



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
 (An Autonomous Institution Affiliated to Madurai Kamaraj University)
 Virudhunagar – 626 001.

Course Name : Bachelor of Business Administration
 (For those who joined in June 2023 and after)

II Year BBA

| Semester | Part | Subject | Hours | Credit | Int + Ext = Total | Local | Regional | National | Global | Professional Ethics | Gender | Human Values | Environment & Sustainability | Employability | Entrepreneurship | Skill Development | Subject Code | Revised / New / No Change / Interchanged & Percentage of revision |
|--------------|----------|-------------------------|-----------|-----------|-------------------|-------|----------|----------|--------|---------------------|--------|--------------|------------------------------|---------------|------------------|-------------------|--------------|---|
| III | PART I | Tamil | 6 | 3 | 25+75=100 | | | | | | | | | | | | U24PT31 | Interchanged from II semester |
| | PART II | English | 6 | 3 | 25+75=100 | | | | | | | | | | | | U24PE31 | New |
| | CORE 5 | Operations Management | 4 | 4 | 25+75=100 | | | | ✓ | | | | ✓ | | | ✓ | U24BAC31 | Interchanged from IV and Revised 20% |
| | CORE 6 | Marketing Management | 5 | 4 | 25+75=100 | | | | ✓ | | | | ✓ | ✓ | | | U24BAC32 | Interchanged from IV |
| | CORE 7 | Management Accounting | 5 | 4 | 25+75=100 | | | | ✓ | | | | | | | ✓ | U24BAC33 | Mark Change |
| | ALLIED 3 | Business Statistics | 4 | 3 | 25+75=100 | | | | | | | | | | | | U24MAAB31 | Revised 25% |
| | SL | Value Education | -- | 3 | 25+75=100 | | | | | | | | | | | | U24VE31 | New |
| Total | | | 30 | 24 | | | | | | | | | | | | | | |
| IV | PART I | Tamil | 6 | 3 | 25+75=100 | | | | | | | | | | | | U24PT41 | Interchanged from III semester |
| | PART II | English | 6 | 3 | 25+75=100 | | | | | | | | | | | | U24PE41 | New |
| | CORE 8 | Financial Management | 6 | 4 | 25+75=100 | | | | ✓ | | | | | | | ✓ | U24BAC41 | Mark Change |
| | CORE 9 | Research Methodology | 6 | 4 | 25+75=100 | | | | ✓ | ✓ | | | ✓ | | | ✓ | U24BAC42 | Interchanged from V and Revised 20% |
| | SBE 3 | Personality Development | 2 | 1 | 25+75=100 | | | | ✓ | | | | ✓ | | | | U24BAS41 | Interchanged from VI and Revised 80% |
| | ALLIED 4 | Business Mathematics | 4 | 3 | 25+75=100 | | | | | | | | | | | | U24MAAB41 | Revised 25% |
| | SL | Environmental Studies | --- | 2 | 25+75=100 | | | | | | | | | | | | U24ES41 | New |
| Total | | | 30 | 20 | | | | | | | | | | | | | | |



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| Year | Part | Subject | Credit | Int = Total | Code |
|--------|--------|---|--------|-------------|--|
| I & II | Part V | NSS / NCC / Physical Education/ YRC / RRC | 3 | 100 = 100 | U22NS4 / U22NC4 / U22PS4 / U22YR4 / U22RR4 |

| Semester | Part | Subject | Hours | Credits | Int+Ext = Total | Subject Code | Changed / Un changed |
|----------|------------------------|-------------------------------|-------|-----------|-----------------|--------------|----------------------|
| V | CORE 11 | BUSINESS LAW | 5 | 4 | 25+75=100 | | |
| | CORE 12 | Human Resource Management | 5 | 4 | 25+75=100 | | |
| | CORE 13 | OFFICE DOCUMENTATION PACKAGES | 5 | 4 | 25+75=100 | | |
| | CORE 14 | BUSINESS ANALYTICS | 6 | 4 | 25+75=100 | | |
| | ELECTIVE 1 | RETAIL MANAGEMENT | 4 | 3 | 25+75=100 | | |
| | ELECTIVE 2 | FINANCIAL SERVICES | 4 | 3 | 25+75=100 | | |
| | SBE 4 | EMPLOYABILITY SKILLS | 1 | 1 | 25+75=100 | | |
| | SBE 5 | INTERNSHIP | - | 1 | 40+60=100 | | |
| SLC | GOODS AND SERVICES TAX | - | 2 | 0+100=100 | | | |

| Semester | Part | Subject | Hours | Credits | Int+Ext = Total | Subject Code | Changed / Un changed |
|----------|------------|---------------------------------|-------|---------|-----------------|--------------|----------------------|
| VI | CORE 15 | ORGANIZATIONAL BEHAVIOUR | 5 | 4 | 25+75=100 | | |
| | CORE 16 | LOGISTICS AND SUPPLY MANAGEMENT | 4 | 4 | 25+75=100 | | |
| | CORE 17 | BANKING LAW & PRACTICE | 4 | 4 | 25+75=100 | | |
| | CORE 18 | ENTREPRENEURSHIP | 4 | 4 | 25+75=100 | | |
| | ELECTIVE 3 | SALES MANAGEMENT | 4 | 3 | 25+75=100 | | |
| | ELECTIVE 4 | INDIAN CAPITAL MARKET | 4 | 3 | 25+75=100 | | |
| | SBE 6 | PROJECT | 5 | 3 | 40+60=100 | | |



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SEMESTER - III

| | |
|---|-------------------------------|
| Course Title : Operations Management | Total Hours : 60 Hours |
| Course Code : U24BAC31 | Total Credits : 4 |

Course Outcomes:

| COs | CO Statement |
|------------|--|
| CO1 | Enlighten on various functions of production management and manufacturing Practices. |
| CO2 | List out the factors affecting plant location and the principles of plant layout. |
| CO3 | Describe material management with its objections, functions and its importance. |
| CO4 | Understand concepts materials handling and production planning and control. |
| CO5 | Impart knowledge about Quality control, Quality circles and TQM. |

UNIT-1 **[12 Hours]**

Operations management: Meaning – scope - production systems - continuous production, Intermittent production ,mass & flow production, Batch production, Job order production.

UNIT-2 **[12 Hours]**

Plant location: Importance – Factors affecting plant location. Plant layout –Process layout, product layout, Fixed position layout.

UNIT-3 **[12 Hours]**

Material management: Classification of Materials - Objectives –Functional areas of Materials Management. Production Planning and Control: meaning and importance - Stages of Production Planning and Control.

UNIT-4 **[12 Hours]**

Plant Maintenance: Importance - Areas of maintenance- Types - Breakdown maintenance, Preventive Maintenance and predictive maintenance. Material Handling: Principles of Material Handling-Types of Material Handling Equipments.

UNIT-5 **[12 Hours]**

Quality control: Need and importance. Quality Circles and its benefits. TQM and its benefits. ISO 9000 series: Objectives – benefits – Steps in ISO 9000 Registration.

TEXT BOOK:

Production and Materials Management – P.Saravanel, S.Sumathi, Margham Publications

Unit –I – 1.1-1.8,2.1-2.10.

Unit –II –8.1-8.4,11.1-11.18

Unit –III –13.1-13.10,25.1-25.10,34.1-34.5

Unit –IV –32.1-32.10,16.1-16.15,22.1-22.10

Unit –V – 39.1-39.15,40.1-40.20.



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REFERENCE BOOKS:

1. Production and Operations Management – Dr.S.Anil Kumar, N.Suresh, New Age International Publishers.
2. Production and Operation Management- Dr.B.S.Goel, Pragati ,Prakashanpublications.

e- Resources:

1. <https://youtu.be/tdZOjBODtE4>
2. <https://youtu.be/2WRwXBhNN84>
3. <https://youtu.be/VmXPqF9T7JQ>
4. <https://youtu.be/2Yd2HhKIsiE>
5. <https://youtu.be/JnFqveMoI-8>
6. <https://youtu.be/C4MHnVY-rQ>

| | |
|--|-------------------------------|
| Course Title : Marketing Management | Total Hours : 75 Hours |
| Course Code : U24BAC32 | Total Credits : 4 |

Course Outcomes:

| COs | CO Statement |
|------------|---|
| CO1 | To facilitate the students to acquire knowledge of concepts of marketing. |
| CO2 | To equip the students about product planning and pricing methods |
| CO3 | To provide an information about channel members and promotional tools |
| CO4 | To develop the knowledge on promotional aspects |
| CO5 | To familiarize the students on services marketing concepts |

Unit - 1: **[15 Hours]**
Marketing: Definition – Nature of Marketing – Functions of marketing – Evolution of marketing concept - Concept of marketing mix. Market: Meaning – Classification of Markets. Product – Definition – Features of product – Classification of Product. Product policies: Product mix and product line. Product life cycle stages.

Unit - 2: **[15 Hours]**
Branding: Meaning – Functions. Packaging: Meaning – Functions. Labeling: Meaning – Functions. Pricing – Objectives – Factors affecting price of a product – Kinds of pricing – Special problems in pricing – Price Discrimination.

Unit - 3: **[15 Hours]**
Channels of distribution: Meaning – Importance – Factors influencing the selection of distribution channel. Middlemen: Meaning – Functions – Kinds. Wholesaler: Meaning – Services. Retailer: Meaning – Types–Services.

Unit - 4: **[15 Hours]**
Promotion: Meaning – Objectives. Advertising: Meaning – Objectives – Kinds of advertising. Media of advertising: Kinds of advertising media. Sales promotion: Meaning – Importance - Types.



Unit - 5: **[15 hours]**
Marketing of Services: Definition of Services – Types of Services – Characteristics of Services – Difference between Goods and Services – Elements of Services marketing mix.

Text Book:

- 1) Marketing management – Dr.C.B.Gupta & Dr.N.Rajan Nair, Sultan Chand & Sons, New Delhi.

| | |
|----------|--|
| Unit - 1 | 1.4-1.19, 2.4-2.6, 5.15-5.18, 7.4-7.12 and 8.7-8.9 |
| Unit - 2 | 7.14-7.25 and 9.5-9.20 |
| Unit - 3 | 10.4-10.13 and 10.25-10.41 |
| Unit - 4 | 12.4-12.7, 15.2-15.8, 13.2-13.5 and 13.13-13.19 |

- 2) Services Marketing – Vasanthi Venugopal and V.N.Raghu by Himalaya Publishing House.

| | |
|----------|----------------|
| Unit - 5 | 5-13 and 77-84 |
|----------|----------------|

Reference Books:

- 1) Marketing Management – Philip kotler, Pearson Education, NewDelhi.
- 2) Marketing Management – R.S.N Pillai & Bhagawathi, S.Chand Publications, NewDelhi.

e – Resources:

1. http://sdeuoc.ac.in/sites/default/files/sde_videos/B.Com-%20Marketing%20Management%202019%20Admn.pdf.
2. https://ddceutkal.ac.in/Syllabus/MCOM/Marketing_Management.pdf.
3. https://ddceutkal.ac.in/Syllabus/MCOM/Marketing_Management.pdf.
4. <https://www.youtube.com/watch?v=TL0K0AhI7kE>.
5. <https://www.youtube.com/watch?v=HK1N7JBP56o>

| | |
|---|-------------------------------|
| Course Title : Management Accounting | Total Hours : 75 Hours |
| Course Code : U24BAC33 | Total Credits : 4 |

Course Outcomes:

| Cos | CO Statement |
|------------|--|
| CO1 | To impart basic and clear understanding of various concepts of management accounting. |
| CO2 | To develop management reporting skill among the students. |
| CO3 | To educate the students on various management accounting tools and techniques. |
| CO4 | To expand the decision making and strategic planning skill using techniques like marginal costing, standard costing, budgeting etc |
| CO5 | To impart analytical skills among the students. |



Unit I **15 Hours**
Management Accounting: Meaning, nature, functions, advantages and disadvantages, Differences between Management Accounting and Financial accounting - Financial statement analysis – comparative, common size and trend percentages.

Unit II **15 Hours**
Ratio Analysis: meaning, merits and demerits – classification of ratios – Profitability ratios, Turnover ratios and financial ratios.

Unit III **15 Hours**
Fund Flow statement: meaning, merits and demerits – Preparation of fund flow statement. Cash Flow statement: meaning, uses - Differences between Fund Flow statement and Cash Flow statement (Only theory).

Unit IV **15 Hours**
Marginal costing: meaning, merits and demerits. Break-even analysis: Assumptions - Profit Volume ratio, Margin of Safety, Maintaining a desired level of profit. Standard Costing: meaning, merits and demerits – Material, Labour & Overheads only – Variance analysis.

Unit V **15 Hours**
Budgetary Control: Meaning, objectives, merits and demerits – Classification of Budgets - (Problems only from Cash budget and Flexible budget).

Note: 60% marks for problems and 40% marks for theory.

Text Book:

1. “Management Accounting” R.S.N.Pillai and Bagavathi, S. Chand & Company Ltd., 2010

| | |
|----------|---------------------------|
| Unit I | Pg no 12-19; 41-54; |
| Unit II | Pg no 55 – 158; |
| Unit III | Pg no 179-261; 262 – 267; |
| Unit IV | Pg no 362-399; 431-454 |
| Unit V | Pg no 465 – 512; 536-563 |

Reference Books:

1. Management Accounting., T.S.Reddy and Hariprasath Reddy

e- Resources:

1. <https://www.youtube.com/watch?v=O1SFesOJsxE>
2. <https://www.youtube.com/watch?v=GoKIZqSFMIE>
3. <https://www.youtube.com/watch?v=GoKIZqSFMIE&list=RDCMUce83jLdZ3PuqVwAHe6B3U2A&index=1>
4. <https://www.youtube.com/watch?v=ROqkmlVuXKU&list=RDCMUce83jLdZ3PuqVwAHe6B3U2A&index=2>
5. <https://www.youtube.com/watch?v=BCaoQNkeoy0&list=RDCMUce83jLdZ3PuqVwAHe6B3U2A&index=3>
6. <https://www.youtube.com/watch?v=MTq7HuvoGck>



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7. <https://learn.financestrategists.com/explanation/management-accounting/what-is-und-flow-statement/>
8. <https://www.youtube.com/watch?v=mZBjsIYrLvM>
9. <https://www.youtube.com/watch?v=T0Gdvq7th64>
10. <https://www.youtube.com/watch?v=6S4N08BmRMs>
11. <https://www.youtube.com/watch?v=INnPo0QPXf4>
12. <https://accountlearning.com/budgetary-control-objectives-advantages-disadvantages/>

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|---|-------------------------------|
| Course Title : BUSINESS STATISTICS | Total Hours : 60 Hours |
| Course Code : U24MAAB31 | Total Credits : 3 |

Course Outcomes:

| COs | CO Statement |
|------------|---|
| CO1 | To introduce data tabulation and graphical representation of Data |
| CO2 | To inculcate the knowledge on measures of central tendency |
| CO3 | To develop the knowledge of measures of deviation |
| CO4 | To introduce to the basic concepts of skewness and Kurtosis |
| CO5 | To understand the correlation |

Unit-I

12 Hours

Collection of Data: Primary and secondary data - Classification and tabulation: meaning–Types of classification–tabulation of data–Difference between classification and tabulation–Rules of tabulation -Types of tables–Diagrammatic representation: Types of diagram.

Unit-II

12 Hours

Arithmetic mean–simple arithmetic average(Direct method only) –Geometric mean – Harmonic mean(Weighted method excluded) –median –mode.

Unit-III

12 Hours

Range – Quartile deviation – mean deviation (using only mean & median) – standard deviation: Individual Series (using actual mean) Discrete Series, Continuous Series (using step deviation method only Charlier’s Check of Accuracy not included)

Units- IV

12 Hours

Relative measures of Skewness - Karl Pearson’s Co-efficient of Skewness– Bowley’s Co-efficient of Skewness - Kurtosis–Co-efficient of Kurtosis.

Units- V

12 Hours

Karl Pearson’s Co-efficient of correlation(use only one formula $r =$

$$\frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}} -$$

RankCorrelation:Ranksaregiven&Ranksarenogiven(ConcurrentDeviationmethodexcluded)

Text Book: Statistics Theory and Practice - R.S.N. Pillai, Bagavathi, S Chand and Company limited, New Delhi.(Reprint 2017)

Unit I - Chapter 4 (Pg Nos: 27 to 32), Chapter 6 (Pg Nos: 50 to 53 and 66 to 70) Chapter 7 (Pg Nos: 83 to 93)



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Unit II - Chapter 9(Pg Nos: 126 to 133 ,145 to 154 and 166 to 180)

Unit III - Chapter 10(Pg Nos: 244 to 273)

Unit IV - Chapter 11 (Pg Nos: 341 to 355and 361 to 363)

Unit V - Chapter 12 (Pg Nos 399 to 411 and 417 to 420)

Reference Book: Business Statistics - P.R.Vital

SEMESTER IV

| | |
|--|-------------------------------|
| Course Title : Financial Management | Total Hours : 90 Hours |
| Course Code : U24BAC41 | Total Credits : 4 |

Course Outcomes:

| COs | CO Statement |
|------------|---|
| CO1 | Acquire the knowledge of various functions of financial management, financial decisions, investment decisions and dividend decisions. |
| CO2 | Understand the overall role and importance of the finance Function |
| CO3 | Understand the determinants and estimations of working capital and also Cash management. |
| CO4 | Analyze the cost of capital, cost of Debt and cost of equity. |
| CO5 | Describe the capital budgeting, forms of dividend and factors affecting dividend policy. |

UNIT-1: [18Hours]
Financial Management: Definition – Objectives of the firm : Profit maximization Vs wealth maximization – Functions of finance. Financial Decisions – Investment decision– Financing Decision and Dividend decision – Organization of the finance function – Controller Vs Treasurer.

UNIT-2: [18Hours]
Sources of Capital: Long term, intermediate term and short term - types of securities – Debt, Equity and Preferred Stock. Leverage: Meaning – Types – Operating leverage, Financial leverage, Combined leverage (only theory). Capital structure: Forms – Importance – Factors determining capital structure - Theories of capital structure (only Theory) – Problems on EBIT –EPS analysis.

UNIT-3: [18Hours]
Working capital Management: Concept of working capital – Kinds of working capital – Significance of working capital - Determinants of working capital – Estimation of Working Capital (Problem). Cash Management: Motives for holding cash. Receivables management: Objectives – Credit Policy – Credit Period (Only theory).

UNIT-4: [18Hours]
Cost of capital: Meaning and Definition – Significance – Classification of cost- Determination of Cost of Capital – Cost of Debt – Cost of Equity - Cost of Preference Shares- Weighted average cost of capital (Theory & Problems).

UNIT-5: [18Hours]
Capital budgeting: Techniques – Investment evaluation methods: Payback Period, Accounting



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rate of return – Net present Value and Internal rate of return (problem on IRR to be excluded).
Dividend policy: factors affecting dividend policy – Forms of dividends - Stock dividend and stock split(Theory only).

NOTE: Question must be asked 40% on theory 60% on problems.

Text Book:

1. **Financial Management**, Shashi K. Gupta & R.K. Sharma Kalyani Publishers, New Delhi

Unit I – P.No.1.1 to 1.22

Unit II -P.No. 2.1 to 2.47, 6.1 to 6.18, 5.1 to 5.30

Unit III - P. No. 8.1 to 8.36, 8.41 to 8.43, 9.1 to 9.4, 9.12 to 9.16

Unit IV -P.No. 7.1 to 7.30

Unit V -P.No. 11.1 to 11.18, 12.10 to 12.14.

Reference Books:

1. **Financial Management** – Principles & Practice – Dr.S.N.Maheswari, Sultan Chand & Sons, New Delhi.
2. **Financial Management** – Text and Problems – M.Y.Khan&P.K.Jain.
3. **Financial management**, Dr.A.Murthy, Margham Publications, Chennai. Reprint edition, 2019.

e-Resources:

1. Introduction to FM :https://youtu.be/WNm_ez1h7Tc
2. Evolution of FM :<https://youtu.be/CKikJJEno9A>
3. Role and functions :<https://youtu.be/0RHqiYBrzWg>
4. Sources of finance :<https://youtu.be/OmwjKTYtLiA>
5. Leverage :<https://youtu.be/KWQcPpJskl0>
6. EBIT –EPS analysis :<https://youtu.be/jG0pd7bFMbM>
7. Capital structure : <https://youtu.be/xO20sAjwbq4>
8. Working capital Mgt : <https://youtu.be/mRTgkZc0S7g>
9. Receivables Mgt :<https://youtu.be/hYEhZ310WNo>
10. Cash management : <https://youtu.be/XUVhuqlg6G0>
11. Cost of Capital : <https://youtu.be/ISrBOa0FdcM>
12. Capital Budgeting : <https://youtu.be/CO8LDV2sO6M>
- 13.Dividend policy : <https://youtu.be/O02E3TaS-O8>

| | |
|--|-------------------------------|
| Course Title : Research Methodology | Total Hours : 90 Hours |
| Course Code : U24BAC42 | Total Credits : 4 |

Course Outcomes:

| Cos | CO Statement |
|------------|---|
| CO1 | To provide basic theoretical framework of the concepts of Research Methodology. |
| CO2 | To impart knowledge about sampling objectives, characteristics and sampling methods |



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|------------|--|
| CO3 | To make the students understand various methods of data collection and the requisites of a good questionnaire. |
| CO4 | To make them understand data processing: Editing, coding, tabulation and interpretation of data |
| CO5 | To make them understand the essentials of report writing and steps in report writing with its contents. |

Unit – I: **[18 Hours]**

Research Methodology: Introduction – Meaning – Objectives – Types – Significance.
Research Process - Problems encountered by Researchers in India – Criteria of Good research. Research Design – Meaning - Need and Importance.

Unit – II: **[18 Hours]**

Sampling: Definition – Characteristics – Probability and Non-Probability Sampling methods.
Scaling: Definition – Scale Classification bases – Scaling Techniques.

Unit – III: **[18 Hours]**

Data Collection: Types of data – Data Sources – Methods of Collection of Primary Data and Secondary data. Questionnaire: Meaning – Collection of data through questionnaire – Questionnaire vs Schedule.

Unit – IV: **[18 Hours]**

Data Processing: Editing, Coding, Classification and Tabulation. Analysis of Data – Meaning – Importance – Role of statistics in research. Interpretation of data: Meaning – Essentials and Precautions. Hypothesis: Meaning - Null and Alternate hypothesis only.

Unit – V: **[18 Hours]**

Report writing: Meaning – Types of report – Steps in writing report – Layout of Research report. Role of Computer and internet in Research.

TEXT BOOK:

1. Research Methodology, Methods & Techniques – Kothari – Wiley Easter Ltd., Publications, 2008

| | |
|----------|--------------------------------------|
| Unit I | Page No. 1-23 |
| Unit II | Page No. 55-68 & 76-92 |
| Unit III | Page No. 95-112 |
| Unit IV | Page No. 122-131 & 344-346 & 184-186 |
| Unit V | Page No. 346-353 & 361-365 |

REFERENCE BOOK:

1. Research Methods in Social Sciences – Dr.S.Nakkiran & Dr.R.Selvaraju – Himalaya Publishing House.
2. Research Methodology by P.PanneerSelvam.

e-RESOURCES:

1. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
2. <https://dhsgsu.edu.in/images/Reading-Material/Commerce/Econtent/RM-SELF-LEARNING.pdf>
3. <https://www.drnishikantjha.com/papersCollection/Research%20Methodology%20.pdf>



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- <https://ccsuniversity.ac.in/bridge-library/pdf/MPhil%20Stats%20Research%20Methodology-Part1.pdf>
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAX1023.pdf

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|---|------------------------------|
| Course Title : Personality Development | Total Hours :30 Hours |
| Course Code : U24BAS41 | Total Credits : 1 |

Course Outcomes:

| COs | CO Statement |
|-----|--|
| CO1 | To make the learner understand the common personality and psychological factors. |
| CO2 | To develop knowledge on personality theories. |
| CO3 | To develop implications on personality traits and perception. |
| CO4 | To make the learner understand the various forms of inter-personal behaviour. |
| CO5 | To analyze the self-management techniques like yoga, asanas, etc., |

Unit-I [6 Hours]

Personality : Meaning – Determinants of Personality – Theories of Personality – Types of Personalities – How Personality influences organizational Behaviour.

Unit-II [6 Hours]

Perception: Meaning – Nature – Importance – The Perception Process – Factors influencing the perception – Application of perception in organisation.

Unit-III [6 Hours]

Attitude: Concept of attitude – Formation and Types – Values - Concept of Values – Formation and Types.

Unit-IV [6 Hours]

Emotions and Mood: Types of Emotions – Sources of Emotions and Moods – Emotional intelligence and Emotional Quotient - its Applications.

Unit-V [6 Hours]

Transactional Analysis: Meaning – Analysis of EGO states (Parent Ego, Adult Ego and Child Ego) – Types of Transactions.

Text Book:

- Organisational Behaviour (Text and Cases) – Dr.S.S.Khanka, Sultan Chand and Sons – 2019

| | |
|----------|-----------------|
| Unit I | Pg no 48 – 61 |
| Unit II | Pg no 69 – 79 |
| Unit III | Pg no 86 – 100 |
| Unit IV | Pg no 156 -175 |
| Unit V | Pg no 184 – 199 |



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Reference Books:

1. Organisational Behaviour – Fred Luthans, McGraw Hill Publication (9th Edition).
2. Organisational Behaviour – K.Aswathappa, Himalaya Publication (9th Edition).
3. Organisational Behaviour – Shashi K.Gupta and Rosy Joshi, Kalyani Publishers (First Edition).

e-Resources:

1. <https://www.youtube.com/watch?v=YkPlcbYumTk&t=35s>
2. <https://www.verywellmind.com/the-myers-briggs-type-indicator-2795583>
3. <https://www.verywellmind.com/personality-development-2795425>
4. <https://psychcentral.com/health/what-is-personality>
5. <https://www.psychologytoday.com/us/blog/click-here-happiness/202006/personal-development-9-skills-tips-and-examples>
6. <https://www.verywellmind.com/the-big-five-personality-dimensions-2795422>
7. <https://www.truity.com/test/big-five-personality-test>
8. https://www.geektonight.com/perception/#google_vignette
9. <https://pressbooks.online.ucf.edu/lumenpsychology/chapter/reading-what-is-perception/>
10. <https://www.simplypsychology.org/transactional-analysis-eric-berne.html>
11. <https://www.matrix.in/blogs/transactional-analysis>
12. <https://www.simplypsychology.org/psychoanalysis.html>
13. <https://psychotreat.com/argyris-theory-of-changes-from-immaturity-to-maturity/>
14. <https://www.humanmetrics.com/personality>
15. <https://thepleasantrelationship.com/interpersonal-relationships/>

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|--|-------------------------------|
| Course Title : BUSINESS MATHEMATICS | Total Hours : 60 Hours |
| Course Code : U24MAAB41 | Total Credits : 3 |

Course Outcomes:

| COs | CO Statement |
|------------|--|
| CO1 | To introduce the set theory |
| CO2 | To inculcate the knowledge of interest calculation. |
| CO3 | To develop the knowledge of working in matrices. |
| CO4 | To introduce Determinants concepts. |
| CO5 | To understand the solving of transportation and assignment problem |

Unit-I

12 Hours

Theory of sets – Definition – Finite and infinite sets – set operation: union of sets – intersection of sets – difference of sets – complement of a set – using venn diagram only.

Unit-II

12 Hours

Simple interest – compound interest.

Units-III

12 Hours

Matrices: Definition – order – Types – Symmetric – Skew symmetric operations on matrix: addition, subtraction – product of two matrices.



Units–IV

12 Hours

Determinant of a matrix: Definition –expansion of a determinant –minors and co-factors–(Singular & Non Singular, properties of determinants excluded) – inverse of matrix.

Unit–V

12 Hours

Transportation Problems: Introduction - Mathematical formulation of transportation problem- Solution of transportation problem and Initial basic feasible solution using North west corner rule, Row minima, Column minima, Vogel's Approximation method (Dual of a Transportation problem, Least cost method excluded).

Text Book 1: Business Mathematics -M. Manoharan, C. Elanco
K.L. Eswaran, Palani paramount publication, 2009.

Text Book 2: Topics in Operations Research Linear Programming –Arumugam Isaac, New Gamma Publishing House, Palayamkottai

Unit I- **Text Book 1**-Chapter 1: 1.1– 1.3, 1.9, 1.12 -1.20

Unit II- **Text Book 1**-Chapter 4: 4.1, 4.2

Unit III- **Text Book 1**-Chapter 8: 8.1, 8.1.1, 8.1.2

Unit IV – **Text Book 1**-Chapter 8: 8.2, 8.4

Unit V- **Text Book 2**- Chapter 4 : 4.0, 4.1 (Upto Pg No 4-30)

Reference Book: Business Mathematics, P.R. Vital, Margham Publication, edition 2005
