



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 2022 and after)

III 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
V	CORE 13	Research Methodology	6	4	25+75=100			✓								✓	U24BAC51	Revised 20%
	CORE 14	Business Environment	4	4	25+75=100			✓		✓			✓		✓		U24BAC52	Interchanged from II and Revised 100%
	CORE 15	Entrepreneurship	5	4	25+75=100			✓	✓						✓	✓	U24BAC53	Interchanged from VI and No Change in content
	CORE 16	Organizational Behaviour	5	4	25+75=100				✓	✓							U24BAC54	Interchanged and Revised 20%
	ELECTIVE 1	Retail Management	6	4	25+75=100			✓		✓				✓			U24BAE51	Core to Elective Change (New)
	SBE 4	Employability Skills	2	1	25+75=100			✓						✓	✓	✓	U24PS51	Revised 50%
	SBE 5	Internship Programme	-	2	40+60=100				✓	✓				✓		✓	U24IP51	New
	NME 1	Principles Of Management	2	2	25+75=100			✓		✓		✓			✓		U2BAN51/ U24BAN51	No change
	Total			30	25													
SLC	Goods and Services Tax	-	5	0+100=100			✓							✓	✓		U24BASL51	New
VI	CORE 17	Logistics And Supply Chain Management	6	4	25+75=100				✓	✓				✓			U24BAC61	New
	ELECTIVE 2	Sales Management	6	4	25+75=100			✓		✓				✓			U24BAE61	New
	ELECTIVE 3	Indian Capital Market	6	4	25+75=100			✓						✓			U24BAE62	New
	SBE 6	Soft Skills	2	2	25+75=100				✓	✓		✓			✓		U24BAS61	Revised 20%
	SBE 7	Personality Development	2	2	25+75=100				✓			✓					U24BAS62	Revised 30%



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SBE 8	Project	6	4	40+60=100		✓					✓	✓	✓	U24BA6PR	Revised 60%
NME 2	Entrepreneurship	2	2	25+75=100		✓				✓		✓		U24BAN61	Revised 30%
	Total	30	22												

SELF LEARNING COURSES

Semester	Subject	Credit	Ext = Total	Course Code	Courses having focus on employability/ entrepreneurship/ Skill development	Revised / New /No Change / Interchanged/ Percentage of revision
V	Goods and Services Tax	5	100 = 100	U24BASL51	Employability/ Skill development	New



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SEMESTER - V

Course Title : RESEARCH METHODOLOGY	Total Hours : 90 Hours
Course Code : U24BAC51	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
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



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

Course Title : BUSINESS ENVIRONMENT	Total Hours : 60 Hours
Course Code : U24BAC52	Total Credits : 4

Course Outcomes:

Cos	CO Statement
CO1	To provide basic knowledge on classification of business environment
CO2	To develop the knowledge of economic environment
CO3	To inculcate the knowledge on fiscal, monetary and economic policies
CO4	To understand the impact of political and technological environment on business
CO5	To understand the role of CSR and ethics in business

UNIT I

12 Hours

Business Environment: Definition –Nature -Classification- Internal and External, Micro and Macro environment. Company: Definition – Types – Documents required for formation: Memorandum and Articles of Association.



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UNIT II

15 Hours

Economic policy: Impact on business - Economic reforms and its impacts in Indian Business.
Fiscal Policy: Definition - Objectives –Types – Functions.

UNIT III

12 Hours

Economic environment: Definition – Impact on business - Economic system - Capitalism, Socialism, Mixed economy - National income: GDP, GNP, Per Capita Income, Disposable Personal Income.

UNIT IV

12 Hours

Political Environment: Definition – Nature – Impact on Business. Technological environment: Definition – Nature - Transfer of Technology - Impact on business, society and economy.

UNIT V

12 Hours

Social Environment: Meaning. Social responsibility of business – Definition – Importance - Social responsibility of business towards various stakeholders. Social audit. Business Ethics – Definition – Features – Factors influencing Business ethics – Importance – Unethical Practices

TEXT BOOK:

1. Dr.C.D.Balaji, “Business Environment”, Margham publications,2017.
2. Dr. V.M. Selvaraj “Company Organisation ”, Bavani Publication

Unit I	2.1-2.16 Text Book 2: 8-18, 48-64
Unit II	27.1-27.13, 25.1-25.4
Unit III	6.1-6.15, 7.1-7.4
Unit IV	23.1 – 23.5, 29.1-29.4, 29.6-29.8, 29.10
Unit V	4.1-4.8, 4.12-4.14, 4.16 – 4.20

REFERENCE BOOKS:

1. Business Environment -- Dr. C.B Gupta, Sultan chand & co
2. Business Environment – Saroj upadhyay,Asian books ovt.ltd (1 January 2005)
3. Business Environment -- Veena keshav paliwar,Prentice hall India learning private.
4. Business Environment -- Dr. Amit Kumar,Sahitya bhawan publications.
5. Business Environment -- Veera Thakur ,Thakur publications rohtak.

e- RESOURCES:

1. https://youtu.be/Lty0KWbpnUI?si=h3wbXfIR7O_ObUA
2. <https://youtu.be/PCBcdk9hAFo?si=uBIJ2k7KZH3Uijr>
3. <https://youtu.be/EK53DG6BRJ8?si=0Ux1q5HtWinli2vFz>
4. <https://youtu.be/8F2E3D0g6no?si=irA2gfttcAtLK0C1>
5. <https://youtu.be/XNCNDLWbzzg?si=0U-Ba0YiuUIZ3bM9>
6. <https://ug.its.edu.in/sites/default/files/Business%20Environment.pdf>



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7. <https://www.ncert.nic.in/ncerts/l/lebs103.pdf>
8. https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf

Course Title : ENTREPRENEURSHIP	Total Hours :75 Hours
Course Code : U24BAC53	Total Credits : 4

Course Outcomes:

COs	CO Statement
CO1	To give clear knowledge about Entrepreneurship and create awareness about its significance
CO2	To make the students understand the concept of EDPs, and significance of building entrepreneurship culture among women.
CO3	To provide in-depth knowledge about small scale industry and rural entrepreneurship.
CO4	To familiarize the students about the procedure of formulating the project, appraising the project and the mode of conducting feasibility analysis .
CO5	To create awareness about the institutional support being provided by the Government and other supporting agencies.

Unit I

15 Hours

Entrepreneur: Meaning – Characteristics and traits - functions and types. Entrepreneur Vs Manager - Entrepreneur Vs. Intrapreneur - Entrepreneurship – Meaning – Factors Stimulating Entrepreneurship – Role of Entrepreneurship in Economic Development.

Unit II

15 Hours

Entrepreneurship Development Programmes: Meaning, Objectives, Course contents and Curriculum – Phases – Problems in EDP. Women Entrepreneur – their problems and remedies.

Unit III

15 Hours

Small Scale Industry: Meaning – importance and problems of starting an SSI – Steps. Rural Entrepreneurship – Need – Development - Problems of Rural Entrepreneurship. Role of NGOs.

Unit IV

15 Hours

Project Identification: Meaning - steps. Classification of projects. Project report - contents – importance – precautions in preparing project report – List of enclosures. Project Appraisal: Meaning – Feasibility Analysis: Market, Technical, Financial, Economic, Managerial and Social.

Unit V

15 Hours

Institutional Support: SIDO, SISI, NSIC, SIDCO, DIC and TIIC - Their Functions – SIDBI's Schemes. Incentives: Subsidy, Tax concessions, marketing and Export Assistance. Industrial



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Sickness: Definition, Symptoms, Causes- measures to prevent sickness in small units. Start-up India

Text Books:

1. Dr.C.B.Gupta, Dr.N.P.Srinivasan, “Entrepreneurship Development”, Sultan Chand & Company Ltd, 2016.
2. S.S.Khanka, “Entrepreneurship Development”, Sultan Chand & Company Ltd, 2009

Unit I	1.3 – 1.18; 3.1 – 3.27 (T1); 1-17 (T2)
Unit II	18 – 23 , 61-67 (T2)
Unit III	13.3 – 13.20 (T1) , 71 – 82 (T2)
Unit IV	6.3 - 6.8, 7.1 – 7.17, 9.1-9.26, (T1); 88 – 107 (T2)
Unit V	18.1 – 18.22 (T1) 19.3 – 19.30 (T1), 322 – 335(T2)

Reference Books:

1. E.Gordon, K.Natarajan, “Entrepreneurship Development”, Himalaya publishing house, 2013

e- Resources:

1. <http://www.imd-gujarat.gov.in/small-industries-development-bank-of-india>
2. <https://niesbud.nic.in/index.html>
3. https://msme.gov.in/sites/default/files/MSME_Schemes_English_0.pdf
4. <https://msme.gov.in/>
5. <https://www.startupindia.gov.in/>
6. <https://www.youtube.com/watch?v=uMUnQNxDZxo>
7. <https://www.youtube.com/watch?v=1-tS7JH4Jyw>
8. <https://www.youtube.com/watch?v=X9JExlvPwcs>
9. <https://byjus.com/commerce/what-is-entrepreneurship/>
10. <https://online.hbs.edu/blog/post/characteristics-of-successful-entrepreneurs>
11. <https://timesofindia.indiatimes.com/city/pune/nasscom-foundation-and-cisco-equip-college-students-with-innovation-and-entrepreneurship-skills/articleshow/108943280.cms>
12. https://www.business-standard.com/content/press-releases-ani/step-successfully-hosted-green-ribbon-fest-to-encourage-innovation-in-mental-health-entrepreneurship-124040100477_1.html

Course Title : ORGANISATIONAL BEHAVIOUR	Total Hours : 75 Hours
Course Code : U24BAC54	Total Credits : 4

Course Outcomes:

COs	CO Statement
CO1	To provide fundamental knowledge and expose to the concepts of Organizational behaviour.
CO2	To understand the concept of Group and Team in an organization.



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CO3	To enable the learners to understand the Employee Morale and Conflict management techniques.
CO4	To familiarize the learners about stress and strategies to manage stress
CO5	To make the learners understand the concept of Organisational Change and Organizational development.

Unit I

15 Hours

Organizational behavior: Definition – features of Organizational behaviour – process of Behaviour - Models of Organizational behavior. Individual behaviour – Factors affecting individual behaviour – personal –biographical- environmental - socio-cultural – political - organisational factors.

Unit II

15 Hours

Group dynamics - Definition of group – types of groups – theories of group formation – problems of informal groups. Group norms – Types. Team – Types, Team Building process, Causes of Team failure – Ways to make teams successful – Social loafing.

Unit III

15 Hours

Morale: Definition - Factors affecting morale – cause of low morale – factors improving morale. Conflict: Meaning, definition and features - types of conflict situations – causes of conflict – conflict management – preventive and curative measures.

Unit IV

15 Hours

Stress management: Meaning and definition – nature of Stress – Sources – oorganizational extra organizational, group stressors and individual stressors – consequences of stress – coping strategies for stress – Individual approaches and organization approaches.

Unit V

15 Hours

Organizational Change: Meaning – forces for change – types of change –managing planned change – planning, assessing and implementing the change – causes of resistance to change – overcoming resistance to change. Organizational Development: Meaning and definition – characteristics – need – benefits – limitations - steps in OD.

Text Books:

1. Organisational Behaviour – Shashi K.Gupta and Rosy Joshi, Kalyani Publishers, Second revised edition, 2006.
2. Organisational Behaviour (Text and Cases) – Dr.S.S.Khanka, Sultan Chand and Sons – 2019

Unit I	Pg no - 1.1 – 1.22, 2.1 – 2.12
Unit II	Pg no - 3.1 – 3.23; 4.1 – 4.10; Pg no – 274 – 288 (Text book 2)
Unit III	Pg no - 15.1 – 15.7; 7.1 – 7.24
Unit IV	Pg no - 8.1 – 8.18
Unit V	Pg no - 17.1 – 17.21; 18.1 – 18.16



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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).

e- Resources:

1. <https://www.geeksforgeeks.org/organisational-behaviour-concept-nature-and-role/>
2. <https://www.shiksha.com/online-courses/articles/about-organisational-behaviour/>
3. <https://www.toppr.com/guides/fundamentals-of-economics-and-management/group-dynamics/meaning-and-definitions-of-group-dynamics/>
4. <https://www.vedantu.com/commerce/meaning-and-definitions-of-group-dynamics>
5. <https://www.questionpro.com/blog/employee-morale/>
6. <https://www.geeksforgeeks.org/morale-concept-morale-and-productivity-and-ways-to-build-high-morale/>
7. <https://businessjargons.com/stress.html>
8. <https://courses.lumenlearning.com/suny-orgbehavior/chapter/7-2-what-is-stress/>
9. <https://www.globalswasthyam.com/blog/what-is-stress-management-in-organizational-behaviour/>
10. <https://www.geeksforgeeks.org/team-building-process-advantages-and-limitations/>
11. <https://managementstudyguide.com/team-building.htm>
12. <https://www.keka.com/glossary/organizational-change>
13. <https://online.hbs.edu/blog/post/organizational-change-management>
14. <https://economictimes.indiatimes.com/jobs/c-suite/the-future-of-leadership-in-shaping-organizational-behaviour/articleshow/104656543.cms?from=mdr>
15. <https://www.moneycontrol.com/news/business/ais-disruptive-surge-industry-titans-rewire-organisational-behaviour-for-tech-driven-success-11852031.html>
16. https://www.researchgate.net/publication/345761782_The_Relationship_between_Big_Five_Personality_and_Organizational_Citizenship_Behavior

Course Title : RETAIL MANAGEMENT	Total Hours : 90 Hours
Course Code : U24BAE51	Total Credits : 4

Course Outcomes:

Cos	CO Statement
CO1	To provide fundamental knowledge on the concepts of retail management.
CO2	To understand the types of retailers.
CO3	To make the learners understand the importance of promotion.
CO4	To familiarize the various types of pricing in retailing
CO5	To make the learners know the basics of online retailing

UNIT I

[18 Hours]

Retailing: Definition – Features - importance - Organized Retailing in India - Major Players in retailing. Retailing in India – Evolution - Drivers of Retail Change - Challenges to Retail



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Development in India.

UNIT II

[18 Hours]

Retailer – Functions – Characteristics – Classification - Store Retailer - Non Store Retailer. Retail Organization - Types – Itinerant retailers - Fixed Shop Retailers - Small scale retailers - Large Scale Retailers - Meaning and features.

UNIT – III

[18 Hours]

Retail Communication and Promotion: Definition - Promotional Objectives - SMARTT- Promotional advertising - Window Display - Interior Display - Show Rooms – Exhibitions. Sales promotion – Kinds - Consumer Sales Promotion - Dealers Sales Promotion - Sales Force Promotion.

UNIT – IV

[18 Hours]

Retail pricing: Definition - Factors influencing Pricing - Pricing Policies - Cost Oriented Pricing - Competition Oriented pricing - Retailing Pricing Strategies – Market Skimming - Market Penetration - Price Bundling - Leader Pricing – Every Day Low Pricing - ODD Pricing. FDI in retailing – Services retailing.

UNIT – V

[18 Hours]

Complaints Management: Characteristics – Objectives - Steps for effective complaint Management - advantages. Online Retail – Types - Key enablers of Online Retailing - Strategies of Online Retailer – Barriers to growth in e-tailings- advantages and disadvantages.

TEXT BOOK :

1. Retail Management, Dr.L.Natarajan, First Edition, Margham publications, Chennai. Revised 2017

Unit I	1.1-1.15,2.1-2.7
Unit II	5.1 – 5.29
Unit III	11.1 -11.15
Unit IV	20.1- 20.11
Unit V	26.1-26.2 ,27.1- 27.4

REFERENCE BOOKS:

- Retail management - Barry berman , J oel R. Evans, Patral chatterjee, Pearson Education (27.7.2017)
- Retail management – Gibson G. Vedamani - Pearson Education(28.9.2017)
- Retail management – Swapna pradhan , MC Grew Hill(20.7.2022).
- Retail management – Borton weitz,Dhruv grewal, Michael Levy - Pearson Education (11.5.2022)
- Retail management – Dr.R.N.Singh
- Retail Management, Suja Nair, 4th Edition, Himalaya publishing House.
- Retail Management, Swapna Pradhan, Tata McGraw Hill publishing company Ltd.



e- RESOURCES:

- <https://www.youtube.com/watch?v=P1v755q359M&pp=ygUrcmV0YWlsIG1hbmFnZW1lbnQgcmlsYXRIZCB2aWRlbnMgaW4gZW5nbGlzaA%3D%3D>
- <https://www.youtube.com/watch?v=5iRdd-f1nmg&list=PLWPirh4EWFpEv7x2CU-9jcXIIvBuSx7oF>
- https://www.youtube.com/watch?v=6G2Z-kG7gWc&list=PLLy_2iUCG87AiyLGO1sAFD26k36VIwD6e
- <https://www.youtube.com/watch?v=NHRQkvldJ-o&pp=ygUrcmV0YWlsIG1hbmFnZW1lbnQgcmlsYXRIZCB2aWRlbnMgaW4gZW5nbGlzaA%3D%3D>
- <https://www.youtube.com/watch?v=JzLoo8cFJBI&pp=ygUrcmV0YWlsIG1hbmFnZW1lbnQgcmlsYXRIZCB2aWRlbnMgaW4gZW5nbGlzaA%3D%3D>
- <https://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf>
- <https://mu.ac.in/wp-content/uploads/2023/02/M.Com-IV-Retail-Management.pdf>
- https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf

EMPLOYABILITY SKILLS

Course Title : Employability Skills	Total Hours : 30 Hours
Course Code : U24PS51	Total Credits : 1

COURSE OUTCOMES:

On completing this course, students can/are able to

Cos	CO STATEMENT
CO1:	enhance their skills in solving quantitative aptitude problems
CO2:	expertise themselves in solving verbal and non-verbal reasoning problems.
CO3:	prepare for various public and private sector exams and placement drives.
CO4:	interpret the concepts of LOGICAL REASONING Skills.
CO5:	analyze the problems logically and approach the problems in a different manner

Unit I: Quantitative Aptitude – I

6 Hours

H.C.F. and L.C.M. of Numbers - Average - Percentage - Profit and Loss - Ratio and Proportion - Time and Work - Time and Distance - Train Speed.

Unit II: Quantitative Aptitude – II

6 Hours

Area related problems - Problems on Ages - Boat and Stream - Simple Interest - Compound Interest – True discount – Calendar – Clocks - Data Interpretation - Bar Graphs - Pie Chart.



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Unit III: Verbal Reasoning – I

6 Hours

Analogy - Classification – Series - Coding & Decoding - Coded inequality - Blood relations - Direction sense test.

Unit IV: Verbal Reasoning – II

6 Hours

Number Test - Ranking and Time Sequence Test - Seating arrangements - Alphabet Test - Logical Venn Diagram.

Unit V: General Knowledge

6 Hours

Abbreviations & Acronyms - Famous Personalities - Important Days (National & International) - Capital Cities and Currencies – Current affairs - Sports – RBI & Banking Terms – Basics of Computers and Internet.

Reference Books:

1. R.S.Agarwal, Quantitative Aptitude for Competitive Examinations, S Chand Publishing company; Revised edition (21 February 2017).
2. R.S.Agarwal, A modern approach to logical reasoning, S Chand Publishing company; August 2022.
3. R.S.Agarwal, A Modern Approach To Verbal Reasoning (Old Edition), S Chand Publishing company.
4. R.S.Agarwal, Advanced objective general knowledge revised edition, S Chand Publishing company, 2017.

e-Resources:

1. <https://www.cuemath.com/numbers/hcf-and-lcm/>
2. <https://www.geeksforgeeks.org/speed-time-distance-formula-and-aptitude-questions/>
3. <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://cdn1.byjus.com/wp-content/uploads/2020/06/Boat-Stream-Sample-Questions.pdf>
4. <https://www.hitbullseye.com/Simple-Interest-and-Compound-Interest.php>
5. <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://examsdaily.in/wp-content/uploads/2018/09/br.pdf>
6. <https://testbook.com/objective-questions/mcq-on-direction-and-distance--5eea6a0e39140f30f369e42a>
7. <https://unacademy.com/content/cat/study-material/data-interpretation-and-logical-reasoning/ranking-and-time-sequence/>



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8. <https://www.toppr.com/guides/computer-aptitude-and-knowledge/basics-of-computers/basic-computer-terminology/>

NME 1 – PRINCIPLES OF MANAGEMENT

Course Title : PRINCIPLES OF MANAGEMENT	Total Hours : 30 Hours
Course Code : U2BAN51/ U24BAN51	Total Credits : 2

Course Outcomes:

Cos	CO Statement
CO1	To provide fundamental knowledge and expose to the concepts of management and to describe the contributions of various management authors.
CO2	To afford basic knowledge about planning.
CO3	To familiarize the various types of organization.
CO4	To make the learners understand the basic theories of motivation and leadership styles.
CO5	To make the learners understand the process and importance of communication and control in an organization.

UNIT – I **[6 Hours]**

Management: Definition – Nature of Management, Levels of Management and Functions of Management - Henry Fayol's 14 Principles of Management - Contributions of F.W.Taylor.

UNIT– II **[6 Hours]**

Planning : Definition, Nature of planning, advantages and Limitations of planning and Steps in planning.

UNIT– III **[6 Hours]**

Organization: Meaning and Importance - Types of organization: Line organization, line and staff organization and functional organization (3 Types only).

UNIT– IV **[6 Hours]**

Motivation : Meaning, Nature of Motivation and Maslow's theory of motivation. Leadership – meaning, Qualities of a good leader and kinds of Leadership styles; Autocratic, Democratic and free rein leader. (3 types only).

UNIT-V **[6 Hours]**

Communication: Meaning - process of communication - Barriers in Communication and Measures to overcome communication barriers. Controlling: Meaning - Nature of control - Steps in controlling.

Text Books:

1. J.Jayasankar, "Principles of Management (Business Management)", Margham Publications, 2015.



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Unit I	1.1 - 1.23
Unit II	2.1 - 2.12 3.1- 3.20
Unit III	5.1-5.25; 6.1 - 6.12;
Unit IV	13.1-13.3; 16.1-16.15; 17.1 – 17.13;
Unit V	15.1 – 15.16; 18.1-18.18;

Reference Books:

1. Business Administration – R.K.Sharma and Shashi K.Gupta, Kalyani Publisher.
2. Management theory & Practice – C.B.Gupta, Sultan Chand Publisher

e- Resources:

1. [https://kkhsou.ac.in/eslm/E-SLM_Main/1st%20Sem/Bachelor%20Degree/BBA/GBA%20S1%2001%20\(Block%201\)/Main%20PDF.pdf](https://kkhsou.ac.in/eslm/E-SLM_Main/1st%20Sem/Bachelor%20Degree/BBA/GBA%20S1%2001%20(Block%201)/Main%20PDF.pdf)
2. <https://www.youtube.com/watch?v=Mufhd2iQLDo>
3. <https://www.youtube.com/watch?v=kIfjPifYvn4>
4. https://onlinecourses.nptel.ac.in/noc20_mg58/preview
5. <https://nptel.ac.in/courses/110/107/110107150/>
6. <https://www.youtube.com/watch?v=hK8snt-Q6Q>
7. <https://www.youtube.com/watch?v=luxlA1wmjgk>

Course Title : INTERNSHIP PROGRAMME	Total Hours : 60 hrs (Minimum)
Course Code : U24IP51	Total Credits : 2

Course Outcomes:

After the completion of internship, the student will be able to understand the functional domains of Management.

Rules governing internship:

1. Each student should undergo a 4 week Field Study in any reputed manufacturing/ service industry.
2. Student has to make observation study in the Functional Areas of Management like Marketing, Human Resources, Finance, Operations, Systems, Logistics, etc.,
3. The internship report comprising a minimum of 30 pages should be submitted to the college.
4. During the time of submission, the following documents are to be submitted
 - a. Internship Diary
 - b. Company Approval Letter



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- c. Internship Completion Certificate issued by the company
 - d. Internship Report – 2 hardcopies
5. The internship report must contain the following chapters:
- Chapter I - Introduction
 - Chapter II - Profile of the Company
 - Chapter III - Products produced / Services offered by the firm
 - Chapter IV - Department wise Observation Report
 - Chapter V - My Takeaways
 - Chapter VI - Conclusion
6. The student has to appear for a viva-voce examination that will be conducted by the Faculty Members of the Department before the end of fifth Semester.
7. The submitted internship report will be evaluated by the Examiners as follows:
- Internal:**
- | | |
|----------------------------------------------------|----------|
| Internship Report (to be awarded by faculty guide) | 40 marks |
|----------------------------------------------------|----------|
- External:**
- | | |
|---------------------------------------------------|-----------|
| Internship Diary (to be awarded by company guide) | 10 marks |
| Viva Voce (to be awarded by external examiner) | 50 marks |
| ----- | |
| Total | 100 marks |
8. Passing Minimum is 40% of the aggregate.

SEMESTER VI

Course Title : LOGISTICS AND SUPPLY CHAIN MANAGEMENT	Total Hours : 90 Hours
Course Code : U24BAC61	Total Credits : 4

Course Outcomes:

Cos	CO Statement
CO1	To introduce concepts in logistics and supply chain.
CO2	To inculcate the knowledge of transportation in SCM
CO3	To develop the knowledge of distribution network creation.
CO4	To know the methods of packaging.
CO5	To understand the external sourcing and global logistics



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UNIT I

18 Hours

Logistics and Supply chain: Definition - importance – functions. Channel Structure - Relationship management - Channel Relationships - Various approaches to Study channel: Description institutional approach, Graphic approach, Commodity grouping, Functional treatments, channel arrangement classification - Conditions for successful supply chain Relationships.

UNIT II

18 Hours

Importance of effective transportation system - Modes of transportation : Concept - Air, Package, Carriers, Trucks-Truck vs Rail, Rail, Water/Transport, Pipeline, Intermodal/Transportation, Trailer on Flatcar (TOFC) or Piggyback, Container on Flat Car (COFC), Coordinated air truck, Concor - Selection of a Mode of Transportation - Principles for good routing and scheduling - Shipment Consolidation. Transport Decisions - Selection of a Mode of Transportation - Principles for good routing and scheduling-Shipment Consolidation. Documentation – Domestic and International Transport documentation

UNIT III

18 Hours

Distribution Networks : Meaning - Factors influencing distribution network design - Classification of distribution network - Manufacturer storage with direct shipping (Pure drop Shipping), Manufacturer storage with direct shipping and in-transit merge, Distributor storage with carrier delivery, Distribution storage with last mile delivery, Distribution storage with customer pickup, Retail storage with customer pickup – Criteria for Selecting a Distribution network- e-business and distribution network.

UNIT IV

18 Hours

Packaging: Meaning - Types - Functions - Packaging requirement – Packaging Materials. Drivers of supply chain performance-Classification - Logistics drivers, Cross functional drivers

UNIT V

18 Hours

Logistics Information System: Introduction – Information Functionality - Principles - Information Architecture - Application of Information Technology in Logistics and Supply Chain Management. Concept of 3PL and 4PL - Global Logistics - Trends in global logistics.

TEXT BOOK:

1. Dr.L.Natarajan, “Logistics and Supply Chain Management”, Margham publications,2022.

Unit I	1.1-1.11, 3.1-3.16;
Unit II	6.1-6.14, 8.1, 8.6-8.11, 9.7-9.10;
Unit III	12.1-12.22;
Unit IV	10.1 – 10.11, 16.1-16.8,;
Unit V	11.1 -11.7, 11.9 – 11.16, 13.1-13.7, 20.6-20.9;



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REFERENCE BOOKS:

1. Logistics and supply chain management cases and concepts – G .Raghuram , N. Rangaraj
2. Sixth edition logistics and supply chain management – Martin christopher
3. Text book of logistics and supply chain management – D K Agrawal
4. Logistics and supply chain management – V.Saikumari, S.Purushothaman

e- Resources:

- <https://sjce.ac.in/wp-content/uploads/2021/10/jnu-Supply-Chain-Management.pdf>
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7026.pdf
- <https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf>
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7025.pdf
- https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Logistics_and_Supply_Chain_Management.pdf
- https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/Marketing/4Logistics_SupplyChainMgt.pdf
- <https://old.mu.ac.in/wp-content/uploads/2021/02/Logistics-and-Supply-Chain-Management-Martin-Christopher.pdf>
- https://youtu.be/FD2ShcUtLKE?si=nl_mcpRtXtq9m2e7
- https://youtu.be/UQQDnQUli_E?si=az87ER0M7Yivi1ge
- <https://youtu.be/Lpp9bHtPAN0?si=IYnlfAXb9MErSiaa>
- <https://youtu.be/4-QU7WiVxh8?si=YLByHtPHG-socxKG>

Course Title : SALES MANGEMENT	Total Hours : 90 Hours
Course Code : U24BAE61	Total Credits : 4

Course Outcomes:

Cos	CO Statement
CO1	To introduce the concept of sales management, personal selling and to understand the qualities of salesman.
CO2	To inculcate the knowledge about the sales organization.
CO3	To develop knowledge about salesmen recruitment and the related procedures.
CO4	To know the importance of salesmen motivation
CO5	To understand the concept of promotion and sales forecast.

UNIT I

18 Hours

Sales Management: Definition – functions – Qualities of sales manager- Duties and responsibilities of sales manager. Personal selling: Characteristics – Importance –Steps in personal selling – Arguments against personal selling. Salesman: Types - qualities

UNIT II

18 Hours

Sales organization: Process – Importance – Structure. Sales policy: need; Sales territory: Objectives, factors determining sales territory; Sales quota: factors influencing setting – importance.



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UNIT III

18 Hours

Recruitment: Definition – Sources – Internal and External; Selection: Definition – Process; Training: Definition – Need – Importance – Methods.

UNIT IV

18 Hours

Motivating the sales force: Definition – Nature – Importance – Process – Financial and Non-Financial Incentives – Theories – Maslow's Need Hierarchy Theory, Herzberg's two factor theory. Appraisal: Definition – Features – Criteria for evaluating salesmen; Remuneration for salesmen – methods.

UNIT V

18 Hours

Promotion: Meaning; Promotion Mix: Objectives – AIDA Theory – Merits and Criticism; Sales Promotion: Definition – Promotion at various levels – Merits and Drawbacks. Sales Forecast: Meaning – Importance – Methods.

Text Book:

1. J.Jayasankar, "Sales and Distribution Management", Margham Publications, 2020

Unit I	1.1 to 1.11
Unit II	2.1 to 2.6, 3.1 to 3.6,
Unit III	4.1 to 4.9, 5.1 to 5.3, 5.6 to 5.12
Unit IV	6.1 to 6.9, 6.12, 6.13, 7.1, 7.9 – 7.13
Unit V	10.1 – 10.12

Reference Books:

1. Sales management – S.A.Chunawalla, Himalaya publishing house
2. Sales management – Chris noonan, Routledge, 1 st edition (15 January 1998)
3. Sales management - Pradip mallik, Oxford university press(2012)
4. Sales management - Nithya kumar singh, Poonam yadav, vayu education of India.

e- Resources:

- https://youtu.be/DEq_k0ccYLU?si=r6VY6d8g1iE9TwUc
- <https://youtu.be/xHBhFKLhWs?si=eQHKGSLHITs7cRY>
- <https://youtu.be/fvOYVM5Idao?si=yUtDOMajY3tjd-l>
- <https://youtu.be/5EYIJPPIrcs?si=GYiy931Nwpd2JM7z>
- <https://youtu.be/6tDfpoEOOe?si=KBWdUKN-MhEUHI7B>
- <https://ddegjust.ac.in/studymaterial/mba/mm-308.pdf>
- <https://ug.its.edu.in/sites/default/files/Sales%20Management.pdf>
- <https://mu.ac.in/wp-content/uploads/2023/04/MMS-Sales-Management.pdf>



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Course Title : INDIAN CAPITAL MARKET	Total Hours : 90 Hours
Course Code : U24BAE62	Total Credits : 4

Course Outcomes:

Cos	CO Statement
CO1	To understand the basic concept, role and structure of Indian Capital Market
CO2	To analyze the functions of New Issues Market and Stock Exchanges like NSE and BSE
CO3	To impart knowledge on Secondary Market, listing, functions of brokers and stock indices of BSE and NSE.
CO4	To evaluate SEBI's objectives and functions, SEBI's reforms and investor guidelines
CO5	To gain an overall insight to the significance and classification of Mutual Funds, NSDL and CDSL.

Unit-I

18 Hours

Capital Market: Meaning – Structure of the Indian Capital Market – Players in the Market – Stock Market Intermediaries – Recent Trends in stock Market.

Unit-II

18 Hours

New Issues Market (Primary): Meaning – Functions – Methods of Floating New Issues - Players in the New Issues Market. Stock Exchange: Meaning – Functions – Qualification for Membership – NSE and BSE.

Unit-III

18 Hours

Secondary Market: Meaning – Listing of Securities – Advantages of Listing – Registration of Stock Brokers – Functions of Brokers – Kinds of Brokers. Stock Indices: Meaning – Stock Indices of BSE, NSE and MCX. Concept of Dematerialisation.

Unit-IV

18 Hours

SEBI: Objectives – Functions – Powers - Malpractices in the Primary Market – SEBI's reforms in the New Issues Market – SEBI's reforms on Stock Exchanges – Prohibition of unfair trade practices - Guidelines to Investors.

Unit-V

18 Hours

Mutual Funds: Definition – Importance – Classification of Funds – Risks associated with mutual funds - Net Asset Value – Concept of SIP. Depository: Meaning – Benefits of Depository System – NSDL & CDSL.



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Text Books:

1. Investment Management – Dr.V.A.Avadhani. Himalaya Publishing House, 11th Revised Edition
2. Financial Markets and Services – E.Gordon & K.Natarajan. Himalaya Publishing House. 11th Revised Edition.

Unit I	65-70
Unit II	65-72, 83-85 & 192-197
Unit III	94-111 & 129-131
Unit IV	153-173
Unit V	296-310 & 200-212

Reference books:

1. Indian capital market – R .Jyee, Jnanada Prakashan [P&D], 1 January 2010
2. Indian capital market – Alan R Kanuk, John Wiley & Sons, 11 september 2007

e-Resources:

1. <https://www.distanceeducationju.in/pdf/M.%20Com.compressed.pdf>
2. https://icsi.edu/media/filer_public/64/91/6491b1d8-3208-4258-81ee-02b8931dd517/article_writing- capital_market- jyoti_mittal- fbd_chapter.pdf
3. https://siesce.edu.in/docs/resources/Capital%20Market_26830.pdf
4. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA3003.pdf
5. https://siesce.edu.in/docs/resources/Capital%20Market_26830.pdf

Course Title : SOFT SKILLS	Total Hours : 30 Hours
Course Code : U24BAS61	Total Credits : 2

Cos	CO Statement
CO1	To understand the basics of listening skills
CO2	To provide basic knowledge on oral and written presentation skills
CO3	To develop the knowledge of group discussion
CO4	To inculcate the knowledge on preparation of Resume
CO5	To understand the skills required to face the Interview

UNIT – I

[6 Hours]

Soft skills: Meaning and definition – kinds of soft skills – steps to develop soft skills.
Listening: meaning – importance – kinds of listening – how to become a good listener.

UNIT – II

[6 Hours]

Presentation Skills: Stages in successful presentation – Tips for powerful presentation.
Public speaking: benefits – public speaking tips.



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UNIT – III

[6 Hours]

Group discussion: meaning – skills required for GD – Essential elements of GD – Tips to improve GD skills – traits tested in GD – Dos and Don'ts of GD – Gestures to be avoided in GD.

UNIT – IV

[6 Hours]

Resume preparation: meaning – qualities of a good resume – types of resumes – Resume writing tips – sequence of resume information – Dos and Don'ts in resume preparation.

UNIT – V

[6 Hours]

Interview skills: meaning – preparing for interview: Dress code, need for punctuality, avoiding tensions and nervousness – qualities observed during the interview – commonly asked questions in interview – tips to present well in interview.

Text Book:

1. SOFT SKILLS by Dr. K. Alex, S. Chand & Company Ltd., 2011 edition
2. ESSENTIALS OF BUSINESS COMMUNICATION, Rajendra Pal, J.S. Korlahalli, Sultan Chand & Son, Edition 2011.

Unit I	Pg no 1-12
Unit II	Text book: 2 Pg no OC58-OC67
Unit III	Pg no 147-161
Unit IV	Pg no 183-202
Unit V	Pg no 203 - 219

Reference Books:

1. Essentials of Business communication – Rajendra Pal

Course Title : Personality Development	Total Hours :30 Hours
Course Code : U24BAS62	Total Credits : 2

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:

1. 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

Reference Books:

1. Organisational Behaviour – Fred Luthans, McGraw Hill Publication (9th Edition).
2. Organisational Behaviour – K.Aswhappa, 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



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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/>

Course Title : PROJECT	Total Hours :90 Hours
Course Code : U24BA6PR	Total Credits : 4

RULES GOVERNING PROJECT:

1. Each student should obtain a permission letter from a company to carry out the project in the relevant topic.
2. Each student should undergo a study in any one Functional Management area like Marketing, Human Resources, Finance, etc.,
3. The student has to select the topic in consultation with the Faculty Guide and construct a questionnaire if necessary and get approval before leaving for field work.
4. Each student shall be permitted 3 weeks for data collection.
5. During the time of submission, the following documents are to be submitted
 - a. Project Diary
 - b. Company Approval Letter
 - c. Project Completion Certificate issued by the company
 - d. Project Report – 2 hardcopies
 - e. Collected Questionnaire approved by the faculty and company guide (if Applicable)
6. The project report comprising a minimum of 60 pages should be submitted to the college.
7. The project report must contain the following:
 - a) Introduction
 - b) Objectives
 - c) Methodology
 - d) Data analysis & Interpretation
 - e) Findings
 - f) Suggestions
 - g) Conclusion
 - h) Appendix
8. The student has to appear for a viva-voce examination that will be conducted before the end of Sixth Semester.



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9. There shall be two external examiners (Ratio of Examiner: Students = 1: 30) to evaluate and conduct viva voce for the course Project in Semester VI

10. The submitted project report will be evaluated by the Examiners as follows:

Internal:

Project Report (to be awarded by faculty guide) 40 marks

External:

Project Diary (to be awarded by company guide) 10 marks

Viva Voce (to be awarded by external examiner) 50 marks

Total 100 marks

11. Passing Minimum is 40% of the aggregate.

Course Title : ENTREPRENEURSHIP - NME	Total Hours :30 Hours
Course Code : U24BAN61	Total Credits : 2

Cos	CO Statement
CO1	To enable the students to secure a basic general knowledge in entrepreneurship.
CO2	To understand the problems faced by women entrepreneurs.
CO3	To understand the impact of entrepreneurship development programmes.
CO4	To develop skills to prepare a business project report.
CO5	To acquaint them with the incentive schemes available reasons for sickness.

Objectives: To enlighten the students on various Entrepreneurial development functions.

UNIT – I [6 Hours]

Entrepreneur: meaning - characteristics of an entrepreneur - functions on an entrepreneur - Types of Entrepreneurs. Entrepreneurship: meaning – characteristics of entrepreneurship. Entrepreneur vs Intrapreneur.

UNIT – II [6 Hours]

Women entrepreneurs: Types - challenges faced by women entrepreneurs and remedies. Rural entrepreneurship: meaning, problems of Rural Entrepreneurship.

UNIT – III [6 Hours]

EDP: Meaning – Objectives – Phases. MSME – Meaning, Importance, problems faced by MSME.

UNIT – IV [6 Hours]

Project Report: Meaning and Contents of the Report, Institutional support and finance to Entrepreneur – SISI, SIDCO, DIC and TIIC (4 Institutions only).



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UNIT – V

[6 Hours]

Incentives for small business – Subsidy and Tax concessions. Sickness in Small business – Meaning, Causes of Industrial sickness and Measures to prevent sickness in Small Business.

Text Books:

1. Entrepreneurial Development – Gordon and Natarajan, Himalaya Publishing House.

Unit I	1-26
Unit II	76-88
Unit III	60-75 & 89-106
Unit IV	139-158
Unit V	230-243 & 254-267

Reference Books:

1. Entrepreneurial Development – S.S.Khanka, S.Chand Publishers.
2. Entrepreneurship and Management of Small Business – Dr.P.C.Sekar.