



## ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE

(Re-accredited with B+ Grade by NAAC)

Tiruppattur - 630 211.

### Bachelor of Business Administration Programme

#### Programme Outcome (POs) :

##### 1.1 PROGRAMME OBJECTIVE

BBA course aims at exploring and explaining the business environment in which the public and private sectors operate. It helps students to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems in different sectors. The students are required to choose a specialization of their interest in the last year of the program, which further facilitates them to develop their management skills in a particular sector.

##### 1.2 PROGRAMME CURRICULUM

The course curriculum is designed in such a way so as to develop basic business and management skills in the students. The course structure basically focuses on detailed study of different aspects of the business and managing its operations. It equips the students with the latest business knowledge to meet the requirements of changing corporate firms. The project work or summer training after the 5<sup>th</sup> semester inculcates real time business situations and decision making skills in students. The program helps students to understand different business environments in which various organizations operate. The case studies discussed in classes exposes students to real time business situations and challenges faced by the business leaders. The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.

##### 1.3 TEACHING METHODOLOGY

As the various fields of management are diverse in nature it makes the students comprehensively involved with the subjects and they can develop themselves accordingly. It not only revolves around attending the lecture sessions but many surrounding factors like industry orientation are also taken into consideration in the teaching methodology. The students are provided with in depth knowledge on written and verbal communication, personality development and techniques of attending group discussions, interviews and analysis of the various subjects with logical reasoning theories. The students are groomed in such a manner that they do not lack in any sort of pragmatic knowledge which is associated with the subjects. In order to meet this purpose various industry oriented projects works are given out to the students so that they can update themselves accordingly and learn on a practical note. The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.



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#### 1.4 CAREER OPPURTUNITIES

The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts. These are building blocks for working in different type of organizations in diverse business conditions. A wide range of opportunities open in front of the students once the course is completed. At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management. The program also equips students with the basic knowledge about corporate management and skills that help them understand the diverse functioning of a company. BBA graduates can find jobs in the sales and marketing divisions of organizations as members of sales teams or as management trainees. There are companies that recruit fresh BBA graduates, which can be a great learning opportunity for the latter. Armed with work experience, students with a BBA background can pursue Master's in Business Administration (MBA) and gain specialization in a specific management domain, though one might also follow up the BBA degree straight ahead with an MBA program.



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#### Language Course - I - 7BBA111

##### Course Description:

தமிழின் சிறப்புகள் மற்றும் தமிழ்ச் செம்மொழி நூல்கள் இவற்றை பற்றிய விரிவான தகவல்கள் சரியான முறையில் வரையறுக்கப்பட்டுள்ளன. வியாபார நிறுவனங்களுக்கு கடிதங்கள் எழுதுதல், புகார்களை தெரிவித்தல், புகார்களை எவ்விதம் சரிக்கட்டுதல், நிலுவைத்தொகையை நினைவுறுத்துதல் பற்றிய தகவல்கள் விரிவான முறையில் வரையறுக்கப்பட்டுள்ளன.

##### Course Objectives

தமிழ்ச் செம்மொழியும் வணிகமடல்களும் பாடத்திட்டத்தின் முக்கிய குறிக்கோள் வணிகநிறுவனங்களுக்கு எவ்வாறு கடிதம் எழுதுவது. வங்கிகளுக்கு கடிதங்கள் எழுதுவது பற்றிய தகவல்கள் மற்றும் செய்திகள் மாணவர்களுக்கு இந்தப் பாடத்திட்டத்தின் மூலம் விளக்கப்படுகிறது.

##### Course Outcome (COs)

இந்தப் பாடத்திட்டத்தின் மூலம் மாணவர்களுக்கு கடிதங்கள் எழுதுவது பற்றிய தெளிவான கருத்து அறிவுறுத்தப்படுகிறது. வேலை வேண்டி விண்ணப்பம் செய்தல், வங்கிகளுக்கு கடிதம் எழுதுதல் பற்றிய தெளிவான சிந்தனை மாணவர்களுக்குக் கிடைக்கின்றது.

#### 7BBA121 - BUSINESS ENGLISH

##### Course Description:

The course is designed for business graduates to build language confidence through improved comprehension and to develop fluency and accurate pronunciation. Business English students will gain a broad perspective on the business world today, while at the same time developing fluency in English. The Business English Course integrates the Intensive English course (Integrated Skills) with targeted business language components, such as Business Environment, Presentations & Meetings, and Cross-Cultural Communication

##### Course Objectives

The objectives of teaching Business English is for the development and strengthening of oral and written linguistic skills in a business context: of reading, listening, speech, writing and, also in raising a consciousness of cultural differences in the language in various business cultures.

#### ENVIRONMENT OF BUSINESS - 7BBA1C1

##### Course Description:

This course intends to give exposure in business environment to the students. The social environment consists of the sum total of a society's beliefs, customs, practices and behaviors. It is, to a large extent, an artificial construct that can be contrasted with the natural environment in which we live. Every society constructs its own social environment. Government actions which affects the operations of a company or business. These actions may be on local, regional, national or international level. Business owners and managers pay close attention to the political environment to gauge how government actions will affect their company

##### Course Objectives

To provide the contemporary issues in the Business Environment and to facilitate a betterinformed Economic System

**Course Outcome (COs) :** The expected outcome after learning this course is that the student will be able to 2. Understand the various environment, culture and society. 3. To know the differences between the business and Government. 4. Contextualize the concepts of public sector in India.



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**FINANCIAL ACCOUNTING - 7BBA1C2**

**Course Description:**

This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized

**Course Objectives**

The aim of the course is to explain the concept and role of accounting and financial reporting in the modern market economy, explain the regulatory framework for the operation of accounting activities, understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes and to explain the structure and content of financial statements

**Course Outcome (COs)**

At the end of this course students will be able to, conceptually define accounting and bookkeeping, identify the accounting rules required for business enterprises, apply the accounting rules in determining financial results, prepare financial statements, compare the specificity of different accounts within the accounting policies, connect knowledge and record business changes that are envisaged by the course syllabus.

**ENTREPRENEURSHIP - 7BBAA1**

**Course Objectives**

To make the students Understand the dynamic role of entrepreneurship and small businesses Organizing and Managing a Small Business. New Product or Service Development Business, plan Creation Understand the entrepreneurial decision making process from business model design the launch of the new venture. Provide an atmosphere in which course participants can apply entrepreneurial and teamwork skills in finding, evaluating and beginning the process of implementing new venture concepts sharpen the presentation skills necessary to effectively communicate new venture ideas to potential investors.

**Course Outcome (COs)**

Students will be able to discuss examples of current entrepreneurs, their companies, and their importance to both the Canadian and global economies. Research and evaluate the personal attributes and skills that characterize the “successful” entrepreneur. Compare their personal characteristics and interests to that of the “successful” entrepreneur. Explain issues relevant to entrepreneurs such as “green” business practices, environmental sustainability, social entrepreneurship, and intellectual property.



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தமிழ் மொழியின் அடிப்படைகள் - 7NME1A

#### Course Objectives

எழுத்துக்களின் பிறப்பு மற்றும் உச்சரிப்புப் பயிற்சி இவற்றை பற்றிய செய்திகள் மாணவர்களுக்கு எளிதான முறையில் விளக்கப்படுகின்றது. பிறமொழிச் சொற்களைக் கண்டறிதல், தமிழ் மாதங்கள், அவற்றின் கிழமைகள் மாணவர்களுக்கு அழகாக விளக்கப்படுகிறது.

#### Course Outcome (COs)

தமிழ்மொழியின் அடிப்படைகள் மூலம் மாணவர்கள் எளிதாக பிறமொழிச் சொற்களை கண்டறிய முடிகின்றது.

இக்கால இலக்கியம் - 7NME1B

#### Course Objectives

இக்கால இலக்கியத்தின் முக்கிய குறிக்கோள் மாணவர்களுக்கு பாடல்கள் மூலம் நல்ல கருத்துக்களை எளிதாக அவர்கள் மனதில் பதியவைக்க முடியும்.

#### Course Outcome (COs)

இக்கால இலக்கிய பாடல்கள், நாவல் இலக்கியம், சிறுகதை இலக்கியம் இவைகளைப் பற்றிய தெளிவான கருத்துக்கள் மாணவர்களுக்கு அறிவுறுத்தப்படுகிறது. பாடல்கள் மற்றும் சிறுகதைகள் மூலம் மாணவர்களுக்கு சுலபமான முறையில் கருத்துக்களை எளிதாக நல்ல முறையில் பதியவைக்க முடியும்.

### COMMUNICATIVE ENGLISH - 7NME1C

#### Course Description:

The course communicative English intends to acquaint the students with the basics of communication and various aspects related to it. To cater to the four essential aspects of communication skills namely, listening, Speaking, Reading and Writing and thereby create a congenial class room atmosphere, leaving enough scope for confident interactions and free flow of individual thoughts

#### Course Objectives

The main goal of this course is to help you improve your spoken English skills to enable you to communicate more effectively in English. To familiarize the students with the fundamentals of communication for professional purposes and to enable them in writing and speaking well.

#### Course Outcome (COs)

After completion of the course, students will be able to understand the various concepts, processes and importance of communication, understand how to appear in an interview successfully, Develop the skills related to writing reports and also to write professional written documents effectively. Outline basic principles underlying modern business communication and apply these principles in varied contexts and to critically analyse these basic principles, and their application review the nature and role of communication in the changing context of modern business organizations



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#### அலுவலக மேலாண்மை - 7BBA211

##### Course Description:

அலுவலக மேலாண்மையில் அலுவலகத்தின் பணிகள் மற்றும் தெளிவான விளக்கம், அலுவலக மேலாளரின் தகுதிகள், பணிகள் தெளிவாக வரையறுக்கப்பட்டுள்ளன. தகவல் தொடர்பின் இலக்கணம் மற்றும் தகவல் தொடர்பின் சாதனங்கள் பற்றிய செய்திகள் தெளிவாகவும், விளக்கமாகவும் வரையறுக்கப்பட்டள்ளன

##### Course Objectives

அலுவலக மேலாண்மையின் முக்கிய குறிக்கோள் பணிபுரிகின்ற இடத்தின் பணிக்கேற்ற சூழ்நிலை எவ்வாறு உள்ளது மற்றும் பணிகளை எவ்வாறு எளிதாகச் செய்வது பற்றிய தகவல்கள் சரியான முறையில் வரையறுக்கப்பட்டுள்ளன.

##### Course Outcome (COs)

அலுவலக மேலாண்மை பாடதிட்டத்தின் மூலம் மாணவர்களுக்கு அலுவலகத்தில் எவ்வாறு பணிசெய்ய வேண்டும் பற்றிய தகவல்கள் தெளிவாக அறிவுறுத்தப்படுகிறது.

#### BUSINESS REPORT WRITING - 7BBA221

##### Course Description:

Business report writing is a powerful communication tool. In business report writing course, the students learn how to apply timeless report-writing principles to any scenario. This business report writing course is ideal for management students who has to write or contribute to business reports, proposals, white papers or other types of written business communication.

##### Course Objectives

The course focuses on how to prepare reports that will match up to, and exceed, the expectations of the reader. It will teach the students to plan, design and write a structured report, ensuring that only suitable content is included, and that the argument provided is logical and provides suitable calls to action. Report writing training teaches managers how to write informative and effective reports which are compelling, persuasive and easily understood. Students will also learn how to plan, organize their objectives, structure, construct arguments and summarize their content effectively.

##### Course Outcome (COs)

At the end of this course students will be able to, Plan their reports using the essential planning tools covered. Organize their thinking into a clear, logical structure before beginning to write. Write a clear, focused executive summary before starting on the report body. Write the report body in line with their stated objectives. Review for logical style and flow, plain English usage and correct style



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#### PRINCIPLES OF MANAGEMENT - 7BBA2C1

##### Course Description:

This course is designed to be an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating. Specific attention is paid throughout the course to the ethical implications of managerial action and inaction. This course relates, discuss, understand, and present management principles, processes and procedures in consideration of their effort on individual actions. This course introduces the basic topics of management. It provides the students with an understanding of what the job of a manager involves.

##### Course Objectives

1. To gain knowledge about the four management functions of planning, organizing, leading, and controlling and introduce to the historical evolution of management theories.
2. To learn the basics of group dynamics and the challenges of managing work teams.
3. To familiarize with various leadership styles and theories of motivation.
4. To describe the control process including: the importance of control, tools for measuring organizational performance, and managerial actions

##### Course Outcome (COs)

Upon completing requirements for this course, the student will be able to:

1. Explain strategic management in business operations.
2. Define management, quality management, and project management.
3. Identify relevant issues in human resource management.

#### COST ACCOUNTING - 7BBA2C2

##### Course Description:

This course consists of a discussion of cost accounting concepts and objectives, an in-depth study of cost accounting systems and accumulation procedures and a search into the elements of material, labor and factory overhead costs. Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies. Cost accounting is an essential management tool that can uncover profitability improvements and provide support for key business decisions. The Cost Accounting Fundamentals course shows how to improve a business with constraint analysis, target costing, capital budgeting, price setting, and cost of quality analysis. The course also addresses the essential tasks of inventory valuation and job costing, and shows how to create a cost collection system for these activities

##### Course Objectives

To explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies. Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies. Use accounting methods of cost calculation.

##### Course Outcome (COs)

Upon completion of this course, students will be able to, Express the place and role of cost accounting in the modern economic environment. Select the costs according to their impact on business. Differentiate methods of schedule costs per unit of production. Differentiate methods of calculating stock consumption, Interpret the impact of the selected costs method. Identify the specifics of different costing methods



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#### MODERN BANKING PRACTICES - 7BBAA2

##### Course Description:

In the current dynamic environment, individuals, to attain their professional growth and development, need not only education but also their professional skills. The aim of this certification program is to hone the professional banking skills of the individuals by training them on Banking domain and usage of banking application software. The Program is designed to teach the concepts of modern day banking operations. The program would encapsulate all the key aspects of modern banking system among the participants.

##### Course Objectives

This course aims in Introducing the Modern Banking System and Practices to the learners. Develop an in-depth knowledge of the operational processes of modern banking system. Familiarize learners with the vital banking functions and various banking operations required for smooth functioning of a bank. The aim of this certification program is to hone the professional banking skills of the individuals by training them on Banking domain and usage of banking application software. The Program is designed to teach the concepts of modern day banking operations.

##### Course Outcome (COs)

Upon completion, this course would familiarize the students with all aspects of bank operations including savings, loans, operations and audit functions. The program would encapsulate all the key aspects of modern banking system among the students. Understand the numerous aspects of e-banking. Understand the various types of customer accounts and how they function. Understand the insurance sector and the various issues related to it

#### ENVIRONMENTAL STUDIES - 7BES2

##### Course Description:

This course provides basic scientific knowledge and understanding of how our world works from an environmental perspective. The Environmental Studies major prepares students for careers as leaders in understanding and addressing complex environmental issues from a problem-oriented, interdisciplinary perspective. Topics covered include: basic principles of ecosystem function; biodiversity and its conservation; human population growth; water resources and management; water, air and soil pollution; climate change; energy resources, and sustainability

##### Course Objectives

To gain knowledge on the importance of environmental education and Ecosystem. To acquire knowledge about environmental pollution- sources, effects and Control. To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management. To acquire knowledge with respect to biodiversity, its threats and its Conservation and appreciate the concept of interdependence. To be aware of the national and international concern for environment for protecting the environment

##### Course Outcome (COs)

Demonstrate critical thinking skills in relation to environmental affairs, demonstrate knowledge and application of communication skills. Demonstrate an ability to integrate the many disciplines and fields that intersect with environmental concerns. Ecological Literacy: demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities. Sustainability: demonstrate an integrative approach to environmental issues with a focus on sustainability.





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**Course Description:**

**ORGANIZATIONAL BEHAVIOR - 7BBA3C1**

This course serves as an introduction to the field of organizational behavior (OB) and provides a foundation for other OB courses offered in the Faculty of Business. It covers a wide breadth of theories and applications dealing with such topics as perception, motivation, decision making, team dynamics, negotiation, conflict management, leadership, and organizational culture. The course is designed to equip the students to develop their interpersonal skills and to make them effectively work as managers or professionals in a team

**Course Objectives**

To help students understand the implications of individual and group behaviour in organizational context. Understand the concept of organizational behaviour, the social organization and the diverse environment alongside with the management of groups and teams. Appreciate the concept of organizational culture. Manage conflict amongst groups in a business environment. Comprehend and apply motivational theories in the workplace. Identify changes within organizations and power and politics in organizations.

**Course Outcome (COs)**

Upon completion Students will be able to study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

**BUSINESS STATISTICS - 7BBA3C2**

**Course Description:**

This course has a business focus. The course covers fundamentals of descriptive and inferential statistical techniques. The contents include data summaries and descriptive statistics; introduction to a statistical computer package; Probability: distributions, expectation, variance, covariance, statistical inference of unilabiate and bivariate data for hypothesis testing.

**Course Objectives**

The objective of this course is to frame business problems in appropriate statistical terms in order use data to make better decisions. The students will learn to make sense of data along with the basics of statistical inference and regression analysis and their hands-on implementation using software. They will develop critical and integrative thinking in order to communicate the results of the analysis clearly in the context of the problem. Finally, the students will learn to unambiguously articulate the conclusions and limitations of the analysis with a clear separation between data and judgment.

**Course Outcome (COs)**

It helps the students to understand and use the descriptive and inferential statistical tools used in business decision making, select an appropriate graph to describe a distribution, calculate and interpret the shape, centre and spread of a distribution, understand the problem of inference when working with the results from random samples, and analyse the data using excel.



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#### Course Description:

#### COMPUTER APPLICATIONS IN BUSINESS - I - 7BBA3C3 C

Computer Applications in Business I is designed to introduce students to the world of computers and software applications. This instruction will provide them with a solid foundation on which to build a strong and useful knowledge of Information Technology. Students through class room lectures, application program demonstrations, and hands on lessons and exercises students will learn how to use Microsoft Office applications and explore and examine the fundamentals of computer hardware and software. Students will acquire skills and proficiency in MS Word, Excel, and PowerPoint.

#### Course Objectives

This course aims at making the students gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications. Explore various methods where Information Technology can be used to support existing businesses and strategies. Investigate emerging technology in shaping new processes, strategies and business models. Achieve hands-on experience with productivity/application software to enhance business activities. Accomplish projects utilizing business theories, teamwork, Internet resources and computer technology. Work with simple design and development tasks for the main types of business systems.

#### Course Outcome (COs)

Upon completion of this course, the students will be able to apply computer resources for use in business and academics. Construct business and academic documents using Microsoft Word. Create spreadsheets with formulas and graphs using Microsoft Excel. Develop presentations containing animation and graphics using Microsoft PowerPoint. Integrate Microsoft Office applications for use in business.

#### ADVERTISING AND SALES PROMOTION - 7BBAA3

#### Course Description:

This course covers the elements of advertising and sales promotion in the business environment. The role of advertising and sales promotion in the economy is considered. The course includes a general survey of the kinds and purposes of the media, the psychological implications of typical appeals, and limited practice in promotional programming. The process of planning, creating, implementing, and evaluating an integrated marketing communications plan is explored.

#### Course Objectives

To appreciate the enormous and powerful influence advertising and sales promotion hold in the marketplace and society. To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before advertising and sales promotion strategy is developed. To assist the student in understanding that sales promotion results will depend upon a combination of research, creativity, and timing.

#### Course Outcome (COs)

Upon completion, the students will be able to categorize advertisements as to type and effectiveness. Explain how advertisement is used as a strategic tool to achieve marketing objectives. Recognize how an understanding of advertising strategies can lead to business success. Critically evaluate an advertising campaign. Create ads for specific products/institutions targeted to specific markets. Critical evaluate a sales Promotion package.



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இலக்கியமும் மொழிப்பயன்பாடும் - 7NME3A

#### Course Description:

தமிழ் நீதி இலக்கிய கருத்துக்களை அறிதல், தமிழ்மொழியின் தொன்மை மற்றும் புதுக் கவிஞர்கள் பற்றிய செய்திகள் மற்றும் பிழையின்றி தமிழ் பேசுவதற்கு பயிற்சி அளித்தல் மற்றும் ஆங்கில சொற்களை மொழிபெயர்த்தல் இவற்றைப் பற்றிய தகவல்கள் இந்தப் பாடத்திட்டத்தில் தெளிவாக விளக்கப்பட்டுள்ளன

#### Course Objectives

,ந்தப் பாடத்திட்டத்தின் மூலம் சங்கப்புலவர்கள், புதுக்கவிஞர்களை பற்றி செய்திகள் மாணவர்களுக்கு கற்பிக்கப்படுகின்றது. மேலும் மாணவர்களுக்கு வரவேற்புரை மற்றும் நன்றியுரை ஆற்றுவதற்குப் பயிற்சி அளிக்கப்படுகிறது.

EFFECTIVE EMPLOYABILITY SKILLS - 7NME3C

#### Course Description:

Soft skills provide students with a strong conceptual and practical framework to build, develop and manage teams. They play an important role in the development of the students' overall personality, thereby enhancing their career prospects. The soft skills training provides strong practical orientation to the students and helps them in building and improving their skills in communication, the effective use of English, business correspondence, presentations, team building, leadership, time management, group discussions, interviews, and inter-personal skills

#### Course Objectives

To equip the students with, Business Communication: Communications skills, current English usage, debates, language games, situational dialogues, precise writing, essay writing, presentations. Presentation Skills: Preparing for effective presentations, presentation for small groups and large groups, marketing and business presentations.

#### Course Outcome (COs)

Upon completion, the students will be able to develop effective communication skills (spoken and written). Develop effective presentation skills. Conduct effective business correspondence and prepare business reports which produce results. Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills. Develop all-round personalities with a mature outlook to function effectively in different circumstances. Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets

COMPETITIVE EXAMINATION SKILLS - 7SBS3A1

#### Course Description:

This course prepares the students for Public Service Commission, Tamil Nadu Public Service Commission (TNPSC) and other national and state level competitive exams and it also creates awareness among the aspirants about general and historic occurrences, Constitutional Provisions on the Formation, Functions, and Powers of Public Service Commissions for the Union and for the States and also clarifies about TNPSC and its rules of Procedure

#### Course Objectives

To build a sense of awareness among students through proper guidance about various competitive examinations in order to motivate students for prospective career in government and corporate sector. To intensively guide students for competitive examinations like TNPSC, UPSC, SSC, RRB, IBPS etc.

#### Course Outcome (COs)

Upon completion, The Students will be able to appear for all the competitive exams which are conducted by various government agencies, banks and some other private banks. The students will come to an understanding about the requirements and skill sets for writing and clearing various competitive exams. It also helps students to clear aptitude exams during interviews



## ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE

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Tiruppattur – 630 211.

### Bachelor of Business Administration Programme

#### EXECUTIVE SKILLS - 7SBS3A2

##### Course Description:

This Program is a career-enhancing experience that builds your understanding of management. It is targeted for developing general management skills apart from functional competencies. It will equip the participant with the foundations of strategy, finance, marketing, operations and people management skills and the way these functions integrate for organizational success, helping in quicker decision-making and employing an integrated approach to managing your business.

##### Course Objectives

The Executive Program in Business Management aims at providing managers and professionals with a broad overview of the key concepts, tools and techniques needed to successfully meet the challenges of today's global business environment. Individual courses will give participants the knowledge needed to work cross-functionally within the organization and become more skilled in the basics of business management.

##### Course Outcome (COs)

Upon completion of this executive program, it helps to enhance new skills and potential of the professionals and target to maximize their latent talents. It also increases the efficiency and help them grow in their field of work. Executive education helps a professional to confidently pursue new ideas, think creatively and improve the time management of his/her work.

#### OPERATIONS MANAGEMENT - 7BBA4C1

##### Course Description:

This course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management.

##### Course Objectives

This course aims to improve students' understanding of the concepts, principles, problems, and practices of operations management. This course will provide critical understanding of operations management concepts that yield a competitive advantage through operational excellence.

##### Course Outcome (COs)

Once this course is completed, the students will be able to, Identify and articulate how operations management contributes to the achievement of an organization's strategic objectives. Assess and formulate decision-making strategies to address operating issues that have short, intermediate or long lead times. Evaluate approaches to problem-solving and process improvement in production settings. Synthesize the depth and breadth of knowledge, knowledge of methodologies, application of knowledge, and communication skills.



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### Bachelor of Business Administration Programme

#### MARKETING MANAGEMENT - 7BBA4C2

##### Course Description:

In today's business world, success can often be attributed more to the genius of a company's marketing efforts than to the genius of its products or services. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, is essential for anyone who wishes to achieve a position of leadership. Students will come to understand how product, price, place and promotion contribute to the marketing mix as they explore researchbased insights into consumer behaviour.

##### Course Objectives

To make students have an understanding of the concepts of marketing and the marketing System. Make students understand evolution of marketing and the emphasis on each stage. Make students understand the marketing system, and marketing environment. Make students have clear understanding of the marketing mix and functions.

##### Course Outcome (COs)

To develop an ability to understand and develop the marketing mix for an organization. Develop an ability to assess the impact of the environment on marketing function Should be able to develop suitable marketing strategies in light of the environment Should be able to look for growth opportunities beyond national boundaries.

#### COMPUTER APPLICATIONS IN BUSINESS - II - 7BBA4C3

##### Course Description:

This Course covers in-depth knowledge to meet the accounting requirements of the business. This course step-by-step guide the student to handle Accounting, Inventory, Statutory and other specific business roles in different types of businesses. This course helps students to work with well-known accounting software i.e. Tally ERP.9. Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9

##### Course Objectives

The main aim of this Course is to equip students, accountants, businessmen and other professionals with advanced Tally. It includes tally basics, financial accounting, inventory system, taxation, GST and more. This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts. As this course is useful for Business Administration students to get placements in different offices as well as companies in Accounts departments.

##### Course Outcome (COs)

After successfully completing the course, students will able to work with well-known accounting software i.e. Tally ERP.9. Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in TallyERP.9 software. Students do possess required skill and can also be employed as Tally data entry operator



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Tiruppattur – 630 211.

### Bachelor of Business Administration Programme

#### Course Description:

#### BUSINESS MATHEMATICS - 7BBA4C4

The purpose of this business mathematics course is to increase your math knowledge and skill as it applies to many aspects of business and to help make you a more valuable player in the business arena. The purpose of this course helps the student to learn the specific concepts of business mathematics. This course is designed for Business students in order to develop their ability to understand linear functions, non-linear functions, and models (including cost, revenue, and profit). Methods to solve linear systems and the basics of linear programming are also introduced.

#### Course Objectives

Clearly define the different ways in which interest on money can be calculated. Explain the meaning of the following terms: simple interest, compound interest, equivalent rates of interest, promissory and demand notes, annuities, perpetuities, capitalized cost, depletion allowances, and stocks and bonds. Use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related. Evaluate and select financial arrangements which are best for you as a consumer

#### Course Outcome (COs)

Upon completion, the students will be able to, Analyse real world scenarios to recognize when simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation are appropriate, formulate problems about the scenarios, judge if the results are reasonable, and then interpret and clearly communicate the results. Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.

#### HUMAN RESOURCE MANAGEMENT - 4BBAA4

#### Course Description:

This course contributes to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. Administer and contribute to the design and evaluation of the performance management program. Develop, implement, and evaluate employee orientation, training, and development programs. Facilitate and support effective employee and labour relations in both non-union and union environments.

#### Course Objectives

The objective of the course is to teach the basic principles of strategic human resource management – how an organization acquires, rewards, motivates, uses, and generally manages its people effectively. In addition to providing a basic legal and conceptual framework for managers, the course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

#### Course Outcome (COs)

Upon completion of this course, students will be able to, effectively manage and plan key human resource functions within organizations. Examine current issues, trends, practices, and processes in HRM. Contribute to employee performance management and organizational effectiveness. Problem-solve human resource challenges. Develop employability skills for the Canadian workplace. Develop effective written and oral communication skills



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Tirupattur – 630 211.

### Bachelor of Business Administration Programme

#### ACCOUNTING SKILLS - 7SBS4B1

##### Course Description:

Rapid changes grip the world today and the context in which business firms operate has undergone enormous change. The unique blend of management accounting, financial accounting and business-focused subjects produces competent and confident CGMAs who can lead their organizations to sustainable success. The regular CIMA papers but also gives an opportunity to students to gain qualifications like, Certificate in Business Accounting, Diploma in Management Accounting and Advanced Diploma in Management Accounting as they pursue this program.

##### Course Objectives

To train and produce competent and qualified management accounting professionals who can guide and lead their organizations to sustainable success and growth. To impart knowledge to students in functional areas of business so that they may pursue careers in management and excel in different fields of management. To offer a blend of Management Accounting, Financial Accounting and Business focused subjects ensuring the right mix of skills and knowledge to bridge the gap between industry and academics. To deliver a strong understanding of all aspects of business to the students so that they can contribute in all the areas of organization.

##### Course Outcome (COs)

When you emphasize in accounting, you will learn skills that are relied upon daily by companies across the globe. Your credentials can help you secure a job and provide you with opportunities in the workplace

#### EMERGENCY AND MEDICAL LAB SKILLS - 7SBS4B2

##### Course Description:

These programs offer different levels of emergency care, knowledge and skills. Emergency medical and Lab skills programs train students to manage urgent care on the scene as well as in transport to hospitals or other medical facilities. The new reformed curricula enhanced the integrated medical teaching and emphasized the teaching and learning of lab skills.

##### Course Objectives

Lab course to instruct students on the indications, contraindications, complications and equipment needed for care. Clinical skills laboratories are educational facilities that have the potential benefit for undergraduate students. They provide a safe and protected environment in which the learner can practice medical and lab skills before using them in real life. These skills courses help to ensure that all students acquire the necessary techniques

##### Course Outcome (COs)

The students are prepared to, no matter what their entry level skills or training might be. The skills covered in this course help to advance medical skills and lab skills, helping to assert our clinicians as the best in the marketplace.



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### Bachelor of Business Administration Programme

#### VALUE EDUCATION - 7BVE4

##### Course Description:

The learning and practice of facts which have eternal value is what is contemplated by value education. It can also be the process by which a good citizen is molded out of a human being. The evolution of a good human being is when he realizes that his conscience shows to him the rightness of his action

##### Course Objectives

To create an awareness to values among learners and help them to adopt them in their lives. To create awareness about, how important human values are humanism and humanistic movement in the world and in India, literature on the teaching of values under various religions like Hinduism, Buddhism, Christianity, Jainism, Islam, etc. And also to learn about the Agencies for teaching value education in India.

##### Course Outcome (COs)

The students will be able to understand values and emotions of other peoples, they will learn to respect other faiths as well as to create harmony and peace in the country. This course will shape the minds of the students to become a good human being to this society.

##### Course Description:

#### MANAVALAKALAI YOGA - 7BMY4

In the “manavalakalai yoga”, practices formulated by thathuvagani vethathiri maharishi do not have any bearing on religion, caste or creed. This is an education for culturing the mind. It does not contain any customary observances of any sect. It comprises only rational and scientific education and practices. These are offered to all people without any discrimination.

##### Course Objectives

To train and develop the physical body for leading a healthy life.

To rejuvenate the life energy, to retard the ageing process and to achieve spiritual development

To offer meditation practices and introspection so as to strengthen the mind, increase its will power, concentration, creativity and receptivity and ultimately to transform the mind to achieve self-realization

To help every individual to realize the enduring values of peace, non-violence and harmony to revitalize human society for restoring its sanity and strength

##### Course Outcome (COs)

Learning and practicing manavalakalai yoga by students would help them to acquire physical health, mental acuteness, strength of life force and wisdom. Offering this yoga to students is the only means through which social welfare could be derived. On the whole, manavalakalai yoga would be of immense help to achieve a holistic life for any human folk.





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### Bachelor of Business Administration Programme

#### WOMEN'S STUDIES - 7BWS4

##### Course Description:

The course is a study of the various gender defined roles for all the genders and how it shapes the psyche of the people and their interpretations of these social and cultural constructions through various theories given by the social scientists. It is an interdisciplinary course which draws the gendered analysis from various fields of social sciences, humanities, literature, media and the cultural representations of the sort.

##### Course Objectives

To gain knowledge on gender ideology. To understand the concepts of HDI, GDI and GEM. To know the women development policies and programs.

##### Course Outcome (COs)

- Recognize the historic and socio-cultural construction of gender. Understand and apply feminist theory.
- Produce gender-driven analyses of media, marketing, art, culture, and politics.
- Grasp the complex inter-sectionalism of social groups (e.g., race, class, gender, sexuality, etc.).
- Identify historic and contemporary women of importance as well as crucial moments in women's history and feminist activism.
- Analyse the diverse strategies through which feminists work and have worked to increase women's agency at local, national, and global level

#### MARKETING RESEARCH - 7BBA5C1

##### Course Description:

Marketing research is the foundation for building knowledge about the market. It's an exciting and critical aspect of marketing. It covers a wide range of phenomena and it can help to answer many questions and reduce the uncertainty in decision making. This subject is taught with a practice orientation. It is hoped that students will gain a practical and sound understanding of how marketing research is conducted in the real business environment.

##### Course Objectives

This course aims at proving, Basis For Proper Planning, To Reduce Marketing Costs, To Find Out New Markets for The Product, To Determine Proper Price Policy, To Study in Detail Likes and Dislikes of the Consumers, To Know The Market Competition.

##### Course Outcome (COs)

Marketing research provides valuable information by studying the impact of external forces on the organization. External forces may include conditions developing in foreign markets, govt, policies and regulations, consumer incomes and spending habits, new products entering in the market and their impact on the company's products



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### Bachelor of Business Administration Programme

#### MANAGEMENT ACCOUNTING - 7BBA5C2

##### Course Description:

This course examines the principles, techniques, and uses of accounting in the planning and control of business organizations from a management perspective. This course will help the student to understand the fundamental concepts of managerial accounting. This course include the changing role of management accounting and basic concepts; product costing and cost accumulation; process costing and hybrid product costing systems; activity-based costing and activity-based management; activity analysis, cost behavior and cost estimation

##### Course Objectives

This course aims in development of a functional knowledge of the basic managerial accounting principles. An understanding of the types of costs and how they behave in order to calculate cost-volume-profit relationships. An understanding of the types of budgets and be able to prepare operating budgets, financial budgets and capital budgets.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to distinguish between variable and fixed costs and to explain the concept of mixed costs and the high-low method. Explain contribution margin and identify the three ways to calculate break-even point and also to define margin of safety and give the formulas for computing

#### BUSINESS LAW - 7BBA5C3

##### Course Description:

This course introduces the student to the legal and ethical framework of business. This course examines the formulation, interpretation, and application of law to business. It incorporates the study of ethical issues that arise in contemporary business settings, including professional conduct and corporate social responsibility. This course covers major areas of legal regulation to which businesses are subject, including tort liability, contract law, partnership and corporate law, employment and labor law, intellectual property law, environmental regulation and sustainability, and financial regulation.

##### Course Objectives

The course will include an understanding of the legal system related to business administration. Students will gain an understanding of contract law, their rights and responsibilities as citizens, utilization of financial transactions, employment and agency relationships, and the regulations governing different types of business organizations.

##### Course Outcome (COs)

To impart basic knowledge of the Indian Industrial legislations. To understand the maintenance of industrial harmony and ensuring healthy relationship among the workforce for achieving the organizational goals. To familiarize with the different concepts and practices of the Public Relations in organizations.



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### Bachelor of Business Administration Programme

#### TOURISM MANAGEMENT - 7BBAE1A

##### Course Description:

This course introduces the development of the tourism industry. Topics of the course include general concepts of tourism, travel motivations, scope and structure of travel organizations and travel-related professions. This course provides students with the fundamental knowledge concerning marketing, human resources management, financial management, destination planning, policy, environment and prospects in the tourism industry. It examines the socioeconomic significance of tourism as a phenomenon and explores the relationship between the public and private sectors and their involvement in tourism

##### Course Objectives

This course aims at equipping the students to have knowledge about maintenance of tourism products in India and abroad, meaning, types and concepts of itinerary and methods to develop an ideal itinerary and function of tour managers. Understand the concept of tour packages, types of tour, tour designing process and its importance

##### Course Outcome (COs)

At the end of this course the student will Understand and explore maintenance of tourism products in India and abroad provide information about tour packages. Assert and apply the methods to develop an ideal itinerary and function of tour managers.

#### RURAL MARKETING - 4BBAE1B

##### Course Description:

This course speaks about the predominantly rural character of India's national economy is reflected in the very high proportion of its population living in rural area. India's economy can be thought of as comprising of two main sectors, namely, the Rural Sector and the Urban Sector. The Rural sector is, in turn, composed of two main sub sectors i.e. the agricultural sub sector and the non-agricultural sub sector.

##### Course Objectives

This course aims to help the students understand and appreciate the differences and similarities between urban and rural Indian markets. To make them understand and develop marketing strategies that are unique to rural India. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context

##### Course Outcome (COs)

Upon completion of this course, the students will be able to identify and understand the following,

1. Rural Marketing opportunities
2. Rural Economy and Environment
3. Social and cultural aspects in rural India
4. Innovations in rural marketing.



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### Bachelor of Business Administration Programme

#### SERVICE MARKETING - 7BBAE2A

##### Course Description:

This course focuses on the key elements (culture, communications, strategy, operations, people and technology) that marketers must integrate to establish and sustain service excellence and provide customer value. The core theme is a how customer value is created. Topics include nature of service products, consumer behavior in service settings, service quality and satisfaction, developing service strategies, managing customer service, services cape strategies, service recovery and service technologies.

##### Course Objectives

The purpose of learning this course is to expose the students to the evolution and growth of services marketing sector which is a dominant player besides products marketing. This course will enable students to acquire the knowledge of services market, to design service marketing strategies to be offered to major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.

##### Course Outcome (COs)

At the end of this course on Services Marketing the learner will be able to:

- Define service
- Classify services
- Project service life cycle
- Develop new service
- Measure service quality gap
- Position, price, deliver, services

#### INSURANCE MANAGEMENT - 7BBAE2B

##### Course Description:

This course explains about Insurance management, which is an important risk management tool and is frequently used to protect the Home Loan Banks, the Office of Finance from operational losses. Although the regulated entities use some forms of insurance to mitigate credit risk, insurance as discussed in this module is primarily used to mitigate operational risk.

##### Course Objectives

The objective of this course is to make the students understand Life Insurance Market in India. To discuss the issues related to risk management in view of life insurance. To help students understand general Insurance Market in India. To examine the issues related to risk management in view of insurance. To acquaint the student with different policies of general insurance. To develop an understanding of what risk is, how it can be measured and transferred. To familiarize student with insurance business and its environment in India

##### Course Outcome (COs)

Upon completion, this course enables the students to understand about Insurance sector and other various forms of insurance and how it works. The students will also know about the claim of insurance and various types of insurance. This course provides an outline of the overall insurance rules and regulations. This program also explains about the legalities of the insurance sector.



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### Bachelor of Business Administration Programme

#### ENTREPRENEURIAL DEVELOPMENT SKILLS - 7SBS5A3

##### Course Description:

This course describes about the development of entrepreneurial skills. As a successful entrepreneur, you'll have to work closely with people – this is where it is critical to be able to build great relationships with your team, customers, suppliers, shareholders, investors, and more. The key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams.

##### Course Objectives

The objective of this course is to make the students learn the concepts, principles of entrepreneurship and to develop entrepreneurial interest and qualities. To impart the process and procedure involved in setting up of a small enterprise and to acquire the necessary managerial skills to run a small-scale industry. You understand different methods to assess the attractiveness of business opportunities. You understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.

##### Course Outcome (COs)

Upon completion of this course, the students will be able collect and analyse data to assess the attractiveness of new business opportunities in regards to the market, the industry, and the team. You are able to detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths. You are able to identify and develop relevant research topics. You are able to apply advanced scientific research methods to investigate selected research topics

#### HERITAGE AND TOURISM - 7SBS5A4

##### Course Description:

This course will equip students with the knowledge you need to successfully operate a cultural tourism business and devise policies and strategies for the overall industry.

##### Course Objectives

- To understand the definitions, terminology and concepts of cultural heritage and its relationships with tourism.
- To Understand heritage tourism supply by examining different categories of heritage Attractions and the contexts within which heritage exists and additional perspectives on scale from the supply perspective
- To understand the role of interpretation in cultural heritage sites and the relevance of such interpretation approaches to visitors.
- Provide a framework to plan, design, and assess interpretation programs for tourists

##### Course Outcome (COs)

The course will provide graduates with a broad knowledge and understanding of contemporary challenges facing the management, promotion and conservation of the historic and natural environments, both within Scotland and internationally, and will equip you with the knowledge you need to successfully operate a cultural tourism business and devise policies and strategies for the overall industry



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### Bachelor of Business Administration Programme

#### MARKETING AND SALES MANAGEMENT - 7SBS5A5

##### Course Description:

This course describes about marketing and sales management as, Marketing is often viewed as the most important function of any organization; without effective marketing activities an organization will be out of touch with customer needs, market situations and developments; and customers will not know about or have access to the products and services of the business. Along with the top-class selling ability required for success, knowledge is needed about markets, market research, distribution channels, marketing strategies, advertising, publicity, public relations, pricing strategies and more.

##### Course Objectives

This course aims to equip the students to acquire analytical skills for solving marketing related problems and challenges and to familiar with the strategic marketing management process. The principles of selling and salesmanship. Internal sales personnel and commercial travelling salespeople. The methods of selling: creating interest, giving demonstrations, making sales transactions. Types and categories of consumers, commercial and corporate buyers.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to understand the functions of Sales/marketing managers, which includes management of staff: recruit, motivate, guide, train and control them, and plan and organize their activities. This practical Program provides training on the wide-ranging duties of sales and marketing managers in the highly competitive world of business.

#### INVESTMENT MANAGEMENT - 7BBA6C1

##### Course Description:

This course is designed to introduce students to the investment environment in the role of a private or professional investor. Financial markets and instruments, investment strategies. Apply standard models of financial economics to problems of portfolio optimization, diversification, immunization, and risk management. In addition, students will learn various quantitative methods that can be used to solve financial problems.

##### Course Outcome (COs)

Upon completion of this course the students will be able to,

- Identify and analyse the various investment avenues.
- Understand the functions and importance of Indian security market
- Understand and analyse economic, industry specific and firm specific factors.
- Analyse and predict the trend of stock price movement
- Able to frame portfolio of investment to reduce risk and earn profit



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### Bachelor of Business Administration Programme

#### FINANCIAL MANAGEMENT - 7BBA6C2

##### Course Description:

This is an introductory course in financial management, with an emphasis on the major decisions made by the financial executive of an organization. The student studies topics in the financial management of profit-seeking organizations.

##### Course Objectives

This course aims in development of student's understanding of the tools that are used to value investment projects and companies (valuation). Understand the basic issues involved in how firms should raise funds for their real investments (financing). Evaluate how investment and financing decisions are related. A major objective is the development of analytical and decisionmaking skills in finance through the use of theory questions and practical problems.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to identify and evaluate the alternative sources of business finance. Discuss and apply working capital management techniques. Understand the factors influencing cost of capital and calculating cost. To take decisions on capital structure. Evaluate the financial viability of investments

##### Course Description:

#### INTERNATIONAL MARKETING - 7BBA6C3

The course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations. This course involves the study of the issues involved in identifying, and developing, relationships with international markets. The course analyzes the marketing that occurs across national boundaries. Never before in the history of this country has international marketing been so critically important. Topics include an overview of international marketing; social, cultural, political, and legal environments; international marketentry opportunities; planning and managing market entry strategies and products; global distribution and pricing; international promotion, sales, and negotiation; and international market planning

##### Course Objectives

This course helps the students to acquire the knowledge and process of export and import trade. To expose them to the recent trends and practices prevalent in the global Trade. To make the students understand the issues and challenges in the global trade.

##### Course Outcome (COs)

Upon completion of the course, the students will have the ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products in foreign countries



## ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE

(Re-accredited with B<sup>+</sup> Grade by NAAC)

Tiruppattur – 630 211.

### Bachelor of Business Administration Programme

#### PROJECT REPORT & VIVA-VOCE - 7BBA6C4

##### Course Description:

Student is normally required to undertake a research oriented project in their final year of study. Aim of the final year project to develop student's knowledge for solving real life corporate problems through structured research study of a particular management area, in order to produce competent and sound graduates. The project is very important component for students for completing the degree and also in job interviews. It provides the students with the opportunity to design undertake or conduct an independent research or study related to their degree course.

##### Course Objectives

This course aims to bridge the gap between industry and institution. To gain 'on the field' experience and identify contemporary problems faced by the industry, managers and entrepreneurs. To equip students for placements. To gain practical exposure to become future professionals. This course produces a practical exposure and help the students to get placed and also helps in performing in a job.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to identify and describe the problem and scope of project clearly, collect, analyse and present data into meaningful information using relevant tools, select, plan and execute a proper methodology in problem solving, work independently and ethically, present the results in written and oral format effectively and identify basic entrepreneurship skills in project management.

#### RETAIL MANAGEMENT - 7BBAE3A

##### Course Description:

The purpose of this course is to introduce the student to the world of retailing from a managerial viewpoint. Consequently, we will study the elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behaviour, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control.

##### Course Objectives

The purpose of this course is to introduce the student to the world of retailing from a managerial viewpoint. Consequently, we will study the elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behaviour, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. Topics may include merchandise and expense planning, store layout, product line and resource determination, pricing, promotional strategies, customer service, financial planning and control.

##### Course Outcome (COs)

Upon completion of this course, it will enable students to develop decision making skills related to retailing, define retailing, understand what marketing means to business executives and academics, understand the ways that retailers use marketing tools and techniques to interact with their customers.





## ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE

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Tirupattur – 630 211.

### Bachelor of Business Administration Programme

#### CUSTOMER RELATIONSHIP MANAGEMENT - 7BBAE3B

##### Course Description:

Customer Relationship Management (CRM) course is a comprehensive set of processes and technologies for managing the relationships with potential and current customers and business partners across marketing, sales, and service areas regardless of the channel of distribution. This course focuses on the development and implementation of relationship marketing strategies via the use of CRM initiatives.

##### Course Objectives

This course aims in creating insight and new learning in the area of customer relationship management. To equip students with both a conceptual understanding and the knowledge pertaining to practical application of critical skills necessary for building and managing partnering relationships with customers and suppliers. To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to analyze relationship theory and relationship economics from the point of view of the customer and the organization. Critically analyze an organization's relational strategies with stakeholder groups that affect how well it meets customer needs evaluate CRM implementation strategies. Formulate and assess strategic, operational and tactical CRM decisions. Plan and conduct an investigation on an aspect of CRM, and communicate findings in an appropriate format

#### BASIC INTERNET AND OFFICE AUTOMATION LAB - 7SBS6B3

##### Course Description:

Office tools course would enable the students in crafting professional word documents, excel and spread sheets, power point presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools. The term office automation refers to all tools and methods that are applied to office activities which make it possible to process written, visual, and sound data in a computer-aided manner.

##### Course Objectives

The syllabus has been specifically designed to suit all candidates who pass in Plus Two Examinations. Web Design, Development, Deployment and Maintenance are the thrust areas of the syllabus. A candidate completing this course must be able to design, develop, deploy, edit, animate, optimize, export and maintain a dynamic web page. Web Graphics and Animation are other thrust areas. To familiarize the students in preparation of documents and presentations with office automation tools.

##### Course Outcome (COs)

By learning the course, the students will be able

- To perform documentation
- To perform accounting operations
- To perform presentation skills



## ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE

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Tirupattur – 630 211.

### Bachelor of Business Administration Programme

#### FRUIT, VEGETABLE PRESERVATION SKILLS - 7SBS6B4

##### Course Description:

The purpose of this course is to study about Fruits and vegetables, which are among the perishable commodities, important ingredients in the human dietaries. Due to their high nutritive value they make significant nutritional contribution to human well-being. They are the cheaper and better source, the protective foods. If they can be supplied in fresh or preserved form throughout the year for human consumption, the national picture will improve greatly. The perishable fruits and vegetables are available as seasonal surpluses during certain parts of the year in different regions and are wasted in large quantities due to absence of facilities and know-how for proper handling, distribution, marketing and storage.

##### Course Objectives

This course aims to provide education and training in food chemistry, food safety, food processing, food packaging. Integrate fundamental and applied research across dairy, seafood, wine, beer, fruit, and vegetable categories to provide value-added solutions to current and future problems encountered.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to understand food science and food technology that will allow them to be successful in their chosen careers. Conduct basic and applied research that provides fundamental knowledge about food systems, and addresses the needs of the food technology profession and our industry stakeholders. Provide applied extension outreach that serves the needs of Oregon's food processors and enables them to respond to consumer needs and concerns.

#### EQUIPMENT HANDLING SKILLS FOR EVENTS - 7SBS6B5

##### Course Description:

This course describes about Events management, which is an occupation concerned with the professional delivery of planned events in a variety of contexts. These encompass the arts, culture, sport, politics, music, business and many other occasions where people are brought together for a specific purpose. Indeed the professionalization of events management has created an extensive range of career opportunities. This has led to the emergence of challenging jobs in an innovative industry that represents one of the fastest growing areas of the service sector.

##### Course Objectives

This course aims on the study on the longest-running events management course. They will be taught by specialists in events academics in the world who collectively have an unparalleled range of expertise, knowledge, skills and experience in events. They can volunteer at a range of stimulating events; they will engage in a range of practical industry-focused activities and assessments, venue visits, national events management competitions, student conferences and training workshops.

##### Course Outcome (COs)

Upon completion of this course, the students will be able to create and deliver a diverse range of events from conception through to evaluation. Develop students' key skills and abilities to build upon a range of events experiences they will gain on the course that is all based on rigorous academic knowledge and understanding. Provide a robust and effective personal development programme for each student from the point of entry to graduation and beyond, into future employment and further study.