



**Dr. MGR-JANAKI COLLEGE
OF ARTS & SCIENCE FOR WOMEN**

SATHYABAMA MGR MALIGAI
11 & 13, Durgabai Deshmukh Road, RA Puram, Chennai - 28

An ISO 9001:2015 CERTIFIED INSTITUTION
Affiliated to the University of Madras



**DR.MGR JANAKI COLLEGE OF ARTS
AND SCIENCE FOR WOMEN**

**DEPARTMENT OF BUSINESS
ADMINISTRATION**

SHIFT I & II



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Bachelor of Business Administration (BBA)

(With effect from the Academic Year 2023-24)

I PREAMBLE

Bachelor of Business Administration (BBA) is a 3 year under graduate programme spread over six semesters. The course is designed to strengthen the Industry-Academia interface and provide more job opportunities for the students and to give students a complete understanding within a structured framework. The Course helps the students to build-up a successful career and pursue higher studies.

II ELIGIBILITY

A pass in the Higher secondary Examination (Academic Stream) conducted by the Government of Tamil Nadu.

III PROGRAMME OBJECTIVES

PO1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study
PO2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
PO6	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause- and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PO7	Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.



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PO8	Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
PO9	Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.
PO10	Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
PO11	Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.
PO12	Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
PO13	Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
PO14	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.
PO15	Lifelong learning: Ability to acquire knowledge and skills, including "learning how to learn", that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.



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IV Programme Specific Objectives

PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO3	To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
PSO4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO5	Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.



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V COURSE STRUCTURE

YEAR – I SEMESTER – I

Part	Subject Code	List of Courses	Credit	Hours
Part-I	----	Language Paper-I	3	6
Part-II	100L1Z	English Paper-I	3	6
Part-III	150C1A	Core Course - I: Principles of Management	5	5
	150C1B	Core Course - II: Accounting for Managers I	5	5
	150E1A	Elective Course - Managerial Economics	3	4
Part-IV	150S1A	Skill Enhancement Course - I: Basics of Event Management *	2	2
	100L1L	Basic Tamil-I (Other Language Students) *		
	100L1M	Advanced Tamil-I (Other Language Students) *		
	150B1A	Foundation Course FC: Managerial Communication	2	2
			23	30

*** PART-IV: SEC-1 / Basic Tamil / Advanced Tamil (Any one)**

1. Students who have studied Tamil upto XII STD and also have taken Tamil in Part I shall take SEC-I.
2. Students who have **not** studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Basic Tamil** comprising of Two Courses (level will be at 6th Std.).
3. Students who have studied Tamil upto XII STD and have taken any Language other than Tamil in Part-I shall take **Advanced Tamil** comprising of Two Courses.

YEAR – I SEMESTER – II

Part	Sub. Code	List of Courses	Credit	Hours
Part-I	----	Language Paper-II	3	6
Part-II	100L2Z	English Paper-II	3	6
Part-III	150C2A	Core Course - III: Marketing Management	5	5
	150C2B	Core Course - IV: Accounting for Managers II	5	5
	150E2A	Elective Course - II: International Business	3	4
Part-IV	150S2A	Skill Enhancement Course - II: Managerial Skill Development *	2	2
	100L2L	Basic Tamil-II (Other Language Students) *		
	100L2M	Advanced Tamil-II (Other Language Students) *		
	150S2B	Skill Enhancement Course - III: Business Etiquette and Corporate Grooming	2	2



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			23	30
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YEAR – II SEMESTER – III

Part	Sub. Code	List of Courses	Credit	Hours
Part-I	----	Language Paper-III	3	6
Part-II	200L3Z	English Paper-III	3	6
Part-III	250C3A	Core Course - V: Organisational Behaviour	5	5
	250C3B	Core Course - VI: Financial Management	5	5
	250E3A	Elective Course - III : Business Statistics	3	4
Part-IV	250S3A	Skill Enhancement Course - IV: Computer Applications in Business	2	2
	250S3B	Skill Enhancement Course - V: Entrepreneurial Skill New Venture Management	1	1
	----	Environmental Studies	-	1
			22	30

YEAR – II SEMESTER – IV

Part	Sub. Code	List of Courses	Credit	Hours
Part-I	----	Language Paper-IV	3	6
Part-II	200L4Z	English Paper-IV	3	6
Part-III	250C4A	Core Course - VII: Business Environment	5	4
	250C4B	Core Course -VIII: Business Regulatory Frame Work	5	5
	250E4A	Elective Course - IV: Operations Research	3	4
Part-IV	250S4A	Skill Enhancement Course -VI: Tally	2	2
	250S4B	Skill Enhancement Course -VII: Intellectual Property Rights	2	2
	250V4A	Environmental Science	2	1
			25	30

Second year Vacation Internship -45 hours	2 credits
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YEAR – III SEMESTER – V

Part	Sub. Code	List of Courses	Credit	Hours
Part- III	350C5A	Core Course - IX: Human Resource Management	4	5
	350C5B	Core Course - X: Research Methodology	4	5
	350C5C	Core Course - XI: Business Taxation	4	5
	350C5D	Core Course - XII: Management Information system	4	5
	350E5A 350E5B 350E5C	Elective Course -V: Digital Marketing Or Industrial Relations Or Financial Services	3	4
	320E5D	Elective -Project: Project with Viva –Voce	3	4
	Part-IV	350V5A	Value Education	2
350V5B		Summer Internship /Industrial Training	2	-
			26	30

YEAR – III SEMESTER – VI

Part	Sub. Code	List of Courses	Credit	Hours
Part- III	350C6A	Core Paper - XIII: Entrepreneurial Development	4	6
	350C6B	Core Paper - XIV: Services Marketing	4	5
	350C6C	Core Paper - XV: Production and Materials Management	4	5
	350E6A 350E6B 350E6C	Elective Course -VI: Consumer Behaviour Or Innovation Management Or Security Analysis & Portfolio Management	3	5
	350E6D 350E6E 350E6F	Elective Course -VII: Fundamentals of Logistics Or E-business Or Strategic Management	3	5
	Part-IV	350V6A	Professional Competency Skill Course: Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)	2
Part-V	350V6B	Extension Activity	1	-
			21	30



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II COURSE OBJECTIVES

- To provide knowledge regarding the basic concepts, principles and functions of management
- To provide knowledge and requisite skills in different areas of management like human resource, finance, operations, and marketing to give a holistic understanding of a business system.
- To develop IT skills in the areas of information search, word processing and office management software needed to excel in business.
- To provide practical industrial exposure to the students to improve their managerial competencies.
- To inculcate global view of the industrial and organisational establishments and their functions for taking viable decisions in international business setting.

III GRADUATE ATTRIBUTES

- Knowledge of business, management and emerging technologies
- Research and Business intelligence
- Problem solving and decision making
- Creativity and innovation
- Teamwork
- Societal & environmental concern

IV COURSE OUTCOMES

After Completion of the course, the students are expected to

- Gain knowledge of Business, Management and emerging technologies



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- Acquire research and business intelligence
- Develop problem-solving and decision making skills
- Become creative and innovative

V COURSE STRUCTURE:

I SEMESTER						
COURSE CONTENT	COURSE NAME	Ins. Hrs	CREDI TS	MAX. MARKS		
				Ext.	Int.	Total
PART I	Tamil/ Other Language	4	3	75	25	100
PART II	BP2-ENG01: Communicative English	3	3	50	50	100
PART III	BBA-DSC01:Principles of Management	5	4	75	25	100
	BBA-DSC02:Financial Accounting	6	4	75	25	100
	BBA-DSA01: Managerial Economics	6	5	75	25	100
PART IV	Basic/Adv.Tamil/NME-I*	2	2	75	25	100
	BP4-ECAM- English for Commerce and Management	4	4	50	50	100
Total Credits			25			
II SEMESTER						
PART I	Tamil/ Other Language	4	3	75	25	100
PART II	English	4	3	75	25	100
PART III	BBA-DSC03: Business Communication	6	4	75	25	100
	BBA-DSC04: Management Accounting	6	4	75	25	100
	BBA-DSA02: International Trade	6	5	75	25	100
PART IV	Basic/Adv. Tamil/NME-II*	2	2	75	25	100
	Soft Skills	2	3	50	50	100
Total Credits			24			
III SEMESTER						
PART III	BBA-DSC05: Financial Management	6	4	75	25	100
	BBA-DSC06:Organisational Behaviour	6	4	75	25	100
	BBA-DSC07: Computer Application in Business	5	4	75	25	100
	BBA-DSC08: Marketing Management	5	3	75	25	100
	BBA-DSA03: Business Statistics	5	5	75	25	100



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PART IV	Soft Skills	2	3	50	50	100
	Environmental Studies	1	Examination will be held in Semester IV			
Total Credits			23			
IV SEMESTER						
PART III	BBA-DSC09: Human Resource Management	6	4	75	25	100
	BBA-DSC10: Business Regulatory Frame Work	5	4	75	25	100
	BBA-DSC11: Financial Services	5	4	75	25	100
	BBA-DSC12: Management Information system	5	4	75	25	100
	BBA-DSA04: Operation Research	6	5	75	25	100
PART IV	Environmental Studies	1	2	75	25	100
	Soft Skill – IV	2	3	50	50	100
Total Credits			26			
V SEMESTER						
COURSE CONTENT	COURSE NAME	Ins. Hrs	CREDITS	MAX. MARKS		
				Ext.	Int.	Total
PART III	BBA-DSC13: Advertising Management and Sales Promotion	6	4	25	25	100
	BBA-DSC14: Research Methodology	5	4	25	25	100
	BBA-DSC15: Operations Management	5	4	25	25	100
	BBA-DSC16: Materials Management	6	4	25	40	100
	BGE-CSC19: Entrepreneurial Development** Or BGE-CSC15: Logistics and Supply Chain Management**	6	5	25	40	100
			2	2	25	25
PART IV	Value Education	6	4	25	25	100
Total Credits			24			
VI SEMESTER						
PART III	BBA-DSC17: Business Environment	6	6	75	25	100
	BBA-DSC18: Service Marketing	6	6	75	25	100
	BBA-DSC19: Business Taxation	6	6	75	25	100



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	BBA-DSE2A: Customer Relationship Management	3	6	75	25	100
	Or BBA-DSE2B: E-Business	5		75	25	100
	BBA-DSE03: Project work (Group)		6	80	20	100
PART V	Extension Activities		6			
	Total Credits		30			
	Total credits (Core, Elective, SBS)		152			

***NME: Choose Any one From the Other Department**

Elective I	
BCE-NME1C	HTML
BCO-NME1B	Fundamentals of Insurance
BGE-NME01	An Overview of ISO
Elective II	
BCE-NME2C	HTML Lab
BGE-NME02	Basics of Business Insurance
BGE-NME04	Basics of Retail Marketing

VI LEARNING OUTCOME

COURSE NAME	COURSE CODE	COURSE OUTCOME	SYLLABUS LINK
PRINCIPLES OF MANAGEMENT	BB21A	1. To provide understanding about evolution of management theories and its significance 2. To impart knowledge about functions of management. 3. To familiarize students about significance of ethics in business and its implications.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC01.pdf?1331867111
FINANCIAL ACCOUNTING	BB21B	1. To enable students, understand basic accounting concepts and its application. 2. To know the various financial reporting systems.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC02.pdf?1234812116



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MANAGERIAL ECONOMICS	BB31A	1. To enable students, understand concept in managerial economics 2. To know the application of managerial economics concepts in business.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSA01.pdf?402328492
BUSINESS COMMUNICATION	BB22A	1. To know the various types & usage of business communication 2. To keep students abreast about the modern forms of communication.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC03.pdf?1392163031
MANAGEMENT ACCOUNTING	BB22B	1. To appreciate Management accounting and differentiate with others. 2. To familiarize management accounting tools used.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC03.pdf?1392163031
INTERNATIONAL TRADE	BB32A	1. To enable students understand basics & theories of International Trade. 2. To know various international financial institutions, structures & functions.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSA02.pdf?380033879
FINANCIAL MANAGEMENT	BB23A	1. To appreciate the underlying basics of financial management. 2. To acquaint students with various financial management tools & techniques	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC05.pdf?1918974601
ORGANISATIONAL BEHAVIOUR	BB23B	1. To familiarize evolution of organization theories and its significance. 2. To understand concepts underlying organization behaviour and its role.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC06.pdf?982721992
COMPUTER APPLICATION IN BUSINESS	BB23C	1. To acquaint skills in Ms-Word and Ms-Excel for business functions. 2. To understand DBMS, EDI, Internet basic concepts and its applications. 3. To familiarize about Information system audit.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC07.pdf?830581781
MARKETING MANAGEMENT	BB23D	1. To understand fundamental marketing concepts 2. To know the implications of marketing in business 3. To familiarize various promotional tools in marketing.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC08.pdf?1341062775



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BUSINESS STATISTICS	BB33A	1. To familiarize students statistics and its role in business 2. To know the statistical tools and its usage for business.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSA03.pdf?1067104563
HUMAN RESOURCE MANAGEMENT	BB24A	1. To understand fundamental concepts & practices in Human resource management 2. To know the role of human resource management in organization 3. To familiarize on labour relations & human resource audit.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC09.pdf?1385653699
BUSINESS REGULATORY FRAME WORK	BB24B	1. To understand the provisions of law related to business 2. To know the legal remedies for business.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC10.pdf?714074688
FINANCIAL SERVICES	BB24C	1. To understand the role & significance of Financial services. 2. To understand the various players in financial services market.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC11.pdf?106292843
MANAGEMENT INFORMATION SYSTEM	BB24D	1. To know the basic system concepts, types and its functions in business. 2. To familiarize computer, its components and functions.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC12.pdf?1684034488
OPERATIONS RESEARCH	BB34A	1. To familiarise about operations research and its significance in business 2. To know and use the various decision-making tools used in business.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSA04.pdf?1917278750
ADVERTISING MANAGEMENT AND SALES PROMOTION	BB25A	1. To impart knowledge about advertising and sales promotion. 2. To understand the various media and developing integrated programme. 3. To measure effectiveness of advertisement and know its implications on society.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC13.pdf?1215344367
RESEARCH METHODOLOGY	BB25B	1. To acquire basic knowledge about the research and types. 2. To enable the students know research process & report writing.	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC14.pdf?1332932184



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OPERATIONS MANAGEMENT	BB25C	<ol style="list-style-type: none"> 1. To familiarize on the production concepts and its significance 2. To know the various inventory control methods 3. To provide comprehensive outlook on service operations management. 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC15.pdf?889348514
ENTREPRENEURIAL DEVELOPMENT	BB45A	<ol style="list-style-type: none"> 1. To enable the students to understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur. 2. To identify significant changes and trends which create business opportunities and to analyze the environment for potential business opportunities. 3. To provide conceptual exposure on converting idea to a successful entrepreneurial firm. 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BGE-CSC19.pdf?483310674
MATERIALS MANAGEMENT	BB25D	<ol style="list-style-type: none"> 1. To impart knowledge on materials management importance 2. To understand the various functions of materials management. 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC16.pdf?157957206
BUSINESS ENVIRONMENT	BB26A	<ol style="list-style-type: none"> 1. To impart knowledge on the concept of business environment & its significance 2. To know the various environment factors and its impact on business. 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC17.pdf?1140470553
SERVICES MARKETING	BB26B	<ol style="list-style-type: none"> 1. To know the service concept, its evolution and growth. 2. To understand Marketing Mix in service marketing and its effective management. 3. To know the service marketing techniques applied in various sectors. 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSC18.pdf?484210963
CUSTOMER RELATIONSHIP MANAGEMENT	BB46D	<ol style="list-style-type: none"> 1. To enable students understand the need of communication and its types. 2. To familiarize CRM concepts, approaches and applications. 	https://egovernance.unom.ac.in/ugsyllabus/pdf/BBA-DSE2A.pdf?369136381



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ASSESSMENT PATTERN

CORE PAPERS, ELECTIVE PAPERS AND EXTRA DISCIPLINARY PAPERS

INTERNAL ASSESSMENT: 25 Marks

EXTERNAL ASSESSMENT: 75 Marks

TOTAL: 100 Marks

INTERNAL ASSESSMENT PATTERN

Attendance (5 Marks)			Seminar	Assignment	Test	Total
90-100	80-90	70-80	(5 Marks)	(5 Marks)	(10 Marks)	25

EXTERNAL ASSESSMENT



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End Semester External University Examination: 75 MARKS

Duration 3 Hours

- Part -A-(10X1=10) Answer any 10 out of 12 Questions 1-12
- Part -B-(5X5=25) Answer any 5 out of 7 Questions 13-19
- Part -C-(3X10=30) Answer any 3 out of 5 Questions 20-24

QUESTION PAPER PATTERN

Subject Name	Marks	Total
Language,English, Core, Allied and NME Papers	PART- A: 10 out of 12 = $10 \times 2 = 20$ marks	75
	PART- B: 5 out of 7 = $5 \times 5 = 25$ marks	
	PART- C: 3 out of 5 = $3 \times 10 = 30$ marks	