

# **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 2019-20 ONWARDS  
UNDER AUTONOMOUS & OBE PATTERN**

**VIVEKANANDHA EDUCATIONAL INSTITUTIONS**

**Angammal Educational Trust**

**Elayampalayam, Tiruchengode (Tk.), Namakkal (Dt.)**

## **B.B.A (CA)**

### **1. 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.

### **2. SALIENT FEATURES**

- ✓ Course is specially designed for a higher level Career Placement and to get wide exposure in the modern technology world by gaining knowledge through computer application.
- ✓ 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.

### **3. 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.

#### **4. 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.

#### **5. TRANSITORY PROVISIONS**

Candidates who have undergone the UG Course of study before 2017-18 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2019-20. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure she has to complete within 5 years.

#### **6. CHOICE BASED CREDIT SYSTEM**

Choice Based Credit System is a flexible system of learning. It allows different weightages in different courses based on the utility in the over all structure of curriculum. It permits the students to

1. Choose electives from wide range of elective courses.

2. Undergo additional courses and acquire more than the required number of credits.

3. Adopt an inter – disciplinary approach in learning.

## **7.ELIGIBILITY FOR AWARD OF DEGREE**

A student is eligible for the award of the degree only if she has undergone the prescribed course of study in the college for a period of three academic years (UG) / two academic years (PG) and passed the examinations of all the semesters prescribed earning 140 credits for U.G. and 90 credits for P.G.

## **8. DURATION**

The total period of study for each programme is as below U.G. Three years - 6 semesters P.G. Two years - 4 semesters Each academic year is divided into two semesters. The total number of working days is 90 days for each semester.

### **a) CURRICULUM**

#### **U.G. Programme**

Part – I : Tamil / Hindi / Malayalam / any other

Part – II : English

Part – III : Core Subjects

Allied Subjects

Electives

Project – Individual / Group Project

Part – IV : Skill Based Electives

Non – Major Electives

Environmental Studies

Value Educations

Part – V - Extension activities

### **b) Extension Activities**

All students should enroll in **Part V Vivekanandha Outreach Programme** – to enable her to complete a degree course. Active participation of the student throughout the year in the extension activities of her choice is mandatory. **(1 Credit in VI Semester)**

## **9.THE MEDIUM OF INSTRUCTION AND EXAMINATIONS**

The medium of instruction and examinations, for the papers under part I and II shall be in the language concerned. For part III and IV the medium of instruction and examinations shall be English.

## **10. EVALUATION OF THE STUDENTS**

The evaluation of the students in a particular course is based on their performance in (i) the Continuous Internal Assessment (CIA) and (2) the End Semester Examinations. (ESE)

For each theory paper the maximum marks for Continuous Internal Assessment and End Semester Examinations are 25 and 75 respectively and for **practical paper** the corresponding marks are 40 and 60 in both U.G. and P.G. courses.

## **11. CONTINUOUS INTERNAL ASSESSMENT (CIA)**

For theory papers two CIA tests with duration of One hour each and one Model Examination with **Three hours** duration will be conducted every semester. **For practical it is as decided by the respective Board of Studies.** CIA test and Model Examinations will be conducted as per End semester Examination pattern.

Schedule of Internal Assessment Tests and Model Examinations are decided in advance by the Principal in consultation with the Controller of Examinations and Heads of the departments and is given in the Hand book.

Every candidate is required to get prior permission ( before the test / model examination is conducted) from the Head of the Department and the Principal to write the test at a later date on valid reasons/ medical grounds. Where no such permission is obtained, the decision of the Head of the Department and the Principal, to hold or not to hold separate examination for any such candidate shall be final.

The valued answer script of CIA tests (1&2) and Model Examination shall be given to the candidates within 5 days after completion of the tests and examination for their personal verification during the class hours and collected back with the signature. The tests marks should be submitted to the office of the Controller of the Examinations immediately after getting the signature from the students.

## 12. CONTINUOUS INTERNAL ASSESSMENT

The weightage assigned to various components of the Continuous Internal Assessment is as follows.

		UG	PG
1. CIA Test I & II (Average)	5	5	
2. Model Examination	10	5	
3. Assignment	5	5	
4. Seminar	0	5	
5. Attendance			
Upto 75% - 0	}		
76 – 80% - 1			
81 – 85% - 2		5	5
86 – 90% - 3			
91 – 95% - 4			
96 – 100% - 5			
		-----	-----
		25	25
		-----	-----

CIA marks are calculated by the teacher concerned, entered in the register, signed by the candidates and approved by the Heads of Departments and the Principal.

The hard copy and the soft copy (through email) of the CIA marks are submitted to the office of the Controller of Examinations before the last working day of every semester.

## 13. END SEMESTER EXAMINATIONS

End Semester Examinations will be conducted for both **theory** and **practical papers** at the end of each semester (in the month of November for odd semester and April – May for the even semester).

## 14. END SEMESTER EXAMINATIONS SCHEDULE

The schedule for End Semester Examinations is fixed by the Controller of Examinations in consultation with the Principal and Heads of the Departments and is displayed on the notice board and also is circulated to the staff and students through College website ([www.vicas.org](http://www.vicas.org)).

## 15. ATTENDANCE

The guidelines of attendance requirement issued by the Periyar University are adopted by the college.

SNO	Percentage of attendance	Remarks
1	Secured not less than 75% of attendance of the 90 working days during the semester. (67.5 days)	Students are permitted to take the End Semester Examinations of any semester
2	Secured attendance between 74% and 65%	Students can write the exam after paying the condonation fee.
3	Secured attendance between 64% and 50%	Compensate the shortage in attendance in the subsequent semester and appear for both semester papers together at the end of the latter semester with condonation fee.
4	Secured below 50% attendance	not eligible to write the End Semester Examinations and she has to rejoin the same semester.

## 16. QUESTION PAPER

Question Papers for the End Semester Examinations theory papers are set by the external question paper setters and are scrutinized by a team of external experts in the discipline concerned.

**For End Semester Practical examinations, setting of question paper, conduct of examinations and valuations are done by both internal and external examiners.**

## 17. HALL TICKETS AND INSTRUCTIONS

Hall Ticket which contains Subject code, title, Date, Session, Block name, Hall number & seat number for the End Semester Examinations will be issued to eligible students on time before the End Semester Examinations. Students must bring the Hall Ticket and the college ID Card to every session of the End Semester Examinations for verification.

No student enters the Examination Hall after ½ hour from the commencement of the Examination.

Students can bring to the examination hall only ordinary scientific calculator. They can use the mathematical, statistical or any other table (if required) provided by the college during the End Semester Examinations.

Students are not allowed to bring programmable calculators / Mobile phones or any other unwanted materials inside the Exam Hall.

### **18. MALPRACTICE**

Any kind of malpractice during the End Semester Examinations / Practical Examinations is strictly prohibited. If it is found she will be debarred from writing that particular paper in that semester or all the papers in that semester based on the nature of the malpractice. A Complaint regarding the End Semester Examinations Question Papers must be brought to the Controller of Examinations on the same day of the examination by the HOD concerned or the class teacher concerned.

### **19. EVALUATION**

After giving dummy numbers the answer scripts are valued by 100% external examiners. The End Semester Examinations results are published in the college website within 10 – 15 days from the date of last examination and it is also put up on the notice board.

#### **a ) REVALUATION AND TRANSPARENCY**

Provision is available for Improvement / Retotalling / Revaluation / obtaining photo copy of the valued answer scripts for current semester papers.

Students can apply for obtaining photo copy of valued answer scripts to the Controller of Examinations through the Principal in the prescribed format along with the prescribed fee within five working days from the date of publication of results.

After scrutinizing the paper they can apply for revaluation within **three days** (after obtaining the photo copy).



If the marks scored in the revaluation are less than the original marks, original marks will be considered. If the mark scored in the revaluation is higher than the original marks the marks obtained in the revaluation shall stand.

If the difference in marks in the original valuation and the revaluation is more than 10, a third valuation will be done and the average of the nearest two marks shall be the final marks awarded.

**c) PASSING MINIMUM**

There is no minimum pass marks for CIA The minimum mark to obtain a pass in UG Programme is 40% in ESE and 40% in the aggregate of CIA+ESE. The minimum mark to obtain a pass in PG Programme is 50% in ESE and 50% in the aggregate of CIA+ESE.

**d) MODERATION**

A maximum of 8 marks shall be awarded as moderation to each candidate/per semester in the ESE Theory Papers as well as revaluation papers, subject to the following limits: For a maximum of 100 marks - Not exceeding 5 marks/paper For a maximum of 75 marks – Not exceeding 4 marks/paper For a maximum of 50&55 marks – Not exceeding 3 marks/paper

**e) IMPROVEMENT**

A student who obtains a pass mark in a paper in the first attempt can appear for the same paper only in the immediate next semester. Reappearance for improvement is allowed only in theory papers. The highest marks whether the original or improvement will be considered as the final mark. However the improvement marks will be considered only for classification and not for ranking. When there is no improvement there will not be any change in the original mark, already awarded.

**f) SUPPLEMENTARY EXAMINATIONS**

In order to provide an opportunity to the failed final U.G. and P.G. students to complete the programme in the same year without any loss of time supplementary examinations are conducted within 20 days from the date of publication of even semester results of the final year.

1. Student who has cleared all the papers of earlier semesters (First to fifth Semester U.G. / First to Third Semester P.G.) but has failed in one or two papers written in the final semester will be allowed.
2. Student who has cleared all the papers except only one paper in all the semesters can also apply to the supplementary examinations. Student can apply for Supplementary Examinations to the Controller of Examinations through the Principal in the prescribed format along with prescribed fee within seven working days from the date of publication of results.

**g) R.EAPPEARANCE OF FAILED STUDENTS**

A student failed in the End Semester Examinations can appear for the papers in the subsequent End Semester Examinations. Failure in any paper / papers in the ESE or absence from the ESE shall not cause detention of the candidate in that semester. All the registered candidates shall be promoted to the next semester.

**20 . CREDIT FOR UG COURSE**

Credit for U.G. Course Part	Particulars	Credit	
		B.A., /B.Sc.,	B.Com., / B.Com (CA) / B.B.A., / B.B.A (CA), / B.C.A.,
Part I	Foundation Tamil / Hindi / Malayalam / French	12	6
Part II	Foundation English	12	6
Part III	Core	63	75
	Allied/ Allied Practical (16+12)	28	28
	Electives(2)	6	6
Part IV	Skill Based Electives (4)	8	8
	Non Major Electives (2)	4	4
	Environmental Studies/ Yoga	4+2	6
Part V	Extension Activities	1	1
<b>TOTAL</b>		<b>140</b>	<b>140</b>

**21. CREDIT FOR PG COURSE**

Particulars	credit
Core, Elective and Project	90
Human Rights	1
<b>TOTAL</b>	<b>91</b>

The only credit earned for Part V Extension Activities of a successful student shall not be taken into consideration for classification / Ranking / Distinction.

## 22. MARK STATEMENT

Mark Statement Issued at the end of each semester will indicate the credits and marks / grades obtained in each course.

### a) CLASSIFICATION, GRADE, GRADE POINT, GPA & CGPA

The grades are given on the basis of the percentage of marks scored by the students as shown below:

CGPA	Grade	Classification of Final Result
9.5 – 10.0	O+	First Class – Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class – Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+#	Third Class
4.0 and above but below 4.5	C#	
0.0 and above but below 4.0	U	Re - appear

\* The candidates who have passed in the first appearance and within the prescribed semester of the U.G. & P.G. Programme (Major, Allied and Elective courses alone) are eligible.

# Only applicable to U.G. programme.

In the consolidated mark sheet issued, the class in which the candidate has passed will be given separately for Part I, II and III. Grade Point Average (GPA) will be given for Part III (Including only core & allied courses) as well as for all the components of the curriculum

separately for UG Programme and for the PG programme based on all the subjects studied by the student.

The Grade Point Average (GPA) will be calculated as follows at the end of the Programme.

$C_i$  = Credits earned for course  $i$  in any semester

$G_i$  = Grade Point obtained for course  $i$  in any semester

$n$  refers to the semester in which such courses were credited

For a Semester :

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

Sum of the Multiplication of grade points by the credits of the courses

$$\text{GPA} = \frac{\text{Sum of the Multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

For the entire programme :

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

Sum of the multiplication of grade points by the credits of the entire programme

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses of the entire programme}}$$

#### **b) CRITERIA FOR RANK**

1. Marks secured in all the papers are considered for P.G. programmes and marks secured in core and allied courses that is Part – III are considered for U.G. programme.
2. Student must have passed all papers in the first attempt in the respective semesters.
3. Student should have completed the courses with the minimum period prescribed for the course of study.
4. Improvement marks will not be considered for ranking but will be considered for classification.

## **22 ) TRANSFER OF STUDENTS**

Students seeking a transfer to the U.G. and P.G. degree course in VICAS have to fulfill the following conditions.

1. Seats must be available in the department concerned.
2. The students should not have any arrear paper if they are coming from Non Autonomous Colleges.
3. The student must write the papers which are offered in our college, if those papers are not included in the syllabus of the previous college.

# **FIRST YEAR SYLLABUS**

**B.B.A.(CA) – COURSE PATTERN (Batch :2018-2021)**

SEM	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/WEEK	C	INT	EXT	MARK
<b>I</b>	18U1LT01	Languages	Tamil or anyone of the Modern or Classical language –I	6	3	25	75	100
	17U1LE01	Languages	English –I	6	3	25	75	100
	18U1BXC01	Core Course-I	Business Organization	5	4	25	75	100
	18U1BXC02	Core Course- II	Introduction to Computer Technology	4	3	25	75	100
	18U1MAA02	Allied I	Statistics for Management	4	4	25	75	100
	18U1BXCP01	Core Practical I	Ms Office Practical	3	2	40	60	100
	18U1VE01	Value Education	Yoga	2	2	25	75	100
<b>Total</b>				<b>30</b>	<b>21</b>			<b>700</b>
<b>II</b>	18U2LT02	Languages	Tamil or anyone of the Modern or Classical language –II	6	3	25	75	100
	17U2LE02	Languages	English –II	6	3	25	75	100
	18U2BXC03	Core Course-III	Principles of Management	5	4	25	75	100
	18U2BXC04	Core Course-IV	Principles of Marketing	5	4	25	75	100
	18U2MAA05	Allied II	Operation Research	4	4	25	75	100
	18U2ES01	Value Education	Environmental Studies	4	4	25	75	100
<b>Total</b>				<b>30</b>	<b>22</b>			<b>700</b>
<b>III</b>	18U3BXC05	Core Course V	Financial Accounting	5	4	25	75	100
	18U3BXC06	Core Course VI	Business Communication	5	4	25	75	100
	18U3BXC07	Core Course VII	Entrepreneurship Development	5	4	25	75	100
	18U3BXC08	Core Course VIII	Internet and Web Design	4	3	25	75	100
	18U3BXA01	Allied III	Economics for Executives	4	4	25	75	100
	18U3BXS01	SBEC-I	Practical Psychology	2	2	40	60	100
	18U3CSNO1		Internat application					
	18U5BXN02	NMEC-I	PROOF READING	2	2	25	75	100
	18U4BXN03		Public health and hygiene					
<b>Total</b>				<b>30</b>	<b>25</b>			<b>700</b>
<b>IV</b>	18U4BXC09	Core Course IX	Management Accounting	5	4	25	75	100
	18U4BXC12	Core Course X	Production & Material Management	5	4	25	75	100
	18U4BXC10	Core Course XI	Organizational Behaviour	5	4	25	75	100
	18U4BXC11	Core Course XII	Business Tally	4	3	25	75	100

	18U4BXCP03	Core Practical III	Tally Practical	3	2	40	60	100
	18U4MAA03	Allied IV	Quantitative Aptitude for Management	4	4	25	75	100
	18U4BXS02	SBEC-II	In plant training	2	2	40	60	100
	18U4CHN04	NMEC-II	FOOD AND NUTRITION	2	2	25	75	100
	18U4ENN04		English for occupational purpose					
	<b>Total</b>			<b>30</b>	<b>25</b>			<b>700</b>
<b>V</b>	18U5BXC13	Core Course XIII	CONSUMER BEHAVIOUR	5	4	25	75	100
	18U5BXC14	Core Course XV	Research Methodology	5	4	25	75	100
	18U5BXC15	Core Course XVI	Multimedia and its Packages	5	4	25	75	100
	18U5BXC16		BUSINESS LAW					
	18U4BXCP04	Core Practical – IV	Business Practical	4	2	40	60	
	18U5BXE01	Elective I	Service Marketing	4	3	25	75	100
	18U5BXP02	SBEC III	Campus to Corporate	2	2	25	75	100
	18U5BXCT01		Multimedia practical					
	<b>Total</b>			<b>30</b>	<b>23</b>			<b>700</b>
<b>VI</b>	18U6BXC17	Core Course XVII	Human Resource Management	5	4	25	75	100
	18U6BXC18	Core Course XVIII	Financial management	5	4	25	75	100
	18U6BXC19	Core Course XIX	Visual Basic	4	3	25	75	100
	18U6BXCP05	Core Practical V	Visual Basic Practical	3	2	40	60	100
	18U6BXPR1	Core Project	Project Viva Voce	4	3	40	60	100
	18U6BXE02	Elective II	INTERNATIONAL BUSINESS MANAGEMENT	4	3	25	75	100
	18U6BXS04	SBEC IV	Softskills for management	2	2	25	75	100
	18U6EX01	Extension	Extension Activities		1			
	<b>Total</b>			<b>30</b>	<b>24</b>			<b>700</b>
	<b>Cumulative Total</b>			<b>180</b>	<b>140</b>			<b>4200</b>



## ELECTIVE SUBJECTS & NON-MAJOR ELECTIVES

<b>LIST OF ELECTIVE PAPERS</b> (DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES)		
<b>ELECTIVE I</b>	1	SERVICES MARKETING
	2	CUSTOMER RELATIONSHIP MANAGEMENT
	3	PERFORMANCE MANAGEMENT
<b>ELECTIVE II</b>	4	GLOBAL BUSINESS
	5	TOURISM MANAGEMENT
	6	SUPPLY CHAIN AND LOGISTIC MANAGEMENT

<b>LIST OF NON-MAJOR ELECTIVES</b> {OTHER DEPARTMENT CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES}		
<b>NMEC I</b>	1	PERSONALITY DEVELOPMENT
	2	BASIC MANAGEMENT FOR ADMINISTRATION
<b>NMEC II</b>	4	BRAND MANAGEMENT
	5	DISASTER MANAGEMENT

### LIST OF SKILL BASED ELECTIVE COURSE PAPERS (SBEC)

#### GROUP- A

S.No.	PAPER NAME
1	PRACTICAL PSYCHOLOGY
2	SOFT SKILLS

#### GROUP- B

S.No.	PAPER NAME
1	SELF MANAGEMENT
2	INPLANT TRAINING

#### GROUP- C

S.No.	PAPER NAME
1	TALENT MANAGEMENT
2	CAMPUS TO CORPORATE

#### GROUP- D

S.No.	PAPER NAME
1	VERBAL & NON VERBAL REASONING

**PROGRAMME EDUCATIONAL OBJECTIVES:**

- PEO1** To prepare graduates for multi-dimension careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations.
- PEO2** Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and put into practice striking a balance between business and social dimensions.
- PEO3** Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M. Phil, Ph.D as well as research.
- PEO4** To identify, analyze and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;
- PEO5** Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change

**Programme outcome:**

- Po1** Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
- Po2** The programme enables the graduates to understand and apply leadership skills Managerial skill at the individual and group levels to co-ordinate the team work.
- Po3** Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
- Po4** Graduates will acquire an in-depth knowledge in the field of Marketing from traditional rural to modern E-marketing.
- Po5** Enables to extend & widen their knowledge in all the industrial & production areas.

### **Programme Specific Outcome –PSO**

At the end of the Programme the students will

- PSO1** Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
- PSO2** Expertise their skill in the theoretical and practical application of computer technology to meet the demand of the current generation and to apply it in the real practical field in office automation.
- PSO3** Understand multi dimensional business environments, policy, protocols, and ethical management practices required within the global context.
- PSO4** Recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.
- PSO5** Acquire indepth & broad exposure in marketing at National & International level.

### **MAPPING OF PEO'S AND PO'S**

PEO\PSO	PSO1	PSO2	PSO3	PSO4	PSO5
PEO1					
PEO2					
PEO3					
PEO4					
PEO5					

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1BXC01	CORE – I BUSINESS ORGANIZATION	I	4	75

### 1. Course Objective

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

### 2. Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Acquire knowledge about the importance of business and its classification	K1 to K5
CO2	Students will come to know about the various forms of business organisation	K1 to K5
CO3	Understand the criteria for the selection of location of a industry	K1 to K5
CO4	To present an overview of the Organisation structure and its operation.	K1 to K5
CO5	Gain indepth overview on the working of the stock exchange.	K1 to K5

### 3. MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	
CO2		✓	✓		✓
CO3		✓	✓	✓	
CO4		✓		✓	✓
CO5		✓	✓		✓

## **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. (15 Hours)

## **UNIT—II**

**Forms of Business Organizations-** Sole tradership -Joint Hindu Family Business- Partnership-Joint stock companies-Co-operative societies. (15 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 Industrials centers. (15 Hours)

## **UNIT-IV**

**Organizational Structure** – Functional areas of business and their operations – Activities of different functions- formal and informal organizations – principles of organization. (15 Hours)

## **UNIT-V**

**Stock Exchange** – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions. (15Hours)

## **TEXT BOOKS:**

1. C.D Balaji, Dr. G.Prasad Business organization, Margam Publication, 7<sup>th</sup> Edition.
2. Bhusan . K. - Fundamental of Business Organization & Management, Sultan Chand, 6<sup>th</sup> Edition.
3. C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5<sup>th</sup> Edition.
4. Louis A.Allen - Management and Organisation, Sultan Chand, M.C Grawhill, 5<sup>th</sup> Edition, 2013

## **REFERENCE BOOKS:**

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

## **ONLINE SOURCES:**

1. [https://www.university.youth4work.com/Study-Material/B\\_Com,Bachelor-of-Commerce-Lectures](https://www.university.youth4work.com/Study-Material/B_Com,Bachelor-of-Commerce-Lectures)
2. <http://gurukpo.com>
3. <http://www.taxmann.com/bookstore/academic/business-organization-and-management-b.com.-ist-year.aspx>

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1BXC02	CORE - II INTRODUCTION TO COMPUTER TECHNOLOGY	I	3	60

**COURSE OBJECTIVE**

To imparts computer skills to the young students of management community and becoming familiar with various aspects of computer.

**COURSE OUTCOME**

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understanding the basic knowledge about computer.	K1to K5
CO2	Enabling the students to know about the internet usage like world wide web in deep.	K1to K5
CO3	To understand the office automation like document preparation, work sheet preparation and presentation.	K1to K5
CO4	Enable the students to demonstrate and understand the role and function of computers and use the computer to solve problems.	K1to K5
CO5	Making them familiar in both software and hardware of computer	K1to K5

**UNIT I**

**Fundamentals of Computers:** Computer Definition-Fundamentals Components of Computer – Generation of Computer – Characteristics of Computer – Classification of Computer. **Number system:** Binary-Decimal-Octal-Hexadecimal and its conversion. **Software:** Definition- -Types of Software- Programming languages. **(12 Hours)**

**UNIT II**

Memory units – Input Devices – Output Devices \_ Auxiliary Storage Devices. Internet concept – Creating E-Mail ID, Receiving and sending E-Mail, Searching Information and Downloading – World Wide Web(WWW) – Domain Name Service. **(12 Hours)**

### UNIT III

**Introduction to Microsoft Office** – MS Word – Creating and Editing Documents – Menus, Commands, Toolbars and Icons – Formatting Document – Creating Tables – Mail Merge. **(12 Hours)**

### UNIT IV

**MS-Excel:** Spreadsheet Overview – Menus, Toolbars, Icons – Creating Worksheets – Editing and Formatting – Excel Formulas and Functions - Creating a Chart Data Forms, Sorts, Filter. **(12 Hours)**

### UNIT V

**MS Power Point** – Introduction – Menus – Toolbars – Text and Formats – Animations – Arts and Sound – Making the Presentation templates.

**(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.
2. Fundamentals of computer science and communication engineering, Alexis Leon and Mathew Leon, Leon Tech World.
3. MS-Office 2000 for every one – Vikas Publishing House Pvt.Ltd., Sanjay Saxena.

### REFERENCE BOOK:

1. Introduction to Computer Technology, V.Rajaraman, 2<sup>nd</sup> Edition, PHI Learning Private Limited 2009.
2. MS-Office 2000 Professional Fast & Easy – June Slton, BPB Publications.

### ONLINE SOURCES:

1. <https://http://gurukpo.comhttps://www.informationq.com/computer-input-and-output devices>.
2. <https://www.computer-pdf.com/office/>

### MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2	✓	✓		✓	
CO3		✓	✓		✓
CO4		✓	✓		✓
CO5		✓	✓		✓

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U1MAA02	ALLIED – I STATISTICS FOR MANAGEMENT	I	4	60

### OBJECTIVES

1. To enable the students to learn about the planning of market strategy in business, or the management of investment portfolios in finance.
2. To assume managerial and leadership roles in their chosen professional careers while working in multidisciplinary teams.

### **Learning Outcome**

**On completion of this course, the student will be able to:**

- To apply knowledge of mathematics, science, and engineering.
- To design and conduct experiments, as well as analyze and interpret data.
- To design a system, component, or process in order to meet desired needs within realistic constraints, such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

### **UNIT I**

**Descriptive Statistics:** Meaning and definition of statistics – scope and limitations – statistical survey – source and collection of data – classification and tabulation – Diagrams and graphs. **(12 Hours)**

### **UNIT II**

**Measures of central tendency** – Arithmetic mean, Median, Mode, Geometric mean, Harmonic mean. **(12 Hours)**

### **UNIT III**

**Measures of Variation:** Absolute and relative measures – Range – Quartile Deviation - Mean deviation – Standard deviation – Coefficient of Variation . **(12 Hours)**

### **UNIT IV**

**Correlation Analysis** – Definition – types of correlation – Uses – Scatter Diagram – Karl Pearson correlation – Spearman’s Rank correlation – Regression Analysis – Definition – uses – Regression equations - difference between correlation and regression. **(12 Hours)**

### **UNIT V**

**Time series analysis-** components of time series-Measures of trend-free hand curve – semi & moving average-methods of least squares – measures of seasonal variation-simple average. **(12 Hours)**



### **Content beyond the Syllabus:**

- 1 .Clocks and calendars**
- 2 .Odd man Out**
- 3. Boats and streams**

### **TEXT BOOKS:**

1. Gupta S.P , Statistical Methods , S. Chand & company Ltd, 44<sup>th</sup> edition, 2014
2. P.R. Vittal , Business Mathematics and Statistics , Margham publications,6<sup>th</sup> Revised edition, 2013

### **REFERENCE BOOKS:**

1. R.S.N. Pillai & V. Bagavathi , Statistics , S.Chand & company Ltd, 7<sup>th</sup> edition, 2013
2. Dr.R.S Agarwal S. Chand and Company Ltd, Ram Nagar, New Delhi

### **ONLINE SOURCES:**

1. <https://www.scribd.com/doc/.../IGNOU-MBA-Note-on-Statistics-for-Management>
2. <Cde.annauniv.edu/mbaqp/pdf/First%20Semester/DBA7102/DBA7102>

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U1BXCPO1</b>	<b>CORE PRACTICAL – I MS-OFFICE PRACTICAL</b>	<b>I</b>	<b>2</b>	<b>45</b>

### **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**

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Demonstrate the fundamental knowledge of MS-Office.	K1to K5
<b>CO2</b>	Develop an informal business letters.	K1to K5
<b>CO3</b>	To perform accounting operations	K1to K5
<b>CO4</b>	To perform presentation skills	K1to K5
<b>CO5</b>	How to create and insert multimedia components in various documents.	K1to K5

<b>MS-WORD</b>	
1.	Starting MS-WORD, Creating, Saving, Printing (with options), Closing and Exiting. b. Format the document: <ol style="list-style-type: none"> <li>a. Using Bold, Underline and Italic.</li> <li>b. Change Character size sing the font dialog box.</li> <li>c. Formatting paragraph: Center, Left aligns &amp; Right align</li> <li>d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs.</li> <li>e. Creating Hanging Paragraphs.</li> </ol>
2.	A. Create a document, save it and edit the document as follows: <ol style="list-style-type: none"> <li>a. Find and Replace options.</li> <li>b. Cut, Copy, Paste options.</li> <li>c. Undo and Redo options.</li> </ol> B. Format the document: <ol style="list-style-type: none"> <li>a. Using Bold, Underline and Italic.</li> <li>b. Change Character size sing the font dialog box.</li> <li>c. Formatting paragraph: Center, Left aligns &amp; Right align</li> <li>d. Changing paragraph and line spacing, Using Bullets and Numbering in Paragraphs.</li> <li>e. Creating Hanging Paragraphs.</li> </ol>
3.	Using tap settings enhancing the documents (Header, Footer, Page Setup, Border, Opening & Closing Toolbars, Print Preview).
4.	Creating Tables in a document, Selecting Rows & Column sort the record by using tables format painter and Auto Format.

**MS-EXCEL**

1.	<p>a. Create a worksheet, moving/ copying/ inserting/ deleting rows and columns (usage of 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).</p> <p>b. Formatting work sheets. Bold style.</p> <ul style="list-style-type: none"> <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>
2.	<p>a. Database Concept: database, record field and filed name – creating and sorting a data base and maintaining a database (data form).</p> <p>b. Using auto filter, advanced filter</p> <p>c. Creating subtotals and grad totals - using database functions.</p>
3.	<p>Creating charts</p> <p>i) Using chart wizard (five steps)</p> <p>ii) Changing the chart type (Pie, Bar, Line)</p> <p>iii) Inserting titles for the axes X. Y</p> <p>iv) Changing colours. v) Printing charts.</p>
4.	<p>a. Using date, time, maths functions:</p> <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> <p>b. Math Functions</p> <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> <p>c. Logical and Financial Functions</p> <ul style="list-style-type: none"> <li>• Logical (IP / AND / OR / NOT)</li> <li>• Financial (PMD, FV, NPER, RATE)</li> </ul>

**MS-POWERPOINT**

1.	Creating a presentation using auto content wizard.
2.	Different views in power point presentation.
3.	Setting animation effects / grouping / ungrouping / cropping power / point objects.
4.	Printing a presentation / Importing – Exporting files
5.	Creating an organization chart in Power Point.

**MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓			✓	
CO2	✓	✓		✓	
CO3		✓	✓		✓
CO4		✓	✓		✓
CO5		✓	✓		✓

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U2BXC03	CORE - III PRINCIPLES OF MANAGEMENT	II	4	75

### Course Objective

To impact the students with the functions of management that is needed to manage the business effectively and to develop leadership qualities to motivate the workers.

### Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well expert in understanding the functions of management.	K1 to K5
CO2	Gain a clear idea about the importance of planning based on the goals of the organization.	K1 to K5
CO3	Understand the clear picture about the organization structure.	K1 to K5
CO4	Learn to follow different leadership styles and the approaches to motivate the workers.	K1 to K5
CO5	Acquire insight in adopting the control mechanism and effective co-ordination.	K1 to K5

### MAPPING WITH PROGRAM OUTCOME

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓	✓	
CO2			✓	✓	✓
CO3		✓	✓		✓
CO4	✓	✓	✓		
CO5	✓		✓	✓	✓

## 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. (15 Hours)

## UNIT – II

**Planning** : Nature- Characteristics and importance- - Purpose – Steps – Types – Merits and Demerits of planning – Decision making. (15 Hours)

## UNIT – III

**Organizing**: Nature – purpose- types of organization structure – use of staff units and committees –Power- Authority – Responsibility – Delegation -Centralization Vs Decentralization. (15 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). (15 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. (15 Hours)

## TEXT BOOKS :

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

## ONLINE SOURCES:

1. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggNMAA&url=http%3A%2F%2Fwww.nios.ac.in%2Fmedia%2Fdocuments%2FVocInsServices%2Fm1-4f.pdf&usg=AOvVaw0mVfbJ95n0RwnPIFkIUxvP>  
<https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwj1xI3NwojXAhXJs48KHeSGCT4QFggNMAE&url=https%3A%2F%2F2012books.lardbucket.org%2Fpdfs%2Fmanagement-principles-v1.0.pdf&usg=AOvVaw2PclWAFW5 K YZkwajRwPN>

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U2BXC04	CORE – IV PRINCIPLES OF MARKETING	II	4	75

### Course Objective

The core objective is to understand the importance of marketing.

### Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Learn the classification of markets and the role of marketing in economic development.	K1 to K5
CO2	Understand the buying motives and the bases of market segmentation.	K1 to K5
CO3	Gain clear knowledge on Planning the product development and the life cycle of the product.	K1 to K5
CO4	Get in-depth idea on importance of pricing decision and its inducement to the customer to purchase the product.	K1 to K5
CO5	Identify the various sales promotion techniques adopted and the channels of distribution to reach to the final consumption. .	K1 to K5

### MAPPING WITH PROGRAM OUTCOME

CO \ PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓		✓		✓
CO2	✓	✓		✓	
CO3		✓	✓	✓	✓
CO4		✓		✓	✓
CO5		✓	✓	✓	

## **UNIT-I**

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing- Core concept of Marketing -Role of Marketing in economic development.

**(15 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. Targeting & Positioning the market.

**(15 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-Marketing Analysis-Market Targeting-Market Positioning.

**(15 Hours)**

## **UNIT IV**

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

**(15 Hours)**

## **UNIT V**

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

**(15 Hours)**

### **Self Preparation:**

- a) Collection of companies logo, Trade mark, Slogan, Brand Name etc.,
- b) Identification of fake and original product
- c) List the FMCG with their companies.

### **TEXT BOOK:**

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

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U2MAA05</b>	<b>ALLIED – II OPERATION RESEARCH</b>	<b>2</b>	<b>4</b>	<b>60</b>

### **OBJECTIVES**

1. The central **objective of operations research** is optimization, i.e., "to do things best under the given circumstances.
2. It also make the students to understand the concept of Operation research in the Management field.

### **Learning Outcome**

#### **By studying this Operations Research the students can**

- Use their knowledge and skills in creative ways to solve complex problems and have an impact on critical decisions.
- The mathematical sciences prepare students to apply tools and techniques and use a logical process to analyze and solve problems.

### **UNIT I**

Introduction to Operations Research: Meaning – Definition – Characteristics – Applications – Phases 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 Problems). **(12 Hours)**

### **UNIT-III**

Transportation problems : Finding an Initial Basic Feasible Solution (IFBS) – North-West corner rule – Least Cost Method – Vogel’s approximation method (VAM) – Finding the optimum solution - MODI method. **(12 Hours)**

### **UNIT IV**

Assignment Problems: Definition – Hungarian method – Maximization – unbalanced Problems. **(12 Hours)**

### **UNIT V**

Network Analysis : Definition - Construction of the Network – Critical path Method(CPM) – CPM and PERT calculation and its difference. **(12 Hours)**



**Content beyond the Syllabus:**

1. Decision Analysis
2. Forecasting
3. Data mining

**TEXT BOOKS:**

1. S. Kalavathy, Operations Research, Vikas Publishing House.

**ONLINE SOURCES:**

1. <https://www.maa.org/mathematics-and-operations-research-in-industrwww.lancaster.ac.uk/lums/study/...operational-research.../what-is-operational-research>
2. <https://www.smu.edu/Lyle/Departments/EMIS/Advising/Doctoral/PhDOR/10Reasons>

**Subject code: 18U3BXA01****Semester: III****Credit: 4****Hours: 60****BBA****CORE COURSE IX  
ECONOMICS FO EXECUTIVES****OBJECTIVES :**

1. To provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.
2. To develop a good understanding of economic concepts and tools that have direct managerial applications.
3. The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.
4. To acquire knowledge about price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty.

**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.

**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.

### **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 turn-Break Even Analysis.

### **UNIT-IV**

Market structures- Perfect competition –imperfect competition – characteristics-features-price discrimination under perfect competition- monopoly- monopolistic competition-price discrimination-duopoly- oligopoly.

### **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.

#### **TEXT BOOK:**

3. Managerial economics, R.L. varshney and K.L Maheshwari, Sulthan chand and sons 2<sup>nd</sup> Edition.

#### **Reference book:**

1. Managerial economics R.L. varshney and K.L Maheshwari, Sulthan chand and sons 2<sup>nd</sup> Edition.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U3BXC05</b>	<b>CORE – V FINANCIAL ACCOUNTING</b>	<b>III</b>	<b>4</b>	<b>75</b>

#### **Course Objective**

To impart the students with the preparation of accounts needed for the company and to depict the financial situation.

- **Course Outcome**

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Students get expertise in understanding the basic concepts of accounting.	K1 to K5
CO2	Gain a clear picture of preparing the single, double and triple cash book.	K1 to K5
CO3	Understand to prepare the trading account, profit and loss account and balance sheet of the concern.	K1 to K5
CO4	Acquire the importance of preparing the double entry system of accounting.	K1 to K5
CO5	Get in-depth knowledge on need of providing depreciation on the assets and its different methods.	K1 to K5

• **MAPPING WITH PROGRAM OUTCOME**

CO\PSO	PO1	PO2	PO3	PO4	PO5
CO1	✓	✓		✓	
CO2		✓	✓	✓	
CO3	✓		✓		✓
CO4		✓	✓		✓
CO5	✓	✓		✓	

**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.

**(15 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. **(20 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). **(15 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. **(15 Hours)**

#### **TEXT BOOK:**

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

#### **REFERENCE BOOKS:**

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.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U2BXC06</b>	<b>CORE – VI BUSINESS COMMUNICATION</b>	<b>III</b>	<b>4</b>	<b>75</b>

#### **Course Objective**

To provide an outline to effective Organizational Communication and to impart the correct practices of the strategies of Effective Business writing.

- **Course Outcome**

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
CO1	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization..	K1 to K5
CO2	To draft effective business correspondence with brevity and clarity	K1 to K5
CO3	To stimulate their Critical thinking by designing and developing to present banking and insurance correspondence	K1 to K5
CO4	To get an overview of company meetings and its proceedings.	K1 to K5
CO5	Get an indepth understanding on modern development in the communication and its challenges.	K1 to K5

• **MAPPING WITH PROGRAM OUTCOME**

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

**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. **(15 Hours)**

**UNIT - II**

Business Enquiries and replies – Classification of Enquiry Letters- importance of Replies to Enquiries- kinds of Replies- Offer – Quotations – Orders. **(15 Hours)**

**UNIT - III**

Bank Correspondence –elements of Good banking Correspondence- Types-Insurance Correspondence – Basic principles- Types- Kinds of Life Policies. (15 Hours)

#### **UNIT - IV**

Company correspondence – secretary and his duties –Classifications- Correspondence with Directors, Shareholders- Types of meeting - Agenda for meeting- Minutes of the meeting. (15 Hours)

#### **UNIT – V**

E-Communication-Definition-Types of E-Communications in Business- Advantages & Disadvantages of E- Communication- Difference between Electronic and non Electronic Communication. (15 Hours)

**Note :** Letter Writing 40% , Theory 60%

#### **TEXT BOOK:**

1. Rajendrapal and Koralahalli J.S- Essentials of Business Correspondence, Sultan &Chants Re-Print2008, 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 - Comercial Correspondance & 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.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U3BXC07</b>	<b>CORE – VII ENTREPRENEURSHIP DEVELOPMENT</b>	<b>III</b>	<b>4</b>	<b>75</b>

#### **COURSE OBJECTIVES:**

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project

## Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the importance of entrepreneurship as a tool for development, the basic principles of entrepreneurship, the concept and basic principles of innovation	K1 to K5
CO2	Understand the support provided by the state and central government to promote the industrial growth.	K1 to K5
CO3	To stimulate their Critical thinking by designing and developing to present banking and insurance correspondence	K1 to K5
CO4	To get an overview of company meetings and its proceedings.	K1 to K5
CO5	Get an indepth understanding on modern development in the communication and its challenges.	K1 to K5

## MAPPING WITH PROGRAM OUTCOME

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

### UNIT-I

Evolution of the concept of Entrepreneur –Characteristics, Functions & types of Entrepreneur, Entrepreneurship – Role of Entrepreneurship in Economic Development. Women Entrepreneurs - Problems faced by Women Entrepreneurs – Factors affecting Entrepreneurial Growth – Intrapreneur. **(15 Hours)**

### UNIT-II

Entrepreneurial traits - Small scale Industries – Role and its problem in economic development – Entrepreneur Development programmes – objectives and phases. **(15 Hours)**

### UNIT-III

Project Identification – Project classification – Project Selection – Project formulation – Project report – Project Appraisal – Methods of project appraisal. (15 Hours)

#### UNIT-IV

Institutional Finance to Entrepreneurs – Sources and Factors Determining capital structure. Financial Institutions : DIC, KVIB, SIDBI, CGTMS-TIIC. (15 Hours)

#### UNIT-V

Marketing and promotion – Impact of social media in product development – Online marketing and online shopping. (15 Hours)

#### TEXT BOOK :

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

#### REFERENCE BOOKS:

1. Entrepreneurship and small business management  
- M.B.Shukla, Hitab Mahal Publication, Allahabad, 4<sup>th</sup> Edition
2. Dynamics of Entrepreneurial Development &  
- Vasant Desai, Himalaya Management Publishing House, New Delhi, 3<sup>rd</sup> Edition.
3. Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews,  
Tata McGraw-Hill, 1996.
4. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House,  
Chennai – 1997.

#### CONTENT BEYOND THE SYLLABUS

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

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3BXC08	CORE – VIII Internet and web design	III	4	75

#### Course objectives:

1. To give the valuable ideas about the internet, especially towards creating web pages.
2. To facilitate and support the technical evolution of the internet as research and education infrastructure.
3. To stimulate the involvement of the scientific community, industry and other



sectors of human endeavour in evolution of internet.

**Course Outcome**

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
CO1	To acquire knowledge and skills for creation of web site considering both client and server side	K1 to K5
CO2	Understand the support provided by the state and central government to promote the industrial growth.	K1 to K5
CO3	To stimulate their Critical thinking by designing and developing to present banking and insurance correspondence	K1 to K5
CO4	To get an overview of company meetings and its proceedings.	K1 to K5
CO5	Get an indepth understanding on modern development in the communication and its challenges.	K1 to K5

**MAPPING WITH PROGRAM OUTCOME**

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

**UNIT I**

Introduction to Computer Networks: Basics of Networks-Topologies-Layers-Types of Networks. Introduction to internet: Basics of Internet- Email- WWW. **(15 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. **(15 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. **(15 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. **(15 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. **(15 Hours)**

#### **Content beyond the Syllabus**

1. Span tags
2. Cryptography

#### **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.

#### **REFERENCE BOOK:**

1. "html5:up and Running: dive into the future of web development" by Mark pilgrim 1<sup>st</sup> edition, kindle edition.
2. Introducing HTML5(voices that matter) by Remy Sharp and Bruce Lawson, 2<sup>nd</sup> edition, kindle edition.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U3BXS01</b>	<b>SBEC – I Practical Psychology</b>	<b>III</b>	<b>2</b>	<b>30</b>

#### **Course OBJECTIVES:**

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>	<b>K1to K5</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)**

**Reference Books**

**1. Hand book prepared by Department of Business Administration.**

## **B.B.A (CA)**

### **1. 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.

### **2. SALIENT FEATURES**

- ✓ Course is specially designed for a higher level Career Placement and to get wide exposure in the modern technology world by gaining knowledge through computer application.
- ✓ 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.

### **3. OBJECTIVES OF THE COURSE**

- ❖ To enable the students to acquire professional knowledge over Business and other related subjects.

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U3CSN02	INTERNET APPLICATION	III	2	30

## Objectives

- Internet Applications block** is focused on the technology of Internet applications development and Internet programming. As a result of studying the discipline a student must understand and be able to explain the basic concepts and principles for the development of Internet applications and Internet programming. Students will acquire basic skills in:
  - Internet programming,
  - web design and design technology,
  - programming of various software tools for the Web.
- Multimedia unit** provides integration and implementation of skills and knowledge of computer graphics, web programming and videotكنولوجies for resultative video and web-oriented multimedia engineering projects.

More attention is paid to technical aspects than to artistic side of video and multimedia. Despite that, basics of composition, camera work and editing techniques are included to guarantee high overall level and complete coverage of work in the field.

## Course Outcome

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To develop sites for different purposes (Business projects, research projects, on-line businesses, etc.);	K1 to K5
CO2	To know basics for the development of Internet applications and Internet programming,	K1 to K5
CO3	To create the ability principles of sites design and design technology,	K1 to K5
CO4	To know the basic programming sites of various software tools.	K1 to K5

CO5	To understand the importance of observation and how it helps in solving various problems.	
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### Unit 1

Introduction and basic concepts of Internet applications. , Technologies for creating Internet applications., Frames and shapes. HTML5, SSS3. **Employability: Technical English, Basis of Programming, BAsic knowledge and computer programming**

### UNIT 2

Basics of JavaScript. Functions and objects in JavaScript. Scripting. JQuery library. Developing a simple adaptive Internet application.

### UNIT 3

Basic PHP syntax. Functions in PHP, Query processing using PHP. Database handling. Software for the development of complex Internet applications. CMS administration and adaptation (WordPress).

### UNIT 4

Frameworks and their implementation for various network projects, Screen-adaptive internet applications.

### UNIT 5

Manipulation with audio and video streams, Broadcasting, compression, quality control, Advanced automatic video processing, live video decoration, Integration of video services to web-projects, Project work and practice. Workflow management. Case studies.

<b>18U3ENN06</b>	<b>PROOF READING AND EDITING</b>	<b>III</b>	<b>4</b>	<b>75</b>
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### **Unit 1:**

Introduces the types of errors a proofreader needs to look out for and how to get into the right frame of mind for spotting them. Focussing on the big picture and your key message, Avoiding waffle and getting to the point, Assessing the content to make sure it flows logically, Cutting out irrelevant material and filling content gaps

### **Unit II**

Shows how proofreading can mean different things in different contexts and the importance of obtaining clear instructions from your clients. Ensuring the tone is right for your audience, Using transitional words and phrases to link paragraphs, Using headings and sub-heads for maximum effect **Skill Development: Resume basis, Interview, Reading and Communication Skills, Group Discussion**

### **Unit III**

introduces the 2005 BSI symbols and how they are used to mark up proofs. explores the concept of proof-editing and how this differs from straightforward proofreading.

### **Unit IV**

explains how to use PDF markup tools effectively to proofread on screen. summarises the role of a proofreader and looks at strategies for spotting and marking errors efficiently and accurately.

### **Unit V**

Making sure all sentences have maximum readability and impact, Correcting grammar, punctuation and spelling, Picking the right words to do the job, Cutting out clichés and pompous, overly formal wording, Getting rid of redundant words and phrases, Avoiding business buzzwords



<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U3MBN07</b>	<b>PUBLIC HEALTH AND HYGINE</b>	<b>III</b>	<b>4</b>	<b>75</b>

**UNIT I:**

Overview – Introduction – General health, Sign of good health, Personal Hygiene, Hygiene Specification, Handling common Illnesses, Choosing a doctor.

**UNIT II:**

Nutrition and Health – Definition of Food and Nutrition. Nutrients – Sources and functions of protiens, fats, carbohydrates, vitamins, and minerals. Balanced diet, Nutritional Profile.

**UNIT III:**

Material and child Health Mother and child – Inra natal and Post care. Complications of post and portal period, restoration of mother to optimum health. Breast feeding; Family planning mrrthods – definition. Natural methods. Artificial methods- Hormonal contraceptives, gonodal steroids, oral pills and depot formulation.

**UNIT IV:**

Dental Health – Tooth development, Development tooth anomalies, Pro,otion of Oral health, viral infections, oral ulcerations, dental caries - Diagnostic methods, Non – Surgical Mangement and prevention.

**Unit V:**

Mental Health – types and causes of mental illness, preventive aspects, alcholoism, Drug dependence, Commonly abised drugs, Health in Old – Aging, caring for older people, care of bedriddewn

SUBJECT CODE	COURSE TITLE	SEM	CREDIT	HOURS
18U4BXC09	<b>CORE - IX MANAGEMENT ACCOUNTING</b>	IV	4	75

**Course objectives:**

1. To enhances a manager's ability to make effective economic decision.
2. To give students a good understanding about the concepts and techniques of management accounting. These issues will be explained against the background of a fast changing global market..
3. To give a clear view on business ethics, especially ethics related to accounting;

**Course Outcome**

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Prepare an income statement required for external reporting and to help the managers for decision-making.	K1 to K5
CO2	Students learn to depict the financial position of the concern in the form of ratios.	K1 to K5
CO3	Develop an understanding on the requirement of working capital and the uses of fund.	K1 to K5
CO4	To Prepare and evaluate operating as well as capital budgets.	K1 to K5
CO5	Learn elaborately the Break Even Point, profit volume ratio and to aid in managerial decision making.	K1 to K5

**MAPPING WITH PROGRAM OUTCOME**

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

## **UNIT – I**

Management Accounting – Meaning – Definition – Objectives and Scope of Management Accounting – Difference between Management Accounting, Cost Accounting and Financial Accounting. **(10Hours)**

## **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).

**(15 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)

**(20 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).

**(15 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).

**(15 hours)**

**[ 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 Accountancy

<b>18U4BXC12</b>	<b>CORE – XII Production and Material Management</b>	<b>IV</b>	<b>4</b>	<b>75</b>
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**COURSE OBJECTIVE:**

1. The main objective of this course is to give the knowledge about the production management and how to handle the materials.
2. To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector;
3. . To provide theoretical and practical exposure for application of such concepts.

**Course Outcome**

<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
CO1	The students learn the various functions of production and to take decision of choosing the feasible plant location.	K1 to K5
CO2	Understand the need of maintenance of plant to have uninterupted flow of production.	K1 to K5
CO3	Get an idea on the need of material ,locating the sources and the process in procurement of materials.	K1 to K5
CO4	Develop an understanding on the control of inventory to avoid over and understocking of goods.	K1 to K5
CO5	Learn the various role of a store keeper and also in effective management of waste.	K1 to K5

• **MAPPING WITH PROGRAM OUTCOME**

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

## **UNIT – I**

Production Management-Definition-Functions & scope – Plant Location-Factors-Plant Layout principles-Types-Importance. **(15 Hours)**

## **UNIT – II**

Production Planning & Control – Principles-Process; Plant maintenance – Types-Maintenance Scheduling. **(15 Hours)**

## **UNIT – III**

Materials management-meaning, Definition-Importance-Process-Integrated material Management-concepts-Advantages – Process. **(15 Hours)**

## **UNIT – IV**

Management of materials – Techniques of materials planning – Inventory control-meaning & importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ. **(15 Hours)**

## **UNIT - V**

Purchasing-procedure-principles-Vendor rating-Vendor Development-Store keeping & materials handling-objectives-Functions-Equipments-TQM-Six sigma methodology-KANBAN-KAIZEN-Waste Management. **(15 Hours)**

### **TEXT BOOK :**

1. Production & Materials Management - Saravanel .P & Sumathi .S, Margham Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI, 20 08.

### **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.

### **CONTENT BEYOND THE SYLLABUS**

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

<b>18U4BXC10</b>	<b>CORE - VI Organisational Behaviour</b>	<b>IV</b>	<b>4</b>	<b>75</b>
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**Course 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.	K1 to K5
CO2	Understand the Personality traits of an individual and its influence in the working place..	K1 to K5
CO3	Get an idea on the various theories of motivation and how it motivates the worker to work in the work place	K1 to K5
CO4	The students learn the designing of work environment and its conducive practices for the worker to achieve the goal.	K1 to K5
CO5	To Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.	K1 to 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	COURSE TITLE	SEM	CREDIT	HOURS
18U4BXC11	Core Course – XII BUSINESS TALLY	4	3	75

### **OBJECTIVES** .

1. This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.
2. To introduce the students to the Basic of Accounts and the usage of *Tally* for accounting purpose.

### ***Learning Outcome***

**At the completion of this course, a student will be able to:**

- Understand the various business problems that are applicable for the business transaction.
- As this course is useful for to get placements in different offices as well as companies in Accounts departments

### **UNIT-I**

Features of Tally screen, Accounts info Menu – Inventory Menu – Display Menu – Accounting concepts – Company Creation – Auto Selection of company. (15 Hours)

### **UNIT-II**

Accounts configuration: Top Middle – Part, Bottom – Part of Features screen, General Configuration – Accounts / Inventory info Configuration – Printing Configuration –voucher entry configuration. (15 Hours)

### **UNIT-III**

MIS Reports – Display: Ratio analysis – Cash & funds Flow – Purchase bills Pending – Sales bills Pending – Exception Reports. (15 Hours)

### **UNIT-IV**

Maintenance: Bank Reconciliation – Entering Bank Data Balance as per bank – Voucher Wise Reconciliation – Reports Format – bank Reconciliation Statement. House Keeping: Backup – Restore – Ledger. (15 Hours)



## **UNIT-V**

Security : Password – Security Control – Types of Security – Creation New Security Level – User & Password - Tally Audit – Vouchers – ledger. (15 Hours)

### **TEXT BOOK:**

1. Implementing Tally .3, A.K. Nandhini, K.K. Nandhini, BPB Publication, first Edition 2001.

### **REFERENCE BOOK:**

1. Implementing Tally 5.4, K.K. Nandhini, BPB publication, First edition 2000.

<b>SUBJECT CODE: 18U4BXCP03</b>		
<b>SEMESTER - IV</b>	<b>CREDIT : 2</b>	<b>HOURS : 60</b>

**Core Practical – III**

**TALLY PRACTICAL**

**OBJECTIVES .**

1. This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.
2. To introduce the students to the Basic of Accounts and the usage of *Tally* for accounting purpose.

***Learning Outcome***

**At the completion of this course, a student will be able to:**

- Understand the various business problems that are applicable for the business transaction.
- As this course is useful for to get placements in different offices as well as companies in Accounts departments

1. Create a company details and financial year using Tally.
2. Create a ledger and inventory information.
3. Prepare a day book.
4. Prepare a list of accounts.
5. Create a report for sales register and purchase register.
6. Prepare a stock report of the organization.
7. Balance sheet preparation of an organization.
8. Budget preparation of an organization.

<b>Subject code: 18U4MAA03</b>		
<b>Semester: IV</b>	<b>Credit: 4</b>	<b>Hours: 60</b>

## ALLIED –IV

### QUANTITATIVE APTITUDE FOR MANAGEMENT

#### OBJECTIVES:

1. This course presents the idea of quantitative aptitude.
2. To know about the concept of H.C.F. and L.C.M.
3. To understand the concept of Simple Interest - Compound Interest

#### *Learning Outcome*

**On successful completion of the course the students will know**

- *About the application of square roots, percentage and allowing of discounts.*
- *Learn about the Usage of calendar & clocks problems in competitive examinations.*

#### **Unit-I:**

HCF and LCM Numbers. **(12 hours)**

#### **Unit-II:**

Square Roots and Cube root-Average. **(12 hours)**

#### **Unit III:**

Problems on Ages and Problems on numbers. **(12 hours)**

#### **Unit-IV:**

Percentage-Profit and Loss – Discounts – True Discount – Banker Discount  
**(12 hours)**

#### **Unit-V:**

Calendar – Clocks. **(12 hours)**

#### **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.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U4BXS02</b>	<b>SBEC – II INPLANT TRAINING</b>	<b>IV</b>	<b>2</b>	<b>30</b>

**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. the end of the 4<sup>th</sup> semester and the credits will be awarded.

**OTHER MAJOR COURSE**

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U4CHN01</b>	<b>FOOD AND NUTRITION</b>	<b>V</b>	<b>2</b>	<b>30</b>

#### Unit I

Introduction to RDA and Balanced Diet 10 Basics for Recommending the Dietary Allowances, Purposes of RDA, Factors Affecting Recommended Dietary Allowances, Requirements and Recommended Dietary Allowances, Uses of ICMR RDA in planning balance diet, Consumption Units. Reference Man and Woman, Food and Nutritional Requirements for Adults doing Different Activities.

#### Unit II

Nutrition in Pregnancy and Lactation 18 Nutrition in Pregnancy and Lactation- Physiological Changes Occurring during Pregnancy, Importance of Food and Nutritional Care and Requirement, Dietary Modification, General Dietary Problems and Complications, Involvement of Hormones in Lactation, Factors Affecting the Volume and Composition of Breast Milk, Nutritional Requirements

#### Unit III

Nutrition in Infancy 8 Growth and Development of Infants, Food and Nutritional Requirements, Composition of Human Milk, Human Milk Substitute, Bottle Feeding and related Problems, Weaning and Supplementary Feeding Foods, Feeding Problems and Complications

#### Unit IV

Nutrition in Childhood and Adolescence 16 Growth and Development, Food and Nutritional Requirements for Pre School, School Going Children and Adolescence. Factors to be consider while Planning Diet for Children and Adolescents, Growth Spurt, Food Habits, Dietary Guidelines, Food and Nutritional Requirements, Nutritional and Behavioral Problems and Eating Disorders.

#### Unit V

Nutrition for Adults and Elderly 8 Food and Nutritional Requirements of Elders, Processes of Aging, Nutrition Related Problems of Old Age, Dietary Guidelines and diet Modifications

**Employability: Human Nutrition, Food Science, Community Nutrition, Public Health, Food Commodities**

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U4TNN02</b>	<b>ENGLISH FOR OCCUPATIONAL PURPOSE</b>	<b>V</b>	<b>2</b>	<b>30</b>

Unit I:

Letters, envelopes and forms writing business letters writing cover letters filling in forms self - study types of business letters practical work: filling in different forms **(12 hours)**

Unit II:

Curriculum Vitae & applications job advertisements organising a CV or resume letters of application self - study mechanics of writing practical WORK: Marking Punctuation Marks **(12 hours)**

Unit III:

Report Writing & Writing a memo writing a note bulletin periodic report writing a draft of a memo self - study language used in Writing Report and memo practical WORK: Active and Passive Voice and Phrasal Verbs used in Writing. **(12 hours)**

Unit IV:

IV Reading and listening skimming, Scanning and Vocabulary building listening for Information and Note taking self - study active Listening Techniques and Telephone language practical WORK: Taking and Giving Messages **(12 hours)**

Unit V:

Methods of communication formal and Informal language mock interview self - study identifying polite language and using it to re-enact a conversation practical WORK: Speaking with Native and Non- Native Speakers **(12 hours)**

**SUBJECT CODE: 18U5BXC13**

**SUBJECT : CONSUMER BEHAVIOUR**

**BBA CA**

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.

<b>SUBJECT CODE</b>	<b>COURSE TITLE</b>	<b>SEM</b>	<b>CREDIT</b>	<b>HOURS</b>
<b>18U5BAC14</b>	<b>CORE COURSE XIV RESEARCH METHODOLOGY</b>	<b>V</b>	<b>2</b>	<b>30</b>

**OBJECTIVE:**

1. To enable the students to identify the overall process of designing a research from its inception to the report.
2. To be familiar with current uses of the terms reliability and validity in educational research.
3. To get clear understanding on the criteria that can be used to select an appropriate statistical test to answer a research question or hypothesis.

**UNIT-I**

Research- Introduction-Meaning and Definition-Objectives-Importance of research-types of research-criteria of goods research-Different Research Design.

**UNIT-II**

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

**UNIT-III**

Sampling maning- Steps in Sampling design- Criteria of selecting a sampling procedure- characteristics- Types of sampling.

**UNIT-IV**

Data collection- Primary Data- Observation method- Interview method- Questionnaire- schedule- Difference between questionnaire and schedule- Other methods of data collection- Secondary Data- Case study Method.

**UNIT-V**

Analysis of data-process-meaning of interpretation-significance of report writing- Types- Layout of the research report.

**TEXT BOOK:**

3. Research methodology,C.R.Kothari new age international (P)Limited publishers,2009.

**REFERENCE BOOKS:**



1. Marketing Research and consume behaviour, S. Sumathi, P. Saravana vel. Vikas publishing, House Private Limited 2003.

2. Marketing Management, S. R. S. N. Pilai, bagavathi, sultan chand & Co, Ltd, New delhi, 2010.

**Subject code : 18U5BAC16                      Semester : V Credit : 4                      Hours : 60**

**BBA  
Core Course – VII**

**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.

**Hours)**

**(12**

**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

**(12Hours**

**)**

**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.

**Hours)**

**(12**

#### **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.

**Subject code: 18U5BAE01**

**Semester: V**

**Credit: 4**

**Hours: 60**

**BBA**  
**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.

**(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

## **BBA**

**Subject code: 18U5BAP02 Semester: V Credit: 5 Hours: 60**

## **SBEC III**

## CAMPUS TO CORPORATE

### Objectives

1. To boost the confidence of the students and provides them tools like goal setting, team work and stress management .
2. To enhance the technical skills development including enhancing soft skills abilities of the students.
- 3.To train the learners for smoother transition from their campus to corporate for employment

### Learning Outcome:

On completion of this course, the student will be able to:

- Meet the competition of the world and develop self confidence to meet the challenges in the society.
- Acquire employability skill by gaining competency - knowledge, skills and attitude .
- Learn Etiquette in the corporate and societal life.

### UNIT I

Overview of campus and corporate – distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Newspaper Reading TheHindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing the spontaneous writing skill of the students–writing articles on simple to pics given–preparing speeches–preparing reports on various events / functions held in the college-Events and PPT.

### UNIT-II

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Roleplaying. Mock interviews for recruitment – mockpressmeets.

### UNIT-III

Corporate etiquette – Dressing and grooming skills – Work place etiquette – Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills.

### UNIT IV

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 V

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized in to 4 and 5 groups). All the groups may be give management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class-**Self introduction**.

### **TEXT BOOKS**

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

### **REFERENCE BOOKS**

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.

2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing

. 3. V.Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

**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.Holzchiag, “ 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: 18U5BAE01      Semester: V      Credit: 4  
Hours: 60**

**BBA**

**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.

**(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)

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- 4 Service Marketing, Valarie A. Zeithaml V.A. & M.J. Bitner

### **CONTENT BEYOND THE SYLLABUS**

- 1.Branding of Services
- 2.Services in Hotels , Airlines

### **BBA**

**Subject code: 18U5BAP02 Semester: V Credit: 5 Hours: 60**

### **SBEC III**

### **CAMPUS TO CORPORATE**

### **Objectives**

1. To boost the confidence of the students and provides them tools like goal setting, team work and stress management .
2. To enhance the technical skills development including enhancing soft skills abilities of the students.
- 3.To train the learners for smoother transition from their campus to corporate for employment



**Learning Outcome:**

On completion of this course, the student will be able to:

- Meet the competition of the world and develop self confidence to meet the challenges in the society.
- Acquire employability skill by gaining competency - knowledge, skills and attitude .
- Learn Etiquette in the corporate and societal life.

**UNIT I**

Overview of campus and corporate – distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Newspaper Reading TheHindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing the spontaneous writing skill of the students–writing articles on simple to pics given–preparing speeches–preparing reports on various events / functions held in the college-Events and PPT.

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**UNIT V**

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### **REFERENCE BOOKS**

1. Namrata Palta, The art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K.Mandal, Effective Communication and Public Speaking, Jaico Publishing
3. V.Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.

**Subject code: 18U6BAC17**

**Semester: VI**

**Credit: 5**

**Hours: 60**

### **BBA**

### **Core Course XVII**

### **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.  
**(12 Hours)**

#### **UNIT – II**

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

#### **UNIT – III**

Recruitment & Selection:-objectives-sources of Recruitment-methods of selection-types of tests-Interviews.  
**(12 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.  
**(12 Hours)**

#### **UNIT – V**

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

**(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. 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 campus Interview

**Subject code: 18U6BAC18 Semester: VI Credit: 5 Hours: 60**

**BBA  
Core Course XIII  
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-Organisation 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)-Risk Analysis-Risk and Return.

**(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 – factors determining 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: 18U6BAE02      Semester: VI      Credit: 2      Hours: 20**

**BBA**

### **INTERNATIONAL BUSINESS MANAGEMENT**

**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)**

**Subject code: 18U6BAPR01**

**Semester: VI**

**Credit: 4**

**Hours: 60**

**BBA  
Core Practical I  
PROJECT WORK**

**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 fulfilment 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 the Submission

**Note:**

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

**Subject code: 18U6BAS04**

**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.

**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 Petroutsos BPB Puhlmeta.
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.

## **QUESTION PAPER PATTERN**

**(For Theory & Problem oriented subjects)**

Time: 3 Hours

Max. Marks: 75

### **PART – A (20 x 1 = 20 Marks)**

#### **Multiple choice question**

Answer All the Questions

(From each unit Four 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