

# **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 2017-18 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.
- 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 - 2017-18 onwards Vivekanandha  
College of Arts & Sciences for women (Autonomous) For the students admitted from the  
academic year 2017-18 and onwards.

SEM	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MARK
I	17U1LT01	Languages	Tamil or anyone of the Modern or Classical language -I	4	3	25	75	100
	17U1LE01	Languages	English –I	4	3	25	75	100
	17U1BXC01	Core Course- I	Business Organization	6	5	25	75	100
	17U1BXC02	Core Course- II	Introduction to Computer Technology	6	5	25	75	100
	17U2BXCP01	Core Practical I	Ms Office Practical	6	5	25	75	100
	17U1MAA02		Statistics for management					
	17U1VE01	Value Education	Yoga	2	2	25	75	100
			Library	1				
			Sports	1				
	<b>Total</b>			<b>30</b>	<b>23</b>			<b>600</b>
II	17U2LT02	Languages	Tamil or anyone of the Modern or Classical language –II	4	3	25	75	100
	17U2LE02	Languages	English –II	4	3	25	75	100
	17U2BXC03	Core Course- III	Principles of Management	5	4	25	75	100
	17U2BXC04	Core Course- IV	Programming in C	5	4	25	75	100
	17U2BXCP02		Business practical	3	2	40	60	100
	17U2MAA05	Allied II	Operation Research	5	4	25	75	100
	17U2ES01	Value Education	Environmental Studies	2	2	25	75	100
			Library	1				
			Sports	1				
	<b>Total</b>			<b>30</b>	<b>22</b>			<b>700</b>
III	17U3BXC05	Core Course V	Financial Accounting	5	4	25	75	100
	17U3BXC06	Core Course VI	Business Communication	5	4	25	75	100
	17U3BXC07	Core Course VII	Entrepreneurship Development	5	4	25	75	100
	17U3BXC08	Core Course VIII	Internet and Web Design	3	2	25	75	100
	17U2BXCP03	Core	Internet and Web Design	3	2	40	60	100

		Practical I	Practical					
	17U3BXA01	Allied III	Economics for Executives	5	4	25	75	100
	17U3BXS01	SBEC-I	Practical Psychology	2	2	40	60	100
			Library	1				
			Sports	1				
	<b>Total</b>			<b>30</b>	<b>22</b>			<b>600</b>
<b>IV</b>	17U4BXC09	Core Course IX	Management Accounting	6	5	25	75	100
	17U4BXC11	Core Course X	Organizational behaviour	5	4	25	75	100
	17U4BXC10	Core Course XI	Production & Material Management	5	4	25	75	100
	17U4MAA03	Allied IV	Quantitative aptitude for Competitive Exams	6	5	25	75	100
	17U4BXS02	SBEC-II	In plant training	2	2	40	40	100
	17U4BXC12		Business Tally					
	17U4BXCP04		Practical business Tally					
	17U4BXS02		Inplant Training					
			Library	1				
			Sports	1				
	<b>Total</b>			<b>30</b>	<b>23</b>			<b>600</b>
<b>V</b>	17U5BXC13	Core Course XII	Advertising And Salesmanship	5	4	25	75	100
	17U5BXC14	Core Course XIII	Marketing Management	5	4	25	75	100
	17U5BXC15	Core Course XIV	Research Methodology	5	4	25	75	100
	17U5BXC16	Core Course XV	Multimedia and its Packages	4	3	25	75	100
	17U4BXCP05	Core Practical III	Multimedia and its Packages Practical	2	2	25	75	100
	17U5BXE01	Elective I	Service Marketing	4	3	25	75	100
	17U5BXN01		Brand Management					
	17U5BXS03	SBECIII	Campus to Corporate	2	2	25	75	100
		Library	1					
	<b>Total</b>			<b>30</b>	<b>25</b>			<b>700</b>



VI	17U6BXC1 7	Core Course XVI	Human Resource Management	5	4	25	75	100
	17U6BXC1 8		Consumer behaviour					
	17U6BXC1 9	Core Course XVII	Visual Basic	5	4	40	60	100
	17U6BXCP 06	Core Practical III	Visual Basic Practical	5	4	40	60	100
	17U6BXPR 1	Core Course XVII	Project Viva Voce	5	4	25	75	100
	17U6BXE0 2	Elective II	Global Business	5	5	25	75	100
	17U6BXS0 4	SBEC IV	Softskills for managers	2	2			100
	17U6BXN0 2	NMEC-II	Disaster Management	2	2			100
	17U6EX01	Extension	Extension Activities		1			
			Library	1				
	<b>Total</b>			<b>30</b>	<b>26</b>			<b>600</b>
	<b>Cumulative Total</b>			<b>180</b>	<b>140</b>			<b>3800</b>

Following are the Electives subject given below:

<b>LIST OF ELECTIVE PAPERS (COLLEGES CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES)</b>		
<b>ELECTIVE I</b>	1	SERVICES MARKETING
	2	CUSTOMER RELATIONSHIP MANAGEMENT
	3	MODERN OFFICE MANAGEMENT
<b>ELECTIVE II</b>	4	GLOBAL BUSINESS
	5	CONSUMER BEHAVIOUR
	6	FINANCIAL INSTITUTIONS AND SERVICES

**List of Skill Based Elective Course Papers  
(SBEC)**

**GROUP- A**

<b>S.No.</b>	<b>PAPER NAME</b>
1	PRACTICAL PSYCHOLOGY
2	IN-HOUSE TRAINING

**GROUP- B**

<b>S.No.</b>	<b>PAPER NAME</b>
1	SELF MANAGEMENT
2	INPLANT TRAINING

**GROUP- C**

<b>S.No.</b>	<b>PAPER NAME</b>
1	TALENT MANAGEMENT
2	CAMPUS TO CORPORATE

**GROUP- D**

<b>S.No.</b>	<b>PAPER NAME</b>
1	VERBAL & NON VERBAL REASONING
2	INDUSTRIAL RELATIONSHIP MANAGEMENT

**Subject Code : 17U1BXC01 Semester : I Credit : 5 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 II**

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, 6<sup>th</sup> Edition.
2. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5<sup>th</sup> Edition.
3. Louis A.Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5<sup>th</sup> Edition, 2013

**REFERENCE BOOK:**

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

## **Content Beyond the syllabus**

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

**Subject code : 17U1BXC02      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.

**(12 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.

**(12 Hours)**

### **UNIT IV**

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

**(12 Hours)**

### **UNIT V**

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

**(12 Hours)**

### **TEXT BOOK:**

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

### **REFERENCE BOOK:**

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

## Content Beyond the syllabus

1. Network Security
2. Internet protocols
3. WWW

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
17U1BXCPO1	ALLIED PRACTICAL – III MS-OFFICE PRACTICAL	IV	2	45

### COURSE OBJECTIVE

1. **To make the student to understand about creation of documents.**
2. **To understand the real applications of worksheet and presentation.**
3. **Apply MS-Office techniques to create promotional hand-outs.**

### COURSE OUTCOME

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Demonstrate the fundamental knowledge of MS-Office.	K1 to K5
CO2	Develop an informal business letters.	K1 to K5
CO3	To perform accounting operations	K1 to K5
CO4	To perform presentation skills	K1 to K5
CO5	How to create and insert multimedia components in various documents.	K1 to K5

### MS-WORD

1	Starting MS-WORD, Creating, Saving, Printing (with options), Closing and Exiting. b. Format the document: a. Using Bold, Underline and Italic. b. Change Character size using the font dialog box. c. Formatting paragraph: Center, Left aligns & Right align d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs. e. Creating Hanging Paragraphs.
2	A. Create a document, save it and edit the document as follows: a. Find and Replace options. b. Cut, Copy, Paste options. c. Undo and Redo options. B. Format the document:

- a. Using Bold, Underline and Italic.
- b. Change Character size using the font dialog box.
- c. Formatting paragraph: Center, Left aligns & Right align
- d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs.
- e. Creating Hanging Paragraphs.

**MS-EXCEL**

- |    |   |
|----|---|
| 1. | <ol style="list-style-type: none"> <li>a. Create a worksheet, moving/ copying/ inserting/ deleting rows and columns (usage cut, paste, commands, copying a single cell, copying a range of data, filling up a cell. Undo command, inserting a row, column, deleting rows and columns).</li> <li>b. Formatting work sheets.               <ul style="list-style-type: none"> <li>• Bold style.</li> <li>• Italic style.</li> <li>• Font size changing.</li> <li>• Formatting numbers (Auto fill, Selection Command, Currency format, Currency Syllabus),</li> <li>• Specifying percentage (%) Scientific notations.</li> <li>• Drawing border around cells.</li> <li>• Printing a work sheet (Print preview, Margin Setting, Header, Footer).</li> </ul> </li> </ol> |
| 2. | <ol style="list-style-type: none"> <li>a. Database Concept: database, record field and field name – creating and sorting a database and maintaining a database (data form).</li> <li>b. Using auto filter, advanced filter</li> <li>c. Creating subtotals and grand totals - using database functions.</li> </ol>   |
| 3. | <p>Creating charts</p> <ol style="list-style-type: none"> <li>i) Using chart wizard (five steps)</li> <li>ii) Changing the chart type (Pie, Bar, Line)</li> <li>iii) Inserting titles for the axes X. Y</li> <li>iv) Changing colours. v) Printing charts.</li> </ol>   |
| 4. | <ol style="list-style-type: none"> <li>a. Using date, time, maths functions:           <ul style="list-style-type: none"> <li>• entering current data.</li> <li>• Using date arithmetic (adding and subtracting dates)</li> <li>• Date functions (day, month, second)</li> </ul> </li> <li>b. Math Functions           <ul style="list-style-type: none"> <li>• SUM, COUNT, AVERAGE</li> <li>• MAX, MIN</li> <li>• STDDEV, VAR</li> <li>• ABS, EXP, INT</li> <li>• LOG 10 AND LOG</li> <li>• MOD, ROUND, SORT vii) Using auto sum</li> </ul> </li> <li>c. Logical and Financial Functions           <ul style="list-style-type: none"> <li>• Logical (IP / AND / OR / NOT)</li> <li>• Financial (PMD, FV, NPER, RATE)</li> </ul> </li> </ol>                        |

**Subject code : 17U1MAA02 Semester : I Credit : 5 Hours : 60**

**BBA (CA)**

**Allied – I**

**STATISTICS FOR MANAGEMENT – 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 2<sup>nd</sup> Edition 2009
2. Operations Research by S. Kalavathy – Vikas Publishing House- 2<sup>nd</sup> Edition Reprint 2008
3. Introduction to Operations Research by P.R. Vittal – Margham publications- 2<sup>nd</sup> Edition, New Print-2010

### **Content beyond the Syllabus**

1. Simple interest
2. Compound interest
3. Calendar.

**Subject code : 17U2BXC03      Semester : II      Credit : 4      Hours : 60**

**BBA (CA)**

**Core Course – III**

**PRINCIPLES OF 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 **(12 Hours)**

## **UNIT III**

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

## **UNIT IV**

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles - Characteristics of leaders and Management –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 BOOK :**

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

## **REFERENCE BOOK:**

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, 4<sup>th</sup> Edition
4. Prasad L.M.- Principles and Practices of Management , Sultan Chand & Sons, 2008, 3<sup>rd</sup> Edition

## **Content beyond the Syllabus**

1. Developing Career Plan
2. Difference between Political and Administrative Leader
3. Benefits of Team work

**Subject code: 17U2BXC04      Semester: II      Credit: 4      Hours: 50**  
**BBA (CA)**  
**Allied – II**

**PROGRAMMING IN C**



**OBJECTIVE:**

1. To understand computer programming and its role in problem solving.
2. To enable the students to understand the major concepts of C programming languages and functions, arrays and storage files.
3. To understand and develop well structured programme using C language.

**UNIT-I**

Evaluation and applications of C- Structure of C programme- Data types- Declaration- Operators-Expressions- Type conversions- Built in functions. Input- and-Output- Scan- Print.

**UNIT- II**

Control statements: IF, ELSE-IF, GO TO, SWITCH, WHILE-DO, DO-WHILE, FOR, BREAK and CONTINUE-problem.

**UNIT-III:**

Functions: Defining and accessing functions-passing parameters to functions- arguments- recursive

**UNIT-IV**

Storage classes-files.arrays-passing arrays to function-arrays and strings.

**UNIT-V**

String function-string manipulation.

**Subject code: 17U2BXCP02**

**Semester: II**

**Credit: 5**

**Hours:**

**60**

**BBA****BUSINESS PRACTICAL****OBJECTIVE:**

1. To know the basic patterns of various forms in financial and banking sectors.
2. To study about the documentation modes of commercial activities in business.

## **UNIT-I**

Preparation of invoice, receipts, vouchers, delivery challan, entry pass and gate pass-debit and credit notes- transaction from the receipts-vouchers-share application form.

## **UNIT-II**

Application and preparation of demand drafts-account opening form for SB account and current account- Fixed deposit account, FD receipts

## **UNIT-III**

Jewel loan application form. Online applications-railway reservations-NEFT TRANSFER – Debit and Credit Cards.

## **UNIT-IV**

Preparation of Agenda and minutes of General body and Board of directors meeting- Filling up of an application of LIC policy- Premium form- Premium notice and challon for remittance receipt.

## **UNIT-V**

Preparation of an Advertisement copy- Collection of Advertisement in dailies and journal for durable and non durable goods-filling up income tax returns and applications for permanent account no. (PAN) E- Filling.

**Subject code: 17U2MAA05      Semester: II      Credit: 5      Hours: 60**

**BBA**

**Allied – II**

## **Operation Research**

**Subject Description :** This course presents the idea of linear programming and simplex method.

**Goals:** To enable the students to learn about the fundamental ideas of graphical method.

**Objectives:** On successful completion of this course the students should have gained knowledge about decision theory.

**Unit I:**

**(12 Hrs)**

Operations Research – Meaning – Definitions - Linear Programming Problem – Formulation of LPP – Solution of LPP – Graphical Method – Simplex Method (Simple problems only)

**Unit II:**

**(12 Hrs)**

Transportation Problem – Initial Basic Feasible Solution – North West Corner Rule – Least Cost Method – VAM – Optimality test – MODI Method. Unbalanced Transportation problems.

**Unit III:** (12 Hrs)

Assignment Problem – Hungarian Assignment Problem – Balanced and Unbalanced Assignment Problems – Maximization Assignment problem

**Unit IV:** (12 Hrs)

Game Theory – Basic Terminologies – Two Person Zero-Sum games – Games with Saddle Point – Maximin –Minimax Principle – Games without Saddle point – Mixed Strategies – Graphical Solution 2xn Games mx2 Games

**Unit V:** (12 Hrs)

Network Analysis – Construction of Network Diagram – Critical Path Method – Program Evaluation and Review Techniques (PERT) – Difference between CPM & PERT

**Note:** Questions in theory and problems carry 30% and 70% of marks respectively

### TEXT BOOK

Operations Research – Kanti Swarup, P.K. Gupta & Manmohan – SultanChand & Sons, New Delhi

### REFERENCE BOOKS

1. Operations Research – S. Kalavathy – Vikas Publishing House, Chennai
2. Operations Research – Prem Kumar Gupta – Sultan Chand & Co, New Delhi
3. Introduction to Operations Research – P.R. Vittal – Margham Publications, Chennai

**Subject code: 17U2ES01    Semester: II    Credit: 4    Hours: 50**

**BBA (CA)**

**Allied – II**

## ENVIRONMENTAL STUDIES

**(10 Hours)**

### 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 : 17U3BXA01      Semester : III      Credit : 4      Hours : 50**

**BBA (CA)**

**Allied - III**

**ECONOMICS FOR EXECUTIVES**

**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 run 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 2<sup>nd</sup> Edition

**REFERENCE BOOK:**

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

**Content beyond the Syllabus**

1. Law of marginal utility & Determination of value of currency.
2. Diminishing utility

**Subject code : 17U3BXC05 Semester : III Credit : 4 Hours :50**  
**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. **(6 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. **(12 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. **(12 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. **(10 Hours)**

**TEXT BOOK:**

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 4<sup>th</sup> Edition.

**REFERENCE BOOK:**

1. Financial Accounting - Reddy and Moorthy, Kalyani Publications, 2008, 3<sup>rd</sup> Edition

2. Financial Accounting - Shukla & Grewal, Chand & Company, 2008., 4<sup>th</sup> Edition

**Content beyond the Syllabus**

1. Incorporation of Tally in Financial Accounting

2. Accounts in daily life

3. Practical training in preparation of Final Accounts

**Subject code: 17U3BXC06 Semester: III Credit: 4 Hours:50**

**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.

**(10 Hours)**

**UNIT II**

Business Enquiries and replies – Classification of Enquiry Letters- importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders.

**(10 Hours)**

**UNIT III**

Bank Correspondence –elements of Good banking Correspondence- Types-Insurance Correspondence – Basic principles- Types- Kinds of Life Policies.

**(10 Hours)**

**UNIT IV**

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

**(10 Hours)**

**UNIT V**

Report writing – Meaning – Importance – Characteristic of good report – Report by individuals – Report by Committees

**(10 Hours)**

**TEXT BOOK:**

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan & Chants , Re-Print 2008, 3<sup>rd</sup> Edition.

**REFERENCE BOOK:**

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Publications, 2009 2<sup>nd</sup> Edition
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt., Ltd -2008, 2<sup>nd</sup> Edition
3. RSN.Pillai & Bagavathi - Commercial Correspondence & Office Management, S. Chand Publication- 2009, 3<sup>rd</sup> 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: 17U3BXC07 Semester: III Credit: 4 Hours: 60**

**BBA CA**

**Core Course – VII**

**ENTREPRENEURSHIP DEVELOPMENT****OBJECTIVE:**

To develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

**UNIT I**

Entrepreneurship concept- Entrepreneurship as a Career –Entrepreneurial Personality - Characteristics of Successful, Entrepreneur –Knowledge and Skills of Entrepreneur. Problems faced by Women Entrepreneurs – Factors affecting Entrepreneurial Growth – Intrapreneur – Agripreneur.

**(12 Hours)**

**UNIT II**

Business Environment -Role of Family and Society –Entrepreneurship Development Training and Other Support Organizational Services -Central and State Government Industrial Policies and Regulations.

**(12 Hours)**

**UNIT III**

Sources of Product for Business -Prefeasibility Study -Criteria for Selection of Product - Ownership -Capital -Budgeting Project Profile Preparation -Matching Entrepreneur with the Project -Feasibility Report Preparation and Evaluation Criteria.

**(12 Hours)**

**UNIT IV**

Finance and Human Resource Mobilization Operations Planning -Market and Channel Selection -Growth Strategies -Product Launching–Incubation, Venture capital, Angel Investors, Startups.

**(12 Hours)**

## **UNIT-V**

Monitoring and Evaluation of Business -Preventing Sickness and Rehabilitation of Business Units-Effective Management of small Business. Financial Support Institutions: CGTMSE-TIIC-KVIC-DIC-SIDBI-MUDRA-NABARD-TADCO-MSME-NIESBUD-DST-NSTEDB.

**(12 Hours)**

### **TEXTBOOK:**

1. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

### **REFERENCE BOOK:**

1. MathewManimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra, 2ndEdition ,2005

### **Content beyond the Syllabus**

1. Practical train on manufacturing areas.
2. Preparation of project plan.

**Subject code: 17U3BXC08 Semester: III Credit: 2 Hours: 30**

**BBA CA**

**Core Course – VIII**

## **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.

**(6 Hours)**

### **UNIT II**

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.

**(6 Hours)**

### **UNIT III**

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.

**(6 Hours)**

### **UNIT IV**

Tables in HTML: Simple Table-Fine tuning a Table-Width-Column-Header, Footer and Body of Table. Frames: Creating Frames –Special frame effects-Creating Links to other Frames-Inserting Inline Frames.

**(6 Hours)**

## **UNIT-V**



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. (6 Hours)

**TEXT BOOK:**

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

**Content beyond the Syllabus**

1. Span tags
2. Cryptography

**Subject code: 17U3BXCP03 Semester: III Credit: 2 Hours: 30**  
**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.

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 Frame to display a multiform document.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>17U3BxS01</b>	<b>SBEC – I Practical Psychology</b>	<b>III</b>	<b>2</b>	<b>30</b>

**Cour  
se  
OBJ  
ECT**

**IVES:**

1. To understand the psychological behavior of the people in the society.
2. To achieve maximum co-operation in the working place.
3. To broaden the thinking and reasoning ability.

**Course Outcome**

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
CO1	To make the students to understand the importance of smile and how it changes a rude person.	K1to K5
CO2	To show love and concern towards others in the working place and in the society by expressing sympathy and emphathises for others.	K1to K5
CO3	To create the ability to deal with different types of people possessing different mental state of mind.	K1to K5
CO4	<b>To understand the importance of co-operation and voiding unnecessary arguments.</b>	K1to K5
CO5	<b>Understand the importance of observation and how it helps in solving various problems.</b>	

**MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	✓
CO2		✓	✓	✓	
CO3	✓	✓	✓		✓
CO4			✓	✓	✓

**UNIT I**

Making first impression – Remembering Name – Smile – Listening to others – Observation.  
**(6 Hours)**

**UNIT II**

Importance of others: Appeal to self expression – Understanding others being sympathetic-Empathy.  
**(6 Hours)**

**UNIT III**

People : Types of people – Handling people – Avoid criticism – Appreciate people –  
Avoid flattery. (6 Hours)

**UNIT IV**

Getting co-operation meaning of co-operation – Avoid arguments – admit one's mistake -  
Be friendly. (6 Hours)

**UNIT V**

Observation: Meaning – Definition – Improving power of observation – Reasoning through  
observation – Law of attraction. (6 Hours)

**Subject code: 17U4BXC09 Semester: IV Credit: 5 Hours: 60**

**BBA (CA)**

**Core Course – IX**

**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. (7Hours)

## **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).  
**(14 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)  
**(16 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).  
**(11Hours)**

[ **Theory – 20%**      **Problems – 80%** ]

### **TEXT BOOK:**

- 1.Management Accounting \_ S.N. Maheswari - Sultan Chand Publications, 2008, 2<sup>nd</sup> Edition

### **REFERENCE BOOK:**

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

### **Content beyond the Syllabus**

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

**Subject code: 17U4BXC10      Semester: VI      Credit: 4      Hours: 50**  
**BBA (CA)**

**Core Course – XI**

## **PRODUCTION & MATERIAL 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 & scope – Plant Location-Factors- Plant Layout principles-Types-Importance.  
**(10 Hours)**

## UNIT II

Production Planning & Control – Principles-Process; Plant maintenance – Types-  
Maintenance Scheduling. **(10 Hours)**

## UNIT III

Materials management-meaning, Definition-Importance-Process-Integrated material  
Management-concepts-Advantages – Process. **(10 Hours)**

## UNIT IV

Management of materials – Techniques of materials planning – Inventory control-meaning  
& importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ. **(10 Hours)**

## UNIT V

Purchasing-procedure-principles-Vendorrating-VendorDevelopment-Store keeping &  
materials handling-objectives-Functions-Equipments. **(10 Hours)**

### TEXT BOOK :

1. Production & Materials Management - Saravanavel .P & Sumathi .S, Margham Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI,2008.

### REFERENCE BOOKS :

1. Varma, M.M. Materials Management , Sultan chand & sons,2008, 2<sup>nd</sup> Edition
2. Dutta, Integrated Material Engineering & Management, 2<sup>nd</sup> Edition, Dhanpatrai Publications, 2007.
- 3.O.P. Kanna, Industrial Engineering & Management, 2<sup>nd</sup> Edition Dhanpatrai

### Content beyond the Syllabus

1. Training in verification of stock
2. Description of Production Process
3. Input of materials in the concerned Product

<b>17U4BXC11</b>	<b>CORE – VI Organisational Behaviour</b>	<b>IV</b>	<b>4</b>	<b>75</b>	<b>Course &amp; Objective</b>
------------------	---	-----------	----------	-----------	---------------------------------------

### Objectives:

1. To understand the behaviour of people in the work environment.
2. To develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and
3. organisational change.

### Course Outcome

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
----------------------	-------------------------	----------------------------

CO1	The students learn the organisational psychology and the inter group relationship.	K1to K5
CO2	Understand the Personality traits of an individual and its influence in the working place..	K1to K5
CO3	Get an idea on the various theories of motivation and how it motivates the worker to work in the work place	K1to K5
CO4	The students learn the designing of work environment and its conducive practices for the worker to achieve the goal.	K1to K5
CO5	To Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.	K1to K5

• **MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓				
CO2		✓	✓	✓	
CO3	✓		✓	✓	✓
CO4		✓	✓		✓

**UNIT – I**

Meaning and scope of organizational psychology-Organizational behavior of Individual-Inter personal-Group and inter group. Theories of organization- Classical- neo classical and modern Theories. (15 Hours)

**UNIT – II**

Individual Behavior-Personality-Attitude. Group Behavior-meaning-types of Groups-formation-group dynamics-group cohesiveness-Group decision making. (15 Hours)

**UNIT-III**

Motivation-Meaning-Importance-process-Theories-Maslow-Herzberg and McGregor Morale-meaning-Benefits-Measurement.Job satisfaction-meaning and factors. (15 Hours)

**UNIT-IV**

Work Environment-Good house keeping practices-Design of work place- Hawthorne experiments and importance. (15 Hours)

**UNIT-V**

Organizational change-meaning-Nature-Causes of change-Reactions to Change-overcoming the Resistance-counseling-types of counseling. (15 Hours)

**TEXT BOOK:**

1. Organizational Behaviour -L.M.Prasad, Sultan Chand & Sons Reprint-2009, 3<sup>rd</sup> Edition

**REFERENCE BOOK:**

1. Organisational behavior - Fred Luthans, McGrawHill, 2008, 2<sup>nd</sup> Edition
2. Organisational behaviour- J.Jayasankar, Margham Publications-2009, 3<sup>rd</sup> Edition
3. Management & Organisational behaviour - P.Subba Rao, HPH-2008

**CONTENT BEYOND THE SYLLABUS**

1. Special Lecture on Student Psychology
2. How Partial treatment affect Psychology in work place
3. Stress and Psychology

**Subject code: 17U4BXCPO4      Semester: VI      Credit: 5      Hours: 50**

**BBA  
BUSINESS TALLY- PRACTICAL**

**MS-OFFICE (10 Hours)**

**MS.WORD:**

1. Starting MS-Word, Creating, Saving, Printing, Closing and Exiting.
2. A. Create a document, save it and edit the document as follows:
  - i) Find and Replace options.
  - ii) Cut, Copy and paste options.
  - iii) Undo and Redo options.

B. Format the document:

  - i) Using Bold, Underline and Italic.
  - ii) Change Character size using the font dialog box
  - iii) Formatting paragraph: Center, Left aligns and Right Align
  - iv) Changing paragraph and line spacing using bullets and numbering in paragraphs.

**TEXT BOOK:**

1. MS Office 2000 For Every One – Vikas Publishing House Pvt. Ltd., Sanjay Saxena.
2. MS Office 2000 Professional Fast & Easy – June Slton, BPB Publications.

**REFERENCE BOOKS:**

- 1.T.W. Pral, Programming languages, (Prentice hall of India)
2. Guide to MS Office PH – I.Loura Acklen.

**Content Beyond the syllabus**

1. Document editing
2. Chat and functions
3. Presentation wizard

**Subject code: 17U4MAA13**

**Semester: IV**

**Credit: 4**

**Hours: 60**

**BBA**

**ALLIED -III**

**QUANTITATIVE APTITUDE FOR MANAGEMENT**

**Unit-I:**

**(12 hours)**

HCF and LCM Numbers.

**Unit-II:**

**(12 hours)**

Square Roots and Cube root-Average.

**Unit III:**

**(12 hours)**

Problems on Ages and Problems on numbers.

**Unit-IV:**

**(12 hours)**

Percentage-Profit and Loss – Discounts – True Discount – Banker Discount

**Unit-V:**

**(12 hours)**

Calendar – Clocks.

Text Book:

1. Quantitative Aptitude- R.S Aggarwal(chapter 15,17,18,19,21,22,27,28,32,33)  
S.Chand & Company LTD, New Delhi reprint 2011



**Subject code: 17U4BXS02    Semester: IV    Credit: 2    Hours: 20**  
**BBA (CA)**  
**SBEC – II**  
**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 tourism 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.
- viii) Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.
- ix) Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4<sup>th</sup> semester and the credits will be awarded.

**Subject code: 17U5BXC12 Semester: V Credit: 4 Hours: 50**  
**BBA (CA)**

**Core Course – XII**

**ADVERTISING 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.

**(10 Hours)**

**UNIT II**

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure.

**(10 Hours)**

**UNIT III**

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity

**(10 Hours)**

**UNIT IV**

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions

**(10 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.

**(10 Hours)**

**TEXT BOOK:**

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

**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: 17U5BXC13      Semester: V      Credit: 4      Hours: 50**  
**BBA CA**  
**Core Course – XIII**  
**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.  
**(10 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.  
**(10 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.  
**(10 Hours)**

**UNIT IV**

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.  
**(10 Hours)**

**UNIT V**

Sales Promotion-Purpose importance-Kinds of Sales Promotion -Personal selling –Theories-Channel of Distribution-Different Channels-Middleman Functions.  
**(10 Hours)**

**TEXT BOOK:**

1. Rajan Nair N.      Marketing Management, Sultan Chand and Sons, 2000, 2<sup>nd</sup> Edition.

**REFERENCE BOOK:**

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

## **Content beyond the Syllabus**

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

**Subject code: 17U5BXC14      Semester: V      Credit: 4      Hours: 50**

**BBA (CA)**

**Core Course – XIV**

## **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.

**(10 Hours)**

### **UNIT II**

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

**(10 Hours)**

### **UNIT III**

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

**(10 Hours)**

### **UNIT IV**

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

**(10 Hours)**

### **UNIT V**

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

**(10 Hours)**

### **TEXT BOOK :**

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

### **REFERENCE BOOK :**

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: 17U5BXC15      Semester: V      Credit: 3      Hours: 40**

**BBA (CA)**

**Core Course – XV**

**MULTIMEDIA AND ITS PACKAGES**

**OBJECTIVE:**

To impart basic knowledge of drawing and editing the photos.

**UNIT I**

CorelDraw Basics Creating new file-CorelDraw Screen-Property Bar-File Operations-Views - Drawing and Selecting Getting Started with Project-Working with objects Shapes-adding Effects to objects. **(8 Hours)**

**UNIT II**

Working with Text tool-getting started with the book cover-converting from one Text type to another Formatting Text-the text editor - Working with Images Images-Importing Images-Resizing, Rotating and Skewing Images-Cropping and Image adding special effects to bitmaps-exporting files to other applications. **(8 Hours)**

**UNIT III**

Starting Photoshop CS2 File and its operations-Different types of Bars-Rulers-Palettes-Working With Images Vector and Bitmap Images-Different operations of Images-Image Size-Resolution Editing Images-Color Modes-Setting a Current Foreground and Background Colors. **(8 Hours)**

**UNIT IV**

Making Selections and Tools Making Selection- Editing Selections- Painting Tools-Drawing Tools-Retouching Tools. Layers Working with Layers- Hiding and Showing Layers-Deleting Layers-Repositioning Layers- Flattening Images. **(8 Hours)**

**UNIT V**

Filters Menu-Gallery-Extract Filter-Liquefy Filter-Vanishing Point Filter-Artistic Filters-Blur Filters-Noise Filters-Lighting Effects-Sharpen Filters. **(8 Hours)**

**TEXT BOOK:**

1. Vikas Gupta, Multimedia and Web Design, Dream Tech Press, 2008.

**REFERENCE BOOK:**

1. Daniel A.Tauber and Brenda Kienan with Molly E.Holzschlag, “ Microsoft FrontPage 2000, BPB.
2. Satish Jain, Shashank Jain, “ CorelDraw12 Training Guide”, BPB Publications.

3. Levin Proot, Page Maker 7.0, Cengage Learning, 2009.
4. Shelly Cashman Starks, Adobe Photoshop CS3, Cengage Learning, 2009.

**Content beyond the Syllabus**

1. Photo editing
2. Drawing with tools
3. Image editing with filter effect

**Subject code: 17U5BXCP04**

**Semester: V**

**Credit: 2**

**Hours: 20**

**BBA (CA)**

**Core Practical – IV**

**MULTIMEDIA AND ITS PACKAGES PRACTICAL**

**CorelDraw and Photoshop**

1. Bill book Designing
2. Visiting Card Designing
3. Invitation Designing
4. Logo Designing
5. Notice/Pamphlet Designing
6. Designing using Transformation tool.
7. Ration card / Voters ID card Designing
8. Operations on Image

**Subject code: 17U5BXE01      Semester: V      Credit: 3      Hours: 40**  
**BBA (CA)**  
**ELECTIVE - I**  
**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. **(8 Hours)**

**UNIT II**

Environment of service marketing – Macro & Micro – understanding service customer. Models of services – consumer behaviour – service quality & GAP model. **(8Hours)**

**UNIT III**

Market Segmentation – Definition – Bases for segmenting consumer market – Industrial market – Requirement for effective segmentation - Targeting & Positioning. **(8 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. **(8 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. **(8 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: 17U5BXN01**

**Semester: V**

**Credit: 2**

**Hours: 20**

**BBA**

**NMEC-I**

## **BRAND MANAGEMENT**

### **OBJECTIVES:**

- 1.To develop the necessary knowledge and skills needed to attain and maintain strong based equity in a competitive marketplace.
- 2.To understand product and branding concepts from the consumer's point –of-view.
- 3.To position the organization and its brands in the marketplace to obtain the best match between distinctive capabilities and value opportunities.

### **UNIT-I**

INTRODUCTION-Basics understanding of brands –Definition –branding concepts- functions of brand –significance of brands – different types of brands-co branding –store brands.

### **UNIT-II**

BRAND STRATEGIES-Strategic brand management process-building a strong brand –brand positioning – establishing brand values- brand vision- brand elements-branding for global markets- competing with foreign brands.

### **UNIT-III**

BRAND COMMUNICATION-brand image building –brand loyalty programmes-brand promotion methods-role of brand ambassadors,celebraties-on line brand promotions.

### **UNIT-IV**

BRAND EXTENSION-Different type of brand extension –factors influencing decision for extension-re-branding and re-launching.

### **UNIT-V**

BRAND PERFORMANCE-Measuring brand performance – brand equity management –global branding strategies –brand audit – brand equity measurement –brand leverage –role of brand managers –branding challenge &opportunities.

### **TEXT BOOKS:**



- 1.Mathew,Brand Management-Text &cases,MacMillan,2008.
- 2.Kevin Lane Keller, Strategic brand management : Building,Measuring and Managing, Prentice Hall,3<sup>rd</sup> Edition,2007.

**REFERENCES:**

- 1.Tyboust and Kotter, Kollogg on branding,Wiley,2008.
- 2.Lan Batey,Asain Branding-A Great way to fly,PHI,Singapore,2002.
- 3.Paul Tmepoal,Branding in Asia,John Willy,2000.
- 4.Ramesh Kumar,Managing Indians brands,Vikas publication,India,2002.
- 5.Jagdeep Kapoor,Brandex,Biztranza,India,2005 BA9252 RETAIL MANAGEMENT.

**Subject code:17U5BXS03      Semester: V      Credit: 1      Hours: 20**

**BBA (CA)**

**SBEC - III**

**CAMPUS TO CORPORATE**

**OBJECTIVE**

To train the learners for smoother transition from their campus to corporate for employment

**UNIT I**

Etiquette –Corporate Etiquette-Workplace Etiquette- Business Etiquette-Telephone and meeting etiquette.

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

Group Discussions: Group – Meaning, Definitions – Characteristics – Discussions : Meaning - Importance – Values of Discussions – Role playing – Effectiveness in participation  
UNIT V-Mock Interview-Managing the stressful situation- Patient- Tolerance-Building up of ones confidence.

Note: 40 % Practical 60 % Theory

**Subject code: 17U6BXC17      Semester: VI      Credit: 4      Hours: 50**  
**BBA (CA)**  
**Core Course – XVI**

## **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 Management-Definition-Objectives-Functions-Role and qualities of a good HR manager-Differences between Personnel Management and HRM.  
**(10 Hours)**

### **UNIT II**

Human Resource Planning – Definitions – Objectives-steps in HR planning-importance-Job analysis-Job description-job specification-significance of HR planning.  
**(10 Hours)**

### **UNIT III**

Recruitment & Selection:-objectives-sources of Recruitment-methods of selection-types of tests-Interviews.  
**(10 Hours)**

### **UNIT IV**

Training and Development-principles-methods of training programmes-on the job training methods-off the job training methods-importance of training programmes-Recent trend in Training and Development programmes.  
**(10 Hours)**

## UNIT V

Performance Appraisal-objectives-Techniques of performance appraisal-Motivation-Theories of Motivation-managing grievances and discipline-QWL. (10 Hours)

### TEXT BOOK :

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

### REFERENCE BOOK :

1. S.S.Khanka, Human Resource Management, S.chand & Company ltd., New Delhi, 2010.
2. P.Suppa Rao-HRM
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

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
17U6BXC18	CORE COURSE XIII CONSUMER BEHAVIOUR	V	2	30

campus Interview

### Objective:

The Basic Objective Of this course is to develop and understanding about the many aspects of consumer behaviour and its applications in marketing.

### UNIT 1:

Introduction to consumer behaviour; consumer behaviour and marketing strategy, methods of consumer research , applications of consumer behaviour, knowledge in marketing.

### UNIT 2:

Consumer needs, Theories of motivation and their applications. Process theories and content theories. Personality and self concept.Theories of personality.motivational research. Consumer image.

### UNIT 3:

Learning theories and their applications, brand loyalty, brand extensions.conditioning theories ,cognitive learning theories.attitudes and attitude changes;concept and measurement of attitude.

### UNIT 4:

Self concept.concept of multiple selves.development of the self.Major congruence assumptions .social comparison theory.body image and body esteem.fashion cosmetics and conspicuous consumptions.

### UNIT 5:

Family, family life cycle and decision-making. Social class. The concept and measurement marketing consumer behaviour and society. consumption and persuasion- Issues of manipulation and long term impacts on society and children.  
REFERENCE:

1. Assael, H. Consumer behaviour and marketing action, Ohio, south western, 1995.
2. Engle, JF etc. Consumer behaviour Chicago, Dryden Press, 1993.

**Subject code: 17U6BXC19      Semester: VI      Credit: 4      Hours: 50**

**BBA CA**

**Core Course – XVII**

**VISUAL BASIC**

**OBJECTIVE:**

VISUAL BASIC is also a VISUAL and Event-driven Programming Language. These are the main divergence from the old BASIC. In BASIC, programming is done in a text-only environment and the program is executed sequentially. In VB6, programming is done in a graphical environment.

**UNIT I**

Welcome to visual Basic –What is visual basic- Features of visual Basic – developing an Applications. Creating an Application: Objectives-What does visual basic 6 have to create applications-OLE- form layout window. Forms and controls: objectives- The from-Working with a control- opening the code window. **(10 Hours)**

**UNIT II**

Variables in visual basic: Objectives-what is a variable-Declaring variable-data types-the null value-Error value-empty value-scope of a variable –module level variables- Declaring variable-constant-creating your own constant-scope of a constant. Writing code in visual basic-objectives-the code window –The Anatomy of procedure-Editing features. Working with files- objectives – visual basic file system controls. **(10 Hours)**

**UNIT III**

Menus: objectives- Building the user interface. Multiple document interface applications – Why MDI forms- features of an MDI form-loading MDI forms and child forms **(10 Hours)**

**UNIT IV**

Working with the data control: The data control-The bound controls-caution-coding. Data access objects: The JET database engine-functions of the JET database engine-SQL-The DAO objects model-Why ADO-Establishing a reference. **(10Hours)**

**UNIT V**

Crystal and data reports: Crystal reports-Data report-.Distributing your application. ActiveX: objectives-What is ActiveX –Why ActiveX. ActiveX and Web pages: objectives-ActiveX and internet.ActiveX documents. **(10 Hours)**

**TEXT BOOK:**

1. Mohammed. Azam, Programming with Visual Basic 6.0- VIKAS publishing House pvt. Ltd,Year of Publication 2010.

**REFERENCE BOOK:**

- 1."Mastering Visual Basic 6" Evangelus Petroustos BPB Puhlnata.
2. GRAY CORNELL, "VISUAL BASIC 6 from the GROUND UP", Tata McGraw Hill Edition, 1999

**Content beyond the Syllabus**

1. Visual Basic Built-in Functions
2. Menu Editors

**Subject code: 17U6BXCP06      Semester: VI      Credit: 4      Hours: 50**

**BBA CA**

**Core Practical - V**

**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: 17U6BXPR01      Semester: VI      Credit: 4      Hours: 50**  
**BBA CA**  
**Core Course – XVII**

**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: 17U6BXE02      Semester: VI      Credit: 5      Hours: 50**  
**BBA CA**  
**ELECTIVE – II**

## **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, NewDelhi
2. International Marketing Management-R.L. Varshney, B.Bhattacharya, Sultan Chand and Sons- NewDelhi, 13<sup>th</sup> 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

**Subject code: 17U6BXN02      Semester: VI      Credit: 5      Hours: 60**

### **BBA**

### **DISASTER MANAGEMENT**

#### **OBJECTIVES:**

1. To provide students an exposure to disasters, their significance and types.
2. To ensure that students begin to understand the relationship between vulnerability, disasters, disaster prevention And risk reduction.

#### **UNIT-I**

Disaster, hazard, vulnerability, resilience, risks- Disaster: Types of disasters- earthquakes, landslide, flood, drought, fire -classification, causes, impacts, including social, economic, political, environmental, health, psychology-differential impacts –in terms of caste, class, gender, age, location, disability-global trends -climate change-dos and don't's during various types of disasters.

#### **UNIT-II**

Disaster cycle- phases, culture of safety, prevention, mitigation and preparedness community based DDR, structural – non-structural measures, roles and responsibilities of community, Panchayati Raj Institutions/urban local bodies (PRIs/ULBs), state and central level-state disaster management authority (SDMA).

#### **UNIT-III**

Factors affecting vulnerabilities, differential impacts, impact of development projects such as dams, embankments, change in land-climate change adaptation-IPCC scenario and context of India –relevance of indigenous knowledge, appropriate technology and local resources.

#### **UNIT-IV**

Hazard and vulnerability profile of India, components of disaster relief : water, food, sanitation, shelter, health, waste management, institutional Arrangements (Mitigation, response and preparedness, disaster management act and policy-other related policies, plans, programmes and legislation-role of GIS and information technology.

#### **UNIT-V**



Landslides Hazard zonation : case studies,earthquakes vulnerability assessment of buildings and infrastructure:case studies,drought assessment : case studies,coastal flooding ,storm surge assessment,floods: fluvial and pluvial flooding:based inputs for disaster mitigation and management and field work related to disaster management.

**Subject code: 17U6BXS04**

**Semester: VI**

**Credit: 2**

**Hours: 20**

**BBA**

**SBEC - V**

### **SOFT 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.