



St. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(A Christian Minority Institution)

**St. John's College Road, Ammandivilai, Kanyakumari District - 629 204,
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ELECTIVE COURSES – BBA

B.B.A., GENERAL

SYLLABUS

**FROM THE ACADEMIC YEAR
2023 – 2024**



**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012**

SEMESTER I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	Accounting for Management I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	Managerial Economics	Y	-	-		4	3	25	75	100
Part IV	Skill Enhancement course SEC 1-Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course BBA FC 01-Managerial Communication						2	2	25	75	100
	Total						30	23			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper–II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–II	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper–III	Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Core Paper–IV	Accounting for Management - II	Y	-	-	-	5	5	25	75	100
	Elective -II	Business Regulatory Frame Work	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course SEC 2 - Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	Skill Enhancement course SEC 3 Business Etiquette and Corporate Grooming						2	2	25	75	100
	Total						30	23			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE01	Managerial Economics	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
CLO3	To Understand the optimal point of cost analysis and production factors of the firm										
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
CLO5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.							12	CLO1		
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12	CLO2		
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5		
	Total							60			

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
CO4	Identify pricing strategies	PO1, PO2,PO6
CO5	Classify market structures under competitive scenarios.	PO2, PO6, PO8
Reading List		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597	
2	https://www.intelligenteconomist.com/profit-maximization-rule	
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134	
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/	
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	S	M	M	M	S	L	M
CO2	S	L	M	M		S		S
CO3	S	S	M	M	M	S		M
CO4	S	S	M	M		S		M
CO5		S	M	M		S		S

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSC08	BUSINESS REGULATORY FRAME WORK	Elec tive	Y	-	-	-	3	4	25	75	100	
Course Objectives												
CLO1	Explain Indian Contracts Act											
CLO2	Understand Sales of goods act& contract of agency											
CLO3	Understand Indian Companies Act 1956											
CLO4	Understand Consumer Protection Act – RTI											
CLO5	Understand Cyber law											
UNIT	Details							No. of Hours	Learning Objectives			
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1			
II	Sale of goods Act - Contract of Agency							15	CLO2			
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resoultions-Winding up -							15	CLO3			
IV	Consumer Protection Act – RTI							15	CLO4			
V	Brief outline of Cyberlaws – IT Act 2000 & 2008							15	CLO5			
								75				
Course Outcomes	On Completion of the course the students will							Program Outcomes				
CO1	Explain Indian Contracts Act							PO1,PO3,PO6,PO8				
CO2	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8				
CO3	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8				
CO4	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6, PO7,PO8				
CO5	Understand Cyber law							PO1,PO3,PO6,PO7, PO8				

Reading List		
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications	
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand	
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons	
4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni	
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan	
References Books		
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.	
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>	
3	Business Regulatory Framework, Pearson Education India, 2011	
4	Bare Acts- RTI, Consumer Protection Act	
5	Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015	
Web Resources		
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html	
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/	
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	L	S
CO 2	S	M	M	M	S	S	L	S
CO 3	S	M	M	M	S	S	L	S
CO 4	S	M	M	M	S	S	L	S
CO 5	S	M	M	M	S	S	L	S

S-Strong

M-Medium

L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	2	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	13	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.6	3.0	3.0

**MANONMANIAM SUNDARANAR UNIVERSITY,
TIRUNELVELI - 627012.**



VISION OF THE UNIVERSITY

To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

- To conduct research, teaching and out reach programmes to improve conditions of human living
- To create an academic environment that honours women and men of all races, caste, creed, cultures, and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of Off-campus educational and training programs, including the use of information technology to individuals and groups
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development
- To provide quality/ inclusive education, especially for the rural and un-reached segments of economically down-trodden students including women, socially oppressed and differently abled

CHOICE BASED CREDIT SYSTEM

**BACHELOR OF BUSINESS ADMINISTRATION
(With effect from the Academic Year 2022-2023 onwards)**

A bachelor degree programme in Business Administration to provide courses which enable students to pursue professional careers. The Programme aims to prepare the students for positions in management of complex and diversified organizations by providing them with a broad, fundamental and specialized education, thereby enabling them to perform successfully, ethically, and professionally in a rapidly changing, interdependent, competitive business globe.

Departmental Vision:

To help students achieve pinnacle of success and groom them to become successful management professionals and entrepreneurs through imparting continuous learning and attitude development.

Departmental Mission:

To impart quality education in diverse management domain, reinforce business ethics and social values among students, fine tune the students to be dynamic to the changing world and provide the platform to have smooth take-off to the corporate world.

Bachelor of Business Administration is one of the most popular bachelor degree program after class XII. The BBA course is the gateway to numerous job opportunities in a plethora of sectors like Marketing, Education, Finance, Sales, and Government. The 3-year undergraduate course in Business Administration is open to students

	III	15	Core-5	Financial Accounting	4	0	0	4	4	25	75	100
	III	16	Core-6	Organizational Behaviour	4	0	0	4	4	25	75	100
	III	17	Allied-3	Business Law	2	2	0	4	3	25	75	100
	IV	18	Skill based Practical -I	Computer Applications in Business-I	0	0	4	4	2	50	50	100
	V	19	Non-Major Elective-I	Advertising	2	0	0	2	2	25	75	100
		20	Common	Yoga	2	0	0	2	2	50	50	100
	Sub Total							30+2	25			
IV	I	21	Language	Tamil / Other language				6	4	25	75	100
	II	22	Language	Communicative English -IV				6	4	25	75	100
	III	23	Core-7	Cost Accounting	4	0	0	4	4	25	75	100
	III	24	Core-8	Marketing Management	4	0	0	4	4	25	75	100
	III	25	Allied-4	Human Resource Management	2	2	0	4	3	25	75	100
	IV	26	Skill based Practical -II	Computer Applications in Business-II	0	0	4	4	2	50	50	100
	IV	27	Non-Major Elective-II	Consumer behavior	2	0	0	2	2	25	75	100
		28	Common	Computer for Digital Era	2	0	0	2	2	50	50	100
	V	29	Extension Activity	NSS/NCC/YRC/Physical Education	-	-	-	-	1	-	100	100
	Sub Total							30+2	26			
V	III	30	Core-9	Management Accounting	4	0	0	4	4	25	75	100
	III	31	Core-10	Research methodology	4	0	0	4	4	25	75	100
	III	32	Core-11	Production and Operations management	4	0	0	4	4	25	75	100
	III	33	Core-12	Banking and Insurance	4	0	0	4	4	25	75	100
	III	34	Major Elective -I	Retail Management/ Services Marketing	4	0	0	4	4	25	75	100
	IV	35	Major elective-I1 (Practical)	Effective Employability Skills-I	0	0	4	4	2	50	50	100
	IV	36	Skill based Subject Common	Personality Development	2	0	0	2	2	25	75	100
	III	37		Field Study	0	0	4	4	2	50	50	100
	Sub Total				22	0	8	30	26			
VI	III	38	Core-13	Financial management	4	0	0	4	4	25	75	100
	III	39	Core-14	Strategic Management	4	0	0	4	4	25	75	100
	III	40	Core-15	Entrepreneurship Development	4	0	0	4	4	25	75	100
	III	41	Major Elective-III	Training and Development/ Financial Services	4	0	0	4	4	25	75	100
	IV	42	Major elective-IV (Practical)	Effective Employability Skills- II	0	0	4	4	2	50	50	100
	III	43		Major Project	0	0	10	10	5	50	50	100
	Sub Total				16	0	14	10	23			

L-Lecture Hours T-Tutorial Hours P-PracticalHours T- Total hours / week C- Credit
Allocationofquestionsforproblemorienteds subjects:40%theoryand60%problems

3. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.
4. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices, Kalyani Publishers, Chennai.

Web Resources:

1. cbseacademic.nic.in
2. <https://ncfe.org.in>
3. <https://onlinejain.com>
4. <https://egov.uok.edu.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

Course Objectives:

1. To give an overview of the conceptual aspects of retail marketing management.
2. to foster the development of the students critical and creative thinking skills
3. To prepare students for positions in the retail sector or positions in the retail divisions of consulting companies

COURSE OUTCOMES:

CO 1: Clarify the concept and related terms in retailing.

CO 2: Comprehend the ways retailers use marketing tools and techniques to interact with their customers.

CO 3: Understand various formats of retail in the industry.

CO 4: Recognize and understand the operations-oriented policies, methods, and procedures

CO 5: Understand how to create a shopping experience that builds customer

UNIT-I: Introduction

Retailing: - Introduction - scope - Functions of retailing - Retail industry in India - types of Retailing format – Segments of organized retailing in India- Retail as a career.

UNIT-II: Retail planning

Retail planning and location: - Introduction – Strategic retail planning process - Location - Types of locations – Steps – Site selection Analysis.

UNIT-III: Retail store Design and Pricing

Store design, layout and Visual merchandising: Concepts and principles – elements – Visual merchandising and atmospherics – tools used for visual merchandising - pricing.

UNIT-IV: Retail Supply Chain Management

Supply chain management and Retail logistics: - Evolution of supply chain management – Need CPFR – Retail logistics – concepts – Importance of information in supply chain management.

UNIT-V: Retail Promotion

Retail promotion: - Retail store sales promotion - Retail promotion mix strategy – Emerging trends in retailing – Online retailing.

TEXT BOOKS:

1. Michall Levy , Barton.A Weitz, Dhruv Grewal, Retailing management – Mc Graw Hill
2. Gibson G. Vedamani – Retail management – functional principles and Practice, Jaico Publishing House, New Delhi

REFERENCE BOOKS:

1. Swapna Pradhan, Retail Management, McGraw Hill Education
2. Harjit Singh: Retail Management, S. Chand Publication.
3. Chetan Bajaj , Nidhi.V Srinivasa and Rajneesh Tuli, Retail management – Oxford Higher Education
4. S.K. Baral, A Hand Book of Retail management- AITBS Publishers, India

WEB RESOURCES:

1. <https://classcentral.com>
2. <https://www.skillscommons.org>
3. <https://www.benzinga.com>
4. <https://www.mindluster.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L
S – Strong			M – Medium			L- Low				

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.35/Major Elective-1B
SERVICES MARKETING

L	T	P	C
4	0	0	4

Course Objective:

1. To give insights about the foundations of services marketing, customer expectations of services and gaps existing in the service delivery processes and service quality.
2. It emphasises the distinctive aspects of Services Marketing.
3. It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

COURSE OUTCOMES:

- CO 1: Understand the Concept of Services and intangible products
 CO 2: Discuss the relevance of the services Industry to Industry
 CO 3: Examine the characteristics of the services industry and the modus operandi
 CO 4: Analyse the role and relevance of Quality in Services
 CO 5: Visualise the strategies in the Services sector.

UNIT- I: INTRODUCTION

Introduction–Definition–Evolution and growth of services sector–Nature and Scope of Services–Difference between services and tangible products–Unique characteristics of services–Challenges and issues in Services Marketing. (12 hrs)

UNIT –II: STPOF SERVICES MARKETING

Classification of services – Expanded marketing mix –Service marketing – Environment and trends–Assessing Service Market potential-Service market segmentation, targeting and positioning. (12hrs)

UNIT–III: SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle–New service development–Service Blueprinting–GAP model of service quality–Measuring service quality–SERVQUAL–Service Quality function development. (12 hrs)

UNIT-IV:SERVICEDELIVERYANDPROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods– Servicemarketingtriangle– Managingdemand,Managingsupply,managingDemandandSupplyofService– IntegratedServicemarketingcommunication.

(12 hrs)

UNIT-V:SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility InformationtechniqueServices.

(12hrs)

COURSE OUTCOMES:

CO 1: To appreciate the challenges faced by services marketing in comparison with the traditional commercial marketing, e-marketing and non commercial environments •

CO 2:To appreciate the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;

CO 3: Recognise the challenges faced in services delivery as outlined in the services gap model.

TEXT BOOKS:

1. Lovelock, C.H , Service Marketing : Prentice Hall, London
2. Jha S.M, Service Marketing : Himalaya Publishing House, New Delhi.
3. R. Srinivasan , Service Marketing : The Indian Context, third edition, (PHI).

WEB RESOURCES:

1. [https:// www.mooc-list.com](https://www.mooc-list.com)
2. <https://onlinecourses.nptel.ac.in>
3. <https://ebs.online.hw.ac.uk>
4. <https://www.classcentral.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.36/ Major Elective -II
EFFECTIVE EMPLOYABILITY SKILLS- 1
(Practical Subject)

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To identify the knowledge and skills required for obtaining and keeping employment.
2. To emphasize individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills,
3. To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

CO 1: To help students explore their values and career choices through individual skill assessments.

CO 2: To make realistic employment choices and to identify the steps necessary to achieve a goal.

CO 3: To explore and practice basic communication skills

CO 4: To learn skills for discussing and resolving problems on the work site

CO 5: To assess and improve personal grooming

UNIT- 1: ENGLISH

Spotting errors-Fill in the blank Cloze Test-Idioms & Phrases-Synonyms & Antonyms---
Rearranging the Sentence – One word substitution- Phrase substitution- jumbled sentences-
Double blank sentences- Commonly misspelled words - Comprehensions

UNIT-II:TEST OF REASONING –I

Symbols and their relationships- Arithmetical computation – Decision making- verbal and figure classification- Analytical functions -Space visualization- Judgement- Problem Solving- Discrimination

UNIT-III: TEST OF REASONING –II

Assigning Artificial Values to Arithmetical Series -Series Completion Test – Visual memory – Observation – Arithmetical reasoning- Relationship concepts- Differences- Analysis_ Similarities-Analogies

UNIT -IV: QUANTITATIVE APTITUDE I

Number System:Decimals and Fractions- Whole numbers- Relationship between numbers- Ratio & Proportion – HCF & LCM- Simplification – Profit & Loss –Time and Work-

UNIT-V: QUANTITATIVE APTITUDE II

Average ---Simple Interest---Compound Interest– Time and Distance – Permutations & combinations- Probability- Data interpretation – Data sufficiency

Note: Examination Pattern:

- The Effective employability Skills IPaper is 100 marks (**50 Continuous Internal Assessment Marks + 50 End Semester PRACTICAL Examinations marks**).
- For Continuous **Internal Assessment Examination ONE** test is to be conducted with **50 MCOQs**.
- For **End Semester PRACTICAL Examinations**; **Seventy five multiple choice objective type questions** are to be asked. (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions)
- The paper consists of five units. 15 MCOQs are to be asked from each unit.
- The question paper setter is requested to set the questions strictly according to the syllabus.

Text Books:

1. Dr.Lal&Jain,Upkar's Mental Ability Test --- ,UpkarPrakasan Publications Pvt Ltd – Agra.
2. Dr.Lal&A.K.Singh Quicker Reasoning Test--- -UpkarPrakasan Publications Pvt Ltd –Agra. V.P.Mishra-Objective Arithmetic, New light Publishers,Newdelhi.
3. Dr.K.Alex ,Soft Skills

E-RESOURCES:

1. www.bankersadda.com
2. www.gktoday.comwww.jagranjosh.com/bankexams/bank_recruitment-study_material
3. www.affairsccloud.com/studymaterial-pdf-download/

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MSU/2021-22/UG-Colleges/Part-III(B.B.A.)/Semester-V/Ppr.no.37/

FIELD STUDY

L	T	P	C
0	0	2	2

CourseObjectives:

➤ To

undergo

MSU/2021-221/UG-Colleges/Part-III(B.B.A.)/Semester-VI/Ppr.no.41/Major Elective-III A
TRAINING AND DEVELOPMENT

L	T	P	C
4	0	0	4

Course Objectives: To understand the concepts, tools and techniques of management training and development.

COURSE OUTCOMES:

CO1: To develop an understanding of the evolution of training & development from a tactical to a strategic function.

CO2: To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training

CO3: To understand the concept of training audit & training evaluation

CO4: To learn how design a training module and execute it

CO5: To understand the need for and concept of Performance Management

UNIT-I: LEARNING

Concept, principles of learning, methods of learning, importance of teaching techniques, instructional technology, instructor behaviour, attention versus involvement.

UNIT-II: TRAINING

Training: Concept, Importance & Objectives of Training, Process and Significance of Training, Identification of Training Needs, Evaluation of Training Effectiveness.

UNIT-III: METHODS OF TRAINING

On the job training, Off the job training, choosing optimum method, the lecture, field trips, panel discussion, behavior modeling, interactive demonstrations, brain storming, case studies, action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis.

UNIT-

IV: DESIGNING AND CONDUCTING TRAINING AND DEVELOPMENT PROGRAMMES

Concept - process of designing and conducting Training and development. Designing A Training Unit (Cross Cultural, Leadership, Training the Trainer, Change), Budgeting of Training.

UNIT-V: EVALUATION OF TRAINING AND DEVELOPMENT PROGRAMME

Concept-Definition of Training Evaluation-Types of Evaluation-Evaluation design issues, Induction versus Orientation – Evaluating Training and development-objectives, process, purpose, Effectiveness of training.

TEXT BOOKS:

1. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi.
2. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
3. Buckley, R., & Caple, J The theory and practice of Training (5th ed.) London and Sterling,

WEB RESOURCES:

1. <https://inflibnet.ac.in>
2. <https://onlinecourses.nptel.ac.in>
3. <https://nsdcindia.org>
4. <https://managementhelp.org>

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CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

L	T	P	C
4	0	0	4

Course Objectives:

1. To familiarize the students with the financial services industry as the growing phenomenon of Liberalization, Privatizations and Globalizations.
2. To impart knowledge about Indian financial system and Indian financial market and its assets.
3. To develop knowledge about new and innovative financial services introduced in recent years.

COURSE OUTCOMES:

CO 1: Understand the functioning of the financial system & Financial services

CO 2 Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing

CO 3: Utilise factoring, forfaiting and leasing services for their enterprises.

CO 4:. Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.

CO 5: Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.

UNIT-1:INTRODUCTION

FinancialServices–meaning and types–Fund based financial services and fee based financial services–Introduction to Merchant Banking Services in India–Role and functions of Merchant Bankers.

UNIT–II:VENTURE CAPITAL AND MUTUAL FUNDS

Features and types of Venture Capital – Various stages of Venture Capital €Financing - Venture Capital Exit Strategies – Venture capital firms in India – Mutual Funds – Types-structure- NAV- Mutual funds in India

UNIT–III:LEASING AND FACTORING

Leasing essentials - Operating and Financial Lease – Advantages and Limitations of Leasing – Leasing Vs hire purchase -Factoring – Parties involved and process of factoring-Functions of a Factor -Different forms of factoring services - Factoring Vs Bills discounting – Forfaiting-Mechanism of Forfaiting – Factoring VS Forfaiting.

UNIT-IV:CREDIT RATING

Meaning, types of credit Rating and Need for credit rating- Factors affecting credit Rating-Advantages and Limitations of credit rating- Rating Process and methodology - Credit Rating Agencies in India.

UNIT- V: MERGERSANDACQUISITIONS

Expansion of business firms- Internal and External expansion. Forms of combinations merger, acquisition and takeover-Reasons for merger -Types of merger-Merger VS Take over -Types of Takeover –Defense strategy against hostile takeover Mergers in India – Recent trends in financial services – Shadow banking-Angel funds- hedge funds.

TextBooks:

1. Bhole, L.M., Financial Institutions and Markets: Structure, Growth and Innovations Tata Mc-Grow Hill. New Delhi:
2. Khan, M.Y., Financial Services – Tata McGraw Hill New Delhi.
3. Gurusamy.S., Merchant Banking and Financial Services, McGraw Hill Educations India
4. VA Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai

WEB RESOURCES:

1. <https://www.glbimr.org>
2. <https://due.com>
3. <https://www.cipfa.org>
4. <https://corporatefinanceinstitute.com>

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EFFECTIVE EMPLOYABILITY SKILLS- II

L	T	P	C
0	0	4	2

COURSE OBJECTIVES:

1. To identify the knowledge and skills required for obtaining and keeping employment.
2. To emphasize individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills,
3. To impart the knowledge and skills for enhancing the career opportunities.

COURSE OUTCOMES

CO 1: To help students explore their values and career choices through individual skill assessments

CO 2: To make realistic employment choices and to identify the steps necessary to achieve a goal

CO 3: To explore and practice basic communication skills

CO 4: To learn skills for discussing and resolving problems on the work site

CO 5: To assess and improve personal grooming

UNIT -I: GENERAL AWARENESS- I

India and its neighboring countries especially pertaining to History, culture, geographic, economic Scene, General Policy & Scientific Research- Government schemes and policies – Banking and Insurance awareness – Financial awareness

UNIT-II: GENERAL AWARENESS- II

Current affairs — Books and Authors – Sports - Important days in a year – Abbreviations- Portfolio – People in news

UNIT-III: Numerical ability -III

UNIT – IV:COMPUTER PROFICIENCY TEST -II

Computer Fundamentals – Computer Hardware- Computer software- Memory- Key board shortcuts- Computer Abbreviations- Microsoft Office – Networking –Internet.

UNIT -V: INTERVIEW SKILLS

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations.

Note: Examination Pattern:

- The Effective employability Skills II Paper is 100 marks (25 Continuous Internal Assessment Marks + 75 End Semester External University Examinations marks).
- For Continuous Internal Assessment Examinations: three tests are to be conducted with 25 MCOQs. The best two test marks are considered for awarding internal marks.
- For External University Examinations, Seventy five multiple choice questions are to be asked. (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions)
- The paper consists of five units. 15 MCOQs are to be asked from each unit.
- The question paper setter is requested to set the questions strictly according to the syllabus.

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CO4	S	M	L	L	M	S	S	L	M	L
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St. JOHN'S COLLEGE OF ARTS & SCIENCE

(Accredited with B++ by NAAC & Approved by UGC under section 2(f) & 12(B) status)
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
(A Christian Minority Institution)

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Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge and belief.

Dr. V.Y. DASAPPAN M.A., M.Phil., Ph.D.
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KANYAKUMARI DISTRICT