

**KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE  
(Autonomous)**

**VISION**

Kovai Kalaimagal College of Arts and Science shall inspire and guide students to acquire knowledge, develop skill and a positive attitude that will enhance their personality, providing self-confidence to face the competitive world.

**MISSION**

- To strive for excellence in academics.
- To inculcate a positive attitude and to develop skill in students, to meet the challenges of the competitive world.
- To develop self-confidence through adequate inter-action and relevant exposure.
- To promote ethical and social values in the students.
- To identify and encourage talents in academics and sports by rewarding them with scholarships.

**QUALITY POLICY**

KKCAS shall provide value-based education to its students for continual improvement in their academic performance, enhancing their competency for higher education and employment.

**KOVAI KALAIMAGAL COLLEGE OF ARTS AND SCIENCE**

**(An Autonomous Institute Affiliated to Bharathiar University)**

**Re-accredited with “A” grade by NAAC**

**CURRICULUM DESIGN AND STRUCTURE**

**(Under Choice Based Credit System)**

**BBA(CA) (Effective from 2018 -19)**

**1. REGULATIONS**

This regulation is effective from the academic year 2018 -19.

**1.1. Eligibility for Admission**

Course	Eligibility Condition
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BBA (CA)	A pass in Higher Secondary Course
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The candidates who have passed Higher Secondary Examination (XII standard) conducted by the Government of Tamilnadu or an equivalent examinations shall be eligible to join the first year of the UG degree courses.

### **1.2. Duration and Course of Study**

Three Academic years with six semesters, the duration of the first, third and fifth Semesters from June to November and the second, fourth and sixth Semesters from December to April. The duration of each semester is 90 working days with 6 hours a day.

### **1.3. The Medium of Instruction and Examinations**

The medium of instruction and examinations shall be English.

### **1.4. Requirements for Attendance**

- ✓ A candidate will be permitted to take the examination for any semester, if he/she secures not less than 75% of attendance out of the 90 working days during the semester.
- ✓ A candidate who has secured attendance less than 75% but 65% and above shall apply with the prescribed fee for the condonation of lack of attendance. On the recommendation of the Principal, he/she will be permitted to take up the examination.
- ✓ A candidate who has secured attendance less than 65% but 55% and above in any semester, will be permitted to continue the course but will not be permitted to appear for the examination in the current papers. However he/she will be permitted to appear for the examination in the papers in which he/she has arrears. He/she will have to compensate the shortage of attendance in the subsequent semester and take the examination in the papers of both the semester together .
- ✓ A candidate who has secured less than 55% of attendance in any semester will not be permitted to take the regular examinations and to continue the study in the subsequent semester. He/she has to re-do the course by rejoining in the semester in which the attendance is less than 55%.
- ✓ A candidate who has secured less than 65% of attendance in the final semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the

Department concerned after rejoining the course.

### 1.5 Restriction to take the Examinations

- Any candidate having arrear paper(s) shall have the option to take the examinations in any arrear paper(s) along with the subsequent regular semester papers.
- Candidates who fail in any of the papers shall pass the paper(s) concerned within five years from the date of admission to the said course. If they fail to do so, they shall take the examination in the revised text / syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the text / syllabus they shall take the examination in that paper with the syllabus in vogue, until there is a change in the text or syllabus.

In the event of removal of that paper consequent to the change of regulations and / or curriculum after a five year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per regulations/curriculum for the award of the degree.

### 1.6 The Evaluation System

The major objective of the institution's evaluation system is to motivate all students to excel in their performance. The students' performance is continually assessed through Continuous Assessment (CIA) and End Assessment (EAE). The CIA, EAE break up for theory papers is 25:75 and practical is 40:60.

#### 1.6.1. Break Up of Continuous Internal Assessment Marks

##### Theory(Languages, English, Core, Allied and Elective)

Content	Marks Awarded
Continuous Internal Assessment Test I	05
Continuous Internal Assessment Test II	05
Model Examination	10
Assignment (2 Numbers)	05
<b>Total</b>	<b>25</b>

##### Theory(Communication Skills, Mathematics for Competitive Examinations and Aptitude & Soft Skills)#

Content	Marks Awarded
Continuous Internal Assessment Test I	25*
Continuous Internal Assessment Test II	

Continuous Internal Assessment Test III	25
<b>Total</b>	<b>50</b>

\*Test I and Test II will be evaluated for 25 marks each and the average of these two will be considered.

#Internal Evaluation only

### Practical

Content	Marks Awarded (Max Marks:100)	Marks Awarded (Max Marks: 50)
Minimum ten Experiments / Practical Paper / Semester	20	05
Continuous Internal Assessment Test	05	05
Model Exam	10	05
Record Note Book	05	05
<b>Total</b>	<b>40</b>	<b>20</b>

### Project Viva Voce

Content	Marks Awarded
Review	10
Project Report	05
Power Point Presentation	05
Content	05
<b>Total</b>	<b>25</b>

### 1.6.2. End Assessment Examinations (EAE)

- ✓ Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- ✓ End Assessment Examination for the odd semester will generally be held during November and even semester during April.
- ✓ The question papers for all the courses will be set by the external examiners.
- ✓ The exam will be conducted for a maximum of 75 marks for three hours. The passing minimum is 40% (30 out of 75 marks) and overall passing minimum putting the CIA and EAE marks together will be 40%.
- ✓ Question Paper Pattern(Core and Elective):

<b>Part A</b>	20 Marks	10 Questions - 2 Marks each – Descriptive type
<b>Part B</b>	25 Marks	5 Questions- 5 Marks each – either or type.

<b>Part C</b>	40 Marks	3 Questions- 10 Marks each – 3 out of 5
<b>Total</b>	75 Marks	

**Question Paper Pattern (Extra Credit Courses):**

Extra Credit Courses will be valued for the total of 100 marks. The pattern of the Question Paper will be as follows

<b>Part A</b>	40 Marks	5 Questions- 8 Marks each – either or type.
<b>Part B</b>	60 Marks	5 Questions- 12 Marks each – either or type.
<b>Total</b>	100 Marks	

- ✓ The marks secured in the Extra Credit Courses will get reflected in the mark sheet only if the candidate has secured 40% of marks and above.
- ✓ The students will be allowed to opt for only two papers per semester under the extra-credit courses from third semester onwards.
- ✓ The extra credit courses are self-learning courses for which only guidance will be provided by the faculty.
- ✓ There will be one independent valuation for all theory papers of UG courses by external examiner.
- ✓ A candidate may request for re-totalling/revaluation of his/her answer script by submitting an application addressing to the Controller of Examination through the

Principal, paying the prescribed fees. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of Practical papers.

- ✓ Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.
- ✓ Supplementary examination will be conducted for the benefit of final year students after 15 days of the declaration of the final semester results. Candidate who has arrears in any semester subject to a maximum of three papers can appear for the supplementary exam conducted after the final semester.

### 1.7 Grading

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grades (Performance in a Course/Paper)

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Above Average
40-49	4.0-4.9	C	Average
00-39	0.0	U	Re -Appearance
ABSENT	0.0	AB	Absent

$C_i$  = 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 course were credited

**For a Semester:**

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

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

**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

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

CGPA	Grade	Classification of Final Result
9.0 and above up to 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 with 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

**Classification of Successful candidates**

A candidate who passes all the examinations in Part I to Part IV securing following CGPA and Grades shall be declared as follows for each part:

CGPA	Grade	Classification of Final Result
9.5 and above up to 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 with 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-Appearence

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

### **1.8 Course Completion**

Students shall complete the programme within a period not exceeding three years for UG courses from the date of admission.



## 2. PROGRAMME STRUCTURE – OVERVIEW

### 2.1 Mandatory Credits

The total number of mandatory credits to be earned by a student to qualify for BBA (CA) degree is 140. The credit for a paper is fixed by giving due weightage to the contents of the curriculum. The maximum total mark to be earned by the student is 3800.

### 2.2 Curriculum Structure

S.No	Course	No of Papers	Credits
1	Language 1 : Tamil/Hindi/Malayalam/French	2	6
2	Language 2 : English	2	6
3	Core	22	80
4	Allied	4	16
5	Elective	4	12
6	Value Based Education	2	4
7	Skill Based Subject	6	12
8	Non-Major Elective	2	4
Total			140

**EXAMINATION AND PROGRAMME STRUCTURE**  
**Business Administration with Computer Applications (2018- 2021)**

Part	Course Code	Study Components	Hrs/ Week	CIA	Ext	Total	Credit
<b>Semester-I</b>							
I	18U1TALT01	Language 1:Paper I	5	25	75	100	3
II	18U1ENLT01	Language 2 Functional English I	5	25	75	100	3
III	18U1ACCT01	Core 1: Principles of Management	5	25	75	100	3
	18U1ACCT02	Core 2: Business Economics	5	25	75	100	3
	18U1ACCP03	Core 3: Computer Applications in Business – Practical I	3	20	30	50	2
	18U1ACAT01	Allied 1: Business Mathematics & Statistics	6	25	75	100	4
IV	18U1VBET01	Value Based Education 1:Environmental Studies**	2	-	50	50	2
	18U1SBST01	Skill Based Subject 1: Mathematics for Competitive Examination I	2	50	-	50	2
		Sports	2	-	-	-	-
		Library	1	-	-	-	-
<b>Total Credits</b>							<b>22</b>
<b>Semester-II</b>							
I	18U2TALT02	Language 1:Paper II	5	25	75	100	3
II	18U2ENLT02	Language 2:Functional English II	5	25	75	100	3
III	18U2ACCT04	Core 4: Organizational Behaviour	5	25	75	100	4
	18U2ACCT05	Core 5: Principles of Accountancy	6	25	75	100	4
	18U2ACCP06	Core 6: Computer Application in Business -Practical II	3	20	30	50	2
	18U2ACAT02	Allied 2: Operations Research	5	25	75	100	4
IV	18U2VBET02	Value Based Education 2:Ethics and Culture **	2	-	50	50	2
	18U2SBST02	Skill based Subject 2: Mathematics for Competitive Examination II	2	50	-	50	2
		Sports	2	-	-	-	-
		Library	1	-	-	-	-
<b>Total Credits</b>							<b>24</b>
<b>Semester-III</b>							
III	18U3ACCT07	Core 7: Cost & Management Accounting	7	25	75	100	4
	18U3ACCT08	Core 8: Human Resource Management	6	25	75	100	4
	18U3ACCT09	Core 9: RDBMS	4	25	75	100	4
	18U3ACCP10	Core 10:RDBMS – Practical	4	40	60	100	4
	18U3ACAT03	Allied 3: Business Law	6	25	75	100	4
IV	18U3NMET01	Non Major Elective 1: Food Science and Nutrition	2	-	50	50	2
	18U3SBST03	Skill Based Subject 3: Mathematics for Competitive Examination III	2	50	-	50	2
	18U3SBST04	Skill Based Subject 4: Communication Skills I	2	50	-	50	2

	18U3BTLT01	<b>Non Credit Course: Basic Tamil I #</b>	-	-	-	-	-
		<b>Sports</b>	2	-	-	-	-
	, m	<b>Library</b>	1	-	-	-	-
<b>Total Credits</b>							<b>26</b>
<b>Semester-IV</b>							
III	18U4ACCT11	<b>Core 11: Financial Management</b>	6	25	75	100	4
	18U4ACCT12	<b>Core 12: Marketing Management</b>	5	25	75	100	3
	18U4ACCT13	<b>Core 13: Internet and Web Designing</b>	5	25	75	100	4
	18U4ACCP14	<b>Core 14: Internet and Web Designing- Practical</b>	5	40	60	100	4
	18U4ACAT04	<b>Allied 4: Management Information System</b>	6	25	75	100	4
IV	18U4NMET02	<b>Non Major Elective2: Floriculture</b>	2	-	50	50	2
	18U4SBST05	<b>Skill Based Subject 5: Mathematics for Competitive Examinations IV</b>	2	50	-	50	2
	18U4SBST06	<b>Skill Based Subject 6: Communication Skills II</b>	2	50	-	50	2
	18U4BTLT02	<b>Non Credit Course 2: Basic Tamil II #</b>	-	-	-	-	-
		<b>Sports</b>	2	-	-	-	-
		<b>Library</b>	1	-	-	-	-
<b>Total Credits</b>							<b>25</b>
<b>Semester-V</b>							
III	18U5ACCT15	<b>Core 15: Production and Materials Management</b>	5	25	75	100	4
	18U5ACCT16	<b>Core 16: Customer Relationship Management</b>	5	25	75	100	4
	18U5ACCT17	<b>Core 17: Photoshop &amp; Coral Draw</b>	5	25	75	100	4
	18U5ACCP18	<b>Core 18: Photoshop &amp; Coral Draw – practical</b>	5	40	60	100	4
		<b>Elective :1</b>	5	25	75	100	3
		<b>Elective: 2</b>	5	25	75	100	3
	18U5NCCT01	<b>Non Credit Course 3: Aptitude and soft skills I</b>	3	50*	-	-	-
		<b>Sports</b>	2	-	-	-	-
		<b>Library</b>	1	-	-	-	-
<b>Total Credits</b>							<b>22</b>
<b>Semester-VI</b>							
III	18U6ACCT19	<b>Core 19: Strategic Management</b>	5	25	75	100	4
	18U6ACCT20	<b>Core 20: Rural Marketing</b>	5	25	75	100	4
	18U6ACCT21	<b>Core 21: Entrepreneurship Development</b>	5	25	75	100	3
	18U6ACCT22	<b>Core 22: SPSS- Practical</b>	5	40	60	100	4
		<b>Elective :3</b>	5	25	75	100	3

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		<b>Elective :4</b>	5	25	75	100	3
	<b>18U6NCCT02</b>	<b>Non Credit Course 4:</b> Aptitude and soft skills II	3	50*	-	-	-
		<b>Sports</b>	2	-	-	-	-
		<b>Library</b>	1	-	-	-	-
<b>Total Credits</b>							<b>21</b>
<b>Total Marks</b>						3800	140

<b>List of Elective Papers</b>		
<b>Elective :1</b>	<b>18U5ACET1A</b>	Services Marketing
	<b>18U5ACET1B</b>	Indian Business System
	<b>18U5ACET1C</b>	Distributed Computing
<b>Elective :2</b>	<b>18U5ACET2A</b>	Retail Marketing
	<b>18U5ACET2B</b>	Financial Markets
	<b>18U5ACET2C</b>	Management of Micro Finance
<b>Elective :3</b>	<b>18U6ACET3A</b>	Industrial Relation and Labour Law
	<b>18U6ACET3B</b>	Stress Management
	<b>18U6ACET3C</b>	Multimedia
<b>Elective :4</b>	<b>18U6ACET4A</b>	Principles of Auditing
	<b>18U6ACET4B</b>	E-Commerce and Digital Marketing
	<b>18U6ACEP4C</b>	Project and Viva Voce

<b>EXTRA CREDIT COURSES</b>		
<b>Subject Code</b>	<b>Subjects</b>	<b>Credits</b>
18UGCECC01	Export Marketing	2
18UGCECC02	Financial Reporting	2
18UGCECC03	Security Analysis & Portfolio Management	2
18UGCECC04	Enterprise resource Planning	2
18UGCECC05	Corporate Social Responsibility & governance	2
18UGCECC06	International Trade & FOREX	2
18UGCECC07	Brand Management	2
18UGCECC08	Multimedia & Its Application	2
18UGCECC09	E-Commerce	2
18UGCECC10	Stress Management	2
18UGCECC11	Mathematics for Professional Courses	2
18UGCECC12	Shares and Commodities	2
18UGCECC13	International Marketing	2
18UGCECC14	Retail Marketing	2
18UGCECC15	Derivatives	2
18UGCECC16	Export and Import Procedures	2
18UGCECC17	Cost Audit	2

18UGCECC18	Executive Business communication	2
18UGCECC19	Disaster Management	2
18UGCECC20	Business Environment	2
18UGCECC21	Supply chain and Logistics	2
18UGCECC22	Quality Management	2
18UGCECC23	Logistics Management	2
18UGCECC24	Management of Small and New Enterprises	2
18UGCECC25	Tourism Management	2
18UGCECC26	Event Management	2
18UGCECC27	Hospitality Management	2
18UGCECC28	Consumer Behaviours	2
18UGCECC29	Human Resource Management	2
18UGCECC30	Principles and Practice of Marketing Services	2
18UGCECC31	Investment Management	2
18UGCECC32	Consumer Marketing	2
18UGCECC33	International Marketing	2
18UGCECC34	Operations Management	2
18UGCECC35	Entrepreneurial Development	2
18UGCECC36	Management Information System	2
18UGCECC37	Theory of Computation	2
18UGCECC38	Production and Operations Management	2
18UGCECC39	Basic Business Law	2
18UGCECC40	OOPS with Java Programming	2

**\*\* Answers to the questions may also be given in Tamil**

**# The students who have not studied Tamil in Higher Secondary Course and not opted for Tamil under Language I in the degree program have necessarily to study basic Tamil for 2 Hours per week during III and IV Semesters after their regular college working hours.**

**\* will not be taken for calculation of CGPA**

**Project and Viva Voce:**

Project Work carries 100 marks with 3 credits. The breakup of marks will be as follows:-

Internal 25 marks (Reviews) and External 75 marks (Record, PowerPoint Presentation and Viva Voce- each carries 25 marks).

## **VISION, MISSION AND OBJECTIVES OF THE DEPARTMENT**

### **VISION**

To attain the status of excellence by providing quality education in Business Administration, encouraging research and consultancy and moulding the rural students to become successful management professionals and entrepreneurs who pursue their avocation with professional ethics and social consciousness.

### **MISSION**

- Continuously updating the curriculum, to provide the students with the knowledge of latest trends in management techniques.
- To adopt suitable pedagogy and modern educational technology, to make the students adequately knowledgeable to suit the industries environment
- To Motivate the students and to provide suitable opportunities for becoming aware of providing favourable conditions for starting a business and becoming as entrepreneur.
- To instil in the minds of students the value system and make him a responsible citizen to the society.

### **OBJECTIVES OF THE DEPARTMENT**

- To Develop the intellectual and behavioural competencies that graduates should possess and providing a foundation for their future professional development.
- To Produce business executives, managers and entrepreneur with a blend of theory and practical expertise which helps students in taking up challenging tasks in the industry and their own ventures.



## **GRADUATE ATTRIBUTES OF THE COLLEGE**

Our Graduates will possess

1. Communication skills
2. In-depth domain knowledge
3. Technical skills
4. Knowledge Inter-disciplinary in nature
5. Positive attitude
6. Critical thinking and problem solving skills
7. Dynamism and team building skills
8. Professional ethics and social values
9. Self-awareness and emotional intelligence
10. Entrepreneurship qualities
11. Responsibility towards Society and environment
12. Thirst for knowledge through lifelong learning

## **PROGRAMME EDUCATIONAL OBJECTIVES AND PROGRAMME OUTCOMES**

### **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

**PEO1:** Graduates will undertake diverse careers in global business environment.

**PEO2:** Graduates will be successful rural entrepreneurs dealing in Agriculture based projects.

**PEO3:** Graduates would also be engaged in research and consultancy, have been motivated in that direction.

### **PROGRAMME OUTCOMES (PO)**

**PO1:** Exhibit proficiency in business related communication (written and oral)

**PO2:** Equip with advanced business acumen that helps them to understand the key business functions and organizational resources for efficient business management

**PO3:** Select and apply appropriate techniques, resources and modern Management and information technology tools to cope up with recent trends

**PO4:** Apply the knowledge acquired in inter disciplinary subject like mathematics, statistics, economics and commerce to supplement the ability to make right decisions in right time.

**PO5:** students would be persons, who are fully confident of taking up any kind of assignment and execute the same with professionalism.

**PO6:** Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business

**PO7:** Function effectively as an individual, and as a member or leader in teams, and in Multi-disciplinary settings

**PO8:** Execute Managerial responsibilities with professional ethics and have concern for the social issues.

**PO9:** Able to evaluate one's own strengths and weakness, and be emotionally stable at the time

of crisis

**PO10:** Acquire entrepreneurial traits to start and manage their own innovative business successfully

**PO11:** Would contribute to the welfare of the nearby community and for environmental Protection

**PO12:** Recognize the need for continuously enhancing the knowledge through learning throughout the life

**MAPPING OF GRADUATE ATTRIBUTES WITH PROGRAMME OUTCOMES**

<b>S.No</b>	<b>GRADUATE ATTRIBUTES</b>	<b>PROGRAMME OUTCOMES</b>
1	Communication skills	Exhibit proficiency in business related communication (written and oral)
2	In-depth domain knowledge	Equip with advanced business acumen that helps them to understand the key business functions and organizational resources for efficient business management.
3	Technical skills	Select and apply appropriate techniques, resources and modern Management and information technology tools to cope up with recent trends
4	Knowledge Inter-disciplinary in nature	Apply the knowledge acquired in inter disciplinary subject like mathematics, statistics, Economics and commerce to supplement the ability to make right decisions in right time.
5	Positive attitude	students would be persons, who are fully confident of taking up any kind of assignment and execute the same with professionalism
6	Critical thinking and problem solving skills	Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
7	Dynamism and team building skills	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.
8	Professional ethics and social values	Execute Managerial responsibilities with professional ethics and have concern for the social issues
9	Self-awareness and emotional intelligence	Able to evaluate one's own strengths and weakness, and be emotionally stable at the time of crisis

10	Entrepreneurship qualities	Acquire entrepreneurial traits to start and manage their own innovative business successfully
11	Responsibility towards Society and environment	Would contribute to the welfare of the nearby community and for environmental protection
12	Thirst for knowledge through lifelong learning	Recognize the need for continuously enhancing the knowledge through learning throughout the life.

### SEMESTER I

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U1TALT01	Course Title	Batch	2018-2021
		Language 1: Tamil- I	Semester	I
Hrs/week:	5 Hrs		Credits	3

#### நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்
- புதுக்கவிதைகள் , சிறுகதைகள் ஆகியவற்றைப் படிக்க வைத்தல்/எழுத வைத்தல்
- போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்

#### COURSE OUTCOME (CO)

CO Number	CO Statement
CO1	தமிழ் மொழியின் வாயிலாக பண்பாடு, பகுத்தறிவு, கலை மற்றும் மரபு முதலியவற்றை அறிந்து வாழ்க்கையில் பயனடைதல்.
CO2	வாழ்வியல் நெறிமுறைகளை உணர்ந்து மனிதநேயத்துடனும் உயர்ந்த குறிக்கோளுடனும் சமுதாயத்தில் மதிக்கத்தக்கவர்களாக இருத்தல்.
CO3	இலக்கியங்களின் வாயிலாக வாழ்க்கை முறைகளைத் தெரிந்து கொள்ளுதல்.
CO4	அறத்தின் வழிநின்று பொருளீட்டி இன்பம் துய்ப்பது உன்னத வாழ்வின் அடிப்படை என்பதை திருக்குறள் மூலம் மாணவர்கள் உணர்தல்.
CO5	நாட்டுப்பற்று, சமூகம், பெண்ணியம் குறித்த விழுமியங்கள் சார்ந்த கவிதைகளும், கருத்து பரிமாற்றத்திறனுக்கு அடிப்படையாக உள்ள இலக்கணப் பகுதியும், தன் சுய சிந்தனையுடன் படைப்பாக்கத்திறனை வளர்த்தெடுக்கும் வகையில் சிறுகதைப்பகுதியும் காலவோட்டத்துடன்

இணைந்து மாணவர்களுக்கு சிந்திக்கும் ஆற்றலைப் பெற வழி வகை செய்தல்.

### MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	-	-	✓	✓	✓	-	-	-	-	-	✓
CO2	-	-	-	✓	✓	✓	✓	✓	✓	-	✓	✓
CO3	-	-	-	✓	✓	✓	-	-	-	-	-	✓
CO4	-	-	-	✓	✓	✓	-	-	-	-	-	✓
CO5	✓	-	-	✓	✓	✓	✓	✓	✓	-	✓	✓

#### பாடத்திட்டம்

அலகு – 1 செய்யுள் திரட்டு : மரபுக் கவிதைகள் (15 மணிநேரம்)

1. பாரதியார் - யோகசித்தி (பாரதியார் கவிதைகள்)
2. பாரதிதாசன் - தமிழனுக்கு வீழ்ச்சியில்லை (பாரதிதாசன் கவிதைகள்)
3. கவிமணி - கவிதை (மலரும் மாலையும்)
4. கண்ணதாசன் - ஆதியிலே வார்த்தை இருந்தார் (இயேசு காவியம்)

அலகு – 2 செய்யுள் திரட்டு : புதுக் கவிதைகள் (13 மணிநேரம்)

1. புவியரசு - கதாநாயகி (ஒரு முக்கிய அறிவிப்பு)
2. அப்துல் ரகுமான் - தவறான எண் (ஆலாபனை)
3. வைரமுத்து - உன் ஆன்மீகத்தின் அர்த்தம் (கவிராஜன் கதை)
4. சிற்பி பாலசுப்பிரமணியம் - கொடும்பாவி சாகாளோ (ஒரு கிராமத்து நதி)
5. கலாப்பிரியா - உயிர்த்தெழுதல் (கலாப்பிரியா கவிதைகள்)
6. இளம்பிறை - அசதி (முதல் மனிஷி)

அலகு – 3 சிறுகதைத் தொகுப்பு (20 மணிநேரம்)

1. புதுமைப்பித்தன் - பொன்னகரம் (புதுமைப்பித்தன் சிறுகதைகள்)
2. ஆ.மாதவன் - சுசிலாவின் கதை (ஆ.மாதவன் கதைகள்)
3. ஜெயகாந்தன் - தேவன் வருவாரா? (தேவன் வருவாரா?)
4. சுஜாதா - தர்மு மாமா (விஞ்ஞானச் சிறுகதைகள்)
5. அசோகமித்திரன் - அப்பாவின் சிநேகிதர் (அப்பாவின் சிநேகிதர்)
6. வண்ணதாசன் - ஆலங்கட்டிமழை (வண்ணதாசன் கதைகள்)
7. நாஞ்சில் நாடன் - சூடிய பூ சூடற்க (சூடிய பூ சூடற்க)
8. எஸ்.இராமகிருஷ்ணன் - தெரிந்தவர்கள் (எஸ்.இராமகிருஷ்ணன் கதைகள்)
9. வண்ணநிலவன் - இரண்டாவது சொர்க்கம் (வண்ணநிலவன் கதைகள்)
10. அம்பை - பிளாஸ்டிக் டப்பாவில் பராசக்தி முதலியோர் (காட்டில் ஒரு மான்)

அலகு – 4 தமிழ் இலக்கிய வரலாறு

(15 மணிநேரம்)

- தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுக்குரிய பொதுத் தமிழ்ப் பாடத்திட்டம் - ஓர் அறிமுகம்

1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
2. சிறுகதையின் தோற்றமும் வளர்ச்சியும்
3. புகழ்பெற்ற தமிழ் நூல்கள், நூலாசிரியர்கள் (சிறுகதை, புதுக்கவிதை) (பார்வை நூல்: தமிழ் இலக்கிய வரலாறு)
4. அடைமொழியால் குறிக்கப்பெறும் நூல்கள் , நூலாசிரியர்கள் (பார்வை நூல்: தமிழ் இலக்கிய வரலாறு)
5. ஆங்கிலச் சொல்லிற்கு இணையான தமிழ்ச் சொல் (பார்வை நூல்: நற்றமிழ் இலக்கணம்)

அலகு – 5 இலக்கணம்

(12 மணிநேரம்)

1. வேர்ச்சொல் அறிதல், அகர வரிசைப்படி சொற்களை மாற்றியமைத்தல்.
2. செய்வினை, செயப்பாட்டுவினை, உடன்பாடு, எதிர்மறை, கலவை வாக்கியங்களும் வாக்கிய வகைகளும்.
3. பெயர் , வினை, இடை, உரிச்சொற்கள்.
4. லகர-ளகர-ழகர, ணகர-னகர – வேறுபாடுகள்.

#### TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	தமிழ்த்துறை	பொதுத்தமிழ் - I (செய்யுள் திரட்டு , சிறுகதைத் தொகுப்பு)	கோவை கலைமகள் கலை அறிவியல் கல்லூரி	2017

#### REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	புலவர் வெற்றியழகன்(தொ.ஆ.),	பாரதியார் கவிதைகள்	ராமையா பதிப்பகம், சென்னை.	முதற் பதிப்பு: ஏப்ரல் - 2008
2	தொ.பரமசிவன்(ப.ஆ)	பாரதிதாசன் கவிதைகள்	நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை.	மூன்றாம் பதிப்பு: டிசம்பர் - 1998
3	வித்துவான் சிவ கன்னியப்பன்	மலரும் மாலையும்	பூம்புகார் பதிப்பகம், சென்னை.	முதற் பதிப்பு: செப்டம்பர் - 2002
4	கவியரசு கண்ணதாசன்	இயேசு காவியம்	கலைக்காவிரி பதிப்பகம், திருச்சி.	ஐந்தாம் பதிப்பு: 1997
5	புவியரசு	ஒரு முக்கிய அறிவிப்பு	விஜயா பதிப்பகம், கோவை.	இரண்டாம் பதிப்பு: டிசம்பர் - 2005.
6	அப்துல் ரகுமான்	ஆலாபனை	நேசனல் பப்ளிஷர்ஸ், சென்னை.	நான்காம் பதிப்பு: ஏப்ரல் - 2003
7	வைரமுத்து	கவிராஜன் கதை	திருமகள் பதிப்பகம், சென்னை.	பனிரெண்டாம் பதிப்பு: செப்டம்பர் -2007
8	சிற்பி	ஒரு கிராமத்து நதி	கவிதா பதிப்பகம் சென்னை.	எட்டாம் பதிப்பு: ஆகஸ்டு-2011
9	கலாப்பிரியா	கலாப்பிரியா கவிதைகள்	தமிழினி பதிப்பகம், சென்னை.	முதற் பதிப்பு: டிசம்பர் - 2001

Scheme and Regulations BBA (CA) (SR3) 2018 -2021

10	இளம்பிறை	முதல் மனுஷி	தமிழ் நெஞ்சம், மயிலாடுதுறை.	முதற் பதிப்பு: டிசம்பர் - 2003
11	சுஜாதா	விஞ்ஞானச் சிறுகதைகள்	உயிர்மை பதிப்பகம், சென்னை - 18.	நான்காம் பதிப்பு: ஜூலை - 2011
12	புதுமைப்பித்தன்	புதுமைப்பித்தன் கதைகள்	பூம்புகார் பதிப்பகம், சென்னை.	இரண்டாம் பதிப்பு: ஜூலை -2006.
13	முாதவன்	ஆ.முாதவன் கதைகள்	தமிழினி பதிப்பகம்,சென்னை.	முதற்பதிப்பு: டிசம்பர்- 2001.
14	ஜெயகாந்தன்	தேவன் வருவாரா	மீனாட்சி புத்தக நிலையம், மதுரை.	நான்காம் பதிப்பு: ஜூன் - 1996
15	அசோகமித்திரன்	அப்பாவின் சிநேகிதர்	நர்மதா வெளியீடு, சென்னை.	இரண்டாம் பதிப்பு: டிசம்பர் - 1996.
16	வண்ணதாசன்	கனிவு	சந்தியா பதிப்பகம், சென்னை	இரண்டாம் பதிப்பு: ஏப்ரல் - 2011
17	நாஞ்சில் நாடன்	சூடிய பூ சூடற்க	தமிழினி பதிப்பகம், சென்னை	மூன்றாம் பதிப்பு: 2010
18	எஸ்.ராமகிருஷ்ணன்	எஸ்.ராமகிருஷ்ணன் கதைகள்	கிழக்கு பதிப்பகம், சென்னை.	இரண்டாம் பதிப்பு: ஏப்ரல் - 2005.
19	வண்ணநிலவன்	வண்ணநிலவன் சிறுகதைகள்	நற்றிணை பதிப்பகம், சென்னை.	இரண்டாம் பதிப்பு: ஆகஸ்ட்டு - 2013.
20	அம்பை	காட்டில் ஒரு மான்	காலச்சுவடு பதிப்பகம், சென்னை.	மூன்றாம் பதிப்பு: டிசம்பர் - 2003.
21	வல்லிக்கண்ணன்	புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்	அகரம் பதிப்பகம்,, கும்பகோணம்.	நான்காம் பதிப்பு: ஜூலை - 1999.
22	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கிய வரலாறு	கலையக வெளியீடு, திண்டுக்கல்.	இரண்டாம் பதிப்பு: ஜூன் - 2002.
23	மது.ச.விமலானந்தம்	தமிழ் இலக்கிய வரலாறு	முல்லை நிலையம், சென்னை.	2014.
24	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்த பதிப்பகம், திருநெல்வேலி.	முதற் பதிப்பு: 1995.



**SEMESTER-I**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U1FRLT01	Course Title : Language 1- French I	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	I
			Credits	3

**COURSE OBJECTIVES**

To enable the students to understand the basic structure of French language.

**COURSE OUTCOMES (CO):**

In Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Have access to the works of great french writers.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS**

Prescribed text : ALORS I  
 Units : 1-5  
 Authors : Marcella Di Giura  
 Jean-Claude Beacco

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New Delhi – 110007.  
Tel : 011 – 23852986 / 9650597000

Question Paper Pattern : Semester I

(ALL QUESTIONS TO BE SET ONLY FROM THE PRESCRIBED TEXT)

Maximum Marks: 75

Time: 3 hrs.

**SECTION A (10)**

1. CHOISISSEZ LA MEILLEURE RÉPONSE: (10X1=10)

**SECTION B (20)**

2. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS:(4/5) (4X5=20)

(Pg Nos : 26 ex-6,44 ex-3,56 ex-4,74ex-4,80.)

**SECTION C (45)**

3. COMPRÉHENSION (8x1=8)

4. EXERCICES DE GRAMMAIRE:(5X5=25) (EITHER/OR)

5. FAITES DES PHRASES:(6/8) (6X1=6)

6. TRADUISEZ LES EXPRESSIONS EN ANGLAIS :(6/8) (6X1=6)



**SEMESTER I**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U1HILT01	Course Title : Language 1: Hindi I	Batch	2018-2021
Hrs/week	5 Hrs		Semester	I
			Credits	3

**COURSE OBJECTIVE**

To enable the students to understand the basic structure of Hindi language

**COURSE OUTCOMES (CO)**

In Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Help the learners to communicate with others in any part of India with ease.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS****1. PROSE : NUTHAN GADYA SANGRAH**

Editor: Jayaprakash  
 (Prescribed Lessons – only 6)  
 Lesson 1 – Bharthiya Sanskurthi  
 Lesson 3 - Razia  
 Lesson 4 – Makreal  
 Lesson 5- Bahtha Pani Nirmala  
 Lesson 6 – Rashtrapitha Mahathma Gandhi  
 Lesson 9 – Ninda Ras.  
 Publisher: Sumitra Prakashan  
 Sumitravas, 16/4 Hastings Road,  
 Allahabad – 211 001.

**2. NON DETAILED TEXT: KAHANI KUNJ.**

Editor: Dr.V.P.Amithab.  
 (Stories 1 -6 only)  
 Publisher : Govind Prakashan  
 Sadhar Bagaar, Mathura,

Uttar Pradesh – 281 001.

3. GRAMMAR : SHABDHA VICHAR ONLY

(NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS)

Theoretical & Applied.

Book for reference : Vyakaran Pradeep by Ramdev.

Publisher : Hindi Bhavan,

36, Tagore Town

Allahabad – 211 002.

4. TRANSLATION: English- Hindi only.

ANUVADH ABHYAS – III

(1-15 lessons Only)

Publisher: DAKSHIN BHARATH HINDI PRACHAR SABHA

CHENNAI -17.

5. COMPREHENSION : 1 Passage from ANUVADH ABHYAS – III (16- 30)

DAKSHIN BHARATH HINDI PRACHAR SABHA

CHENNAI- 17.

**SEMESTER I**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U1MLLT01	Course Title :	Batch	2018-2021
		Language 1: Malayalam I	Semester	I
Hrs/week:	5 Hrs		Credits	3

**COURSE OBJECTIVE**

To enable the students to understand the basic structure of Malayalam language.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Help the learners to learn other Indian languages like Sanskrit, Tamil etc., through Malayalam without much effort.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS**

**This paper will have the following five units:**

- Unit I & II - Novel  
 Unit III & IV - Short story  
 Unit V - Composition & Translation

**Text books prescribed:**

- Unit I & II - Naalukettu – M.T. Vasudevan Nair  
 (D. C. Books, Kottayam, Kerala)  
 Unit III & IV - Nalinakanthi – T.Padmanabhan  
 (D. C. Books, Kottayam, Kerala)  
 Unit V - Expansion of ideas, General Essay and Translation of a simple passage from English about 100 words) to Malayalam

**Reference books:**

1. Kavitha Sahithya Charitram –Dr. M. Leelavathi (Kerala Sahithya Academy, Trichur)
2. Malayala Novel Sahithya Charitram – K. M.Tharakan (N.B.S. Kottayam)
3. Malayala Nataka Sahithya Charitram – G. Sankarapillai (D.C. Books, Kottayam)
4. Cherukatha Innale Innu – M. Achuyuthan (D.C. Books, Kottayam)
5. Sahithya Charitram Prasthanangalilude - Dr. K .M. George, (Chief Editor)

**SEMESTER-I**

Programme code :	BBA CA	Programme Title	Bachelor of Business
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			Administration (CA)	
Course code:	18U1ENLT01	Course Title : Language 2-Functional English – I	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	I
			Credits	3

**COURSE OBJECTIVES:**

To enable the students to understand the basic English grammar.

**COURSE OUTCOMES (CO):**

In Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Develop an interest in the minds of the students to enjoy and appreciate the literary works in English.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS****UNIT –I-POETRY****(12 Hours)**

1. On His Blindness- John Milton
2. Menelaus and Helen- Rupert Brooke
- 3.The Solitary Reaper- William Wordsworth

**UNIT- II- PROSE****(12 Hours)**

1. Sweets for Angels- R.K.Narayan
2. The Post Master- Rabindranath Tagore
3. The Golden Touch- Nathaniel Hawthorne

**UNIT- III- GRAMMAR AND VOCABULARY****(18 Hours)**

1. Subject Verb agreement



2. Articles, Preposition
3. Words Often Confused
4. Synonyms and Antonyms
5. Homophones

**UNIT-IV- VERBAL APTITUDE****(18 Hours)**

1. Cloze Test
2. Phrasal Verbs
3. One Word Substitutes
4. Eponyms

**UNIT- V- DIALOGUE WRITING (CONVERSATION EXERCISES )****(15Hours)**

Greeting , Introducing , Requesting, Inviting &amp; Congratulating

**TEXT BOOKS:**

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	A.G.Xavier	An Anthology of Popular Essays and Poems	Macmillan Indian Limited	1988
2	Prof. A.E.Subramanian	Gifts to Posterity- An Anthology of Modern Short Stories	Chitra Publications, Chennai	2003

**RREFERENCE BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited	2007
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications	Fifth Revised Edition

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom.

**SEMESTER I**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U1ACCT01	Course Title : Core 1 Principles of Management	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	I
			Credits	3

### COURSE OBJECTIVES

- Relate, the management theories and practice it, in the real business world.
- Interrelate the complexity and wide variety of issues, the managers face in directing and organising today's business.
- Implement the process of management functions like Planning, Organising, Directing and Controlling.

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Define the fundamental concepts in getting equipped with managerial abilities
CO2	Possess adequate skills in solving any business situation and taking right decisions.
CO3	Conversant with the process of planning, organizing, delegation of authority and coordination
CO4	Implement techniques to effectively control an organization

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	√	-	√	√	-	-	-	-	-	√	-	√
CO2	√	-	-	-	√	√	-	-	√	-	√	-
CO3	√	-	√	-	√	√	√	-	-	-	-	-
CO4	-	-	-	-	-	-	-	√	-	-	√	√

### SYLLABUS

#### UNIT – I

(12 Hrs)

Business Organization – Introduction, Types and forms of Business Organization-private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies. Management: Importance – Definition – Nature and Scope of Management Process – Role and Function of a Manager – Levels of Management – Management is an Art or Science – The evolution of Management Theory.

#### UNIT – II

(12 Hrs)

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision Making – Process of

Decision Making – Types of Decision.

**UNIT – III (12 Hrs)**

Organisation: Types of Organisations – Organisational Structure – Span of Control and Committees – Departmentalisation – Informal Organisation.

**UNIT – IV (12 Hrs)**

Authority – Delegation – Decentralisation – Difference between Authority and Power – Responsibility – Recruitment – Sources, Selection, Training – Direction – Nature and purpose.

**UNIT – V (12 Hrs)**

Co-ordination – Need, Type and Techniques and Requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	P C Tripathi and P N Reddy	Principles of Management	Tata Mc-Graw Hill publications	2004, 5 <sup>th</sup> edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Charles W L Hill and Steve	Principles of Management	Mc-Graw Hill publications	7 <sup>th</sup> edition
2	Stoner and Freeman	Management Principle and Pracites	Spare Publications	4 <sup>th</sup> edition 2008
3	S K Mandal	Management: Practicesand Principles	Mc-Graw Hill publications	2012
4	Matthukutty M Monippally	Business Communication from Principles to Practice	Sanfoundry Publications	7 <sup>th</sup> Edition 2013

**WEBSITE REFERENCE**

1. <http://open.lib.umn.edu/principlesmanagement/>
2. <https://www.cliffsnotes.com/study-guides/principles-of-management>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER I**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U1ACCT02	Course Title: Core 2 Business Economics	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	I
			Credits	3

### COURSE OBJECTIVES

- Equip the students with the fundamental concepts of economics, how households (demand) and businesses (supply) interact in various market structures, and the implications for the behaviour of the firm.
- Insights in to the demand and supply factors to determine price and quantity of goods and services to be produced and consumed.
- Employ the links of cost, rent, wages, and interest, between household behaviour and the economic models of demand.

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Spell out clearly the fundamental concepts of business economics
CO2	Relate the demand and supply analysis with relevant economic implications to determine equilibrium price
CO3	Interpret the characteristics of different market structures and the implications of the degrees of competition due to pricing and output decisions
CO4	Analyze the different costs in the product and study the long run and short run relationship of costs.
CO5	Associate the role of government in regulating the markets in current scenario

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	-	-	-	√	-	-
CO2	-	√	-	√	-	√	-	√	-	√	-	-
CO3	-	√	-	√	-	√	-	√	-	√	-	-
CO4	-	√	√	√	-	√	-	-	-	√	-	-
CO5	-	√	-	√	-	√	-	√	-	√	√	-

### SYLLABUS

#### UNIT - I (12 Hrs)

Objectives of business firm – Profit maximization – Social responsibilities – Demand analysis – Law of Demand – Elasticity of demand.

#### UNIT – II (12 Hrs)

Production function – Factors of production – Laws of diminishing returns and Law of variable proportions – Economics of Scale – Cost and Revenue Curves – Break – even Point

analysis.

**UNIT – III**

**(12 Hrs)**

Market structure and prices – Pricing under perfect Competition – Pricing under Monopoly – Price discrimination – Pricing under Monopolistic competition – Oligopoly.

**UNIT –IV**

**(12 Hrs)**

Pricing under factors of production; wages – Marginal productivity theory – Interest – Keynes s Liquidity preference theory – Theories of wages – theories of profit -Dynamic theory of profit – Risk theory – Uncertainty theory.

**UNIT- V**

**(12 Hrs)**

Government and Business – Role of Government in Business – Public Enterprises – Public Utility – Prevention and Control of Monopolies – MRTP Act – RTP – UTP.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Dr.S.Sankaran	Business Economics	Margham Publications	2012, 3 <sup>rd</sup> edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	<a href="#">D.N. Dwivedi</a>	Managerial Economics	Sultan Chand (G/L) & Company Ltd	2010, 7 <sup>th</sup> Edition
2	Jagat Jyoti Baruah	Business Economics	Mahaveer Publications	2015, 1 <sup>st</sup> Edition
3	<a href="#">Maheshwari Y</a>	Managerial Economics	Prentice Hall India Learning Private Limited	2012, 3 <sup>rd</sup> Edition
4	<a href="#">Dr. D.D. Chaturvedi</a>	Managerial Economics	Scholar Tech Press	2014, 1 <sup>st</sup> edition

**WEBSITE REFERENCE**

1. <http://nptel.ac.in/courses/110105075/>
2. <http://nptel.ac.in/courses/110101005/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Quiz

**SEMESTER I**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U1ACCP03	Course Title: Core 3 Computer Applications in Business – Practical I	Batch	2018-2021
Hrs/week:	3 Hrs		Semester	I
			Credits	2

**Course Objectives**

- Introduce the fundamentals of computers and familiarize the students with the jargon commonly used by computer literates.
- Application of basic tools in MS office which will enable them in preparing report, presentation, e-communicating effectively and analyse data for decision making using data of different kind.
- Operate internet applications and thereby empowering them to utilize e-sources, e-commerce for upgrading his knowledge base and applying in business.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Demonstrate hand on experience in operating computer and create mail and schedule appointments
CO2	Prepare a report by creating, formatting and editing the document by using MS Word
CO3	Ability to imbibe creativity in business presentations and business analysis with the help of databases
CO4	Send email messages, navigate, and search through the internet

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	√	-	√	-	-	-	√	-	-	√	-	√
CO2	√	-	√	-	-	√	√	-	-	√	-	√
CO3	√	-	√	-	-	√	√	-	-	√	-	√
CO4	√	-	√	-	-	-	√	-	-	√	-	√

**SYLLABUS**

	<b>List of Practical</b>	<b>Hours</b>
<b>WORD DOCUMENTATION</b>	<ol style="list-style-type: none"> <li>1. Type a paragraph, check spelling and grammar, insert bullets and numbering, align the text to left, right justify and centre.</li> <li>2. Prepare a job application letter enclosing your Bio-Data</li> <li>3. Perform Mail Merger Operation and Preparing labels.</li> <li>4. Prepare a document in newspaper column layout.</li> </ol>	<b>12</b>
<b>POWERPOINT PRESENTATIONS</b>	<ol style="list-style-type: none"> <li>5. Prepare a PowerPoint presentation with at least ten slides for seminar</li> <li>6. Create a company profile with organizational chart and hyperlinks.</li> <li>7. Design an advertisement campaign with minimum three slides and graphic animations.</li> <li>8. Insert an excel chart and graphs of a sales report, into a power point slide.</li> </ol>	<b>12</b>
<b>INTERNET APPLICATIONS</b>	<ol style="list-style-type: none"> <li>9. Create an E-mail account, personalize the setting and group creation in E-mail</li> <li>10. Sending e-mails with attachments, save the attachment in google drive, label the mail and archive the mails.</li> <li>11. Account creation in Facebook, LinkedIn, twitter and professional forum</li> <li>12. Sync email, social network, accessing blogs, bill payment applications in mobile phones</li> </ol>	<b>12</b>

**WEBSITE REFERENCE**

1. <https://www.gcflearnfree.org/topics/office2016/>
2. <https://ptgmedia.pearsoncmg.com/images/9780735699236/samplepages/9780735699236.pdf>

**Means of Curriculum Delivery:** PowerPoint presentation, lab exercises, Assignment, Google classroom

**SEMESTER I**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U1ACAT01	Course Title: Allied 1 Business Mathematics and Statistics	Batch	2018-2021
Hrs/week:	6 Hrs		Semester	I
			Credits	4

**Course Objectives**

To enable the Students

- To understand the basic concepts of set theory, Matrices and Mathematics of Finance
- To understand the concept of Averages and Dispersion and the calculation of related constants.
- To clearly understand the theory and applications of Correlation and Regression
- To know various components of Time series, Methods of determining the same, concept of Index numbers , various types and their calculations

**Course Outcomes (CO)**

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

CO Number	CO Statement
CO1	Define the basic concepts of set theory, matrices and calculations of simple and compound interest.
CO2	Solve system of linear equations using matrices.
CO3	Know the statistical methods and calculation of statistical constants.
CO4	Define Correlation and regression, their analysis and their applications.
CO5	Explain time series analysis and its uses and also the calculation of various types of index numbers.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	√	√	-	√	-	-	-	-	-	-
CO2	-	-	√	√	-	√	-	-	-	-	-	-
CO3	-	-	√	√	-	√	-	-	-	-	-	-
CO4	-	-	√	√	-	√	-	-	-	-	-	-
CO5	-	-	√	√	-	√	-	-	-	-	-	-



**SYLLABUS****UNIT I (15 Hrs)**

Sets and set operation - Venn Diagrams – Mathematics of Finance and series simple and compound interest.

**UNIT II (20Hrs)**

Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3<sup>rd</sup> order-solving system of simultaneous linear equations.

**UNIT III (20Hrs)**

Definitions of Statistics - Scope and Limitations-collection of data. Measures of Central tendency – Arithmetic Mean, Median, Mode, Measures of variation- range, standard deviation, mean deviation and quartile deviation.

**UNIT IV (15Hrs)**

Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

**UNIT V (20Hrs)**

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations – Index number – Unweighted indices - Consumers price and cost of living indices.

**TEXT BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year/ Edition
1	Navanitham, P.A	Business Mathematics & Statistics	Jai Publishers	2014

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year/ Edition
1	Sundaresan & Jayaseelan	An Introduction to Business Mathematics & Statistical Methods	S.Chand & Company	1997
2	Gupta S.P	Statistical Methods	Sultan Chand & Co	2008
3	R.S.N. Pillai, Mrs. Bhagavathi	Statistics	Sultan Chand & Co	2008
4	R. Vittal	Business Statistics	Margham Publications	2009

**WEBSITE REFERENCE**

- <https://www.mathsisfun.com/sets/venn-diagrams.html>
- [www.mathwarehouse.com/algebra/matrix/multiply-matrix.php](http://www.mathwarehouse.com/algebra/matrix/multiply-matrix.php)
- <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1065>
- [www.mypolyuweb.hk/machanck/lectnotes/c1\\_des.pdf](http://www.mypolyuweb.hk/machanck/lectnotes/c1_des.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google Classroom.

**SEMESTER I**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U1VBET01	Course Title: Value Based Education 1: Environmental Studies	Batch	2018-2021
Hrs/week:	2 Hrs		Semester	I
			Credits	2

**Course Objectives**

- To make the students understand the various types of natural resources and their responsibility in the conservation of the same.
- To impart on various eco systems, biodiversity at various levels and their conservation
- To make the students know on various types of environmental pollution, their causes, effects, their prevention and the students role in the same.

**Course Outcomes (CO)**

In Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Understand the interdisciplinary nature of environmental issues.
CO2	Understand the core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
CO3	Develop a sense of community responsibility by becoming aware of scientific issues in the larger social context.
CO4	Develop the sense on ethical, cross cultural and historical context of environmental issues and the links between human and natural systems.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	✓	-
CO2	-	-	-	-	-	-	-	-	-	✓	✓	-
CO3	-	-	-	-	-	-	-	✓	-	-	✓	-
CO4	-	-	-	-	-	-	-	✓	-	-	✓	-

**SYLLABUS****UNIT I****(6 hrs)**

**The Multidisciplinary Nature of Environmental Studies** - Definition, Scope and Importance; Need for public awareness, Natural resources - Forest resources, Mineral resources, Food resources,

Energy resources and Land resources. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life style.

**UNIT II****(6 hrs)**

**Ecosystems** - Concept of ecosystem, Structure and Functions of an ecosystem. Producer, Consumer, Decomposers, Energy flow in ecosystem, Ecological succession, food chain, food webs and ecological pyramids. Introduction, types, characteristics, features, structure and functions of forest ecosystem, grass land, desert and Aquatic Ecosystems (ponds, streams, lakes, rivers, oceans and estuaries).

**UNIT III****(6 hrs)**

**Biodiversity and its Conservation** – Introduction - Definitions: Genetic, Species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at Global, National and local levels. India as a mega-biodiversity nation. Hot spots of biodiversity. Threats of biodiversity: habitat loss, poaching of wild life. Man wild life conflicts. Endangered and endemic species of India. Conservation of biodiversity-insitu and Exsitu conservation of biodiversity.

**UNIT IV****(6 hrs)**

**Environmental Pollution** - Definitions, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Noise pollution and Thermal pollution. Solid waste management: causes, effects and control measures of Urban and Industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Floods, Earthquake, Cyclone and Landslides.

**UNIT V****(6 hrs)**

**Social issues and the Environment** - Sustainable development, urban problems related to energy, water conservation, rain water harvesting, water shed management. Resettlement and rehabilitation of people. Environmental ethics: issues and possible solution. Climate change, global warming, ocean layer depletion, acid rain, nuclear accident and holocaust, case studies. Consumerism and waste product. Environmental protection Act. Air (prevention and control of pollution) Act. Wild life protection act. Forest conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human population and the environment.

**TEXT BOOK**

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Prof R. Ranganathan	Environmental Studies.	Bharathiar University Publications	Edition- 1

**REFERENCE BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Ritu Bir	Environmental Studies	Vayu Education of India	2011
2	Erach Bharucha	Textbook for	University Press India Pvt. Ltd	2006

		Environmental Studies		
3	Anubha Kaushik & C.P.Kaushik	Perspectives in Environmental Studies	New Age International Publishers	2006

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom.

### SEMESTER I

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)
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Course code:	18U1SBST01	Course Title : Skill Based subject 1 : Mathematics For Competitive Examinations – I	Batch	2018-2021
Hrs/week:	2 Hrs		Semester	I
			Credits	2

### COURSE OBJECTIVES

To enable the Students

- To understand the fundamental arithmetic skills and problem solving.
- To learn about the average and Problems on numbers.
- To solve problem related to Ages and Calendar and Clocks.

### COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Recall the basic concepts of numerical computation.
CO2	Solve problems on ages, races and games of skills, stocks and shares.
CO3	Find solution to the problems on calendar and clocks.

### MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	✓	-	✓	-	-	-	-	-	-
CO2	-	-	✓	✓	-	✓	-	-	-	-	-	-
CO3	-	-	✓	✓	-	✓	-	-	-	-	-	-

### SYLLABUS

#### UNIT I

(6 Hrs)

Numbers – H.C.F and L.C.M of Numbers – Decimal Fractions – Simplification

#### UNIT II

(6 Hrs)

Square Roots and Cube Roots – Average - Problems on Numbers

#### UNIT III

(6 Hrs)

Problems on Ages - Surds and Indices-Percentage

#### UNIT IV

(6 Hrs)

Races and games of skill – Calendar

#### UNIT V

(6 Hrs)

Clocks – Stocks and shares (Simple Problems only)

### TEXT BOOK

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited	7 <sup>th</sup> Revised Edition -2007.

### REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Reasoning,	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	7 <sup>th</sup> reprint-2003

### WEBSITE REFERENCE

- <https://www.careerbless.com/aptitude/qa/home.php>
- <https://www.indiabix.com/>

**Means of Curriculum Delivery :** Lecture, Group Discussion, Seminar, Assignment, Google classroom.

## SEMESTER II

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U2TALT02	Course Title : Language 1: Tamil II	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	II
			Credits	3

**COURSE OBJECTIVES****நோக்கம்**

- சங்க இலக்கியத்தின் மாண்பு, இலக்கிய நயம், நீதி நெறிகள், பக்தியின் தன்மை, சங்ககால இலக்கண நெறிகள் ஆகியவற்றை அறிந்து கொள்ளுதல்
- வாழ்க்கையை வாழும் நெறிமுறைகள், வெற்றிக்கான உத்திகள், தமிழ் வளர்ச்சிக்கான நமது கடமைகள் ஆகியன குறித்து தெளிவு பெறுதல்

**COURSE OUTCOMES (CO)**

CO Number	CO Statement
CO1	தமிழ் மொழியின் வாயிலாக பண்பாடு, பகுத்தறிவு, கலை மற்றும் மரபு முதலியவற்றை அறிந்து வாழ்க்கையில் பயனடைதல்.
CO2	வாழ்வியல் நெறிமுறைகளை உணர்ந்து மனிதநேயத்துடனும் உயர்ந்த குறிக்கோளுடனும் சமுதாயத்தில் மதிக்கத்தக்கவர்களாக இருத்தல்.
CO3	இலக்கியங்களின் வாயிலாக வாழ்க்கை முறைகளைத் தெரிந்து கொள்ளுதல்.
CO4	அறத்தின் வழிநின்று பொருளீட்டி இன்பம் துய்ப்பது உன்னத வாழ்வின் அடிப்படை என்பதை திருக்குறள் மூலம் மாணவர்கள் உணர்தல்.
CO5	நாட்டுப்பற்று, சமூகம், பெண்ணியம் குறித்த விழுமியங்கள் சார்ந்த கவிதைகளும், கருத்து பரிமாற்றத்திறனுக்கு அடிப்படையாக உள்ள இலக்கணப் பகுதியும், தன் சுய சிந்தனையுடன் படைப்பாக்கத்திறனை வளர்த்தெடுக்கும் வகையில் சிறுகதைப்பகுதியும் காலவோட்டத்துடன் இணைந்து மாணவர்களுக்கு சிந்திக்கும் ஆற்றலைப் பெற வழி வகை செய்தல்.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	-	-	✓	✓	✓	-	-	-	-	-	✓
CO2	-	-	-	✓	✓	✓	✓	✓	✓	-	✓	✓
CO3	-	-	-	✓	✓	✓	-	-	-	-	-	✓
CO4	-	-	-	✓	✓	✓	-	-	-	-	-	✓
CO5	✓	-	-	✓	✓	✓	✓	✓	✓	-	✓	✓

**பாடத்திட்டம்**

அலகு – 1 செய்யுள் திரட்டு : சங்க இலக்கியங்கள் (20 மணிநேரம்)

1. குறுந்தொகை - முதல் 5 பாடல்கள் (கடவுள் வாழ்த்து உட்பட)
2. நற்றிணை - பிரசங்கலந்த வெண்கவைத்தீம்பால் (பா.எண்-110), விளையாடு ஆயமோடு (பா.எண்-68)
3. கலித்தொகை - சுடர்த் தொடிஇ கேளாய் (பா.எண்-51)
4. புறநானூறு - ஆவுமானிய பார்ப்பன மாக்களும்(பா.எண்-9), காய்நெல் லறுத்துக் கவளம்கொளினை (பா.எண்-184)
5. பத்துப்பாட்டு - குறிஞ்சிப்பாட்டு முழுவதும்

**அலகு – 2 செய்யுள் திரட்டு : நீதி, பக்தி இலக்கியம் (15 மணிநேரம்)**

1. திருக்குறள் - அடக்கமுடைமை (அதிகாரம்-13),  
புறங்கூறாமை (அதிகாரம்-19)
2. நாலடியார் - கல்வி (அதிகாரம்-14), நல்லினம் சேருதல்(அதிகாரம்-18)
3. திருவெம்பாவை - முதல் 10 பாடல்கள்
4. நாச்சியார் திருமொழி - ஆறாம் திருமொழி

**அலகு – 3 உரைநடை: கட்டுரைத் தொகுப்பு (15 மணிநேரம்)**

1. இறையன்பு - கல்வியும் கடவுள் தன்மையும்  
(வாழ்க்கையே ஒரு வழிபாடு)
2. அகிலன் - பதினாறு பேறுகள் (வெற்றியின் ரகசியங்கள்)
3. முனைவர் பாஞ்.இராமலிங்கம் - மானிட உளவியல் (மானிட உளவியல்)
4. வ.செ.குழந்தைசாமி - தமிழ் வழிக்கல்வி-தயக்கங்கள், தடைகள்  
(தமிழ் வளர்ச்சி)
5. மணவை முஸ்தபா - தமிழுக்கு அறிவியல் அன்னியமா? (அறிவியல்  
நோக்கில் கம்பர்)
6. சுகி.சிவம் - வாழப்பழகுவோம் வாருங்கள்
7. இரா. பிரேமா - பெண்ணியக் கோட்பாடுகளும் தமிழிலக்கிய  
ஆய்வில் அதன் தேவையும் பயனும்  
(பெண்ணியம் அணுகுமுறைகள்)

**அலகு – 4 இலக்கிய வரலாறு (15 மணிநேரம்)**

1. எட்டுத்தொகை, பத்துப்பாட்டு நூல்கள்
2. நீதி நூல்கள் - அறிமுகம்
3. நாயன்மார்கள் ஆழ்வார்கள் - அறிமுகம்
4. உரைநடையின் தோற்றமும் வளர்ச்சியும்

**அலகு – 5 இலக்கணமும் பயன்பாட்டுத் தமிழும் (10 மணிநேரம்)**

1. அகம், புறம் – திணை, துறை விளக்கங்கள்
2. முதல், கரு, உரிப்பொருள்
3. மடல்கள், விண்ணப்பங்கள்
4. மொழிபெயர்ப்பு ( அலுவலகப் பகுதி, பொதுப்பகுதி)

**TEXT BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	தமிழ்த்துறை	பொதுத்தமிழ் - II (செய்யுள் திரட்டு , கட்டுரைத் தொகுப்பு)	கோவை கலைமகள் கலை அறிவியல் கல்லூரி	2017

**REFERENCE BOOKS**



S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	-	குறுந்தொகை	கழக வெளியீடு	முதற் பதிப்பு: ஜூன் - 2000
2	புலவர் நா.இராமையாபிள்ளை (உ.ஆ)	நற்றிணை	வர்த்தமானன் பதிப்பகம், சென்னை.	முதற் பதிப்பு: 1999.
3	-	கலித்தொகை,	கழக வெளியீடு	முதற் பதிப்பு: டிசம்பர் - 1996.
4	-	புறநானூறு,	கழக வெளியீடு	முதற் பதிப்பு: டிசம்பர் - 1996.
5	புலவர் அ.மாணிக்கனார் (உ.ஆ)	பத்துப்பாட்டு –II ஆம் தொகுதி	வர்த்தமானன் பதிப்பகம், சென்னை.	1999.
6	பேரா.அ.மாணிக்கம்(ப.ஆ)	நாலடியார்	மணிவாசகர் பதிப்பகம், சென்னை.	முதற் பதிப்பு: செப்டம்பர்-1995.
7	பேரா.அ.மாணிக்கம்(உ.ஆ)	பன்னிரு திருமுறைகள் (தொகுதி 11)	வர்த்தமானன் பதிப்பகம், சென்னை.	பிப்ரவரி - 2009.
8	டாக்டர் கதிர்முருகு	நாச்சியார் திருமொழி	சாரதா பதிப்பகம், சென்னை.	முதற் பதிப்பு: ஜூன் - 2010.
9	வெ.இறையன்பு	வாழ்க்கையே ஒரு வழிபாடு	விஜயா பதிப்பகம், கோவை.	எட்டாம் பதிப்பு: டிசம்பர் - 2013.
10	அகிலன்	வெற்றியின் ரகசியங்கள்	தாகம் பதிப்பகம், சென்னை.	பதினொன்றாம் பதிப்பு: ஜனவரி - 2001.
11	முனைவர் பாஞ்.இராமலிங்கம்	மானிட உளவியல்	சாரதா பதிப்பகம், சென்னை.	திருத்திய பதிப்பு: ஜூன்- 2007.
12	வ.செ.குழந்தைசாமி	தமிழ் வளர்ச்சி	பாரதி பதிப்பகம், சென்னை.	இரண்டாம் பதிப்பு: ஜூலை - 2007.
13	முணவை முஸ்தபா	அறிவியல் நோக்கில் கம்பர்	வானதி பதிப்பகம், சென்னை.	இரண்டாம் பதிப்பு: 2003.
14	சுகி.சிவம்	வாழ்ப்பழகுவோம் வாருங்கள்	வானதி பதிப்பகம்,சென்னை.	ஆறாம் பதிப்பு: நவம்பர் - 2003.
15	இரா.பிரேமா	பெண்ணியம் அணுகுமுறைகள்	தமிழ்ப் புத்தகாலயம், சென்னை- 17.	முதல் பதிப்பு: 1998
16	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கிய வரலாறு	கலையக வெளியீடு, திண்டுக்கல்.	இரண்டாம் பதிப்பு: ஜூன் - 2002.
17	மது.ச.விமலானந்தம்	தமிழ் இலக்கிய வரலாறு	முல்லை நிலையம், சென்னை	2014.
18	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்த பதிப்பகம், திருநெல்வேலி.	முதற்பதிப்பு:1995.

**SEMESTER II**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U2FRLT02	Course Title : Language 1: French II	Batch	2018-2021
			Semester	II
Hrs/week:	5 Hrs		Credits	3

**COURSE OBJECTIVES**

To enable the students to understand the basic structure of French language.

**COURSE OUTCOMES (CO):**

In Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Have access to the works of great french writers.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS**

Prescribed text : ALORS I  
 Units : 6 – 10  
 Authors : Marcella Di Giura  
 Jean-Claude Beacco  
 Available at : Goyal Publishers Pvt Ltd  
 86, University Block  
 Jawahar Nagar (Kamla Nagar)  
 New Delhi – 110007.  
 Tel : 011 – 23852986 / 9650597000

Question Paper Pattern : Semester II  
 (ALL QUESTIONS TO BE SET ONLY FROM THE PRESCRIBED TEXT)  
 Maximum Marks: 75 Time: 3 hrs.

**SECTION A (10)**

1. CHOISISSEZ LA MEILLEURE RÉPONSE: (10X1=10)

**SECTION B (20)**

2. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS:(4/5) (4X5=20)  
 (Pg Nos :86 ex-4,104 ex-3,116 ex-3a,b,134 ex-4,146 ex-2,162,163,164,165,166,167)

**SECTION C (45)**

3. COMPRÉHENSION (8x1=8)
4. EXERCICES DE GRAMMAIRE:(5X5=25) (EITHER/OR)
5. FAITES DES PHRASES:(6/8) (6X1=6)
6. TRADUISEZ LES EXPRESSIONS EN ANGLAIS :(6/8) (6X1=6)

**SEMESTER II**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U2HILT02	Course Title : Language 1: Hindi II	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	II
			Credits	3

**COURSE OBJECTIVE**

To enable the students to understand the basic structure of Malayalam language.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Help the learners to learn other Indian languages like Sanskrit,Tamil etc., through Malayalam without much effort.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS**

- MODERN POETRY : Draupadi by Narendra Sharma  
PUBLISHER : Rajkamal Prakashan,  
1B Nethaji Subash Marg,  
New Delhi.
- ONE ACT PLAY : EKANKĪ SANKALAN – Lesson ‘Strike’ omitted  
By Veerendra kumar mishra  
PUBLISHER : VANI PRAKASHAM  
NEW DELHI – 110 002.
- TRANSLATION : HINDI – ENGLISH ONLY,  
(ANUVADH ABYAS – III)  
Lessons.1 – 15 only  
PUBLISHER : DAKSHIN BHARATH HINDI PRACHAR SABHA  
CHENNAI – 600 017.
- LETTER WRITING : (Leave letter, Job Application, Ordering books,  
Letter to Publisher, Personal letter)

5. CONVERSATION : (Doctor & Patient, Teacher & Student, Storekeeper & Buyer, Two Friends, Booking clerk & Passenger at Railway station, Autorickshaw driver and Passenger)

**Reference Books :** Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan, Vani Prakashan, New Delhi.

**SEMESTER II**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U2MLLT02	Course Title : Language 1: Malayalam II	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	II
			Credits	3

**COURSE OBJECTIVE**

To enable the students to understand the basic structure of Malayalam language.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Help the learners to learn other Indian languages like Sanskrit, Tamil etc., through Malayalam without much effort.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	✓	-	-	-	-	-	-	-	-	-	-	-
CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	✓	-	-	-	-	-	-

**SYLLABUS**

Unit I & II - Biography  
Unit III, IV & V - Smaranakal

**Text books prescribed:**

Unit I & II - Kanneerum Kinavum- V.T.Bhatahirippad  
(D.C. Books, Kottayam)  
Unit III, IV & V - Balyakalasmarnakal – Madhavikkutty  
(D.C. Books, Kottayam)

**Reference books:**

1. Jeevacharitrashahithyam – Dr. K.M. George (N.B.S. Kottayam)
2. Jeevacharitrashahithyam Malayalathil – Dr. Naduvattom Gopalakrishnan (Kerala Bhasha Institute, Trivandrum)
3. Athmakathasahithyam Malayalathil – Dr. Vijayalam Jayakumar (N.B.S. Kottayam)
4. Sancharasahithyam Malayalathil – Prof. Ramesh chandran. V, (Kerala Bhasha Institute, Trivandrum)

**SEMESTER II**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U2ENLT02	Course Title : Language 2: Functional English II	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	II
			Credits	3

**COURSE OBJECTIVE**

To enable the students to understand the basic English grammar

**COURSE OUTCOMES (CO)**

In Successful Completion of the course the students will be able to

CO Number	CO Statement
+ CO1	Develop an interest in the minds of the students to enjoy and appreciate the literary works in English.
CO2	Develop the skills of speaking and writing without flaws.
CO3	Help the learners to have a good critical thinking.

**MAPPING WITH PROGRAMME OUTCOMES**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	-	-	-	✓	-	✓	-	-	-	-	-
CO2	✓	-	-	-	✓	-	✓	-	-	-	-	-
CO3	-	-	-	-	✓	-	✓	-	-	-	-	-

**SYLLABUS****UNIT –I-POETRY**

- 1.Stopping By Woods On a Snowy Evening – Robert Frost
2. The Ballad of Father Gilligan – William Butler Yeats
- 3.The Daffodils - William Wordsworth

**UNIT- II- PROSE**

1. The Selfish Giant- Oscar Wilde
2. My lost Dollar- Stephen Butler Leacock
3. On The Rule of The Road- A.G. Gardiner

**UNIT- III- GRAMMAR AND VOCABULARY**

1. Tenses
2. Transformation of Sentences
3. Describing a Simple Process, Paraphrasing
4. Homonyms
5. Word Blends

**UNIT-IV- VERBAL APTITUDE AND COMPOSITION**

1. Common Errors
2. Reading Comprehension

3. Essay Writing

4. Letter Writing (Formal and In- Formal)

**UNIT- V- DIALOGUE WRITING (CONVERSATION EXERCISES )**

1. Suggestions , Sympathy, Complaining, Agreement & Apologising

**TEXT BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	A.G.Xavier	An Anthology of Popular Essays and Poems	Macmillan Indian Limited.	1988
2	Prof. A.E.Subramanian	Gifts to Posterity- An Anthology of Modern Short Stories	Chitra Publications, Chennai.	2003

**REFERENCE BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited	2007
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications	Fifth Revised Edition

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom.



**SEMESTER II**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U2ACCT04	Course Title: Core 4 Organisational Behaviour	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	II
			Credits	4

**COURSE OBJECTIVES**

- Predict the human behaviour in the workplace from an individual, group, and organizational perspective
- Analyse and approach various organizational situations with managerial skills like Leadership, Decision making, Conflict handling.
- Employ positive attitude, Ethical values, guidance and counselling in organizational process

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Well versed with the various intelligence test in order to assess one's intelligence quotient
CO2	Implement group and individual motivational theories and techniques
CO3	Concentrate on factors enhancing job satisfaction in order to increase productivity
CO4	Apply the knowledge acquired to manage the groups for resolving any kind of conflicts and enhancing the effectiveness of supervision
CO5	Be an effective counsellor for imbining leadership qualities and for motivating employees to be a good citizen with concern for social problems

**MAPPING WITH PROGRAMME OUTCOMES**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	√	√	√	√	-	-	-	√	-	-	-	√
CO2	-	√	√	-	√	-	-		√	-	-	-
CO3	√	-	-	-	√	-	√	√	√	-	-	-
CO4	√	-	√	-	√	√	√		-	√	-	-
CO5	√	-	√	-	-	-	-	√	√	-	√	-

**SYLLABUS****UNIT – I****(12 Hrs)**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

**UNIT – II** (12Hrs)

Perception - Factors affecting perception - Motivation - theories - financial and nonfinancial motivation - techniques of motivation - Transactional Analysis – Brain storming.

**UNIT – III** (12 Hrs)

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

**UNIT – IV** (12 Hrs)

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

**UNIT – V** (12 Hrs)

Leadership - types - theories – Trait, Managerial Grid, Fiedler’s contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	L.M. Prasad	Organisational Behaviour	Sultan Chand & Sons	Fifth edition , 2014

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Stephen P.Robbins	Organizational Behaviour	Pearson Education	15 <sup>th</sup> edition, 2013
2.	B. C. Gupta	A text book of Organizational Behaviour	S.Chand (G/L) & Company Ltd	2014
3.	Newstrom J.W	OB Human behaviour at work	TMH publishers	2012
4	Ghanekar	OB: Concepts and cases	Everest	2010

**WEBSITE REFERENCE**

- [https://lecturenotes.in/materials/3559-organizational-behaviour?utm\\_source=subjectpage&utm\\_medium=web&utm\\_campaign=materialpage](https://lecturenotes.in/materials/3559-organizational-behaviour?utm_source=subjectpage&utm_medium=web&utm_campaign=materialpage)
- [www.tmv.edu.in/pdf/Distance\\_education/BCA%20Books/.../BCA-629%20OB.pdf](http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/.../BCA-629%20OB.pdf)

**Means of Curriculum Delivery:** Lecture, Case studies, Group Discussion, Seminar, Assignment, Google classroom

**SEMESTER II**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	18U2ACCT05	Course Title: Core 5 Principles of Accountancy	Batch:	2018 – 2021
Hrs/Week	6 Hrs		Semester	II
			Credits:	4

**COURSE OBJECTIVE**

- Outline the Basic accounting concepts
- Implement the Double entry book keeping system and various books of accounts
- Prepare and Predict the final accounts, Depreciation and Average due date.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Explain double entry system and preparation of journal and ledger accounts
CO2	Classify the double entry system of accounting which results in Balance sheet
CO3	Prepare balance sheet to know the financial health of an institution
CO4	Prepare and analyse the bank reconciliation statements

**MAPPING WITH PROGRAMME OUTCOMES**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	--	√	√	√	√	√	-	-	-	√	-	√
CO2	-	√	√	√	√	√	-	-	-	√	-	√
CO3	-	√	√	√	√	√	-	-	-	√	-	√
CO4	-	√	√	√	√	√	-	-	-	√	-	√

**SYLLABUS****UNIT –I( Theory and Problems )****(12 Hrs)**

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books: Purchase book - Sales book - Sales Return and Purchase Return books.

**UNIT – II (Problems only)****(15 Hrs)**

Cash book – Types of cash book - Problems - Trial Balance – Bank Reconciliation Statement – Problems

**UNIT – III (Problems only)****(15 Hrs)**

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments

**UNIT – IV(Problems only) (15 Hrs)**

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of calculating depreciation – problems (straight line method and written down value method only)

**UNIT- V (Theory and Problems) (15 Hrs)**

Preparation of accounts from incomplete records. Account current and Average due date.

(Theory and problems may be in the ratio of 80% and 20% respectively)

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Jain and Narang	Advanced Accountancy	Kalyani Publications, Kolkata.	2012, 5 th edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	S N Maheshwari	An introduction to Accountancy	Vikas publications,	2017, 11 <sup>th</sup> Edition.
2	T.S.Grewal,	Double Book Keeping	Sultan Chand & Sons	2013 1 <sup>st</sup> Edition
3	M.C.Shukla and T.S.Grewal	Advanced Accountancy	Sultan Chand & sons	2013, 13 <sup>th</sup> Revised Edition
4	R.L.Gupta	Advanced Accountancy	Sultan chand & Sons	2008 1 <sup>st</sup> edition

**WEBSITE REFERENCE**

1. <http://www.accountingcoach.com>
2. <http://nptel.ac.in/courses/110107073/>

**Means of Curriculum Delivery:** Lecture, Problem solving, Assignment, Google Classroom

**SEMESTER II**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U1ACCP06	Course Title: Core 6 Computer Applications in Business – Practical II	Batch	2018-2021
Hrs/week:			3	Semester
			Credits	2

**Course Objectives**

- Create table, sort, use filters and draw graphs by using MS Excel.
- Analyse and interpret business data for decision making
- Impart knowledge regarding concepts of financial accounting through Tally
- Analyse and explain the financial reports for handling business funds

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Compute basic statistical tools like measures of central tendency, dispersion and correlation using spread sheet
CO2	Illustrate various types of charts in excel for analysis
CO3	Create company, groups, vouchers and ledger in Tally
CO4	Analyse the profit and loss account, income statement and balance sheet to take business decisions through Tally

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1		-	√	-	-	-	√	-	-	√	-	√
CO2		-	√	-	-	√	√	-	-	√	-	√
CO3		-	√	-	-	√	√	-	-	√	-	√
CO4		-	√	-	-	-	√	-	-	√	-	√

**SYLLABUS**

	List of Practical	Hours
<b>SPREADSHEET APPLICATION</b>	1. Creation of tables, summation, calculation of average, application of Macros, formula setting, If else statements, Tabulation of an income statement, P& L Account and Balance sheet 2. Apply measures of central tendency for semester results of a class.	<b>18</b>

	<ol style="list-style-type: none"> <li>3. Calculate standard deviation for a sales report.</li> <li>4. Use correlation to find the relations between two variables in a business data</li> </ol>	
<b>ACCOUNTING PACKAGE</b>	<ol style="list-style-type: none"> <li>1. Creation of single company and multiple company accounts</li> <li>2. Creation of groups, ledgers, vouchers and Bank reconciliation</li> <li>3. Creation of stock, FIFO , LIFO Statement</li> <li>4. Report generation- Trial balance, Income statement, balance sheet</li> </ol>	<b>18</b>

### WEBSITE REFERENCE

1. <https://www.gcflearnfree.org/topics/office2016/>
2. <https://ptgmedia.pearsoncmg.com/images/9780735699236/samplepages/9780735699236.pdf>

**Means of Curriculum Delivery:** PowerPoint presentation, lab exercises, Assignment, Google classroom

**SEMESTER II**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U2ACAT02	Course Title: Allied 2 Operations Research	Batch	2018-2021
			Semester	II
Hrs/week:	5 Hrs		Credits	4

**Course Objectives**

To enable the Students

- To understand the basic concepts of Operations Research and Solving LPP
- To solve Transportation and Assignment problems
- To understand the concept of Game theory , Queuing theory PERT and CPM.

**Course Outcomes (CO)**

On successful completion of the course, students will be able to achieve the following outcomes.

CO Number	CO Statement
<b>CO1</b>	Define Operations Research, Linear Programming Problem and explain the methods of solving Solution of LPP using Graphical Method
<b>CO2</b>	Solve Transportation and Assignment problems
<b>CO3</b>	Construct the Network for the project, Calculate the different types of Floats and Critical Path
<b>CO4</b>	Construct the Network and Calculate probability of completion of the project using PERT
<b>CO5</b>	Explain the concepts of Game Theory and solve the Replacement Problems.

**Mapping with programme outcomes**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	√	√	-	√	-	-	-	-	-	-
CO2	-	-	√	√	-	√	-	-	-	-	-	-
CO3	-	-	√	√	-	√	-	-	-	-	-	-
CO4	-	-	√	√	-	√	-	-	-	-	-	-
CO5	-	-	√	√	-	√	-	-	-	-	-	-

**Syllabus****UNIT I****(15Hrs)**

Introduction to Operations Research - Meaning - Scope – Models - Limitation.  
Linear Programming - Formulation – Graphical method only.

**UNIT II****(15Hrs)**

Transportation (Non- degenerate only) - Assignment problems - Problems.

**UNIT III (20Hrs)**

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

**UNIT IV (20Hrs)**

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

**UNIT V (20Hrs)**

Game Theory: Graphical Solution – mx2 and 2xn type. Solving game by Dominance property - fundamentals - problems. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

**Text Books**

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Prof.V.Sundaresan., K.S.Ganapathy Subaramanian., K.Ganesan.	Resource Management Techniques	A.R Publications	2012

**Reference Books**

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Kanti Swarup, Gupta P.K, Man Mohan	Operations Research	Sultan Chand & Co	1997
2	P.R. Vittal and V.Malini	Operations Research	Margham Publications	2011
3	P.K.Gupta.,ManMohan	Problems in Operations Research	Sultan Chand & Sons	2004
4	V.K.Kapoor	Operations Research	Sultan Chand & Co	2007

**Website Reference**

- <http://www.businessmanagementideas.com/personnel-management/operation-research/operation-research-definition-scope-and-techniques/6556>
- <http://nptel.ac.in/courses/112106134/13>

**Means of Curriculum Delivery :** Lecture, Group Discussion, Seminar, Assignment, Google classroom.



**SEMESTER II**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	18U2VBET02	Course Title: Value Based Education 2: Ethics and Culture (மனிதவள மாண்பு - தனிமனித விழுமியங்கள், சமுதாய விழுமியங்கள்)	Batch	2018-2021
Hrs/week:	2 Hrs		Semester	II
			Credits	2

**Course Objectives****நோக்கம்**

- ✓ ஒவ்வொருவரும் தன்னை உயர்த்திக் கொண்டு, சமுதாய மக்களுடன் இணக்கமாக வாழ்ந்து சமுதாயத்தையும் உயர்த்த வேண்டும். உன்னத இலட்சியத்திற்காக வாழ்ந்து நமது வாழ்க்கையை அர்த்தமுள்ளதாக ஆக்கிக் கொள்ள வேண்டும்.
- ✓ கவலைக்கு ஆதாரமான ஆசை மற்றும் சினம் ஆகியவற்றைத் தவிர்ப்பதன் மூலம் கவலையை ஒழிப்பதற்கான பயிற்சி பெறுதல்
- ✓ கல்வி, அரசியல், பொருளாதாரம் மற்றும் விஞ்ஞானம் ஆகியவற்றுக்கும் சமுதாயத்திற்கும் உள்ள தொடர்பினை அறிந்து கொள்ளுதல்

**COURSE OUTCOMES (CO)**

CO Number	CO Statement
CO1	தன்னை உள்நோக்க அறிவால் ஆராய்ந்து தன்னிடமுள்ள உணர்ச்சி வயப்பட்ட குணங்களை எல்லாம் மாற்றியமைத்துக் கொள்ளச் செய்தல்.
CO2	தனி மனித ஒழுக்கங்களை அறிந்து, முறைப்படி வாழ்ந்து சமுதாயத்தில் தங்களை உயர்த்திக் கொள்ளச் செய்தல்.
CO3	வாழ்க்கையின் இலக்கை அடையத் தேவையான தகுதியை வளர்த்துக் கொள்ளச் செய்தல்.
CO4	சமுதாயத்தோடு இணக்கமாக வாழவும், சுயசிந்தனை, ஆற்றலை வளர்த்து பிரச்சினைகளுக்குத் தீர்வுகாணவும் வழி வகுத்தல்.
CO5	போட்டிகள் நிறைந்த இவ்வுலகில் சமுதாயம், அரசியல், பொருளாதாரம் ஆகிய சூழல்களைத் துணிச்சலாக எதிர்கொள்ள தன்னம்பிக்கையை வழங்குதல்.

**MAPPING WITH PROGRAMME OUTCOMES**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓
CO2	-	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	-	-	✓	-	-	-
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-
CO5	-	-	-	-	✓	✓	-	✓	✓	-	-	-

**பாடத்திட்டம்**

**அலகு – 1**

(5 மணிநேரம்)

மனிதவள மாண்பின் அவசியம் - குறிக்கோள் , மதிப்புகள் - வாழ்வின் நோக்கமும் தத்துவமும் - வாழ்க்கைத் தேவைகள் , காப்புகள் - அறநெறிகள் , அறிவின் நிலைப்பாடுகள்.

**அலகு – 2**

(5 மணிநேரம்)

எண்ணம் ஆராய்தல் - எண்ணம் எழக்காரணங்கள் - எண்ணம் ஆராய்தல் பயிற்சி – ஆசை சீரமைத்தல் - ஆசை சீரமைத்தல் பயிற்சி.

**அலகு – 3**

(5 மணிநேரம்)

சினம் தவிர்த்தல் - சினத்தின் விளைவுகள் - சினம் தவிர்த்தல் பயிற்சி – கவலை ஒழித்தல் - கவலையின் வகைகளும் விளைவுகளும் - கவலை ஒழித்தலுக்கான பயிற்சி.

**அலகு – 4**

(8 மணிநேரம்)

மனிதனின் பரிணாமம் - பிரபஞ்ச தன்மாற்றம் - உயிரினத் தன்மாற்றம் - ஆறாம் அறிவின் மேம்பாடு – மனித வேறுபாட்டிற்கான காரணங்கள் - ஏழு சம்பத்துகள் - பதினாறு காரணங்கள் - மனத் தூய்மை தரும் சமுதாய நலன்.

**அலகு – 5**

(7 மணிநேரம்)

கல்வியும் சமுதாயமும் - கல்வியின் சமுதாய நோக்கங்கள் - கல்வியின் சமுதாயப் பணிகள் - அரசியலும் சமுதாயமும் - பொருளாதாரமும் சமுதாயமும் - விஞ்ஞானமும் சமுதாயமும்.

**TEXT BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	-	தனிமனித விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2015.
2	-	சமுதாய விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2014.

**REFERENCE BOOKS**

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	-	வாழ்வியல் விழுமியங்கள்,	வேதாத்திரி பதிப்பகம் , ஈரோடு.	பதினொன்றாம் பதிப்பு: 2013
2	-	மனவளக்கலை யோகா	வேதாத்திரி பதிப்பகம் , ஈரோடு.	பதினொன்றாம் பதிப்பு: ஜூலை2015

**SEMESTER II**

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)
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Course Code:	18U2SBST02	Course Title: Skill Based subject 2 Mathematics for Competitive Examinations -II	Batch	2018-2021
Hrs/week:	2 Hrs		Semester	II
			Credits	2

### Course Objectives

To enable the Students

- To know about concept of Interest and Profit and loss.
- To develop the ability in solving Permutation , Combinations and Bankers Discount.
- To Solve Problems of Permutations and combinations.

### Course Outcomes (CO)

On successful completion of the course, students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	Explain the basic concepts of mathematics of finance.
CO2	Solve the problems on time and distance, time and work.
CO3	Apply the concept of permutation and combinations to solve problem.

### Mapping with programme outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	√	√	-	√	-	-	-	-	-	-
CO2	-	-	√	√	-	√	-	-	-	-	-	-
CO3	-	-	√	√	-	√	-	-	-	-	-	-

### Syllabus

<b>UNIT I</b>	<b>(6Hrs)</b>
Profit and Loss – Ratio and Proportion	
<b>UNIT II</b>	<b>(6Hrs)</b>
Partnership – Chain Rule	
<b>UNIT III</b>	<b>(6Hrs)</b>
Time and Distance – Time and work	
<b>UNIT IV</b>	<b>(6Hrs)</b>
Permutation & Combinations	
<b>UNIT V</b>	<b>(6Hrs)</b>
True Discount- Bankers Discount	

(Simple Problems only)

### TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R. S. Agarwal	Quantitative Aptitude (for	S. Chand and Company	7 <sup>th</sup> Revised

		Competitive Examinations)	Limited	Edition -2007
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### REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Reasoning	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	ata Mc-Graw Hill Publishing Company	7 <sup>th</sup> reprint-2003

### WEBSITE REFERENCE

- 1.<https://www.careerbless.com/aptitude/qa/home.php>
- 2.<https://www.indiabix.com/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Google classroom.

### SEMESTER-III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U3ACCT07	Course Title: Core 7: Cost And Management Accounting	Batch	2018-2021
Hrs/Week	7 Hrs		Semester	III
			Credits	4

### COURSE OBJECTIVES

On successful completion of this course, the students should have understood

- To prepare the Cost sheet, Material issues, Labour cost.
- To prepare the Financial Statement Analysis, Budgeting.

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understand the concepts of cost and Management Accounting
CO2	Understand the pricing of materials
CO3	Analysis the process involved in Standard costing
CO4	Analysis the classification of ratios
CO5	Evaluate Fund flow analysis - Cash flow

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓
CO2	-	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	-	-	✓	-	-	-
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-
CO5	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓

S-Strong, M-Medium, L-Low

### SYLLABUS

#### UNIT - I (Theory questions only) (21Hrs)

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-Distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification, Preparation of cost sheet.

#### UNIT - II (Problems and theory questions) (21Hrs)

Stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

#### UNIT III (Problems and Theory questions) (21Hrs)

Standard costing-variance analysis-material and labour variances Marginal Costing-cost

volume profit analysis.

**UNIT IV (Problems only) (21Hrs)**

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

**UNIT V (Problems only) (21Hrs)**

Fund flow analysis - Cash flow analysis

(Theory carries 60 % marks and problems carry 40% marks)

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Suveeragill	Cost and Management Accounting	Vikas Publishing House	I st edition,2015

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	S.P.Jain and K.L.Narang	Cost Accounting	Sultan Chand & Sons, Kalyani Publishers	8th edition 2016.
2	M.N.Arora	Cost and Management Accounting	Himalaya Publishing House	2014.
3	V.K.Saxena&C.D.Vaishist	Cost and Management Accounting	Sultan Chand	4 <sup>th</sup> Edition 2015.
4	S.N.Maheswari	Cost and Management Accounting	-	14th Edition , 2013.

**WEBSITE REFERENCE**

<https://www.studocu.com/en/document/la-trobe-university/cost-accounting-and-decision-making/lecture-notes/management-accounting-notes-lecture-notes-lectures-1-12/307389/view>  
[http://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost\\_Mgmt\\_Ac.pdf](http://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost_Mgmt_Ac.pdf)  
<http://students.icwai.org/studies/studies/CMA.aspx>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER III**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U3ACCT08	Course Title: Core 8: Human Resource Management	Batch	2018-2021
			Semester	III
Hrs/Week	6Hrs		Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students will understand

- Functions of HR/Personnel Department.
- Salary administration, Labour Welfare, Industrial Relations.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understanding the HRM theory, functions and practices.
CO2	Apply the HRM concepts and skills across various types of organizations
CO3	Understanding the Recruitment process.
CO4	Understanding the on performance appraisal and training and development
CO5	Educate the process of handling disputes, laws pertaining to Employees welfare and employment in the Organization.

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	✓	✓	✓	-	-	-	-	✓	-	✓	✓
CO2	✓	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	-	-	-	-	✓	-	✓	
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-
CO5	✓	✓	✓	✓	-	-	-	-	✓	-	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT – I****( 18Hrs)**

Nature and Scope of Human Resource Management – Difference between Personal Management and HRM – Environment of HRM – Human Resource Planning – Recruitment – Selection – Methods of Selection – Uses of Various test – Interview Techniques in selection and placement.

**UNIT – II ( 18Hrs)**

Induction – Training – Methods – Techniques – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services.

**UNIT – III ( 18Hrs)**

Job Satisfaction – Job Description and Job analysis - Job evaluation and merit rating - Promotion - Transfer and Demotion - Career Development

**UNIT – IV ( 18Hrs)**

Remuneration – Components of remuneration – Incentives – Benefits – Motivation - Labour welfare and Social Security - Retirement benefits to employees.

**UNIT – V ( 18Hrs)**

Human relations - Approaches to human relations - Punishment - Human Resource Audit – Nature – Benefits – Scope and Approaches.

**TEXT BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	K. Aswathappa	Human Resource Management: Text and Cases	McGraw Hill Education	seventh edition, 2013

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	L.M.Prasad	Human Resource Management	Sultan Chand & Sons	Third edition, 2014
2.	Gary Dessler, Biju Varkkey	Human Resource Management	Pearson Education India	14 edition, 2015
3.	P.Jyothi, D.N.Venkatesh	Human Resource Management	Oxford University Press	Second edition, 2012
4.	V.S.P.Rao	Human Resource Management	Excel Books	2010

**WEBSITE REFERENCE**

<https://www.studocu.com/en/document/flinders-university/human-resource-management/lecture-notes/human-resource-management-semester-notes-lecture-notes-lectures-1-12/313633/view>

<https://lecturenotes.in/subject/881/human-resource-management-hrm>

<https://nptel.ac.in/courses/122105020/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case



Studies, Google Classrooms

**SEMESTER III**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U3ACCT09	Course Title : Core 9: RDBMS	Batch	2018-2021
Hrs/week	4Hrs		Semester	III
			Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- To understand what is RDBMS.
- To have knowledge on DBMS & RDBMS.
- To enhance skill on SQL, DDL, DML, DCL Statements, Select, group by & having clause String & set operations, Aggregate Functions, Nested Sub Queries.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understand the structure and model of the relational database system
CO2	Analysis the Design multiple tables using group functions and sub queries
CO3	Evaluate the Develop triggers, procedures and functions
CO4	Analysis the Sophisticated queries
CO5	Create the Business Rules

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	✓	✓	✓	-	-	-	-	✓	-	✓	✓
CO2	-	✓	-	-	✓	-✓	-	✓	✓	-	-	-
CO3	✓	✓	-	-	-	-	-	-	✓	-		
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	-	-
CO5	✓	✓	✓	✓	-	-	-	-	✓	-	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT-I****(12Hrs)**

Data base Management System and RDBMS – Normalization – Oracle terminology – Database Connection – Creating tables – The Basics of SQL : SQL Grammar.

**UNIT-II****(12Hrs)**

Data manipulation – data types – Insertions , updation and deletion operation – SELECT Command – Where clause modifying structure – views .

**UNIT-III****(12Hrs)**

Manipulating strings – Dealing with Dates – handling Numbers – defining table and

Column constraints – Table Indexes.

**UNIT-IV** (12Hrs)

Sophisticated queries – Built-in group functions – The join operation, sequences and synonyms.

**UNIT-V** (12Hrs)

Transaction – The Basics of PL/SQL, creating and using stored procedures, Functions and Packages – Retrieving Data with cursors. Enforcing Business Rules with Database triggers.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Nilesh Shah	Database Systems using Oracle	PHI Publication	2004, 2 <sup>nd</sup> edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Majumdar & Bhattacharya	Database Management Systems	TMH	2007
2	Gerald V. Post	Database Management Systems	TMH	3 <sup>rd</sup> edition
3	Mrs. Vidya H. Bankar, Mrs. Deepashree K.Mehendale, Mrs. Sujata P.Patil	Relational Database Management Systems	Personal Educations	2012
4	Mrs. Sujata P.Patil	Oracle pl/sql programming	O'reilly	5 <sup>th</sup> Edition

**WEBSITE REFERENCE**

1. <https://www.guru99.com/difference-dbms-vs-rdbms.html>
2. <https://www.javatpoint.com/what-is-rdbms>
3. <https://www.javatpoint.com/sql-tutorial>
4. <https://www.javatpoint.com/sql-table>
5. <https://www.javatpoint.com/sql-data-types>
6. <https://www.javatpoint.com/pl-sql-tutorial>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER III**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U3ACCP10	Course Title : Core 10: RDBMS-PRACTICAL	Batch	2018-2021
			Semester	III
Hrs/week	4 Hrs		Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- To enhance SQL, DDL, DML, DCL Statements, Select, group by & having clause String

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Write SQL queries to user specifications
CO2	To write queries with certain constraints
CO3	Design multiple tables using group functions.

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	✓	✓	✓	✓	✓	-	-	-	-	✓
CO2	-	✓	✓	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	✓	✓	✓	✓	✓	-	-	✓	✓	✓	-	-
CO5	-	-	-	✓	✓	✓	✓	✓	✓	✓	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS****LIST OF PRACTICALS**

- Design a database for student information.
- Insert records for student database table.
- Alter a field size in the student database table.
- Delete a field in the students' database table.
- Select records with roll number, name, class, subject with all mark details.
- Prepare a list of all students who are having arrears.
- Find the percentage of marks of a student.

8. Find the pass percentage of a subject in student database.
9. Prepare semester mark sheet for a given student roll number.
10. Design a database for employee information.
11. Insert records for employee database table.
12. Select records with employee ID, name, department, designation with all salary details.
13. Prepare a list of employees who are getting net pay more than 10000.
14. List all employees with total allowances and total deductions.

**SEMESTER III**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U3ACAT03	Course Title: Allied 3: Business Law	Batch	2018-2021
			Semester	III
Hrs/Week	6 Hrs		Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, student should have understood that,

- Law of contract, Law of sale of goods
- Law of Agency, Negotiable Instruments act

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understand the fundamental terms regarding to contracts
CO2	Apply basic legal knowledge to business transactions
CO3	Communicate effectively using standard business and legal terminology
CO4	Describe current laws, rules and regulations related to settling business disputes
CO5	Understand the concept of relationship of agents

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	✓	✓	✓	✓	-	-	-	-	-
CO2	-	✓	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	✓	✓	-	✓	✓	-	-	✓	✓	✓	-	✓
CO5	✓	-	✓	✓	✓	✓	-	-	-	-	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT - I****(18 Hrs)**

Contracts -Essentials of Contract-Agreements-Void-voidable and illegal contracts -Express and implied Contracts -Executed and Executory Contracts -Absolute and contingent contracts -Offer Legal rules as to offer as to offer and lapse of offer -Acceptance -and rules as to acceptance -to create legal relation -Capacity of parties to create contract .

**UNIT –II****(18 Hrs)**

Consideration -Legal rules as to Consideration-Stranger to a Contract and exceptions Contract without consideration -Consent -Coercion -undue influence –misrepresentation - fraud mistake of law and mistake of fact. Legality of Object - Unlawful and illegal

agreements - Effects of illegality -Wagering Agreements.

**UNIT –III (18 Hrs)**

Agreement opposed to public policy -Agreements in Restraint of trade -Exceptions –void agreements -Restitution -Quasi-contracts -Discharge of contract-Breach of contract - Remedies for breach of Contract. Formation of contract of sale-Sale and agreement to sell – Hire purchase agreement -Sale and bailment.

**UNIT –IV (18 Hrs)**

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods- Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non – owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

**UNIT -V (18 Hrs)**

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

**TEXT BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	N.D.Kapoor	Business Law	Sultan Chand & Sons	30 <sup>th</sup> edition, 2013

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	M.C.Kuchhal, VivekKuchhal	Business Law	Vikas Publishing House	Sixth edition, 2013
2.	Avtar Singh	Business Law	Eastern Book Company	10th edition, 2014
3.	<a href="#">P C Tulsian, Bharat Tulsian,</a>	Business Law	McGraw Hill Education	Third edition, 2014
4.	<a href="#">Bulchandani K R,</a>	Business Law for Management	Himalaya Publishing House	Eighth Edition 2014

**WEBSITE REFERENCE:**

[http://www.dphu.org/uploads/attachements/books/books\\_3498\\_0.pdf](http://www.dphu.org/uploads/attachements/books/books_3498_0.pdf)

<http://sjecnotes.weebly.com/business-law.html>

[http://icsi.in/Study%20Material%20Foundation/ELEMENTS\\_OF\\_BUSINESS\\_LAWS\\_AND\\_MANAGEMENT.pdf](http://icsi.in/Study%20Material%20Foundation/ELEMENTS_OF_BUSINESS_LAWS_AND_MANAGEMENT.pdf)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case

Studies, Google Classrooms

**SEMESTER – III**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U3NMET01	Course Title: Non Major Elective 1: Food Science and Nutrition	Batch	2018-2021
			Semester	III
Hrs/Week	2 Hrs		Credits	2

**COURSE OBJECTIVES**

- To understand the importance of Nutrition and the role of food in health.
- To know about the functions, deficiency and toxicity of nutrients.
- To understand Malnutrition and its prevention
- To know about various adulterants in food and the methods of detecting them.
- To have an awareness on the prevailing food laws, hygiene and sanitation of foods.

**COURSE OUTCOMES (CO)**

On Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Identify the properties of various food components.
CO2	Understand the role of Nutrition and Health.
CO3	Develop the ethical reasoning within the discipline of food science, nutritional sciences and dietetics to solve practical and real world problems.

**SYLLABUS****UNIT 1****(6 Hrs)**

Introduction to Nutrition: Terms used in Nutrition and Health. Definitions - Health, Nutrition, Nutrients, Foods, Diet, R.D.A., Balanced diet, Malnutrition, Under nutrition, Over nutrition, Optimum nutrition. Five Food Groups, relationship between food and nutrition, functions of food, classification of nutrients.

**UNIT 2****(6 Hrs)**

Basic Nutrition: WATER - Functions, sources, requirements.  
CARBOHYDRATE - Functions, sources, requirements.

**UNIT 3****(6 Hrs)**

LIPIDS - Composition, sources, functions, requirements, deficiency and excess.  
PROTEINS- composition, classification sources, functions, requirements, deficiency.

**UNIT 4****(6 Hrs)**

VITAMINS- classification, sources, functions, requirements, deficiency and excess of the following: Vitamin A, D, E, K, C, Thiamine, Riboflavin, Niacin and B Complex, MINERALS- functions and sources. FIBRE- definition, sources, functions.

**UNIT 5****(6 Hrs)**

Ecology of malnutrition - Definition, causes and consequences of malnutrition, Measures to overcome malnutrition (only introduction)- Increased agricultural production through food technology, food fortification and enrichment, Nutrition education, Nutrition intervention programme genesis, objectives and operation of school lunch programme and ICDS, Organizations that combat malnutrition- International organization – FAO, WHO, UNICEF National Organizations – ICMR,



NIN, CFTRI, DFRL, ICAR. Food Adulteration, definition, Types, Common adulterants and home scale methods of detecting adulterants.

### TEXT BOOK

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Dr.A.Indhuleka and Dr.S.N.Suresh	Text Book of Food Science and Nutrition	SURE Publishers, Coimbatore	2018, I Edition

### REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Guthrie Helen	Introductory Nutrition	Mirror/ Mosby College Publishing Times	1986
2	Mudambi, S.R., Rajgopal, M.V	Fundamentals of Foods and Nutrition	NewAge International Pvt. Ltd	1990

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom.

**SEMESTER- IV**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U4ACCT11	Course Title: Core 11: Financial Management	Batch	2018-2021
			Semester	IV
Hrs/Week	6Hrs		Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- To know the Finance Functions, Cost of capital, Capital structure.
- To prepare the Capital Budgeting, Working capital management.
- To be helpful in Preparation of Budgets.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	To understand the nature, scope and importance of financial management and profit maximisation in an organisation
CO2	To know the primary sources of capital and incorporate their cost when making investment decisions
CO3	To apply measures of cost of capital and financial leverage to form long-term financial policies for business
CO4	To comprehend the dividend decision in a firm and factors affecting dividend policy in practice
CO5	To estimate working capital requirement in a firm along with understanding of cash management

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	-	-	-	✓	-	✓	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	✓	✓	-	✓	✓	✓	-	✓	✓	✓	-	✓
CO5	✓	-	✓	✓	✓	-	-	-	-	-	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS**

**UNIT - I (Theory only)**

**(18 Hrs)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

**UNIT - II (Theory and Problems) (18 Hrs)**

Investment Decisions- Meaning – Importance – Types of acceptance criteria – factors affecting investment decision – Preparation of cash flow – Evaluation criteria – capital rationing.

**UNIT - III (Problem only) (18 Hrs)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage – Composite Leverage – Working capital leverage.

**UNIT - IV (Theory only) (18 Hrs)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

**UNIT - V (Problems only) (18 Hrs)**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital - Estimation of Working capital - Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

**Note:** Theory carries 60% Marks, Problems carry 40% Marks

**TEXT BOOK**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	Dr.S.N.Maheswari	Financial Management	Sultan Chand & Sons	14 <sup>th</sup> Edition , 2014

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	I.M.Pandey	Financial Management	Vikas Publication	10 <sup>th</sup> Edition, 2015
2	Prasana Chandra	Financial Management	Mcgraw – Hill	8 <sup>th</sup> Edition, 2012
3	Khan and Jain	Financial Management	A Conceptual Approach, Mcgraw – Hill	2 <sup>nd</sup> Edition 2007
4	JohnTennent	Guide to Financial Management	Profile Book Publisher	2008

**WEBSITE REFERENCE**

[https://www.kgrtc.org.zm/wp-content/uploads/2018/09/financial\\_management.pdf](https://www.kgrtc.org.zm/wp-content/uploads/2018/09/financial_management.pdf)

[https://gurukpo.com/Content/MBA/Financial\\_Management.pdf](https://gurukpo.com/Content/MBA/Financial_Management.pdf)

<http://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classroom

### SEMESTER IV

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U4ACCT12	Course Title: Core 12: Marketing Management	Batch	2018-2021
Hrs/Week	5Hrs		Semester	IV
			Credits	3

#### COURSE OBJECTIVES

On successful completion of this course, the students should will understood

- Principles of marketing management, market segmentation
- Product life cycle, pricing, branding.

#### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Gain a solid understanding of key marketing concepts and skills
CO2	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation
CO3	Develop the students' skills in applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning;
CO4	Develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and control the marketing mix variables in order to achieve organizational goals.
CO5	Develop strong marketing plans and persuasively communicate your recommendations and rationale

#### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	✓	-	✓	-	✓	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-

<b>CO3</b>	-	-	-	-	-	-	-	-	-	-	-	-
<b>CO4</b>	✓	✓	-	✓	✓	✓	-	✓	✓	✓	-	✓
<b>CO5</b>	-	✓	✓	✓	✓	-	-	-	✓	-	✓	✓

S-Strong, M-Medium, L-Low

## SYLLABUS

### UNIT I (15 Hrs)

Definition of marketing – Marketing Management – Marketing Concept – meaning, Importance – Importance of Marketing in developing countries – Functions of Marketing – Marketing Environment: Various Environmental factors affecting the marketing functions

### UNIT II (15 Hrs)

Buyer Behaviour – Buying motives – Explanation of motivation – Market segmentation of different bases – Marketing Strategy – Market structure – Definition and types of channel – channel Selection and Problems

### UNIT III (15 Hrs)

The Product – Marketing Characteristics – Consumer goods –Industrial goods –Production Policy – Product Life Cycle (PLC) – Product mix – modification and elimination – Packing – Developing new products – strategies

### UNIT IV (15 Hrs)

Pricing: Meaning to Buyer and Seller – Pricing Policies – Objective factors influencing Pricing Decisions – Competitors action to Price changes – Multi product pricing. Physical Distribution – Management of physical Distribution –Marketing Risks

### UNIT V (15 Hrs)

Branding Decisions: Brand – Brand image, Brand Identity - Brand personality – Positioning and leveraging the brands – Brands Equity

## TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Philip Kotler	Marketing Management,	Pearson Education India,	Fifteenth edition, 2015

## REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Philip Kotler , Gary Armstrong	Principles of Marketing	Pearson Education India	15th edition 2015
2.	RajanSaxena	, Marketing Management	McGraw Hill Education	Fifth edition, 2015
3.	<a href="#">V.S. Ramaswamy,</a>	Marketing Management: A Strategic Decision Making approach	McGraw Hill Education,	5 edition, 2013
4.	<a href="#">Ramaswamy,</a>	Marketing	Macmillian	Fourth edition ,

	<a href="#">Namakumari,</a>	management: Global Perspective, Indian Context	India Ltd,	2009
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**WEBSITE REFERENCE**

<https://lecturenotes.in/subject/94/marketing-management-mm>  
[https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.crectirupati.com/sites/default/files/lecture\\_notes/Marketing%2520Management.pdf&ved=2ahUKEwiFjtOm7s\\_hAhVYXSsKHeWyA3gQFjACegQIARAB&usg=AOvVaw05fzB-RVP4-0saxvt0Oang&cshid=1555254903288](https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.crectirupati.com/sites/default/files/lecture_notes/Marketing%2520Management.pdf&ved=2ahUKEwiFjtOm7s_hAhVYXSsKHeWyA3gQFjACegQIARAB&usg=AOvVaw05fzB-RVP4-0saxvt0Oang&cshid=1555254903288)  
<https://www.enotesmba.com/2013/01/marketing-management-notes.html?m=1>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER IV**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U4ACCT13	Course Title : Core 12: Internet And Web Designing	Batch	2018-2021
Hrs/week	5 Hrs		Semester	IV
			Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- The Basic Concept of Internet
- The Concept of E-Mail
- The Concept of HTML and DHTML Programs

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understand how does web actually works, what makes web sites work.
CO2	To know about various protocols
CO3	To design Simple and impressive design techniques

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	-	-	✓	-	✓	-	✓	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	✓	✓	-	✓	✓	✓	-	✓	✓	✓	-	✓
CO5	-	✓	✓	✓	✓	-	-	-	✓	-	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS**

**UNIT – I (15 Hrs)**

Internet basics – Internet Address – Domain names –Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection

**UNIT – II (15 Hrs)**

Working with E-Mail – running an email program – sending, reading, replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

**UNIT – III (15 Hrs)**

Introduction to HTML - information file creation –web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – heading style – spacing – centering – Font size and color.

**UNIT – IV (15 Hrs)**

List – Types of list – Adding graphics to HTML document – Using width, height ,alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyperlinks.

**UNIT – V (15 Hrs)**

Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Margaret Levin Young	Internet: The Complete Reference	Osborne, McGraw- Hill	1999, 3 <sup>rd</sup> Edition
2.	Ivan Bayross	Web enabled Commercial Application Development using HTML, DHTML, JavaScript, PerlCGI	BPB Publications	2000, 3 <sup>rd</sup> Edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Scholastic and <a href="#">Owen Jones</a>	The Internet Book : Everything You Need to Know about Computer Networking and How the Internet Works	Prentice Hal	2007, 4 <sup>th</sup> Edition
2	Scholastic and <a href="#">Owen Jones</a>	The Internet	Global Publishing Leaders	2014, 1 <sup>st</sup> edition
3	<a href="#">Jon Duckett</a>	Beginning HTML, XHTML, CSS, and JavaScript	Wiley publishing inc	2010 1 <sup>st</sup> Edition
4	Kogent	Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP,	Dreamtech Press	2015 1 <sup>st</sup> Edition

		ASP.NET, XML and Ajax, Black Book		
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**WEBSITE REFERENCE**

1. <https://fcit.usf.edu/internet/chap1/chap1.htm>
2. [https://www.tutorialspoint.com/internet\\_technologies/internet\\_overview.htm](https://www.tutorialspoint.com/internet_technologies/internet_overview.htm)
3. [https://www.tutorialspoint.com/internet\\_technologies/e\\_mail\\_working.htm](https://www.tutorialspoint.com/internet_technologies/e_mail_working.htm)
4. [https://www.w3schools.com/html/html\\_intro.asp](https://www.w3schools.com/html/html_intro.asp)
5. <https://www.geeksforgeeks.org/html-introduction/>
6. [https://www.w3schools.com/html/html\\_lists.asp](https://www.w3schools.com/html/html_lists.asp)
7. <https://www.geeksforgeeks.org/dhtml-introduction/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER IV**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U4ACCP14	Course Title : Core 14: Internet and Web Designing-Practical	Batch	2018-2021
Hrs/week	5 Hrs		Semester	IV
			Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- The Basic Concept of Internet
- The Concept of E-Mail
- The Concept of HTML and DHTML Programs

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Employ fundamental computer theory to basic programming techniques
CO2	Know about the concept of E-mail
CO3	Learn the language of the web: HTML and CSS

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	✓	✓	-	✓	-	-	✓
CO2	-	-	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	✓	✓	-	✓	✓	✓	-	✓	✓	✓	-	✓
CO5	✓	-	✓	✓	✓	✓	-	-	✓	-	✓	✓

S-Strong, M-Medium, L-Low

**SYLLABUS**



### **LIST OF PROGRAMS**

1. Search a particular topic in using internet search engines.
2. Create a new mail id using any available service providers.
3. Send an email to another person's email id.
4. Send an email to more than one users at the same time.
5. Send an email to a person with an attachment.
6. Send a greeting to a person using internet.
7. Develop a HTML page to check username and password.
8. Develop a HTML page to link other web page.
9. Develop a HTML page to scroll text from left to right.
10. Develop a HTML page to display an advertisement.
11. Develop a HTML page for college information.  
Develop a HTML page for student information.

**SEMESTER-IV**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U4ACAT04	Course Title: Allied 4: Management Information Systems	Batch	2018-2021
Hrs/Week	6Hrs		Semester	IV
			Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- The computer based information system
- MIS support for the functions of management

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understand the Management Information systems in achieving business competitive advantage through informed decision making
CO2	Understand the functions of MIS
CO3	Outline the computer hardware and computer software
CO4	Study about the input, output and storage devices
CO5	Understand the various techniques for telecommunication implementation and design

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓
CO 2	-	✓	-	-	✓	-	-	✓	✓	-	✓	-

<b>CO 3</b>	-	-	-	-	✓	-	-	-	✓	-	-	
<b>CO 4</b>	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-
<b>CO 5</b>	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓

S-Strong, M-Medium, L-Low

## SYLLABUS

### UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - Need for information-information system for decision making- MIS as competitive advantages – MIS structures.

### UNIT II

MIS - Strategic information system - MIS support for planning - organizing - controlling - MIS for specific functions - personnel, finance, marketing, inventory and production. Data Base Management System Models - hierarchical -network – relational.

### UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - microcomputers - Super computers - personal computers. Computer Software - types of software - data representation in computers, Introduction to client-server.

### UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.

### UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B\_B and B\_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

## TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	S. Sadgo Pan	Management Information Systems	PHI Learning Publications	1 <sup>st</sup> Edition, 2014

## REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	A.K.Gupta	Management Information Systems	S.Chand Publications	3 <sup>rd</sup> Edition, 2013.
2	George M.Marakas, James.A	Management Information Systems	Tata MCGraw Hill Education	9 <sup>th</sup> Edition, 2009
3	Kenneth C.Landon and Jane Laudon	Management Information Systems	Pearson Education	14 <sup>th</sup> edition, 2016

4	Gordon B.Davis	Management Information Systems	Black Well Publishers	2 <sup>nd</sup> Edition,2016
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**WEBSITE REFERENCE**

<https://lecturenotes.in/subject/212/management-information-system-mis>

<https://nptel.ac.in/courses/122105022/>

<https://bbamantra.com/category/management-information-system/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER V**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U5ACCT15	Course Title: Core 15: Production & Materials Management	Batch	2018-2021
Hrs/Week	5 Hrs		Semester	V
			Credits	4

**COURSE OBJECTIVES**

On successful completion of the course, the students should have understood

- The concept of Materials management and Supply Chain Management.
- The concept of Total quality management

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Understand the production setting functions of the industry
CO2	Outline the process of material handling, maintenance and purchasing procedure
CO3	Acquire knowledge on inventory management
CO4	Understand quality management practices followed by the companies

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	-	-	-	√	-	-
CO2	-	√	-	√	-	√	-	√	-	√	-	-
CO3	-	√	-	√	-	√	-	√	-	√	-	-
CO4	-	√	√	√	-	√	-	-	-	√	-	-
CO5	-	√	-	√	-	√	-	√	-	√	√	-

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT-I (15 Hrs)**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

**UNIT-II (15 Hrs)**

Materials Handling - Importance - Principles - Criteria for selection of material handling equipment's, Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

**UNIT-III (15 Hrs)**

Organization of Materials Management - Fundamental Principles - Structure - Integrated materials management, Purchasing – procedure - principles - import substitution and import purchase procedure, Vendor rating - Vendor development.

**UNIT-IV (15 Hrs)**

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis, Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

**UNIT-V (15 Hrs)**

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

**TEXT BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	S.K.Sarangi	Production and Materials Management	Asian Books Publications	2012.

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/ Edition
1.	SudhirKausik	Production and Materials Management	Anmol Publications	2014

2.	Stan C. Mc Donald,	Materials Management – An executive supply chain	Wilsey publishers	2009
3.	John W.Toomey,	Inventory Management – Principles, concepts and Techniques,	Springer Publications	I Edition 2012
4.	Neeti Gupta &Anuj Gupta,	Production and Materials Management	Kalyani Publishers	2015

**WEBSITE REFERENCE**

[https://www.google.com/url?sa=t&source=web&rct=j&url=https://gurukpo.com/Content/BB A/production\\_and\\_Material\\_Management.pdf&ved=2ahUKEwi19P3C-M\\_hAhWljuYKHUleDAcQFjAAegQIBBAC&usg=AOvVaw1edjrWr5jLG9hpT4tBpYEr](https://www.google.com/url?sa=t&source=web&rct=j&url=https://gurukpo.com/Content/BB A/production_and_Material_Management.pdf&ved=2ahUKEwi19P3C-M_hAhWljuYKHUleDAcQFjAAegQIBBAC&usg=AOvVaw1edjrWr5jLG9hpT4tBpYEr)  
<https://lecturenotes.in/subject/100/production-and-operation-management-pom>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER V**

Programme	BBA (CA)	Programme Title	Bachelor of Business
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code			Administration (CA)	
Course code	18U5ACCT16	Course Title: Core 16: Customer Relationship Management	Batch	2018-2021
			Semester	V
Hrs/Week	5 Hrs		Credits	4

### COURSE OBJECTIVES

On successful completion of the course the students should have understood

- The concept and application of Customer relationship management
- Concept of value chain in the Customer relation
- Significance of customer relationship in various fields

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Discuss the conceptual foundation and types of relationship marketing
CO2	Explain the value of a relationship management strategy
CO3	Review several features and benefits of various CRM functions
CO4	Develop a sound Integrated Marketing Communication plans
CO5	Create insight and new learning in the area of customer relationship management

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	√	√	√	-	√	-	-	√	√	-	-
CO2	√	√	-	√	√	-	√	√	√	-	√	√
CO3	√	-	-	-	√	-	√	√	-	-	-	√
CO4	-	-	√	-	-	√	√	-	-	√	-	√
CO5	-	√	-	√	-	√	-	√	√	√	√	-

S-Strong, M-Medium, L-Low

### SYLLABUS

#### UNIT – I (15 Hrs)

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

#### UNIT – II (15 Hrs)

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

#### UNIT – III (15 Hrs)

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

#### UNIT – IV (15 Hrs)

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

**UNIT – V****(15 Hrs)**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

**TEXT BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Dr.K.Govinda Bhat	Customer Relationship Management	Himalaya Publishing House	First Edition 2009

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/ Edition
1.	Anton.J	Customer Relationship Management – The Bottom	Pearson Education Pvt Ltd	2 <sup>nd</sup> Revised Edition, 2002
2.	Ed.Peelen	Customer Relationship Management	Pearson India,	1 <sup>st</sup> Edition 2008
3.	Buttle	Customer Relationship Management	Elser Publication	2 <sup>nd</sup> Edition 2009
4.	Alok Kumar Roi	Customer Relationship Management – Concept and Cases	PHI Learning,	2 <sup>nd</sup> Edition 2013

**WEBSITE REFERENCE**

<https://examupdates.in/customer-relationship-management/>  
[https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.ymcaust.ac.in/mba/images/Study\\_Material/Customer-Relationship-Management-notes.pdf&ved=2ahUKEwi-miMjdDhAhXEV3wKHSIIBYQOFjAHegQIBxAB&usg=AOvVaw12Mb5fMUxw8-b5B8R38fBY&cshid=1555263063438](https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.ymcaust.ac.in/mba/images/Study_Material/Customer-Relationship-Management-notes.pdf&ved=2ahUKEwi-miMjdDhAhXEV3wKHSIIBYQOFjAHegQIBxAB&usg=AOvVaw12Mb5fMUxw8-b5B8R38fBY&cshid=1555263063438)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER V**

Programme	BBA CA	Programme Title	Bachelor of Business
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code			Administration (CA)	
Course code	18U5ACCT17	Course Title : Core 17: Photoshop And Corel Draw	Batch	2018-2021
Hrs/week	5 Hrs		Semester	V
			Credits	4

### COURSE OBJECTIVES

On successful completion of this course, the students should have understood

- To Identify and describe the major functions of Photoshop CS3
- To Work and manipulate images
- To Resize and Crop images
- The CorelDraw workspace, tools, panels, basic techniques and gain an insight into the techniques of creating and manipulating vector (design) objects, shapes and color fills

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Work with basic selections
CO2	Create, edit, delete, manage Layers and to paint
CO3	Retouch photos

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	√	-	√	√	-	-	-	-	-	√	-	√
CO2	√	-	-	-	√	√	-	-	√	-	√	-
CO3	√	-	√	-	√	√	√	-	-	-	-	-

S-Strong, M-Medium, L-Low

### SYLLABUS

#### UNIT – I (15 Hrs)

Welcome to Photoshop: Image editing concepts – Photoshop Inside Out – Image Management

#### UNIT – II (15 Hrs)

Painting and Retouching: Defining colors – Painting and Brushes – Filling and Stroking – Retouching and Restoring

#### UNIT – III (15 Hrs)

Selections, Masks and Filters: Selections and paths – Masks and Extractions – Corrective Filtering

#### UNIT – IV (15 Hrs)

Getting started with Corel DRAW 11: Setting UP your document page- Naming pages – Page commands- Measuring and drawing helpers: Using the ruler- Using grids – Working with

## Guidelines

**UNIT – V****(15 Hrs)**

Working with Object tools: Creating basic shapes- Using the Rectangle tool and property bar- Using the Eclipse tool and property bar- Using polygons and property bar – Using the spiral tool – Using perfect shape tools – Drawing and line tools- Cutting shaping and reshaping objects

**TEXT BOOK**

S.No	Author Name/s	Title of the Book	Publisher	Year / Edition
1.	Laurie Ulrich Fuller, & Robert C. Fuller	Photoshop CS3 Bible	Wiley India	2007
2.	Steve Bain with Nick Wiikinson	CorelDRAW 11 Official Guide	Dreamtech Press	2002

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Lisa DaNaeDayley and Brad Dayley	Photoshop CS5 Bible	Wiley India	
2.	Caria Rose	Adobe Photoshop7	Techmedia	
3.	Steve Romaniello	Photoshop 7	BPB Publications	2003

**WEBSITE REFERENCE**

1. <http://www.aui.ma/personal/~H.Belhiah/pdf%20files/Photoshop%20CS3%20Tutorial.pdf>
2. [http://cci.umk.edu.my/v7/images/download/adobe\\_photoshop.pdf](http://cci.umk.edu.my/v7/images/download/adobe_photoshop.pdf)
3. <https://www.scribd.com/doc/163435149/Unit-I-Introduction-to-CorelDRAW-X5-pptx>
4. <https://www.coreldraw.com/en/pages/items/17700687.html>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER V**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U5ACCP18	Course Title : Core 18: Photoshop And Corel Draw- Practical	Batch	2018-2021
			Semester	V
Hrs/week	5 Hrs		Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

- To Identify and describe the major functions of Photoshop CS3.
- To Work with manipulating images
- To Resize and Crop images.
- The CorelDraw workspace, tools, panels, basic techniques and gain an insight into the techniques of creating and manipulating vector (design) objects, shapes and color fills.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	
CO2	
CO3	
CO4	

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1												
CO2												
CO3												
CO4												

**SYLLABUS****LIST OF PRACTICALS**

1. Use photoshop tools for scanning and simple image editing
2. Use photoshop tools for Colour change, image extraction and merging of images
3. Use photoshop tools for Smoothing of sharp edges
4. Use photoshop tools for Text on images
5. Use photoshop tools to remove red eyes
6. Use photoshop tools for Working with layers

7. Use photoshop tools for filters and layers
8. Use photoshop tools for Pop Art.
9. Create a logo using Corel Draw (CorelDraw)
10. Create Flyer using Corel Draw (CorelDraw)

**Means of Curriculum Delivery:**

**SEMESTER-V**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U5ACET1B	Course Title: Elective 1:	Batch	2018-2021
Hrs/Week	5 Hrs	Indian Business System	Semester	V
			Credits	3

### COURSE OBJECTIVES

On successful completion of this syllabi the students will

- Understand the basic concepts in commerce, trade and industry.
- Understand modern business practices, forms, procedures and functioning of various business organizations.

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Define the concept of commerce and understand the trends in business national, multi-national
CO2	Understand the nature and purpose of different types of organizations
CO3	Interpret the various formation of business
CO4	Analyse opportunities to start the new business and utilize the trade services to the enterprise

### MAPPING WITH PROGRAMME OUTCOMES

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	✓	✓	✓	✓	-	-	-	✓	-	-	✓
CO2	-	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	✓	-	-	-	✓	-	-	-
CO4	-	-	✓	-	✓	✓	✓	✓	✓	✓	✓	-

S-Strong, M-Medium, L-Low

### SYLLABUS

#### UNIT I

(15 Hrs)

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects -Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

#### UNIT II

(15 Hrs)

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative

merits, demerits & suitability – Government Enterprises – Co-operative societies.

**UNIT III (15 Hrs)**

Mergers & acquisitions-mergers in India, Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright

**UNIT IV (15 Hrs)**

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy

**UNIT V (15 Hrs)**

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing, Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization

**TEXT BOOK**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Richard Whitley	Business Systems and Organizational Capabilities	Oxford Publications	1 <sup>st</sup> Edition, 2008

**REFERENCE BOOK**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Arnold Maria Manuela Cruz Cunha	Social, Managerial, Organizational Dimensions of Enterprise Information Systems	Business Science Reference Publisher	1 <sup>st</sup> Edition, 2011
2.	Kishor Vaidya	Inter- Organizational Information Systems and Management	Hershey Publisher,	1 <sup>st</sup> Edition, 2011
3.	Rodrogo Magalhaes	Organizational Knowledge and Technology	Edward Elgar Publishing Limited	1 <sup>st</sup> Edition, 2014

**WEBSITE REFERENCE**

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER V**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U5ACET2B	Course Title : Elective 2: Financial Markets	Batch	2018-2021
Hrs/week:	5 Hrs		Semester	V
			Credits	3

**COURSE OBJECTIVES**

On successful completion of this course, the students should have understood

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Knowledge of the basic elements and concepts related to distributed system technologies.
CO2	Understanding of the core architectural aspects of distributed systems.
CO3	Apply remote method invocation and objects.
CO4	Design process and resource management systems

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1												
CO 2												
CO 3												
CO 4												

**SYLLABUS****TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	George Coulouris, Jean Dollimore and Tim Kindberg	Distributed Systems Concepts and Design	Pearson Education	2012/Fifth Edition

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
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1	Tanenbaum A.S. Van Steen M	Distributed Systems: Principles and Paradigms	Pearson Education	2007
2	Liu M.L	Distributed Computing, Principles and Applications	Pearson Education	2004
3	Nancy A Lynch	Distributed Algorithms	Morgan Kaufman Publishers, USA	2003
4	Pradeep K Sinha	Distributed Operating Systems: Concepts and Design	Prentice Hall of India	2007

**WEBSITE REFERENCE**

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER VI**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U6ACCT19	Course Title: Core 19: Strategic Management	Batch	2018-2021
Hrs/Week	5 Hrs		Semester	VI
			Credits	5

**COURSE OBJECTIVES**

On successful completion of this course students will

- Understand and develop the holistic perspective of enterprise.
- Create and assist in strategy planning and implementation
- Manage the global environment

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	
CO2	
CO3	
CO4	
CO5	

**MAPPING WITH PROGRAMME OUTCOMES**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1												
CO2												
CO3												
CO4												
CO5												

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT-I****(15 Hrs)**

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.

**UNIT-II****(15 Hrs)**

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches - SWOT analysis-ETOP-Value chain analysis.

**UNIT-III (15 Hrs)**

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

**UNIT-IV (15 Hrs)**

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mc Kinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.

**UNIT-V (15 Hrs)**

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	PK Ghosh	Strategic Planning & Management	Sultan Chand & Sons	2002

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	V S Ramaswamy & S. Namakumari	Strategic Planning- Formulation of Corporate Strategy	Macmillan Business Books	2001
2	John A Pearce, Richard B Robins	Strategic Management	AITBS Educational Books	2000
3	Michael E Porter	Competitive Strategy	Prentice Hall	2004
4	Wheelen Hunger	Strategic Management	Addison Wesley	5 <sup>th</sup> Edition 1996

**WEBSITE REFERENCE**

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER VI**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U6ACCT20	Course Title: Core 20: Rural Marketing	Batch	2018-2021
Hrs/Week	5 Hrs		Semester	VI
			Credits	4

**COURSE OBJECTIVES**

On successful completion of the course the students should have understood

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Gain conceptual knowledge about rural area economy with special reference to the Indian context
CO2	Know about the rural marketing and consumer behaviour
CO3	Interpret the product and pricing strategies adopted in the rural markets
CO4	Understand the rural market distribution and trends in rural marketing

**MAPPING WITH PROGRAMME OUTCOMES**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1												
CO2												
CO3												
CO4												
CO5												

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT I****(12 Hrs)**

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

**UNIT II (18 Hrs)**

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

**UNIT III (12 Hrs)**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

**UNIT IV (15 Hrs)**

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

**UNIT V (18 Hrs)**

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

**TEXT BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Devendra Prasad	Rural Marketing	Adhyanan Publishers	Edition 2009

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Balram Dogra	Rural Marketing – Concept and Practices	Mc Grawhill	Edition 2007
2.	Dr. Rajesh S, Shinde	Rural Marketing in India	ABD Publishers	Edition 2011
3.	S.D. Singh	Rural Marketing	Anmol Publications	Edition 2012
4.	Meenu Agarwal	Consumer behaviour and Rural marketing,	New century Publications	1 <sup>st</sup> Edition 2009

**WEBSITE REFERENCE**

<https://examupdates.in/mba-rural-marketing/>  
<https://www.bms.co.in/rural-marketing-notes/bookpdf.co.in/mba-rural-marketing-pdf/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER-VI**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U6ACCT21	Course Title: Core 21: Entrepreneurship Development	Batch	2018-2021
Hrs/Week	5 Hrs		Semester	VI
			Credits	3

**COURSE OBJECTIVES**

On successful completion of the course the students should have understood

- To know the concepts of entrepreneurship development
- To Acquire requisite knowledge and skills for becoming successful entrepreneurs
- To Formulate and develop business projects.

**COURSE OUTCOMES(CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	
CO2	
CO3	Understand the role of financial institutions, government bodies in promoting entrepreneurship in india.
CO4	To equip them with insights into their creative,entrepreneurial and team skills.
CO5	

**MAPPING WITH PROGRAMME OUTCOMES**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1												
CO2												
CO3												
CO4												
CO5												

S-Strong, M-Medium, L-Low

**SYLLABUS****UNIT – I****(15 Hrs)**

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur – Functions - Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

**UNIT – II (15 Hrs)**

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

**UNIT – III (15 Hrs)**

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC, TIIC, SISI, SIPCOT and SIDBI.

**UNIT - IV (15 Hrs)**

Project Management – Concept of Project and Classification – Sources of a Business Idea - Project Identification – Project Formulation – Project Appraisal Methods - Preparation of Project Reports.

**UNIT – V (15 Hrs)**

Incentives and Subsidies – Incentives to Small Scale Industries – Problems of Small Scale Industries – Merits and Demerits of Family Business - Benefits to Industrial Units located in Backward Areas – Industrial Estates.

**TEXT BOOK**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	Nuzhath Khatoon	Entrepreneurial Development	Himalaya Publishing House Pvt., Ltd	Edition-1

**REFERENCE BOOKS**

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	John R Adams	The Principles of Project Management	Macmillan Business Books	Edition-1997
2	Dr.Dilip M Sarwate	Entrepreneurship Development and Project Management	Everest Publishing House	Edition-1
3	Clifford F Gray, Erik W. Larson, Gawtan V Desai	Project Management: Managerial Process	McGraw Hill Education	Edition-6, 2014
4	S.Choudhury	Project Management	Mcgraw Hill Education	Edition-1,2001

**WEBSITE REFERENCE****SEMESTER VI**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U6ACCT22	Course Title : Core 22: SPSS- Practical	Batch	2018-2021
			Semester	VI
Hrs/week	5 Hrs		Credits	4

### COURSE OBJECTIVES

On successful completion of this course, the students should have understood

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### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	
CO2	
CO3	
CO4	

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2
CO 1												
CO 2												
CO 3												
CO 4												

### SYLLABUS

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

### TEXT BOOK



S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Julie Pallant	SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS		
2.	Andy Field	Discovering Statistics Using IBM SPSS Statistics		

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition

**WEBSITE REFERENCE**

1. [https://www.unibocconi.eu/wps/wcm/connect/df356af2-10ac-416e-911a-f78853553988/Introduction+to+SPSS+\(feb2017\).pdf?MOD=AJPERES](https://www.unibocconi.eu/wps/wcm/connect/df356af2-10ac-416e-911a-f78853553988/Introduction+to+SPSS+(feb2017).pdf?MOD=AJPERES)
2. <http://www.ats.ucla.edu/stat/>
3. <http://calcnet.mth.cmich.edu/org/spss/toc.htm>
4. <http://www.stat.vcu.edu/help/SPSS/>

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

**SEMESTER VI**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U6A	Course Title: Core 19: Strategic Management	Batch	2018-2021
			Semester	VI
Hrs/Week	5 Hrs		Credits	5

### COURSE OBJECTIVES

On successful completion of this course students will

- Understand and develop the holistic perspective of enterprise.
- Create and assist in strategy planning and implementation
- Manage the global environment

### COURSE OUTCOMES (CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	
CO2	
CO3	
CO4	
CO5	

### MAPPING WITH PROGRAMME OUTCOMES

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1												
CO2												
CO3												
CO4												
CO5												

S-Strong, M-Medium, L-Low

### SYLLABUS

#### UNIT-I (15 Hrs)

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.

#### UNIT-II (15 Hrs)

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features- Types, Environmental Scanning- Need- Approaches - SWOT analysis-ETOP-Value chain analysis.

#### UNIT-III (15 Hrs)

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

**UNIT-IV (15 Hrs)**

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mc Kinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage.

**UNIT-V (15 Hrs)**

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

**TEXT BOOK**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	PK Ghosh	Strategic Planning & Management	Sultan Chand & Sons	2002

**REFERENCE BOOKS**

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	V S Ramaswamy & S. Namakumari	Strategic Planning- Formulation of Corporate Strategy	Macmillan Business Books	2001
2	John A Pearce, Richard B Robins	Strategic Management	AITBS Educational Books	2000
3	Michael E Porter	Competitive Strategy	Prentice Hall	2004
4	Wheelen Hunger	Strategic Management	Addison Wesley	5 <sup>th</sup> Edition 1996

**WEBSITE REFERENCE**

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms

**SEMESTER-VI**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U5ACET4A	Course Title: Elective 4 : Principles Of Auditing	Batch	2018-2021
			Semester	VI
Hrs/Week			Credits	4

**COURSE OBJECTIVES**

- To understand the significance of auditing in business
- To schedule the audit plans and controls in an organization

- To assess the risk and overcome problems in joint stock companies

### COURSE OUTCOMES(CO)

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	
CO2	
CO3	
CO4	
CO5	

### MAPPING WITH PROGRAMME OUTCOMES

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1												
CO2												
CO3												
CO4												
CO5												

S-Strong, M-Medium, L-Low

### SYLLABUS

#### UNIT I (15 Hrs)

Introduction; Meaning and definition of auditing – nature and importance of Auditing Objectives of Auditing-Advantages –Different types of audit - qualities of an Auditor-Audit report- Auditing in a computerized environment.

#### UNIT II (15 Hrs)

Audit planning and Control: Factors affecting audit planning – Audit programme - Advantages – Audit note book – Appointment of a company auditor – Qualifications, Disqualification – Rights and duties of a company Auditor.

#### UNIT III (15 Hrs)

(a) Internal check and internal control – Meaning and objectives- internal check for various transactions – Limitation of Internal control. (b) Vouching – Meaning and importance – vouching of cash transactions.

#### UNIT IV (15 Hrs)

Verification and valuation of liabilities: Meaning-Problems in valuation of assets verification and valuation of some assets and liabilities, Assets: (a) Goodwill (b) Stock in trade (c) Investment Liabilities: (a) Capital (b) Sundry creditors (c) Debentures

#### UNIT V (15 Hrs)

Audit of different types of organizations: (a) Audit of Government accounts (b) Audit of Joint stock companies

**TEXT BOOK**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the book</b>	<b>Publisher</b>	<b>Year/Edition</b>
1	Whitting ton	Principles of Auditing	Mcgrawhill publications	17 <sup>th</sup> Edition 2009

**REFERENCE BOOK**

<b>S.No</b>	<b>Author Name</b>	<b>Title of the book</b>	<b>Publisher</b>	<b>Year/Edition</b>
1	John Raymond Wildman	Principles of Auditing	Nabu publications	Edition 2009
2	Ravinder Kumar Virendar Sharma	Auditing Principles and Practices	PHI Learning	3 <sup>rd</sup> Edition 2015
3	SK. Basu	Auditing Principles	Pearson Publications	1 <sup>st</sup> edition 2005
4		Principles of Auditing	Mayur Publications	Edition 2010

**WEBSITE REFERENCE**

**SEMESTER VI**

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	18U6ACCT22	Course Title : Core 22: SPSS- Practical	Batch	2018-2021
			Semester	VI
Hrs/week	5 Hrs		Credits	4

**COURSE OBJECTIVES**

On successful completion of this course, the students are able to do

- Parametric tests through this SPSS package
- Non parametric tests
- Infer the test outcomes related to their research

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Perform parametric tests through SPSS
CO2	Perform Non parametric tests through SPSS
CO3	Prepare inference based on the test results

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	✓	✓	✓	-	-	-	-	-	-	-
CO2	-	-	✓	✓	✓	-	-	-	-	-	-	-
CO3	-	-	✓	✓	✓	-	-	-	-	-	-	-

**List of practical**

1. Data entry in variable view table
2. Creation of frequency table and charts
3. Correlation problem
4. t-test and z test
5. Chi square
6. ANOVA

**WEBSITE REFERENCE**

1. [http://youtu.be/8\\_4Z3iKxE8M](http://youtu.be/8_4Z3iKxE8M)

**Means of Curriculum Delivery:** SPSS working videos

**SEMESTER-VI**

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	18U6ACET3C	Course Title: Elective 3: Multimedia	Batch	2018-2021
			Semester	VI
Hrs/week:	5 Hrs		Credits	

**COURSE OBJECTIVES**

On successful completion of the course the students should have understood

- To learn about multiple media and the usage of related technology
- To inculcate knowledge on media, text , image , text , audio & video creation.

**COURSE OUTCOMES (CO)**

On successful completion of the course students will be able to achieve the following outcomes

CO Number	CO Statement
CO1	Know the change of technology and methodologies in the multimedia environment.
CO2	Identify the basic components of a multimedia
CO3	Identify the basic hardware and software requirements for multimedia development

**MAPPING WITH PROGRAMME OUTCOMES**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	✓	✓	✓	✓	-	-	-	-	✓	-	✓	✓
CO2	✓	✓	-	-	✓	-	-	✓	✓	-	✓	-
CO3	-	-	-	-	-	-	-	-	✓	-	✓	

**SYLLABUS****UNIT I****(12 Hrs)**

Introduction: multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement. Digital representation: analog representation –waves – digital representation-need for digital representation.

**UNIT II****(12 Hrs)**

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats.

**UNIT III****(12 Hrs)**



Image: Image type –seeing color- color modals –basis steps for image processing- scanner- digital camera – interface standards – specification of digital images.

#### UNIT IV (12 Hrs)

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

#### UNIT V (12 Hrs)

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

#### TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Ranjan Parekh	Principles of Multimedia	MC Gray Hill Education	2013, 2 <sup>nd</sup> Edition

#### REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Tay Vaughan	Multimedia Making it Work	MC Gray Hill Education	2011 8 <sup>th</sup> Edition
2	Vikas Gupta	Complex Multimedia and Web Designing	Preamtech Press	2006, 1 <sup>st</sup> Edition 2006.
3	Prof.Sathish Jain, Shashi Singh	Introduction to Multimedia	BPB Publications	2015, 1 <sup>st</sup> Edition
4	Jeffcoate	Multimedia in Practice	Pearson India Publications	2006, 1st Edition

#### WEBSITE REFERENCE

- <http://www.ftms.edu.my/images/Document/MMGD0101%20-%20Introduction%20to%20Multimedia/MMGD0101%20chapter%201.pdf>
- <http://www.ques10.com/p/18579/discuss-the-use-of-text-in-multimedia-explain-the-/>
- <http://ti-me.org/members/articles/multimediabasics/stillimages.html>
- [http://w3schools.sinsixx.com/media/media\\_soundformats.asp.htm](http://w3schools.sinsixx.com/media/media_soundformats.asp.htm)
- [http://w3schools.sinsixx.com/media/media\\_videoformats.asp.htm](http://w3schools.sinsixx.com/media/media_videoformats.asp.htm)

**Means of Curriculum Delivery:** Lecture, Group Discussion, Seminar, Assignment, Case studies, Google Classroom

