



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)

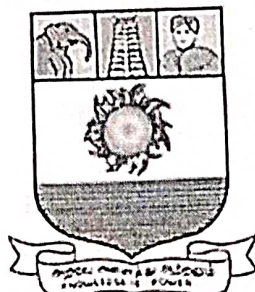
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DEPARTMENT OF BBA - ELECTIVE PAPERS

**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

from all the three streams of education namely Commerce, Arts and Science. The BBA course offers knowledge and training in management and leadership skills to prepare them for managerial roles and entrepreneurship. During the tenure of the course, candidates learn various aspects of business administration and management through class room lectures, Games, Seminars and practical projects. The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills in a way that enables them assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations. Graduates of the program may also choose to start their own entrepreneurial business ventures

ELIGIBILITY FOR Any candidate who has passed the Plus Two of the Higher Secondary Board of Tamilnadu or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Tamilnadu.

DURATION OF THE COURSE The duration of the course shall be three academic years comprising six semesters into with two semesters for each academic year. There shall be at least 90 working days in a semester and a minimum 450 hours of instructions in a semester.

REGISTRATION Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

**Revised Programme Structure
(With effect from September 2022)**

Sem (1)	Part I/ II/III/IV (2)	Subject number (3)	Subject Status(4)	Subject Title (5)	L	T	P	T	C	Maximum Marks		
										Internal	External	Total
I	I	1	Language	Tamil/other language				6	4	25	75	100
	II	2	Language	Communicative English -I				6	4	25	75	100
	III	3	Core-1	Professional English for Commerce and Management-I	3	0	2	5	4	25	75	100
	III	4	Core-2	Principles of Management	3	2	0	5	4	25	75	100
	III	5	Allied -1	Business Statistics	2	2	2	6	3	25	75	100
	IV	6	Common	Environmental Studies	2	0	0	2	2	25	75	100
	Sub Total							30	21			
II	I	7	Language	Tamil / Other language				6	4	25	75	100
	II	8	Language	Communicative English -II				6	4	25	75	100
	III	9	Core-3	Professional English for Commerce and Management-II	3	0	2	5	4	25	75	100
	III	10	Core-4	Managerial Economics	3	2	0	5	4	25	75	100
	III	11	Allied-2	Business Mathematics	2	2	2	6	3	25	75	100
	IV	12	Common	Value Based Education / Mana VazharKalai	2	0	0	2	2	25	75	100
	Sub Total							30	21			
III	I	13	Language	Tamil / Other language				6	4	25	75	100
	II	14	Language	Communicative English -III				6	4	25	75	100

	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-II (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
Allocationofquestionsforproblemorientedsubjects:40%theoryand60%problems

Sem (1)	Part I / II/III/IV/ V/V (2)	Subject Number (3)	Subject Status (4)	Subject Title (5)	L	T	P	C	Maximum marks		
									Internal	External	Total
III	III	13	Core 5	Financial Accounting	3	1	1	4	25	75	100
	III	14	Core 6	Organizational Behaviour	3	1	0	4	25	75	100
	III	15	Core 7	Business Mathematics	3	0	2	4	25	75	100
	III	16	Core 8	International Business Management	3	1	0	4	25	75	100
	III	17	Allied 3	Business Law	3	1	0	3	25	75	100
	III	18	Skill Base Core-1	Computer applications in Business (Practical Subject)	1	0	3	3	50	50	100
	IV	19	Non Major Elective -I	Essentials of Management	2	0	0	2	25	75	100
	IV	20	Common	Yoga	1	0	1	2	50	50	100
				Sub Total	19	3	8	26			
IV	III	21	Core 9	Cost and Management Accounting	3	0	2	4	25	75	100
	III	22	Core 10	Marketing Management	3	1	0	4	25	75	100
	III	23	Core 11	Human Resource Management	3	1	0	4	25	75	100
	III	24	Core 12	Production and Operations Management	4	1	0	4	25	75	100
	III	25	Allied 4	Research Methodology	3	1	0	3	25	75	100
	IV	26	Skill Based Core-2	Effective Employability Skills (Practical Subject)	1	1	2	3	50	50	100
	IV	27	Non Major Elective -II	Entrepreneurship	2	0	0	2	25	75	100
		28	Common	Computer for Digital Era	1		1	2	50	50	100
	V		Extension Activity	NSS/NCC/PHYSICAL EDUCATION/ YRC							
				Sub Total	20	6	4	25			

V	III	29	Core 13	Financial Management	3	1	1	4	25	75	100
	III	30	Core 14	Entrepreneurship Development	4	1	0	4	25	75	100
	III	31	Core 15	Management Information System	3	1	0	4	25	75	100
	III	32	Core 16	Introduction to Business Analytics	2	1	1	4	25	75	100
	III	33	Major Elective I (CHOOSE ANY ONE)	Retail Management Or Financial Services Or Training and Development (CHOOSE ANY ONE)	3	1	0	4	25	75	100
	III	34	Skill Based Subject Common	Personality Development	2	0	0	2	25	75	100
	III	35		Mini Project	0	2	4	3	50	50	100
				Sub Total	18	7	5	25			
VI	III	36	Core 17	Strategic Management	4	1	0	4	25	75	100
	III	37	Core 18	Digital Business Management	4	1	0	4	25	75	100
	III	38	Core 19	Total Quality Management	3	1	0	4	25	75	100
	III	39	Major Elective II (CHOOSE ANY ONE)	Services Marketing Or Investment Management Or Performance Management (CHOOSE ANY ONE)	3	1	0	4	25	75	100
	III	40		Major Project	0	3	9	6	50	50	100
				Sub Total	16	5	9	22			

L-Lecture T-Tutorial P- Practicals C-Credit

Allocation of questions For problem oriented subjects : 40% theory and 60% problems

Distribution of marks between External and Internal Assessment is For Theory 75 : 25
& For Practical 50 : 50

Total Hours: 180 Total Credits: 140 (Excluding YOGA, COMPUTER FOR DIGITAL ERA AND EXTENSION ACTIVITY) Core Subjects: 19 Non-Major Elective: 02 Skill Based Core: 02 Skill Based Subject (Common): 01 Major Elective: 02 Allied: 04

RETAIL MANAGEMENT

L	T	P	C
3	1	0	4

Course Objectives: To give an overview of the conceptual aspects of retail marketing management.

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 (12hrs)

UNIT- II: Retail planning

Retail planning and location: - Introduction – Strategic retail planning process- Location- Types of locations- Steps- Site selection Analysis (12hrs)

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. (12hrs)

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. (12hrs)

UNIT- V: Retail Promotion

Retail promotion: - Retail store sales promotion - Retail promotion mix strategy – Emerging trends in retailing - Online retailing. (12hrs)

Reference Books:

- 1 Retail management- Barmen, Barry and Joel Evans
- 2 Retail management –SwapnaPradhan
- 3 Retail management- Chetan Bajaj
- 4 Integrated Retail Management - James.R.Ogden and Denis .T .Ogden
- 5 Retail Management- Suja Nair

L	T	P	C
3	1	0	4

Course Objective: To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

UNIT- I: INTRODUCTION

Introduction– Definition – Evolution and growth of service 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: STP OF SERVICES MARKETING

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

UNIT –III: SERVICE DESIGN AND DEVELOPMENT

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

UNIT- IV: SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication. (12 hrs)

UNIT- V: SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services. (12 hrs)

Reference Books:

1. Services Marketing: People, Technology, strategy. - Christopher H. Lovelock and JochenWirtz
2. Services Marketing- .John.E.G.Bateson, K.Douglas Hoffman
3. Services Marketing Operation Management and Strategy - Kenneth E Clow
4. Services Marketing - Valarie Zeithaml
5. Services Management and Marketing a CRM in Service Competition - Christian Gronroos



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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. M. EDWIN GNANADHAS
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