

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
(Reaccredited with "A" Grade by NAAC)
Thanjavur – 613 005

**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF) SYLLABUS – 2022
WITH CHOICE-BASED CREDIT SYSTEM (CBCS)**

DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2022

Date: 18.08.2022

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

CHOICE BASED CREDIT SYSTEM (CBCS) UNDER GRADUATE COURSES

Rajah Serfoji govt College (Autonomous), strives to maintain and uphold the academic excellence. Students experience or enjoy their choice of courses and credits for their horizontal mobility. The existing curricular structure as specified by TANSCHE and other higher educational institutions facilitate the credit-transfer across the disciplines, a uniqueness of the Choice-Based Credit System (**CBCS**).

In the CBCS weightage to a course is given in relation to the hours assigned for the course. The credits and hours of each course of a programme is given in the table of Programme Pattern. However, there could be some flexibility because of practical, field visits, tutorials, and nature of project work. For UG courses, a student must earn a minimum of 140 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

Outcome-Based Education is an educational theory that bases each part of an educational system around goals. By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead, classes, opportunities and assessments should all help the students achieve the specific outcomes

Outcome Based Education depends on Outcomes and not Inputs. The outcomes in OBE are expected to be measurable. The ultimate goal is to ensure that there is a correlation between education and employability.

OBE is a student-centric teaching and learning methodology in which the course delivery, assessment is planned to achieve, stated objectives and outcomes. It focuses on measuring student performance i.e., outcomes at different levels.

Some important aspects of the Outcome Based Education

1. **Course:** is defined as a theory, practical or theory cum practical subject studied in a semester.
2. **Course Outcomes (COs):** are statements that describe significant and essential learning that learners have achieved and can reliably demonstrate at the end of a course. Generally, three or more course outcomes may be specified for each course based on its weightage.

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3. **Programme:** is defined as the specialization or discipline of a degree.
4. **Programme Outcomes (POs):** Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.
5. **Programme Specific Outcomes (PSOs):** PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.
6. **Programme Educational Objectives (PEOs):** The PEOs of a programme are the statements that describe the expected achievement of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after Graduation.
7. **Core Courses (CC):** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the concerned academic program.
8. **Discipline Specific Elective Courses (DSE):** Elective course may be offered by the main discipline of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen.
9. **Generic Elective Courses:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective. Generic Elective courses are designed for the students of other disciplines. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.
10. **Skill Enhancement Elective Courses (SECs):** These courses focus on developing skills or proficiencies in the student and aim at providing hands-on training. These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

11. **Self-paced Learning Courses:** It is a course for two credits. It is offered to promote the habit of independent/self-learning of Students. Since it is a two-credit course, syllabus is framed to complete within 45 hours.
12. **Field Study/Industrial Visit/Case Study:** It has to be completed during the fifth semester of the degree programme.
13. **Internship:** Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester.
14. **Extra Credit Online Courses:** In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL and etc.

PROGRAMME PATTERN

The Under-Graduate degree programme consists of FIVE vital components. They are as follows:

- Part -I: Tamil
- Part-II : English
- Part-III: Core Course (Theory, Practical, Discipline Specific Electives, Allied courses, Project, Internship, and field visit /industrial visit/Case Study)
- Part-IV: Value Education, Ability Enhancement Courses, Skill Enhancement Courses/ Soft Skills, Generic Electives, Self-Paced Courses, etc.
- Part-V: Outreach Programme NCC, NSS, YRC, RRC, BDC, CCC.

The Post Graduate degree programme consists of Part-III : Core Course only (Theory, Practicals, Discipline Specific Electives, Allied courses, Project Work, Self-paced courses, Internship, and field visit /industrial visit/Case Study)

COURSE CODING

The following system is adopted for coding the various courses in the different Programmes. The Course Code for UG Course is set as follows:

A (SEMESTER NUMBER) (PRG/COURSE IDENTIFIER) (NUMBER OF THE COURSE).

Semester number ranges from 1 to 6 for UG and 1 to 4 for PG, programme identifier and course identifier are followed as found below:

PROGRAMME IDENTIFIER	
TL	B.Lit. Tamil Literature
EL	B.A. English
BC	B.Sc. Bio-Chemistry
BT	B.Sc. Bio-Technology
CH	B.Sc. Chemistry
CS	B.Sc. Computer Science
M	B.Sc. Mathematics
PH	B.Sc. Physics
ST	B.Sc. Statistics
Z	B.Sc. Zoology
BA	BBA Business Administration
CO	B.Com. Commerce
EC	B.A. Economics
PTL	M.A. Tamil Literature
PEL	M.A. English
PBC	M.Sc. Bio-Chemistry
PCH	M.Sc. Chemistry
PCS	M.Sc. Computer Science
PM	M.Sc. Mathematics
PH	M.Sc. Physics
PST	M.Sc. Statistics
PZ	M.Sc. Zoology
PEC	M.Sc. Economics
PCO	M.Com. Commerce
COURSE IDENTIFIER	
T	Tamil
E	English
CC	Core Course
SB	Skill Enhancement Elective Course
VE	Value Education
GS	Gender Studies
ES	Environmental Studies
SSD	Skill Enhancement Compulsory Course
PW	Project Work
EL	Discipline Specific Elective Course
ELO	Generic Elective
A	Allied Course

RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES/ PROGRAMME SPECIFIC OUTCOMES

The Programme Outcomes (POs)/Programme Specific Outcomes (PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment is done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs for UG programme, and five POs for PG programs framed by the Heads of the concerned Programme collectively. PSOs are framed by the departments, and they are five in number. For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	$\geq 40\% \text{ and } < 70\%$	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs = Sum of values / Total No. of POs& PSOs

Mean Overall Score = Sum of Mean Scores / Total No. of COs

Result for Mean Overall Score:

- If < 1.2 , it is of low relationship
- If ≥ 1.2 and < 2.2 , it is of medium relationship
- If ≥ 2.2 , it is of high relationship

If the relationship is found low, the course-in-charge has to redesign the Particular course content so as to achieve High level.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/ Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way
4	K4	Analysis/Analyzing	The learner distinguishes among different parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

CONTINUOUS INTERNAL ASSESSMENT

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment by the course teacher concerned as well as by an end semester examination and will be consolidated at the end of the course.

The Components for Continuous Internal Assessment for UG / PG Programme:

Internal Tests (Minimum Two Tests, first one for Two units (2 hours-to be converted to 4 marks) and the second for all the five units (3 hours-to be converted to 6 marks)	10 Marks
Assignment Activity* (Minimum Two Assignment Components, as appropriate to the Course Objective)	5 Marks
Seminar/ other Activity * (Minimum Two Seminar/other Components, as appropriate to the Course Objective)	5 Marks
Attendance	5 Marks

*Assignment Activity includes 1. Problem-solving assignments. 2. Practical assignment 3. Laboratory reports. 4. Observation of practical skills. 5. Individual project reports 6. Team project reports; 7. Paragraph/essay writing, 8. Writing composition, 9. Field visit Report, 10. Publication in peer-reviewed journals	**Seminar/ other Activity includes 1. Oral seminar presentations, 2. Viva-voce interviews. 3. Listening comprehension, 4. Reading comprehension, 5. Open-book tests; 6. Group discussion, 7. Library referencing, 8. Paper Presentations 9. Computerized online test; 10. Quiz (descriptive / objective),
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Question paper pattern and Distribution of marks for Mid the Semester Test

From academic year 2022-23 onwards, unless otherwise specifically mentioned by the Board of studies differently, Mid-Semester Tests for Part-I, Part-II, and Part-III Courses of UG, PG, and M.Phil. Programs is followed as under:

Part-A	5×2	= 10 Marks
Part-B	4×5 (Open choice- 3 out of 5 Questions)	= 20 Marks
Part-C	2×10 (Open choice- 3 out of 5 Questions)	= 20 Marks
TOTAL		= 50 Marks

For Part-IV Courses, (Except self-study Extra Credit Course), from 2022-23 onwards, the Question paper pattern is followed as under:

Part-A	4×5	= 20 Marks
Part-B	3×10 (Open choice- 3 out of 5 Questions)	= 30 Marks
TOTAL		= 50 Marks

Question paper pattern and Distribution of marks for Model Test and Semester:

From academic year 2022-23 onwards, unless otherwise specifically mentioned by the Board of studies differently, Model Tests and Semester Examinations for Part-I, Part-II, and Part-III Courses of UG, PG, and M.Phil., Programs.

Part-A	10×2 (Two questions from each unit)	= 20 Marks
Part-B	5×5 (Internal Choice- Either or Type Questions)	= 25 Marks
Part-C	3×10 (Open choice- 3 out of 5 Questions)	= 30 Marks
TOTAL		= 75 Marks

For Lab Experiment papers - 100 Marks (CIA-40 Marks Evaluation -60 Marks)

For Part-IV Courses, (Except self-study Extra Credit Course), from 2022-23 onwards, the Question paper pattern is followed as under:

Part-A	5×6 (Two questions from each unit, Internal Choice- Either or Type Questions)	= 30 Marks
Part-B	3×15 (Open choice- 3 out of 5 Questions)	= 45 Marks
TOTAL		= 75 Marks

For Part-IV Extra Credit self-study Courses, there are no CIA Components, and the semester examination paper will be for 100 Marks. Depending on the nature of the Course it may have any of the following question paper patterns:

1. Pattern-1: Essay Type alone with 5 Questions one from each unit with internal choice ($5 \times 20 = 100$ marks)
2. Pattern-2: Descriptive pattern

Part-A	(5 Questions out of 8)	$5 \times 8 = 40$ Marks
Part-B	(5 Questions out of 8)	$5 \times 12 = 60$ Marks
Total	$=100$ Marks (or)	

3. Pattern-3: Multiple Choice with objective type $100 \times 1 = 100$ Marks (or)
4. Pattern-4: Lab Oriented Courses Lab Experiment -100 Marks (Record-20 Marks + Evaluation -80 Marks).

Passing Minimum

1. In UG courses, the passing minimum for CIA & Semester Examination shall be 40%. For all theory courses of all the programs ratio between CIA and End Semester Examination will be 25:75 and 40:60 for all Practical Courses.
2. In PG and M.Phil., Programmes also, the passing minimum for CIA & Semester Examination shall be 50%. Passing minimum for PG / M.Phil. Project work also will be 50% -each for evaluation and Viva-Voce.

Passing Minimum for the UG/PG/M.Phil. Programmes

Nature of the Course	CIA	ESE	Aggregate
FOR UG PROGRAMMES			
Theory	40% of 25 Marks (i.e., 10 Marks)	40% of 75 Marks (i.e., 30 Marks)	40% of 100 Marks (i.e., 40 Marks)
Practical	40% of 40 Marks (i.e., 16 Marks)	40% of 60 Marks (i.e., 24 Marks)	40% of 100 Marks (i.e., 40 Marks)
FOR PG/ M.PHIL. PROGRAMMES			
Theory	50% of 25 Marks (i.e., 12 Marks)	50% of 75 Marks (i.e., 38 Marks)	50% of 100 Marks (i.e., 50 Marks)
Practical	50% of 40 Marks (i.e., 20 Marks)	50% of 60 Marks (i.e., 30 Marks)	50% of 100 Marks (i.e., 50 Marks)

WEIGHTAGE of K*- LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS →	Lower Order Thinking			Higher Order Thinking			Total %
	K1	K2	K3	K4	K5	K6	
Proportion of Marks in %	27	33		40			100

BLUE PRINT OF QUESTION PAPER		FOR SEMESTER EXAMINATION						
DURATION: 3.00 Hours		Max Mark : 75						
K- LEVELS		K1	K2	K3	K4	K5	K6	Total Marks
SECTIONS								
SECTION-A (One Mark, No choice) (10x2 =20)	10Q							20
SECTION- B (5- Marks) (Either/or type) (5x5=25)		5Q	5Q					25
SECTION-D (10 Marks) (3 out of 5)(3x10=30) Courses having only K4 levels				10Q				
Courses having K4 and K5 levels One K5 level question is compulsory					6Q	4Q		30
(Courses having all the 6 cognitive levels One K5 and K6 level questions can be compulsory					5Q	3Q	2Q	
Total								75

Grading System

The total marks will be calculated by adding both CIA and end-semester examinations for each of the courses. The total marks thus obtained will then be graded. From the second semester onwards the total performance within a semester and the continuous performance starting from the first semester are indicated by Semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA), respectively. These two are calculated by the following formulae:

$$\text{Grade Point Average (GPA)} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

$$\text{WAM (Weighted) Average Marks} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

Where

- C_i is the Credit earned for the Course i;
- G_i is the Grade Point obtained by the student for the Course i.
- M is the Marks obtained for the course i and
- n is the number of Courses passed in that semester.
- CGPA is Average GPA of all the Courses starting from the first semester to the current semester.

The GPA and the CGPA shall be calculated separately for the following three parts:

- Part I: LCs
- Part II: ELCs and
- Part III: CCs, DSECs, and Allied.

When a student completes his / her UG/ PG programmes after the fixed duration of the course, the maximum Division will be only First Class with the respective grade. They cannot be considered for award of Distinction/ Outstanding categories. Once the marks of the CIA and semester examinations for each course are available, they will be added. The marks thus obtained will then be graded. From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated by Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA).

Classification of Final Results

For each of the three parts, there shall be separate classification on the basis of the CGPA. For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/ Excellent/ Very Good/ Good/ Above Average/ Average, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided he / she has secured the prescribed passing minimum in the LCs and the ELCs.

Grade in Part IV and Part V shall be shown separately, and it shall not be taken into account for classification.

Grading of the Courses (UG)

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below	7	B+
50 and above but below	6	B
40 and above but below	5	C
Below 40	N.A.	R.A.

Final Result (UG)

CGPA	Corresponding Grade	Classification of Final Results
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
4.00 to 4.99	C	Average
Below 4.00	R.A.	Re-Appearance

Grading of the Courses (PG)

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below	7	B+
50 and above but below	6	B
Below 50	N.A.	R.A.

Final Result (PG)

CGPA	Corresponding Grade	Classification of Final Results
9.00 and above	O	Outstanding
8.00 to 8.99	A+	Excellent
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
Below 5.00	R.A.	Re- Appearance

CREDIT STRUCTURE FOR UNDER GRADUATE PROGRAMMES

The following is the credit structure for B.B.A., Programme W.E.F. 2022-23

Part	Course	No. of Papers	Credit	Total Credit
Part I	Tamil	4	3	12
Part II	English	4	3	12
Part III	Core	6	4	24
		7	5	35
	Elective	3	(5+4+4=13)	13
	Allied	6	4	24
Part IV	Generic elective	2	2	4
	Extra credit course*	2	2	(4)
	ES, VE	2	2	4
	Skill Based	3	2	6
	SSD	1	2	2
	GS	1	2	2
Part V	Extra Activities	1	2	2
TOTAL		39		140

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DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2022

Date: 18.08.2022

AGENDA

The meeting of the Board of Studies in Business Administration, for the Academic Year 2022-2023, will be held on 18th August 2022 at 10:00 AM at Department of Business Administration, Rajah Serfoji Government College, Thanjavur – 613 005.

The following agenda will be discussed in the meeting:

- 1) To discuss and propose the new curriculum for B.B.A., and Syllabi for B.B.A., 1st Year and M.Phil., Programmes applicable for the students admitted from 2022-2023 onwards.
- 2) To discuss and approve the Program Specific Outcomes and Course Outcomes
- 3) To discuss and approve the Industrial visit as the part of the Curriculum for the Final Year B.B.A., Students.
- 4) To discuss and approve the feedback form on Curriculum from stakeholders
- 5) Any other academic affairs.

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DEPARTMENT OF BUSINESS ADMINISTRATION

BOARD OF STUDIES 2020 HELD ON 18.08.2022

MINUTES

The meeting of the Board of Studies in Business Administration, for the Academic Year 2022-2023, was held on 18th January 2022 at 10:00 AM at Department of Business Administration, Rajah Serfoji Government College, Thanjavur – 613 005.

The following members attended the meeting:

1	Dr.V.SURESH KUMAR, Head of the Department Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur - 5	Chairman
2	Dr.M.BABU, Associate Professor, Bharathidasan School of Management, Bharathidasan University, Trichy – 620 024	University Nominee and Subject Expert
3	Dr. S. CHRISTINA SHEELA Associate Professor of Management Studies Gnanam School of Business (Affiliated to Anna University), Sengi Patti – 613402, Thanjavur	Subject Expert
4	Dr.V.SURESH KUMAR, Associate Professor PG and Research Department of Management, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, Coimbatore.	Subject Expert
5	Dr.S.VENKATESAN, Chief Executive Officer Adaikalamatha Group of Institutions, Vallam, Arun Nagar, Thanjavur – 613 403	Industrialist
6	Dr.A.MANONMANI, Asst. Professor, PG Department of Management and Research Adaikalamatha College, Vallam, Arun Nagar, Thanjavur – 613 403	Alumni Member

7	Dr.S.SASI KUMAR, Asst. Professor, Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur - 5	Member
8	Dr.K.KARUNAKARAN, Asst. Professor, (Deputation from Annamalai University) Rajah Serfoji Govt. College (Autonomous), Thanjavur – 613 005	Member
9	Dr.S.BALAJI Asst. Professor, (Deputation from Annamalai University) Rajah Serfoji Govt. College (Autonomous), Thanjavur – 613 005	Member

Dr.V.SURESH KUMAR, Chairperson, Board of Studies and Head, Department of Business Administration, Rajah Serfoji Government College, called the meeting to order and the following business was transacted.

- 1) Detailed discussions were held on the proposed Curriculum for B.B.A., and M.Phil., (Management) and Syllabi for B.B.A., 1st Year and M.Phil., (Management), if accepted.

RESOLUTION: Unanimously resolved to give approval for the new Curriculum for B.B.A., and M.Phil., (Management) and syllabi for B.B.A., 1st Year and M.Phil., Programmes.

- 2) Discussions were made on the proposed Program Specific Outcomes (PSO) and Course Outcomes (PO).

RESOLUTION: Unanimously resolved to give approval for the Program Specific Outcomes and Course Outcomes prepared and presented by the Chairperson.

- 3) Detailed discussions were held on the PO Matrix along with cognitive level specifications proposed by the chairperson.

RESOLUTION: Unanimously resolved to give approval to PO Matrix along with cognitive level specifications proposed.

- 4) Discussions for the revision of the course outline of B.B.A. Programme incorporating the Extra Credit Courses for Advanced Learners. The extra credit

courses will be implemented in the Academic year 2022-23, like previous Academic Years. These courses are introduced to improve the knowledge base of the students in their own Discipline. These are self-study courses and are optional. For UG, two Courses with extra credit will be included. There should be no standing arrears for opting Extra Credit Courses and similarly, Students are not permitted to write the course as arrear, if he / she fails in the courses with extra credit. In the 5th & 6th semesters of the UG Programmes, these extra credit courses are to be offered. One of the Discipline Specific Major electives of the particular semester (5th & 6th semesters of the UG), which are not opted by the candidate for the regular Study may be taken by them as extra credit course. Each Extra Credit Course will carry 4 credits each.

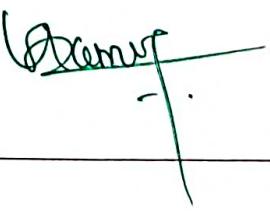
RESOLUTION: Unanimously resolved to give Extra Credit Courses for Advanced Learners which will be implemented from the present academic year also. As it is a Part-IV self-study course there will not be any internal assessment and external marks alone will be awarded. External assessment may be based on the MCQ type from the next academic year onwards. Though the already approved Major Elective Course is taken as an Extra Credit Course choice, it is suggested to float two specific Extra Credit Courses from the next Academic Year onwards.

- 5) Detailed discussions were held on the Industrial visit as the part of the Curriculum for the Final Year B.B.A., Students.

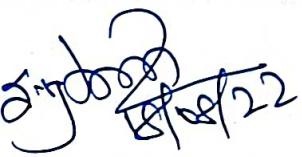
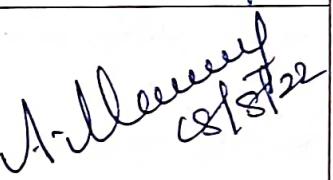
RESOLUTION: Unanimously resolved to give approval to Industrial visit as the part of the Curriculum for the Final Year B.B.A., Students.

The presentations of the proposals are enclosed.

1. Brief
2. Title of courses proposed for B.B.A., (Annexure -1)
3. Syllabus for 1st Year B.B.A., (Annexure -2)
4. Title of courses proposed for M.Phil., (Annexure -3)
5. Syllabus for M.Phil., (Annexure -4)

1	Dr.V.SURESH KUMAR, Head of the Department Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur - 5	
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MEMBERS OF THE BOARD

2	Dr.M.BABU, Associate Professor, Bharathidasan School of Management, Bharathidasan University, Trichy – 620 024	 18.8.22
3	Dr. S. CHRISTINA SHEELA Associate Professor of Management Studies Gnanam School of Business (Affiliated to Anna University), Sengi Patti – 613402, Thanjavur	 18.8.22
4	Dr.V.SURESH KUMAR, Associate Professor PG and Research Department of Management, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001, Coimbatore.	 V.Suresh Kumar 18.8.22
5	Dr.S.VENKATESAN, Chief Executive Officer Adaikalamatha Group of Institutions, Vallam, Arun Nagar, Thanjavur – 613 403	 S. Venkatesan 18.8.22
6	Dr.A.MANONMANI, Asst. Professor, PG Department of Management and Research Adaikalamatha College, Vallam, Arun Nagar, Thanjavur – 613 403.	 A. Manonmani 18.8.22
7	Dr.S.SASI KUMAR, Asst. Professor, Department of Business Administration, Rajah Serfoji Government College (Autonomous), Thanjavur – 5	 S. Sasi Kumar 18.8.22
8	Dr.K.KARUNAKARAN, Asst. Professor, (Deputation from Annamalai University) Rajah Serfoji Govt. College (Autonomous), Thanjavur – 613 005	 K. Karunakaran 18.8.22
9	Dr.S.BALAJI Asst. Professor, (Deputation from Annamalai University) Rajah Serfoji Govt. College (Autonomous), Thanjavur – 613 005	 S. Balaji 18.8.22

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005.

Course: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

VISION

"To be a world leader in business education, research and engagement, helping to create a better knowledge society."

MISSION

1. *To emphasize on highest quality education with a strong foundation of management concepts for students to excel and enhance their skills.*
2. *To develop a strong bond with industry for project-based learning, internships, and placements.*
3. *To create academic excellence, international exposure to students to make them globally competitive managers.*
4. *To stimulate innovative learning processes for disseminating knowledge by utilizing state-of-the-art facilities.*

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

Objective of BBA program at Rajah Serfoji Govt. College (Autonomous) is to equip students with the ability to integrate the knowledge from various disciplines, develop logical & critical thinking wherein they can recognize and solve problems, weigh & understand ethical issues and communicate effectively. Within this broad framework following program educational objectives are stated:

1. *To develop students professionally to handle business issues.*
2. *To develop students to be a better team worker.*
3. *To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.*
4. *To develop socially, ethically responsible business leaders.*
5. *To sharpen soft and hard skills among the students.*
6. *To promote entrepreneurial skills among students.*

PROGRAMME OUTCOMES (POs)

Upon completion of the BBA Degree Programme, students will be able to

- Use analytical and reflective thinking techniques to identify and analyze business problems, develop viable solutions, and make effective decisions.
- Apply appropriate quantitative and qualitative techniques in solving business problems.
- Demonstrate competency in the underlying concepts, theory and tools taught in the core curriculum.
- Identify and analyze relevant factors that influence decision-making in business.
- Develop viable alternatives and make effective decisions in an international business context.
- Effectively address important international and multicultural issues that impact business.

Upon completion of the M.Phil., in Business Administration Degree Programme the graduates will be able to

1. Become efficient teachers
2. Quality research in the field of their choice
3. Acquaint with recent trends in management

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005.

Course: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME SPECIFIC OUTCOMES (PSOs):

Upon completion of the B.B.A., Degree Programmes, Students will be able to

PSO – 1 Become aware of the basic concepts in the areas of Marketing, Human Resources, Production, Finance, Systems and accounting.

PSO – 2 Attain academic excellence with an ability to pursue higher studies, professional certification and research

PSO – 3 To make the unemployed as employed and entrepreneurs by providing the necessary skills and knowledge of business and administration

PSO – 4 Become aware of the various laws pertaining to the business environment

PSO – 5 Acquire the necessary skills to manage various positions in the corporate sector and in the field of education.

Upon completion of the M.Phil., (Business Administration) Degree Programmes, Students will be able to

PSO-1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

PSO-2 Have basic knowledge on qualitative research techniques

PSO-3 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis in various specialization in management

PSO-4 Have basic awareness of data analysis-and hypothesis testing procedures

RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005.

COURSE STRUCTURE FOR B.B.A., UNDER CBCS

SUBJECT: BUSINESS ADMINISTRATION

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

PART	CODE	COURSE	TITLE	I Hrs	CREDIT	Exam Hrs	MARKS	TOTAL	
						IE	WE		
I SEMESTER									
I	LT	A1T1	PART I Tamil - I	6	3	3	25	75	100
II	LE	A1E1	PART – II English – I	6	3	3	25	75	100
III	CC1	A1BA1	Management Concepts	6	4	4	25	75	100
III	CC2	A1BA2	Managerial Economics	6	4	4	25	75	100
III	Allied 1	A1ABA1	Business Statistics	4	4	4	25	75	100
IV	VE	A1VE	Value Education	2	2	2	50	50	100
			TOTAL	30	20				600
II SEMESTER									
I	LT	A2T2	PART I Tamil – II	6	3	3	25	75	100
II	LE	A2E2	PART – II English – II	6	3	3	25	75	100
III	CC3	A2BA3	Organizational behaviour	6	4	3	25	75	100
III	Allied 2	A2ABA2	Financial Accounting	6	4	3	25	75	100
III	Allied 3	A2ABA3	Business Communication	4	4	3	25	75	100
IV	ES	A2ES	Environmental studies	2	2	3	50	50	100
			TOTAL	30	20				600
III SEMESTER									
I	LT	A3T3	PART I Tamil – III	6	3	3	25	75	100
II	LE	A3E3	PART – II English – III	6	3	3	25	75	100
III	CC4	A3BA4	Marketing Management	6	4	3	25	75	100
III	CC5	A3BA5	Human Resource Management	6	4	3	25	75	100
III	Allied 4	A3ABA4	Legal aspects of business	4	4	3	25	75	100
IV	SEC1	A3SB1	Skill Based – 1 – Tourism and travel agency	2	2	3	50	50	100
			TOTAL	30	20				600
IV SEMESTER									
I	LT	A4T4	PART I Tamil – IV	6	3	3	25	75	100
II	LE	A4E4	PART – II English – IV	6	3	3	25	75	100
III	CC6	A4BA6	Cost and Management Accounting	6	4	3	25	75	100
III	Allied 5	A4ABA5	Retail Marketing	6	4	3	25	75	100
III	Allied 6	A4ABA6	E-Business	4	4	3	25	75	100
IV	SEC2	A4SB2	Skilled Based – 2 – Fundamentals of Yogic practices	2	2	3	50	50	100
			TOTAL	30	20				600

[Signature]
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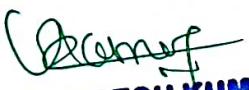
PART	CODE	COURSE	TITLE	HRS	CREDIT	Exam Hrs	MARKS		TOTAL
V SEMESTER									
III	CC7	A5BA7	Production management	5	5	3	25	75	100
III	CC8	A5BA8	Operations Research	5	5	3	25	75	100
III	CC9	A5BA9	Financial Management	5	5	3	25	75	100
III	DSE 1	A5BAEL1A	Profit Planning and Control	5	5	3	25	75	100
		A5BAEL1B	Agricultural marketing						
		A5BAEL1C	Leadership and Change Management						
III	DSE 2	A5BAEL2A	Financial services	4	4	3	25	75	100
		A5BAEL2B	B2B Marketing						
		A5BAEL2C	Group dynamics						
IV	GEC1			4	2	3	25	75	100
IV	SSD	A5SSD	Soft skill Development	1	2	3	25	75	100
IV	SEC3	A5SB3	Skilled Based - 3 - Introduction to Office Management	1	2	3	50	50	100
IV	ECC1	A5BAEC1		-	4	3		100	100
			TOTAL	30	30				800
VI SEMESTER									
III	CC10	A6BA10	Strategic Management	5	5	3	25	75	100
III	CC11	A6BA11	Industrial Relations and Labour Welfare	5	5	3	25	75	100
III	CC12	A6BA12	Entrepreneurial Development	5	5	3	25	75	100
III	CC13	A6BA13	Advertising and Sales Promotion	5	5	3	25	75	100
III	DEC3	A6BAEL3A	Investment Management	4	4	3	25	75	100
		A6BAEL3B	Sales and Distribution Management						
		A6BAEL3C	Knowledge Management						
IV	GEC2			4	2	3	25	75	100
IV	GS	A6GS	Gender studies	2	2	3	25	75	100
IV	ECC2	A6BAEC2		-	4	3	-	100	100
V	EXT. Activities		NSS/NCC/Sports/Red cross	-			-	-	-
			TOTAL	30	30				700
			GRAND TOTAL						3900


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Part	Course	No. of Papers	Credit	Total Credit
Part I	Tamil	4	3	12
Part II	English	4	3	12
Part III	Core	6	4	24
		7	5	35
	Elective	3	(5+4+4=13)	13
Part IV	Allied	6	4	24
	Generic elective	2	2	4
	Extra credit course*	2	2	(4)
	ES, VE	2	2	4
	Skill Based	3	2	6
	SSD	1	2	2
Part V	GS	1	2	2
	Extra Activities	1	2	2
TOTAL		39		140

Separate Passing Minimum is prescribed for Internal and External

1. The passing minimum for CIA shall be 40% out of 25 Marks (i.e., 10 Marks)
2. The passing minimum for autonomous examinations shall be 40% out of 75 Marks
(i.e., 30 Marks)


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Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1BA1	CC-1	MANAGEMENT CONCEPTS	6(5L+1T)	4	English

Course Objectives

1. To enable the students to study the evolution of Management,
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization
5. To study the system and process of effective controlling in the organization.

Course outcomes

CO No	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Upon completion of the course, students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management	K1,K4
CO-2	To understand the planning process in the organization	K2, K6
CO-3	To understand the concept of organization	K3
CO-4	Demonstrate the ability to directing, leadership and communicate effectively	K3
CO-5	To analysis isolate issues and formulate best control methods	K6

UNIT- I

Management – Natures and Scope, Objectives, Features - functions of Managers – Evolution of management thoughts – Current trends and issues in Management.

UNIT- II

Planning – Process, importance, nature and scope, types, steps in Planning. Objectives, Policies, Procedures, Strategy. Decision making – Types of decisions, difficulties in decision making – Management by Objectives.

UNIT- III

Organising – Features, importance – Principles of organizations – types – Organisation structure – Delegation – Span of control – Line and staff relationship – Use of staff units and committees. Performance Management, Career planning and management.

UNIT- IV

Staffing – Sources of recruitment – Selection process – Training. Directing – Nature and purpose – Communication: Process of communication – communication and IT,

UNIT- V

Coordination - Need for Coordination – System and process of controlling – budgetary and non-budgetary control techniques – use of Computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

TEXT BOOK

Principles of Management – L.M. PRASAD

REFERENCE BOOKS

Principles of Management – SHERLEKAR

Business Management – DINKAR PAGARE

Principles of Management – TRIPATHI AND REDDY.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
C01	2	2	3	3	2	3	3	3	1	2	2.4
C02	3	2	3	3	1	2	3	1	2	3	2.3
C03	3	2	3	2	3	3	2	1	3	3	2.5
C04	2	2	2	2	3	1	2	3	2	2	2.1
C05	1	2	3	2	3	3	2	1	3	3	2.3
Mean Overall Score (High Level Relationship between COs and POs)											2.32

Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30


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THANJAVUR - 613 005.

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1BA2	CC-2	MANAGERIAL ECONOMICS	6(5L+1T)	4	English

Course objectives

1. To familiarize the students with the basic concept of microeconomics.
2. To make student understand the demand and supply analysis in business applications
3. To familiarize students with the production and cost structure under different stages of production.
4. To understand the pricing and output decisions under various market structure.
5. To help students understand and apply the various decision tools to understand the market structure.

Course outcomes

CO No	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	To adopt the Managerial Economic concepts for decision making and forward planning. Also know law of demand and its exceptions, to use different forecasting methods for predicting demand for various products and services	K1
CO-2	To assess the functional relationship between Production and factors of production and list out various costs associated with production and know the Elasticity of supply and breakeven analysis.	K2, K6
CO-3	To adopt the principles of normal profit and to analyse the causes and consequences of different market conditions.	K3, K4
CO-4	To assess the national income and list out the difficulties for measurement of national income.	K5
CO-5	To outline the different types of business organizations and provide a framework for analyzing money in its functions as a medium of exchange.	K6

UNIT - I

Utility of economics in Business management and industrial administration. Important concepts. Analysis of demand and supply – Law of Diminishing Marginal utility – Concept of consumer surplus – Elasticity of demand – Demand forecasting Methods- Equilibrium with supply & Demand Curve

UNIT - II

Production function - Returns to Scale - importance of increasing returns in industrial activity - Concepts of cost - Concept of elasticity of supply - Forces governing the supply of factors of production - land, labour, capital and enterprise - Break Even Analysis.

UNIT - III

Concepts of normal profit - sales maximization principle. Market Structure: Meaning & Characteristics of Perfect Competition, Price & output Determination under perfect Competitive Market, Short Run & Long Run Equilibrium, monopoly Definition of Imperfect Competition Basic Concept of Monopoly, Features of Monopoly Equilibrium under Monopoly Short & Long run, Concept of Monopolistic Competition Features of Monopolistic Competition, Oligopoly.

UNIT - IV

National income - Concept of National income - Gross Domestic Product, Gross National Product, Net Domestic Product, Net National Product - circular flow of income - measurement and difficulties in the measurement.

UNIT - V

Functions of money - theories on money supply - role of commercial banks - RBI - Functions of RBI - Policy Rates and Reserve Ratio - methods of credit control monetary and fiscal.

TEXT BOOKS

Micro Economics, Indian Managerial Economics, Economy, Analysis Problems and cases - M.L.Seth, Ishwar Dhingra, P.L.Mehta.,

REFERENCE BOOKS

Micro Economics - M.L.Seth

Managerial Economics - R.L.Varshney & K.L.Maheswari

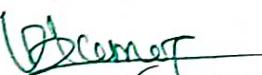
Managerial Economics - Joel Dean

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
CO1	1	2	2	2	1	3	2	1	2	3	1.9
CO2	2	3	2	1	2	3	2	2	2	3	2.2
CO3	3	1	3	1	2	3	3	2	3	3	2.4
CO4	1	2	3	2	2	3	2	2	3	3	2.3
CO5	2	3	1	2	3	3	2	1	3	3	2.3
Mean Overall Score (High Level Relationship between COs and POs)											2.22

Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30


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RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)
THANJAVUR - 613 005.

Semester	Code	Course	Title of the Paper	Hours/ Week	Credits	Medium
1	A1ABA1	Allied 1	BUSINESS STATISTICS	4(3L+1T)	4	English

Course Objectives

1. To develop the students ability to deal with numerical and quantitative issues in business
2. To enable the use of statistical, graphical and algebraic techniques wherever relevant.
3. To have a proper understanding of Statistical applications in Economics and Management.

Course outcomes

CO No	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis	K1
CO-2	Critically evaluate the underlying assumptions of analysis tools	K2
CO-3	Understand and critically discuss the issues surrounding sampling and significance	K3, K4
CO-4	Discuss critically the uses and limitations of statistical analysis	K6
CO-5	Solve a range of problems using the techniques covered and Conduct basic statistical analysis of data.	K5

Unit-I

Nature and scope of statistics: Uses of statistics in business; Statistical data – Primary and Secondary- Classification of data - frequency distribution – Histogram, frequency polygon and curve; Graphs and Diagrams, Pie diagram and Lorenz curve.

Unit-II

Measures of central tendencies – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean -Uses of averages in Business; Measures of Dispersion – Range, Quartiles Deviation, Mean Deviation and Standard Deviation. Co-efficient of variation.

Unit-III

Simple Correlation – Karl Pearson's and Spearman's Rank Correlation; Regression lines. Index numbers - Cost of living index numbers.

Unit-IV

Time series analysis – components – graphical method, semi average method, moving average and fitting a straight-line trend by the method of least squares.

Unit-V

Multiplication of matrices, Transpose of Matrix; Elementary Operations, Inverse of matrix (simple problems).

(Marks: Theory 25% and Problems 75%)

TEXT BOOK

1. J.D.Gupta P.K.Gupta, Man Mohan (TMH) – Mathematics for business and Economics
2. V.K. Kapoor and S.C. Gupta - Fundamentals of Applied statistics, Sultan and Sons New Delhi.

REFERENCES

Statistics – R.S.N.PILLAI & BAGAVATHI, Sultan Chand

Statistical Methods – S.P.GUPTA, Sultan Chand.

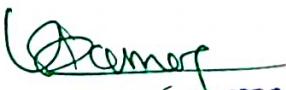
Business Tools and Decision Making – S.L.AGGARWAL & S.L. BHARDWAJ, Kalyani Publishers.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
CO1	2	3	2	3	3	2	1	2	3	2	2.3
CO2	2	3	3	2	3	2	1	3	2	3	2.4
CO3	3	2	3	2	3	3	3	1	3	2	2.5
CO4	2	3	2	1	3	2	2	3	2	3	2.3
CO5	3	2	2	1	2	3	2	1	3	3	2.2
Mean Overall Score (High Level Relationship between COs and POs)											2.34

Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30


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Semester	Code	Course	Title of the Paper	Hours/ Week	Credits	Medium
2	A2BA3	CC3	ORGANISATIONAL BEHAVIOUR	5(4L+1T)	4	English

Course objectives

1. To help the students to develop cognizance of the importance of human behaviour.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Course outcomes

CO No	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.	K3
CO-2	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.	K1
CO-3	Analyze the complexities associated with management of the group behavior in the organization	K3, K4
CO-4	Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.	K5
CO-5	Understanding the behavior of the employees working in the organization	K6

UNIT I

Meaning, Fundamental concepts, Definition, Approaches to OB, Characteristics and limitations of OB, Challenges and Opportunities of OB, Models of OB.

UNIT II

Personality: Definition, Features, Big five model, MBTI, Johari Window, Managerial Implications of Personality. Perceptions and Attributions: Definition, Features, factors affecting perception, Process. Attribution, perceptual and attribution errors, Managerial Implications of Perception.

UNIT III

Learning: Definition, Features, Classical and operant conditioning, social learning theory, Behavioral modification. Attitude: Definition, Features, ABC model of Attitude, Managerial Implications of Attitude.

UNIT IV

Groups and Teams: Definition, Features, Group development stages, Group vs. Teams, Managing and developing effective teams. Conflict Management: Definition, Features, Types of Conflict, Conflict Resolution Strategies, Relationship between Conflict and Performance.

UNIT V

Motivation: Concept, Definition, Features, Types of Motivation, Process, Managerial Implications of Motivation. Leadership: Concept, Definition, Leadership Styles, Transactional and Transformational Leadership, Leadership development.

BOOKS RECOMMENDED

Organisation Theory and Behaviour – V.S.P. RAO & D.S. Narayana

REFERENCE BOOKS

Organizational Behaviour – L.M. PRASAD

Organizational Behaviour – Dr. P.C. SEKAR

Organizational Behaviour – FRED LUTHENS.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
CO1	3	1	3	2	1	3	2	1	3	2	2.1
CO2	2	3	2	1	3	2	3	2	2	2	2.2
CO3	2	3	1	2	2	2	2	2	3	1	2
CO4	3	2	1	2	2	1	3	2	2	3	2.1
CO5	2	3	1	2	3	2	1	2	3	3	2.2
Mean Overall Score (High Level Relationship between COs and POs)											2.12

Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30


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Semester	Code	Course	Title of the Paper	Hours/ Week	Credits	Medium
2	A2ABA2	Allied 2	FINANCIAL ACCOUNTING	5(4L+1T)	4	English

Course objectives

1. This course will enable the students to combine practice and theoretical knowledge of financial accounting.
2. The students of this course will be active learners and develop awareness of emerging trends in financial accounting.
3. The course will provide decision making skills to the students in the financial analysis context,
4. The students of this course will have the ability to identify and analyse financial accounting problems and opportunities in real life situations.

Course outcomes

CO No	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Familiarize the principles and concepts accounting which involved in business transactions	K1
CO-2	Enable to prepare trial balance, bank reconciliation statement, identify and rectify the errors in entries.	K2
CO-3	Evaluate the diminution of assets and gain experience in preparing accounts for non trade organisation	K5, K6
CO-4	Enable to preparing final accounts and financial statement	K3
CO-5	Have a knowledge about accounting standards to prepare effective and ethical financial statement	K1

UNIT I

INTRODUCTION TO ACCOUNTING: Meaning and definition of accounting- functions of accounting – limitations of accounting – accounting concepts and conventions systems of accounting – single entry system – double entry system – subsidiary books including cash book – trial balance – rectification of errors.

UNIT II

PREPARATION OF FINAL ACCOUNTS: Final accounts with adjustments – closing stock, outstanding expenses, unexpired or prepaid expense, accrued income, income received in advance, depreciation, additional bad debts, provision for doubtful debts, provide for a discount on debtors, interest on capital, interest in drawing, discount on creditors and creation of various reserves.

UNIT III

BANK RECONCILIATION STATEMENT AND ACCOUNTS: Bank reconciliation statement

- Importance of Bank Reconciliation Statement – Scope of Bank Reconciliation Statement
- Insurance Claim Account – loss of property and stock – average clause.

UNIT IV

CALCULATION OF DEPRECIATION UNDER DIFFERENT METHODS: Depreciation accounts – definition and causes of depreciation – need for depreciation – methods of calculating the amount of depreciation – straight line method – diminishing balance method.

UNIT V

SINGLE ENTRY SYSTEM OF ACCOUNTING: Single entry system – salient features – limitations of single-entry system – distinction between single entry system and double entry system – ascertainment of profit – net worth method – conversion method (simple problems only)

TEXT BOOKS

- T.S.Reddy & A.Murthy, "Financial Accounting", Margham Publications, Sixth Revision Edition, 2011.
- P.C. Tulsian, " Financial Accounting", Tata MC Graw Hill Ltd, 2003.

REFERENCES

- 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.

(Marks: Theory 20% and Problems 80%)

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
CO1	2	2	2	3	2	2	3	2	1	3	2.2
CO2	3	2	1	2	3	1	2	3	2	1	2
CO3	3	2	3	2	3	3	3	2	2	2	2.5
CO4	2	3	2	3	3	2	1	2	3	3	2.4
CO5	1	2	3	2	3	3	3	2	2	2	2.3
Mean Overall Score (High Level Relationship between COs and POs)											2.28

Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

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Semester	Code	Course	Title of the Paper	Hours/ Week	Credits	Medium
2	A2ABA3	Allied 3	BUSINESS COMMUNICATION	4(4L+1T)	4	English

Course objectives

1. To provide an overview of Prerequisites to Business Communication.
2. To provide an outline to effective Organizational Communication.
3. To underline the nuances of Business communication.
4. To impart the correct practices of the strategies of Effective Business writing.

Course outcomes

CO No	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Demonstrate the use of basic and advanced business writing skills.	K2
CO-2	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	K3
CO-3	To draft effective business correspondence with brevity and clarity.	K1, K4
CO-4	To stimulate their Critical thinking by designing and developing clean and lucid writing skills.	K5
CO-5	Develop interpersonal communications skills that are required for social and business interaction.	K6

UNIT I

Communication -Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

UNIT II

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters –Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation.

UNIT III

Memos, minutes, notices - Claims and Adjustments – Collection Letters – Sales Promotion Letters – Circular Letters - Letter of Resignation and Promotion

UNIT IV

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Application Letters - Preparing a professional resume and cover letter

UNIT V

Recommendations - Report Writing – Structure of Reports – Press Reports – Market Reports –Business Reports – Modern means of Electronic Communication – Internet-E-mail - Video Conferencing – Creating Web page – FAX - Using Web as a source of knowledge Sharing.

TEXT BOOK

Essentials of Business Communication – RAJENDRA PAL & J.S. KORLAHALLI, Sultan Chand & sons

BOOKS RECOMMENDED

- Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R.Chand & Co.
- Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.
- Business Communication – URMILA RAI, Himalaya Publishing House

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of COs
C01	3	2	3	2	1	2	3	2	1	3	2.2
C02	2	1	3	2	1	3	2	1	2	3	2
C03	3	2	3	2	3	2	3	3	1	1	2.3
C04	2	3	2	1	3	2	1	2	2	2	2
C05	2	2	2	3	1	2	3	2	2	2	2.2
Mean Overall Score (High Level Relationship between COs and POs)											2.1

Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30


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RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), THANJAVUR – 613 005
C.B.C.S PATTERN FOR M.Phil., (BUSINESS ADMINISTRATION)

COURSE STRUCTURE

SUBJECT: M.Phil., (Business Administration)

(Applicable to the students admitted from the academic year 2022-2023 onwards)

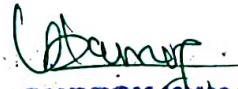
Part	Course	Code	Course title	Marks		Total	Exam hours	Credit
				Internal	External			
III	CC1	A1MPBA1	Research Methodology in Management	40	60	100	3	4
III	CC2	A1MPBA2	Advanced Business Management	40	60	100	3	4
III	CC3	A1MPBA3	Teaching and Learning Skills in Management	40	60	100	3	4
III Guide Paper	CC4	A1MPBA4A	Strategic human resource management	40	60	100	3	4
		A1MPBA4B	Advanced marketing management	40	60	100	3	4
					TOTAL	400		16
III	CC5	A2MPBAD	DissertationViva-voce	50	150	200		8
Grand total						600		8

Total Marks : 600

Total Credits : 24 (4 Credits for each core course & 8 Credits for dissertation)

Course	No. of Papers	Credit
Core Course	4	16
Dissertation	1	8
Total	5	24

- a) The passing minimum for CIA shall be 40% out of 40 Marks (i.e., 16 Marks)
- b) The passing minimum for autonomous examinations shall be 40% out of 60 Marks (i.e., 24 Marks)
- c) The passing minimum not less than 50% in the aggregate


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SEMESTER - I
(For students admitted from 2022-2023)

COURSE -I
RESEARCH METHODOLOGY IN MANAGEMENT

Code	: A1MPBA1	Credit	: 4
Medium of instruction	: English	Hour per week	: 6

Course objectives

Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. Have basic knowledge on qualitative research technique. Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis. Have basic awareness of data analysis-and hypothesis testing procedures

UNIT-I

Research: Meaning – Purpose- Types of research-significance of research in social and business sciences. Steps in Research: Identification, selection and formulation of research problem- Research questions-Research design- Formulation of hypothesis- Review of literature.

UNIT-II

Sampling Technique: Sampling theory-Types of sampling-Steps in sampling- Sampling and Non-sampling error-Sample size –Advantages and limitations of sampling.

UNIT-III

Data for Research: Primary data-Meaning-Collection methods-Observation – Interview- Questionnaire-Schedule-Pretest-Pilot study –Experimental and case studies- Secondary data- Meaning – Relevance, limitations and cautions.

UNIT-IV

Processing Data: Structural Equation Modeling - Checking- Editing-Coding- transcriptions and Tabulation- Data analysis- Meaning and methods- Quantitative and Qualitative analysis. Structuring the Report: Chapter format- Pagination- Identification- Using quotations- Presenting footnotes – abbreviations- Presentation of tables and figures- Referencing- Documentation-Use and format of appendices- Indexing.

UNIT-V

Research Report: Types of reports-Contents-Styles of reporting- Steps in drafting reports- Editing the final draft-Evaluating the final draft.

TEXT BOOK

Emory William C, Business Research Methods.

REFERENCES

Young Pauline V, Scientific Social Surveys and research.
Goode & Hat, Methods of social Research.
Rummel & Ballalne, Research Methodology in Business.
Sellitz et-al, Research Methods in Social relation.

Question paper pattern

Maximum Marks: 60

Examination Duration: 3 Hrs

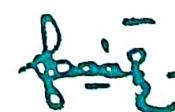
Part - A (5x6) – Answer all questions ((Either or type – Two questions from each unit.)

Part - B (3x10) – Answer any three questions (One question from each unit)

Course outcome:

This course is designed to enable students to identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting. Also Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. Have basic knowledge on qualitative research techniques. Have adequate knowledge on measurement and scaling techniques as well as the quantitative data analysis.


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SEMESTER - I
(For students admitted from 2022-2023)

COURSE - 2

ADVANCED BUSINESS MANAGEMENT

Code	: A1MPBA2	Credit	: 4
Medium of instruction	: English	Hour per week	: 6

UNIT - 1

Management: History, approaches - development of various schools of thought, from scientific management to postmodern management (current). Short comings, pitfalls, strengths and threats of various approaches. The trend during and after the Post liberalization era. Future trends and application of software packages for effective management practices (Introduction to people soft, SAP and ERP - no problem based questions on these topics).

UNIT - 2

Point planning, rule, strategy, strategic issues based 'on planning orientation. Decision making - types, resources, rational decisions, decision tree, implications of group decision making on management.

UNIT - 3

Strategy leads to structure: Types of organizational structures. Organizational Design, Chart and Departmentalization, Span -of control, Authority-responsibility, centralization -decentralization , delegation. Theories of organizations. Boundary less and structure less organization. Empowering and authority - reasonability functions.

UNIT - 4

Motivation and leadership (No theories) significance, relevance and purpose on Managerial performance. Control - Types - Production, Financial and Human resources - feed forward control. Control leads to planning and reorganizing - Control as a end result variable.

UNIT - 5

Management Today: Ethical issues in Management, Competitive Advantage – SWOT analysis - Compliance & quality audit. Core competence and Business Process Out sourcing (BPO), Re-Engineering, Internationalization of business, TQM and employee work culture, Boundary less organization, Performance out sourcing.

TEXT BOOK

Koontz &Weirich, Essentials of management. Tata McGraw Hill.

REFERENCES

Stoner &Wankai, Management, PHI.

Peter Drucker, Management : Tasks and Responsibilities

Patrick and Furr : HR aspects in Total Quality work culture by leadership Research Group. Florida.

Question paper pattern

Maximum Marks: 60

Examination Duration: 3 Hrs

Part – A (5x6) – Answer all questions ((Either or type – Two questions from each unit.)

Part – B (3x10) – Answer any three questions (One question from each unit)

Course outcome:

Students understand an ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment. An ability to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities. Students can develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem. Students have an ability to communicate effectively in the business sector to manage and organize effectively.


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SEMESTER - I
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COURSE - 3
TEACHING AND LEARNING SKILLS IN MANAGEMENT

Code	: A1MPBA3	Credit	: 4
Medium of instruction	: English	Hour per week	: 6

UNIT - I

Computer Applications Skills: Computer System: Characteristics, Parts and their functions - Different generations of computer - Operation of Computer: switching on/off/restart, Mouse control, Use of key board and some functions of key - Information and Communication Technology (ICT): Definition, Meaning, Features, Trends - Integration of ICT in teaching and learning - ICT applications: Using word processors, Spread sheets, Power point slides in the classroom - ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations.

UNIT - II

Communication Skills: Communication Definitions - Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise - Types of Communication: Spoken and Written; Non-verbal Communication - Intrapersonal, Interpersonal, Group and Mass communication - Barriers to communication: Mechanical, Physical, Linguistic & Cultural - Skills of Communication: Listening, Speaking, Reading and writing - Methods of developing fluency in oral and written communication - Style, Diction and Vocabulary - Classroom communication and dynamics.

UNIT - III

Communication Technology: Communication Technology: Bases, Trends and Developments - Skills of using Communication Technology - Computer Mediated Teaching Multimedia, E - content - Satellite - based communication: EDUSAT and ETV Channels. Communication through web: Audio and Video applications on the internet, interpersonal communication through the web.

Unit - IV

Pedagogy: Instructional Technology: Definition, Objectives and Types - Difference between Teaching and Instruction - Lecture Technique: Steps, Planning of a Lecture, Delivery of a Lecture - Narration in tune with the nature of different disciplines - Lecture with power point presentation - Versatility of Lecture technique - Demonstration: Characteristics, Principles, Planning Implementation and Evaluation - Teaching - learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion - Modes of teaching: CAI, CMI and WBI

UNIT - V

Teaching Skills: Teaching Skill: Definition, Meaning and Nature: Types of Teaching skills: Skill of Set induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing questions, Skill of Black Board Writing and Skill of Closure - Integration of Teaching Skills - Evaluation of Teaching Skills.

TEXT BOOK

Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi

Don Skinner (2005), Teaching Training, Edinburgh University Press Ltd, Edinburgh Information and Communication Technology in Education: A Curriculum for schools and programme of Teacher development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002

Kumar, KL (2008) Educational Technology, New Age International Publishers, New Delhi

REFERENCES

Mangal, S.K. (2002) Essential of Teaching - Learning and Information Technology Tandon Publications, Ludhiana

Michael, D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York

Pandey, S.K (2005) Teaching Communication, Commonwealth Publishers, New Delhi

Ram Babu, A and Dandapani, S (2006), Microteaching (vol. 1 &2), Neelkammal Publications, Hyderabad

Singh V.K. and Sudarshan, K.N. (1996) Computer Education, Discovery Publishing Company, New York

Sharma, R.A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut
Vanaja, M. and Rajasekar, S (2006), Computer Education, Neelkamal Publications, Hyderabad

Question paper pattern

Maximum Marks: 60

Examination Duration: 3 Hrs

Part - A (5x6) – Answer all questions ((Either or type – Two questions from each unit.)

Part - B (3x10) – Answer any three questions (One question from each unit)

Course outcome:

After complete the course students to learn and appreciate the contribution of the school and society on various aspects of development. Update their knowledge about the personality development. Understand the concept and process of teaching-learning. Understand the concept and importance of individual differences. Develop competence on understanding of data filtering and explore various data visualization tools. Use the collaborative learning into a course in a way that aligns with students learning objectives and intended outcomes. Critically analyse the classroom teaching learning and the ability to observe classroom behaviour. Understand process of communication and use them in their classroom teaching and inculcate multi-culturism in their students.


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SEMESTER - I
(For students admitted from 2022-2023)
COURSE -I
STRATEGIC HUMAN RESOURCE MANAGEMENT

Code	: A1MPBA4A (Guide Paper)	Credit : 4
Medium of instruction	: English	Hour per week : 6

UNIT - I

CHANGING ENVIRONMENT AND STRATEGIC RESPONSES: Introduction, Changing Environment, Business Complexities, Portfolio, process and structure related strategic responses.

UNIT - II

STRATEGIC PERSPECTIVE: Significance of HRD, HRD and complexities advantage, Business Strategy and HRD, Business Policy and HRD, Life Cycle of organizations and HRD, Organisational Performance and HRD.

UNIT - III

STRATEGIC HRD SYSTEM PRACTICES: Practices: SHARD fundaments, SHRD initiatives, working conditions & family welfare, HR Dept / function. Training PA, Job Enrichment, Career planning, communication, empowerment Facilitators: Concerns of Management, Concerns of Trade unions. Concerns of Frontier Officers / Supervisors, concerns of workers, IR Scenario, Trainability, Outsourcing.

UNIT - IV

ALIGNMENT OF HRD SYSTEM AND RESPONSES: Portfolio related strategic responses and Strategic HRD system. Process related strategic responses and Strategic HRD system, and Structure related strategic responses and Strategic HRD system.

UNIT-V

STRATEGIC RESPONSES OF INDIANS MOST VALUBLE COMPANIES: Profiles of study organization, strategic responses of study organizations. Strategic HRD system in study organizations, relationship between practices and facilitator, alignment between responses and Strategic HRD systems, blocks of alignment and their solutions.

TEXT BOOK

Strategic Human Resource Development - Srinivas R Kaudula, PHI, 2001.

REFERENCES

Strategic Human Resource Development - Rothevell & Kazauas, PHI, 1989.

Managing Human Resource - Wagen F Cascio, TMH, 6th ed. 2003.

Strategic Management, Thomson & Strickland, Tata McGraw Hill, 2003.

Question paper pattern

Maximum Marks: 60

Examination Duration: 3 Hrs

Part - A (5x6) – Answer all questions ((Either or type – Two questions from each unit.)

Part - B (3x10) – Answer any three questions (One question from each unit)

Course outcome:

Upon successful completion, students will have the knowledge and skills to:

Identify the key HRM functions and operations; define, explain, illustrate and reason with the key human resource management concepts also linkages between HRM functions and operations and organisational strategies, structures and culture; Reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM; and Exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.



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SEMESTER - I
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COURSE -I

ADVANCED MARKETING MANAGEMENT

Code	:	A1MPBA4B (Guide Paper)	Credit	: 4
Medium of instruction	:	English	Hour per week	: 6

UNIT - I

Marketing Concepts – Approaches to Marketing –Core concepts of marketing - Marketing Process – Functions of Marketing - Marketing Environment- The changing marketing environment – Analyzing needs and trends in Macro Environment and Micro Environment Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies New Product Decision Process – Types of new products – Test Marketing of a new product, Packaging – Purpose, Types and New Trends in packaging

UNIT - II

Marketing Mix – Four P's – Its significance in the competitive environment – Product and Product Line – Product Mix – Product Life Cycle – Managing the product in Product Life Cycle - Physical Distribution – Importance and role of distribution in marketing – Introduction to the various channels of distribution –Promotion Tools – Sales Promotion, Advertising, Personal Selling, Direct Marketing and Online Marketing as promotion tools Pricing –importance – methods – objectives –factors . Market Evaluation and Controls – Types, processes, obstacles to marketing control – Marketing Audit – Marketing Ethics

UNIT III

Consumer modeling-Economic model-psychanalytical model – sociological Model- Howard Seth model-Nicosia model-Engel Blackwell model,VALS2 Stadford model - Consumption and post purchase behavior: Consumer satisfaction concept, cognitive dissonance, consumer delight, Consumer Value, Consumer Value Delivery Strategies, Competitive advantage through customer value Information – Customer value determination process - Measuring customer satisfaction.

UNIT IV

Services Market Segmentation – Positioning and Differentiation of Services Issues in Marketing of services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 Ps of Services Marketing) - Service Delivery Process – Service Blueprints – Service Mapping – Managing Employees for service orientation - Distribution Strategies for Services – Challenges in Distribution of Services

UNIT V

Marketing Channels – Definition & Importance - Different forms of channels - Functions of Marketing Channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels –Horizontal, Vertical, Multi-channel marketing Systems - International Marketing Channels - Supply Chain Management – concept – significance – components – Order processing – Material Handling – Transportation – Warehousing – Inventory Management – Reverse Logistics.

TEXT BOOKS:

1. Philip Kortler and Kevin Lane, Marketing Management, PHI 13th Edition, 2008
2. Paul Baisen et al, Marketing, Oxford University Press, 13th edition, 2008.

REFERENCE BOOKS:

1. Micheal R. Czinkota& Masaaki Kotabe, Marketing Management, Vikas Thomson Learning,
2. 2nd edition, 2001.
3. Duglas, J. Darymple, Marketing Management, John Wiley & Sons, 7th edition, 2008.
4. NAG, Marketing successfully- A Professional Perspective, Macmillan 2008.
5. Boyd Walker, Marketing Management, McGraw Hill, 5th edition, 2006.
6. Dalvymple, Marketing Management, Wiley India Pvt Ltd, 2008.
7. Keith Flether, Marketing Management and Information Technology, Prentice Hall, 1998.

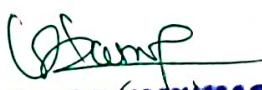
Question paper pattern**Maximum Marks: 60****Examination Duration: 3 Hrs**

Part – A (5x6) – Answer all questions ((Either or type – Two questions from each unit.)

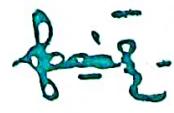
Part – B (3x10) – Answer any three questions (One question from each unit)

Course outcome:

Students can able to analyze a case following standard case analysis procedures. Develop a marketing strategy using an understanding of customer behaviour. Interpret marketing research to make improved marketing decisions. Select appropriate market segmentation techniques to determine the appropriate market for a specific product. Analyze a competitive market and recommend an appropriate market entry strategy for a product or service, along with appropriate pricing recommendations. Design an appropriate channel of distribution for a product, including retail distribution. Integrate social networking and social media within an integrated marketing communications plan for B2B and B2C. Recommend the appropriate metrics to measure performance for a variety of online campaigns. Analyze corporate sponsorship proposals and cause-related marketing programs in order to make appropriate recommendations.



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