

**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.

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 multidisciplinary 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

S.No	GRADUATE ATTRIBUTES	PROGRAMME OUTCOMES
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.

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 2019 -20)

1. REGULATIONS

This regulation is effective from the academic year 2019 -20.

1.1. Eligibility for Admission

Course	Eligibility Condition
BBA (CA)	A pass in Higher Secondary Course

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 re-joining 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 re-joining 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 fulfil 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
Total	25

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
Total	50

*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
Total	40	20

Project Viva Voce

Content	Marks Awarded
Review (3 reviews *20)	60
Project Report	20
Total	80

1.6.2. End Assessment Examinations (EAE)

- a) Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.
- b) End Assessment Examination for the odd semester will generally be held during November and even semester during April.
- c) The question papers for all the courses will be set by the external examiners.
- d) The exams for Languages, English, Core, Allied and Elective 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%.
- e) Question Paper Pattern: (**Languages, English, Core, Allied and Elective**)

Part A	20 Marks	10 Questions – 2 Marks each – Descriptive type.
Part B	25 Marks	5 Questions- 5 Marks each – either or type.
Part C	30 Marks	3 Questions-Out of five questions-- 10 Marks each.
Total	75 Marks	

- f) The exams for Value Based Education And Non Major Elective will be conducted for a maximum of 50 marks for three hours. The passing minimum is 40% (20 out of 50 marks).
- g) Question Paper Pattern: (**Value Based Education & Non Major Elective**)

Part A	50 Marks	Questions - either or type of question - 10 Marks each
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- h) Question paper pattern : (**Extra Credit Courses**)

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

- i) The mark secured in the extra credit course will get reflected in the mark sheet only if the candidate has secured 40% marks and above.
- j) The students will be allowed to choose only two papers per semester under the extra credit courses from third semester onwards.
- k) Job Oriented Courses : Every student should complete one job oriented course of

minimum 20 hrs duration .The student may register in PMKVY (supported by the central government) or other external agency .They should submit a certificate for the successful completion of the training programme from the agency concerned at the end of the third semester

l) Online Course :Students have to register online courses like NPTEL /SWAYAM /MOOC / COURSEERA /EDX etc and can appear for the exam in same web portal or through End Assessment Examinations in our College.

m) Question paper pattern : (Self Study -Gandhian Thoughts and Women Rights)

Part A	50 Marks	5 Questions -10 Marks each – either or type.
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Question paper pattern : (Self Study -General Awareness)

Part A	100 Marks	100 Questions -1 Marks each – objective type
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n) Practical

Content	Marks Awarded (Max Marks: 100)	Marks Awarded (Max Marks: 50)
Program – 1	20	10
Program – 2	20	10
Viva voce	10	05
Record	10	05
Total	60	30

o) Extra-Curricular Activities

The first year students can enroll themselves for NSS / RRC /YRC / Sports & Games / Clubs and earn the credit allotted. Participation in any one of these activities during the first four semesters is mandatory. A report regarding satisfactory participation in the activity issued by the faculty in charge of the activity and approved by the Head of the Department has to be submitted to the CoE at the end of the fifth semester.

p) Co-curricular Activities

Participation of the students in any one of the activities conducted by other colleges during their courses of study is compulsory for the award of degree and it should be duly certified by the Head of the Department and submitted to the Controller of Examinations with a copy of the certificate of participation.

q) Internship

The students have the option to select any organisation – Government / Private like industry, bank, Research & Development organisations, Scientific Companies, IT related service providers etc., in consultation with the staff Co-ordinator & Head of the Department. The students are to undergo training for a period of two weeks. The students must maintain a work diary and prepare a report of the training undergone and submit the same to the HoD on a stipulated date, there will be a viva voce with internal examiners at the end of the semester V.

Evaluation:

Content	Marks Awarded
Attendance	10
Work diary	15
Report	50
Viva Voce	25
TOTAL	100

This course carries 3 credit.

r) Project

The evaluation for the end semester examination should be as per the norms given below:

Content	Marks Awarded
Viva Voce	20
Total	20

s) The students who have opted for the languages other than Tamil in part-I should undergo basic Tamil Course during the 2nd year of the study as a non-credit course for which there would be only Internal Evaluation .

t) For all the non-credit courses result would be indicated as "Pass" or "Re- Appearance" and not by marks or grades secured in the grade sheet.

u) There will be one independent valuation for all theory papers of UG courses by external examiner except for self-study subjects, Value Based subjects & Non-Major Electives.

v) 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 fee. This provision is available for all theory papers taken in the EAE. However there is no provision for revaluation of Practical papers.

w) 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.

x) 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:

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

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

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

Sum of the credits of the courses in a semester

For the Entire Programme:

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

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

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 4000.

2.2 Curriculum Structure

S.No	Courses	No. of .Papers	Credits
1	Language 1 (Tamil /Hindi /French /Malayalam)	2	6
2	Language 2 English	2	6
3	Core	22	75
4	Allied	4	14
5	Elective	4	12
6	Value Based Education	4	6
7	Skill Based Subject	8	8
8	Non Major Elective	2	4
9	Non Credit Course	4	-
10	Job Oriented Course	1	1
11	Online Course	1	1
12	Self-Study	3	3
13	Internship	1	3
14	Extension Activity	1	1
Total Credits			140

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE
Business Administration with Computer Applications (2019- 2022)

Part	Course Code	Study Components	Hrs/ Week	CI A	Exam	Total	Credit
SEMESTER-I							
I	19U1TALT01	Language 1: Paper I (Tamil I /Hindi I /French I /Malayalam I)	5	25	75	100	3
II	19U1ENLT01	Language 2 Functional English I	5	25	75	100	3
III	19U1ACCT01	Core 1: Principles of Management	4	25	75	100	3
	19U1ACCT02	Core 2: Business Economics	4	25	75	100	4
	19U1ACCP03	Core 3: Computer Applications in Business – Practical I	2	20	30	50	2
IV	19U1ACAT01	Allied 1: Business Mathematics & Statistics	6	25	75	100	4
	19U1VBET01	Value Based Education 1: Environmental Studies**	2	-	50	50	1
	19U1VBET02	Value Based Education 2: Yoga for Youth Empowerment **	2	-	-	-	-
	19U1SBST01	Skill Based Subject 1: Mathematics for Competitive Examination I	2	50	-	50	1
	19U1SBST02	Skill Based Subject 2: Communication Skills I	2	-	-	-	1
-	-	Sports	2	-	-	-	-
						Total Credits	22
SEMESTER-II							
I	19U2TALT02	Language 1: Paper II (Tamil II /Hindi II /French II /Malayalam II)	5	25	75	100	3
II	19U2ENLT02	Language 2: Functional English II	5	25	75	100	3
III	19U2ACCT04	Core 4: Marketing Management	4	25	75	100	3
	19U2ACCT05	Core 5: Principles of Accountancy	5	25	75	100	4
	19U2ACCP06	Core 6: Computer Application in Business -Practical II	2	20	30	50	2
	19U2ACAT02	Allied 2: Operations Research	5	25	75	100	4
IV	19U2VBET03	Value Based Education 3: Yoga for Youth Empowerment**	2	-	50	50	4
	19U2VBET04	Value Based Education 4: Ethics and Culture	2	-	50	50	1
	19U2SBST03	Skill based Subject 3: Mathematics for Competitive Examination II	2	50	-	50	1
	19U2SBST03	Skill based Subject 4: Communication Skills II	2	-	-	-	1
	-	-	Sports	2	-	-	-
						Total Credits	26
SEMESTER-III							
	19U3ACCT07	Core 7: Financial Management	6	25	75	100	4
	19U3ACCT08	Core 8: Organizational Behaviour	5	25	75	100	4
	19U3ACCT09	Core 9: Rural Marketing	6	25	75	100	3

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III	19U3ACCP10	Core 10: Multimedia application in business– Practical	4	40	60	100	3
	19U3ACAT03	Allied 3: Management Information System	6	25	75	100	3
	19U3SBST05	Skill Based Subject 5: Mathematics for Competitive Examination III	2	50	-	50	1
	19U3SBST06	Skill based Subject 6: Communication Skills III	2	-	-	-	1
IV	19U3NMET01	Non Major Elective1: Food Science and Nutrition	2	-	50	50	2
	19U3BTLT01	Non Credit Course: Basic Tamil I #	-	-	-	-	-
		Job Oriented course	-	-	-	-	1
	19U3SSCT01	Self-Study ** Gandhian Thoughts	SS	-	50	50	1
		Sports	2	-	-	-	-
	Library Work	1	-	-	-	-	
Total Credits							23
SEMESTER-IV							
III	19U4ACCT11	Core 11: Cost & Management Accounting	6	25	75	100	4
	19U4ACCT12	Core 12: Business Environment	6	25	75	100	3
	19U4ACCT13	Core 13: Internet and Web Designing	5	25	75	100	3
	19U4ACCP14	Core 14: Internet and Web Designing- Practical	5	40	60	100	3
	19U4ACAT04	Allied 4: Business Law	5	25	75	100	3
	19U4SBST07	Skill Based Subject 7: Mathematics for Competitive Examinations IV	2	50	-	50	1
	19U4SBST08	Skill Based Subject 8: Communication Skills IV	2	50	-	50	1
IV	19U4NMET02	Non Major Elective 2: Floriculture	2	-	50	50	2
	19U4BTLT02	Non Credit Course 2: Basic Tamil II #	-	-	-	-	-
	19U4SWCT01-	Self-Study** Online Course (SWAYAM/ NPTEL)	SS	-	-	-	1
	19U4SSCT02	Self-Study** Women Rights	SS	-	50	50	1
	-	Sports	2	-	-	-	-
	-	Library Work	1	-	-	-	-
Total Credits							22
SEMESTER-V							
III	19U5ACCT15	Core 15: Production and Materials Management	6	25	75	100	4
	19U5ACCT16	Core 16: Human Resource Management	5	25	75	100	4
	19U5ACCT17	Core 17: Research Methodology	5	25	75	100	4
	19U5ACCP18	Core 18: Photoshop & Coral Draw – practical	5	40	60	100	3
	19U5ACET1A	Elective :1	5	25	75	100	3

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	19U5ACET1B	Services Marketing					
	19U5ACET1C	Indian Business System Mall Management					
	19U5ACET2A	Elective :2 Retail marketing					
	19U5ACET2B	Financial Markets	5	25	75	100	3
	19U5ACET2C	Management of Micro Finance					
		19U5NCCT01	Non Credit Course 3: Aptitude and soft skills I	3	-	-	-
IV	19U5SSCT03	Self-Study** General Awareness	SS	-	100	100	1
	-	Internship (15 Days)	-	-	-	-	3
	-	Co-Curricular Activity (Participation in Seminars/ Conference/ Workshop) outside the college)	-	-	-	-	-
	-	Sports	2	-	-	-	-
	-	Library	1	-	-	-	-
	Total Credits						
SEMESTER-VI							
III	19U6ACCT19	Core 19: Strategic Management	5	25	75	100	4
	19U6ACCT20	Core 20: Event Management	5	25	75	100	4
	19U6ACCT21	Core 21: Entrepreneurship Development	5	25	75	100	3
	19U6ACCT22	Core 22: Project and Viva Voce	5	80	20	100	4
	19U6ACET3A	Elective :3 Labour Welfare and Industrial Relations					
	19U6ACET3B	Export and Import Procedures	5	25	75	100	3
	19U6ACET3C	Risk management and Insurance					
	19U6ACET4A	Elective :4 Eco-tourism					
19U6ACET4B	E-Commerce and Digital Marketing	5	25	75	100	3	
19U6ACET4C	Customer Relationship Management						
IV	19U6NCCT02	Non Credit Course 4: Aptitude and soft skills II	3	-	-	-	-
	19U6EXAY01	Extracurricular activity (NSS, YRC, RRC, Clubs, Sports & Games)	-	-	-	-	1
	-	Sports	2	-	-	-	-
	-	Library	1	-	-	-	-
Total Credits							22
Total Marks						4000	140

** 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.

EXTRA CREDIT COURSES		
Course Code	Subjects	Credits
2019ECC001	சுற்றுலாவளர்ச்சி	2
2019ECC002	இதழியல் கலை	2
2019ECC003	நாட்டுப்புறவியல்	2
2019ECC004	கணிப்பொறியில் தமிழ்	2
2019ECC005	தமிழகவரலாறும் மக்கள் பண்பாடும்	2
2019ECC006	தமிழ் இலக்கியவரலாறு	2
2019ECC007	New Media	2
2019ECC008	Proofreading And Copyediting	2
2019ECC009	Personality Development	2
2019ECC010	Technical Writing	2
2019ECC011	An Introduction To Psychology	2
2019ECC012	Astronomy	2
2019ECC013	Fuzzy Mathematics	2
2019ECC014	Operation Research	2
2019ECC015	Mathematics For Professional Courses	2
2019ECC016	Multimedia And Its Applications	2
2019ECC017	Management Information System	2
2019ECC018	Theory Of Computation	2
2019ECC019	Oops With Java Programming	2
2019ECC020	Programming in C	2
2019ECC021	Internet of Things	2
2019ECC022	Web Technology And Its Applications	2
2019ECC023	Network Security	2
2019ECC024	Mobile And Wireless Technology	2
2019ECC025	Cloud Computing	2
2019ECC026	Cross Culture Management	2
2019ECC027	Indian Economy And Trade Dependencies	2
2019ECC028	Export Marketing	2
2019ECC029	International Trade & Forex	2

2019ECC030	Brand Management	2
2019ECC031	Stress Management	2
2019ECC032	Risk And Insurance In International Trade	2
2019ECC033	Retail Marketing	2
2019ECC034	Export And Import Procedures	2
2019ECC035	Logistics And Supplychain Management	2
2019ECC036	Quality Management	2
2019ECC037	Management of Small And New Enterprises	2
2019ECC038	Tourism Management	2
2019ECC039	Event Management	2
2019ECC040	Hospitality Management	2
2019ECC041	Consumer Behaviour	2
2019ECC042	Human Resource Management	2
2019ECC043	Principles And Practice Of Marketing Services	2
2019ECC044	Consumer Marketing	2
2019ECC045	Marketing of Health Services	2
2019ECC046	International Banking	2
2019ECC047	E-Commerce	2
2019ECC048	International Accounting	2
2019ECC049	Corporate Social Responsibility And Governance	2
2019ECC050	Enterprise Resource Planning	2

SEMESTER I

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	19U1TALT01	Course Title	Batch	2019-2022
		Language 1: Tamil- I	Semester	I
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVES

நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்
- புதுக்கவிதைகள், சிறுகதைகள் ஆகியவற்றைப் வாசிக்கவைத்தல், எழுதவைத்தல்
- தமிழ்நாடு அரசுப்பணியாளர் போட்டித்தேர்வுமையம் நடத்தும் போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலை ஊக்குவிக்கவும், தமிழ் இலக்கியத்தோடு தொடர்புடைய பிற நூல்களையும் மாணவர்கள் சுயமாக கற்று உணர்ச்சி செய்தல்
- மாணவர்கள் பிழையில்லாமல் எழுதுவதற்கும், பேசுவதற்கும், கருத்துப்பரிமாற்றத்திற்கும் இலக்கணம் உதவுகின்றன என்பதை அறிந்து கொள்ளல்.

நிரல் விளைவுகளைக் கொண்டவரைபடம்

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

பாடத்திட்டம்

அலகு 1

10 மணிநேரம்

- பாரதியார் - புதுமைப்பெண் (பாரதியார் கவிதைகள்)
- பாரதிதாசன் - புத்தகக்கலை (பாரதிதாசன் கவிதைகள்)
- கவிமணி - புத்தரும் ஏழைச் சிறுவனும் (கவிமணிகவிதைகள்)
- கண்ணதாசன் - பிறப்பில் வருவது (கண்ணதாசன் கவிதைகள்)

அலகு 2

13 மணிநேரம்

- புவியரசு-ரகசியம் (ஒரு முக்கிய அறிவிப்பு)
- சிற்பி-தெற்குவளைவு பாட்டையா (ஒரு கிராமத்துநதி)
- அப்துல் ரகுமான் - மாதிரி (ஆலாபனை)

- வைரமுத்து- மரங்களைப் பாடுவேன் (வைரமுத்துகவிதைகள்)
- கனிமொழி- என் வீடு (கருவறைவாசனை)
- முத்துக்குமார் - தூர் (பட்டாம்பூச்சிவிற்பவன்)
- திலிப் குமார் - எனதுமௌனங்கள் (ஒத்திகை)
- சுடலைமணி-பிறந்தநாள் பூங்கா (நட்சத்திரக்கிழவி)

அலகு 3

சிறுகதை

13 மணிநேரம்

- புதுமைப்பித்தன் - காஞ்சனை.
- ராஜம்கிருஷ்ணன் - சூரியக்கதிர்கள். (பெண்ணியச் சிறுகதைகள்)
- தி.ஜானகிராமன் - சிலிர்ப்பு. (கொட்டுமேளம்)
- பிரபஞ்சன் - எனக்கும் தெரியும் (நேற்றுமனிதர்கள்).
- முத்துலிங்கம் - தாத்தாவிட்டுப்போனதட்டச்சமிசின் (கொழுத்தாடுபிடிப்பேன்)
- வேணுகோபால் - தாய்மை (வெண்ணிலை)
- வெ. சுப்ரமணியபாரதி- மயங்கும் மனங்கள் (மரணித்தகணவனின் டைரி)
- தாமரை-பசுத்தோல் (சந்திரக் கதிர்கள்)

அலகு 4 இலக்கணம்,பயன்பாட்டுத்தமிழ்

12 மணிநேரம்

• நிறுத்தற் குறிகள் இடும் இடங்கள் - காற்புள்ளி,அரைப்புள்ளி,முக்காற்புள்ளி, முற்றுப்புள்ளி,புள்ளி,உணர்ச்சிக்குறி,கேள்விக்குறி, இரட்டைமேற்கோள்குறி, ஒற்றைமேற்கோள் குறி.

• ஒருமை,பன்மைபிழைகளைநீக்குதல்,மரபுபிழைகள்,வழுஉச்சொற்களை நீக்குதல்,பிறமொழிச் சொற்களைநீக்குதல்.

- சொற்களைசேர்த்தும் இடம் விட்டும் எழுதுதல் - பெயர்,பெயர்,பெயர், வினை,வினை,வினை, இரட்டைச் சொற்கள், இடைச்சொற்கள்

அலகு 5 இலக்கியவரலாறு12 மணிநேரம்

- சிறுகதையின் தோற்றமும் வளர்ச்சியும்.
- புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்.
- இலக்கணம் தோற்றமும் வளர்ச்சியும்.

தன்முயற்சிபடிப்பு : தெரிந்தகோவைதெரியாதகதை - ஆசிரியர் : கவியன்பன். கே.ஆர் பாபு

பாடநூல் - செய்யுள் திரட்டு (தொகுப்பு) தமிழ்த்துறைவெளியீடு 2019

பார்வை நூல்கள்

வ.எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
1	புலவர் வெற்றியழகன்(தொ.ஆ),	பாரதியார் கவிதைகள்	ராமையாபதிப்பகம்,சென்னை.
2	தொ.பரமசிவன் (ப.ஆ)	பாரதிதாசன் கவிதைகள்	நியூ செஞ்சுரி புக் ஹவுஸ்,சென்னை.
3	வித்துவான் சிவகன்னியப்பன்	மலரும் மாலையும்	பூம்புகார் பதிப்பகம்,சென்னை.
4	கவியரசுகண்ண தாசன்	கண்ணதாசன் கவிதைகள்	கலைக்காவிரிபதிப்பகம்,திருச்சி.
5	புவியரசு	ஒருமுக்கியஅறிவிப்பு	விஜயா பதிப்பகம்,கோவை.
6	சிற்பி	ஒருகிராமத்துநதி	கவிதாபதிப்பகம் சென்னை.

Scheme and Regulations (SR4) 2019 -2022 BBA (CA)

7	அப்துல் ரகுமான்	ஆலாபனை	நேசனல் பப்ளிஷர்ஸ்,சென்னை.
8	வைரமுத்து	வைரமுத்துகவிதைகள்	சூர்யாவெளியீடு,சென்னை.
9	குனிமொழி	கருவரைவாசனை	திருமகள் நிலையம்
10	முத்துக்குமார்	பட்டாம்பூச்சிவிற்பவன்	வம்கிகிராபிக்ஸ்
11	திலிப் குமார்	ஓத்திகை - எனதுமௌனங்கள்	--
12	ப.சுடலைமணி	நட்சத்திரக்கிழவி (கவிதைத் தொகுப்பு)	--
13	புதுமைப்பித்தன்	புதுமைப்பித்தன் கதைகள்	பூம்புகார் பதிப்பகம்,சென்னை.
14	தி. ஜானகிராமன்	(கொட்டுமேளம்)	ஐந்திணைப் பதிப்பகம்
15	பிரபஞ்சன்	நேற்றுமனிதர்கள்	கவிதாபப்ளிகேசன்
16	முத்துலிங்கம்	கொழுத்தாடுபிடிப்பேன்	காலச்சுவடுபதிப்பகம்
17	வேணுகோபால்	ஒரு துளிதுயரம்	விஜயா பதிப்பகம்,கோவை.
18	வெ. சுப்ரமணியபாரதி	மரணித்தகணவனின் டைரி	டிஸ்கவரி புக் பேலஸ்
19	தூாமரை	சந்திரக் கதிரிகள்	குமரன் பதிப்பகம்
20	வல்லிக்கண்ணன்	புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்	அகரம் பதிப்பகம்,,கும்பகோணம்.
21	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கியவரலாறு	கலையகவெளியீடு,திண்டுக்கல்.
22	மது.ச.விமலானந்தம்	தமிழ் இலக்கியவரலாறு	முல்லைநிலையம்,சென்னை.
23	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்தபதிப்பகம்,திருநெல்வேலி.
24	கவியன்பன். கே.ஆர் பாபு	தெரிந்தகோவைதெரியாதகதை	விஜயா பதிப்பகம் கோயம்புத்தூர்.

SEMESTER-I

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	19U1FRLT01	Course Title :	Batch	2019-2022

		Language 1- French I	Semester	I
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 : 1-5
 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 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 (25)

2. Dites vrai ou faux (5X1=5)

3. Traduisez les textes suivants en anglais: (4/5) (4X5=20)

Section C (40)

4. Compréhension (5x1=5)

5. Exercices de grammaire: (5X5=25) (either/or)

6. Remplissez le dialogue: (5X1=5)

7. Associez : (5X1=5)

SEMESTER I

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U1HILT01	Course Title :	Batch	2019-2022

		Language 1: Hindi I	Semester	I
Hrs/week	5 Hrs		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 – BharthiyaSanskurthi
 Lesson 3 - Razia
 Lesson 4 – Makreal
 Lesson 5- BahthaPani Nirmala
 Lesson 6 – RashtrapithaMahathma Gandhi
 Lesson 9 – Ninda Ras.
 Publisher: Sumitra Prakashan
 Sumitras, 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
 SadharBagaar, 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:	19U1MLLT01	Course Title :	Batch	2019-2022
		Language 1:	Semester	I
Hrs/week:	5 Hrs	Malayalam I	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 SahithyaCharitram –Dr. M. Leelavathi (Kerala Sahithya Academy, Trichur)
2. Malayala Novel SahithyaCharitram – K. M.Tharakan (N.B.S. Kottayam)
3. MalayalaNatakaSahithyaCharitram – G. Sankarapillai (D.C. Books, Kottayam)
4. CherukathaInnale Innu – M. Achuyuthan (D.C. Books, Kottayam)
5. SahithyaCharitramPrasthanangalilude - Dr. K .M. George, (Chief Editor)

SEMESTER-I

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	19U1ENLT01	Course Title : Language 2-Functional English – I	Batch	2019-2022
Hrs/week:	5 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES

- To enable the students to understand the basic grammar in English.
- To acquaint students with the structure and strategies of conversation
- To make the students appreciate the significant works and style of prose
- To develop the skills of speaking and writing without flaws.
- To develop an interest in the minds of the students to enjoy and appreciate the literary works in English.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Speak and Write without committing grammatical errors.
CO2	Read and appreciate simple literary works.
CO3	Deal with various conversational situations with confidence.

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. The Lotus Eaters - Alfred Lord Tennyson
2. Menelaus and Helen - Rupert Brooke
3. Night of the Scorpion - Nizzim Ezekiel

UNIT- II- PROSE (12 Hours)

1. My Vision for India - Abdul Kalam
2. At Harrow and Cambridge - Jawaharlal Nehru
3. A Little Bit of what You Fancy - Desmond Morris

UNIT- III- Short Story (12 Hours)

1. The Happy Prince - Oscar Wilde
2. An astrologer's day - R. K. Narayan
3. The Face of Judas Iscariot - Neville Chamberlain

UNIT-IV-Grammar and Composition (12 Hours)

1. Modals
2. Verbs
3. Pronoun
4. Letter Writing
5. Reading Comprehension

UNIT- V- Dialogue Writing (CONVERSATION EXERCISES) (12 Hours)

1. Greeting , Introducing , Requesting, Inviting & Congratulating

TEXT BOOKS:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications
3.	Adibah Amin, Rosemary Eravelly, Farida J Ibrahim	Grammar Builder Level Volume 1	Cambridge University Press

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

SEMESTER I

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U1ACCT01	Course Title: Core 1: Principles of Management	Batch	2019-2022
Hrs/week	4 Hrs		Semester	I
			Credits	3

COURSE OBJECTIVES

To make the students understand the concept of

- Business organization and its functions
- Planning and the different types of plans for various business scenarios
- The different forms of organization structures and its application in different businesses.
- Decision making with proper selection of various resources, through analysis of business Resources.
- Coordination of business activities with team cohesion

COURSE OUTCOMES (CO)

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

CONumber	CO Statement
CO1	Explain the fundamental concepts in business organization and its functions
CO2	Describe the different planning techniques in business environment
CO3	Elucidate the different forms of organization structures and its applicability in business organizations
CO4	Discuss the various factors influencing the business to make proper decisions
CO5	Able to coordinate the business activities with team spirit.

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**(10 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 (10 Hrs)

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

UNIT – IV (10 Hrs)

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

UNIT – V (08 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 th 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 th edition
2	Stoner and Freeman	Management Principle and Practices	Spare Publications	4 th edition 2008
3	S K Mandal	Management: Practices and Principles	Mc-Graw Hill publications	2012
4	Matthukutty M Monippally	Business Communication from Principles to Practice	Sanfoundry Publications	7 th 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	19U1ACAT01	Course Title: Allied 1:Business Economics	Batch	2019-2022
			Semester	I
Hrs/week	4 Hrs		Credits	4

COURSE OBJECTIVES

The students will be made to understand the

- The objectives of business firms and the law of demand and supply
- The demand and supply analysis with relevant economic implications
- The different market structures and the degrees of competition
- Different pricing patterns and the cost relationships
- The role of government in regulating the economic conditions.

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 objectives of business firms and the law of demand and supply
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 pricing patterns of 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****(10 Hrs)**

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

UNIT – II**(10 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 (10 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 (08 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 rd edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1	D.N. Dwivedi	Managerial Economics	Sultan Chand (G/L) & Company Ltd	2010, 7 th Edition
2	Jagat Jyoti Baruah	Business Economics	Mahaveer Publications	2015, 1 st Edition
3	Maheshwari Y	Managerial Economics	Prentice Hall India Learning Private Limited	2012, 3 rd Edition
4	Dr. D.D. Chaturvedi	Managerial Economics	Scholar Tech Press	2014, 1 st 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	19U1ACCP03	Course Title: Core 3: Computer Applications in Business – Practical I	Batch	2019-2022
Hrs/week	2 Hrs		Semester	I
			Credits	2

COURSE OBJECTIVES

To make the students understand

- Documentation related jobs with basic editing works formatting a page with paragraph spacing, spelling and grammar checks, numbering & bulleting, and alignments.
- To prepare presentations with organization charts, animations and graphs.
- E-mails and social networking sites for professional growth
- To know about the cyber security issues and the preventive measures to avoid cyber-crimes.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Prepare documentation related jobs with basic editing works formatting a page with paragraph spacing, spelling and grammar checks, numbering & bulleting, and alignments.
CO2	prepare presentations with organization charts, animations and graphs.
CO3	Create and work with E-mails and social networking sites for professional growth
CO4	Describe the cyber security issues and the preventive measures to avoid cyber-crimes.

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
WORD DOCUMENTATION	<ol style="list-style-type: none"> 1. Type a paragraph, check spelling and grammar, insert bullets and numbering, align the text to left, right justify and centre. 2. Prepare a job application letter enclosing your Bio-Data 3. Perform Mail Merger Operation and Preparing 	06

	labels. 4. Prepare a document in newspaper column layout.	
POWERPOINT PRESENTATIONS	5. Prepare a PowerPoint presentation with at least ten slides for seminar 6. Create a company profile with organizational chart and hyperlinks. 7. Design an advertisement campaign with minimum three slides and graphic animations. 8. Insert an excel chart and graphs of a sales report, into a power point slide.	06
INTERNET APPLICATIONS	9. Create an E-mail account, personalize the setting and group creation in E-mail 10. Sending e-mails with attachments, save the attachment in Google drive, label the mail and archive the mails. 11. Account creation in Facebook, LinkedIn, twitter and professional forum 12. Sync email, social network, accessing blogs, bill payment applications in mobile phones	06
Cyber Security	13. Introduction - Cybercrime and Information Security - Classification of Cyber Crimes - Tools and Methods: Proxy servers - Phishing - Password Cracking - Key loggers and Spywares - Virus and Worms - Trojan horses and Backdoors - Steganography - SQL Injection - Buffer Overflow - Attack on wireless networks - Legal perspectives: The India IT Act – Cyber law.	07

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	19U1ACAT01	Course Title: Allied 1: Business Mathematics & Statistics	Batch	2019-2022
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: simple and compound interest.

UNIT II**(20 Hrs)**

Matrix: Basic definitions and types – Addition, Subtraction and Multiplication of Matrices –

Inverse of a Matrix – Rank of Matrix - Solution of Simultaneous Linear Equations – Matrix method and Cramer’s rule .

UNIT III**(20 Hrs)**

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**(15 Hrs)**

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

UNIT V**(20 Hrs)**

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

*** Questions in theory and problems carry 20% and 80% marks respectively.**

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&Jaya seelan	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

1. <https://www.mathsisfun.com/sets/venn-diagrams.html>
2. www.mathwarehouse.com/algebra/matrix/multiply-matrix.php
3. <https://sol.du.ac.in/mod/book/view.php?id=1317&chapterid=1065>
4. 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	19U1VBET01	Course Title: Value Based Education 1: Environmental Studies	Batch	2019-2022
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)

On 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****(5Hrs)**

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**(5 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**(5 Hrs)**

Biodiversity and its Conservation – Introduction - Definitions: Genetic, Species and ecosystem diversity. Bio geographical 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. Threads 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**(5 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. Pollutions case studies. Disaster management: Foods, Earthquake, Cyclone and Landslides.

UNIT V**(5 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	ErachBharucha	Textbook for Environmental Studies	University Press India Pvt. Ltd	2006
3	AnubhaKaushik &C.P.Kaushik	Perspectives in EnvironmentalStudies	New Age International Publishers	2006

Means of Curricular 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	19U1VBET02	Course Title: Value Based Education 2: Yoga for Youth Empowerment	Batch	2019-2022
Hrs/week	2 Hrs		Semester	I
			Credits	-

COURSE OBJECTIVES

- To provide the Value Education to improve the Students' Good character
- To understand the physical health and maintain the youthfulness
- Moderation in five aspect of life - Methods of concentration
- Personality Development – Sublimation
- Understanding the law of nature and yoga asanas.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Understands the philosophy of life science
CO2	Assess the human values towards the society
CO3	Understands the life style, roles, responsibilities, rights which helps to live in the society
CO4	Understands the mind functions, mental prosperity, values of meditation
CO5	Demonstrate the maintenance of physical health through the physical exercises, prevention methods from pain & disease

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 1: Philosophy of life Science****(5 Hrs)**

Life - Purpose of Life - Philosophy of Life - Law of Nature - Kindness towards living beings
Preserving Natural Resources

Unit 2: Human Values**(5 Hrs)**

Culture - Analysis of Thought - Moralization of Desire - Neutralization of Anger -Eradication of Worry - Blessings and Benefits - Harmonious Friendship - Love and Compassion - Individual Peace

Unit 3: Social Values**(5 Hrs)**

Family - Family Peace - Society - Life Style - World Brotherhood - Greatness of Women - Five Duties - Economics - Hygiene and Health Care - Education - Politics - Responsibilities of People

Unit 4: Development of Mental Prosperity**(5 Hrs)**

Prosperity of Mind - Life Force - Bio-Magnetism and Mind - Functions of Mind - Mental Frequency - Ten Stages of Mind - Genetic Centre - Meditation -Value of Spirituality - Universal Magnetism and Bio-Magnetism

Unit 5: Maintenance of Physical Health**(5 Hrs)**

Structure of Human Body - Three Functional Bodies - Harmony between Body and Life Force - Pain, Disease and Death - Reasons for Disease - Limit and Method in Five Factors - Simplified Physical Exercises - Practice for Simplified Physical Exercises

TEXT BOOK

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Vethathiri Maharishi	Journey of Consciousness,	Vethathiri Publications, Erode	2011

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Thathuvagnani Vethathiri Maharishi	Kayakalpa Yoga	Vethathiri Publications, Erode	First Edition 2009
2.	Vethathiri Maharishi	Unified force	Vethathiri Publications, Erode	2004
3.	Dr.Chandrasekaran	Sound Health through yoga	Prem Kalyan Publications, Madurai.	1999

SEMESTER I

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U1SBST01	Course Title : Skill Based Subject 1 : Mathematics for Competitive Examinations – I	Batch	2019-2022
Hrs/week	2 Hrs		Semester	I
			Credits	1

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

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

SYLLABUS**UNIT I****(5 Hrs)**

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

UNIT II**(5 Hrs)**

Square Roots and Cube Roots – Average - Problems on Numbers

UNIT III**(5 Hrs)**

Problems on Ages - Surds and Indices-Percentage

UNIT IV**(5 Hrs)**

Races and games of skill – Calendar

UNIT V**(5 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 th 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 th 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 I

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U1SBST02	Course Title : Skill Based Subject 2 :	Batch	2019-2022
Hrs/week	2 Hrs	Communication skills – I	Semester	I
			Credits	1

COURSE OBJECTIVES

- To make the students to understand the barriers in their communication and the ways to overcome the same
- To make the students to know various types of listening and the effect of enhancing the listening skills
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	To communicate meaningfully and effectively with others
CO2	To explain various types of listening and be a careful listener
CO3	To deal with different kinds of situations by conversing effectively and maintaining the etiquette required for such situations

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	<ul style="list-style-type: none"> • What's a sentence • Types of Sentences • Articles • Preposition <p style="text-align: right;">(9 Hours)</p>
Unit-II	<ul style="list-style-type: none"> • Homophones- An Introduction • Homonyms • One Word Substitution • Cloze Test <p style="text-align: right;">(9 Hours)</p>
Unit-III	<p>(9 Hours)</p> <ul style="list-style-type: none"> • Communication – An Introduction • E- Mail Drafting and Etiquette • Interviews

TEXT BOOK

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi-skill course	Macmillan Publishers India LTD.
2	Krishna Mohan	Developing Communication Skills	Macmillan Publishers India LTD.
3	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

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 II

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U2TALT02	Course Title:	Batch	2019-2022
		Language 1: Tamil II	Semester	II
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVES

நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்
- இலக்கியங்கள், உரைநடைகள் ஆகியவற்றை வாசிக்கவைத்தல் மற்றும் விழிப்புணர்வை ஏற்படுத்துதல்.
- அடிப்படைத் தமிழ் இலக்கணத்தையும், பயன்பாட்டுத் தமிழான மொழிபெயர்த்தல், கடிதம் மற்றும் மடல்கள் எழுதுதல் பற்றியும் மாணவர்களை அறியச் செய்தல்.
- தமிழ்நாடு அரசுப்பணியாளர் போட்டித்தேர்வுமையம் நடத்தும் போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலை ஊக்குவிக்கவும், தமிழ் இலக்கியத்தோடு தொடர்புடைய பிற நூல்களையும் மாணவர்கள் சுயமாக கற்று உணர்ச்சி செய்தல்

பாப்பகுதிகற்றலின் வெளிப்பாடு-

Course Outcome (CO)

CO Number	CO Statement
CO1	தமிழ் மொழியின் வாயிலாக பண்பாடு, கலைகள் மற்றும் மரபுகள் முதலியவற்றை அறிந்தல்.
CO2	நீதி இலக்கியங்கள், பக்தி இலக்கியங்கள் மூலம் வாழ்வியல் நெறிமுறைகளை அறிதல். உயர்ந்த நோக்கத்துடன், சமுதாயத்தை நேசிக்கத் தகுந்தவர்களாக இருத்தல்.
CO3	தமிழ் இலக்கியங்கள் வாயிலாக பலவகையான வாழ்க்கைத்தரம், மற்றும் மக்களின் வாழ்க்கைமுறைகளைத் தெரிந்துகொள்ளுதல்.
CO4	அறத்தின் வழிநின்று பொருளீட்டி இன்பம் துய்ப்பது உன்னத வாழ்வின் அடிப்படை என்பதை இலக்கியங்கள் வாயிலாக மாணவர்கள் உணர்தல்.
CO5	சமுதாயம் மற்றும், கலைகள் சார்ந்த கவிதைகள் மற்றும் உரைநடைகளும், கருத்துபரிமாற்றத்திற்கு உரிய அடிப்படைத் தமிழ் இலக்கணம் மற்றும் பயன்பாட்டுத் தமிழ் முக்கியத்துவம், தன்முயற்சிப்படிப்பின் வாயிலாக, பேச்சுக்கலையின் முக்கியத்துவம், தேவை மற்றும் திறன்களை மாணவர்கள் அறிந்துகொள்ளல்.

நிரல் விளைவுகளைக் கொண்டவரைபடம்

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

அலகு 1 நீதி நூல்கள்

13 மணிநேரம்

- திருக்குறள் - (3 அதிகாரம்) இன்னாசெய்யாமை, பொறையுடைமை, விருந்தோம்பல்
- முதுமொழிக்காஞ்சி- அறிவுப்பத்து, சிறந்துபத்து
- புழமொழிநானூறு - 21 முதல் 30 வரை (10 பாடல்கள்)
- நீதிநெறிவிளக்கம் - 1- 10 முதல் பத்துபாடல்கள்

அலகு 2 சிற்றிலக்கியம் பக்தி இலக்கியம்

15 மணிநேரம்

1. குறவஞ்சி-குறத்திமலைவளம் கூறல் 62 - 63 (6 பாடல்கள்)
2. அபிராமிஅந்தாதி- தனம் தருத் கல்விதரும், பதினாறுபேறுகள் (2 பாடல்)
3. தேவாரம் - பொது- நின்றதிருத்தாண்டகம் - 670 (திருநாவுக்கரசுவாமிகள்)
4. நாலாயிரத்திவ்யபிரபந்தம் - ஊனேறுசெல்வத் துடற்பிறவியான் வேண்டேன்
5. (குலசேகராழ்வார் - 10 பாடல்).
6. திருமந்திரம் - கல்வி(10 பாடல்)

அலகு 3 உரைநடைத்தொகுப்பு

10 மணிநேரம்

1. நாஞ்சில் நாடன் - ஆதியில் சொல் இருந்தது. (திகம்பரம்)
2. சிற்பி- வீரத்துறவிவிவேகானந்தர் (சிற்பியின் கட்டுரைகள்)
3. டாக்டர் அ. தட்சிணாமூர்த்தி- ஓவியக்கலை (தமிழர் நாகரீகமும் பண்பாடும்)
4. டாக்டர் எம். ஆர். விஜயகுமார் - அறிவியலும் ஆன்மீகமும் (பிரபஞ்சரகசியம்)
5. மஞ்சைவசந்தன் - உளவியல் (பழமொழிவழங்கும் பத்துறைச் சிந்தனைகள்)

அலகு 4 இலக்கணம்

10 மணிநேரம்

1. சொல் வகைகள் - பெயர், வினை, இடை, உரி
2. வாக்கியம், வாக்கிய வகைகள், வினை வகைகள் (செய்வினை, செய்ப்பாட்டுவினை, தன் வினை, பிறவினை, உடன்பாட்டுவினை, எதிர்மறைவினை)
3. விண்ணப்பம், மடல்கள்

அலகு 5 இலக்கியவரலாறு

12 மணிநேரம்

1. உரைநடையின் தோற்றமும் வளர்ச்சியும்
2. சிற்றிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்.
3. நாயன்மார்கள், ஆழ்வார்கள்
4. நீதி நூல்கள்

தன்முயற்சிப் படிப்பு : பேசும் கலை
முனைவர் கு.ஞானசம்பந்தன்
விஜயா பதிப்பகம், கோயம்புத்தூர்.

பாடநூல் -செய்யுள் திரட்டு (தொகுப்பு) தமிழ்த்துறைவெளியீடு 2019

பார்வை நூல்கள்

வ.எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
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1	உ.வேசாமிநாதஜயர்	குறுந்தொகை	கழகவெளியீடு
2	புலவர் நா.இராமையாபிள்ளை (உ.ஆ)	நற்றிணை	வர்த்தமானன் பதிப்பகம்,சென்னை.
3	இ.வை அனந்தராமையர்	கலித்தொகை,	கழகவெளியீடு
4	டாக்டர் உ.வே.வெசாமிநாத யர்	புறநானூறு,	கழகவெளியீடு
5	புலியூர்கேசிகள்	திருக்குறள்	பூம்புகார் பதிப்பகம்
6	மதுரைக் கூடலூர்க் கிழார்	முதுமொழிக்காஞ்சி	தமிழ் இணையப் பல்கலைக்கழகம்
7	முன்றுறையரையனார்	பழமொழிநானூறு	தமிழ் இணையப் பல்கலைக்கழகம்
8	குமரகுருபரர்	நீதிநெறிவிளக்கம்	தமிழ் இணையப் பல்கலைக்கழகம்
9	திரிகூடராசப்பக் கவிராயர் (புலியூர் கேசிகள் உரை)	திருகுற்றாலக் குறவஞ்சி	பாரிநிலையம் வெளியீடு
10	அபிராமிபட்டர்	அபிராமிஅந்தாதி	தமிழ் இணையப் பல்கலைக்கழகம்
11	திருநாவுக்கரசுசுவாமிக ள்	தேவாரம் - 6 ஆம் திருமுறை (பொது - நின்றதிருத்தாண்டகம்)	கழகவெளியீடு
12	குலசேகராழ்வார்	நாலாயிரத்திவ்யபிரபந் தம்	லிட்டில் ப்ளவர் கம்பெனி- சென்னை
13	திரு.அ. சிதம்பரனார்	திருமந்திரம்	தென்னிந்தியசைவசித்தாந்த நூற்பதிப்புக் கழகம்,சென்னை.
14	நாஞ்சில்நாடன்	திகம்பரம்	விஜயா பதிப்பகம்
15	டாக்டர் இரா. மோகன்	சிற்பியின் கட்டுரைகள்	மணிவாசகர் பதிப்பகம்
16	டாக்டர் அ. தட்சிணாமூர்த்தி	தமிழர் நாகரிகமும் பண்பாடும்	யாழ் வெளியீடு
17	மஞ்சைவசந்தன்	பலமொழிவழங்கும் பல்துறைச் சிந்தனைகள்	விஜயா பதிப்பகம்
18	டாக்டர் எம்.ஆர் விஜய்குமார்	பிரபஞ்சரகசியம்	ருக்மணிஆப்செட் பிரஸ்
19	கா.கோ.வெங்கட்ராமன்	தமிழ் இலக்கியவரலாறு	கலையகவெளியீடு,திண்டுக்கல்.
20	மது.ச.விமலானந்தம்	தமிழ் இலக்கியவரலாறு	முல்லைநிலையம்,சென்னை
21	மு.பரமசிவம்	நற்றமிழ் இலக்கணம்	சைவசித்தாந்தபதிப்பகம்,திருநெல்வேலி.
22	வெங்கட்ராவ் பாலு	கடிதம் எழுதும் கலை	புதியபுத்தகஉலகம்
23	முனைவர் கு.ஞானசம்பந்தன்	பேசும் கலை	விஜயா பதிப்பகம்

SEMESTER II

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	19U2FRLT02	Course Title :	Batch	2019-2022

		Language 1: French II	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: **LATITUDES I**

Units : 5 – 8

Authors : RégineMérieux
Yves Loiseau

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**

Maximum Marks: 75

Time: 3 hrs.

(All questions to be set only from the prescribed text)

Section A (10)

1. Choisissez la meilleure réponse: (10X1=10)

Section B (25)

2. Choisissez un des trois sujets et écrivez un texte d'environ 60 mots : (5X1=5)

3. Traduisez les textes suivants en anglais:(4/5) (4X5=20)

Section C (40)

4. Compréhension (5x1=5)

5. Exercices de grammaire:(5X5=25) **(either/or)**

6. Remplissez le dialogue:(5X1=5)

7. Associez :(5X1=5)

SEMESTER II

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U2HILT02	Course Title : Language 1: Hindi II	Batch	2019-2022
Hrs/week	5 Hrs		Semester	II
			Credits	3

COURSE OBJECTIVE

To enable the students to understand the basic structure of Hindi 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 Hindi language with the basics
CO2	Develop the skills of speaking and writing without flaws.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

1. MODERN POETRY : BHOOMIJA by NAGARJUN

Publishers:RajkamalPrakashan

1B Nethaji Subash Marg,

New Delhi.

2. ONE ACT PLAY : NAVEEN EKANKI SANGRAH

By Dr. Smt. MALATI THIVARI

SUMITHRA PRAKASHAN

ASHOK NAGAR

ALLAHABAD – 1.

3. TRANSLATION : HINDI-ENGLISH ONLY

(ANUVADH ABYAS-III)

Lessons – 1-15 only

PUBLISHER : DAKSHIN BHARATH HINDI PRACHAR SABHA
CHENNAI – 600 017.

4. 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)

Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan

SEMESTER II

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	19U2MLLT02	Course Title :	Batch	2019-2022
Hrs/week:	5 Hrs	Language 1: Malayalam II	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	To learn the Malayalam language
CO2	Develop the skills of speaking and writing without flaws.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit I & II

Autobiography

Unit III,IV & V

Travelogue

TEXT BOOK

Unit I & II

Vazhithiruvukal-Dr.A.P.J.Abdulkalam(D.C.Books, Kottayam)

Unit III,IV & V

AlkoottathilThaniyae - M.T Vasudhevan Nair (D.C.Books, Kottayam)

REFERENCE BOOKS

1. AthmakathasahithyamMalayalathil-Dr.Vijayalam Jayakumar (N.B.S.Kottayam)

2. SancharasahithyamMalayalathil –Prof.Rameshchandran. V,(Kerala Bhasha Institute, Trivandrum)

SEMESTER II

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U2ENLT02	Course Title : Language 2:	Batch	2019-2022
Hrs/week	5 Hrs	Functional English II	Semester	II
			Credits	3

COURSE OBJECTIVE

- To enable the students to understand the basic grammar in English.
- To acquaint students with the structure and strategies of conversation.
- To make the students appreciate the significant works and style of prose.
- To develop the skills of speaking and writing without flaws.
- To develop an interest in the minds of the students to enjoy and appreciate the literary works in English.

COURSE OUTCOMES (CO)

In Successful Completion of the course the students should 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	P O1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11	P12
CO1	-	-	-	-	✓	-	✓	-	-	-	-	-
CO2	✓	-	-	-	✓	-	✓	-	-	-	-	-
CO3	-	-	-	-	✓	-	✓	-	-	-	-	-

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

- 1.La Belle Dame Sans Merci - John Keats
- 2.The Ballad of Father Gilligan – William Butler Yeats
- 3.The Daffodils - William Wordsworth

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

1. At School - Gandhi

2. My lost Dollar - Stephen Butler Leacock
3. On The Rule of The Road- A.G. Gardiner

UNIT- III- ONE – ACT PLAY**(12 Hours)**

1. The Refund - Fritz Karinthy
2. A Meeting in a Forest - G. B. Shaw
3. The Dear Departed - Stanley Houghton

UNIT-IV- GRAMMAR AND COMPOSITION**(12 Hours)**

1. Sentence Structure
2. Wh- Questions
3. Question Tag
4. Advertisement
5. Hints Development

UNIT- V- DIALOGUE WRITING (CONVERSATION EXERCISES)**(12 Hours)**

Suggestions , Sympathy, Complaining, Agreement & Apologising

TEXT BOOKS:

Recent editions of the following books only are recommended

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

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications
3.	Adibah Amin, Rosemary Eravelly, Farida J Ibrahim	Grammar Builder Level Volume 1	Cambridge University Press

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	19U2ACCT04	Course Title: Core 4: Marketing Management	Batch	2019-2022
			Semester	II
Hrs/Week	4 Hrs		Credits	3

COURSE OBJECTIVES

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

- The concept of marketing and the factors influencing the marketing environment
- Different market segments and formulation of marketing mix strategies based on buyer behaviours
- The product life cycle and the new product development strategies
- The effect of pricing policies in achieving success
- The creation of brand equity and how to position the brands

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Describe the concept of marketing and the factors influencing the marketing environment
CO2	Analyse different market segments and formulation of marketing mix strategies based on buyer behaviours
CO3	Discuss the product life cycle and the new product development strategies
CO4	Explain the effect of pricing policies in achieving success
CO5	Elucidate the creation of brand equity and positioning of brands

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****(10 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 (10 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 (10 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 (10 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 (10 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.	V.S.Ramasamy	Marketing Management: A Strategic Decision Making approach	McGraw Hill Education,	5 edition, 2013
4.	Ramaswamy, Namakumari,	Marketing management: Global Perspective, Indian Context	Macmillian India Ltd,	4 th edition , 2009

WEBSITE REFERENCE

<https://lecturenotes.in/subject/94/marketing-management-mm>

<https://www.enotesmba.com/2013/01/marketing-management-notes.html?m=1>

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:	19U2ACCT05	Course Title: Core 5 Principles of Accountancy	Batch:	2019 – 2022
Hrs/Week	5 Hrs		Semester	II
			Credits:	4

COURSE OBJECTIVE

The students should be able to understand

- The concept of accounting, types of accounts and book keeping
- Prepare the cash book, trial balance and bank reconciliation statements
- Prepare profit and loss account and balance sheet
- Calculate income and expenditure and depreciation
- To prepare accounts from incomplete records

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 concept of accounting, types of accounts and book keeping
CO2	Prepare the cash book, trial balance and bank reconciliation statements
CO3	Prepare profit and loss account and balance sheet
CO4	Calculate income and expenditure and depreciation
CO5	To prepare accounts from incomplete records

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)**(12 Hrs)**

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

UNIT – III (Problems only)**(12 Hrs)**

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

UNIT – IV (Problems only)**(12 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)**(12 Hrs)**

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

(Theory and problems may be in the ratio of 60% and 40% 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 th Edition.
2	T.S.Grewal,	Double Book Keeping	Sultan Chand & Sons Sons	2013 1 st Edition
3	M.C.Shukla and T.S.Grewal	Advanced Accountancy	Sultan Chand & sons	2013, 13 th Revised Edition
4	R.L.Gupta	Advanced Accountancy	Sultan chand& Sons	2008 1 st 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	19U2ACCP06	Course Title: Core:6 Computer Applications in Business – Practical II	Batch	2019-2022
Hrs/week	2 Hrs		Semester	II
			Credits	2

COURSE OBJECTIVES

To make the students to

- Create tables, use sorting options, filters and draw graphs by using spread sheets.
- Analyse and interpret business data with spread sheets
- Create company and prepare ledgers and journals
- Analyse and explain the financial reports with accounting packages

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
SPREADSHEET APPLICATION	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	12

	results of a class 3. Calculate standard deviation for a sales report. 4. Use correlation to find the relations between two variables in a business data	
ACCOUNTING PACKAGE	1. Creation of single company and multiple company accounts 2. Creation of groups, ledgers, vouchers and Bank reconciliation 3. Creation of stock, FIFO , LIFO Statement 4. Report generation- Trial balance, Income statement, balance sheet	12

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	19U2ACAT02	Course Title: Allied 2 Operations Research	Batch	2019-2022
Hrs/week	5 Hrs		Semester	II
			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
CO1	Define Operations Research, Linear Programming Problem and explain the methods of solving Solution of LPP using Graphical Method
CO2	Solve Transportation and Assignment problems
CO3	Construct the Network for the project, Calculate the different types of Floats and Critical Path
CO4	Construct the Network and Calculate probability of completion of the project using PERT
CO5	Explain the concepts of Game Theory and solve the Replacement Problems.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS**UNIT I (12 Hrs)**

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

UNIT II (12 Hrs)

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

UNIT III (12 Hrs)

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

UNIT IV (12 Hrs)

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

UNIT V (12 Hrs)

Game Theory: Graphical Solution – $m \times 2$ and $2 \times n$ 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.GanapathySubaramania n., 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

1. <http://www.businessmanagementideas.com/personnel-management/operation-research/operation->

research-definition-scope-and-techniques/6556

2. <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	19U2VBET03	Course Title: Value Based Education 3: Yoga for Youth	Batch	2019-2022
			Semester	II
Hrs/week	2 Hrs	Empowerment	Credits	4

COURSE OBJECTIVES

Providing the value education to improve the students' good character - Understanding yogic life and physical health - Maintaining youthfulness - Moderation in five aspect of life - Methods of concentration - Personality Development – Sublimation - Understanding the law of nature and yogaasanas.

SYLLABUS

Unit	Content
Unit-I	Philosophy of life science (5 Hours) Life – purpose of life – philosophy of life – Law of Nature – Kindness towards living belongs preserving Naturals Resources.
Unit-II	Human values (5 Hours) Culture – Analysis of Thought – Moralization of Desire – Neutralization of Anger – Eradication of worry – Blessings and Benefits – Harmonious Friendship – Love and Compassion – Individuals peace.
Unit-III	Social Values (5 Hours) Family – family peace – Society – Life Style – vworld Brotherhood – Greatness of women – Five Duties – Economics – Hygiene and Health Care – Education – politics – Responsibilities.
Unit-IV	Development of Mental Prosperity (5 Hours) Prosperity of Mind – Life force – Bio-magnetism and mind – Functions of mind mental frequency – Ten stages of mind – genetic centre – Meditation – value of spirituality – universal Magnetism and Bio- Magnetism.
Unit-V	Maintenance of physical Health (5 Hours) Structure of Human Body – Three Functional Bodies – Harmony between Body and Life Force – Pain, Diseases and Death – Reasons for Disease – Limit and

Method in Five Factors – Simplified physical Exercises – Practice for simplified Physical Exercises.
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TEXT BOOKS:

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1.	Vethathiri maharishi	Journey of consciousness	Vethathiri publications,Erode.
2.	Vethathiri maharishi	Simplified physical exercises	Vethathiri publications,Erode.
3.	Vethathiri maharishi	Unified force	Vethathiri publications,Erode.
4.	Thathuvagnani Vethathiri maharishi	Yoga for modern age	-
5.	Dr.Chandrasekaran	Sound Health through yoga	Prem Kalyani publications, madurai

SEMESTER II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	19U2VBET04	Course Title: Value Based Education 4:Ethics and Culture(மனிதவளமாண்பு - தனிமனிதவிழுமியங்கள்சமுதாயவிழுமியங்கள்)	Batch	2019-2022
Hrs/week	2 Hrs		Semester	II
			Credits	1

COURSE OBJECTIVES

அறவியலும் பண்பாடும் - (தனிமனிதவிழுமியங்கள்இ குடும்பவிழுமியங்கள்,சமுதாயவிழுமியங்கள்,பணிசார்ந்தவிழுமியங்கள்,தேசியவிழுமியங்கள்,உலகளாவியவிழுமியங்கள்)

நோக்கம்

- ஒவ்வொருவரும் தன்னைஉயர்த்திக் கொண்டுஇ சமுதாயமக்களுடன் இணக்கமாகவாழ்ந்துசமுதாயத்தைஉயர்த்தவேண்டும். உன்னத இலட்சியத்திற்காகதமதுவாழ்க்கையைஅர்த்தமுள்ளதாகஆக்கிக் கொள்ளவேண்டும்.
- குடும்பஅமைதி,ஐந்தொழுக்கப் பண்பாடு,உணவேமருந்து,ஆளுமைப்பண்பு,தலைமைப்பண்பைமாணவர்களிடம் உருவாக்குதல்.
- உலகநாடுகளுடன் ஒற்றுமை,புரிந்துணர்வுஆகியவற்றின் மூலம் இந்தியாவின் வலிமையைஉணர்ச்செய்தல்.
- வளர்ந்துவரும் இந்தியா,உலகிற்குவழங்கும் செய்தி,வேற்றுமையில் ஒற்றுமை, இந்தியாவும் ஆன்மீகமும்,பற்றிமாணவர்களைஉணர்ச்செய்தல்.

பாடப்பகுதிகற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	தன்னை,உள்நோக்கஅறிவால் ஆராய்ந்துதன்னிடமுள்ளஉணர்ச்சிவயப்பட்டகுணங்களைஎல்லாம் மாற்றியமைத்துக்

	கொள்ளச் செய்தல்.
CO2	குடும்ப அமைதி, ஐந்தொழுக்கப் பண்பாட்டை அறிந்து, அதன்படி வாழ்ந்து தன்னை உயர்த்திக் கொள்ளச் செய்தல்.
CO3	வாழ்க்கையின் இலக்கை அடையத் தேவையான தகுதியை வளர்த்துக் கொள்ளல்.
CO4	பிறநாடுகளோடு இந்தியா கொண்டுள்ள தொடர்பின் மூலம் நமது நாட்டினுடைய கலாச்சாரம், பண்பாட்டினை உணரச் செய்தல்.
CO5	வளர்ந்துவரும் இந்தியா, உலகிற்கு வழங்கும் செய்தி, வேற்றுமையில் ஒற்றுமை, இந்தியாவும் ஆன்மீகமும் பற்றி மாணவர்களை உணரச் செய்தல்.

epuy; tpisTfisf; nfhz;ltiuglk;

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

பாடத்திட்டம்

அலகு - 1

6 மணிநேரம்

- மனிதவளமாண்பின் அவசியம் - மனித வாழ்வின் நோக்கமும் தத்துவமும் - தன்னிலை அறிதல் - வாழ்த்தும் பயனும் - அன்பும் கருணையும்

அலகு - 2

6 மணிநேரம்

- ✓ குடும்ப அமைதி - இல்லறமே நல்லறம் - ஐந்தொழுக்கப் பண்பாடு - பாலுணர்வும் ஆன்மீகமேம்பாடும் - உணவே மருந்து .

அலகு - 3

6 மணிநேரம்

- ✓ ஆளுமைமேம்பாட்டுக் கூறுகள் - சுயமுன்னேற்றமும் தலைமைப் பண்பும் மனிதவேறுபாட்டிற்கான காரணங்கள் - மனத்தூய்மைதரும் சமுதாயநலன் .

அலகு - 4

6 மணிநேரம்

- ✓ செம்மாந்தகுடியரிமை - வளர்ந்துவரும் இந்தியா - வெளிநாட்டவர் பார்வையில் இந்தியா - இந்திய கலாச்சாரத்தின் மேன்மை

அலகு - 5

6 மணிநேரம்

- ✓ இந்தியா உலகிற்கு வழங்கும் செய்தி - வேற்றுமையில் ஒற்றுமை - இந்தியாவும் ஆன்மீகமும் - கலாச்சார சீரழிவும் தீர்வும் - செயலும் மனிதனே தீர்வும் மனிதனே .

பாட நூல் - தொகுப்புதமிழ்த்துறைவெளியீடு 2019.

பார்வை நூல்கள்

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	-	jdpkdpjtpOkpaq;fs;	vd;. [p.vk;. fy;Y}up>nghs;shr;rp.	2016.
2	-	rKjhatpOkpaq;fs;	vd;. [p.vk;. fy;Y}up>nghs;shr;rp.	2015.
3	-	FLk;gtpOkpaq;fs;	vd;. [p.vk;. fy;Y}up>nghs;shr;rp.	2015.
4	-	cyfyhtpatpOkpaq;fs;	vd;. [p.vk;. fy;Y}up>nghs;shr;rp.	2015.
5	-	gzprhh;e;jtpOkpaq;fs;	vd;. [p.vk;. fy;Y}up>nghs;shr;rp.	2016.
6	-	NjrpatpOkpaq;fs;	vd;. [p.vk;. fy;Y}up>nghs;shr;rp.	2015.

SEMESTER II

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	19U2SBST03	Course Title: Skill Based Subject 3:	Batch	2019-2022

		Mathematics for Competitive Examinations -II	Semester	II
Hrs/week:	2 Hrs		Credits	1

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

UNIT I	(5 Hrs)
Profit and Loss – Ratio and Proportion	
UNIT II	(5 Hrs)
Partnership – Chain Rule	
UNIT III	(5 Hrs)
Time and Distance – Time and work	
UNIT IV	(5 Hrs)
Permutation & Combinations	
UNIT V	(5 Hrs)
True Discount- Bankers Discount	

(Simple Problems only)

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
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1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited	7 th Revised 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	Tata Mc-Graw Hill Publishing Company	7 th 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 II

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	19U2SBST04	Course Title: Skill Based Subject 4: Communication skills -II	Batch	2019-2022
Hrs/week:	2 Hrs		Semester	II
			Credits	1

COURSE OBJECTIVES

- To make the students to understand the barriers in their communication and the ways to overcome the same
- To make the students to know various types of listening and the effect of enhancing the listening skills
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained.

COURSE OUTCOMES(CO)

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

CO Number	CO Statement
CO1	to communicate meaningfully and effectively with others
CO2	to explain various types of listening and be a careful listener
CO3	to deal with different kinds of situations by conversing effectively and maintaining the etiquette required for such situations

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT –I

- Parts of Speech
- Tenses
- Active voice and passive voice
- Phrasal Verbs

UNIT- II

1. Confusable Words
2. Jumbled Sentences
3. Synonyms
4. Antonyms

UNIT- III

1. Reading Techniques (Skimming and Scanning)
2. Types of Reading - Intensive Reading and Extensive Reading
3. Brain Storming
4. Role Play

TEXT BOOKS

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Meenakshi Raman	Communication Skills	Oxford University Press
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan
2	Krishna Mohan	Developing Communication Skills	Macmillan Publishers India LTD.
3	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

Means of Curriculum Delivery : Lecture, Group Discussion, Seminar, Assignment, Google class room.

SEMESTER- III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U3ACCT07	Course Title: Core 07: Financial Management	Batch	2019-2022
Hrs/Week	6Hrs		Semester	III
			Credits	4

COURSE OBJECTIVES

- To make the students understand clearly about,
- The role & functions of the finance manager.
 - The types of Cost, and the concept of Capital.
 - The various measures of Financial Leverage and theories of Capital Structure.
 - The concepts of Working Capital Management and its computation, and the various techniques of Capital Budgeting.
 - The dividend theories and dividend policy.

COURSE OUTCOMES(CO)

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

CO Number	CO Statement
CO1	Explain what is financial management and also the role & functions of financial manager.
CO2	Compute the cost of capital from the given information.
CO3	Apply the theories of capital structure for drawing suitable conclusions
CO4	Calculate working capital and also prepare a capital budget from the given information.
CO5	Apply the various dividend theories and determine the dividend to be declared from the given information.

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 (Theory only)****(15 Hrs)**

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

UNIT - II (Theory and Problems)**(15 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)**(15 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)**(15 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)**(15 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 th Edition , 2014

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	I.M.Pandey	Financial Management	Vikas Publication	11 th Edition, 2018
2	Prasana Chandra	Financial Management	McGraw – Hill	10 th Edition, 2019
3	Khan and Jain	Financial Management	McGraw – Hill Text, Problems and cases	8 th Edition 2018
4	John Tennent	The Economist Guide to Financial Management: Principles and practice	The Economist	2 nd 2014

WEBSITE REFERENCE

https://www.kgrtc.org.zm/wp-content/uploads/2018/09/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 III

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	19U3ACCT08	Course Title: Core: 8 Organisational Behaviour	Batch	2019-2022
Hrs/week:	5 Hrs		Semester	III
			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 imbibing 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	18 th edition, 2018
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	12 th edition, 2017
4	Dr. Anjali Ghanekar	OB: Concepts and cases	Everest Publishing house	2018

WEBSITE REFERENCE

- 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

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

SEMESTER III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U3ACCT09	Course Title: Core 09: Rural Marketing	Batch	2019-2022
Hrs/Week	6 Hrs		Semester	III
			Credits	3

COURSE OBJECTIVES

To make the students to know clearly about

- Rural economy, urban disparities, development exercises to improve rural economy in the last few decades.
- Concept and scope of rural marketing potential and size of rural markets.
- Selection of and product strategies for rural markets.
- Pricing and promotion strategies for rural markets.
- Logistics management for rural markets.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain how to improve rural economy in last few decades.
CO2	Develop the size of rural markets
CO3	Describe the product and pricing strategies in the rural markets
CO4	Demonstrate the promotional strategies involved in rural marketing
CO5	Elucidate the logistics management for rural markets

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)**

Rural Economy - Rural & Urban disparities- Policy interventions required - Rural face to Reforms -

The Development exercises in the last few decades

UNIT II (12 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 (12 Hrs)

Pricing strategy - Pricing policies - Innovative pricing methods for rural markets - Promotion Strategy - Appropriate media - Designing right promotion mix - Promotional campaigns

UNIT V (12 Hrs)

Distribution - Logistics Management - 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.	Pradeep kashyap	Rural Marketing	Pearson education	Edition 2011
3.	Chetan Bajaj	Rural Marketing	New age International Publishers	Edition 2017
4.	Meenu Agarwal	Consumer behaviour & Rural marketing,	New century Publications	1 st 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-III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U3ACCP10	Course Title: Core 10: Multimedia Application in Business- practical	Batch	2019-2022
			Semester	III
Hrs/Week	4 Hrs		Credits	3

COURSE OBJECTIVES

The students will make to understand clearly about,

- Major functions of Multimedia Application and introduction of graphic activities.
- How sound effects is included with the graphical pictures
- Basic picture creation techniques using bitmap
- The techniques involved in creating a web page with text animations
- The requirements to create a webpage for a business concern.

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 functions of Multimedia applications and its graphic usage
CO2	Create graphical images with sound effects
CO3	Create images using bitmap
CO4	Create a webpage with text animations
CO5	Create a webpage for a business concern with various information

MAPPING WITH PROGRAMME OUTCOMES

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

LIST OF PROGRAMS

1. Write a program to rotate an image.

2. Write a program to drop each word of sentence one by one from the top.
3. Write a program to move a car with sound effect.
4. Write a program to bounce a ball and move it with sound effect.
5. Write a program to show a bitmap image on your computer screen.
6. Create a web page for a clothing company.
7. Design a visiting card containing at least one graphic and text information.
8. Given a picture, make three copies of this picture.
9. Mask the background image given through your name.
10. Design a company profile with sound effect.

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	Jeffcoate	Multimedia in Practice	Pearson India Publications	1st Edition, 2006

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: Power Point Presentation, Hands on training.

SEMESTER-III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U3ACAT03	Course Title: Allied 3: Management Information Systems	Batch	2019-2022
Hrs/Week	6Hrs		Semester	III
			Credits	3

COURSE OBJECTIVES

The students will make to understand clearly about,

- Need for and implementation of Management Information system, structures and advantages of Management Information system
- Support of Management Information system for an organisation, Management Information system for specific functions and Database Management System Models
- Types of computers and computer software
- Input, output and secondary storage devices of a computer
- Uses of revolution in Telecommunication, e-commerce, Applications of Electronic Data Interchange in business and electronic payment

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 need, structures and advantages of Management Information system
CO2	Elaborate the Support of Management Information system and Database Management System Models
CO3	Explain the types of computers and computer software
CO4	Explain about importance and usage of the input, output and storage devices
CO5	Elucidate the uses of e-applications software and e-payments in business

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 (15 Hrs)**

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 (15 Hrs)

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 (15 Hrs)

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 (15 Hrs)

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 (15 Hrs)

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 st 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 rd Edition, 2013.
2	George M.Marakas, James.A	Management Information Systems	Tata MCGraw Hill Education	9 th Edition, 2009
3	Kenneth C.Landon and Jane Laudon	Management Information Systems	Pearson Education	14 th edition, 2016
4	Gordon B.Davis	Management Information Systems	Black Well Publishers	2 nd Edition,2016

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 III

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	19U3SBST05	Skill Based Subject 5 : Mathematics for Competitive Examinations –III	Batch	2019-2022
Hrs/week	2 Hrs		Semester	III
			Credits	1

COURSE OBJECTIVES

- To make the students to know the concept of Pipes, Cistern and Probability.
- To solve problem related to Problems on Boats and Streams .
- To make the students to know the concept of Alligation or mixture, Problem of Heights and distance, odd man out series.

COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Solve the problems on pipes and cistern.
CO2	Solve the problems on time and distance, train, boats and stream.
CO3	Apply the concept of Alligation , height & distance to solve certain types of problem.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Pipes and cistern – Probability (6 Hours)
Unit-II	Problems on trains (6 Hours)
Unit-III	Problems on Boats and Streams (6 Hours)
Unit-IV	Alligation or mixture (6 Hours)
Unit-V	Heights & Distance- Odd Man Out & Series (6 Hours)

(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	2017

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	2019

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:	19U3SBST03	Skill based Subject 3: Communication Skills-III	Batch	2019-2022
			Semester	III
Hrs/ Week	2 Hrs		Credits	1

COURSE OBJECTIVES

- ✓ To make the students to understand the barriers in their communication and the ways to overcome the same.
- ✓ To make the students to know various types of listening and the effect of enhancing the listening skills.
- ✓ To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	to communicate meaningfully and effectively with others
CO2	to explain various types of listening and be a careful listener
CO3	to deal with different kinds of situations by conversing effectively and maintaining the etiquette required for such situations

SYLLABUS**UNIT –I- COMMUNICATION**

- ✓ Verbal and Non-Verbal Communication
- ✓ Barriers to Communication

UNIT- II- LISTENING SKILLS

- Types of Listening
- Tips for Effective Listening

- Traits of Good Listening

UNIT- III- SPEAKING

- Group Discussion
- Speaking at Different Types of Interviews
- Making Effective Telephone Calls
- Telephone Etiquette

TEXT BOOKS

S.No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Meenakshi Raman	Communication Skills	Oxford University Press: India	2011
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi	2011

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Course team, Bharathiar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.	2009
2	Krishna Mohan	Developing Communication Skills	Trinity Press, Laxmi Publication Pvt. Ltd., New Delhi.	2018
3	Joyce Pereire	Technical English -II	Vijay Nicole Imprints Pvt.Ltd.	2017

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Class Room.

SEMESTER III

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	19U3NMET01	Non Major Elective 1 : Food Science and Nutrition	Batch	2019-2022
			Semester	III
Hrs/week	2 Hrs		Credits	2

COURSE OBJECTIVE

- ✓ To understand the importance of Nutrition and the role of food in the maintenance of good 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 laws, hygiene and sanitation relating to food safety.

COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	identify the properties of various food components.
CO2	Explain the role of nutrition in the maintenance of good health.
CO3	Explain about clasification, sources, functions, requirements, health hazards due to deficiency and excess of these vitamins.
CO4	Explain the problem of malnutrition and measures to overcome the same.
CO5	Explain the various laws, available for food safety and find out whether the food is adulterated.

MAPPING WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

C01	-	-	-	-	-	✓	-	-	-	✓	-	✓
C02	-	-	-	-	-	✓	-	-	-	✓	-	✓
C03	-	-	-	-	-	✓	-	-	-	✓	-	✓
C04	-	-	-	-	-	✓	-	-	-	✓	-	✓
C05	-	-	-	-	-	✓	-	-	-	✓	-	✓

SYLLABUS

Unit	Content
Unit-I	(6 Hours) 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 and Food guide, relationship between food and nutrition, functions of food, classification of nutrients, factors affecting food consumption and food acceptance. Elementary idea of probiotics, prebiotics and organic food.
Unit-II	(6 Hours) Basic Nutrition: WATER- Functions, sources, requirements, water balance, dehydration (ORS) and toxicity. CARBOHYDRATE - Composition and classification, source, functions, requirements. LIPIDS- composition, sources, functions, requirements, deficiency and excess; fatty acids- essential and non-essential, SFA, USFA, MUFA, PUFA, significance of fatty acids, Rancidity. PROTEINS- composition, classification sources, functions, requirements, deficiency. ENERGY- unit of energy, food as a source of energy, definition of calorie and joules, energy requirement and factors affecting it- BMR, RMR, SDA.
Unit-III	(6 Hours) VITAMINS- classification, sources, functions, requirements, deficiency and excess of the following: Vitamin A, D, E, K, C, Thiamin, Riboflavin, Niacin and B Complex. MINERALS - distribution in body, functions and sources, requirement, deficiency and excess of the following. Calcium, Phosphorus, Iron and Iodine. FIBRE- definition, types, sources, functions, importance in disease prevention
Unit-IV	(6 Hours) Ecology of malnutrition- Definition, causes and consequences of malnutrition Ecological factors leading to malnutrition such as income, family size, dietary pattern, occupation, customs, food fads, fallacies and other factors. 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

Unit-V	(6 Hours)
Food Adulteration and Food Laws- Definition,Types, Common adulterants and home scale methods of detecting adulterants; Food Laws (only introduction) – PFA, BIS, AGMARK, FPO, HACCP. Food toxicants- Naturally occurring toxicants in canned foods, Alcoholic and non alcoholic beverages Sugars, preservatives, mushrooms Carcinogens in heated foods	

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers	Year/ Edition
1	<u>Dr.A.Indhuleka</u>	<u>Healthy Vittles and Bits</u>	-	2016

REFERENCE BOOKS

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

Means of Curriculam Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom

அடிப்படைத் தமிழ்

பகுதி – IV : தமிழ்த்தாள் - 1 - மூன்றாம் பருவம்
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)
அகமதிப்பீட்டுத் தேர்வு மட்டும்

நோக்கம் :

- ✓ தமிழ் எழுத்துக்களை எழுத, படிக்க தெரிந்து கொள்ளுதல்.
- ✓ சொற்களின் வகைகளைத் தெரிந்து கொள்ளுதல்.
- ✓ தொடர் அமைப்புகளைத் தெரிந்து கொள்ளுதல்.
- ✓ வாக்கியங்களைப் பிழையின்றி எழுதக் கற்றுக் கொள்ளுதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு – Course Outcome (CO)

CO Number	CO Statement
CO1	தமிழ் எழுத்துக்களைத் தெளிவாக எழுதுதல்.
CO2	சொற்கள் கொடுக்கப்பட்டால் அவைகள் எச்சொற்கள் என வகைகளைக் கூறுதல்.
CO3	ஒரு சொற்றொடரில் எழுவாய், செயப்படுபொருள், பயனிலை எனவ என கண்டறிந்து கூறுதல்.
CO4	வாக்கியங்களைப் பிழையின்றி எழுதுதல்.

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

CO /PO	PO1	PO2	PO3	PO 4	PO 5	PO6	PO7	PO 8	PO9	PO10	PO1 1	PO12
CO1	-	-	-	-	-	-	-	-	-	-	-	-

CO2	-	-	-	-	-	-	-	-	✓	-	-	-
CO3	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	✓	-	-	-

தமிழ் மொழியின் அடிப்படைக் கூறுகள்.

- எழுத்துக்கள் : முதலெழுத்துக்கள் (உயிர் எழுத்து, மெய் எழுத்து, உயிர்மெய் எழுத்து)
- சொற்கள் : வகைகள் (பெயர்ச்சொல், வினைச்சொல், இடைச்சொல், உரிச்சொல்)
- தொடர் : தொடரமைப்பு (எழுவாய், செயப்படுபொருள், பயனிலை)
- குறிப்பு எழுதுதல் : பத்துப் பதினைந்து தொடர்களில் குறிப்பு வரைதல்
- பிழைநீக்கி எழுதுதல் : (ஒற்றுப்பிழை, எழுத்துப்பிழை)

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு - 1	10
2	வகுப்புத்தேர்வு - 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு
வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

தொடர்பான

சிறப்புத் தமிழ்

பகுதி – IV : தமிழ்த்தாள் - 1 – மூன்றாம் பருவம்
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு)

அகமதிப்பீட்டுத் தேர்வு மட்டும்

நோக்கம்:

- ✓ மேல்நிலைக் கல்வியில் தமிழ் மொழி பயின்ற மாணவர்களுக்கு இளங்கலை பட்ட வகுப்பில் தமிழ் இலக்கியத்தின் சிறப்பினை எடுத்துக் கூறுதல்.
- ✓ மரபுக் கவிதைகள், புதுக்கவிதைகள் வேறுபாடு பற்றி மாணவர்கள் அறியச் செய்தல்.
- ✓ சொற்களை உச்சரிக்கும் போது ஒலி வேறுபாடு அறிந்து வாக்கியங்களில் பிழை நீக்கி எழுதச் செய்தல்.
- ✓ பயன்பாட்டுத் தமிழில் கடிதங்கள் மற்றும் மடல்கள் எழுதுவதற்குப் பயிற்சியளித்தல்.
- ✓ பாடப்பகுதியோடு இணைந்த இலக்கிய வரலாற்றுச் செய்திகளை அறியச் செய்தல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	மரபுக்கவிதை, புதுக்கவிதைகளுக்கு இடையில் உள்ள வேறுபாடுகள் அறிதல்.
CO2	மொழித்திறன் பயிற்சியின் மூலம், மாணவர்கள் பிழைநீக்கி எழுதுதல்.
CO3	இன்றைய சூழலுக்கு ஏற்ப, விண்ணப்பங்கள், மடல்கள் மற்றும் கடிதங்கள் எழுதச்செய்தல்
CO4	இலக்கியங்களின் வாயிலாக படைப்புகளின் வரலாறுகள், நோக்கம் உணர்தல்.
CO5	சொற்களைக் கொண்டு வாக்கியங்கள் அமைப்பதற்குப் பயிற்சி எடுத்தல்.

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

CO2	✓	-	-	-	-	-	-	-	-	-	-	-
CO3	✓	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	-	-	-	-	-	-	✓	-	-	-
CO5	-	-	-	-	-	-	-	-	-	✓	-	-

கூறு - 1 : பாரதியார் கவிதைகள்
 கண்ணன் என் சேவகன்
 பாரதிதாசன் - அழகின் சிரிப்பு (முழுவதும்)
 மீரா (கவிஞர்) - குக்கூ (புதுக்கவிதை)

கூறு - 2 மொழித்திறன்
 பிழைநீக்கி எழுதுதல் - றன, ரண வேறுபாடு அறிதல்
 ளன, ழன, லன வேறுபாடு அறிதல்
 ன, ண, ந வேறுபாடு அறிதல்
 குறில் நெடில் வேறுபாடு அறிதல்

கூறு - 3 : கடிதங்கள் எழுதுதல் - பாராட்டுக் கடிதம், நன்றிக்கடிதம், அழைப்புக்கடிதம், அலுவலக விண்ணப்பம்.

கூறு - 4 சொற்களைத் தந்து தொடர்களை அமைக்கும் பயிற்சி அளித்தல், வல்லினம் மிகும் இடங்கள்.

கூறு - 5 பாடந்தழுவிய வரலாறு.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு - 1	10
2	வகுப்புத்தேர்வு - 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு
 வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

தொடர்பான

SEMESTER - III

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	19U3SSCT01	Self study Course – I	Batch	2019 - 2022
		மனித வாழ்க்கையும் காந்தியடிகளும்	Semester	3
Hrs/ Week	-		Credits	1

நோக்கம்

- ✓ மானிட வாழ்வில் பின்பற்ற வேண்டிய நடைமுறைச் செயல்பாடுகளை உணர்த்துதல்.
- ✓ இன்றைய நவீன வாழ்க்கைச் சூழலில் ஏற்படும் சிக்கல்கள், பிரச்சனைகளை காந்திய தீர்வுகளை அறியச் செய்தல்.
- ✓ மகாத்மாவின் வாழ்க்கை முறை, கல்வி, வாழ்வு பற்றிய கருத்துக்களை கற்று உணர்தல்.
- ✓ நடைமுறை வாழ்வில் அகிம்சையைப் பின்பற்றுவதால் ஏற்படும் நன்மைகளைப் புரிந்து கொள்ளச் செய்தல்.
- ✓ காந்தியடிகள் இந்திய விடுதலைக்காகப் பின்பற்றிய கொள்கைகளை மாணவர்கள் கற்று அறிதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	மானிட பிறப்பின் நோக்கம், வாழ்க்கை இரகசியம், தன்னலம் இல்லா வாழ்க்கை, இல்வாழ்க்கையின் சிறப்பு, உடலைப் பாதுகாத்தல் ஆகியவற்றை புரிந்து கொள்ளல்.
CO2	வாய்மையினால் இணைந்த மெய்யறிவு, இயற்கையுடன் இணைந்த மெய்யறிவு, சத்தியாகிரகிகளாக ஆத்ம சக்தியுடன் வாழ்ந்த பெரியோர்களின் வாழ்வை உணர்ந்து அவர்கள் வழியில் வாழ முயற்சித்தல்.
CO3	காந்தியடிகள் வாழ்க்கை மூலம் கல்வி, இல்லறம், பெற்றோரைப் பேணல், தியாகம், இயற்கை வாழ்வு, செல்வம், உண்மை, அஞ்சாமை மாணவர்கள் அறிதல்.
CO4	இயற்கையின் நோக்கம், அகிம்சையை பின்பற்றுதல், ஊன் உண்ணாமை, தீண்டாமை, சுயராஜ்யத்தின் தன்மைகள், மக்களின் வாழ்க்கையில் சுதேசியம், சுதேசிய உரிமை, காந்தியடிகளின் வாழ்க்கை மூலம் மாணவர்கள் அறிதல்.
CO5	சத்தியாகிரகம் விளக்கம், காந்தியும் சத்தியாகிரகமும், காந்தியும் தென்னாப்பிரிக்கப் பயணம், ரௌலட் சட்டம், காந்தியின் சிறை வாழ்வு, சமய வாழ்வு, சமரச சன்மார்க்கம், சமரச வாழ்வின் பயன் போன்றவற்றை மாணவர்கள் அறிதல்.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	-	-	-	-	-	-	-	-	✓	-
CO2	-	-	-	-	-	-	-	-	-	□	✓	-
CO3	-	-	-	-	-	-	-	✓	-	-	✓	-
CO4	-	-	-	-	-	-	-	✓	-	-	✓	-
CO 5	✓	-	-	-	-	-	-	✓	-	-	✓	-

பாடத்திட்டம் : மனித வாழ்க்கையும் காந்தியடிகளும்

அலகு 1 பக்க எண் (1 – 40)

மனிதன் - மனிதப் பிறவியின் விழுப்பம் - மக்கள் - மனிதன் எவன் - வாழ்க்கை - கீதா ரகசியம் - கருத்து வேற்றுமை - உரை கண்டவர் - போர்களத்தில் இல்லறத்தானுக்கு அறிவுறுத்தல் - பயன் கருதா அருளறம் - அருச்சுணன் தெளிவு - இரு பிறப்பு - இல்லற நோக்கம் - திருக்குறள் நுட்பம் - இல்லற மாண்பு - அருளறம் - நாட்டு அறநூல்கள் - சில முறைகள் - உடலோம்பல் - ஞானிகள் நோக்கம் - உடம்பின் அருமை.

அலகு 2 பக்க எண் (41 – 73)

வாய்மை - வாய்மையில் பிற அறங்கள் - வாய்மை உயிர் மெய்யறிவு - விலங்கும் மனிதனும் - இயல்பு - மனச்சான்று - இயற்கை வாழ்வில் மெய்யறிவு - பொறுமை - நான்கு குணங்கள் - அடக்கம் - உள்ளறிவை - உண்மை - பொறுமை - பொறாமை ஆன்ம சக்தி - உள் ஒளி - ஆத்ம சக்தி - ஆத்ம சக்தியும் பூத சக்தியும் - சத்யாகிரகம் - இயல்பு - துராக்கிரகம் - அச்சுறுத்தல் - தியாகம் - சத்யாகிரகிகள் - ஊடல் - மார்க்கண்டேயர் - பிரகலாதன் - அரிச்சந்திரன் - வசிஷ்டன் - புத்தர் - ஸோகர்தர் - கிருஸ்து - முகம்மது - கீதை - சாவித்திரி - திருநாவுக்கரசர் - மெய்பொருள் - பிரான்சிஸ் முனிவர் - தால்தாய் - தோரி - முதலியோர் - இயற்கையறம் சத்தியாகிரகம், சாதுநிலை - சாது எவன்.

அலகு 3 பக்க எண் (75 – 200)

காந்தியடிகள் - பொருள் - மகாத்மா - மகான் - சில அடி கண்மார் புது உலகம் - காரல் மார்க்ஸ் - சிறியவுடலில் பெரிய ஒளி - பிறப்பு - கல்வி - பெற்றோர்ப் பேணல் - இல்லறம் - தியாகம் - இயற்கை வாழ்வு - செல்வம் நல்குரவு - வாழ்க்கைக் கூறுகள் - கிறிஸ்து மொழிகள் - உண்மையும் அஞ்சாமையும் - அடிகளின் அஞ்சா வினைகள் - மெய்யறிவு.

அலகு 4 பக்க எண் (200 – 257)

அஷிம்சை - அஷிம்சையும் சமயமும் - ஊன் எண்ணாமை - தீண்டாமை - இயற்கை அறம் அஷிம்சை - நவகாளி நிகழ்ச்சி - மார்க்ஸியம் - சுயராஜ்யமும் சுதேசியமும் - பன்மையில் ஒருமை - பாரத மக்களும் சுதேசியமும் - சுதேசியமும் உரிமையும் - சுயராஜ்யம் கடவுள் படைப்பு நோக்கம் - சாதி சமயப்போர் - நாட்டுத்தொண்டு.

அலகு 5 பக்க எண் (257 – 364)

பொருள் - காலம் தோற்றம் - சத் விளக்கம் - சத்யாக்கிரகியார் - குறைபாடுகள் - உயிர் உடல் வாழ்வு - சத்யாகிரகமும் அடிகளும் - கூர்ஜரப் பாட்டு - தென்னாப்பிரிக்கா - சாம்யராண் - செய்தா - ரௌலட் சட்டம் - சத்யாகிரக நாள் - சட்டமும் அறமும் - சட்ட வரம்பு - சிறைப்பாகுபாடுகள் - சமயவாழ்வு - உண்மை மனிதன் - முழுமுதற் பொருளுண்மை - அஷிம்சையே சமயம் - சமயப்போர் - சமய வாழ்வின் இயல்பு - அடிகள் சமயம் சமரச சன்மார்க்கம் - சாதுநிலை - சமய வாழ்வின் பயன் சாதுநிலை - சாதுக்களால் உலகம் நடைபெறல் - பிறர்க்குரிய வாழ்வு - பெரியோர் வருகை - அடிகள் வாழ்வு நூலின் பெரும் பிரிவுகள் - அடிகள் அறவுரைச் சுருக்கம் - இன்பப்பேறு - வாழ்த்து.

பாடநூல்

வ. எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு - பதிப்பு
1	திரு. வி. கலியாணசுந்தரனார்	மனித வாழ்க்கையும் காந்தியடிகளும்	பூம்புகார் பதிப்பகம் சென்னை - 600013	ஏப்ரல் - 2004

பார்வை நூல்

வ. எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு - பதிப்பு
1	மோகன்தாசு கரம்சந்த் காந்தி (தமிழாக்கம் - ரா. வேங்கடராஜலு)	மகாத்மா காந்தியின் சுய சரிதை	நவஜீவன் பிரசுராலயம் அகமதாபாத் - 380014	ஜூலை - 2000
2	தொகுப்பு - பேராசிரியர் முனைவர் மா.ரா.போ. குருசாமி	முகாத்மா நூல்கள் (காந்தி முன்னோடிகள்)	வர்த்தமானர் பதிப்பகம் சென்னை - 17	2005
3	மோகன்தாசு கரம்சந்த் காந்தி (தமிழாக்கம் - ஆவினாசிலிங்கம்)	முகாத்மா நூல்கள் (தென்னாப்பிரிக்காவில் சத்தியாகிரகம்) - தி.சு.	வர்த்தமானர் பதிப்பகம் சென்னை - 17	2005

SEMESTER IV

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)
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Course code	19U4ACCT11	Course Title: Core 11: Cost And Management Accounting	Batch	2019-2022
			Semester	IV
Hrs/Week	6Hrs		Credits	4

COURSE OBJECTIVES

To make the students to understand clearly

- Meaning and concept of cost and management accounting and method of preparation of cost sheet.
- Calculation of EOQ, Methods of pricing of materials and fixing the Labour cost.
- Variance analysis, cost volume profit analysis for finding standard costing.
- Financial statement analysis and Ratio Analysis.
- Funds flow and cash flow analysis.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Explain about the cost and management accounting and prepare a cost sheet from the given information
CO2	Calculate and evaluate the Stock Levels and Pricing of Material Issues.
CO3	Apply variance analysis and cost volume profit analysis for finding standard cost and marginal cost
CO4	Prepare a financial statement and find liquidity, profitability and solvency from analysing a various ratios.
CO5	Prepare Fund flow and cash flow statements from the given information.

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 (Theory questions only)****(17 Hrs)**

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)**(17 Hrs)**

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) (17 Hrs)

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

UNIT IV (Problems only) (17 Hrs)

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) (17 Hrs)

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 th 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://students.icwai.org/studies/studies/CMA.aspx>

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	19U4ACCT12	Course Title: Core 12: Business Environment	Batch	2019-2022
			Semester	IV
Hrs/Week	6Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course, the students should know about

- Environment and the types of environment in which business operates.
- Legal environment like legal system, laws related to business and patents.
- The economic system and economy types affecting the business environment.
- Impact of various culture and cultural factors in a business
- Cultural environment like language, aesthetics, religious, altitudes and values.
- The influence of technology and the latest developments of technology in a business

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 Environment and the types of environment in which business operates
CO2	Explain the legal environment like legal system, laws related to business and patents
CO3	Elucidate the economic system and economy types affecting the business environment
CO4	Describe the Impact of various culture and cultural factors in a business
CO5	Explain the influence of technology and the latest developments of technology in a business

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)**

Theoretical frame work of Business Environment: concept, significance and nature of business environment- elements of environment – internal and external – changing dimensions of business environment. Liberalisation – privatisation and globalisation.

UNIT-II**(15 Hrs)**

Legal environment of business: Monopoly and restrictive trade practices (MRPT) act- foreign exchange management act (FEMA) consumer protection act- patent laws. Political environment - demographics-political risk in running business- indicators of political instability- impact of political risk- ways of managing political risk in business.

UNIT-III**(15 Hrs)**

Economic environment – Significance and elements of economic environment- economic systems – economic planning in India- government policies – industrial policy- licensing policy- fiscal policy – monetary policy- EXIM policy

UNIT-IV**(15 Hrs)**

Socio & Cultural environment: Socio business environment- meaning – characteristics- Social responsibility of business - components, scope, relationship between society and business-- social groups- WTO- IMF- Foreign investment in India. Culture-meaning – characteristics of culture – elements of culture – implications of cultural environment for Business – culture and competitive advantages – managing diversity- corporate strategy and culture compatibility.

UNIT-V**(15 Hrs)**

Technological environment – meaning – features of technology- impact of technology on society - impact of technology on business operations- expenditure on research and development – technology transfer and appropriate technology – rise and decline of products and organization- online channels and services for business.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Francis Cherunilam	Business Environment	Himalaya Publishing	Edition -26 2017

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	K. Aswathappa	International Business	McGraw Hill	2017 Edition -6
2	V.K. Bhalla&Shivarma,	International Business Environment & Management	Anmol Publications	2004 Edition -4
3	Jutin paul	Business Environment Text and cases	Mc Graw hill publication	2010 Edition -3
4	Mr Ian Brooks &Mr Jamie Weathers ton	The International Business Environment challenges & changes	Financial Times	2010 Edition – 2

WEBSITE REFERENCE

- [1.https://www.studocu.com/en/document/international-business-environment/](https://www.studocu.com/en/document/international-business-environment/)
- [2. https://www.civilserviceindia.com/.../notes/international-business-environment.html](https://www.civilserviceindia.com/.../notes/international-business-environment.html)

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	19U4ACCT13	Course Title : Core 13: Internet And Web Designing	Batch	2019-2022
			Semester	IV
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVES

The students will be able to know about

- The basics of Internet
- Working with e-mail
- HTML and its application in designing a web page
- DHTML and its application in designing a Dynamic Web page

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 basics of Internet
CO2	Create, send and receive an e-mail
CO3	Use HTML and design an impressive Web page
CO4	Explain how to design a dynamic web page using DHTML

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)**

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**(12 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**(12 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**(12Hrs)**

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**(12 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 rd Edition
2.	Ivan Bayross	Web enabled Commercial Application Development using HTML, DHTML, JavaScript, PerlCGI	BPB Publications	2000,3 rd Edition

REFERENCE BOOKS

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

WEBSITE REFERENCE

- <https://fcit.usf.edu/internet/chap1/chap1.htm>
- https://www.tutorialspoint.com/internet_technologies/internet_overview.htm
- https://www.tutorialspoint.com/internet_technologies/e_mail_working.htm
- https://www.w3schools.com/html/html_intro.asp
- <https://www.geeksforgeeks.org/html-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	19U4ACCP14	Course Title : Core 14: Internet and Web Designing-Practical	Batch	2019-2022
Hrs/week	5 Hrs		Semester	IV
			Credits	3

COURSE OBJECTIVES

The students will be able to

- How to gather required information using Internet
- Knowing how to create a new e-mail id, send an e-mail to an individual or a group of individuals at the same time
- Send an e-mail with attachment
- Developing a web page using HTML

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Gather information about any particular topic or problem or incident given
CO2	Create an e-mail id send e-mail to an individual or group of individuals at a time
CO3	Send an e-mail with attachments
CO4	Develop an impressive web page using HTML

MAPPING WITH PROGRAMME OUTCOMES

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

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.
12. Develop a HTML page for student information.

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U4ACAT04	Course Title: Allied 4: Business Law	Batch	2019-2022
			Semester	IV
Hrs/Week	5 Hrs		Credits	3

COURSE OBJECTIVES

The students will understand clearly about,

- Various types of contracts
- Legal rules relating to contracts
- Agreements, breach of contract and remedies provided and hire purchase agreement
- Current laws, rules and regulations related to settling of business disputes
- Classification of agents, the relationship with the principal, delegation of authority and liability of agent

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 various types of contracts
CO2	Determine the unlawful and illegal agreements relating to contracts
CO3	Describe the situations on breach of contract and its remedies
CO4	Elaborate the Current laws, rules and regulations related to settling of business disputes
CO5	Explain the creation and termination of agency

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****(15 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**(15 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**(15 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**(15 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**(15 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 th 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.	P C Tulsian, Bharat Tulsian,	Business Law	McGraw Hill Education	Third edition, 2014
4.	Jayasankar	Business Laws	Margham Publications	

WEBSITE REFERENCE

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

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 :	19U4SBST07	Skill Based Subject 7 : Mathematics For Competitive Examinations -IV	Batch	2019-2022
			Semester	IV
Hrs/week	2 Hrs		Credits	1

COURSE OBJECTIVES

- To make the students to know the methods of solving Problems of Interest and Venn Diagrams.
- To solve problems related to on Sequence and series.
- To develop the skills in solving problems for checking ones Mental Ability and Logical reasoning.

COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Explicate the concept of finance and discover the inference using Venn- diagram.
CO2	Solve the problems on logarithms, area, Volume, Sequence and series.
CO3	Find solution to the problems on Tabulation, graphs and puzzles.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	Simple Interest-Compound Interest -Logical Venn Diagram (6 Hours)
Unit-II	Logarithms – Sequence and series (6 Hours)
Unit-III	Area-Volume and Surface areas (6 Hours)
Unit-IV	Tabulation-Bar Graphs-Puzzles (6 Hours)
Unit-V	Pie Charts-line Graphs- Mental Ability and Logical reasoning (6 Hours)

(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	2017

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	2019

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 IV

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	19U4SBST08	Skill Based Subject 8- Communication Skills- IV	Batch	2019-2022
			Semester	IV
Hrs/ Week	2 Hrs		Credits	1

COURSE OBJECTIVES

- ✓ To know clearly the use of various symbols for pronouncing the words with proper sounds.
- ✓ To make aware of various techniques of reading and writing different reports.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	To be able to pronounce the words clearly with proper pronunciation.
CO2	Read the given materials properly and to write meaningful reports

SYLLABUS

UNIT-I : READING & WRITING

- Resume Preparation
- Report Writing
- Minutes of a Meeting
- Data Representation and Interpretation
- Memos

UNIT- II : SOUNDS & SYMBOLS

- Vowels
- Consonants
- Diphthongs
- Stress and Intonation

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Meenakshi Raman	Communication Skills	Oxford University Press: India	2011
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi	2011

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year/Edition
1	Course team, Bharathiar University	Communication Skills a multi-skill course	Macmillan Publishers India LTD.	2009
2	Krishna Mohan	Developing Communication Skills	Trinity Press, Laxmi Publication Pvt. Ltd., New Delhi.	2018
3	Joyce Pereire	Technical English -II	Vijay Nicole Imprints Pvt.Ltd.	2017

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

SEMESTER IV

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	19U4NMET02	Non Major Elective 2 : Floriculture	Batch	2019-2022
			Semester	IV
Hrs/week	2 Hrs		Credits	2

COURSE OBJECTIVE

- ✓ To make the students know what is floriculture, its status, scope and development.
- ✓ To make the students to know how to cultivate various types of cut flowers, arranging bouquets and scope of loose flowers to trade.
- ✓ To make the students understand how to make various designs such as vase design, basket/mug design etc.,
- ✓ To make the students clear about how to propagate various varieties of flowers which are Annuals & Perennials and their growing techniques.
- ✓ The students will be made to understand whether floriculture can be taken, as their career and the opportunities available.

COURSE OUTCOME (CO)

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

CO Number	CO Statement
CO1	Explain the scope, status and development of floriculture in India.
CO2	To make use of cut flowers in arranging bouquets and explain the significance of loose flowers to trade.
CO3	Demonstrate how to make vase design, basket / mug design creatively by using flowers.
CO4	Explain the varieties of flowers which are annuals and perennials and their growing techniques.
CO5	Make floriculture to be taken as their career by knowing the government incentives, subsidies and other supporting agencies.

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	Content
Unit-I	(6 Hours) Floriculture – Definition, Introduction and Scope of Floriculture. Status of floriculture in India. Development of Floriculture
Unit-II	(6 Hours) Cut Flowers- Types of cut flowers, Arranging bouquets, Using floral design tools. Loose Flowers- Scope of loose flower trade, Significance in the domestic market/export,
Unit-III	(6 Hours) Design- Types of design Flower choice for design, Corsages/Boutonnieres, Vase design, Basket/mug design.
Unit-IV	(6 Hours) Propagation-Types of propagation, Annuals & Perennials, Varieties, Growing seasons, Potting techniques.
Unit-V	(6 Hours) Careers in Floriculture. Export/Import and marketing in floriculture. Government Incentives and Schemes. The role of supporting agencies.

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publishers
1	<u>Dr.S.N.Suresh</u>	<u>Introduction to Floriculture</u>	2016

REFERENCE BOOKS

S. No.	Author Name	Title of the Book	Publishers
1	<u>Jacob Varghese</u> <u>Kunthara</u>	Know your Garden Plants	-
2	<u>Dr.B.Hemlanaik</u>	Production Technology of Ornamental Crops and Landscape Gardening	-

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

அடிப்படைத் தமிழ்

பகுதி – IV : தமிழ்த்தாள் - 2 – நான்காம் பருவம்

(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

அகமதிப்பீட்டுத் தேர்வு மட்டும்**நோக்கம்:**

- ✓ ஆத்திச்சூடி, கொன்றை வேந்தன், திருக்குறள் போன்ற நூல்களில் கூறப்பட்டுள்ள நீதிகளைத் தெரிந்து கொள்ளுதல்.
- ✓ தடையில்லாமல், பிழையில்லாமல் படிப்பதற்கு எளிமையான கதைகளைப் படித்துப் பழகுதல்.
- ✓ தமிழ் இலக்கியங்களின் வரலாறு மற்றும் சிறப்புகளை அறிந்து கொள்ளச்செய்தல்.
- ✓ தமிழக மக்களின் வாழ்க்கை முறை உணவுமுறை, கலாச்சாரம், பண்பாடு பற்றி அறிந்துகொள்ளச் செய்தல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு (Course Outcome)

CO Number	CO Statement
CO1	ஆத்திச்சூடி, கொன்றை வேந்தன், திருக்குறள் போன்ற நூல்களின் வழி அக்கால மக்கள் பின்பற்றிய நீதிகளை அறிந்து அதன்படி வாழ்தல்.
CO2	எளிமையான நூல்களைப் படிப்பதன் மூலம், பிழையில்லாமல், தெளிவான உச்சரிப்போடு கதைகளைப் படித்துப் பழகுதல்.
CO3	தமிழ் இலக்கியங்களின் வரலாறு மற்றும் அதன் சிறப்புகளை அறிந்து கொள்ளுதல்.
CO4	பழங்கால மக்களின் வாழ்க்கை முறை, பண்பாடு, கலாச்சாரம் ஆகியவற்றை அறிந்து கொள்ளுதல்.

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

CO /PO	PO 1	PO 2	PO 3	PO 4	PO5	PO 6	PO 7	PO 8	PO9	PO1 0	PO11	PO12
CO1	-	-	-	-	✓	-	-	-	-	-	-	-
CO2	-	-	-	-	-	✓	-	-	✓	-	-	-
CO3	-	-	-	-	✓	-	-	-	-	-	✓	-
CO4	✓	-	✓	-	-	-	-	-	-	-	-	-

நீதி நூல்கள் : ஆத்திச்சூடி (முதல் 12) “ அறம் செய விரும்பு” , முதல் “ ஓளவியம் பேசேல்” வரை.

கொன்றை வேந்தன் - “ அன்னையும் பிதாவும் முன்னறி தெய்வம்” முதல் “ எண்ணும் எழுத்தும் கண்ணெனத்தகும்” வரை (7)

- திருக்குறள் (5)**
1. அகர முதல... (1)
 2. செயற்கரிய... (26)
 3. மனத்துக் கண்... (34)
 4. கற்க கசடறக்... (391)
 5. எப்பொருள் யார் யார்... (423)

எளிய நீதிக் கதைகள் - (தெனாலிராமன் கதைகள், பீர்பால் கதைகள், கிராமியக் கதைகள், ஈசாப் கதைகள்)

தமிழ் இலக்கியங்கள் : வரலாறு – குறிப்பு – அறிமுகம்

எடுத்துக்காட்டு : குறள் பற்றி எளிய தொடர்களில் அறிமுகம்

தமிழகம் - உணவுமுறை, விழாக்கள், கலைகள் பற்றியக் குறிப்புகள்

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு – 1	10
2	வகுப்புத்தேர்வு – 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு
வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

தொடர்பான

சிறப்புத் தமிழ்

பகுதி – IV : தமிழ்த்தாள் - 2 – நான்காம் பருவம்

(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு)

அகமதிப்பீட்டுத் தேர்வு மட்டும்

நோக்கம்:

இளங்கலை பட்ட வகுப்பில் தமிழ் - பயிலாதவர்களுக்கு, தமிழ் இலக்கியத்தின் சிறப்பினை எடுத்துக்கூறுதல்.

திருக்குறளின் சிறப்பை அறியச் செய்தல்.

சொற்களைப் பயன்படுத்தும் முறைகளையும், வாக்கியப் பிழைகள் ஏற்படுவதைத் தவிர்க்கும் முறைகளையும் அறியச் செய்தல்.

பேச்சு வழக்குகளில் நாம் பயன்படுத்தும் சொற்களையும், சொற்களில் உள்ள பிழைகளையும், சரியாகப் பயன்படுத்தும் சொற்களையும் தெரிந்து கொள்ளச் செய்தல்.

மாணவர்களின் கற்பனைத்திறன், படைப்பாற்றல் திறமை மேம்படுத்த பயிற்சி அளித்தல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு (Course Outcome)

CO Number	CO Statement
CO1	தமிழ் இலக்கியங்களின் சிறப்பினை உணரச் செய்தல்
CO2	திருக்குறளின் வாயிலாக மக்களின் வாழ்க்கைமுறைகளை அறிதல்
CO3	வாக்கியங்களை பிழையில்லாமல் சரியான முறையில் எழுதுதல்.
CO4	பேச்சு வழக்கில் நாம் பேசும் போது ஏற்படும் மரபு பிழைகளைத் தவிர்த்தல் மற்றும் தகுதியான வழக்குச் சொற்களைப் பயன்படுத்துதல்.
CO5	திறமையான மாணவர்களை ஊக்குவித்து படைப்பாளர்களாக, கவிஞர்களாக உருவாக்குதல்.

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

கூறு - 1 திருக்குறள் - ஒழிபியல் முதல் 5 அதிகாரங்கள் மட்டும்.

கூறு - 2 உரைநடை : (கட்டுரை)

- (இளைஞர்களின் ஒளிமயமான எதிர்காலத்திற்கு - கு.வெ. பாலசுப்பிரமணியம்)
- கூறு - 3 எழுத்துப்பிழை நீக்க வழிகள் - பிழையும் திருத்தமும், சொற்களைச் சரியாகப் பயன்படுத்தும் பாங்கு - வினைச்சொற்கள் துணை வினைகள்
(எடுத்துக்காட்டுகளுடன் விளக்குதல்)
- கூறு - 4 வழக்கறிதல் : மரபு வழக்கு - இயல்பு வழக்கு - தகுதி வழக்கு அறிதல்
- கூறு - 5 படைப்பாற்றல் பயிற்சி - கட்டுரை எழுதுதல்.

	அக மதிப்பீட்டுத் தேர்வு மதிப்பெண் வழங்கும் முறை	மதிப்பெண்கள்
1	வகுப்புத்தேர்வு - 1	10
2	வகுப்புத்தேர்வு - 2	10
3	மாதிரித்தேர்வு	10
4	பயிற்சிக் கட்டுரை	10
5	வாய்மொழித் தேர்வு	10
	மொத்த மதிப்பெண்கள்	50

குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

SEMESTER- IV

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)
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Course Code:	19U4SSCT02	Self Study Course 2 : Women's Rights	Batch	2018-2021
			Semester	IV
Hrs/ Week	-		Credits	1

COURSE OBJECTIVES:

- To make the women students understand the legal systems, constitutional frame work and human rights in India.
- To understand and appreciate the women's claims to land and their right to property.
- To make the women students to know fully about the laws enacted to protect women against violence, harassment sexual abuse and the loopholes in practice.
- To give a knowledge to the students about the various acts enacted relating to marriage validation, Hindu widow re- marriage, dowry prohibition, imortal traffic prevention, and women development and empowerment.

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	Explain clearly about the legal systems constitutional frame work and human rights.
CO2	Tell about their claims to land and right to property.
CO3	To explain about the various laws and acts enacted for protection of women from various kinds of violence and abuse, and for validating their marriage
CO4	Explain various acts available for women development and empowerment.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
UNIT I	Laws, Legal Systems and Change:Definition - Constitutional law, CEDAW and International Human Rights – Laws and Norms – Laws and Social Context –

	Constitutional and Legal Framework.
UNIT II	Politics of land and gender in India:Introduction – Faces of Poverty – Land as Productive Resources – Locating Identities –Women’s Claims to Land – Right to Property - Case Studies.
UNIT III	Women’s Rights: Access to Justice:Introduction – Criminal Law – Crime Against Women – Domestic Violence – Dowry Related Harassment and Dowry Deaths – Molestation – Sexual Abuse and Rape –Loopholes in Practice – Law Enforcement Agency.
UNIT IV	Women’s Rights:Violence Against Women – Domestic Violence - The Protection of Women fromDomestic Violence Act, 2005 - The Marriage Validation Act, 1982 - The Hindu Widow Re-marriageAct, 1856 - The Dowry Prohibition Act, 1961
UNIT V	Special Women Welfare Laws:Sexual Harassment at Work Places – Rape and Indecent Representation – The Indecent Representation (Prohibition) Act, 1986 - Immoral Trafficking – The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment - Role of Rape Crisis Centers.

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Nitya Rao	Good Women do not Inherit Land	Social Science Press and Orient Blackswan	2008
2	Monica Chawla	Gender Justice	Deep and Deep Publications Pvt Ltd.	2006
3	Preeti Mishra	Domestic Violence Against Women	Deep and Deep Publications Pvt Ltd.	2007
4	P.D.Kaushik	Women Rights	Bookwell Publication	2007
5	Aruna Goal	Violence Protective Measures for Women Development and Empowerment	Deep and Deep Publications Pvt	2004

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Class Room.

SEMESTER V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U5ACCT15	Course Title: Core 15: Production & Materials Management	Batch	2019-2022
Hrs/Week	6 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	-	-	✓	✓	-	✓	-	-	-	-	-	-

S-Strong, M-Medium, L-Low

SYLLABUS**UNIT-I****(12 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.Saranghi	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/BBA/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 code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U5ACCT16	Course Title: Core 16: Human Resource Management	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	V
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students will understand the

- 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****(12 Hrs)**

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**(12 Hrs)**

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

UNIT – III**(12 Hrs)**

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

UNIT – IV**(12 Hrs)**

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

UNIT – V**(12 Hrs)**

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- V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U5ACCT17	Course Title: Core 17: Research Methodology	Batch	2019-2022
Hrs/Week	5Hrs		Semester	V
			Credits	4

COURSE OBJECTIVES

To make the students understand clearly about,

- Various types of research, defining a problem setting objectives and hypothesis of the research on the preparation of research design.
- Various methods of data collection, reliability and validity of the data collection and classification, tabulation of data.
- Understand about the measurement and scaling technique, determination of sample size and various sampling methods and their applications.

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 various types of research, selection and formulation of the research problem setting objectives and formulating hypothesis
CO2	Explain various methods of data collection and explain how to test the reliability validity and collect the data.
CO3	Explain about the various measuring and scaling techniques, sampling methods and the types of population for which they can be applied.
CO4	Apply various types of data collection methods and Simple problems in Non-Parametric Testing.
CO5	Apply various techniques of interpretations and using types of report writing

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****(12Hrs)**

Research - meaning - scope and significance - Characteristics of good research -Types of research - Research Process – Research proposal- defining research problem

UNIT - II**(12Hrs)**

Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement - Techniques of measurement - scaling techniques - meaning - Types of scales - scale construction techniques.

UNIT - III**(12Hrs)**

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection – constructing questionnaire - Pilot

study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis.

UNIT - IV (12Hrs)

Test of significance-assumption about Non Parametric Test - U Test, Kruskal Wallis, sign test. Simple problems in Non-Parametric Test only- an overview of Multivariate analysis introducing factor, cluster, MDS, Discriminate analysis with examples only. (NO Problem solving in Multivariate analysis) - uses of SPSS in Social Sciences Research and its applications

UNIT - V (12Hrs)

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance – Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Norms for using Tables, charts and diagrams - Appendix:- norms for using Index and Bibliography.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Kothari, C.R Gaurau Garg	Research Methodology Methods and Techniques	New Age International Publishers	2019, Edition-4

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1.	R.Panerselvam	Research Methodology	Prentice Hill of India Pvt Ltd, New Delhi	Edition-6,2008
2	Donald R. Cooper,	Business Research Methods	Tata Mc Graw Hill, New Delhi	Edition-9, 2007
3	K.N.Kishnaswamy, AppaiyerSivakumar, M.Mathiajan	Management Research Methodology, Integration of Principles, methods and techniques	Pearson's Education, New Delhi	2008

WEBSITE REFERENCE

<https://www.open.edu/openlearn>

<https://www.studymode.com>

<https://www.managementparadise.com>

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	19U5ACCP18	Course Title : Core 18: Photoshop And Corel Draw- Practical	Batch	2019-2022
Hrs/week	5 Hrs		Semester	V
			Credits	3

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	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	√	-	√	-	√	√	√	-	-	-	-	-

SYLLABUS**LIST OF EXERCISES**

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)

SEMESTER-V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U5ACET1A	Course Title: Elective 1: Services Marketing	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVES

- To know the value of intangible services embedded onto their products.
- To know the significance of services in every organization.
- To Understand the role of service providers in day to day business operations

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 impact of service sector in Indian Economy
CO2	Understand the importance of services in marketing field
CO3	Design service quality measurements to build customer loyalty
CO4	Elucidate the perspective of service from various sectors
CO5	Explain service blueprinting, the integration of new technologies and other key issues

MAPPING WITH PROGRAMME OUTCOMES

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

CO5	✓	✓	-	✓	-	-	-	-	✓	-	✓	✓
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S-Strong, M-Medium, L-Low

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

Introduction -The Services Sector in the Indian Economy -Components of services economy - Distinctive characteristics of services -Importance of services -Classification of services -Players in services sector -Evolution and growth of service sector- Differences between goods and services

UNIT II**(12 Hrs)**

Service marketing system - Importance of services in marketing -Expanded marketing mix Services marketing mix -Service product planning - Service pricing strategy - Services distributions -Employees' and Customers' Roles in Service Delivery -Services promotions -Physical evidence- Role of technology in services marketing.

UNIT III**(12 Hrs)**

Service quality- Understanding customer expectations and perception - Measuring service quality -Gap model of service quality –SERVQUAL- Service Quality function development - Service Quality Management - Quality Function Deployment for Services

UNIT IV**(12 Hrs)**

Services from Sectoral perspective - Hospitality -Travel & Tourism - Financial - Logistics - Educational – Entertainment – Healthcare & Medical - Telecom Services

UNIT V**(12 Hrs)**

Marketing the Financial Services - Devising of Strategies in financial Services marketing mix. Education as service - Marketing of educational services - Strategies for educational marketing

TEXT BOOK

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	R.Srinivasan	Service Marketing	The Indian Context PHI Publishers	4th Edition, 2014

REFERENCE BOOK

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Lovelock	Services Marketing	Pearson India	6 th Edition, 2010.
2.	Rajendra Nargundkar	Services Marketing	Mcgraw Hill Education	3 rd Edition, 2010
3.	Rai Shankar	Services Marketing	Excel Books	1 st Edition, 2002

WEBSITE REFERENCE

<https://examupdates.in/mba-service-marketing/>
https://gurukpo.com/Content/BBA/Service_Marketing.pdf

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	19U5ACET1B	Course Title: Elective 1: Indian Business System	Batch	2019-2022
Hrs/Week	5 Hrs		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****(12 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**(12 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**(12 Hrs)**

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

UNIT IV**(12 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**(12 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 st 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 st Edition, 2011
2.	Kishor Vaidya	Inter- Organizational Information Systems and Management	Hershey Publisher,	1 st Edition, 2011

3.	Rodrogo Magalhaes	Organizational Knowledge and Technology	Edward Elgar Publishing Limited	1 st Edition, 2014
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WEBSITE REFERENCE

[bscnotes.com/bba-business-organisation-notes-study-material/](https://www.google.com/amp/s/www.edupristine.com/blog/mergers-acquisitions/amp)

<https://www.google.com/amp/s/www.edupristine.com/blog/mergers-acquisitions/amp>

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	19U5ACET1C	Course Title: Elective 1: Mall Management	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVES

On successful completion of this syllabi the students will

- Understand concepts of malls and maintenance management concepts
- Develop knowledge and understanding of the strategic management of corporate real estate.
- Facilitate and propagate practices and processes that will augment the growth of mall shopping

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Evaluate the maintenance needs, develop and execute maintenance plan for individual shopping malls.
CO2	Synergize marketing initiatives of the malls industry.
CO3	Allows the smooth movement of shoppers in the mall, avoiding clusters and bottlenecks.
CO4	Assists in formulating the right tenant mix and the placement of these tenants within the mall

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****(12 Hrs)**

Introduction – Concept of Shopping Mall – growth of malls in India – Mall positioning strategies – strategic planning for malls.

UNIT II**(12 Hrs)**

Store Management – Responsibilities of store manager – Store Security – Parking Space Problem at Retail Centers – Store Record and accounting system – Coding System, Material Handling in stores – Mall Management – Factor influencing Mall establishment

UNIT III**(12 Hrs)**

Aspects in Mall Management – Concepts in Mall design – Factors influencing malls establishment – Recovery management, Aspects in finance – Human resources – Security and accounting – Legal compliances and issues – Measuring mall performance.

UNIT IV**(12 Hrs)**

Mall operations – Store allocation – Leasing negotiations – Maintenance and repairs – Security and safety procedures and regulations – Operational activities – Footfalls measurement – Common area management

UNIT V**(12 Hrs)**

Tenant Management – Selection of anchor tenant – Tenant Mix – Types of retail formats – Multiplexes – Food courts – Branded Stores – Specialty stores – Hypermarkets – Supermarkets – Mall resource allocation – owner – Tenant relationship.

TEXT BOOK

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Harvinder Singh, Sriniv R Srinivasan	Mall Management – Operating in Indian Retail Space	Tata McGraw Hill Education Pvt Ltd	2012

REFERENCE BOOK

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	A.K.Verma	Store and Mall Management	Laxmi Publications Pvt. Ltd	2008
2.	Mall Management Paper Back	<u>Arif I. Sheikh, Dr. Kaneez Fatima</u>	Himalaya Publishing House	January 2009

3.	<u>Jacob Reuban, M R</u> <u>Paul Jerry,</u> <u>Shulamite Olive</u>	Perceptions towards Shopping Mall Paperback	LAP Lambert Academic Publishing	13 February 2013
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<https://www.google.com/amp/s/www.edupristine.com/blog/mergers-acquisitions/amp>

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:	19U5ACET2A	Course Title: Elective 2: Retail Marketing	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVES

On successful completion of the syllabi, the students will understand

- The concepts of effective retailing
- Management of the retail chains and understand the retail customer's behaviour

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 recent and global trends in retailing
CO2	Elaborate the retail formats used in various sectors
CO3	Understand the retail supply chain management and pricing decisions
CO4	Possess the knowledge of various retail formats and will be understand the retail customer

MAPPING WITH PROGRAMME OUTCOMES

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

S-Strong, M-Medium, L-Low

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

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II**(12 Hrs)**

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III**(12 Hrs)**

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions. Merchandising and category management – buying.

UNIT IV**(12 Hrs)**

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V**(12 Hrs)**

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India.

TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	A.Sivakumar	Retail Marketing	Excel Books	Edition-1, 2007

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Dr.L.Natarajan	Retail Marketing	Margham Publications	Edition-1,2013
2.	David Gilbert	Retail Marketing Management	Pearsons Education	Edition-2006
3.	S.Banumathi	Retail Marketing	Himalaya Publishing House	Edition-2017

4.	B.B.Mishra	Retail Marketing	Vrinda Publication	Edition-2010
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WEBSITE REFERENCE

http://shodhganga.inflibnet.ac.in/bitstream/10603/75778/9/09_chapter%201.pdf
<http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf>
https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf

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:	19U5ACET2B	Course Title : Elective 2: Financial Markets	Batch	2019-2022
Hrs/week:	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVES

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

- To describe the role and structure of the financial system
- To explain key concepts such as financial claim, financial intermediation and financial markets

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Elucidate the organization of financial markets
CO2	Understand the issues faced by the markets
CO3	Discuss the functions of secondary markets
CO4	Discuss the role of banks in financing
CO5	Understand the concepts of financing, venture capital and securities

MAPPING WITH PROGRAMME OUTCOMES

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

CO5	✓	✓	-	✓	-	-	-	-	✓	-	✓	✓
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SYLLABUS**UNIT – I (12 Hrs)**

Financial markets - Structure of financial markets - Financial investment - Money market in India - Indian capital markets - difference between money market & capital market - classification and objective of Indian money market and structure of capital markets.

UNIT – II (12 Hrs)

Markets for capital structure - new issue markets - functions issue mechanism - merchant banking - role and functions of merchant bankers in India - Underwriting.

UNIT – III (12 Hrs)

Secondary markets - Stock exchange - Role of secondary market - Trading in stock exchange- various speculative transactions – Role of SEBI – Regulation of Stock exchange

UNIT – IV (12 Hrs)

Banks as financial intermediaries – commercial bank role in financing – IDBI – IFCI – LIC – UTI – Mutual funds – Investment companies

UNIT – V (12 Hrs)

New modes of financing – leasing as source of financing – form of leasing – venture capital- dimensional function- venture capital in India- factoring- Types- factoring as source of finance – security of Assets – utility of securities – securities in India.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Jihn J. Murphy	Technical Analysis of the Financial Markets	Penguin USA	1999

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Bhole	Financial Institutions and markets	McGraw Hill Education	2017
2.	Anjan V. Thakor, Arnoud W.A. Boot	Handbook of Financial Intermediation and Banking	Elsevier Science	2008
3.	Robert Finkel	The Masters of Private Equity and Venture Capital	McGraw Hill Education	2010
4.	David Stowell	Investment Banks, Hedge funds and Private Equity	Elsevier	3 rd Edition- 2017

WEBSITE REFERENCE

https://www.academia.edu/6953105/Lecture_Notes_on_MONEY_BANKING_AND_FINANCIAL_MARKETS

<https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/financial-markets/>

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	19U5ACET2C	Course Title: Elective 2: Management Of Micro Finance	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	V
			Credits	3

COURSE OBJECTIVES

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

- To analyses the operating system of Micro finance for mobilization of saving.
- To understand the delivery of credit to the needy, management of group funds.
- To Establish the linkage with banks and examine the social benefits derived by the members

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 manner in which micro finance helps to expand the local micro business
CO2	Understand the effects and value of individual micro loans to business
CO3	Knowledge about the benefits and controversies of micro finance in modern economics
CO4	Understand the financial and non-financial products & services related to business
CO5	Understand the revenue models of micro finance, risk management, banking basics

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)**

Micro Finance: Introduction – Economic growth and Transformation – Micro Finance Definitions, Scope and Assumptions; Micro Finance: Lessons from International Experience; Micro Finance Services – Scope, Achievements and Challenges

UNIT II**(12 Hrs)**

Current Debates and Challenges for Micro-Finance : An Overview; State Interventions in Rural Credit in India; NABARD and SHG – Bank Linkage Programmes; Constraints in Mainstreaming of MFIs; Governance and the Constitution of the Board of various Forms of MFI's; Micro Finance versus Informal Sources of Lending; Micro- Finance Delivery Methodologies;

UNIT III**(12 Hrs)**

Micro-Finance in India: Present and Future; Some innovative and Creative Micro-Finance Models; Impact of Micro-Finance; Emerging Issues; Impact Assessment and Social Assessment of MFIs

UNIT IV**(12 Hrs)**

Financial Product and Services : Introduction – Minimalist vs Integrated – Financial services – Credit delivery methodologies – Non Financial Services – Fundamentals of Designing products – Sustainable Interest Rate; Financial Accounting and Reporting : Characteristics of Financial Statement

UNIT V**(12 Hrs)**

Revenue Models of Micro-Finance: Profitability, Efficiency and Productivity; Risk Management; Basics of Banking

TEXT BOOK

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	Indian Institute of Banking & Finance	“Micro-Finance Perspectives and Operations”	McMillan India	2 nd edition, 2014

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	Ranjit Kumar Siringi	Micro finance from SHGs for Rural Development	Scholars press	1 st edition, 2015
2	Karthick Das and Gopal Sharma	Inclusion, Self-Help Groups(SHG) and Women	New Century Publication	Edition-2013

3	M.S.Bhairamkar	Self Help Groups for Rural Poor	Raj Publications	Edition 2012
4	R.Ramachandra Roa	Women Empowerment through Self Help Group	Serials Publications	Edition-2014

WEBSITE REFERENCE

<http://deankarlan.com/wp-content/uploads/2018/02/chapter.microfinancestrategies.pdf>

<http://people.ds.cam.ac.uk/ka323/teaching/microfinance/microfinance-book.pdf>

<http://shodhganga.inflibnet.ac.in/bitstream/10603/51331/9/09.chapter%203.pdf>

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	19U6ACCT19	Course Title: Core 19: Strategic Management	Batch	2019-2022
			Semester	VI
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

On successful completion of this course students will

- The business environment, business policy and strategic management.
- The strategic analysis and strategic planning.
- Various forms of functional strategy.
- An implementation and control of a strategy formulated in an organisation.
- Business Process Reengineering and 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 strategic management concepts and process
CO2	Demonstrate the knowledge and abilities in formulating strategies and strategic plans
CO3	Assess the choice of strategy to enrich the business
CO4	Devise strategic approaches to managing a business successfully in a global context
CO5	Develop implementation plans to execute strategies

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)**

Strategic Management: meaning, characteristics- strategic- management framework- strategy: meaning, role, concept-nature- Difference between strategy and tactics –Types of strategic management-strategic decisions –process of strategic decisions -Three levels of strategy, -Concepts of strategic management - Benefits, TQM and strategic management process, Social responsibility, Social audit.

UNIT-II**(12 Hrs)**

Strategic Formulation: levels of strategic formulation- Corporate Mission–Objectives- Goals: Features- Types, Guidelines, Environmental analysis: external analysis, porter’s five forces, internal analysis - PESTLE Analysis - Need- Approaches - SWOT analysis – ETOP - Value chain analysis.

UNIT-III**(12 Hrs)**

Choice of strategy: concept- process- Techniques- portfolio analysis: BCG growth share matrix-The GE nine cell matrix- planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

UNIT-IV**(12 Hrs)**

Strategic Implementation: process of implementation-Formulation Vs Implementation- Resource allocation- Mc Kinsey’s 7’s framework –Top management: concept- Role of top management- Strategic Positioning- Four routes to competitive advantage.

UNIT-V**(12 Hrs)**

Strategic Evaluation & control: concept & nature- Importance- Criteria-Roles-barriers-Quantitative and Qualitative factors, Strategic control: concept & nature- Process-Criteria-Types-effective evaluation and control systems.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Dr.C.B.Gupta	Strategic Management (Text & Cases)	S. Chand & Company Pvt.Ltd.	2016

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	E.Gnanasekaran	Strategic Management	A.R.Publications	3 rd Edition 2012

2	V S Ramaswamy & S. Namakumari	Strategic Planning- Formulation of Corporate Strategy	Macmillan Business Books	2009
3	John A Pearce, Richard B Robins, Amita Mittal	Strategic Management	McGraw Hill Education	2018
4	Michael E Porter	Competitive Strategy: Techniques for analysing industries and competitors	Prentice Hall	30 June 2008

WEBSITE REFERENCE

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://nptel.ac.in/courses/110108047/module1/Course%2520Lecture%2520Notes.pdf&ved=2ahUKewjy9zC54jiAhXNb30KHbcSBYkQFjACegQIAhAB&usg=AOvVaw2jo-9gLhcmAHxdCTqCYoyp&cshid=1557211173215>

<https://www.scribd.com/document/77527656/Strategic-Management-complete-Notes>

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	19U6ACCT20	Course Title: Core 20: Event Management	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVES

On successful completion of this course students will

- Understand the concepts of organizing an event pertaining to event infrastructure, event promotion and marketing plan
- Gain confidence and enjoyment from involvement in the dynamic industry of event 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 basic concepts and essentials of Events
CO2	Describe briefly the steps in event management including planning, executing and evaluating an event
CO3	To acquire an understanding of the techniques and strategies required to plan successful special events

CO4	Advertising, sales and promotion of an event by applying different methods and use different modes of marketing
CO5	Understand the planning process of an event and follow them without any failure

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)**

Introduction to Events – Definition, Nature, Scope, Importance, C’s of events, Types of Events, Unique features and similarities, Key steps for a successful event, advantages and disadvantages of events.

UNIT II**(12 Hrs)**

Dynamics of Event Management: Event Planning and Organizing - Problem solving and Crisis Management - Managing People and Time, Elements of events - Concept of market in events, segmentation and targeting of the market events

UNIT III**(12 Hrs)**

Positioning events and the concept of event property, Events as a product, Methods of pricing events, Events and promotion, various functions of management in events

UNIT IV**(12 Hrs)**

Event Marketing – Customer Care – Marketing equipment and tools – Promotion, Media Relations and Publicity – Event Co-Ordination – Event Presentation – Event Evaluation

UNIT V**(12 Hrs)**

Strategic alternatives arising from environment, competition and defined objectives, Pricing objectives, Evaluation of event performance - measuring performance & correcting deviations

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Saurav Mittal	Event Management	Passive Income Publication	2017

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year /
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				Edition
1.	Anukrati Sharma & Shruthi Arora	Event Management and Marketing	Bharati Publications	2018
2	Wagen	Event Management	Pearson Education	2005
3	Dr. Vineet Gera	Art of Event Management	Gurucool Publishing	2015

WEBSITE REFERENCE

http://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf

<http://www.pondiuni.edu.in/sites/default/files/event-mgt-260214.pdf>

<https://www.slideshare.net/JoeyPhuah/event-management-12856753>

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	19U5ACCT21	Course Title: Core 21: Entrepreneurship Development	Batch	2019-2022
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	Define Entrepreneurship, Entrepreneurs, Intrapreneur types & functions
CO2	Understand the Entrepreneurial Environment
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	Incentives and Subsidies related to the small scale industries

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)

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

(12 Hrs)

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

UNIT – III

(12 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

(12 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

(12 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	Entrepreneurs Development	Himalaya Publishing House Pvt., Ltd	Edition-1

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	Dr.Dilip M Sarwate	Entrepreneurship Development and Project Management	Everest Publishing House	Edition-1

2	Clifford F Gray, Erik W. Larson, Gawtan V Desai	Project Management: Managerial Process	McGraw Hill Education	Edition-6, 2014
3	S.Choudhury	Project Management	Mcgraw Hill Education	Edition-1,2001
4	E.Gorden & K.Natarajan	Entrepreneurship Development	Himalaya Publishing House Pvt., L	Edition-1,2016

WEBSITE REFERENCE

<https://lecturenotes.in/notes/41-notes-for-entrepreneurship-development-ed-by-verified-writer>
<https://www.docsity.com/en/lecture-notes/subjects/entrepreneurship-development/>
<https://www.google.com/url?sa=t&source=web&rct=j&url=http://ncert.nic.in/ncerts/l/lebs213.pdf&ved=2ahUKEwjpr6ewxpviAhW08HMBHax1BdgQFjAFegQIBBAB&usg=AOvVaw2lrwkqPhIx7rJZpTHwUP9X&cshid=1557855378185>

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	19U6ACET3A	Course Title: Elective 3: Labour Welfare & Industrial Relations	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVES

On successful completion of the course the students should have understood

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations
- Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour

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 concept of industrial law and relate it to the public sectors

CO2	Apply the labour law to prevent the various disputes arise in the Organization
CO3	Make use of voluntary and statutory welfare measures provided by the industry
CO4	Analyse and understand the various kinds of labours and their duties in the industry

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)

Industrial Relations - Concepts – Importance – Industrial Relations problems in the Public Sector – Indian Trade Union Movement – Strength and Weakness – National and International Organization of Trade Union – Codes of conduct.

UNIT II

(12 Hrs)

Industrial Disputes – Causes – Handling and Settling Disputes, Employee Grievances – Steps in Grievance Handling, Strikes – Prevention – Industrial Peace – Government Machinery – Conciliation – Arbitration – Adjudication.

UNIT III

(12 Hrs)

Introduction to Factories Act 1948 - Labour welfare Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour Welfare Funds – Education and Training Schemes.

UNIT IV

(12 Hrs)

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counselling – Statutory Provisions.

UNIT V

(12 Hrs)

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour –BPO & KPO Labour - Social Assistance – Social Security – Implications.

TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	S C Srivastava	Industrial Relations and Labour Laws	Vikas Publishing House	6th Revised Edition 2014

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	ArunMonappa	Industrial Relations and Labour Laws,	McGraw Hill Education	2nd Edition 2013
2.	J.N. Jain , Ajay Bhola	Modern International Relations and Labour Laws: Principles and Techniques,	Regal Publications	Edition 2009
3.	KaushikBasu	International Labor Standards: History, Theory, and Policy Options,	Wiley-Blackwell	Edition 2003
4.	R. Blanpain	Comparative Labour Law and Industrial Relations in Industrialised Market	Kluwer Law International	6th Revised Edition 1998

WEBSITE REFERENCE

<https://labour.gov.in/industrial-relations>

<https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem 3/BA7034%2520INDUSTRIAL %2520RELAT IONS>

https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.sasurieengg.com/e-course-material/MBA/II-Year-Sem 3/BA7034%2520INDUSTRIAL %2520RELAT IONS %2520AND%2520LABOUR %2520WELFARE.pdf&ved=2ahUKEwiigu-CkdDhAhUSXi sKHZBLCosQFjAOegQIARAB&usg=AOvVaw02zwwGNA1W_GDN4a6yb8-6

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	19U6ACET3B	Course Title: Elective 3: Export and Import Procedures	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVES

To make the students understand clearly about,

- To enable the students to understand about export and import procedures. And what are the problems faced by an exporter.
- To provide adequate knowledge on export and import documentation.
- To impact knowledge on export and import procedures.

COURSE OUTCOMES (CO)

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

outcomes

CO Number	CO Statement
CO1	Describe the needs and importance of export trade and what are the problems faced by an exporters
CO2	Explain various Sources of market information and export marketing channels
CO3	Discuss the various steps involved in export and the types of documents used by an exporter
CO4	Explain Import Trade law in India and the procedures for registering importers
CO5	Elucidate the Customs clearance of Imported Goods and payments of customs Duty

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)**

Introduction to Export Management: Meaning – objectives – scope – Need for and importance of export trade – Distinction between internal trade and international trade – Problems faced by exporters.

UNIT -II (12Hrs) Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT - III (12Hrs) Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents– Regulatory documents – ISO Certificate.

UNIT - IV (12Hrs) Import Trade law in India – Preliminaries for starting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

UNIT - V (12Hrs) Retirement of Import Documents and RBI's directives for making payment for Imports – Customs clearance of Imported Goods and payments of customs Duty – Imports under special schemes.

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Subramanian Balagopal. T.A.S	Export Marketing	Himalaya Publication House, Mumbai,	Edition 1,2010

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Francis Cherunilam	International Trade & Export Management	Himalaya Publication House, Mumbai	Edition 1, 2012
2	Veera Reddy.P	Import made Easy	Commercial Law Publication,New Delhi	Edition 5,2001
3	Mahajan.M.I	Export Policy Procedure & Documentation	Snow White Publication,Mumbai	Edition 24,2011
4	A. Nabhi	How to Import 2005- 2006	A.Nabhi Publications	1 st Edition 2006

WEBSITE REFERENCE

- <https://www.slideshare.net/WelingkarDLP/22-15062840>
- <https://www.slideshare.net/.../international-trade-procedures-and-documentation>

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	19U6ACET3C	Course Title: Elective 3: Risk management and Insurance	Batch	2019-2022
Hrs/Week	5Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVES

To make the students understand clearly about,

- Calculate the risk and manages it
- Understand the Property and Liability Risk Management techniques
- Understand the risk management techniques of Life, Health and Income exposures.
- Understand the functioning of Insurance Industry in India.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Describe and Implementing Risk management techniques.
CO2	Discuss the various Property and Liability Risk Management techniques
CO3	Describe the Risk Management of Auto owners
CO4	Discuss the risk management techniques of Life, Health and Income exposures
CO5	Elucidate the functioning of Insurance Industry in India

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****(12Hrs)**

Risk – Risk identification evaluation, Property and liability Loss exposures, Life, Health, and Loss of Income exposures and non-insurance risk management techniques. Selecting and Implementing Risk management techniques.

UNIT - II**(12Hrs)**

Property and liability risk Management- Risk Management of commercial property, Business liability and risk management insurance - Workers' compensation and alternative risk managing.

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

Management of Auto owners - Insurance Claims – the need for insurance-personal automobile policy-personal automobile rating- premium and death rates-cost containment Advance in driver and auto safety. Risk management of home owners policy coverage-perils covered by the policy-flood Insurance-personal articles floater-personal risk management

UNIT - IV**(12Hrs)** Loss of

life –types of life insurance- tax incentives for life insurance- Life insurance contract provisions. Loss of Health- Health insurance providers- mechanics of cost sharing- health expense insurance- disability income insurance - health insurance policy provisions – health care reforms. Annuities- structures of annuities- annuity characteristics- annuity taxation. Employee's benefits- health and retirement benefits.

UNIT - V**(12Hrs)** Life and

General insurance industry in India – IRDA Act- Investment norms – Protection of policy holders Interest

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	George E,Rejda Michael MCNamara	Principles of Risk- Management and Insurance	Pearson	13 th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Scoth E	Herrington Risk Management and Insurance	Mc Graw Hill, New Delhi	2003,
2	Misra M.N. and Misra S.R	Insurance Principles and Practices	S .Chand and Co, New Delhi.	2007
3	Gupta P.K	Insurance and Risk Management,	Himalayan Publishing House, New Delhi.	2008
4	Jave S.Trieschimam, Sandra G.Gustarson, Robert E Houyt	Risk Management and Insurance.		Edition 1,2010

WEBSITE REFERENCE

1. <http://www.riskworld.com/books/topics/riskmana.htm>
2. <http://www.irmi.com/online/default.aspx>

Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment.**SEMESTER VI**

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	19U6ACET4A	Course Title: Elective 4: Eco-Tourism	Batch	2019-2022
Hrs/Week	5 Hrs		Semester	VI
			Credits	3

COURSE OBJECTIVES

The successful completion of the course will help the students

- To understand eco-tourism trends, activities, role of eco-tourism development agencies, International organizations in eco-tourism development
- To understand the linkages between eco-development, sustainable development. Environmental issues in tourism development
- To introduce case studies of Eco-tourism places in India

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 functions, management of Eco system & Ecology
CO2	Knowledge about the various kinds of pollution, control measures & food practices
CO3	Analyse the relationship between Tourism and Ecology & Eco tourism activities
CO4	Understand key issues related to sustainable use of ecotourism destinations
CO5	Discuss the various Eco-Tourism Development agencies and related case studies

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)**

Meaning and objectives of Ecology, 5 basic laws and 20 great ideas in Ecology, Ecosystem, functions, basic properties, management of Ecosystem, Food cycle, Food chain, paradigm shifts in Tourism Ecology.

UNIT II**(12 Hrs)** Human

Ecology, Tourism Geography – Types of Pollution - Pollution ecology – Energy environment nexus, Ecological Food practice – Ecological and socio-economic indicators, measures to control pollution.

UNIT III**(12 Hrs)**

Definitions, Principles & function of Ecotourism, Tourism & Ecology relationship, Eco tourism facts, trends, western views of ecotourism, ecotourism in protected areas, ecotourism activities – trekking, canoeing, rock climbing, angling, folk dance and music, ethnic cuisine.

UNIT IV**(12 Hrs)**

Development, Definition & Principles, eco-development, sustainable development – definition & principles, common properties, resource management, community participation, multi stakeholder participation & responsiveness towards sustainable eco-tourism, Ecotourism in different topography, carrying capacity, ecotourism & Poverty alleviations

UNIT V**(12 Hrs)**

Eco-tourism development agencies, The international Ecotourism society, Role of Ecotourism in WTO, UNDP, UNEP, Ministry of Tourism(GOI), Case Studies – Nandadevi Biosphere Resources, Sunderban national resources, Periyar National resources, Idduki & Thekkady in Kerala, Jungle & Lodges in Karnataka, Eco tourism in Uttaranchal & Himachal Pradesh.

TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Ramesh Chawala	Ecology and Tourism Development	Sumit International, New Delhi	2006

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Prabhas C Sinha	Guidelines for Human Environmental Sustainable Development	SBS Publications, New Delhi	2006
2.	Sukanta K Chaudhury	Culture, Ecology and Sustainable Development	Mittal, New Delhi	2006
3.	N.Jeyakumar, J.Fredrick	Eco-Tourism in India Paperback	Vista International Publishing	January 2010

WEBSITE REFERENCE

<https://tourismnotes.com/eco-tourism/>

<https://www.incredibleindia.org/content/incredibleindia/en/experiences/nature-and-wildlife/eco-tourism.html>

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	19U6ACET4B	Course Title: Elective 4: E-Commerce and Digital	Batch	2019-2022
			Semester	VI

Hrs/Week	5 Hrs	Marketing	Credits	3
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COURSE OBJECTIVES

The successful completion of the course will help the students

- To gain competitive understanding of creating, funding and managing internet business
- To develop EDI transactions between vendor and buyer, and Web-based transactions

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 foundational concepts of e-commerce
CO2	Develop an understanding on how internet can help business grow
CO3	Classify the various methods & strategies of advertising in e-commerce
CO4	Understand the various segments of Business-Business e-commerce
CO5	Gain an understanding on the importance of security, privacy and ethical issues as they relate to e-commerce

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)**

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT II**(12 Hrs)**

Internet Consumers and market Research: - The consumer behaviour model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behaviour.

UNIT III**(12 Hrs)**

Advertisement in EC:- Web Advertising – Advertisement Methods – Advertisement

Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogues. Internet and Extranet - Architecture of Intranet and External:- Applications of Intranet and Extranet

UNIT IV (12 Hrs)

Business – to – Business Electronic Commerce: Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT V (12 Hrs)

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	P.T. Joseph	E-Commerce an Indian Perspective	PHI Learning Private Limited	3 rd Edition,2016

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	MuraliBhupathi	Managerial Approaches to the Problems and Perspective of ECommerce in India	LAP Publishing	1 st Edition, 2012
2.	Laxaman Tandon	E-Commerce	Mohit Publications	1 st Edition, 2016
3.	John Butler	E-Commerce and Entrepreneurship	Information age Publishing	1 st Edition, 2001

WEBSITE REFERENCE

<https://bbamantra.com/category/e-commerce/>

<https://www.digitalvidya.com/blog/introduction-to-digital-marketing/amp/>

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	19U6ACET4C	Course Title: Elective 4:	Batch	2019-2022

		Customer Relationship Management	Semester	VI
Hrs/Week	5 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of the course the students should have understood

- The concept and application of Customer relationship management
- The concept of value chain in the Customer relation
- The 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****(12 Hrs)**

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

UNIT – II**(12 Hrs)**

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

UNIT – III**(12 Hrs)**

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

UNIT – IV**(12 Hrs)**

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

UNIT – V**(12 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 nd Revised Edition,2002
2.	Ed.Peelen	Customer Relationship Management	Pearson India,	1 st Edition 2008
3.	Buttle	Customer Relationship Management	Elser Publication	2 nd Edition 2009
4.	Alok Kumar Roi	Customer Relationship Management – Concept and Cases	PHI Learning,	2 nd 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-m-iMjdDhAhXEV3wKHSIIBYQQFjAHegQIBxAB&usg=AOvVaw12Mb5fMUxw8-b5B8R38fBY&cshid=1555263063438

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