



# SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

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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 (4<sup>th</sup> Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

## Sacred Heart College (Autonomous), Tirupattur District

### 1.2.1 List of New Courses

## BBA

Semester - I								
Part	Type	Subject	Paper	Hrs	Credit	CIA	Sem	Total
I	Lang	Tamil	I	5	3	30	70	100
II	Lang	English	I	5	3	30	70	100
III	Main Core	Fundamentals of Management	I	5	5	30	70	100
III	Main Core	Fundamentals of Organization	II	4	4	30	70	100
III	Main Practical	Business Practical – I	III	1	1	30*	70*	100*
III	Allied	Business Statistics	I	6	4	30	70	100
IV	FC	Personal Skills	I	2	1			
IV		Ethics / Religion	I	2	1			
		Communicative English	I		1*			
		<b>Total</b>		<b>30</b>	<b>22 + 1*</b>			

- Internal Paper

Semester - II								
Part	Type	Subject	Paper	Hrs	Credit	CIA	Sem	Total
I	Lang	Tamil	II	5	3	30	70	100
II	Lang	English	II	5	3	30	70	100
III	Main Core	Basic Accounting for Managers	IV	5	5	30	70	100
III	Main Core	Banking and Insurance	V	4	4	30	70	100
III	Main Practical	Business Practical - II	VI	1	1	30*	70*	100*
III	Allied	Operation Research	II	6	4	30	70	100
IV	FC	Social Skills	II	2	1			
IV		Ethics / Religion		2	1			
		Communicative English			1*			
		<b>Total</b>		<b>30</b>	<b>22+1*</b>			
Semester - III								
III	Main Core	Principles of Human Resource Management	VII	5	5	30	70	100
III	Main Core	Principles of Marketing	VIII	4	5	30	70	100
III	Main Core	Cost Accounting	IX	5	4	30	70	100
III	Main Core	Economics for Management	X	5	3	30	70	100
III	Main Practical	Business Practical - III	XI	1	1	30*	70*	100*
III	Allied	Legal Aspects of Business	III	6	4	30	70	100
IV	FC	Employability Skills - I		2	1			
IV		Human Rights		2	1			
V		DEEDS						
V		SHELTERS						

		<b>Total</b>		<b>30</b>	<b>24</b>			
<b>Semester - IV</b>								
III	Main Core	Research Methods	XII	5	5	30	70	100
III	Main Core	Production Management	XIII	4	4	30	70	100
III	Main Core	Financial Management	XIV	5	4	30	70	100
III	Main Core	Modern Industrial Relations & Labour Laws	XV	5	3	30	70	100
III	Main Practical	Mini Project	XVI	1	2	30*	70*	100*
III	Allied	Organizational Behaviour	IV	6	4	30	70	100
IV	FC	Employability Skills - II		2	1			
IV		Environmental Studies		2	1			
V		DEEDS			2			
V		SHELTERS			2			
		<b>Total</b>		<b>30</b>	<b>28</b>			

**\*Internal Paper**

Semester - V								
Part	Type	Subject	Paper	Hrs	Cre	CIA	Sem	Total
III	Main Core	Accounting for Managers	XVII	5	4	30	70	100
III	Main Core	Project	XVIII	1	4	30	70	100
III	Main Core	Business Environment	XIX	4	3	30	70	100
III	Main Core	Computer Applications for Management	XX	4	3	30	70	100
III	Main Practical	Computer Applications for Management –Lab		2	2	30	70	100
III	Main Elective - I	Consumer Behaviour	I	6	4	30	70	100
		Retail Management	II					
		Service Marketing	III					
III	Subject Elective - I	Sales & Distribution Management	I	6	4	30	70	100
		Export Management	II					
		Project Management	III					
III	SSP	Brand and Product Management	I		1*			
		Integrated Marketing Communication	II					
III	NME	Management Concepts	I	2	1	30	70	100
		<b>Total</b>		<b>30</b>	<b>25 + 1*</b>			

**Semester - VI**

III	Main Core	Strategic Management	XXI	5	5	30	70	100
III	Main Core	Entrepreneurial Development	XXII	5	5	30	70	100
III	Main Core	E-Commerce	XXIII	4	4	30	70	100
III	Main	E-Commerce Lab		2	2	30	70	100

	Practical							
III	Main Elective -II	Financial Services	IV	6	4	30	70	100
		Logistics & Supply Management	V					
		Total Quality Management	VI					
III	Subject Elective -II	Training & Development	IV	6	4	30	70	100
		Customer Relationship Management	V					
		B2B Marketing	VI					
	SSP	Business Communication	III		1*			
Event Management		IV						
III	NME	Organizational Behaviour		2	1	30	70	100
		<b>Total</b>		<b>30</b>	<b>25+1*</b>			

**\*Internal Papers**

Certificate Programme	Semester	Credits
Certificate in NGO Management	III	2
Certificate in Tourism Management	IV	2

## Sacred Heart College (Autonomous), Tirupattur District

### 1.2.1 List of New Courses

Department: BBA

S. NO	COURSE CODE	COURSE NAME
1	PB302	Business Practical –III
2	B420	Mini Project

#### Paper - XI: Business Practical - III

Semester-III  
Code: PB302

1 Hour  
1 Credit

#### Objective

- To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate.

**Unit –I: Overview of Corporate:** Overview of corporate –History of corporate –campus and corporate distinction –overview of BPO Industry in India and world –Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing the spontaneous writing skill of the students –writing articles on simple topics given –preparing speeches –preparing reports on various events / functions held in the college.

**Unit –II: Speaking Skills:** Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews –Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment –mock press meets.

**Unit– III: Presentation Skills:** Enhancing the presentation skill of the students – Individual seminar presentation and Group seminar presentation each group may consist of 3 or 4 students.

**Unit–IV: Group Communication Skills:** Enhancing the interpersonal communication skill of the students –Group Commission (Students may be organized into 4 and 5 groups). All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution

through discussion and the group leader will present the same to the audience in the class.

**Unit –V – Corporate Etiquette:** Corporate etiquette –Dressing and grooming skills – Workplace etiquette –Business etiquette –Email etiquette –Telephone and meeting etiquette –Presentation skills. Professional competencies: analytical thinking –listening skills –time management –team skills –stress management –assertiveness –Facing group discussion and interview.

The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.

**Team Work – 25 marks**

**Attendance – 5 marks**

**External Exam – Record – 50 marks Viva Voce – 20 marks**

**Panel of Examiners**

- |  |   |          |
|--|---|----------|
| 1. Head of the Department                      | – | Chairman |
| 2. Faculty in charge of the course             | – | Member   |
| 3. One External Examiner (from the department) | – | Member   |

**Text Book:**

1. RajendraPal & Korlahalll, Essentials of Business Communication, Sultan Chand & Sons, 2008.

**References:**

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
  2. S.K. Mandal, Effective Communication and Public Speaking, Jaico Publishing.
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