



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

Resi : (04179) 220103

College : (04179) 220553

Fax : (04179) 226423

Ready for
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	Entrepreneurship: Contents: Formal and Informal Organization, Controlling Activity: Seminar, Assignment, Video Presentation	2021-22
Legal Aspects of Business	B323	BBA	Entrepreneurship: Contents: Documents to be filed Activity: Updation through latest amendments - Reading Dailies like "Economic Times" Skill Development: Contents: Memorandum of Association - Contents of Articles -Agenda	2021-22

			and Minutes Activity: Document, Seminar, Assignment	
Financial Management	B424	BBA	Entrepreneurship: Contents: Role of Finance Manager, Investment Evaluation. Activity: Assignments, Creating a Buying Plan, Get Them Invested in Making Their Money Grow.	2021-22
Retail Management	B522B	BBA	Entrepreneurship: Contents: Retail marketing mix – Components of marketing mix – Direct marketing – types – Micro marketing – Meaning – customer response to micro marketing – Digital marketing- Concept. Online retailing-meaning, advantages,	2021-22

			<p>features.</p> <p>Multichannel retailing-meaning, key channels of multichannel retailing.</p> <p>Advertising – Advertising mix – Franchising – Types of Franchising – Types of Franchise Agreements.</p> <p>Activity: Assignments, Quiz, Group Discussions, New Technologies Used in Indian Retail Shops</p>	
Service Marketing	B522C	BBA	<p>Entrepreneurship:</p> <p>Contents: 100%</p> <p>Activity: Studying Services Industries' Challenges, Creating Business Plan for Own Service</p>	2021-22
Sales & Distribution Management	B523A	BBA	<p>Entrepreneurship:</p> <p>Contents: Information system and channel management</p> <p>Activity: Assignment, Seminar</p>	2021-22

Business Taxation	B523B	BBA	<p>Entrepreneurship: Contents: GST, Implementation Activity: Assignment, Seminar, Discussion</p>	2021-22
Project Management	B523C	BBA	<p>Entrepreneurship: Contents: Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board - Organizing human resources and contracting - delegation project manager's authority -project organization -</p>	2021-22

			<p>accountability in project execution - contracts - 'R' of contracting</p> <p>- tendering and selection of contractors - team building</p> <p>Activity: Case Study, Group Discussion, Seminar, Assignment</p>	
Investment Management	B523D	BBA	<p>Entrepreneurship:</p> <p>Contents:</p> <p>Fundamental Analysis - Economic Analysis</p> <p>- Industry Analysis</p> <p>- Company Analysis - Technical Analysis</p> <p>- Types of Charts – Indicators – Evaluation - Return Analysis - Security Valuation</p> <p>Activity: Seminar, Assignment, Practical Workshop</p>	2021-22

Entrepreneurial Development	B624	BBA	<p>Entrepreneurship: Contents: Institutions Assisting Entrepreneurs & Creation of Business – Project Appraisal – Project Formulation Activity: Assignment, Field trip</p>	2021-22
B2B Marketing	B627C	BBA	<p>Entrepreneurship: Contents: Advertising, Sales Promotion Activity: Advertisement Creation, Add zap</p>	2021-22
Organization Behaviour	NBB604	BBA	<p>Entrepreneurship: Contents: Group Formation – Decision Making Activity: Group Discussion, Decision making skills, Team work</p>	2021-22