

VIVEKANANDHA

COLLEGE OF ARTS AND SCIENCES FOR WOMEN
ELAYAMPALAYAM, TIRUCHENGODE (Tk.), NAMAKKAL (Dt.).
(Approved by AICTE & Re- accredited with A grade by NAAC)



**DEPARTMENT OF
BUSINESS ADMINISTRATION
B.B.A CA
SYLLABUS & REGULATIONS
AUTONOMOUS**

**FOR CANDIDATES ADMITTED FROM 2016-17 ONWARDS UNDER
AUTONOMOUS & CBCS PATTERN
VIVEKANANDHA EDUCATIONAL INSTITUTIONS
Angammal Educational Trust
Elayampalayam, Tiruchengode (Tk.), Namakkal (Dt.)**

B.B.A (CA)

I. SCOPE OF THE COURSE

B.B.A (CA) is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA ,etc.

II. SALIENT FEATURES

- ✓ Course is specially designed for a higher level Career Placement.
- ✓ Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- ✓ Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- ✓ Special Industry Orientations and Training are parts of the Degree Course.
- ✓ Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

III. OBJECTIVES OF THE COURSE

- ❖ To enable the students to acquire professional knowledge over Business and other related subjects.
- ❖ To impart knowledge in advanced concepts and applications in various fields of Management.
- ❖ To embed practical knowledge in the minds of students through industrial visits and various training programmes.
- ❖ To enable the students to gain knowledge over the recent developments in the various areas of Management.
- ❖ To orient the students in the applied aspects of different advanced business practices.
- ❖ To equip the students to occupy important positions in Business, Industries and related organizations.
- ❖ To inspire the students to apply their knowledge gained for the development of society in general.

IV. ELIGIBILITY FOR ADMISSION

Candidates seeking admission to the first year Degree course **B.B.A. CA** shall be required to have passed

a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of TamilNadu

(or)

b) Any examination accepted as equivalent thereto by the syndicate of Periyar University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

V. DURATION OF THE COURSE

- The course shall extend over a period of three academic years consisting of six semesters. Each academic year will be divided into two semesters. The First semester will consist of the period from July to November and the Second semester from December to March.

 - The subjects of the study shall be in accordance with the syllabus prescribed from time to time by the Board of Studies of Vivekanandha College of Arts and Sciences for Women (Autonomous) with the approval of Periyar University.
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- Each subject will have six hours of lecture per week apart from practical training at the end of each semester.

VI. CONTINUOUS INTERNAL ASSESSMENT

The performance of the students will be assessed continuously and the Internal Assessment Marks will be as under :

1. Average of two Tests - 5 Marks
 2. Model Exams - 10 Marks
 3. Assignment - 5 Marks
 4. Attendance - 5 Marks
- **Total = 25 Marks**

DISTRIBUTION OF MARKS FOR ATTENDANCE

Attendance Percentage	Marks
76% - 80%	1
81% - 85%	2
86% - 90%	3
91% - 95%	4
96% - 100%	5

PASSING MINIMUM EXTERNAL

In the semester Examinations, the passing minimum shall be 40 % out of 75 Marks. (30 Marks)

VII. ELIGIBILITY FOR EXAMINATION

A candidate will be permitted to appear for the semester Examination only on earning 75 % of attendance and only when his / her conduct has been satisfactory. It shall be open to grant exemption to a candidate for valid reasons subject to conditions prescribed.

VIII. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates passing the examination of Core Courses (main and allied subjects) and securing marks

- a) 75 % and above shall be declared to have passed the examination in first class with Distinction provided they pass all the examinations prescribed for the course at first appearance itself.
- b) 60% and above but below 75 % shall be declared to have passed the examinations in first class without Distinction.
- c) 50% and above but below 60% shall be declared to have passed the examinations in second class.
- d) All the remaining successful candidates shall be declared to have passed the examinations in third class.
- e) Candidates who pass all the examinations prescribed for the course at the first appearance itself and within a period of three consecutive academic years from the year of admission only will be eligible for University rank.

IX. ELIGIBILITY FOR AWARD OF THE DEGREE

A candidate shall be eligible for the award of the degree only if she has undergone the above degree for a period of not less than three academic years comprising of six semesters and passed the examinations prescribed and fulfilled such conditions have been prescribed there for.

X. PROCEDURE IN THE EVENT OF FAILURE

If a candidate fails in a particular subject, she may reappear for the university examination in the concerned subject in subsequent semesters and shall pass the examination.

XI. CRITERIA FOR INPLANT TRAINING

The curriculum includes an industrial training paper for the II year students in which the students are expected to undergo training for the period of 15 days. After the completion of the training period the students must submit the certificates from the concerned industry/ factory.

XII. COMMENCEMENT OF THESE REGULATIONS

These regulations shall take effect from the academic year 2014-15 (i.e.) for the students who are to be admitted to the first year of the course during the academic year 2014-15 and thereafter.

XIII. TRANSITORY PROVISIONS

Candidates who have undergone the UG course of study before 2011-2012 shall be permitted to appear for the examinations under those regulations for the period of three years i.e., upto an inclusive of the examination of April / May 2014. Thereafter, they will be permitted to appear for the examination only under the regulations then in force.

XIV. DISTRIBUTION OF MARKS FOR INPLANT TRAINING / PROJECT VIVA-VOCE.

The marks distribution for the students of II Year for the Paper In-plant Training is: Project & Viva Voce : Internal - 40 Marks, External - Viva Voce: 60 Marks.

For the Final Year UG student Project & Viva Voce: Internal - 40 Marks, External - Viva Voce: 60 Marks.

B.B.A.(CA) UNDER GRADUATE COURSES - 2014-15 onwards Vivekanandha College of Arts & Sciences for women (Autonomous) For the students admitted from the academic year 2016-17 and onwards.

**COURSE PATTERN
BBA CA**

C	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MARK
I	14U1LT01 11U1LT01	Languages	Tamil or anyone of the Modern or Classical language -I	6	3	25	75	100
	16U1LE01B	Languages	English -I	6	3	25	75	100
	14U1BXC01	Core Course- I	Business Organization	5	4	25	75	100
	14U1BXC02	Core Course- II	Introduction to Computer Technology	5	4	25	75	100
	14U1MAA03	Allied I	Quantitative Techniques - I	6	4	25	75	100
	14U1VE01	Value Education	Yoga	2	2	25	75	100
Total				30	20			600
II	14U2LT02 11U2LT02	Languages	Tamil or anyone of the Modern or Classical language -II	6	3	25	75	100
	16U1LE02B	Languages	English -II	6	3	25	75	100
	14U2BXC03	Core Course- III	Business Management	5	4	25	75	100
	14U2BXC04	Core Course- IV	Digital Computer Fundamentals & C	3	2	25	75	100
	14U2BXCP01	Core Practical I	Programming in C	2	2	40	60	100
	14U2MAA07	Allied II	Quantitative Techniques -II	6	4	25	75	100
	14U2ES01	Value Education	Environmental Studies	2	2	25	75	100
Total				30	20			700
III	14U3BXC05	Core Course V	Financial Accounting	6	4	25	75	100
	14U3BXC06	Core Course VI	Business Communication	6	4	25	75	100
	14U3BXC07	Core Course VII	E-Business	5	4	25	75	100
	14U3BXA01	Allied III	Managerial Economics	5	3	25	75	100
	14U3BXS01	SBEC-1	Self Management	2	2	25	75	100
	14U3BXS02	SBEC-2	Practical psychology	2	2	25	75	100
14U3BXS03	SBEC-3	Principles of Insurance	2	2	25	75	100	
14U3CMN01/ 14U3CCN01	NMEC - I	Taxation - I	2	2	25	75	100	
Total				30	23			800
IV	14U4BXC08	Core Course VIII	Management Accounting	5	5	25	75	100
	14U4BXC09	Core Course IX	Internet & Web Design	5	3	25	75	100
	14U4BXCP02	Core Practical II	Internet & Web Design Practical	4	3	25	75	100
	14U4BXC10	Core Course X	Production & Material Management	4	3	25	75	100
	14U4BXA02	Allied IV	Elements of Business Law	4	3	40	60	100
	14U4BXS04	SBEC-IV	Personality development	2	2	25	75	100
	14U4BXS05	SBEC-V	Skills for Management	2	2	25	75	100
	14U4BXS06	SBEC-VI	In plant Training	2	2	25	75	100

	14U4CMN02/ 14U4CCN02	NMEC – II	Taxation – II	2	2	25	75	100
	Total			30	25			900
	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MARK
V	14U5BXC11	Core Course XI	Advertising and Salesmanship	5	5	25	75	100
	14U5BXC12	Core Course XII	Marketing Management	5	4	25	75	100
	14U5BXC13	Core Course XIII	Research Methodology	5	4	25	75	100
	14U5BXC14	Core Course XIV	Entrepreneurship Development	5	4	25	75	100
	14U5BXC15	Core Course XV	Multimedia	5	4	25	75	100
	14U5BXE01	Elective I	Service Marketing	5	5	25	75	100
	Total			30	26			500
VI	14U6BXC16	Core Course XVI	Human Resource Management	5	4	25	75	100
	14U6BXC17	Core Course XVII	Financial Management	5	4	25	75	100
	14U6BXC18	Core Course XVIII	Visual Basic	5	4	40	60	100
	14U6BXP03	Core Practical III	Visual Basic Practical	5	4	40	60	100
	14U6BXP01	Core Course XVII	Project Viva Voce	5	4	25	75	100
	14U6BXE02	Elective II	Global Business	5	5	25	75	100
	14U6EX01	Extension	Extension Activities		1			
	Total			30	26			500
	Cumulative Total			180	140			4200

Following are the electives given below:

LIST OF ELECTIVE PAPERS (COLLEGES CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES)		
ELECTIVE I	A	BRAND MANAGEMENT
	B	SERVICES MARKETING
	C	CUSTOMER RELATIONSHIP MANAGEMENT
	D	MODERN OFFICE MANAGEMENT
ELECTIVE II	A	STRATEGIC MANAGEMENT
	B	CONSUMER BEHAVIOUR
	C	FINANCIAL INSTITUTIONS AND SERVICES
	D	GLOBAL BUSINESS

List of Skill Based Elective Course Papers

(SBEC)

GROUP- A

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-I	SELF MANAGEMENT
14U3BASO2	SBEC-II	PRACTICAL PSYCHOLOGY
14U3BASO3	SBEC-III	PRINCIPLES OF INSURANCE

GROUP- B

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-IV	PERSONALITY DEVELOPMENT
14U3BASO2	SBEC-V	SKILLS OF MANAGEMENT
14U3BASO3	SBEC-VI	INPLANT TRAINING

GROUP- C

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-VII	TALENT MANAGEMENT
14U3BASO2	SBEC-VIII	KNOWLEDGE MANAGEMENT
14U3BASO3	SBEC-IX	HOSPITAL MANAGEMENT

GROUP- D

PAPER CODE	SBEC	PAPER
14U3BASO1	SBEC-X	STRATEGIC MANAGEMENT
14U3BASO2	SBEC-XI	CUSTOMER RELATIONSHIP MANAGEMENT
714U3BASO3	SBEC-XII	INDUSTRIAL RELATIONSHIP MANAGEMENT

Subject Code : 14U1BXC01 Semester : I Credit : 4 Hours : 60

BBA (CA)

Core Course – I

BUSINESS ORGANISATION

OBJECTIVE:

To enable the students to understand the forms of business and to manage the business effectively.

UNIT-I

Business: Meaning, Characteristics, Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business.

(12 Hours)

UNIT-IV

Forms of Business Organizations- Soletradeship-Joint Hindu Family Business-Partnership-Joint stock companies-Co-operative societies-

(12 Hours)

UNIT-III.

Location of industry-Importance of location _Factors of location-size and scale of operations- Advantages of Large scale operations-Industrial estates and District Industries centers.

(12 Hours)

UNIT-IV

Organizational Structure – Functional areas of business and their operations – activities of different functions formal and informal organizations – principles of organization.

(12 Hours)

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services – Limitations- Chamber of Commerce-Organization Structure-Functions.

(12 Hours)

Text Book :

1. Bhusan . K. - Fundamental of Business Organization & Management, Sultan Chand, 6th Edition.
2. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
3. Louis A. Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5th Edition, 2013

Reference: Books :

1. Pradash Jagadesh- Business Organisation and Management, Sultan Chand & Sons, 5th Edition, 2009
2. C.B.Gupta - Business Organisation and Management ,Sultan Chand & Sons, 5th Edition 2008
3. Basu -Business Organisation and Management ,S.Chand,4th Edition, 2009

Content Beyond the syllabus

1. Growth of Multinational Companies
2. Practical Exposure in Stock Exchange

Subject code : 11U1BXC02

Semester : I

Credit : 4

Hours : 60

BBA (CA)

Core Course - II

INTRODUCTION TO COMPUTER TECHNOLOGY

OBJECTIVE:

To enable the students to understand the information technology and number system.

UNIT-I

Introduction to Information Technology: Introduction-Defining Information Technology-Information Technology in Society-State of IT Careers.

(12 Hours)

UNIT-II

Fundamentals of Computers: Computer Definition-Fundamentals Components of Computer-Software: Definition-Programming languages-Types of Software-Software development Process.

(13 Hours)

UNIT-III

Number system: Introduction – Decimal, Binary, Octal, Hexadecimal number system -conversion of one to another number systems – Complements number systems – Signed and Unsigned number representation – Fixed point representation of numbers, Floating – point representation of numbers – Binary Coded Decimal – Gray Code – Excess -3 Code – ASCII Code – EBCDIC Code.

(10 Hours)

UNIT-IV

Computer Networking: Introduction-Types of Network-Communication Protocols: Need for Protocols-Organization that set standards.

(13Hours)

UNIT-V

Internet : Internet Architecture : Introduction-History-Internet Architectural components-Naming computers connected to Internet-Future of Internet technology-Internet Applications.

(12Hours)

TEXT BOOK

1. Introduction to Computer Technology, Pelin Aksoy,Laura DeNardis, Cengage Learning India Private Limited, 1st Edition, First Reprint 2008.

REFERENCE BOOK

1. Introduction to Computer Technology, V.Rajaraman, 2nd Edition ,PHI Learning Private Limited 2009.

Content Beyond the syllabus

1. Network Security
2. Internet protocols
3. WWW

Subject code : 14U1MAA03 Semester : I Credit : 4 Hours : 60

BBA (CA)

Allied – I

QUANTITATIVE TECHNIQUES – I

OBJECTIVE:

To enable the students to understand the concepts in Operation Research and Correlation methods.

UNIT I

Introduction to Operations Research – Meaning – Definition – Characteristics – Phase of OR – OR in Management – OR in Decision making – Limitations. **(12 Hours)**

UNIT II

Linear Programming – Introduction – Definition – Formulation of LPP – Graphical method of solution. Simplex Method (Simple Problem). **(12 Hours)**

UNIT III

Statistics – Introduction – Definition – Limitations, Collection of data – Classification and Tabulation – Diagrammatic and graphical representation of data – Measures of Central Tendency – Mean, Median, Mode, Geometric Mean & Harmonic Mean. **(12 Hours)**

UNIT IV

Measures of Dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, and Co-efficient of Variation – Time series – Components of Time series. **(12 Hours)**

UNIT V

Correlation – Meaning – Various types of correlation – Scatter Diagram – Karl Pearson Co-efficient of correlation – Rank correlation, Regression – Regression lines – Regression Co-efficient. **(12 Hours)**

TEXT BOOK

1. Operations Research by V.K. Kapoor – S.Chand & company Ltd- Revised Edition 2009
2. Statistics by R.S.N. Pillai & V. Bagavathi – S.Chand & company Ltd- Reprint 2008

REFERENCE BOOKS:

1. Operations Research by Premkumar Gupta, DS Hira – S.Chand & company Ltd- Revised 2nd Edition 2009
2. Operations Research by S. Kalavathy – Vikas Publishing House- 2nd Edition Reprint 2008
3. Introduction to Operations Research by P.R. Vittal – Margham publications- 2nd Edition, New Print-2010

Content Beyond the syllabus

1. simple interest

- 2. Compound interest
- 3. Calendar.

Subject code : 14U2BXC03 Semester : II Credit : 4 Hours : 60

BBA (CA)

Core Course – III

BUSINESS MANAGEMENT

OBJECTIVE:

To enable the students to understand the major concepts of planning, organizing, directing and controlling.

UNIT – I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor, Henry Fayol and Elton Mayo. **(12 Hours)**

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – steps – types – merits and demerits of planning – decision making – M.B.O- objectives – Concept of M.B.O – Steps- Benefits and Weakness of M.B.O. **(12 Hours)**

UNIT – III

Organizing: Nature – purpose- types of organization structure –span of control – use of staff units and committees –Power- Authority – Responsibility – Delegation – Centralization Vs Decentralization. Staffing: Nature and Purpose of Staffing – Components of staffing. **(12 Hours)**

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles – Theories of Leadership- Characteristics of leaders and Management –Management Styles Theories -Motivation– Characteristics-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory). **(12 Hours)**

UNIT – V

Controlling: meaning – Elements and significance – steps in control process- Effective Control- Techniques of control. Coordinating: Need – principles – approaches to achieve effective co-ordination. **(12 Hours)**

TEXT BOOKS :

- 1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
- 2. Robbins S.R. - Management ,Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

- 1. Harold Koontz
And O'Donnel - Essentials of Management, McGrawHill-2009,
- 2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
- 3. Tripathi P.C. and
Reddy P.N - Principles of Management, TMH-2009, 4th Edition
- 4. Prasad L.M. - Principles and Practices of Management , Sultan
Chand & Sons, 2008, 3rd Edition

Content Beyond the Syllabus

- 1. Developing Career Plan

Subject code : 14U2BXC04 Semester : II Credit : 2 Hours : 50

BBA (CA)

Core Course – IV

DIGITAL COMPUTER FUNDAMENTALS AND C

OBJECTIVE:

To enable the students to understand the major concepts of basic computers and about C programming languages.

UNIT – I

Introduction to Computers: Introduction – Types of Computers – Characteristics of Computers – Five generations of modern Computers- Classifications of digital computer system: Introduction – Microcomputers – Personal Computers – Workstations – Portable Computers – Minicomputers – Mainframes – Supercomputers – Network Computers. **(10 Hours)**

UNIT – II:

Evolution and applications of C – Structure of C Program – Data Types – Declarations – Operators – Expressions – Type Conversions – Built-in Functions. Input-and-Output-Scan-Print. **(10 Hours)**

UNIT III

Control Statements: IF, ELSE-IF, GOTO, SWITCH, WHILE-DO, DO-WHILE, FOR, BREAK, and CONTINUE-Problem. **(10 Hours)**

UNIT-IV

Functions: Defining and accessing Functions- Passing parameters to functions- Arguments – Recursive – Storage Classes-Files. **(10Hours)**

UNIT-V

Arrays- Passing arrays to functions – Arrays and Strings – String functions – String Manipulations. **(10 Hours)**

TEXT BOOK:

1. “Fundamentals of Computer Science and Communication Engineering”. Alexis Leon , Mathew’s Leon Vikas Publishing House, New Delhi, 1998.
2. Digital Computer Fundamentals”. Thomas C.Bartee, 6th Edition T.M.H Publisher, New Delhi, 1991.
3. “Programming Language in ANSI C”, E. Balagurusamy, TMH, 2004.

Content Beyond the syllabus

- 1.Types of function passing
- 2.Network Security

Subject code : 14U2BXCP01 Semester : II Credit : 2 Hours:30

BBA (CA)

Core Practical – I

PROGRAMMING IN C

OBJECTIVES :

To create awareness about the basics of fundamentals to wards programming and to sketch out the hidden talent of student community.

1. Write a program to find the factorial of n numbers.
2. Write a Program to Find the Fibonacci series of n numbers
3. Write a Program to find the solution roots of a quadratic equations
4. Write a Program to implement matrixs manipulation – addition and subtraction
5. Write a Program to Convert Decimal to Binary.
6. Write a Program to Convert Binary to Decimal Convert.
7. Write a sorting the given names in ascending and descending order.
8. Write a Program for string handling function

Subject code: 14U2MAA07

Semester: II

Credit: 4

Hours: 50

BBA (CA)

Allied – II

QUANTITATIVE TECHNIQUES –II

OBJECTIVE:

To enable the students to understand the major concepts of transportation problems , assignment problems and Game theory.

UNIT I

Transportation problems – Finding an Initial Basic feasible solution – North-West corner rule – Least Cost Method – Vogel approximation method – Finding the optimum solution - MODImethod.

(12 Hours)

UNIT II

Assignment problems: Definition – Relation between Transportation problem and Assignment problem – Hungarian method – Maximization – Unbalanced problems.

(12 Hours)

UNIT III

Game theory - Introduction - Basic terminology – Solution of pure strategy games – Principle of dominance – solution of mixed strategy problems.

(12 Hours)

UNIT IV

Network Analysis: Definition – Construction of the Network – critical path method(CPM) – CPM and PERT calculation and its difference.

(12 Hours)

UNIT V

Index Numbers – Definition – Construction of Index numbers – Weighted and unweighted methods – Fixed and chain based index numbers - Test for Index numbers - Cost of Living Index Numbers - Construction.

(12Hours)

TEXT BOOK :

1. Operation Research, Kapoor V.K - Sultan Chand –Reprint 2008

REFERENCE BOOKS :

1. Prem Kumar Gupta, Operation Research – Sulton Chand & Co., 2nd Edition Reprint 2008

2. P.K. Man mohan, Operation Research –Sulton Chand & sons –Revised Edition 2009

3. Vittal .P.R , Introduction to Operation Research, Marghan Publication, 2nd Edition, New Print-2010

Content Beyond the syllabus

1. Calculation of Average
2. Computation of profit and loss
3. Formation of chain rule

SUBJECT CODE:14U2ES01

**Semester : III
BBA(CA)**

Credit : 5 Hours :60

**SEMESTER-III
ENVIRONMENTAL STUDIES**

OBJECTIVE:

This course will introduce the students with the basic concepts of business Environment. The students will learn about the various types of business environment and environmental analysis.

UNIT-I

Types of business environment- Internal and External Environment, Micro and Macro environment- PESTEL & SWOT Analysis, Porter's 5 force model- Types of business environmental analysis.

UNIT-II

Indian perspective- Nature and Structure of Indian Economy, Economic policies and conditions- Economic Role of Government in India

UNIT-III

Monetary policy, fiscal policy, capital market, money market, stock exchange- and modes of money inflow in an economy-Topic covered under FDI and FII in module-II

Unit-IV

Business and society, social objective of business, corporate social responsibility, consumer rights and corporate governance.

UNIT-V

Indian company law, competition policy and law, patents and trademarks, industrial policy and overview, labour laws and social security, business ethics, environmental laws.

Subject code : 14U3BXC05

Semester : III

Credit : 5

Hours :60

BBA (CA)

Core Course – V

FINANCIAL ACCOUNTING

OBJECTIVE:

On successful completion of this course, the students should have understood. The basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts, etc.

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts.

(10 Hours)

UNIT – II

Types of Accounts – Rules for preparing Accounts – Journal – Ledger.
Subsidiary Books - Cash book – Meaning Types of Cash Book – Single Column, Double
and Three columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance.

(10 Hours)

UNIT – III

Final Accounts Format – Preparation of Trading Account, Profit and Loss Account
and Balance Sheet (Simple Adjustment Only) Average Due Date – Meaning – Purpose of
Calculating Average Due Date with Simple Problems only.

(16 Hours)

UNIT – IV

Single Entry System – Meaning – Features of Single Entry System – Difference
between Single Entry System and Double Entry System – Preparation of Accounts – Net
Worth method – Conversion method (Simple Problems only).

(10 Hours)

UNIT – V

Depreciation – Meaning, Definition – Importance of providing Depreciation –
Defects of Depreciation – Method of calculating Depreciation – Straight line method –
Written down value method Bank Reconciliation Statement, Meaning – Purpose of
Preparing Bank Reconciliation Statement – Reason for Differences

(14 Hours)

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 3rd Edition.

Reference books:

1. Financial Accounting - Reddy and Moorthy, Kalyani Publications, 2008, 2nd Edition
2. Financial Accounting - Shukla & Grewal, Chand & Company, 2008., 2nd Edition

Content Beyond the Syllabus

1. Financial Accounting in Tally.
2. Accounts in daily life
3. practical training in preparation of Final Accounts

Subject code: 14U3BXC06 Semester: III Credit: 5 Hours:60

BBA (CA)

Core Course – VI

BUSINESS COMMUNICATION

OBJECTIVE:

On successful completion of this course, the students will gain knowledge of
writing the letter relating to business correspondence.

UNIT – I

Communication – meaning – objectives – Type – Principles of Communication –
Benefits-Elements of Communication- Communication Process-Barriers to
Communication-Overcoming Barriers to Communication- Structure of Business Letters-
Layout of Business Letters.

(12 Hours)

UNIT – II

Business Enquiries and replies – Classification of Enquiry Letters- importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders – Complaint and adjustment – Collection letters – Circular letters – Status enquiries.

(12 Hours)

UNIT – III

Bank Correspondence –elements of Good banking Correspondence- Types- Insurance Correspondence – Basic principles- Types- Kinds of Life Policies- Agency correspondence –Hints of writing letters to editor – Applications for appointment.

(12 Hours)

UNIT – IV

Company correspondence – secretary and his duties –Classifications- Correspondence with Directors, Shareholders- Types of meeting - Agenda for meeting- Minutes of the meeting.

(12 Hours)

UNIT – V

Report writing – Meaning – Importance – Characteristic of good report – Report by individuals – Report by Committees – Precise writing passages relating to business and management.

(12 Hours)

TEXT BOOK

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan &Chants , Re-Print2008, 3rd Edition.

REFERENCE BOOKS

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Publications, 2009 2nd Edition
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt.,Ltd-2008, 2nd Edition
3. RSN.Pillai&Bagavathi - Comercial Correspondance & Office Management,S. Chand Publication-2009, 3rd Edition

Content Beyond the Syllabus

- 1.Importance of Spoken English
- 2.Collections of Envelope, Post cards. Inland cover , stamps as Assignment
3. Writing of simple formal letters.

Subject code : 14U3BXC07 Semester : III Credit : 4 Hours :60

BBA (CA)

Core Course – VII

E –BUSINESS

OBJECTIVE:

On successful completion of this course, the students will gain knowledge about business transactions through internet.

UNIT- I

E-Business basics-The Internet and World Wide Web-E-Business and Global Economy-E-Business Models-The entrepreneur and the Entrepreneurial Process-Factors Affecting E-Business Success.

(12 Hours)

UNIT-II

Business Plan Organization-Startup Financing-Pitching Your Business to Investors-Business Incubators-Startup and Operational Challenges-Legal Issues-Electronic Payment Methods- E-Business Technologies. **(12 Hours)**

UNIT-III

Marketing Mix-Building Your Brand-Market Research-Creating a Marketing Plan-Marketing Tools-Online Affiliate Marketing Programs-Affiliate Tracking Systems- Affiliate Marketing Risks and Challenges. **(12 Hours)**

UNIT-IV

Web Site Planning Process-Web Site Organization-Useful and Attractive Web Pages-Web Web Design Outsourcing-Web Site and Page Development Tools. **(12 Hours)**

UNIT-V

Risk Management - Business Continuity Planning- Business Records Management- Network and Web Site Security- Security Audits and Penetration Testing. **(12 Hours)**

TEXT BOOK

1. **“Creating a Winning E-BUSINESS”**, H.Albert Napier, Ollie Rivers Stuart Wagner, JB Napier, Second Edition.

REFERENCE BOOK

1. **“Realizing E-Business with Application Service Provider”**, Louis Columbus, The Technical Validation Group, BPB Publications.
2. **“E-Business and E-commerce Infrastructure”**, Abhijit Chaudhury, Jean Pierre Kuilboer, Mc-Graw Hill.

Content Beyond the Syllabus

1. Desktop publishing
2. Threats
3. Firewalls

Subject code : 14U3BXA01 Semester : III Credit : 3 Hours : 50

BBA (CA)

ALLIED-III

MANGERIAL ECONOMICS

OBJECTIVE:

On successful completion of this course, the students should have understood the objectives of business firms, Factors of production and BEP Analysis Types of competitions and price administration.

UNIT I

Managerial Economics: Meaning- Definitions-Characteristics- Nature and scope of Managerial Economics-Uses of Managerial Economics- Functions -Decision Making and Forward Planning in economics - Roles and responsibilities of Managerial Economist. **(10 Hours)**

UNIT II

Demand Analysis: Meaning- Definitions-Law of demand-Characteristics-Exception to the law of demand- Types-Price- Income, Gross-Elasticity of Demand – Demand Forecasting - Methods of Demand Forecasting. **(10 Hours)**

UNIT III

Production Function: Law of Variable Proportion –Laws of returns to scale –Cost analysis-cost concepts-classification-cost output relationship in the short turn and long run-Break Even Analysis. **(10 Hours)**

UNIT IV

Market Structures – Perfect Competition – Imperfect Competition- Characteristics-Features-Price discrimination under Perfect Competition-Monopoly – Monopolistic Competition – Price Discrimination -Duopoly-Oligopoly – Pricing policies- Objectives - Pricing Methods. **(10 Hours)**

UNIT V

National Income: Meaning-Definition - Concepts of National Income - Methods of Calculating on of National Income. Business Cycle- Phases of Business Cycle - Causes of Business Cycle – Inflation – Types – Causes – Effects. **(10 Hours)**

TEXT BOOK:

1. Managerial Economics, R.L.Varshney and K.L. Maheshwari, Sultan Chand & Sons 2nd Edition

REFERENCE BOOK:

1. Managerial Economics - R.L. Varshney & K.L.Maheshwari,2nd Edition, Sultan Chand & Sons.

Content Beyond the Syllabus

- 1.Law of marginal utility
- 2.Dimnishing utility
- 3.Determination of value of currency.

Subject code: 14U3BXS01

Semester : III

Credit : 2

Hours : 20

BBA (CA)

SBEC - I

SELF MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood the basic of the Developing one`s skill and potential.

UNIT-I

Self Concept - Definition, Ideal – Meaning – Definition , Self Image – Self Confidence Building – Self Confidence.

(04 Hours)

UNIT-II

Self Esteem – Sources - Meaning -Importance - Low Self Esteem- Limitation - Developing Self Esteem.

(04 Hours)

UNIT-III

Attitude – Meaning & Definition - Components - Function – Developing Positive attitude - Reasons to poor attitude – Developing strong mental attitude.

(04 Hours)

UNIT-IV

Values : Meaning - Formation - Importance - Time management – Importance, Barriers- improving effectiveness.

(04 Hours)

UNIT-V

Communication- Telephone effectiveness – Telephone etiquette – Telephone Conversation: Business Phone Etiquette, Structure of Business Phone Call, Telephone Skills: Listening, Dealing with Different Calls.

(04 Hours)

REFERENCE BOOKS:

1. Soft skill - Mr. Xavier Ignatius ,Vicas publication.
2. Global Business Foundation - www.nasscom.com

Content Beyond the syllabus

1. Causes of change in Attitude Behaviour
2. Importance of Management of Time in Business
3. Communication skill in attending the phone calls

Subject code: 14U3BXS02

Semester: III

Credit: 2

Hours: 20

BBA CA

SBEC - II

PRACTICAL PSYCHOLOGY**OBJECTIVE:**

This course will strengthen the students Psychology by studying practical experiments.

UNIT-I

Making first impression – Steps to create impression - Remembering name – Smile: Meaning - Listening to others – Guidelines for good listening – Observation : Meaning – Types of observation.

(04 Hours)

UNIT-II

Importance of others: Appeal to self expression – Significance - Understanding others being Sympathetic – Empathy – Meaning – Definition – Features.

(04 Hours)

UNIT-III

People: Types of people - Handling people - Avoid criticism – Meaning – factors – objectives - Appreciate people - Avoid flattery . Guidelines.

(04 Hours)

UNIT-IV

Getting co-operation: Definition – Characteristics – Merits & Demerits - Avoid arguments – Mistake – Admit one’s mistake - Be friendly.

(04 Hours)

UNIT-V

Observation: Meaning – Definition - Improving power of observation – Reasoning: Types – Reasoning through observation - law of attraction.

(04 Hours)

REFERENCE BOOK:

1. Practical Psychology - Elsie Lincoln Benedict, Kessinger Publishing, 2006, First Edition.

CONTENT BEYOND THE SYLLABUS

1. Avoid vengeance and Revenge
2. Co-operation in the work Place
3. Expression one’s Views and opinions

Subject code: 14U3BXS03

Semester: III

Credit: 2

Hours: 20

BBA CA

SBEC -III

PRINCIPLES OF INSURANCE**OBJECTIVE:**

On successful completion of this course, the students should have understood the importance of Insurance which is cover our life and general risks by uncertainties.

UNIT-I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance.

(04 Hours)

UNIT-II

LIC- Features of Life Insurance – Principles of Life Assurance – Assignment and Nominations – Lapses and Revivals – Surrender Values and Loans – Claims – Double Insurance.

(04 Hours)

UNIT -III

Fire Insurance-Principles of Fire Insurance – Nature – Uses - Types of Fire Policy: Specific Policy, Valued Policy, Average Policy, Floating Policy, Replacement Policy, Comprehensive Policy – Fire Wastes. **(04 Hours)**

UNIT-IV

Marine Insurance – Meaning – Principles - Type of Policy : Fire Insurance : Valued Policy, Open Policy, Voyage Policy, Time Policy, Mixed Policy and Floating Policy - Marine Losses and Claims. **(04 Hours)**

UNIT-V

Miscellaneous Forms of Insurance – Fidelity Guarantee Insurance, Crop Insurance, Third Party Insurance, Health Insurance, Personal accident Insurance and Motor Insurance. **(04 Hours)**

TEXT BOOK:

1. Practices of Insurance - P.Periasamy, Himalaya Publications, 3rd Edition, New Delhi, 2008.

REFERENCE BOOKS

1. Insurance Principles and Practices - M.N.Mishra, S.Chand& Company Ltd., New Delhi, 2007
2nd Edition
2. Principles and Practices of Insurance - G.S.Panda, Kalyani Publishers, Chennai, 2008, 2nd Edition.
3. Elements of Insurance - A. Moorthy, Margham Publication, Chennai, 2009, 2nd Edition

Content beyond the syllabus

1. Filling up of Insurance Forms
2. Playing the role of Insurance agent
3. Difference between LIC, Marine, Fire and General Insurance

Subject code: 14U3CAN01

**Semester : III
BBA CA**

Credit : 2 Hours :20

NMEC - I

TAXATION – I**OBJECTIVE:**

To enable the students to enable the importance of tax on various heads and its revenue to the government.

UNIT-I

Basic Concepts- Agricultural Income – Assesses – Person – Income - Assessment Year -Previous Year . **(4 Hours)**

UNIT-II

Basis of Charges: Residential Status of Individuals - Exempted Incomes.

(4 Hours)

UNIT-III

Heads of Income - Income under salaries - Meaning, definition, Features, - Treatment of PF – Allowances (Basic Theory)

(4Hours)

UNIT-IV

Income from House property – Definition - Deemed owner of House Property - Exempted Income from House Property – Profit and gains of Business or Profession

(4 Hours)

UNIT –V

Capital Gain and Income from other sources.

(4 Hours)

NOTE : THEORY ONLY (100 %)

TEXT BOOK:

1. Income tax Law and Practice - V.P.Gaur & Narang, Kalyani Publishers, Ludhiana, NewDelhi, 2013, 43rd Edition

REFERENCE BOOKS

1. Income Tax Law and Practice - A.Jayakumar & N.Hariharan,Vijay Nicole Imprints (P) Ltd., Chennai-37, 4th Edition.
2. Income Tax Law and Practice - Vinoth Sinhanian, Taxman Publications, 2nd Edition, NewDelhi, 2013.

CONTENT BEYOND THE SYLLABUS

- 1.Filling up of Income Tax return
- 2.Petition
- 3.Importance of Permanent Account Number

Subject code: 14U4BXA02 Semester: IV Credit: 5 Hours: 60
BBA CA

ELEMENTS OF BUSINESS LAW**OBJECTIVE:**

To enable the students to understand the law which was used in business and about the contract and Auction Sales.

UNIT – I

Business law –Introduction-Definition –Sources of law-Law of Contract - Meaning – Formation of Contract –Offer –Conditions of making an Offer-Acceptance – Conditions of Acceptance- Essential elements of a valid Contract- Classification of Contract.

(12 Hours)

UNIT – II

Discharge of Contract- Introduction- Modes of Discharge of Contract- Remedies for Breach of Contract –Suit for Rescission-Suit for Damages –Rules for Damages -Quasi Contract-Basis for Quasi Contract – Types of Quasi Contract

UNIT – III

Contract of Indemnity – Rights of Indemnity holder and Indemnifier- Contract of Guarantee – Essential- Differences between Contract of Indemnity and Contract of Guarantee - Contract of Bailment –Kinds of Bailment – Rights and Duties of Bailor & Bailee- Pledge – Rights and Duties of Pawnee & Pawnor.

(12 Hours)

UNIT – IV

Agency –Definition of Agent and Principal – Essentials as to Agency -Creation of Agency – Classification of Agents- Rights and Duties of Principal and Agent – Delegation of Agents Authority –Extent of Agent’s Authority –Personal liability of Agent- Termination of Agency.

(12 Hours)

UNIT – V

Sale of goods- Sale and agreement to sell- their Distinctions –Conditions and Warranties – Differences between Condition and Warranty -Caveat emptor- Transfer of Property – Rights of Unpaid Seller- Auction sale.

(12Hours)

TEXT BOOK:

1. N.D. Kapoor - Business Law Sultan Chand & Sons,2008.

REFERENCE BOOKS:

1. Business Law -R.S.N.Pillai,Bagavathi, S.Chand, 2008.
2. Mercantile Law – M.C.Shukla, S.Chand, 2008.

Business Law – P.C.Tulsian , TMH, 2009

Subject code: 14U4BXC08

Semester: IV

Credit: 5

Hours: 60

BBA CA

Core Course – VIII

MANAGEMENT ACCOUNTING

OBJECTIVE: On successful completion of this course, the students should have understood the different tools and techniques of management accounting.

UNIT – I

Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting.

(12 Hours)

UNIT – II

Analysis and Interpretation of Financial Statements – Common Size and Comparative Statements - Ratio Analysis – Introduction – Advantages of Ratio Analysis – Classification of Ratios – Limitations of ratio analysis – Problems on Ratio Analysis (simple problems only).

(12 Hours)

UNIT – III

fund flow statement - meaning - flow of funds - Purpose of Preparing Fund Flow Statement - Preparation of Schedule of Changes in Working Capital, Cash flow Statement - Flow of Cash - Cash from Operation (Simple problems only). **(12 Hours)**

UNIT - IV

Budget and Budgetary Control- Meaning and Significance of Preparation of Budget - Types of Budgets - Flexible Cash and Production Budgets (Simple Problems only). **(12 Hours)**

UNIT - V

Marginal Costing - Meaning - Definition - Salient Features of Marginal Costing - P/V ratio - Break Even Point - Margin of safety - Managerial Decision making Process - Make or Buy Decision - Accepting Foreign Orders. (Simple Problems only). **(12 Hours)**

[Theory - 20% Problems - 80%]

TEXT BOOK:

1. Management Accounting _ S.N. Maheswari - Sultan Chand Publications, 2008, 2nd Edition

REFERENCE BOOK:

1. Management Accounting - R. Ramachandran & Srinivasan, Advent Books Division, 2006, 2nd Edition.
2. Management Accounting - R.S.N. Pillai & Bagavathi, S.Chand, 8th Edition.

Content beyond the syllabus

1. Application of management Accounting in the concern
2. Responsibilities of an Management Accountant

Subject code: 14U4BXC09 Semester: IV Credit: 3 Hours: 60

BBA CA

Core Course - IX

INTERNET AND WEB DESIGN

OBJECTIVE: The main objective of this course is to give the valuable ideas about the internet, especially towards creating web pages.

UNIT-I

Introduction to Computer Networks: Basics of Networks-Topologies-Layers-Types of Networks. Introduction to internet: Basics of Internet-Email-WWW-Email Discussion Groups-File Transfer-Telenet-Usenet-Gopher-URL-Internet Chat. **(12 Hours)**

UNIT-II

Web server, Browser and security: The Web server: The Proxy server- Web Browsers-Virus, Firewalls - Data Security: Encryption-Digital signature-Digital certificates-Secure socket Layers-digital watermark. **(12 Hours)**

UNIT-III

Introduction to HTML – Markup tags: HEAD –List-Comments-Preformatted text Quotations-Addresses-Aligning text-Horizontal Rules-Line Breaks.Character Formatting: Logical Style-Physical style-Bold-Italic-Underline-Strikethrough Text-Fonts. **(12 Hours)**

UNIT-IV

Linking: Absolute-Relative-Inline Text Links-Linking with Tab key-Linking to another website. Background, Colouring Text and Images: Background-Colouring Text-Colouring Links-choosing an Image-Image Alignment-Link Images-External images, sounds and Animation. Tables in HTML: Simple Table-Fine tuning a Table-Width-Column-Header, Footer and Body of Table. **(12 Hours)**

UNIT-V

Frames: Creating Frames –Special frame effects-Creating Links to other Frames-Inserting Inline Frames-Cascading style sheets (CSS): Creating style Sheet-Creative Links. Forms: Creating a Form-Submitting Form's Data and Creating check Box-Creating a Menu of Items. **(12 Hours)**

TEXT BOOK:

1. Internet and Web Technologies-Raj Kamala .R, Tata McGraw Hill Education, 2nd Edition, Private Limited,2009.
2. Web Design Technology-D.P. Nagpal, 2nd Edition S. Chand & Company Ltd.,2008.

Content beyond the syllabus

- 1.Span tags
- 2.Cryptography

**Subject code: 14U4BXC10
60**

Semester: VI

Credit: 5

Hours:

BBA**Core Course XVI****PRODUCTION AND MATERIALS MANAGEMENT****OBJECTIVE:**

The main objective of this Course is to give the knowledge about the production management and how to handle the materials.

UNIT-I

Production Management- Definition- Functions and Scope- Plant Location- Factors- Plant Layout Principles- Types- Importance.

UNIT-II

Production Planning and Controlling- Principles- Process; Plant maintenance- Types- Maintenance Scheduling.

UNIT-III

Materials management- meaning, Definition- Importance- Process- Integrated material management- concepts-advantages-Process.

UNIT-IV

Management Planning- Techniques of materials planning- Inventory control-meaning and importance- Tools of inventory control- ABC, VED and FSN analysis- EOQ.

UNIT-V

Purchasing-procedure-principles-vendor rating-vendor Development-store keeping and materials handling- objectives-functions-equipments.

TEXT BOOK:

1. Production and materials management- Saravanavel. P/ and Sumathi S, Margham publications, 2006.
2. Materials management – Gopalakrishanan and Sudharesan, PHI, 2008.

REFERENCE BOOKS:

1. Varma, M.M materials management Sultan Chand and sons, 2008, 2nd Edition.
2. Dutta, Integrated material Engineering and Management, 2nd Edition, Dhanapatrai publications, 2007.
3. O.P. Kanna, Industrial Engineering and Management, 2nd Edition Dhanapatrai

CONTENT BEYOND THE SYLLABUS

1. Training in verification of shock.
2. Description of production process
3. Input of materials in the concerned product.

Subject code: 14U4BXCP02 Semester: IV Credit: 3 Hours: 40

BBA CA

Core Practical – II

INTERNET AND WEB DESIGN – PRACTICAL

OBJECTIVE: The main objective of this course is to give the practical knowledge about the internet, especially towards creating web pages.

List of Programs:

1. Creating HTML page using various Tags, Fonts, and Formats.
2. Develop a HTML page to Scroll text with options using HTML.
3. Creating an Ordered and Unordered List using HTML.

4. Display information about our institution in multiple HTML pages with

Photo's.(Minimum five Links)

5. Creating a Student Mark list using Table.

6. Create a Bio-Data using HTML.

7. Create a Webpage to advertise a Product (using Images).

8. Create a Resume using HTML Tag.

9. Create a Frame to display a multiform document.

10. Create a Form of the customer survey for the user to enter information.

11. Develop an application to recharge cell through E-Banking.

12. Develop an application to pay LIC premium.

Subject code: 14U4BXS04

Semester: IV

Credit: 2

Hours: 20

BBA

SBEC - IV

PERSONALITY DEVELOPMENT

OBJECTIVE: The main objective of this course is to develop the personality behavior of a person.

UNIT-1

Personality – Meaning, importance, factors affective personality, traits of personality. **(04 Hours)**

UNIT-2

Values – meaning, importance, qualities, formation of values- types of values. **(04 Hours)**

UNIT-3

Interpersonal Skill: Meaning, Importance, Element, Improving Interpersonal Skills. **(04 Hours)**

UNIT-4

Conflict Management-Type of conflict- Ways of Resolving Conflict. **(04 Hours)**

UNIT-5

Transactional analysis-meaning, importance, types complementary, contradictory, ulterior **(04 Hours)**

TEXT BOOK:

1. L.M. Prasad, Organisational Behaviour – Sultan chand publications.

REFERENCE BOOK:

1. Hand book manual prepared by Business Administration Department.

Subject code: 14U4BXS05**Semester: IV****Credit: 2****Hours: 20****BBA****SBEC - V****SKILLS FOR MANAGEMENT**

OBJECTIVE: The main objective of this course is to develop the various skills to become a good manager.

UNIT-I

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles. **(04 Hours)**

UNIT-II

Interview: Meaning – Objectives - Types – Analysis of an Interview situation. Interview Preparation - Before the Interview - During the Interview. **(04 Hours)**

UNIT-III

Reading and communication skills - Listening skills-meaning, importance, pitfalls is listening, improving listening- listening skill/technique. **(04 Hours)**

UNIT-IV

Group Discussions: Group – Meaning, Definitions – Characteristics – Discussions : Meaning - Importance – Values of Discussions – Role playing – Effectiveness in participation. **(04 Hours)**

UNIT-V

Time Management : Meaning – Definition – Importance – Merits – Elements of Effective Time management – Evaluation of time. **(04 Hours)**

REFERENCE BOOK:

1. Hand book prepared by Business Administration Department.
2. Dr.S.K.Mandal, How to succeed in Group discussions and Personal interviews, Jaico publishing house, 2011.

Subject code : 14U4BXS06**Semester : IV****Credit : 2****Hours : 24****BBA****SBEC – VI****INPLANT TRAINING**

OBJECTIVE: The main objective of this internship is to provide practical knowledge of know how in industry.

- i) The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.
- ii) Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
- iii) He/she shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals, travel and tourist industries and financial institutions.
- iv) Students may make their own arrangement in fixing the companies for training. Candidates should submit a report in not less than 25 type written pages.
- v) Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
- vi) Industrial training reports shall be prepared by the students under the prepared by the students under the supervision of the faculty of the department.
- vii) Industrial training report must contain the following:
 - Cover page.
 - Copy of training certificate.
 - Profile of the business unit.
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings.
- vii) Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.
- viii) The semester marks are awarded on the basis of internal 40 and external 60 for project viva voce.
- ix) Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4th semester and the credits will be awarded.

Subject code: 14U4CCN02
Hours: 60

Semester: V

Credit: 4

BBA

TAXATION-II

OBJECTIVE:

On successful completion of this course, the students should have understood the basics of income tax act and its implications.

UNIT-I

Capital gain- Basic of Charge- Capital Assets- Transfer of Capital Assets- Types of Capital Gain- Excepted Capital Gain- Deemed Capital Gain- Computation of Capital gain- Capital loss- Tax on Capital Gain.

UNIT-II

Income from other sources- General incomes- Specific incomes- Deductions in Computing Income from other sources- Computation of income from other sources.

UNIT-III

Aggregation of income- Deemed income- Deduction From gross total income- set if and carry forward of loss.

UNIT-IV

Computation of tax liability- surcharge-tax free income-assessment of individual and firms.

UNIT-V

Income tax authorities- Powers and Duties- Types of assessment- Appeals and Revisions.

TEXT BOOK:

1. Income tax law and practice - V.P. Gaur and D.B. Narang- Kalyani Publishers, 43rd Edition, New Delhi-2.

REFERENCE BOOKS

1. Income tax law and Practice - Hariharan, Tata McGraw Hill Publications, New Delhi- 8, 9th Edition.

CONTENT BEYOND THE SYLLABUS

1. Search the premises and business
2. Survey only the business premises
3. Scrutinizing the non profit organization

Subject code: 14U5BXC11 Semester: V Credit: 5 Hours: 60

BBA CA**ADVERTISEMENT AND SALESMANSHIP****OBJECTIVE:**

On successful completion of this course, the students will get an in depth knowledge on the role of Advertisements in the development of economy.

UNIT - I

Advertising – Introduction- Characteristics- Types of Advertising – By Geographical Coverage- By target group- By type of Impact- Non product Advertising. **(12 Hours)**

UNIT – II

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure **(12 Hours)**

UNIT – III

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity **(12 Hours)**

UNIT – IV

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions **(12 Hours)**

UNIT – V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display - Designing of sales promotion campaign – Involvement of salesmen and dealers . **(12 Hours)**

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition New Delhi – 2.

REFERENCE BOOKS

1. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

CONTENT BEYOND THE SYLLABUS

1. Effect of Advertisement on Teenagers and Children
2. Advertisement in Social Networking
3. Creating of advertisement copy for Assignment
4. Advertisement in the past era

Subject code: 14U5BXC12 Semester: V Credit: 4 Hours: 60

BBA CA

MARKETING MANAGEMENT**OBJECTIVE:**

To enable the students to understand the marketing concepts and the behavior of the consumers.

UNIT-I

Introduction – Definition of marketing- meaning of market-Classification of Markets-Objectives of Marketing-Functions of Marketing- Role of Marketing in economic development.

(12 Hours)

UNIT-II

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation.

(12 Hours)

UNIT-III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package.

(12 Hours)

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

(12 Hours)

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion -Personal selling – Theories-Channel of Distribution-Different Channels-Middleman Functions.

(12 Hours)

TEXT BOOK:

Rajan Nair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

- 1.Philip Kotler,Marketing Management, Millennium, PHI,2008, 7th Edition.
- 2.R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand,2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

- 1.E-Marketing
- 2.Green Marketing
3. Viral Marketing

Subject code: 14U5BXC13

Semester: V

Credit: 4

Hours: 60

BBA CA

RESEARCH METHODOLOGY

OBJECTIVE:

The main aim of this subject is one can attain in depth knowledge of conducting research in various discipline of studies.

UNIT – I

Research - introduction - meaning and definition - Objectives - importance of research - types of research - criteria of good research.

(12 Hours)

UNIT - II

Research process - Need for research design - Features of a good design - Importance concept relating to research design.

(12 Hours)

UNIT - III

Sampling meaning - steps in sampling design - characteristics - Types of sampling.

(12 Hours)

UNIT - IV

Data collection - Primary data - Secondary data - types - Difference between questionnaire & schedule - Difference between primary and secondary data.

(12 Hours)

UNIT - V

Analysis of data - process - Meaning of Interpretation - Significance of report writing-Types - Layout of the research report.

(12 Hours)

TEXT BOOK :

1. Research Methodology, C.R. Kothari New Age International (P) Limited Publishers, 2009.

REFERENCE BOOKS :

1. Marketing Research and Consumer Behaviour, S.Sumathi, P.Saravanel. Vikas Publishing

House Private Limited 2003.

2. Marketing Management, R.S.N. Pillai, Bagavathi, Sultan chand & Co, Ltd, New Delhi, 2010

CONTENT BEYOND THE SYLLABUS

1. Application of Chi-square Test
2. Preparation of questionnaire for assignment
3. Research and Science

Subject code: 14U5BXC14

Semester: V

Credit: 4

Hours: 60

BBA CA

ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVE:

On successful completion of this course, the students will become a young women Entrepreneur and they will understand the different concepts in Entrepreneurship Development and about the Online marketing and online shopping.

UNIT-I

Evolution of the concept of Entrepreneur - Characteristics, Functions & types of Entrepreneur. Entrepreneurship - Role of Entrepreneurship in Economic Development - Women Entrepreneurs – Problems of Women Entrepreneurs - Factors affecting Entrepreneurial Growth – Intrapreneur. **(12 Hours)**

UNIT-II

Entrepreneurial Traits - Small Scale Industries - Role and its problems in Economic Development - Entrepreneur Development Programmes - Objectives and phases. **(12 Hours)**

UNIT-III

Project Identification - Project Classification - Project Selection - Project Formulation – Project Report- Project Appraisal- Methods of Project Appraisal. **(12 Hours)**

UNIT-IV

Institutional Finance to Entrepreneurs – Sources and Factors Determining Capital Structure – Commercial Banks , Financial Institutions : CGTMS-TIIC-KVIC-KVIB-DIC-SIDBI-MUNDRA. **(12 Hours)**

UNIT-V

Marketing and promotion- Impact of social media in product development-Online marketing and online shopping. **(12 Hours)**

TEXT BOOK :

1. Entrepreneurial Development
- S.S.Kanka , S.Chand & Company Ltd., New Delhi. 3rd Edition.

REFERENCE BOOKS:

1. Entrepreneurship and small business management
- M.B.Shukla, Hitab Mahal Publication, Allahabad, 4th Edition
2. Dynamics of Entrepreneurial Development &
- Vasant Desai, Himalaya Management Publishing House, New Delhi, 3rd Edition.

CONTENT BEYOND THE SYLLABUS

1. History of great entrepreneur
2. Training in small scale industries.
3. Practical Difficulties in obtaining loan from Bank

Subject code: 14U5BXC15

Semester: V

Credit: 4

Hours: 60

BBA CA

MULTIMEDIA

OBJECTIVE:

The main outcome of this subject is that it imparts the importance of

UNIT I

Introduction – Multimedia Elements-Multimedia Applications: Document Imaging-Image Processing and Image Recognition-Electronic Messaging-Multimedia Systems Architecture-Defining objects for Multimedia Systems-Multimedia Data Interface Standards-Multimedia Database.

(12 Hours)

UNIT II

Compression-Types of compression-Lossless compression-Lossy compression-Binary image compression schemes-Packbits encoding 1-D, 2-D compression-Decompression.Video Image compression:MPEG coding methodology-Vector Quantization.

(12 Hours)

UNIT III

MIDI file format:Channel messages-system messages-JPEG DIB File format for still and motion images:JPEG Still images-Jpeg Motion Images-JPEG AVI File format-AVI Indeo File Format-MPEG Standards.

(12 Hours)

UNIT IV

Input Technology-Pen Input-The electronic pen-Pen Driver-Display Driver.Output Technologies-Print Output Technologies: Laser Printing Technology-Dye Sublimation Printer-Color Printer Technology Issues.

(12 Hours)

UNIT V

Virtual Reality Design: Human Factors-Multimedia Input/Output. Virtual Reality Modeling-Virtual Reality Design Considerations.-Organizing Multimedia Database.

(12 Hours)

TEXT BOOK

1. Prabhat K.Andleigh, Khiran Thakar – “ Multimedia Systems Design”,Prentice hall,2009 .

REFERENCE BOOKS

1. Ranjan parekh – “Principles Of Multimedia “ – 3rd edition TMH.
2. Simoin j.,Gibbs, Dionysios C and Tsuchriziz “ Multimedia Programming” , Addison Wesley, 1994
3. John F.Koegel Buford, “ Mutimedia Systems”, Addison Wesley, 1994.

CONTENT BEYOND THE SYLLABUS

1. Animation effects
2. 3-D Image processing
3. Photoshop preparation

Subject code: 14U5BXE01

Semester: V

Credit: 5

Hours: 60

BBA CA

SERVICE MARKETING

OBJECTIVE:

On Studying this subject students will get awareness in various service sectors and the role they plays in marketing

UNIT – I

Introduction – Meaning and definition, Concept of Service marketing – Characteristics – Importance – Classifications of services – Difference between marketing of goods and services. **(12 Hours)**

UNIT – II

Environment of service marketing – Macro & Micro – understanding service customer. Models of services – consumer behaviour – service quality & GAP model. **(12 Hours)**

UNIT – III

Market Segmentation – Definition – Bases for segmenting consumer market – Industrial market – Requirement for effective segmentation – Targeting & Positioning. **(12 Hours)**

UNIT – IV

Marketing mix in services – Traditional 4P's – Extended marketing mix for services -Bank marketing – Marketing mix in banking services – 7 P's – Product-Price-Place-Promotion – Process – Physical evidence – people. **(12 Hours)**

UNIT – V

Marketing of Tourism services – Factors – Motivation for travel – Consumer – Marketing mix (7 P's) in tourism services – Education marketing – Levels of Education – Characteristics – Marketing mix in Educational services. **(12 Hours)**

TEXT BOOK :

1. Services Marketing, Ravishankar, Excel Books New Delhi , 2008

REFERENCE BOOKS :

1. Marketing Management , R.S.N. Pillai, Bagavathi, Sultan Chand & Co. Ltd, New Delhi,2010
2. Marketing of services, Dr. Jyotsna Diwan Mehta, Dr. Shobha, Khinvasara Professional Publication, New Delhi , 2009-2010.
- 3 Service Marketing, Valarie A. Zeithaml V.A. & M.J. Bitner

CONTENT BEYOND THE SYLLABUS

- 1.Branding of Services
- 2.Services in Hotels , Airlines
3. Implication of services on customers

Subject code: 14U6BXC16

Semester: VI

Credit: 5

Hours: 60

BBA CA

HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

On completion of this subject the student will learn about the human values ,importance of human resource in organization and their contribution to development of the organization.

UNIT – I

Introduction to Human Resource Development(HRD) – Need for HRD – HRD-Processes – HRD Methods. **(12 Hours)**

UNIT – II

Planning – The HRD System – HRD sub-systems – HRD Objectives, Policies-Organising – Tasks of HRD Department. **(12 Hours)**

UNIT – III

Individual Behaviour – Personality – Importance, Classifications – Perception – Meaning and Definition – Characteristics – Job Satisfaction – Criteria for Job satisfaction -Group Behaviour – Meaning – Types of groups. **(12 Hours)**

UNIT – IV

Job Analysis – Job Description – Job Specification – Recruitment, Selection and Induction – Training and Development. **(12 Hours)**

UNIT – V

Conflict - Meaning and Definition – Types of conflict – Organisational Climate or Culture(OC) – Components , Determinants – Sustaining of Culture. **(12 Hours)**

TEXT BOOK :

1. P.C.Tripathi, Human Resource Development , Sultan Chand & Sons , New Delhi – 2002.

REFERENCE BOOKS :

1. S.S.Khanka, Human Resource Management, S.chand & Company ltd., New Delhi, 2010.
2. S.Yuvaraj, Human Resource Development, Vrinda publications (p) ltd., New Delhi, 2003.
3. C.B.Memoria, Personnel Management – Himalaya publications house.
4. J.Jayasankar , Human Resource Management , Margham publications.

CONTENT BEYOND THE SYLLABUS

- 1.Absenteeism and its causes
- 2.Motivation in the Organisation
- 3.Effective Leadership to build the team
4. Role of HR in campus Interview

Subject code: 14U6BXC17

Semester: VI

Credit: 4

Hours: 60

BBA CA

FINANCIAL MANAGEMENT

OBJECTIVE:

The main objective of this subject is one can thoroughly understand the importance of Finance to the business and the mode of investment in business.

UNIT - I

Financial management – meaning – definition – nature and scope of financial management. Factors influencing financial decisions–objectives of financial management- Functions of financial manager-Organization of Financial Management. (Theory only) **(10 Hours)**

UNIT - II

Capital budgeting – ranking of projects – methods of evaluating a project investment proposal – importance of capital budgeting- Problem on payback method- NPV (Net Present Value)- IRR (Internal Rate of Return). Leverages – meaning - types – importance and significance of leverages(Theory Only). **(15 Hours)**

UNIT - III

Dividend Policy- Introduction-Dividend Decision and Valuation of firms- Theory of Irrelevance-Modigliani and Miller Approach-Walter and Gordon's Approach-Determinants of Dividend Policy . (Theory Only). **(12 Hours)**

UNIT- IV

Cost of capital – concept of cost of capital – determinants of cost of capital – Significance of Cost of Capital-Super normal growth-simple and weighted average cost of capital). (Theory Only). **(13 Hours)**

UNIT-V

Working capital management – meaning – importance – types of working capital – factorsdetermining working capital requirements - estimation of working capital (simple problems only). Management of cash – inventory - accounts receivables and accounts payable. (Theory only). **(10 Hours)**

NOTE :

Theory - 80% of Marks, Problem - 20% of Marks

TEXT BOOK:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Sharma & sasi K. Gupta , Financial Management, Kalyani Publishers.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya

CONTENT BEYOND THE SYLLABUS

1. Securities and Exchange Commission regulations (SEC)
2. Techniques to evaluate merger leverage , buyout and divestitures
3. Initial Public Offering.

Subject code: 14U6BXC18

Semester: VI

Credit: 4

Hours: 60

BBA CA

VISUAL BASIC

OBJECTIVE:

The main objective of this subject is one can develop their online application for various aspects.

UNIT – I

Getting Started – Visual Basic Environment – Initial VB Screen – Single Document Interface Tool Bars and System Control & Components – Use of File, Edit, View, Project, Foffilat, Run and Debug, Tools, Window Menu, Properties Window, Procedures, Image Controls, Text Boxes, Labels, Navigating between Controls, Message Controls, Message Boxes and Grids. **(12 Hours)**

UNIT – II

Steps in programming – The Code Window – Editing Tools - Statements in VB – Assignment - and Property Setting – Variables, Numbers, Constants, Displaying Inffilation - Controlling Program Flow - Repeating Operation - Making Decisions – GOTO – String Function - RND Functions – Data and Time Functions – Financial Functions. **(12 Hours)**

UNIT – III

Control Arrays – Lists: One Dimensional Array with more than One Dimension – Using Lists Functions and Procedures – Passing by Reference/Passing by Values – Code Module -Global Procedure and Global Variables. **(12 Hours)**

UNIT – IV

Fundamentals of Graphics and Files – Screen – The Line and Shapes – Graphics Via Codes, Lines & Boxes, Circle, Ellipse, Pie Charts Curves, Paint Picture Method – Graph Control. **(12 Hours)**

UNIT – V

Clip Board, DDE, Data Control – Programming with Data Control – Monitoring Changes to the Databases – DAO objects – Active X data objects. **(12 Hours)**

TEXT BOOK

1. Gary Cornell – “Visual Basic 6.0 Programming” – Tata McGraw Hill Edition.

CONTENT BEYOND THE SYLLABUS

- 1.Preparing online application
- 2.Database management systems.
- 3.Security

Subject code: 14U6BXP03

Semester: VI

Credit: 4

Hours: 60

BBA CA

VISUAL BASIC - PRACTICAL

1. Develop a simple calculator application.
2. Prepare a payroll application.
3. Students mark list preparation.
4. Develop a Banking system with necessary reports.
5. Develop a Sales and Purchase order system with necessary report.

Subject code: 14U6BXHR1

Semester: VI

Credit: 5

Hours: 60

PROJECT WORK

PROJECT WORK GUIDELINES

SPECIMEN – I

**A Study on Effectiveness of Training Among ‘E’ Level Employees of
Watch Division in Titan Industries Limited, Hosur**

A Project Report Submitted to the Periyar University in Partial fulfillment of the
requirements for the award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

Name of the Student
Reg. No. _____

Under the guidance of

Name of the Guide
Designation, Department
College.

College Emblem

Department, College Name and Place
Month and Year of Submission

Note:

**1. Report pages should be minimum 50 pages and maximum not to be
exceed 60 pages**

Subject code: 14U6BXE02

Semester: VI

Credit: 5

Hours: 60

GLOBAL BUSINESS

OBJECTIVE: The objective of the course is to expose students to the concept, importance and dynamics of International Business and India's involvement with global business operation

UNIT-I

Introduction to International Business- Meaning-Distinction between Domestic and International Business- Reason for International Business_Problems of International Business-Concept of Globalisation-Stages of Globalisation-Importance of Globalisation.

(12 Hours)

UNIT-II

International Business Environment-Characteristics- Environment of International Business- Economic Environment- Social Environment-Cultural Environment-Political Environment- Legal Environment-Technological Environment.

(12 Hours)

UNIT-III

Product Planning and Development-Product Planning- Product Mix- Steps in Product Planning and Development- International Pricing- Pricing Objectives- factors influencing Pricing- Pricing methods

(12 Hours)

UNIT-IV

- Distribution Channels- characteristics- Role and function-Major Distribution Policies- Personal selling-Characteristics-Process of Personal selling.

(12 Hours)

UNIT-V

International Organisation and Agreement-WTO- Difference between Gatt and WTO- UNCTAD- Principles-Functions- IBRD- Principles- Organisation Structure-IMF- Objectives-Functions-Organisation Structure.

(12 Hours)

TEXT BOOK

1. International Business- Dr. C.B.Gupta, first edition, 2014 Sultan Chand Co. Pvt Ltd. Ramnagar New Delhi.

REFERENCE BOOKS

1. International Marketing -Dr, R.K.Kothari, Dr.P.C.Jain, First Edition, 2008-2009 Ramesh Book Depot-Jaipur, New Delhi
2. International Marketing Management-R.L. Varshney, B.Bhattacharya, Sultan Chand and Sons- New Delhi, 13th edition, 2000

CONTENT BEYOND THE SYLLABUS

- 1 Expansion of Business to Global Level
2. A visit to an Export company
3. Profit earned through marketing of sea foods
3. Formalities to be fulfilled for export and Import of Product

QUESTION PAPER PATTERN

(For Theory & Problem oriented subjects)

Time : 3 Hours

Max. Marks: 75

PART – A (10 x2 = 20 Marks)

**Answer All the Questions
(From each unit two questions)**

PART – B (5 x 5 = 25 Marks)

**Answer All Questions (Either or Type)
(From each unit one question)**

PART – C (3 x 10 = 30 Marks)

**Answer Any Three out of Five Questions
(From each unit one question)**