

DEPARTMENT OF BUSINESS ADMINISTRATION

PREAMBLE

UG: Programme Profile and Syllabus of Courses Offered in Semester V and VI along with its Evaluation Components (With effect from 2021 – 2024 batches onwards).

PROGRAMME PROFILE BBA

PROGRAMME SPECIFIC OUTCOME (PSO)

Upon completion of the Programme, the students will be able to

- Understand and Operative with Ethical and Professional Responsibility.
- Ability to Communicate Effectively and Function Efficiently on Multidisciplinary Teams.
- Ability to Use Modern Management Principles and Tools Needed in Contemporary Business within the Bounds of Practical Constraints Such as Economic, Environmental, Social, Political, Ethical, Health and Safety and Sustainability.

Semester	Part	Category	Course Code	Course Title	Previous Course Code	Contact Hrs/Week	Credit Min/Max
I	I	Languages/ AECC-II	UTAL107/ UTAL108	Basic Tamil - I/Advanced Tamil – I/ French I/Hindi I	UTAL105 /UTAL106/ UHIL101/ UFRL101	5	¾
	II	Communicative English AECC-I	UCEL101/ UCEL102	Communicative English I/Effective Communicative English I	UENL 107/ UENL 108	5	¾
	III	Major Core I/(DSC)	UBAM109	Business Communication	UBAM 311	6	5
		Major Core II/ (DSC)	UBAM108\ UCOM104\ UCCM102	Financial Accounting	-	6	4
		Allied – I/ (GE)	UCEA103	Business Economics	UCEA101	6	5
		PE	UPEM101	Professional English I		6	4
	IV	Value Education (SEC)		Family Life Education	-	2	1
TOTAL						36	25/27
	I	Language AECC –II	UTAL207/ UTAL208 UFRL202/ UHIL 202	Basic Tamil II/Advanced Tamil II/ French II /Hindi II	UTAL 205/ UTAL 206	5	¾
	II	Communicative English / AECC – I	UCEL201/ UCEL 202	Communicative English –II/ Effective Communicative English II	UENL207/ UENL208	5	¾
II	III	Major Core IV /(DSC)	UBAM209	Advertising and Sales Promotion	UBAM 206	5	4
		Major Core V /(DSC)	UBAM207	Principles of Management	UBAM107 UBAM102	5	4

	III	Major Core VI(DSC)	UBAR201	Workshop on Decision Making Skills	-	1	1
		Allied - II (GE)	UCOA203	Accounting Package Theory	-	3	2
		Allied - Practical I (GE)	UCOR 203	Accounting Package Practical	-	3	2
	IV	Non Major Elective(SEC)			-	3	2
		PE	UPEM201	Professional English		6	4
V		Extension activity / Physical Education/ NCC				-	½
TOTAL						36	26/29
III	III	Major Core VII(DSC)	UBAM308	Marketing Management	UBAM402	5	5
		Major Core VIII(DSC)	UBAM310/ UCOM305/ UCCM305	Cost Accounting	-	5	5
		Major Core IX(DSC)	UBAM312	Creativity For Innovative Management	-	4	4
		Major Core X(DSC)	UBAM313	Organizational Behavior	UBAM401/ UBAM406	5	4
		Online Course	UMAV381	NPTEL / SPOKEN TUTORIAL	-	3	½
	Allied (GE)	UMAA301	Business Statistics	UMAA303	6	4	
IV		Value Education (SEC)		Environmental science		2	1
TOTAL						30	24/25
IV	III	Major Core XI(DSC)	UBAM405	Production & Materials Management	-	4	4
		Major Core XII(DSC)	UBAM408	Micro, Small and Medium Enterprises	UBAM406	4	5
		Major Core XIII(DSC)	UBAM407	Human Resource Management	UBAM302	4	4
		Allied	UCSA409	Business Analytics and Intelligence		6	5
		Major Core XIV (DSC)	UBAR401	Workshop On Creative Thinking Skill	-	1	1
	IV	Allied IV	UMAA410	Quantitative Techniques In Business	UMAA505	6	4
		Soft Skill			-	2	1
		Non Major Elective (SEC)				3	2
	V		Extension activity / Physical Education / NCC				-
TOTAL						30	26/28
V	III	Major Core XV(DSC)	UBAM507	Research Methodology in Business	UBAM403	3	3
		Major Core XVI(DSC)	UBAM508	Services Marketing	-	5	4
	III	Major	UBAM510	Stress Management	-	5	4

V	IV	Major Core XVIII (DSC)	UBAM504/ UCOM507/ UCCM507	Management Accounting	UBAM502	5	5
		Major Core XIX(DSC)	UBAP501	Project	UBAP601	5	5
		Major Elective (DSE)	UBAO501	Total Quality Management		5	4
	UBAO502		Corporate Governance				
IV	Value Education					2	1
TOTAL						30	26
VI	III	Major Core XX(DSC)	UBAM608	Strategic Management	-	5	4
		Major Core XXI(DSC)	UBAM610 UCOM614 UCCM614	Financial Management	UBAM610	6	4
		Major Core XXII(DSC)	UBAM612	Entrepreneurial Development	-	6	5
		Major Core XXIII(DSC)	UBAR601	Workshop On Leadership Skills	-	1	1
		Major Core XXIV(DSC)	UBAM613	Global Business in Management	-	5	4
		Viva Voce	UBAM611	Comprehensive viva	-	-	1
		Major Elective	UBAO609	Consumer Affairs			
	UBAO604		Customer Relationship Management	-	5	4	
	UBAO606		Operation Management				
	UBAO607		Consumer Production				
IV	Soft Skill			-	2	1	
V	Extension activity / Physical Education/ NCC					-	-/2
TOTAL						30	24/26
GRAND TOTAL						192	148/161

- Innovated and Developed Skills to be a Life-Long Learner for a Globalized Business for Future.

NON MAJOR ELECTIVES
(These courses are offered to all major except BBA)

Semester	Part	Category	Course Code	Course Title	Previous code	Contact Hrs/Week	Credit Min/Max
II	IV	Non Major Elective –I	UBAE202	Leadership Skills	-	3	2
		Non Major Elective-II	UBAE203	Team Building		3	2
		Non Major Elective-IV	UBAE304	Rural Management	UBAE404	3	2
		Non Major Elective-IV	UBAE405	Consumer Behaviour		3	2

EXTRA CREDIT EARNING PROVISION

Semester	Category	Course code	Course Title	Contact Hrs/ Week	Credit Min/ Max
II	Internship	UBAI201	Summer Internship	-	1
IV	Internship	UBAI401	Summer Internship	-	1

EXTRA CREDIT EARNING PROVISION

Semester	Category	Course code	Course Title	Contact/ Week	Credit Min/ Max
III	Self study paper	UBAS201	Office Management	2	1
IV	Self study paper	UBAS401	Travel and Tourism Management	2	1
V	Self study paper	UBAS501	Business Ethics	2	1
VI	Self study paper	UBAS502	Corporate Social Responsibility	2	1

SKILL ORIENTATION PROGRAMME (MANDATORY/ONLY FOR INTERESTED STUDENTS) – EXTRA CREDIT EARNING

Semester	Category	Course Code	Course Title	Collaborating Agency	Hours/Days /Month	Mode of Evaluation	Credits
							Max/Min
II	Core	UBAT201	Certificate in Financial Accounting with Tally	TCIL	4 Days	Reflection	1
IV	Core	UBAT401	Start-up Training	TCIL	4 Days	Reflection	1
VII	Core	UBAT601	Aptitude & Soft Skills	TCIL	4 Days	Reflection	1

BUSINESS COMMUNICATION
UBAM109

Semester : I
Category : Core II/(DSC)
Class & Major: I BBA

Credit : 5
Hours/Week: 6
Total Hours : 78

Objectives:

To enable the students

- Gain Knowledge about the Importance of Communication.
- Interpret Information with Internal and External Parties.
- Implement the Plan with Good Communication with the Concerned Parties.

Learning outcomes:

On completion of this course, the students will be able to

- Identify other Common methods of Professional Communication.
- Discuss the Importance of Communication Ethics in Business Communication.
- Determine the Appropriate Communication Channel for a Specific Type of Message.

UNIT I CONCEPT OF COMMUNICATION 16 Hours

Meaning - Definition – Process – Need – Feedback - Principles of Effective Communication – Barriers to Communication: Physical - Semantic/Language - Socio Cultural and Psychological Barriers - Ways to Overcome these Barriers - Types of Communication.

UNIT II CHANNELS OF COMMUNICATION 16 Hours

Formal and Informal - Vertical – Horizontal – Diagonal - Grapevine. Business Letters and Layout: Parts – Structure- Layouts - Full Block - Modified Block - Semi – Block - Principles of Effective Letter Writing.

UNIT III Bank Correspondence 16 Hours

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors- Trade Letters – Inquiry – Order - Credit and Status Enquiry – Complaints – Claims - Sales Letters - Promotional Leaflets and Fliers.

UNIT IV REPORT WRITING 16 Hours

Agenda - Minutes of Meeting – Memorandum – Office Order – Circular Notes
Correspondence with Share Holders – Correspondence with Directors

UNIT V MODERN FORMS OF COMMUNICATION 14 Hours

Fax – E-mail – Video Conferencing – Benefits and Perils of Communication through Social Media: Website and Apps.

Text Books

- Gupta, C.B. (2017). *Business Communication*. Organization and Management. S.Chand Publications. Chennai.
- Rajendra Pal, G. & Korlahalli, C. (2009). *Essentials of Business Communication*. S.Chand Publications. Chennai.
- Raghunthan, N.S.B. & Santhanam, S.K. (2017). *Business Communication*. Margham Publications. (3rd Ed.). TMH Publication.

Reference Books

- Rames, M.S. Pattanshetty.R (2016). *Effective Business English and Correspondence*. S.Chand & Son. New Delhi.
- Shutter, R. (2008). *Effective Letters and Business Law*. TMH Publication. New Delhi.

E- Resources

- <https://libguides.wccnet.edu/oer-subjects/business-communication>
- <https://courses.lumenlearning.com/wm-businesscommunicationmgrs/>

FINANCIAL ACCOUNTING UBAM108\UCOM 104\ UCCM102

Semester : I

Category : Core IV

Class & major: I BBA/I B.Com/ B.Com (CA)

Credit : 4

Hours/Week: 6

Total Hours:78

Objectives:

To enable the students

- Understand the need for record keeping in business
- Create awareness about the methods of book - keeping.
- Prepare financial statement.

Learning outcomes:

On completion of this course, the students will be able to

- Identify and define pertinent research questions
- Critically review the relevant literature
- Define an appropriate methodology

UNIT I INTRODUCTION

16 Hours

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions- Objectives of Accounting- Accounting Transactions- Double Entry Book Keeping -Journals, ledger, Preparation of Trial Balance- final accounts with adjustments.

UNIT II SINGLE ENTRY SYSTEM

16Hours

Single Entry- Meaning, Features, Defects, Differences between single Entry and Double Entry System- Statement of Affairs Method- Conversion Method (Only simple Problems)

UNIT III BRANCH & DEPARTMENTAL ACCOUNTS

16 Hours

Branch accounts M- Dependent branches- Debtors system- Stock & Debtors System- Independent branch (Excluding Foreign branch) Departmental accounting - Basis for allocation of expenses - Interdepartmental transfer at cost or selling price- Treatment of expenses which cannot be allocated.

UNIT IV HIRE PURCHASE SYSTEM

14 Hours

Hire purchase system - Calculation of Interest - Default and repossession - Hire purchase Trading Accounts.

UNIT V PARTNERSHIP ACCOUNTS

16 Hours

Partnership accounts - Admission - Retirement, Death, Dissolution & Insolvency of Partners (Garner Vs Murray)

Text Books

- T.S. Reddy ,& A. Murthy.(2019). *Financial Accounting* - Margham Publications Chennai

Reference Books

- R. L. Gupta & V. K. Gupta.(2017) *Advanced Accounting* Sultan Chand & Sons New Delhi.
- Jain & Naran. (2016) *Financial Accounting*- Kalyani Publishers. New Delhi.

BUSINESS ECONOMICS

UCEA103

Semester : I

Credit : 5

Category : Allied

Hours/Week : 6

Class Major : B.B.A&B.Com

Total Hours : 78

Objective:

To enable the students

- Analyze the Economic problems related with business decision & application of Economic theory to the business problems.
- Analysis the relationship between productivity, prices and profitability.

Learning outcomes:

On completion of this course, the students will be able to

- Understand the roles of managers in firms.
- Analyze the demand and supply conditions and assess the position of a company.
- Design competition strategies, including Cost, Pricing, and Product differentiation.

UNIT I INTRODUCTION

15 Hours

Definition- Nature and Scope of Business Economics-Importance-Decision Making in Business- Objective of Business Firms-Social responsibilities of Business- Role and Responsibilities of Business Economist.

UNIT II LAW OF DEMAND

15 Hours

Demand analysis: Meaning-Demand determinants-Law of Demand-Elasticity of demand: Types & Importance of elasticity of demand-Demand Forecasting: Meaning-Methods of demand Forecasting-demand forecasting method for the new products-Criteria for a good Forecasting method.

UNIT III COST, REVENUE& BREAK EVEN ANALYSIS

16 Hours

Money Cost- Real Cost-Implicit and Explicit Cost-Opportunity Cost-Short Run and Long Run Cost Curves Total Revenue-Average Revenue-Marginal Revenue-Relationship between AR and MR Curve-Some Special cases of Revenue Curves-Break-Even Analysis-Determination of Break-Even Point-Uses-Assumptions- Limitation.

UNIT IV MARKET STRUCTURE & PRICING METHODS

16 Hours

Features and Types of market: Pricing Under Perfect Competition-Meaning and features of Monopoly, Monopolistic Competition and Oligopoly-Meaning and Objectives of Pricing Policy-Factor and Method of Pricing.

UNIT V CAPITAL BUDGETING

16 Hours

Meaning and Objectives of Capital Budgeting –Need for Capital Budgeting –Forms of Capital Budgeting-Nature of Capital Budgeting Problem- Project Profitability: Methods of Appraising Project Profitability.

Text Books

- Sankaran.S. (2008). *Business Economics*. Margham Publication, New Delhi.
- Tata McGraw Hill Erue.N and Eoad Way.R,(1984) *Welfare Economics*, Basil Bluckwell, Oxford. New Delhi.

Reference Books

- Dewett.K.K.(1998). *Morden Economic Theory*. Madras Univiresity.
- Agarwal.H.S. (1998). *Advance Economic Theroy*. Konark Publication. New Delhi.
- Dacosta.G. (1980). *Production, Pricies and Distribution*. New Delhi.

ADVERTISING MANAGEMENT AND SALES PROMOTION

UBAM209

Semester : I
Category : Core IV (DSC)
Class & Major: I BBA

Credit : 4
Hours / Week: 5
Total Hours : 65

Objectives:

To enable the students

- Understand the Nature, Purpose of Planning and Execution of the Successful Advertising Program.
- Improve the Sales through Various Promotions.
- Stimulate Sales amongst Present, Former and Future Consumer.

Learning outcomes:

On completion of this course, the students will be able to

- Promote an Overall Image of Respect and Trust for an Organization.
- Motivate Distributors, to Create or Change a Company's Image.
- Create or Change a Buyer's Attitude.

UNIT I ADVERTISING

10 Hours

Definition – Objectives - Need & Importance - Growth of Modern Advertising – Types & Classification of Advertisement - Advertising Spiral – Market Segmentation, Promotional Mix and Target Audience.

UNIT II MEDIA**15 Hours**

Mass Media-Selection, Planning and Scheduling – Web advertising – Integrated Programme and Budget Planning –Percentage of Sales Method, Objective to Task Method - Competitive Parity - Market Share Method - Unit Sales Method - Affordable Method.

UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS**14 Hours**

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

UNIT IV MANAGEMENT OF SALES PROMOTION**12 Hours**

Importance & Need for Sales Promotion - Planning for Consumer Schemes & Contests - Different Types of Consumer Schemes.

UNIT V CONTROL**14 Hours**

Measurement of Effectiveness – Ethics- Economics and Social Relevance-Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies-Accountability factors and Ethics.

Text Books

- Bhatia, T.K. (2007). *Advertising and Marketing in Rural India*. (2nd Ed.,). Macmillan India Ltd. Pondicherry.
- Hackley, C. (2010). *Advertising and Promotion*. An integrated communication approach. (2nd Ed.). Sage Publications. Calcutta.

Reference Books

- Aaker, M.& Batra, R. (2016) *Advertising Management*. Prentice Hall. Calcutta.
- Wells, M. & Burnett, S. (2007). *Advertising Principles & Practices*. Prentice Hall. New Delhi.

E-Resource

- <https://www.tandfonline.com/doi/abs/10.1080/03615260902877084?journalCode=wser20>

PRINCIPLES OF MANAGEMENT
UBAM 207

Semester : II`
Category : Core III
Class & Major: I BBA

Credit : 4
Hours/week: 5
Total Hours : 65

Objectives:

To enable the students

- Identify the management concepts.
- Recall the Management Principles.
- Apply the management principles in Business.

Learning outcomes:

On completion of this course, the students will be able to

- Describe the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues.
- Identify and properly use vocabularies within the field of management

UNIT I LEVELS OF MANAGEMENT AND PLANNING 12 Hours

Levels of management – Roles of manager, Management as a Science or Art – Approaches to management- Definition– Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Nature and Types of Policies – MBO – Case Studies.

UNIT II DECISION MAKING 10 Hours

Decision Making – Process of Decision making – Types of Decisions – Problems involved in Decision making – Forecasting – Decision Tree – Case Studies.

UNIT III ORGANIZING 14 Hours

Organizing - Nature & Importance – Principles of Organizing Delegation & Decent realization – departmentation – Span of Management. Organizational structure – Line & staff and functional – Organizational charts and manual – making organizing effective– Staffing.

UNIT IV DIRECTING 14 Hours

Function of directing – Motivation – Major Theories of motivation (Need hierarchy theory – hygienic approach – Expectancy Theory – Mc clelland theory) – 4 Motivation techniques – Leadership – Definition –Theories and approach to leadership – Styles of leadership – Types – Case Studies.

UNIT V CONTROLLING& CO-ORDINATION 15 Hours

Nature – Problems – Effective coordination- Control – Nature – Basic control process – Importance – Control techniques – traditional and non-traditional Control devices – Use of Computers in managing information – Case Studies.

Text Book

- Tripathi P.C. & P.N. Reddy. (2007) *Principal of Management*. TMH. 4th Edition. New Delhi.

Reference Books

- L.M. Prasad. (2009.) *Principles and practices of Management*. Sultan Chand & Sons. New Delhi.
- G. Swarnalatharaju. (2007) *Principles of Management*. Scitech Publications Pvt Ltd. Chennai
- George Terry. (2006). *Principles of Management*. A.I.T.B All India Travel Pvt Ltd. New Delhi.

LEADERSHIP SKILLS

UBAE202

Semester : II

Category : Non major Elective – I

Class & Major: I UG

Credit : 2

Hours/Week : 3

Total Hours : 39

Objectives:

To enable the students

- To understand the importance & effects of leadership.
- To make use of the leadership skills in student's life.
- To inspire them to become a leader.

Learning outcomes:

On completion of this course, the students will be able to

- Understand Personal skills and styles.
- Develop mentor/mentee relationships.
- Understand and react to contextual influence.

UNIT I INTRODUCTION OF LEADERS

8 Hours

Who are leaders – Examples of Successful leaders – Their Contribution- Mahatma Gandhi, Nelson Mandela, Mother Theresa – Leadership Styles .

UNIT II BUSINESS LEADERS

7 Hours

Indra Nooyi- Kiran Mazumdar- Ratan Tata-Warren Buffet-Bill Gates-Narayana Moorthy- Dhirubai Ambani-Their Contributions and Value Systems

UNIT III LEADERSHIP THEORIES

8 Hours

Leadership Theories – Essentials of Future Leaders - Future of Leadership - Challenges Faced Leadership Theory.

UNIT IV SITUATIONAL LEADERSHIP

8 Hours

Situational Leadership – Management Effectiveness Vs Leadership Effectiveness – Successful Leadership Vs Effective Leadership – Determinants of situational leadership.

UNIT V LEADERSHIP EFFECTIVENESS

8 Hours

Leadership effectiveness – Meaning- Requirements- Prerequisites for Leadership for 21st Century Organization- Ethical Leadership- Value Based Management.

Text Books

- James A.F. Stoner. R. Edward Freeman. Daniel R. Gilbert (2007) *Management* prentice. Hall of India. Delhi.

Reference Books

- Dinkar Pagare (2002). *Principles of management*. Sultan Chand. Delhi.
- Koontz and O'donnel. (2002) *.Essentials of management*. Tata McGraw Hill. Delhi
- Terry Franklin (2000). *Principles of Management*. All India Publishers and Distributors. New Delhi

TEAM BUILDING
UBAE203

Semester : II
Category : Core IV
Class & Major: I UG

Credit : 2
Hours/Week: 3
Total Hours : 39

Objectives:

To enable the students

- Understand the Concepts and Components of Team Building.
- Execute Group Activities for Corporate Events and Identify their Creative Thoughts.
- Create a Successful Team.

Learning outcomes:

On completion of this course, the students will be able to

- Understand Every Individual's Strengths and Weaknesses.
- Use Positive Impacts for the Productivity of Employees.
- Develop High Confidence and Productivity Levels.

UNIT I INDIVIDUAL BEHAVIOUR

8 Hours

Meaning – Foundation of Individual Behaviors – Models of Man's Personality – Determinants of Personality – Stages of Personality Development – Attitude & Values.

UNIT II GROUP BEHAVIOURS

8 Hours

Meaning of Group – Reasons for Formation of Groups – Characteristics of Groups – Types of Groups – Group Cohesiveness – Group Decision Making Process – Small Group Behavior.

UNIT III GROUP DYNAMICS

7 Hours

Group Dynamics – Nature of Teams; Teams vs Group - Why do People Join Groups - Group Development - Usefulness of Groups in Organization - Pitfalls of Groups - Determinants of Group Behavior.

UNIT IV TEAM DYNAMICS

8 Hours

Team Dynamics-Nature of Teams - Teams Vs Groups - Benefits from Teams - Types of Team - Implementing Teams in Organization - Team issues - Effective Teamwork - Typically Teams in Organization - Can Groups Become Teams – Case Study.

UNIT V TEAMBUILDING

8 Hours

Team and Organizational Culture- Team Building- Process – Team Building and Team Training – Communication and its Role in Team Building-Interpersonal relationship in team building.

Text books

- Blum, M.L. (2009). *Industrial Psychology and its Social Foundation*. S. Chand & Sons. New Delhi.
- Hersey Blanchard, S.R. (2010). *Introduction to Organizational Behavior*. Tata Mc Grow Hill. Chennai.

Reference books

- Hippo, K. (2009). *Organizational Behavior*. S.Chand & Sons. New Delhi.
- Jayashakar, S. (2009). *Organizational Behaviors*. Margham Publication. New York.

E-Resources

- www.mindtools.com/pages/article/virtual-team-building
- www.teamtechnology.co.uk/teambuilding.

WORKSHOP ON DECISION MAKING SKILLS

UBER201

Semester : II

Category : Core VI

Class & Major: I BBA

Credit : 1

Hours/week : 1

Total Hours : 13

Objectives:

To enable the students

- Use several Problem Solving and Decision making Skills.
- Apply Logical and Creative Approaches to Solving Problems and Making Decisions

Learning Outcomes:

- Understand and evaluate the decision to be made and the potential outcomes.
- Classify the decision and what the important factors are..
- Structure their approach to making decisions.
- Evaluate options against set criteria and avoid typical decision making traps.

TOPICS:

- Identifying the challenges
- Prioritizing the problem
- Brainstorming
- Evaluating positive and negative consequences of each solutions
- The Creative Process for Making Decisions
- Barriers to Creativity & Overcoming them, Part I
- Barriers to Creativity & Over-coming them, Part II
- Tools to Improve Creativity
- The Analytical Process in Decision Making
- Tools to Improve Analysis
- Irrational Factors and Emotions that Affect Decision Making

Evaluation Components of CIA & ESE

S.NO	CATEGORY	CIA I	ESE
1	Practical Assessment	30	
2	Test I	10	
3	Viva I	05	
4	Test II	10	
5	Viva II	05	
6	Record/PE		30
7	Viva		10
	Total	60	40

III & IV EVALUATION COMPONENTS OF CIA

Semester	Category	Course Code	Course Title	Component III	Component IV
I	Major core I	UBAM105	Business Communication	Assignment	Report Writing
I	Major core II	UBAM108 UBAM108\ UCOM 104\ UCCM102	Financial Accounting	Problem Solving	Financial statement analysis
I	Allied I	UCEA103	Business Economics	Assignment	Case Studies
II	Major Core IV	UBAM209	Advertising and sales Promotion	Album Making	Poster Presentation
II	Major Core V	UBAM207	Principles of Management	Assignment	Poster Presentation
II	Non Major Elective	UBAE203	Team Building	Assignment	Poster Presentation