



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

Resi : (04179) 220103

College : (04179) 220553

Fax : (04179) 226423

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Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Course	Course Code	Name of the Program	Activities with direct bearing on Employability/ Entrepreneurship/ Skill development	Year of introduction
Fundamentals of Management	B108	BBA	Employability: Contents: Functional Management , Span of Management, Selection – Recruitment – Leadership Activity: Flow Chart, Mock Interview, Assignment, Quiz, Discussion	2021-22
Fundamentals of Organization	B109	BBA	Employability: Contents: Sole Trader – Partnership – Joint Stock Companies – Cooperative Societies – Trade Associations Activity: Document Preparation, Assignment Entrepreneurship: Contents: Sole Trader – Partnership Activity: Documents, Visiting Companies, Skill Development:	2021-22

			Contents: Social Responsibility of Business Activity: Social Service activities	
Business Lab	PB102	BBA	Employability: Contents: Powerpoint preparation, Viva Voce Activity: Seminar, Practical	2021-22
Accounting for Managers	B208	BBA	Employability: Contents: Subsidiary Books, Final Accounts Activity: Demonstration, Practical Works, Exercises on Accounting Areas	2021-22
Business Correspondence	B209	BBA	Employability: Contents: Importance of Effective Communication, Essentials of an Effective Business Letter, Sales Letter and Report, Circular Letters Activity: Communication Origami, Report Writing, Guessing the Emotion, Writing Sales Letters	2021-22

Business Practical -II	PB202	BBA	Employability: Contents: Filling up of Jewel Application, Railway Ticket Activity: Filling up of forms	2021-22
Human Resource Management	B319	BBA	Employability: Contents: Employee appraisal- concept-objectives- process. Wage and Salary Administration – Objectives– Essentials of Sound Wage Structure – Factors Affecting Wage – Methods of Wage Payment – Wage Policy in India – Executive Compensation. Separations – Meaning – Types. Activity: Assignments, Quiz, Group Discussions, Mock Interview	2021-22
Principles of Marketing	B320	BBA	Employability: Contents: Personal Selling, Advertising, Sales Promotion, Public Relations, Direct Marketing. Activity: Design sample Online Advertising Entrepreneurship: Contents: 100% Activity: Creating Advertisement, Chart Work, Ppt. Presentation	2021-22

Cost & Management Accounting	B321	BBA	<p>Employability: Contents: Preparation of cost sheet with Tenders and Quotations. Methods of Valuing Material Issues. Cash Flow Statement -Break-Even Analysis, Margin of Safety, P/V Ratio, Budgets and Budgetary Control Activity: Preparing Cost sheet, Assignments, Quiz. Financial Performance Analysis - Working Capital Analysis from Secondary Data- Assessment of Financial Status- Computation of WC Requirements.</p>	2021-22
Economics for Management	B322	BBA	<p>Employability: Contents: Demand Forecasting, Pricing Policies, Capital Budgeting & Pricing methods and Profit Management, National Income Activity: Class Performance, Assignment & Seminar</p>	2021-22

Business Practical – III	PB303	BBA	Employability: Contents: Campus and Corporate Activity: Games, Leadership Skills Entrepreneurial Skills: Contents: Speaking Skills, Analytical Thinking, Email Etiquette Activity: Thinking Skills, Seminar Skill Development: Contents: Speaking Skills, Presentation Skills Activity: Seminar, Group Discussion	2021-22
Legal Aspects of Business	B323	BBA	Employability: Contents: Incorporation of Companies - Public Documents-Demat Certificates- Appointment of Directors Activity: Seminar, Assignment	2021-22
Research Methods	B422	BBA	Employability: Contents: Types of Research, Census and Sample Survey, Report Writing Activity: Library reference, Data Collection, Analysis and Interpretation, Pilot Survey, Mini Projects Entrepreneurial Skills: Contents: Data Collection –	2021-22

			Survey Activity: Field Survey	
Production Management	B423	BBA	Employability: Contents: Production Management - Production Planning and Control- Maintenance Method Study-Time Study - Materials Management Quality Control Activity: Penny Slide - Quality Control/Control M & M's Production Activity	2021-22
Financial Management	B424	BBA	Employability: Contents: Profit Maximization vs Wealth Maximization, Sources of Capital – Long term, Medium, Short-term- Classification or Kinds of Working Capital, Forecast/Estimate of Working Capital Requirements – Methods of Capital Budgeting - Computing Cost of Capital- the irrelevance concept	2021-22

			of dividend or the theory of irrelevance, Cost of Debt Activity: Comparing Dividend Rate of Different Companies, Quiz, Money Pyramid.	
Industrial Relations and Labour Laws	B425	BBA	Employability: Contents: Factory – Definition – Health – Safety – Hazardous Processes – Welfare – Employment of Young Person – Women – Annual Leave with Wages. Provident Fund Schemes – Employees Pension Scheme and Fund Activity: PPT Presentation of Current Law on Labour & Factories, Assignments, Quiz, Group Discussions	2021-22

Basic Research Project	B427J	BBA	Employability: Contents: Sample Survey, Report Writing Activity: Library reference, Data Collection, Analysis and Interpretation, Pilot Survey, Mini Projects Entrepreneurial Skills: Contents: Data Collection – Survey Activity: Field Survey	2021-22
Organizational Behaviour	B426	BBA	Employability: Contents: Group Dynamics – Functions of Formal, Informal Groups Activity: Group Work Entrepreneurial Skill: Contents: Group Formation – Decision Making Activity: Group Discussion, Decision making skills, Team work	2021-22
Export Management	B520	BBA	Employability Contents: Free Trade Zone, Special Economic Zones, Zonal Advisory committee, Chambers of commerce and Industry, TDA, FIEO, EPZ, IIFI, EIC ICA, Directorate of Exhibitions, STC, Export Houses and EXIM Bank	2021-22

			Activity: Field Visit to Export Industry, Chamber of Commerce and Attending Seminars	
Project	B516J	BBA	Employability: Contents: Sample Survey, Report Writing Activity: Library reference, Data Collection, Analysis and Interpretation, Pilot Survey, Entrepreneurial Skills: Contents: Data Collection – Survey Activity: Field Survey	2021-22
Business Environment	B521	BBA	Employability: Contents: Consumerism- Consumer Protection Act 1986.Privatisation, Liberalization, Economic System Activity: Studying Business Environment in National & Global level, Assignments, Quiz, Group Discussions	2021-22

Consumer Behaviour	B522A	BBA	Employability: Content: Consumer Behaviour Models Activity: Assignment	2021-22
Retail Management	B522B	BBA	Employability: Contents: Retail Industry in India Decision Making Skills Activity: Group Discussion, Assignment	2021-22

Service Marketing	B522C	BBA	Employability: Contents: Health & Hospital Service – Tourism Service – Professional of consultancy services – Telecommunication services – Event Management Activity: Assignment, Seminar, Mini project	2021-22
Sales & Distribution Management	B523A	BBA	Employability: Contents: Sales Personnel, Wholesaler, Retailer Activity: Assignment, Seminar	2021-22
Business Taxation	B523B	BBA	Employability: Contents: Tax System in India – Types of Taxes – GST Activity: Assignment, Seminar	2021-22

Project Management	B523C	BBA	Employability: Contents: Concepts of project management -concept of a project categories of projects - project life - cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager Activity: Case Study, Group Discussion	2021-22
Investment Management	B523D	BBA	Employability: Contents: Investment –Features of Investment – Principles of Investment – Various kinds of Investment – Stages involved – Investment Vs Speculation– Sources of Investment Information Activity: Case Study, Role Play, Assignment	2021-22
Management Concepts	NBB504	BBA	Employability: Contents: Functional Management – Span of Management – Selection – Recruitment Activity: Flow Chart, Mock Interview, Assignment, Quiz, Discussion	2021-22

Strategic Management	B623	BBA	Employability: Contents: Strategies, Strategy -Role, Process, SWOT Analysis, Portfolio Strategy, Business Growth, Diversification, Merger, Acquisition Activity: Different MNC's Growth & Challenges, Assignments, Quiz, Group Discussions	2021-22
Entrepreneurial Development	B624	BBA	Employability Contents: Project – Techno Economic Survey – Project Life Cycle – Formulation and Significance – Business Plan Activity: Project, Assignment, Quiz	2021-22
Social Sensitivity Skills	B625	BBA	Employability: Contents: Driving License, Aadhar, Visa, Passport etc apply in online Activity: Application form	2021-22

Banking and Industry	B626A	BBA	Employability: Contents: Functions of Commercial Banks, Functions of Central Bank and Electronic Banking Activity: Training on Banking (Internship), Hands-on-Experience on Merchants Services, Treasury Services and Checking Account	2021-22
Logistics and Supply Management	B626B	BBA	Employability: Contents: Transportation, Logistics Network, Application of Information Technologies, Barcode, Scanning Activity: Field Visit, Assignment, Quiz	2021-22
Total Quality Management	B626C	BBA	Employability: Contents: Inspection Plans, Statistical process Control, Quality Circle Activity: Assignment, Seminar, Field Visit	2021-22

Financial Services	B627A	BBA	Employability: Contents: Commercial Banks, Khadi & Village Board, lease financing, Functions of the Financial System –New Financial Products and Services, Investment, Modern Portfolio Theory (MPT) –Capital Asset Pricing Model and Security Market Line (SML), ATM, CRISIL, IICRA, CARE Activity: Field Visit to Banks	2021-22
Customer Relationship Management	B627B	BBA	Employability: Contents: Routes to CIM, Key ECRM features, CRM Architecture, Customer Interaction, Method, Problems with ECRM Solutions, ECRM Tools, Portals Activity: Group discussion, Mime, Skit and Turncoat	2021-22
B2B Marketing	B627C	BBA	Employability: Contents: Product Management, Product Development Strategy Activity: Assignment, Seminar, Field Work	2021-22

Corporate Social Responsibility	B627D	BBA	Employability: Contents: Social Responsibility of Business, Stakeholder Activity: Field visit, Field work	2021-22
Organization Behaviour	NBB604	BBA	Employability: Contents: Group Dynamics – Functions of Formal, Informal Groups Activity: Group Work	2021-22