

BUSINESS ADMINISTRATION

Syllabus

Program Code: UBA

2021-2022 onwards



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

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 x 01= 04 Marks

Part –B

Three short answers questions (answer all) 3 x 02= 06 Marks

Part –C

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

Part –D

Two questions out of three 2 x 10 =20 Marks

Total 40 Marks

Pattern of the question paper for the Summative Examinations:

Note: Duration- 3 hours**Part –A**

Ten multiple choice questions 10 x 01 = 10 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 x 02 = 10 Marks

Part –C

Five Paragraph questions ('either or 'type) 5 x 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.

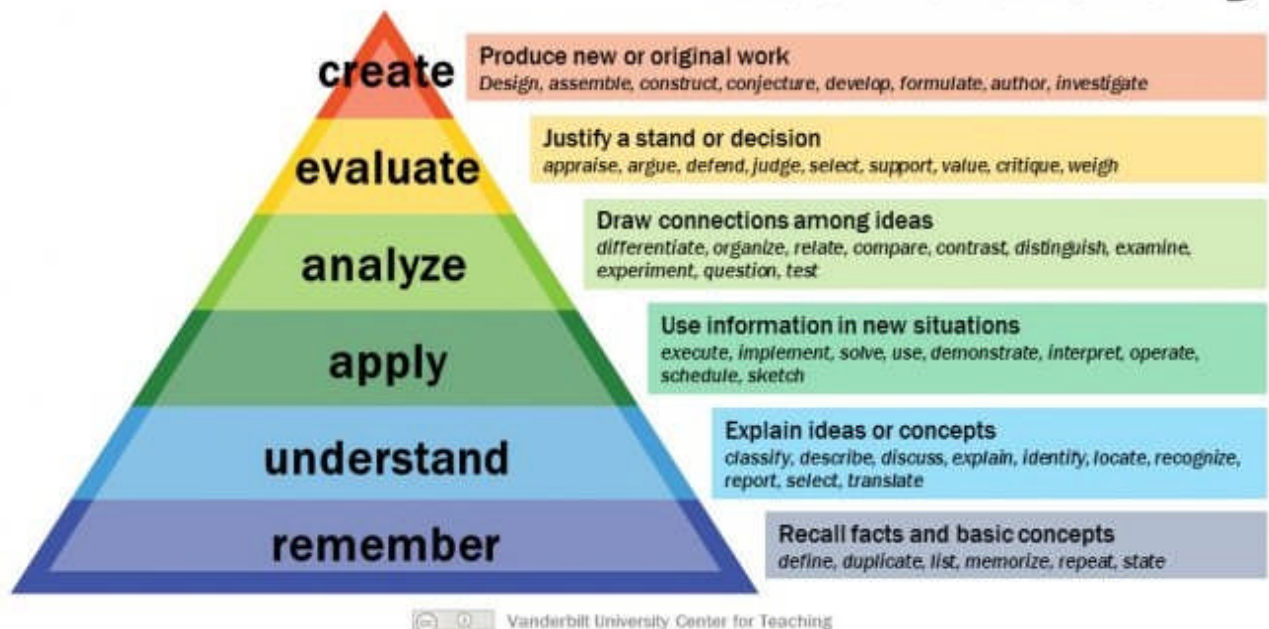
The 12 Graduate Attributes*:

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 Domain Knowledge.
2	Problem Analysis	Critical Thinking, Business 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:	<u>Business environment and Domain Knowledge</u> 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:	<u>Critical Thinking, Business Analysis and Problem Solving</u> 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:	<u>Effective Communication</u> 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:	<u>Individual and Teamwork</u> 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:	<u>Entrepreneurship and Innovation</u> 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:	<u>Ethics</u> 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:	<u>Life-long learning</u> 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)

Course Code	Title of the Course	Hrs	Credits	Maximum Marks		
				Int	Ext	Total
FIRST SEMESTER						
Part – I	Tamil / Alternative Course					
21UBAG11	அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும்	5	3	25	75	100
Part – II	English					
21UENG11	Communicative English - I	6	3	25	75	100
Part - III	Core Courses					
21UBAC11	Management Practices	5	4	25	75	100
21UBAC12	Financial Accounting	5	4	25	75	100
Part III	Allied Course					
21UBAA11	Business Economics	5	4	25	75	100
Part IV	Skill Based Course					
21UBAS11	Managerial Skills	2	2	25	75	100
Part IV	Mandatory Course					
21UEVG11	Environmental Studies	2	2	25	75	100
	Total	30	22	175	525	700
SECOND SEMESTER						
Part – I	Tamil / Alternative Course					
21UBAG21	நுகர்வோர் பாதுகாப்பு இயக்கங்கள் மற்றும் சட்டங்கள்	5	3	25	75	100
Part – II	English					
21UENG21	Communicative English - II	6	3	25	75	100
Part - III	Core Courses					
21UBAC21	Business Environment and Corporate Social Responsibility	5	4	25	75	100
21UBAC22	Cost Accounting	5	4	25	75	100
Part III	Allied Course					
21UBAA21	Business Communication	5	4	25	75	100
Part IV	Skill Based Course					
21UBAS21	Employability Skills	2	2	25	75	100
21UVLG21	Value Education	2	2	25	75	100
	Total	30	22	175	525	700
THIRD SEMESTER						
Part - III	Core Courses					
21UBAC31	Business Law	5	4	25	75	100
21UBAC32	Marketing Management	5	4	25	75	100
21UBAC33	Business Innovation & Entrepreneurship-Active Learning Project.	5	4	25	75	100

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					
21UBAS31	Personality Development Skill	2	2	25	75	100
Part IV	Non Major Elective Course					
21UBAN31	Business Management	2	2	25	75	100
	Total	30	24	175	525	700
FOURTH SEMESTER						
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					
21UBAA41	Operations Research	6	4	25	75	100
Part IV	Skill Based Course					
21UBAS41	Body Language Skills	2	2	25	75	100
Part IV	Non Major Elective Course					
21UBAN41	Entrepreneurial Development	2	2	25	75	100
21UEAG40- 21UEAG49	Part V Extension Activities	0	1	25	75	100
21UBEC41	Internship Report(Extra Credit)	0	1	25	75	100
	Total	30	25	200	600	800
FIFTH SEMESTER						
Part - III	Core Courses					
21UBAC51	Operations Management	6	4	25	75	100
21UBAC52	Financial Management	6	4	25	75	100
21UBAC53	Total Quality Management	6	4	25	75	100
Electives	Group A: Marketing*					
21UBAE51	Retail Management	5	5	25	75	100
21UBAE52	Logistics and Supply Chain Management	5	5	25	75	100
	Group B: Finance*					
21UBAE53	Security Analysis and Portfolio Management	5	5	25	75	100
21UBAE54	Micro Finance and Insurance	5	5	25	75	100
	Group C: HRM*					
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 SEMESTER						
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*					
21UBAE63	Export and Import: Procedures and Documentation	5	5	25	75	100
21UBAE64	Forex Management	5	5	25	75	100
	Group C: HRM*					
21UBAE65	Industrial Law	5	5	25	75	100
21UBAE66	Counseling Skills for Managers	5	5	25	75	100
Part IV	Skill Based Course					
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	21UBAE62	Advertising and Sales Management
VI	21UBAE63	Export and Import: Procedures and Documentation
VI	21UBAE64	Forex Management
VI	21UBAE65	Industrial Law
VI	21UBAE66	Counseling Skills for Managers
VI	21UBAS61	Numerical and Reasoning Skills





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

Course Name	அலுவலக மேலாண்மையும் செயலாளர் பணிமுறைகளும்					
Course Code	21UBAG11	L	P	C		
Category	Tamil / Alternate Course			5	-	3
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP		
Course Objectives:						
<ul style="list-style-type: none"> • அலுவலக நிர்வாகியையும் அலுவலக மேலாளரின் கடமைகளையும் மாணவர்கள் புரிந்துகொள்ளச்செய்தல். • அலுவலக இயந்திரங்கள் மற்றும் அலுவலக இடம் ஆகியவற்றைத் தெரிவு செய்தல் மற்றும் வாங்குதல் ஆகியவற்றைப் புரிந்துகொள்ளச் செய்தல். • அலுவலக ஆவணங்களைதாக்கல் செய்தல் மற்றும் அட்டவணைப்படுத்துதல் குறித்த சரியான அறிவை வழங்குதல். • நிறுவனத்தினை உருவாக்குதல் மற்றும் நிருவனச் செயலரின் நடைமுறைகளைப் பற்றிய அறிவைவளர்த்தல். • நிறுவனகூட்டங்களின் வகைகள் மற்றும் கூட்டங்களை நடத்தும் முறை குறித்து மாணவர்களுக்கு முழுமையாகக் கற்பித்தல். 						
Unit: I	அலுவலக மேலாண்மை				10	
இலக்கணம். அலுவலக மேலாண்மையின் கூறுகள். அலுவலக மேலாண்மையின் பணிகள். அலுவலக மேலாளர் இவற்றிற்குரிய அலுவலக மேலாளரின் சிறப்பியல் தகுதிகள். பணிகளும் கடமைகளும்						
Unit: II	அலுவலக அமைவிடம். கட்டிடம். மற்றும் அமைப்புத் திட்டம்				15	
அலுவலகம் அமைந்துள்ள இடம் - அலுவலக இடத்தேர்வின் பொது ஆராய வேண்டிய காரணிகள். அலுவலகக் கட்டிடம் - அலுவலக அமைப்புத் திட்டம் - இன்றியமையாமை - நோக்கங்கள் - கோட்பாடுகள். அலுவலக மனையணியங்கள் - புதிய மனையணிய்களை வாங்கும் பொது கருத்தில் கொள்ள வேண்டிய காரணிகள் - வகைகள். அலுவலக இயந்திரங்களும் கருவிகளும் - பயன்படுத்துவதனால் கிடைக்கும் நன்மைகள் - கருவிகளை தேர்ந்தெடுப்பதற்கான அலகு.						
Unit: III	பதிவியல் மேலாண்மை				15	
கோப்பிடுதல் - பணிகள் - சிறந்தகோப்பிடுதல் முறையின் இயல்புகள் - மையக்கோப்பிடுதல் முறையும் பன்முகக் கோப்பிடுதல் முறையும். கோப்பிடுதலைவகைப்படுத்துதல் - கட்டகராதியிடல் - முக்கியத்துவம் - நல்லகட்டகராதியின் இயல்புகள் - வகைகள்.						
Unit: IV	கம்பெனி				17	
இலக்கணம் - சிறப்பியல்புகள் - வகைகள். கம்பெனி உருவாக்கம் இலக்கணம் - தோற்றுவிப்பாளரின் பணிகள் - கம்பெனியைப் பதிவு செய்தல். அமைப்புச் சாசனத்தின் இலக்கணம் - உள்ளடக்கம். கம்பெனியின் செயல் முறைவிதிகள் - செயல் முறைவிதிகளில் கூறப்பட வேண்டிய விபரங்கள் - திருத்தம் செய்தல். கம்பெனியின் செயலாளர் - பொருள். இலக்கணம் - தகுதிகள் - பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம்.						
Unit: V	நிறுவனக் கூட்டங்கள்				18	
பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம்பெனிச் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டிய பணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - சட்டவிதிகள் - செயலாளர் பணிகள் கூட்டங்களுக்கு அறிவிப்பு அனுப்புவது சம்பந்தமான சில 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 Outcomes	
K Level	
CO1:	அலுவலக மேலாண்மை மற்றும் அலுவலக மேலாளரின் கொள்கைகள் மற்றும் செயல்பாடுகளைப் பற்றிய முழுமையான அறிவைப் பெற்று விவாதிக்கும் திறன் பெறுவது..
CO2:	அலுவலகத் தளவாடங்கள் மற்றும் கட்டிடங்களைத் தேர்ந்தெடுப்பதில் அலுவலக நிர்வாகத்தின் தீர்வுக்கு சிறந்த நடைமுறைகளைப் பயன்படுத்துவது.
CO3:	கோப்பிலிடுதல், அட்டவணைப்படுத்துதல் மற்றும் சுட்டகராதியிடல் ஆகிய அலுவலக நடைமுறையின் முக்கியத்துவத்தை அறியச் செய்வது.
CO4:	நிறுவனங்களை உருவாக்குவது தொடர்பான சட்டப்படியான நடைமுறைகளை விவரிக்கும் அளவிற்கு அறிவினை வழங்குவது..
CO5:	நிறுவன கூட்டங்களை நடத்துவது குறித்த நிறுவனச் செயலரின் நடைமுறைகள் குறித்த முழுமையாக தெரிந்து கொள்ளச் செய்வது.

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	1	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 மேலாளர் அவற்றிக்குரிய அலுவலக மேலாளரின் சிறப்பியல் தகுதிகள். பணிகளும் கடமைகளும்	10	Chalk & Talk Assignments
II	அலுவலக அமைவிடம். கட்டிடம். மற்றும் அமைப்புத் திட்டம் அலுவலகம் அமைந்துள்ள இடம் - அலுவலக இடத்தேர்வின் பொது ஆராய வேண்டிய காரணிகள். அலுவலகக் கட்டிடம் - அலுவலக அமைப்பைத் திட்டம் - இன்றியமையாமை - நோக்கங்கள் - கோட்பாடுகள். அலுவலகமனையணியங்கள் - புதியமனையணிய்களை வாங்கும் பொதுகருத்தில் கொள்ள வேண்டிய காரணிகள் - வகைகள். அலுவலக இயந்திரங்களும் கருவிகளும் - பயன்படுத்துவதனால் கிடைக்கும் நன்மைகள் - கருவிகளை தேர்ந்தெடுப்பதற்கான அலகு.	15	Chalk & Talk Assignments
III	பதிவியல் மேலாண்மை கோப்பிடுதல் - பணிகள் - சிறந்தகோப்பிடுதல் முறையின் இயல்புகள் - 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 - பொருள். இலக்கணம் - தகுதிகள் - பணிகள் - பொறுப்புகள் - நியமனம் - நீக்கம்.	17	Chalk & Talk Assignments
V	கம்பெனிக் கூட்டங்கள் பொருள் - வகைகள் - சட்டப்படி நடத்தப்பட வேண்டிய கூட்டம். கூட்டத்தின் நோக்கம் - கம்பெனிச் சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டியபணிகள். வருடாந்திரப் பொதுக்கூட்டம் - சட்டவிதிகள் - செயலாளர் ஆற்றவேண்டியபணிகள் - இயக்குநர் அவைக் கூட்டம் - பொருள் - சட்டவிதிகள் - செயலாளர் பணிகள் கூட்டகளுக்கு அறிவிப்பு அனுப்புவது சம்பந்தமான சிலபொதுவிதிகள், தீர்மானம் - வகைகள் - வாக்கெடுப்பு நடைமுறைகள்.	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)**

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
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)
AI	CO5	Up to K3	2	K2	2	K2	2(K1&K1)	2 (K2)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	2	10	10	24	40	100
	K2	2	4	10	20	36	60	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	4	10	20	36	60	100
	K2	2	2	10	10	24	40	
	K3	-	-	-	-	-	-	-
	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
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	1	K2	2(K1&K1)	1(K1)
5	CO5	Up to K4	2	K1&K1	1	K2	2(K3&K3)	1(K4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			01		2		5	10
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	20	10	42	35	58	
K2	2	6	10	10	28	23		
K3	-	-	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

Section A (Multiple Choice Questions)			
Answer All Questions			(10x1=10 marks)
Q.No	CO	K Level	Questions
1	CO1	K1	
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	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions			(5 x 5 = 25 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	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K3	
20) b	CO5	K3	
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	K2	
22	CO2	K3	
23	CO3	K4	
24	CO4	K1	
25	CO5	K4	



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

Course Name	MANAGEMENT PRACTICES			
Course Code	21UBAC11	L	P	C
Category	Core	5	-	4
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP
Course Objectives:				
<ol style="list-style-type: none"> 1. To learn the basic functions and practices of management. 2. To study the primary function, planning & decision making. 3. To understand organizing its types and the related activities like Departmentation, Delegation of Authority, Centralization and Decentralization. 4. To gain the knowledge in staffing function to inculcate Performance Appraisal and Directing. 5. To enrich the need for control, supervision and to use the controlling techniques like PERT, CPM and Budgetary control. 				
Unit: I	Introduction			15
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				
Unit: II	Planning and Decision Making			15
Planning – meaning and definition – features – importance – process of planning – Planning Premises-Forecasting – meaning – importance – methods -Types of planning (in brief) – MBO, MBE, MBWA-concepts and differentiation. Decision Making – meaning - process.				
Unit: III	Organizing			15
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.				
Unit: IV	Staffing and Directing			15
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.				
Unit: V	Control			15
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				
Total Lecture Hours				75 Hrs

Books for Study:	
3. T.Ramasamy, Principles of Management , Himalaya Publishing House, 'Ramdoot' Dr.BhaleraoMarg, Girgaon, Mumbai – 400 004.	
Books for References:	
<ol style="list-style-type: none"> 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 Wehrich and Harold Koonz, Management- A Global Entrepreneurial Perspective, McGraw Hill, New Delhi. 	
Web Resources:	
<ol style="list-style-type: none"> 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 Outcomes	K Level
After studying this course, the students will be able to:	
CO1:	Describe the difference between Administration and management and to 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 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 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 sources, selection procedure and to categorize Performance appraisal types and to apply principles & techniques of Directing.
CO5:	Analyze the concept and process of control and to use the tools of control like PERT, CPM and Budgetary Control and to describe the concept of supervision and to infer span of management, its factors and V.A.Graicuna's formula.
	Up to K 2
	Up to K3
	Up to K4
	Up to K4
	Up to K 4

CO & PO Mapping:

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	Lecture method & 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 – K Levels with Course Outcomes (COs)**

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - 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	K3	2(k2&k2)	2(k2)
AI	CO5	Up to k4	2	k1&k2	1	K2	2(k3&k3)	1(k4)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	4	-	-	6	10	50
	K2	2	2	10	10	24	40	
	K3	-	-	10	20	30	50	50
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	-	-	-	2	3	60
	K2	2	2	10	20	34	57	
	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
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 Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
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	5	4	10	10	29	24.16	58.32
K2	5	6	20	10	41	34.16	
K3	-	-	10	20	30	25	25
K4	-	-	10	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

Section A (Multiple Choice Questions)			
Answer All Questions			(10x1=10 marks)
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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions			(5 x 5 = 25 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	k4	
18) b	CO3	k4	
19) a	CO4	k3	
19) b	CO4	k3	
20) a	CO5	k2	
20) b	CO5	k2	
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	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 Name	FINANCIAL ACCOUNTING			
Course Code	21UBAC12	L	P	C
Category	Core	5	-	4
Nature of course:	EMPLOYABILITY	✓ SKILL ORIENTED	ENTREPRENURSHIP	
Course Objectives:				
<ol style="list-style-type: none"> To know the basic concepts and convention of accounting, accounting system. To know how the accounting entries are posted in books. To prepare and present final accounts of Sole Proprietor concern of Manufacturing and Trading Business independently. To calculate depreciation under various methods and to prepare accounting for depreciation. To prepare Bank Reconciliation Statement. 				
Unit: I				10
Book Keeping –Meaning – Systems – Journal – Meaning – Objectives – Importance – Advantages and Limitations – Accounting Concepts and Conventions – Kinds of Accounts.				
Unit: II				17
Journal – Rules for Journalizing – Subsidiary Journal -Purchase Book -, Sales Book, Returns Book – Cash Book and Petty Cash Book – Ledger-Preparation of Trial Balance.				
Unit: III				17
Final Accounts (Accounts of trading Concerns) – Format of Final Accounts – Elementary Problems with simple adjustments –Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure -Meaning and Distinction.				
Unit: IV				16
Depreciation – Meaning – Causes and Need, Methods of Depreciation –Straight Line Method – Written Down Value Method (Simple problems Only) – Depreciation Fund Method, Annuity Method (Theory Only)				
Unit: V				15
Bank Reconciliation Statement – Meaning-Reasons for the Difference in Two Balances- Importance- Advantages –Procedure for preparation of BRS -Simple Problems				
Total Lecture Hours				75Hrs.
Books for Study:				
<ol style="list-style-type: none"> T.S. Reddy&A. Murthy, “Financial Accounting”, Margham Publications, Sixth Revision Edition, 2011. P.C. Tulsian, “Financial Accounting”, Tata MC Graw Hill Ltd, 2003. 				
Books for References:				
<ol style="list-style-type: none"> Assish K. Bhattacharyya, “Financial Accounting”, Prentice of hall of India, 2002. N. Vinayagam and B. Charumaki, “Financial Accounting”, S.Chand& Company Ltd., 2002, 				

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 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	1	2	2	3
CO 2	3	3	2	1	2	1	3
CO 3	3	3	2	1	2	1	3
CO 4	3	3	2	2	2	2	3
CO 5	3	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 Conventions – Kinds of Accounts.	10	Chalk and Talk, PPT.
II	Journal – Rules for Journalizing – Subsidiary Journal -Purchase Book -, Sales Book, Returns Book – Cash Book and Petty Cash Book – Ledger-Preparation of Trial Balance.	17	Chalk and Talk, Exercise
III	Final Accounts (Accounts of trading Concerns) – Format of Final Accounts – Elementary Problems with simple adjustments –Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure - Meaning and Distinction.	17	Chalk and Talk, Exercise.
IV	Depreciation – Meaning – Causes and Need, Methods of Depreciation – Straight Line Method – Written Down Value Method (Simple problems	16	Chalk and 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	15	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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of. Questions	K - Level	No. of. Questions	K - Level		
CI	CO1	Up to K2	2	K1&K2	2	K2	2(K2&K2)	1(K1)
AI	CO2	Up to K4	2	K1&K2	1	K1	2(K3&K3)	2(K3&K4)
CI	CO3	Up to K3	2	K1&K2	1	K1	2(K2&K2)	2(K2&K3)
AII	CO4	Up to K4	2	K1&K2	2	K2	2(K3&K3)	1(K4)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	2	-	10	14	23	50
	K2	2	4	10	-	16	27	
	K3	-	-	10	10	20	33	33
	K4	-	-	-	10	10	17	17
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2	-	-	4	7	50
	K2	2	4	10	10	26	43	
	K3	-	-	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
1	CO 1	Up to K2	2	K1&K2	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	1	K2	2(K2&K2)	1(K3)
4	CO 4	Up to K4	2	K1&K2	1	K2	2(K3&K3)	1(K4)
5	CO 5	Up to K4	2	K1&K2	1	K1	2(K3&K3)	1(K4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
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

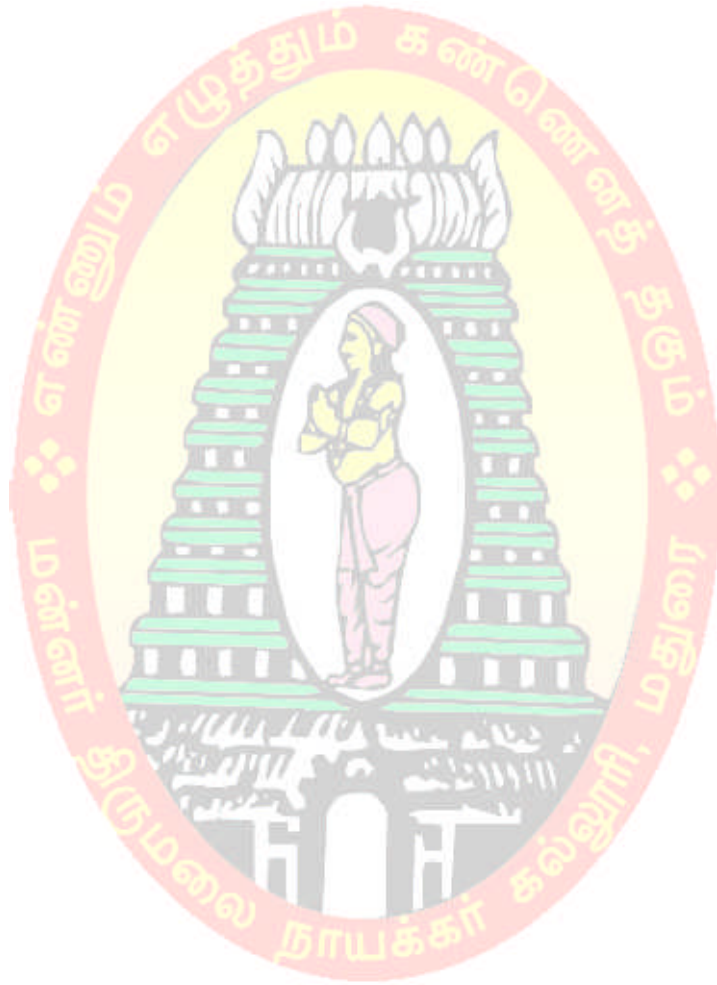
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	6	10	10	31	26	50
K2	5	4	10	10	29	24	
K3	-	-	30	10	40	33	33
K4	-	-	-	20	20	17	17
Marks	10	10	50	50	120	100	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)			
Answer All Questions (10x1=10 marks)			
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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K1	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 marks)			
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: 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	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)

Course Name	Business Economics				
Course Code	21UBAA11	L	P	C	
Category	Allied	5	-	4	
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP	
Course Objectives:					
<ol style="list-style-type: none"> 1. To understand the fundamentals of business economics. 2. Understand the demand concepts 3. Familiarize with production function. 4. Classify market structures. 5. Categorize the national income concepts and business cycle. 					
Unit: I	Introduction				15
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.					
Unit: II	Consumer Behaviour and Demand Analysis				15
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 Elasticity of Demand – demand function.					
Unit: III	Types of Competition				15
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.					
Unit: IV	Production Function and Laws of Production				15
Production function- Assumption – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- three phases of returns to scale.					
Unit: V	National Income				15
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.					
Total Lecture Hours					75Hrs.
Books for Study:					

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 Outcomes		K Level
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:	Discuss the production function and infer the business cycles	Up to K4

CO & PO Mapping:

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

Learning Outcome Based Education & Assessment (LOBE)								
Formative Examination - Blue Print								
Articulation Mapping – K Levels with Course Outcomes (COs)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI AI	CO1	Up to K2	2	K1& K2	1	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)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	2	-	-	4	06.67	67
	K2	2	4	10	20	36	60.00	
	K3	-	-	10	10	20	33.33	33
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2	-	-	4	06.67	50.00
	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	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	Cos	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 K4	2	K1&K2	1	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	K2	2(K4&K4)	1(k4&k4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
Total Marks for each section			10		10		25	30
(Figures in parenthesis denotes, questions should be asked with the given K level)								

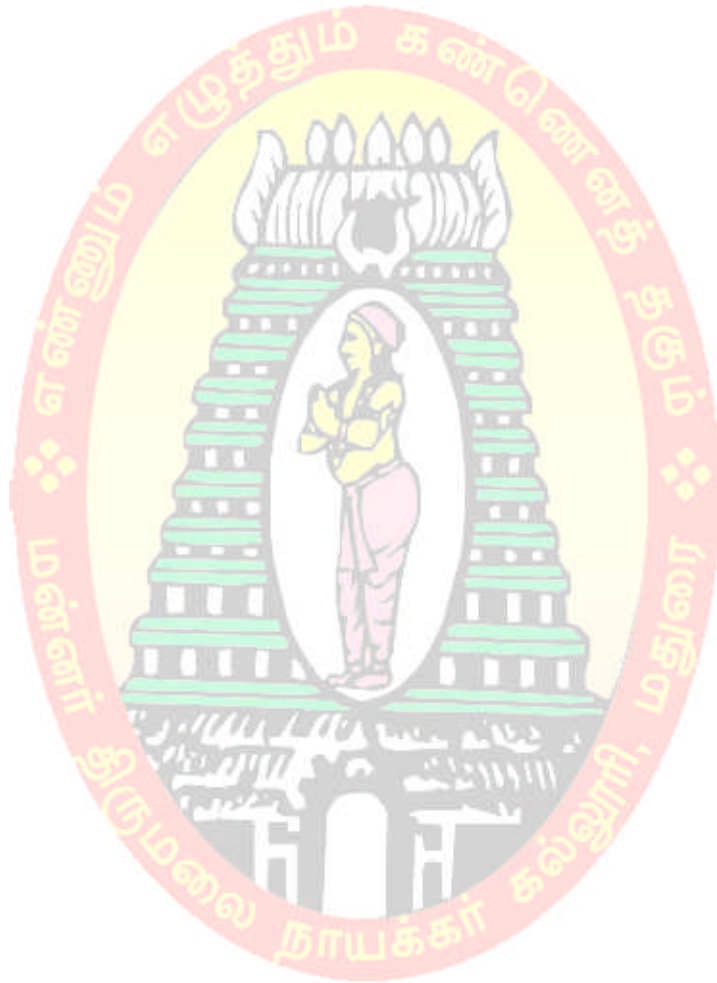
Distribution of Marks with K Level							
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	2	10		17	14	41.5
K2	5	8	10	10	33	27.5	
K3			20	30	50	41.5	41.5
K4			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

Section A (Multiple Choice Questions)			
Answer All Questions (10x1=10 marks)			
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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 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	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	

20) a	CO5	K4	
20) b	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	K2	
22	CO2	K2	
23	CO3	K3	
24	CO4	K3	
25	CO5	K4	





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

Course Name	Managerial Skills					
Course Code	21UBAS11	L	P	C		
Category	Skill	2	-	2		
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP		
Course Objectives:						
<ol style="list-style-type: none"> 1. To enable the students to be aware of their skills set. 2. To find the better way to manage themselves. 3. Understand the different methods to work in a team. 4. To explore into different problem solving techniques. 5. To Analyse different approaches to improve their performance. 						
Unit: I	Skill-Meaning-Definition- Difference between skill vs talent, skill vs trait, skill vs competency-skills for effective managers- Methods to develop skills.					6
Unit: II	Life skills- self management-self-confidence-stress management-Concept of Mnemonics-and its methods.					6
Unit: III	Concept of Team building-Developing Teams-Characteristics of good team- Advantages of Teams-Exercises					6
Unit: IV	Problem solving-types -conceptual blocks-methods of overcoming conceptual blocks-concept of social competency-rapport building					6
Unit: V	Public speaking – Techniques of effective oral presentation-Empowerment— Meaning – Importance - Approaches-Barriers of empowerment.					6
Total Lecture Hours					30	
Book for Study: Study Material will be provided						
Books for Reference:						
<ol style="list-style-type: none"> 1. Basic Managerial Skills for All Paperback – 1 January 2011 by Mcgrath E.H (Author) 2. Prentice Hall India Learning Private Limited. 						
Web Resources:						
<ol style="list-style-type: none"> 1. https://keydifferences.com/difference-between-talent-and-skill.html 2. https://www.firmsconsulting.com/analytical-problem-solving/ 3. http://blog.pekininsurance.com/business/clever-team-building-techniques-you-need-to-try-with-your-team 						

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.>

COURSE OUTCOMES		K Level
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 Application; 2 – Intermediate Development; 1 - Introductory Level

LESSON PLAN

UNIT	COURSE NAME – Managerial Skills	Hrs	Mode
I	Skill-Meaning-Definition- Difference between skill vs talent, Skill vs. trait, skill vs. competency-Skills for effective managers- Methods to develop skills.	6	Chalk and talk,PPT Videos Assignment
II	Concept of Life skills- and its applications - self-management-self-confidence-stress management- Concept of Mnemonics-and its methods.	6	Chalk and talk,PPT Discussion Memory technique games
III	Concept of Team building-Developing Teams- Characteristics of good team-Advantages of Teams- Exercises	6	Chalk and talk,PPT Assignment Exercises
IV	Problem solving-types -conceptual blocks- methods of overcoming conceptual blocks- concept of social competency-rapport building	6	Chalk and talk,PPT Problem solving exercises and quiz.
V	Public speaking – Techniques of effective oral presentation-Empowerment—Meaning – Importance - Approaches- Barriers of empowerment.	6	Chalk and talk PPT 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	Tamil / Alternative Course			5	-	3
Nature of course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP		
Course Objectives:						
<ul style="list-style-type: none"> • நுகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு மற்றும் நுகர்வோரின் உரிமைகள் மற்றும் கடமைகள் பற்றி அறிந்து கொள்ளுதல். • நுகர்வோர் பாதுகாப்புச் சட்டம், 1986ன் முக்கிய சரத்துக்கள் பற்றி புரிந்து கொள்ளுதல். • புதிய நுகர்வோர் பாதுகாப்புச் சட்டம், 2019ன் முக்கிய சிறப்பம்சங்கள் பற்றி தெரிந்து கொள்ளுதல். • தன்னார்வ நுகர்வோர் பாதுகாப்பு மன்றங்களின் அமைப்பு மற்றும் செயல்பாடுகள் பற்றிய அறிவை வளர்த்துக்கொள்ளுதல். • சர்வதேச மற்றும் இந்திய அளவில் நுகர்வோரைப் பாதுகாக்க உள்ள பிற சட்டங்கள் பற்றி தெளிவுபடுத்துதல். 						
Unit: I					15	
<p>நுகர்வோர் பாதுகாப்பு இயக்கம்: வரலாறு நுகர்வோர் விழிப்புணர்வின் குறிக்கோள்கள் – நுகர்வோர் விழிப்புணர்வின் அவசியம் – சர்வதேச நுகர்வோர் பாதுகாப்பு சம்மேளனத்தின் அடிப்படை நுகர்வோர் உரிமைகள் – இந்திய நுகர்வோர் உரிமைகள் – நுகர்வோர் உரிமைமீறல்கள் – நுகர்வோர் உரிமைகளின் முக்கியத்துவம் – நுகர்வோரின் பொறுப்புகள் மற்றும் கடமைகள் – உலக நுகர்வோர் உரிமைதினம் (மார்ச் 15) – உலக நுகர்வோர் பாதுகாப்பு தினம் (டிசம்பர் 24).</p>						
Unit: II					15	
<p>நுகர்வோர் பாதுகாப்புச் சட்டம் 1986: நுகர்வோர் என்பவர் யார்? – நுகர்வோர் இல்லாதவர் யார்? – நியாயமற்ற வர்த்தக நடைமுறை – நுகர்வோர் பாதுகாப்புக்குழு – நுகர்வோர் குறைகளும் குறைதீர்ப்பும் – பிற சிறப்பம்சங்கள்.</p>						
Unit: III					15	
<p>நுகர்வோர் பாதுகாப்புச் சட்டம், 2019: புதிய சட்டத்தின் கீழ் நுகர்வோர் உரிமைகள் – புதிய சட்டத்தின் சிறப்பம்சங்கள் – நுகர்வோர் பாதுகாப்புச் சட்டத்தின் கீழ் நுகர்வோருக்கான நன்மைகள் – நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 மற்றும் நுகர்வோர் பாதுகாப்பு சட்டம், 2019 ஒரு ஒப்பீடு</p>						
Unit: IV					18	
<p>நுகர்வோர் பாதுகாப்பு மன்றங்கள்: நுகர்வோர் மன்றங்களின் நோக்கம் – நுகர்வோர் மன்றங்களை உருவாக்குதல் – நுகர்வோர் மன்றங்களின் அமைப்பு – நுகர்வோர்</p>						

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 ஒருங்கிணைப்பாளர்களுக்கான வழிகாட்டிகள் – நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்களுக்கான 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 Outcomes

K Level

CO1:	நுகர்வோர் பாதுகாப்பு இயக்கம் பற்றிய வரலாறு, நுகர்வோர் விழிப்புணர்வு, நுகர்வோர் உரிமைகள், பொறுப்புகள் மற்றும் கடமைகள் பற்றிய முழுமையான அறிவினைப் பெற்று விளக்கும் திறன் பெறுதல்.	Up to K1
CO2:	நுகர்வோர் பாதுகாப்புச் சட்டம், 1986ன் முக்கிய சரத்துக்கள், நுகர்வோர் பாதுகாப்பு அமைப்புகள் மற்றும் நுகர்வோர் தீர்ப்பாயங்கள் பற்றி புரிந்து கொள்ளுதல்.	Up to K2
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	1	2	2	3
CO 4	3	1	1	1	2	2	3
CO 5	3	1	1	1	2	2	3

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

LESSON PLAN

Unit	நுகர்வோர்பாதுகாப்புஇயக்கங்கள்மற்றும்சட்டங்கள்	Hrs	Pedagogy
I	நுகர்வோர் பாதுகாப்பு இயக்கம்: வரலாறு நுகர்வோர் விழிப்புணர்வின் குறிக்கோள்கள் – நுகர்வோர் விழிப்புணர்வின் அவசியம் – சர்வதேச நுகர்வோர் பாதுகாப்புசம் மேளனத்தின் அடிப்படைநுகர்வோர் உரிமைகள் – இந்திய நுகர்வோர் உரிமைகள் – நுகர்வோர் உரிமைமீறல்கள் – நுகர்வோர் உரிமைகளின் முக்கியத்துவம் – நுகர்வோரின் பொறுப்புகள் மற்றும் கடமைகள் – உலக நுகர்வோர்உரிமைதினம் (மார்ச் 15) – உலக நுகர்வோர்பாதுகாப்புதினம் (டிசம்பர் 24).	15	Chalk & Talk Assignments
II	நுகர்வோர் பாதுகாப்புச் சட்டம் 1986: நுகர்வோர் என்பவரயார் – நுகர்வோர் இல்லாதவரயார் – நியாயமற்றவர்த்தக நடைமுறை – நுகர்வோர் பாதுகாப்புக்குழு – நுகர்வோர் குறைகளும் குறைதீர்ப்பும் – பிற சிறப்பம்சங்கள்.	15	Chalk & Talk Assignments
III	நுகர்வோர் பாதுகாப்புசட்டம், 2019: புதியசட்டத்தின்கீழ் நுகர்வோர் உரிமைகள் – புதிய சட்டத்தின் சிறப்பம்சங்கள் – நுகர்வோர் பாதுகாப்புச்சட்டத்தின் கீழ்நுகர்வோருக்கான நன்மைகள் - நுகர்வோர் பாதுகாப்புச் சட்டம் 1986 மற்றும் நுகர்வோர் பாதுகாப்பு சட்டம், 2019 ஒரு ஒப்பீடு	15	Chalk & Talk Assignments
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 Assignments

	முன்மொழிவுகளுக்கான வழிகாட்டிகள் - நுகர்வோர் மன்றங்களின் பொறுப்புவுக்கும் ஆசிரியர் ஒருங்கிணைப்பாளர்களுக்கான வழிகாட்டிகள் - நுகர்வோர் மன்றங்களின் ஒருங்கிணைப்பு நிறுவனங்களுக்கான 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 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)								
Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI	CO1	K1	2	K1	1	K1	2 (K1&K1)	1(K1)
AI	CO2	UptoK2	2	K2	2	K2	2(K2&K2)	2 (K2)
CI	CO3	Upto K4	2	K2	1	K2	2(K3&K3)	1(K4)
AII	CO4	K1	2	K1	2	K1	2(K1&K1)	2 (K1)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	2	10	10	24	40	100
	K2	2	4	10	20	36	60	
	K3	-	-	-	-	-	-	-
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	4	10	20	36	60	100
	K2	2	2	-	-	4	6	
	K3	-	-	10	-	10	17	-
	K4	-	-	-	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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Questions	K – Level		
1	CO1	K1	2	K1&K1	1	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	K1&K1	1	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 Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			01		2		5	10
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	-	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)****Answer All Questions (10x1=10 marks)**

Q.No	CO	K Level	Questions
1	CO1	K1	
2	CO1	K1	
3	CO2	K1	
4	CO2	K1	
5	CO3	K1	
6	CO3	K1	
7	CO4	K1	
8	CO4	K1	
9	CO5	K2	
10	CO5	K2	

Section B (Short Answers)**Answer All Questions (5x2=10 marks)**

Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	

Section C (Either/Or Type)**Answer All Questions (5 x 5 = 25 marks)**

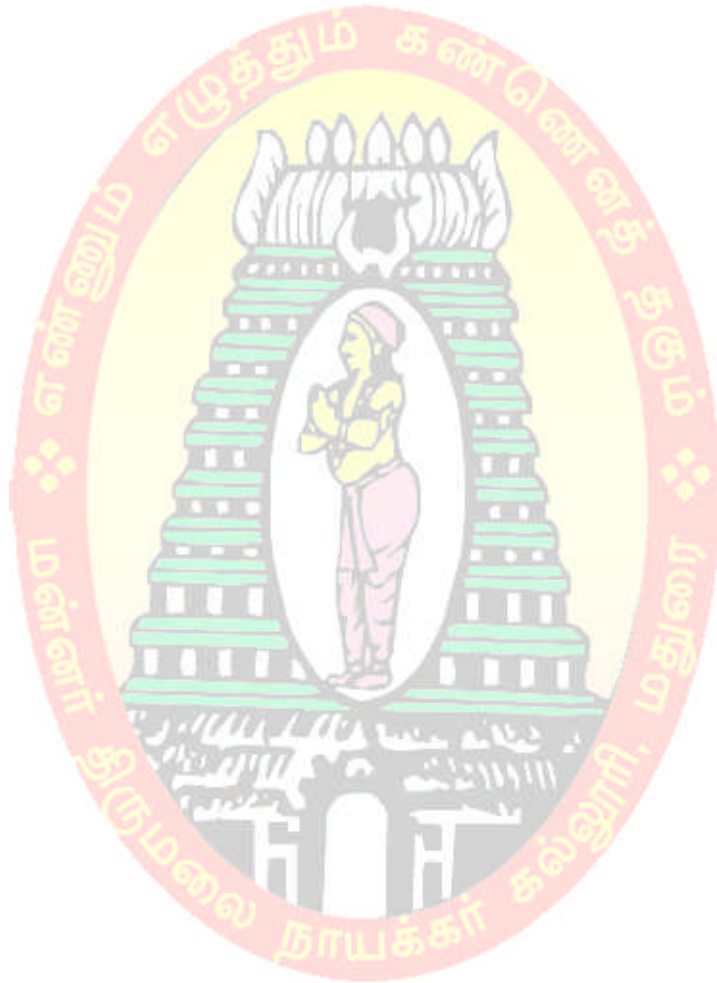
Q.No	CO	K Level	Questions
16) a	CO1	K1	
16) b	CO1	K1	
17) a	CO2	K2	
17) b	CO2	K2	
18) a	CO3	K3	
18) b	CO3	K3	
19) a	CO4	K1	
19) b	CO4	K1	
20) a	CO5	K1	
20) b	CO5	K1	

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	K4	
24	CO4	K1	
25	CO5	K2	





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

Course Name	Business Environment and Corporate Social Responsibility			
Course Code	21UBAC21	L	P	C
Category	Core	5	-	4
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP
Course Objectives:				
<ol style="list-style-type: none"> To help the students to recognize environmental, legal and ethical issues when making business decisions To gain an enhanced understanding of patent laws and various schemes of workers participation in management. To understand the impact of Privatization & Globalization on Indian industries To understand the moral and social responsibility dimensions of corporate governance To create awareness on leadership styles and organizational culture 				
Unit: I	Introduction			15
Business environment – meaning – Types of business environment-internal, external, micro, macro, market & non-market. Environmental factors affecting business-economic, socio- cultural, political and government, demographic and global environment .				
Unit: II	Business and Government			15
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.				
Unit: III	Liberalization, Privatization and globalization			15
Privatization- meaning, ways of privatization- Privatization in India-Liberalization-meaning, objectives- Globalization-definition- advantages & disadvantages- Reforms made to adopt liberalization & Globalization				
Unit: IV	CORPORATE SOCIAL RESPONSIBILITY			15
Corporate Social Responsibility-Definition, the effects of organizational activity, the principles of CSR. Stakeholders-Meaning, the classification of stakeholders. Ethics- Meaning, ethical philosophies. Corporate Behaviour-Meaning, CSR, Ethics & Corporate behavior.				
Unit: V	GLOBALISATION & CSR			15
Influence of globalization towards the environment, how globalization affects CSR. Corporate governance-Meaning, Corporate governance principles. CSR & LEADERSHIP Concept of Leadership, Leadership styles and organizational culture. Power-Definition, sources of power. Strategic planning-Meaning, process.				
Total Lecture Hours				75Hrs.
Books for Study:				
1. Dr.S.Sankaran, Business Environment, Margham Publications 2009.				
Books for 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 Outcomes**K Level**

CO1:	Describe the conceptual framework of business environment and the consumer 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	2	3
CO 4	3	3	3	2	2	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
II	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-meaning, objectives- Globalization-definition- advantages & disadvantages- Reforms made to adopt liberalization & Globalization		Group activity
IV	CORPORATE SOCIAL RESPONSIBILITY Corporate Social Responsibility-Definition, the effects of organizational activity, the principles of CSR. Stakeholders-Meaning, the classification of stakeholders. Ethics- Meaning, ethical philosophies. Corporate Behaviour-Meaning, CSR, Ethics & Corporate behavior.	15	Lecture method , video session and role play
V	GLOBALISATION & CSR Influence of globalization towards the environment, how globalization affects CSR. Corporate governance-Meaning, Corporate governance principles. CSR & LEADERSHIP Concept of Leadership, Leadership styles and organizational culture. Power-Definition, sources of power. Strategic planning-Meaning, process.	15	Lecture method and Assignments

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)**

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI AI	CO1	Up to K2	2	K1&k2	1	K2	2(K2&K2)	1(K2)
	CO3	Up to K3	2	K1&k2	2	K2	2(K3&K3)	2(K3)
CI AII	CO4	Up to K4	2	K1&k2	1	K3	2(K3&K3)	2(K3)
	CO5	Up to K2	2	K1&k2	2	K4	2(K2&K2)	1(K3)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K2	2	2	-	-	4	6.67	67
	K3	2	4	10	20	36	60	
	K4	-	-	10	10	20	33.33	33
	K2	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	50
	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

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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MCQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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	K2	2(K3&K3)	1(k3&k3)
4	CO4	Up to K4	2	K1&K2	1	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 Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
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 %
K2	5	2	10		17	14	41.5
K3	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.

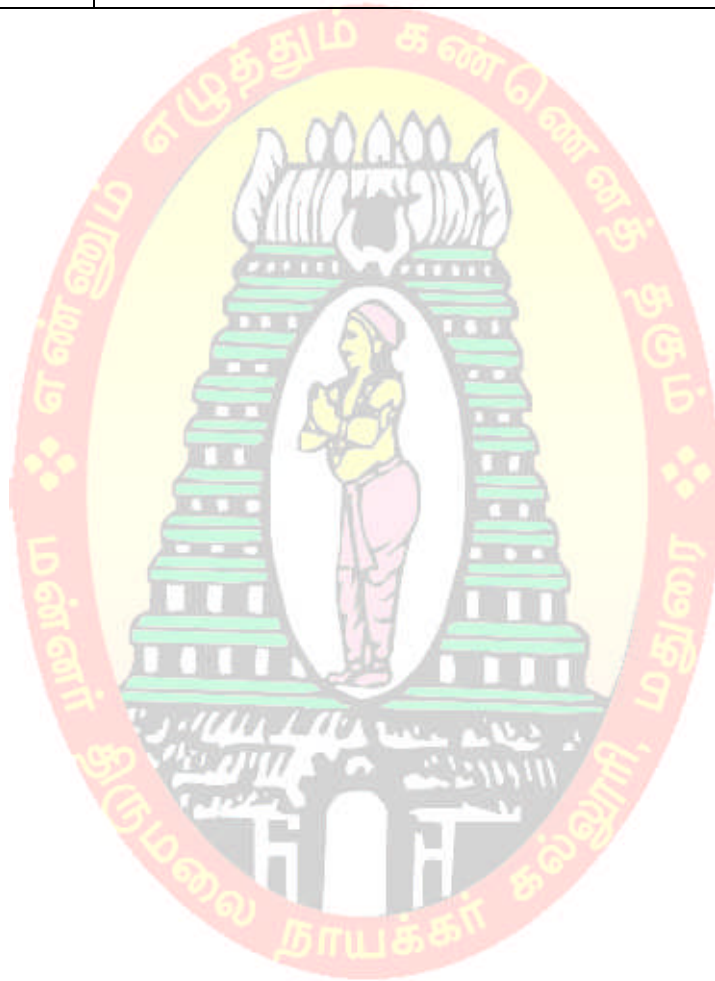
Summative Examinations - Question Paper – Format

Section A (Multiple Choice Questions)			
Answer All Questions (10x1=10 marks)			
Q.No	CO	K Level	Questions
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	
10	CO5	K2	

Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	

Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 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	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	

20) a	CO5	K4	
20) b	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	K2	
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)

Course Name	COST ACCOUNTING			
Course Code	21UBAC22	L	P	C
Category	Core	5	-	4
Nature of course:	EMPLOYABILITY	✓	SKILL ORIENTED	ENTREPRENURSHIP
Course Objectives:				
1. To make aware about cost structure and cost elements. 2. To understand various aspects of material control & wastage. 3. To gain a knowledge on various aspects of Labour control. 4. To demonstrate how to calculate Labour Turn Over. 5. To familiarize the different methods of costing.				
Unit: I				10
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.				
Unit: II				17
Material – Purchase Procedure –Store Keeping – Different Levels of Stock and Economic Order Quantity – Material Issue Procedure – FIFO, LIFO, Simple Average and Weighted Average Methods.				
Unit: III				17
Labour-Control of Labour Turnover – Methods of Remunerating Labour – Incentive, Wages Plans – Premium and Bonus Plans.				
Unit: IV				16
Overhead – Meaning, Allocation and Apportionment- Importance –Classification – Reapportionment – Absorption of Overheads – Methods – Machine Hour Rate – Administration Overhead – Selling and Distribution Overheads (Simple Problems)				
Unit: V				15
Methods of Costing – Job Costing – Unit Costing – Contract Costing – Process Costing (Theory only).				
Total Lecture Hours				75Hrs.
Books for Study:				
1. Horngren T. Charles, Datar M. Srikant and Rajan V. Madhav. (2014) Cost Accounting: A Managerial Emphasis, 15th Edition, Prentice Hall publishers, Delhi				

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 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	1	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)

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	SectionD Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI	CO1	Up to K2	2	K1&K2	1	K1	2(K1&K1)	1(K1)
AI	CO2	Up to K3	2	K1&K2	2	K2	2(K2&K2)	2(K3&K3)
CI	CO3	Up to K3	2	K1&K2	2	K2	2(K1&K1)	2(K3&K3)
AII	CO4	Up to K3	2	K1&K2	1	K1	2(K2&K2)	1(K3)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	2	10	10	24	40	67
	K2	2	4	10	-	16	27	
	K3	-	-	-	20	20	33	33
	K4	-	-	-	-	-	-	-
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2	10	-	14	23	50
	K2	2	4	10	-	16	27	
	K3	-	-	-	30	30	50	50
	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

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

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)								
S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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	1	K2	2(K2&K2)	1(K2)
4	CO 4	Up to K3	2	K1&K2	1	K3	2(K3&K3)	1(K3)
5	CO 5	Up to K4	2	K1&K2	1	K3	2(K4&K4)	1(K4)
No. of Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
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

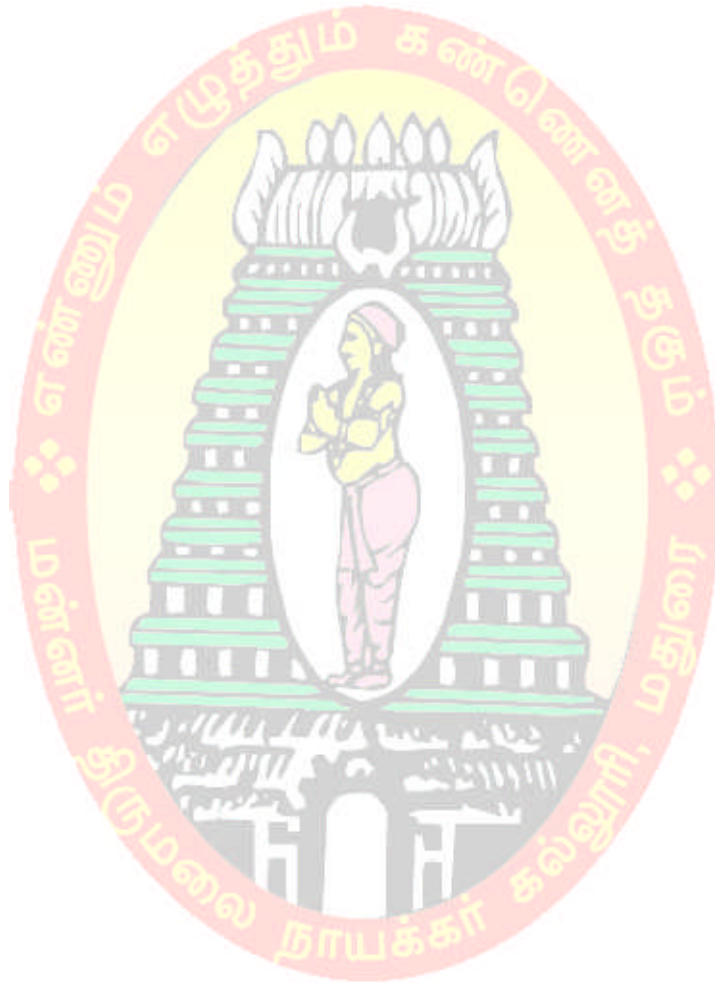
K Level	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/ or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	5	2	10	10	27	22	55
K2	5	4	10	20	39	33	
K3	-	4	20	10	34	28	28
K4	-	-	10	10	20	17	17
Marks	10	10	50	50	120	100	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)			
Answer All Questions (10x1=10 marks)			
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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions (5x2=10 marks)			
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K2	
13	CO3	K2	
14	CO4	K3	
15	CO5	K3	
Section C (Either/Or Type)			
Answer All Questions (5 x 5 = 25 marks)			
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	K4	
20) b	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 ADMINISTRATION
 (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 course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP	
Course Objectives:					
<ol style="list-style-type: none"> To understand the basic concepts and principles of communication and its barriers. To learn the functions and effectiveness of Business letters and its forms. To gain knowledge about complaints and adjustment letters in sales field. To know how to correspond with public authorities and to prepare Job applications & resumes. To study the making of business reports and proposals 					
Unit: I	Introduction				15
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					
Unit: II	Business Letters - I				15
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)					
Unit: III	Business Letters – II				15
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.					
Unit: IV	Correspondence with public authorities & Job application letters / Resumes:				15
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-Creation of Blogs					
Unit: V	Report Writing & Proposals				15
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					
Total Lecture Hours					75Hrs
Books for Study:					
1. Essential of Business Communication - Rajendra Pal & T.S. Korlahalli, Sulthan Chand & Sons Publishers, New Delhi.-2014					
Books for References:					
1. Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya Publishing					

House-2011	
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 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.
CO2:	Describe the functions, kinds, essentials of Business letters and to write enquiries, replies, offers & quotations and to prepare order letters.
CO3:	Practice Complaint, Adjustment letters and to write Collection letters and to relate it with sales correspondence.
CO4:	Outline the correspondence with various public authorities and to prepare job application & resume.
CO5:	Discuss the concept , types of business reports and to infer the report drafting and to prepare various types of proposals
	Up to K2
	Up to K3
	Up to K3
	Up to K3
	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	3
CO 4	2	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)

Internal	Cos	K Level	Section A		Section B		Section C Either or Choice	Section D Open Choice
			MCQs		Short Answers			
			No. of Questions	K - Level	No. of Questions	K - Level		
CI AI	CO1	Up to K2	2	K1&k2	1	K1	2(K2&K2)	1(K2)
	CO2	Up to K3	2	K1&k2	2	K3	2(K3&K3)	2(K3)
CI AII	CO3	Up to K3	2	K1&k2	1	K2	2(K2&K2)	1(K4)
	CO4	Up to K4	2	K1&k2	2	K2	2(K3&K3)	2(K3)
Question Pattern CIA 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

Distribution of Marks 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 %
CIA I	K1	2	2	-	-	4	6.67	67
	K2	2	4	10	20	36	60	
	K3	-	-	10	10	20	33.33	33
	K4	-	-	-	-			
	Marks	4	6	20	30	60	100	100
CIA II	K1	2	2			4	6.67	50
	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

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.

Summative Examination – Blue Print Articulation Mapping – K Level with Course Outcomes (COs)

S.No	COs	K - Level	MOQs		Short Answers		Section C (Either / or Choice)	Section D (Open Choice)
			No. of Questions	K – Level	No. of Question	K – Level		
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 Questions to be Asked			10		5		10	5
No. of Questions to be answered			10		5		5	3
Marks for each question			1		2		5	10
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	5	2	10		17	14	42
K2	5	8	10	10	33	28	
K3			20	30	50	42	42
K4			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)			
Answer All Questions			(10x1=10 marks)
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	
10	CO5	K2	
Section B (Short Answers)			
Answer All Questions			(5x2=10 marks)
Q.No	CO	K Level	Questions
11	CO1	K1	
12	CO2	K1	
13	CO3	K2	
14	CO4	K2	
15	CO5	K2	
Section C (Either/Or Type)			
Answer All Questions			(5 x 5 = 25 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	K3	
18) b	CO3	K3	
19) a	CO4	K3	
19) b	CO4	K3	
20) a	CO5	K4	
20) b	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	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 course:	EMPLOYABILITY	SKILL ORIENTED	✓	ENTREPRENURSHIP
Course Objectives:				
<ol style="list-style-type: none"> To help the students to gain knowledge on employability Skills. To Gain the knowledge on workplace skills and to know the techniques to develop it. To Familiarize the core skills for work development framework. To Explore into the concept of work Integrated learning. To Inculcate selection and interview procedures of both government and private organizations 				
Unit: I	Employability Skills – Meaning – Definition – Hard & Soft skills – Vocational Skills – Employability Attributes.			6
Unit: II	Common Employability Skills – People Skills – Personal Skills – Applied Knowledge – Workplace Skills.			6
Unit: III	Core Skills for work development Framework.			6
Unit: IV	Employability Skills in delivery at Assessment – Concept of Work Integrated Learning (WIL)			6
Unit: V	Job Application Letters writing - Resume Preparation – Mock Interview			6
Total Lecture Hours				30
Book for Study:				
1. Study Material, Employability Skills , Department of Business Administration.				
Books for Reference:				
1. Government of India, Ministry of Labor & Employment , DGE & T, 2011.				
2. A BartetzKo, Employability Skills and the new training Organization , Key Competencies, 2004.				
COURSE OUTCOMES				K Level
CO1:	Differentiate the concept of employability skills and graduate attributes.			Up to K2
CO2:	Identify the most influential proven skills for seeking employment.			Up to K3
CO3:	Developing keen interest to build core skills for work development framework for a better career.			Up to K3
CO4:	Examine the applications of work integrated learning to hone their employability skills.			Up to K4
CO5:	Analyses the different Interview techniques and learn those techniques to enhance its winning possibilities.			Up to K4

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 - Vocational Skills - Employability Attributes.	6	Chalk and talk,PPT, Videos, 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