



# SACRED HEART COLLEGE (AUTONOMOUS)

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

Accredited by NAAC (4<sup>th</sup> 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	<b>Skill Development:</b> Contents: Decision Making – Steps in Decision Making – Motivation - Departmentation - Decentralization Activity: Role Play, Dumb Charade	2021-22
Fundamentals of Organization	B109	BBA	<b>Skill Development:</b> Contents: Social Responsibility of Business Activity: Social Service activities	2021-22
Business Lab	PB102	BBA	<b>Skill Development:</b> Contents: Power Point Presentation, Typing Skills Activity: Typing, Video Presentation,	2021-22

			Power Point Presentation	
Accounting for Managers	B208	BBA	<b>Skill Development:</b> Contents: Accounts Preparation – Final Accounts, Subsidiary Books Activity: Practical Accounts	2021-22
Business Correspondence	B209	BBA	<b>Skill Development:</b> Contents: Letter of Application, Report Writing, Activity: Assignment	2021-22
Business Practical -II	PB202	BBA	<b>Skill Development:</b> Contents: Preparation of Receipts and Vouchers, Drawing and endorsing of bills, Filling up of Railway Tickets Activity: Demonstration, Practical Works	2021-22

Principles of Marketing	B320	BBA	<b>SkillDevelopment:</b> Contents: Designing Competitive Strategies, Brand Decisions, Packaging and Labelling, Designing the Sales Force, Managing the Sales Force, Principles of Personal Selling Activity: Seminar, Group Discussions, Best Manager Contest and New Product Creation	2021-22
Cost & Management Accounting	B321	BBA	<b>Skill Development:</b> Contents: Preparation of Various Budgets, Cash Budget, Flexible Budget, Sales Budget, Production Budget and Master Budget. Zero-Base Budgeting Activity: Debate, Real Time Balance Sheet Analysis, Project and Role play	2021-22

Economics for Management	B322	BBA	<p><b>Skill Development:</b>  Contents: Cost Output Relationship – Break Even Analysis, Methods of Calculating National Income  Activity: Assignments, Computing the Cost and Output Relationship for a Product</p>	2021-22
Legal Aspects of Business	B323	BBA	<p><b>Skill Development:</b>  Contents: Memorandum of Association - Contents of Articles -Agenda and Minutes  Activity: Document, Seminar, Assignment</p>	2021-22
Research Methods	B422	BBA	<p><b>Skill Development:</b>  Contents: Primary Data: Mailed Questionnaire, Schedules, Interview Method, Observation and Case Study, Steps in report writing  Activity: Guest Lecture Method, Case Study and Mini project</p>	2021-22

Financial Management	B424	BBA	<p><b>Skill Development:</b>  Contents: Pay Back Period, ARR, NPV, IRR and Profitability Index  Method Activity: Assignment, calculation</p>	2021-22
Basic Research Project	B427J	BBA	<p><b>Skill Development:</b>  Contents: Primary Data: Mailed Questionnaire, Schedules, Interview Method, Observation and Case Study, Steps in report writing  Activity: Group project</p>	2021-22
Organizational Behaviour	B426	BBA	<p><b>Skill Development:</b>  Contents: Perceptual Process, Factors Influencing Perception, Perceptual Errors, Major Personality Attributes that Influences Organizational Behaviour, Factors Influencing Group Cohesiveness, Coping Strategies for Stress.</p>	2021-22

			Activity: Group Discussion on strategies followed in organization and its environmental issues, Assignments, Quiz	
Export Management	B520	BBA	<b>Skill Development:</b> Contents: FERA, EPZ Activity: Framing of Export Documents	2021-22
Project	B516J	BBA	<b>Skill Development:</b> Contents: Primary Data: Mailed Questionnaire, Schedules, Interview Method, Observation and Case Study, Steps in report writing Activity: Project	2021-22
Business Environment	B521	BBA	<b>Skill Development:</b> Contents: National Income Accounts Activity: Calculation, Assignment, Seminar	2021-22

Social Responsibility Project	B524J	BBA	<b>Skill Development:</b> Contents: Social Responsible Activities Activity: Project, Field Visit	2021-22
Consumer Behaviour	B522A	BBA	<b>Skill Development:</b> Contents: Consumer Behaviour and Services, Understanding the Service Consumers, Information Search and Evolution of Attributes of Dissatisfaction, Service Perception and Implication for Marketers. Segmentation Targeting and Positioning of Services, Segmentation of the Market for Services, Positioning Through the Value Chain, Positioning Alternatives Activity: Case Analysis, Project, Model Analysis and Seminar	2021-22

Service Marketing	B522C	BBA	<p><b>Skill Development:</b>  Contents:  Consumer Behaviour and Services,  Understanding the Service Consumers,  Information Search and Evolution of Attributes of Dissatisfaction,  Service Perception and Implication for Marketers.  Segmentation Targeting and Positioning of Services,  Segmentation of the Market for Services,  Positioning Through the Value Chain, Positioning Alternatives  Activity: Case Analysis, Project, Model Analysis and Seminar</p>	2021-22
Sales & Distribution Management	B523A	BBA	<p><b>Skill Development:</b>  Contents: Sales Cost and Cost Analysis,  Marketing Channels  Activity: Assignment, Seminar</p>	2021-22



Business Taxation	B523B	BBA	<p><b>Skill Development:</b>  Contents: Types of GST  Activity: Calculation, Assignment, Working Methods</p>	2021-22
Project Management	B523C	BBA	<p><b>Skill Development:</b>  Contents: Project implementation stages project direction communications in a project - coordination guidelines for effective implementation reporting in project management - project evaluation  Activity: Group Discussion, Seminar, Assignment</p>	2021-22
Management Concepts	NBB504	BBA	<p><b>Skill Development:</b>  Contents: Decision Making – Steps in Decision Making - Decentralization  Activity: Role Play, Dumb Charade</p>	2021-22

Entrepreneurial Development	B624	BBA	<p><b>Skill Development:</b>  Contents:  Entrepreneurial Traits, Role of an Entrepreneur in Economic Development, Entrepreneurship, Business Opportunities Identification , Generation of Ideas, Environment and Corporate Appraisal, Scouting for Project Ideas, Project Classification, Project Identification, Criteria for Selecting Particular Project, Steps in Project Formulation, Project Implementation  Activity:  Entrepreneur Interview, Case Studies, Situation Analysis and Management Games</p>	2021-22
Social Sensitivity Skills	B625	BBA	<p><b>Skill Development:</b>  Contents:  Environmental Adaptability  Activity: Field Visits</p>	2021-22

Banking and Industry	B626A	BBA	<p><b>Skill Development:</b>  Contents: Life Insurance – Meaning – Definition – Principles – Types of Life Policies – Fire Insurance – Meaning – Causes of Fire – Policy Condition – Hazard Types of Fire Policy – Motor Insurance – Meaning and its types.  Activity: Assignment, Quiz, Seminar, Filling Applications</p>	2021-22
Total Quality Management	B626C	BBA	<p><b>Skill Development:</b>  Contents:  Involvement of Top Management, Communication, Culture, Management Systems, Statistical Quality Control, Problem Analysis, Pareto Analysis, Human Side of Process Control, Benefits of Strategic Bench Marking Process, the Costs of Quality, , ISO 9000, Universal Standards of Quality, ISO Around the World, Benefits of ISO</p>	2021-22

			Certification, Process of Getting ISO Certification, Cost of Certification, Implementation Activity: Seminars, Assignments, Case Studies and Workshops	
Financial Services	B627A	BBA	<b>Skill Development:</b> Contents: CRISIL - Debentures – Shares – Underwriting of Shares - Bonds - Merchant banking – functions and services underwriting – credit rating agencies in India. Activity: Seminar, Assignment	2021-22
Customer Relationship Management	B627B	BBA	<b>Skill Development:</b> Contents: Use of Technology in CRM – Call Center Process –CRM Technology Tools –Implementation – Requirements Analysis – Selection of CRM Package Activity: Seminar, Group Discussion	2021-22

B2B Marketing	B627C	BBA	<p><b>Skill Development:</b>  Contents:  Strategies Activity:  Seminar, Field work</p>	2021-22
Organization Behaviour	NBB604	BBA	<p><b>Skill Development:</b>  Contents:  Perceptual Process, Factors Influencing Perception, Perceptual Errors, Major Personality Attributes that Influences Organizational Behaviour, Factors Influencing Group Cohesiveness, Coping Strategies for Stress.  Activity: Group Discussion on strategies followed in organization and its environmental issues, Assignments, Quiz</p>	2021-22