
Total N	Total Marks for each section				10		25	30			
	Total Marks for each section 10 10 25 30 (Figures in parenthesis denotes, questions should be asked with the given K level)										

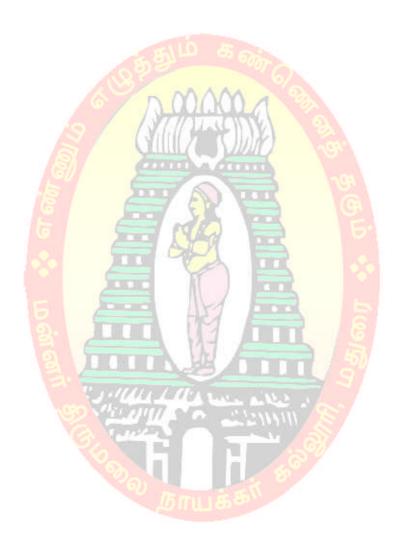
	Distribution of Marks with K Level											
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %					
K1	8	4	30	20	62	52	100					
K2	2	6	10	20	38	32						
K3	-	-	10	1	10	8	8					
K4	-	-	-	10	10	8	8					
Marks	10	10	50	50	120	100	100					

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper – Format

			Section A (Multiple Choice Questions)
0.37			Questions (10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	CHILL ATTIME
2	CO1	K1	
3	CO2	K1	
4	CO2	K1	
5	CO3	K1	
6	CO3	K1	
7	CO4	K1	UUD KEN
8	CO4	K1	
9	CO5	K2	
10	CO5	K2	
			Section B (Short Answers)
		swer All Q	
Q.No	CO	K Level	Questions
11	CO1	K1 \	S TELLINE S LENNING S
12	CO2	K1	Columbia Columbia
13	CO3	K2	
14	CO4	K2	90_1
15	CO5	K2	TO THE PARTY OF TH
			Section C (Either/Or Type)
	A	nswer All	
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K1	
20) b	CO5	K1	

NB:	NB: Higher level of performance of the students is to be assessed by attempting higher									
	level of K levels									
			Section D (Open Choice)							
		Aı	nswer Any Three questions(3x10=30 marks)							
Q.No	CO	K Level	Questions							
21	CO1	K1								
22	CO2	K2								
23	CO3	K4								
24	CO4	K1								
25	COS	K2								





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION (For those who joined in 2021-2022 and after)

Course Na	Course Name Business Environment and Corporate Social Responsibility								
Course Coo	le 21UBAC21	L	P	C					
Category	Core	5	-	4					
Nature of co	ourse: EMPLOYABILITY ✓ SKILL ORIENTED ENTREPREN	URSI	IIP						
Course Ob	ectives:								
_	the students to recognize environmental, legal and ethical issues when m	aking	busir	ness					
decision									
_	an enhanced understanding of patent laws and various schemes of worke ation in management.	rs							
	rstand the impact of Privatization & Globalization on Indian industries								
	rstand the moral and social responsibility dimensions of corporate govern	nance							
	e awarenes <mark>s on leadership</mark> styles and organizational culture								
Unit: I	Introduction		15	5					
Business er	nvironme <mark>nt – meaning – Types of business environment-</mark> internal, e.	xterna	l, mi	cro,					
macro, mar	ket & non-market. Environmental factors affecting business-economic,								
_	government, demographic and global environment.								
Unit: II	Business and Government		15	5					
Directive p Difference b	ale industries. Industrial licensing- meaning- objectives. Fundamental ri rinciples of state policy- meaning-analysis of directive principles of between Fundamental rights and Directive principles. Liberalization, Privatization and globalization			icy-					
objectives-	n- meaning, ways of privatization- Privatization in India-Liberaliz Globalization-definition- advantages & disadvantages- Reforms m n & Globalization								
Unit: IV	CORPORATE SOCIAL RESPONSIBILITY		15	5					
CSR. Stak	ocial Responsibility-Definition, the effects of organizational activity, the cholders-Meaning, the classification of stakeholders. Ethics- Meas. Corporate Behaviour-Meaning, CSR, Ethics & Corporate behavior.	-	-	s of nical					
Unit: V	GLOBALISATION & CSR		15	5					
governance Concept of	globalization towards the environment, how globalization affects CSR. Meaning, Corporate governance principles. CSR & LEADERSHIP Leadership, Leadership styles and organizational culture. Power-Definit egic planning-Meaning, process.	•		es of					
Total Lecture Hours 75Hrs.									
Books for S	Books for Study:								
1. Dr.S.San	caran, Business Environment, Margham Publications 2009.								
Books for I	References:								

- 1. FrancisCherunilam, Business Environment, Himalaya Publishing House, NewDelhi. 2008
- 2. AswathappaK, Essentials of Business Environment, Himalaya Publishing House, New Delhi.2001.

Web Resources:

- 1. https://www.pearson.com/uk/web/learning-hub/general-business-and-team-management/communicating-in-a-business-environment.html
- 2. https://www.lpude.in/academics/online-study-material-for-management.php

3. https://onlinecourses.nptel.ac.in/noc19_mg53/preview

Course	e Outcomes	K Level
CO1:	Describe the conceptual framework of business environment and the consumer	
COI.	protection Act.	Up to K2
CO2:	Elaborate the concept of labor environment and workers participation inmanagement	Up to K2
CO3:	Determine the impact of global environment and globalization on Indian	
	Business and understand the challenges of international business and foreign capital in Indian business	Up to K3
CO4 :	Analyze how the corporate social responsibilities of the firm influence	
	performance of individual firms.	Up to K4
CO5:	Explore the relationship betweenleadership styles and organizational culture.	Up to K2

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	2	2	2	2	2	3
CO 2	3	2	2	2	2	2	2
CO 3	3	2	3	1	2 6	2	3
CO 4	3	3	3	2	2 5	2	3
CO 5	3	3	3	2	3	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 – Introductory Level

LESSON PLAN

UNIT	COURSE NAME- Business Environment & Corporate Social Responsibility	Hrs	Pedagogy
I	INTRODUCTION: Business environment – meaning – Types of business environment-internal, external, and micro, macro, market & non-market. Environmental factors affecting business-economic, socio- cultural, political and government, demographic and global environment .	15	Lecture method & Video sessions
П	Business and Government - Industrial policy-meaning- New Industrial policy 1991- meaning-Objectives of NIP –New policy for small scale industries. Industrial licensing- meaning- objectives. Fundamental rights- meaning-Directive principles of state policy-meaning-analysis of directive principles of state policy- Difference between Fundamental rights and Directive principles.	15	Lecture Method & Assignments
III	Liberalization, Privatization and globalization: Privatization-	15	Lecture Method &

	meaning, ways of privatization- Privatization in India-Liberalization-		Group
	meaning, objectives- Globalization-definition- advantages &		activity
	disadvantages- Reforms made to adopt liberalization & Globalization		
IV	CORPORATE SOCIAL RESPONSIBILITY	15	Lecture
	Corporate Social Responsibility-Definition, the effects of		method,
	organizational activity, the principles of CSR. Stakeholders-Meaning,		video
	the classification of stakeholders. Ethics- Meaning, ethical		session and
	philosophies. Corporate Behaviour-Meaning, CSR, Ethics &		role play
	Corporate behavior.		
V	GLOBALISATION & CSR	15	Lecture
	Influence of globalization towards the environment, how		method and
	globalization affects CSR. Corporate governance-Meaning, Corporate		Assignments
	governance principles.		
	CSR & LEADERSHIP		
	Concept of Leadership, Leadership styles and organizational culture.		
	Power-Definition, sources of power. Strategic planning-Meaning,		
	process.		

Course Designed by

Dr.R.Sofia, Assistant Professor & Dr.R.Meenakshidevi, Assistant Professor

	Learning Outcome Based Education & Assessment (LOBE)											
	Formative Examination - Blue Print Articulation Mapping – K Levels with Course Outcomes (COs)											
Inte	Cos	K Level	Sectio		Section B		Section C	Section D				
rnal			MC	Qs Qs	Short An	swers	Either or Choice	Open Choice				
		ब ब	No. of. Questions	K - Level	No. of. Questions	K - Level	Choice	Choice				
CI	CO1	Up to K2	2	K1&k2	1	K2	2(K2&K2)	1(K2)				
AI	CO3	Up to K3	1.2	K1&k2	2	K2	2(K3&K3)	2(K3)				
CI AII	CO4	Up to K4	2	K1&k2	1 5	K3	2(K3&K3)	2(K3)				
122	CO5	Up to K2	2	K1&k2	2	K4	2(K2&K2)	1(K3)				
Pat	stion tern I & II	No. of Questions to be asked	4	VII (LI o	3		4	3				
		No. of Questions to be answered	4		3		2	2				
		Marks for each question	1		2		5	10				
		Total Marks for each section	4		6		10	20				

		Distr	ribution of M	arks with K	Level CIA I	& CIA I	I	
	K Level	Section A (Multiple	Section B (Short	Section C (Either /	Section D (Open	Total Marks	% of (Marks	Consolidate of %
	Level	Choice	Answer	Or	Choice)	Waiks	without	01 /0
		Questions)	Questions)	Choice)			choice)	
	K2	2	2	_	-	4	6.67	67
~ - .	К3	2	4	10	20	36	60	
CIA	K4	-	-	10	10	20	33.33	33
I	K2	-	-	-	-			
	Marks	4	6	20	30	60	100	100
	K1	2	2			4	6.67	50
CIA	K2	2	4	10	10	26	43.33	
II	К3			10	10	20	33.33	33.33
	K4		1126		10	10	16.67	16.67
	Marks	4	1	MAM	1 3	60	60	100

- K1- Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO2 will be allotted for individual Assignment which carries five marks as part of CIA component.

2	Summati	ive Examinat		rint Articu Dutcomes (ping – K	Level with C	course
S.No	COs	K - Level	MCQs		Short Ans	wers	Section C	Section D
			No. of	K-W	No. of	K –	(Either /	(Open
		3-1	Questions	Level	Question	Level	or Choice)	Choice)
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)
2	CO2	Up to K2	2	K1&K2	1	K2	2(K2&K2)	1(k2&k2)
3	CO3	Up to K3	2	K1&K2	1.4	K2	2(K3&K3)	1(k3&k3)
4	CO4	Up to K4	2	K1&K2	1211111	K2	2(K3&K3)	1(k4&k4)
5	CO5	Up to K2	2	K1&K2	1	K2	2(K4&K4)	1(k2&k2)
No. of Asked	~	ons to be	10		5	9	10	5
No.of answe	Question ered	ns to be	10	தாயத்	5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30

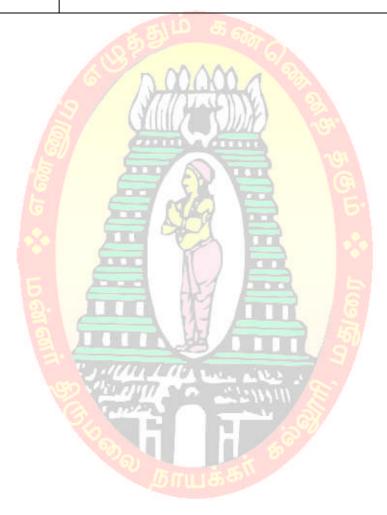
	Distribution of Marks with K Level											
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated					
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%					
	Choice	Answer	Choice)	Choice)		without						
	Questions)	Questions)				choice)						
K2	5	2	10		17	14	41.5					
K 3	5	8	10	10	33	27.5						
K4			20	30	50	41.5	41.5					
K2			10	10	20	17	17					
Marks	10	10	50	50	120	100	100					

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

	Section A (Multiple Choice Questions)									
Answer All Questions (10x1=10 marks)										
Q.No	CO	K Level	Questions							
_	CO1	K Level	Questions							
2	CO1	K2								
	CO2	K2 K1								
4	CO2	K1 K2								
	CO3	K2 K1								
	CO3	K1 K2								
	CO4	K2 K1								
	CO4	K1 K2								
	CO5	K1								
10	CO5	K2								
Section B (Short Answers)										
	An	swer All Q								
Q.No	CO	K Level	Questions							
•	CO1	K1								
	CO2	K2	60							
	CO3	K2	(0)							
	CO4	K2	மாயகை							
15	CO5	K2								
	ı		Section C (Either/Or Type)							
	A	nswer All	Questions $(5 \times 5 = 25 \text{ marks})$							
Q.No	CO	K Level	Questions							
16) a	CO1	K1								
16) b	CO1	K1								
	CO ₂	K2								
17) b	CO2	K2								
	CO3	K3								
18) b	CO3	K3								
/	CO4	K3								
19) b	CO4	K3								

20) a	CO5	K4							
20) b	CO5	K4							
NB:	Higher	level of pe	erformance of the students is to be assessed by attempting higher						
			level of K levels						
	Section D (Open Choice)								
		$\mathbf{A}_{\mathbf{I}}$	nswer Any Three questions(3x10=30 marks)						
Q.No	CO	K Level	Questions						
21	CO1	K2							
22	CO ₂	K2							
23	CO3	K3							
24	CO4	K4							
25	CO5	K4							





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMNISTRATION

(For those who joined in 2021-2022 and after)

Course Name	COST ACCOUNTING									
Course Code	21UBAC22	L	P	C						
Category	Core	5	-	4						
Nature of cours	e: EMPLOYABILITY SKILL ORIENTED ENTREPREN	URSI	HP							
Course Objectives:										
1. To make aw	are about cost structure and cost elements.									
2. To understan	nd various aspe <mark>cts of material control & wastage.</mark>									
_	nowledge on <mark>various aspe</mark> cts of Labour cont <mark>rol.</mark>									
	rate how to calculate Labour Turn Over.									
	ze the different methods of costing.		16							
Unit: I	201		10							
	g – Me <mark>aning, Scope, Objectives – Cost Concepts and Cla</mark> ssification			_						
	- Difference Between Cost Accounting and Financial Accounting	– Ele	ment	s of						
	on of Cost Sheet.		12							
Unit: II			17	,						
Material – Purc	hase Procedure –Store Keeping – Different Levels of Stock and Ed	conon	nic O	rder						
Quantity – Ma	terial <mark>Issue Pro</mark> cedure – FIFO, LIFO, Simple <mark>Average a</mark> nd Weig	ghted	Ave	rage						
Methods.										
Unit: III			17	,						
Labour-Control	of Labour Turnover – Methods of Remunerating Labour – Incentive,	Wag	es Pla	ans						
– Premium and		Ü								
Unit: IV			16	<u></u>						
Overhead -	Meaning, Allocation and Apportionment- Importance -Cla	assific	ation							
Reapportionmen	nt – Absorption of Overheads – Methods – Machine Hour Rate –	Admi	nistra	tion						
Overhead – Sell	ing and Distribution Overheads (Simple Problems)									
Unit: V			15							
Methods of Cos	ting – Job Costing – Unit Costing – Contract Costing – Process Costi	ng (T	heory	7						
only).										
	Total Lecture Ho	urs	75H	rs.						
Books for Stud	y:									
1. Horngre	n T. Charles, Datar M. Srikant and Rajan V. Madhav. (2014) Cost	Acco	ıntine	э: A						
_	rial Emphasis, 15th Edition, Prentice Hall publishers, Delhi	. 1000	~11t111£	5· 1 1						

- 2. Arora M N (2012) A Text book of Cost & Management Accounting, Vikas Publishing, New Delhi
- 3. LalJawahar, Srivastava Seema. (2013) Cost Accounting, 5th Edition, Tata Mcgraw-Hill, Delhi

Books for References:

- 1. Saxena V. K. (2014) Essentials of Cost Accounting, Sultan Chand and Sons, New Delhi
- 2. Sharma & Shashi. K Gupta (2012) Cost & Management Accounting Kalyani Publishers
- **3.** Kishore. M. Ravi. (2014) Business Strategy and Strategic Cost Management, 1st Edition, Taxmann Publications, New Delhi

Web Resources:

- 1. https://www.tutorialspoint.com/accounting_basics/cost_accounting_introduction.htm
- 2. https://www.accountingtools.com/articles/cost-accounting-basics.html

Course	e Outcomes	K Level
CO1:	Familiarize the concept of cost accounting and Helps to gather knowledge on preparation of cost sheet.	Up to K2
CO2:	Compute Material Cost like EOQ, Stores ledger and Stock level FIFO, LIFO	Up to K3
CO3:	Develop the knowledge about remuneration and incentives	Up to K3
CO4:	Apply overhead and apportionment of Overhead based on primary and secondary overhead.	Up to K3
CO5:	Use cost-sheet to compute unit cost of product	Up to K4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7
CO 1	3	3	////11′ ຄ	2	1	1	2
CO 2	3	3	2	2	2	1	2
CO 3	3	3	2	2	1	2	2
CO 4	3	3	2	2	2	2	2
CO 5	3	3	1"	2	2	1	2

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 – Introductory Level

LESSON PLAN

Unit	Course Name – Cost Accounting	Hrs.	Pedagogy
I	Cost Accounting – Meaning, Scope, Objectives – Cost Concepts and Classification - Advantages and Limitations – Difference Between Cost Accounting and Financial Accounting – Elements of Cost – Preparation of Cost Sheet.	10	Chalk & Talk, PPT
II	Material – Purchase Procedure –Store Keeping – Different Levels of Stock and Economic Order Quantity – Material Issue Procedure – FIFO, LIFO, Simple Average and Weighted Average Methods.	17	Chalk & Talk, PPT
III	Labour-Control of Labour Turnover – Methods of Remunerating Labour – Incentive, Wages Plans – Premium and Bonus Plans.	17	Chalk & Talk, PPT
IV	Overhead – Meaning, Allocation and Apportionment – Importance – Classification – Reapportionment – Absorption of Overheads – Methods – Machine Hour Rate – Administration Overhead – Selling and Distribution Overheads (Simple Problems)	16	Chalk & Talk, PPT
V	Methods of Costing – Job Costing – Unit Costing – Contract Costing – Process Costing (Theory only).	15	Chalk & Talk, PPT

Course Designed by:

Dr. D. Niranjani, Assistant Professor. & Dr. P. Anbuoli, Assistant Professor.

	Learning Outcome Based Education & Assessment (LOBE) Formative Examination - Blue Print									
Articulation Mapping – K Levels with Course Outcomes (COs)										
Inte	Cos	K Level	Section	n A	Section	B	Section C	SectionD		
rnal			MC		Short Ans		Either or	Open		
			No. of.	K - Level	No. of.	K -	Choice	Choice		
			Questions		Questions	Level				
CI	CO ₁	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)		
ΑI	CO ₂	Up to K3	2	K1&K2	2	K2	2(K2&K2)	2(K3&K3)		
CI	CO ₃	Up to K3	2	K1&K2	2	K2	2(K1&K1)	2(K3&K3)		
AII	CO ₄	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K3)		
Ques	stion	No. of	4		3		4	3		
Patt	ern	Questions to								
CIA	I &	be asked								
I	I	No. of	4		3		2	2		
		Questions to								
		be answered								
	•	Marks for	1		2		5	10		
		each question								
		Total Marks	4		6		10	20		
		for each								
		section								

		D	istribution of	f Marks with	K Level CI	A I & CI	AII	
	K Level	Section A (Multiple	Section B (Short	Section C (Either /	Section D (Open	Total Marks	% of (Marks	Consolidate of %
		Choice	Answer	Or	Choice)		without	
		Questions)	Questions)	Choice)			choice)	
	K1	2	2	10	10	24	40	67
QT.	K2	2	4	10	-	16	27	
CIA	К3	-	-	-	20	20	33	33
1	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
	K1	2	2	10	-	14	23	50
CIA	K2	2	4	10	-	16	27	
II	К3	-	- / 6	27 m 0	30	30	50	50
	K4	-	1125	-	9	-	-	-
	Marks	4	6	20	30	60	100	100

- K1- Remembering and recalling facts with specific answers
- **K2** Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems
- **K4** Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MO	Qs	Short An	swers	Section C	Section D	
		6.	No. of	K –	No. of	K –	(Either /	(Open	
		12	Questions	Level	Question	Level	or Choice)	Choice)	
1	CO 1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)	
2	CO 2	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(K2)	
3	CO 3	Up to K3	2	K1&K2	La Illa	K2	2(K2&K2)	1(K2)	
4	CO 4	Up to K3	2	K1&K2	JUNE 1	K3	2(K3&K3)	1(K3)	
5	CO 5	Up to K4	2	K1&K2	11	K3	2(K4&K4)	1(K4)	
No.	of Questi Aske	ons to be d	10	7 1	5		10	5	
No.	of Questi answer	ons to be ed	10	தாயக்	5		5	3	
Mark	Marks for each question		1		2		5	10	
Tot	Total Marks for each section		10		10		25	30	
	(Figures	in parenthe	esis denotes, d	questions s	should be asl	ked with	the given K l	level)	

	Distribution of Marks with K Level											
K	Section A	Section B	Section C	Section D	Total	% of	Consolidated					
Level	(Multiple	(Short	(Either/ or	(Open	Marks	(Marks	%					
	Choice	Answer	Choice)	Choice)		without						
	Questions)	Questions)				choice)						
K1	5	2	10	10	27	22	55					
K2	5	4	10	20	39	33						
К3	ı	4	20	10	34	28	28					
K4	-	-	10	10	20	17	17					
Marks	10	10	50	50	120	100	100					

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

	Section A (Multiple Choice Questions)					
	An	swer All C				
Q.No	CO	K Level	Questions			
1	CO1	K1				
2	CO1	K2				
3	CO2	K1				
4	CO2	K2				
5	CO3	K1				
6	CO3	K2				
7	CO4	K1				
8	CO4	K2	6			
9	CO5	K1	15			
10	CO5	K2				
			Section B (Short Answers)			
	An	swer All Q	uestions (5x2=10 marks)			
Q.No	CO	K Level	Questions			
11	CO1	K1				
12	CO2	K2				
13	CO3	K2	(A)			
14	CO4	K3	மாயுகள்			
15	CO5	K3				
			Section C (Either/Or Type)			
		nswer All	` ,			
Q.No	CO	K Level	Questions			
16) a	CO1	K1				
16) b	CO1	K1				
17) a	CO2	K3				
17) b	CO2	K3				
18) a	CO3	K2				
18) b	CO3	K2				
19) a	CO4	K3				
19) b	CO4	K3				

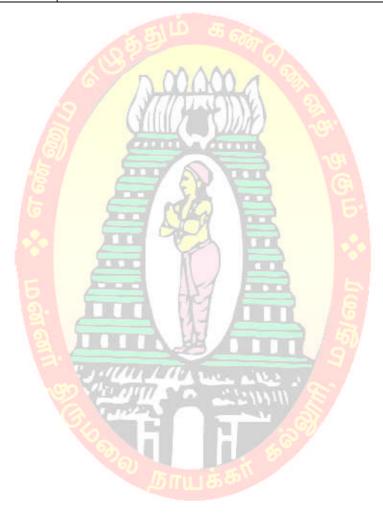
20) a	CO5	CO5	K4
20) b	CO5	CO5	K4

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels

Section D (Open Choice)

Answer Any Three questions(3x10=30 marks)

Q.No	CO	K Level	Questions
21	CO1	K1	
22	CO2	K2	
23	CO3	K2	
24	CO4	K3	
25	CO5	K4	





MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMNISTRATION

(For those who joined in 2021-2022 and after)

Course Name	BUSINESS COMMUNICATION				
Course Code	21UBAC21	L	P	C	
Category	Core	5	-	4	
Nature of cours	se: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPRENU	JRSI	IIP		
Course Object	ives:				
 To learn the To gain known To know ho To study the 	nd the basic concepts and principles of communication and its barriers functions and effectiveness of Business letters and its forms. We will be about complaints and adjustment letters in sales field. We to correspond with public authorities and to prepare Job application and making of business reports and proposals				
	roduction - Meaning & Definition – importance of effective communication		1:		
Principles -Ty communication communication	pes of communication- Various Media of communication – Communication ethics-common ethical pitfalls in communication	Ba	rriers Etl	to nical	
Unit: II Bu	siness Letters - I		13	5	
(Specimen letters) Orders - Confirmation - Execution - Refusal and Cancellation of an order. (Specimen Letters) Unit: III Business Letters - II Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy-					
	d Adjustments- Sources of mistakes giving rise to complaints-Adjustments		nt po	licy-	
	d Adjustments- Sources of mistakes giving rise to complaints-Adjustrs-collection series. Sales letters- Advantages, Objectives, Three p's in		nt po	licy-	
Collection lette sales correspon Unit: IV Co	d Adjustments- Sources of mistakes giving rise to complaints-Adjustrs-collection series. Sales letters- Advantages, Objectives, Three p's indent. rrespondence with public authorities & Job application letters /		nt po	licy- for a	
Collection lette sales correspon Unit: IV Co Re Post Office, Ra the head office,	d Adjustments- Sources of mistakes giving rise to complaints-Adjustrs-collection series. Sales letters- Advantages, Objectives, Three p's indent.	uston	1.	licy- for a 5 with	
Collection lette sales correspon Unit: IV Co Re Post Office, Ra the head office, letter-Resume/C Blogs	d Adjustments- Sources of mistakes giving rise to complaints-Adjustres-collection series. Sales letters- Advantages, Objectives, Three p's indent. rrespondence with public authorities & Job application letters / sumes: nilways, Insurance Correspondence, and Bank correspondence-with curvity with other banks. Job application letter-form and content of an effecti	uston	1.	licy- for a 5 with ation n of	
Collection lette sales correspon Unit: IV Co Re Post Office, Ra the head office, letter-Resume/O Blogs Unit: V Re Report – me Characteristics	d Adjustments- Sources of mistakes giving rise to complaints-Adjustres-collection series. Sales letters- Advantages, Objectives, Three p's indent. rrespondence with public authorities & Job application letters / sumes: allways, Insurance Correspondence, and Bank correspondence-with curve with other banks. Job application letter-form and content of an effection of the content, types of resumes, specimen application letter & Resume port Writing & Proposals aning, importance- types of business reports — Oral and wrof a good report -Drafting of Business Reports — Proposals-Types proposal and long proposal	ustonive apne-Cr	nt politant in transfer in the politant in the	licy- for a 5 with ation n of orts- sals,	
Collection letters ales correspond Vinit: IV Correspond Research Post Office, Rather head office, letter-Resume/OBlogs Vinit: V Research Post Office, letter-Resume/OBlogs Vinit: V Research Post Office, letter-Resume/OBlogs Vinit: V Research Post Office, Rather Post Office, Research Post Office, Research Post Office, Rather P	d Adjustments- Sources of mistakes giving rise to complaints-Adjustres-collection series. Sales letters- Advantages, Objectives, Three p's indent. rrespondence with public authorities & Job application letters / sumes: allways, Insurance Correspondence, and Bank correspondence-with cu with other banks. Job application letter-form and content of an effection content, types of resumes, specimen application letter & Resumport Writing & Proposals aning, importance- types of business reports — Oral and wrof a good report -Drafting of Business Reports — Proposals-Types proposal and long proposal Total Lecture Holizonte.	ustonive apne-Cr	1: ners, oplicareatio	licy- for a 5 with ation n of orts- sals,	
Collection letters ales correspond Unit: IV Corresponding Reservation Post Office, Rather head office, letter-Resume/Objective Report - me Characteristics parts of a short Books for Student Reservation 1. Essential	d Adjustments- Sources of mistakes giving rise to complaints-Adjustres-collection series. Sales letters- Advantages, Objectives, Three p's indent. rrespondence with public authorities & Job application letters / sumes: allways, Insurance Correspondence, and Bank correspondence-with cu with other banks. Job application letter-form and content of an effection content, types of resumes, specimen application letter & Resumport Writing & Proposals aning, importance- types of business reports — Oral and wrof a good report -Drafting of Business Reports — Proposals-Types proposal and long proposal Total Lecture Holizonte.	uston ive appresentation of p	1: ners, oplicareatio	licy- for a with ntion n of orts- sals,	
Collection letters ales correspond Vinit: IV Corresponding Reservation Reservation Report - metal Characteristics parts of a short Resons Full Books for Reservation Report - metal Report	d Adjustments- Sources of mistakes giving rise to complaints-Adjustres-collection series. Sales letters- Advantages, Objectives, Three p's indent. rrespondence with public authorities & Job application letters / sumes: allways, Insurance Correspondence, and Bank correspondence-with curve with other banks. Job application letter-form and content of an effection of the content, types of resumes, specimen application letter & Resumport Writing & Proposals aning, importance- types of business reports — Oral and wrof a good report -Drafting of Business Reports — Proposals-Types proposal and long proposal Total Lecture Holly: It of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulblishers, New Delhi2014	uston ive appeared of purs	nt policare freation report of the coronary of	licy- for a with ntion n of orts- sals,	

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Web Resources:

- 1. http://booksgoogle.co.in/business communication,
- 2.www.managementstudyguide.com/business_communication.htm,
- 3. study. com/academy/lesson/what-is-effective-business-communication
- 4.thebalancecareers.com

Course	e Outcomes	K Level
After	studying this course, the students will be able to:	
CO1:	Define the concept of Business Communication and to classify the types, media of communication and to discuss the barriers and ethics in communication.	Up to K2
CO2:	Describe the functions, kinds, essentials of Business letters and to write enquiries, replies, offers & quotations and to prepare order letters.	Up to K3
CO3:	Practice Complaint, Adjustment letters and to write Collection letters and to relate it with sales correspondence.	Up to K3
CO4:	Outline the correspondence with various public authorities and to prepare job application & resume.	Up to K3
CO5:	Discuss the concept, types of business reports and to infer the report drafting and to prepare various types of proposals	Up to K4

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	2	2	3	1	1	3	3
CO 2	2	2	3	3	1	2	3
CO 3	2	2	3	3	1 2	2	3
CO 4	2	2 1/1/	3	3	2	2	3
CO5	1	3	3	3	3	2	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Business Communication	Hrs	Mode
I	Introduction Communication – Meaning & Definition – importance of effective communication - Objectives – Principles –Types of communication-Various Media of communication – Barriers to communication-Communication ethics-common ethical pitfalls in communication, Ethical communication.	15	Lecture method & Video sessions
II	Business Letters - I Need, functions and kinds of a Business letter— Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters) Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)	15	Lecture Method & Assignments
III	Business Letters – II Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.	15	Lecture Method & Group activity
IV	Correspondence with public authorities & Job application letters/ Resumes: Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Job application letter-form and content of an effective application letter-Resume/C.V-content, types of resumes, specimen application letter & Resume	15	Lecture method, video session and role play
V	Report Writing & Proposals Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Proposals-Types of proposals, parts of a short proposal and long proposal	15	Lecture method and Assignments

Course Designed By

Dr.R.Meenakshi Devi, Assistant professor & Dr.R.Sofia, Assistant professor

Learning Outcome Based Education & Assessment (LOBE)
Formative Examination - Blue Print

Articulation Mapping – K Levels with Course Outcomes (COs) Inter Cos K Level **Section A Section B Section C** Section nal **MCQs Short Answers** Either or D Choice Open No. of. **K** -**K** -No. of. Choice **Questions** Level Questi Level ons Up to K2 K1&k2 **K**1 2(K2&K2) CI **CO1** 2 1(K2)1 2 ΑI CO₂ Up to K3 2 K1&k2 K3 2(K3&K3) 2(K3)**CO3** Up to K3 2 1 K2 2(K2&K2) \mathbf{CI} K1&k2 1(K4)AII CO₄ 2 K2 Up to K4 2 K1&k2 2(K3&K3) 2(K3)No. of Questions 3 4 3 Question 4 **Pattern** to be asked CIA I & 3 2 2 No. of Questions II to be answered 2 5 Marks for each 10 question 10 Total Marks for 4 6 20

		Distril	oution of Ma	rks with K	Level CIA	I & CIA	II	
	K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either / Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidate of %
	K1	2	2	1111		4	6.67	67
	K2	2	<u> </u>	10	20	36	60	
CIA I	K3	- 7	C COLD IN	10	10	20	33.33	33
	K4	-	35	- 6	- 4	7)		
	Marks	4	6	20	30	60	100	100
	K1	2	2			4	6.67	50
CIA II	K2	2	4	10	10	26	43.33	
	K3			10	10	20	33.33	33.33
	K4				10	10	16.67	16.67
	Marks	4				60	60	100

- K1- Remembering and recalling facts with specific answers
- K2- Basic understanding of facts and stating main ideas with general answers
- **K3** Application oriented- Solving Problems

each section

K4- Examining, analyzing, presentation and make inferences with evidences

CO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

S	Summative Examination – Blue Print Articulation Mapping – K Level with Course							
	Outcomes (COs)							
S.No	COs	K - Level	MO	Qs	Short Ar	iswers	Section C	Section D
			No. of	K –	No. of	K –	(Either /	(Open
			Questions	Level	Question	Level	or Choice)	Choice)
1	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(k2&k2)
2	CO2	Up to K3	2	K1&K2	1	K2	2(K2&K2)	1(k3&k3)
3	CO3	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k3&k3)
4	CO4	Up to K3	2	K1&K2	1	K2	2(K3&K3)	1(k4&k4)
5	CO5	Up to K4	2	K1&K2	1	K2	2(K4&K4)	1(k3&k3)
No.	of Quest	tions to be	10		5		10	5
	Asko	ed		110 4				
No.	of Quest	tions to be	10		5		5	3
	answered							
Marl	ks for eac	ch question	0 1 J	00000	2		5	10
Tot	tal Mark	s for each 🏒	10	(1/0) TRU	10	2	25	30
	secti	on 🦲			IIII'r)	Beerla .		
	(Figures	in parenthesi	is denotes, qu	uestions sl	nould be asl	ked with	the given K l	evel)

	Distribution of Marks with K Level								
K Level	Section A (Multiple Choice	Section B (Short Answer	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without	Consolidated %		
	Questions)	Questions)				choice)			
K1	5	2	10		17	14	42		
K2	5	8	10	10	33	28	42		
K3		200	20	30	50	42	42		
K4		6	10	10	20	16	16		
Marks	10	10	50	50	120	100	100		

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.

Summative Examinations - Question Paper - Format

			Section A (Multiple Choice Questions)				
	Ans	swer All Q					
Q.No	CO	K Level	Questions				
1	CO1	K1					
2	CO1	K2					
3	CO2	K1					
4	CO2	K2					
5	CO3	K1					
6	CO3	K2					
7	CO4	K1					
8	CO4	K2					
9	CO5	K1	1 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0				
10	CO5	K2					
	1		Section B (Short Answers)				
	An	swer All Q					
Q.No	CO	K Level	Questions				
11	CO1	K1					
12	CO2	K1 /6	200				
13	CO3	K2					
14	CO4	K2					
15	CO5	K2					
	•		Section C (Either/Or Type)				
	Ansv	wer <mark>All Q</mark> u					
Q.No	CO	K Level	Questions				
16) a	CO1	K1					
16) b	CO1	K1	9				
17) a	CO2	K2					
17) b	CO2	K2					
18) a	CO3	K3					
18) b	CO3	K3					
19) a	CO4	K3	Z TO LE				
19) b	CO4	К3	(C)				
20) a	CO5	K4					
20) b	CO5	K4	00				
NB: Hi	gher lev	el of perfo	rmance of the students is to be assessed by attempting higher level of				
K level	S						
			Section D (Open Choice)				
Answer Any Three questions (3x10=30 marks)							
Q.No	CO	K Level	Questions				
21	CO1	K2					
22	CO2	K3					
23	CO3	K3					
24	CO4	K4					
25	CO5	K3					



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2021-2022 and after)

Course	Name	Employability Skills					
Course Code		21UBAS21	L	P	C		
Category		Skill	2	-	2		
Nature of cours		e: EMPLOYABILITY SKILL ORIENTED ✓ ENTREPREN	IURS	HIP			
Course	Object	ives:					
 To To To 	Gain the Familia Explore Inculcat	e students to gain knowledge on employability Skills. e knowledge on workplace skills and to know the techniques to deverize the core skills for work development framework. e into the concept of work Integrated learning. te selection and interview procedures of both government and private	e orga	aniza	tions б		
		ployability <mark>Skills – Me</mark> aning – Definition – <mark>Hard & Soft</mark> skills – Voo lls – Em <mark>ployability Attributes.</mark>	cation	nal			
Unit: II	Common Employability Skills – People Skills – Personal Skills – Applied Knowledge – Workplace Skills.						
Unit: Il	I Con	re Skil <mark>ls for work development Framework.</mark>		(6		
Unit: I	Employability Skills in delivery at Assessment – Concept of Work Integrated Learning (WIL)						
Unit: V	Job	Application Letters writing - Resume Preparation – Mock Interview	v	(6		
		Total Lecture	Hou	rs	30		
Book fo	•	z: Laterial, Employability Skills , Department of Business Administration	on.				
	ernmen artetzK	rence: nt of India, Ministry of Labor& Employment, DGE & T, 2011. o, Employability Skills and the new training Organization, Key	Con	npete	ncies		
COUR	SE OUT	CCOMES		K Le	evel		
CO1.	D:tr-	ntiots the non-cent of smallershilter shills and another the T. (1	TT:- 4	. TZC		
CO1: CO2:		entiate the concept of employability skills and graduate attributes. The most influential proven skills for seeking employment.		Up to	o K2		
CO2:	Develo	bing keen interest to build core skills for work development framework ter career.		Up to			
CO4:	Examin	e the applications of work integrated learning to hone thability skills.	eir	Up to	о К 4		
CO5:	Analyse	es the different Interview techniques and learn those techniques e its winning possibilities.	to	Up to	о К 4		

CO & PO Mapping:

COS	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	1	3	2	3	2	3
CO 2	3	2	3	3	3	2	3
CO 3	3	2	3	2	2	2	2
CO 4	3	1	2	2	2	3	3
CO5	3	2	3	2	2	3	3

^{*3 –} Advanced Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Employability Skills	Hrs	Mode
I	Employability Skills – Meaning – Definition – Hard & Soft skills -	6	Chalk and talk,PPT, Videos,
	Vocational Skills - Employability Attributes.		Assignment
II	Common Employability Skills - People Skills - Personal Skills - Applied Knowledge - Workplace Skills.	6	Chalk and talk, PPT
			Discussion
			Role play
III	Core Skills for work development Framework- Exercises	6	Chalk and talk,PPT, Assignment Exercises
IV	Employability Skills in delivery and Assessment- Concept of Work Integrated Learning (WIL)- Exercises	6	Chalk and talk,PPT
V	Job Application Letters writing –Resume Preparation – Mock Interview.	6	Chalk and talk,PPT, Resume preparation, Mock interview

Course Designed by: Dr. M. Sakthivel, Associate Professor