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 posses

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 thesocial 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 2020 -2023)

1. REGULATIONS

This regulation is effective from the academic year 2020 -2023.

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 examinationsin 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)

Semester examination will be conducted at the end of each semester after completing a minimum of 90 working days.

End Assessment Examination for the odd semester will generally be held during November and even semester during April.

The question papers for all the courses will be set by the external examiners.

The 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%.

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**	

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

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 shoud 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 / COURSERA /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.

Question paper pattern : (Self Study -General Awareness)

Part A	100 Marks	100 Questions -1 Marks each – objective type

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:

GRADE POINT AVERAGE [GPA] = $\sum_i C_i G_i / \sum_i C_i$

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

GPA =   --

Sum of the credits of the courses in a semester

For the Entire Programme:

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

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

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-Appearance

* 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 (2020- 2023)

Part	Course Code	Study Components	Hrs/Week	CIA	Exam	Total	Credit
		**SEMESTER-I**					
I	20U1TALT01	**Language 1:**Paper I (Tamil I /Hindi I /French I /Malayalam I)	5	25	75	100	3
II	20U1ENLT01	**Language 2** Functional English I	5	25	75	100	3
III	20U1ACCT01	**Core 1:** Principles of Management	4	25	75	100	4
	20U1ACCT02	**Core 2:** Business Economics	4	25	75	100	3
	20U1ACCP03	**Core 3:** Computer Applications in Business – Practical I	2	20	30	50	2
	20U1ACAT01	**Allied 1:** Business Mathematics & Statistics	6	25	75	100	4
IV	20U1VBET01	**Value Based Education1:**Environmental Studies**	2	-	50	50	1
	20U1NMET01	**Non-Major Elective 1:** Food Science & Nutrition	2	-	50	50	2
	20U1SBST01	**Skill Based Subject 1:** Mathematics for Competitive Examination I	2	-	50	50	1
	20U1SBST02	**Skill Based Subject 2:** Communication Skills I	2	-	50	50	1
	-	**Sports**	2	-	-	-	-
Total Credits						**750**	**24**
		SEMESTER-II					
I	20U2TALT02	**Language 1:**Paper II (Tamil II /Hindi II /French II /Malayalam II)	5	25	75	100	3
II	20U2ENLT02	**Language 2:**FunctionalEnglish II	5	25	75	100	3
III	20U2ACCT04	**Core 4**: Marketing Management	4	25	75	100	3
	20U2ACCT05	**Core 5:** Principles of Accountancy	5	25	75	100	4
	20U2ACCP06	**Core 6:** Computer Application in Business -Practical II	2	20	30	50	2
	20U2ACAT02	**Allied 2:**Operations Research	5	25	75	100	4
IV	20U2VBET02	**Value Based Education 2:**Ethics and Culture**	2	-	50	50	1
	20U2NMET02	**Non-Major Elective 2:** Floriculture	2	-	50	50	2
	20U2SBST03	**Skill based Subject 3:** Mathematics for Competitive Examination II	2	-	50	50	1
	20U2SBST04	**Skill based Subject 4:**Communication Skills II	2	-	50	50	1
		Sports	2	-	-	-	-
Total Credits						**750**	**24**
		SEMESTER-III					
III	20U3ACCT07	**Core 7:**Financial Management	6	25	75	100	4
	20U3ACCT08	**Core 8:** Organizational Behaviour	5	25	75	100	4
	20U3ACCT09	**Core 9: Relational Database Management system**	4	25	75	100	3

	20U3ACCP10	**Core 10:** Oracle - Practical	4	40	60	100	3
	20U3ACAT03	**Allied 3:** Management Information System	6	25	75	100	3
	20U3SBST05	**Skill Based Subject 5:** Mathematics for Competitive Examination III	2	50	-	50	1
	20U3SBST06	**Skill based Subject 6:**Communication Skills III	2	-	-	-	1
IV	**20U3VBET03**	**Value Based Education 3:** Yoga for Youth Empowerment **	2	-	-	-	-
	20U3BTLT01/ 20U3ATLT01	Basic Tamil – I/ Advanced Tamil- I #	-	-	-	-	-
		Job Oriented course	-	-	-	-	1
	20U3SSCT01	**Self Study Course 1 :** Manitha Vaalkaiyum Gandhiadigalum** V.O.Chidambarathin Vaalkai Varalaaru** Nethaji Subash Chandrabosin Vaalkai Varalaaru** A.P.J.Abdul Kalamin Vaalkai Varalaaru** E.V.R Periyarin vaazhkai Varalaaru** Kamarajarin vaazhkai Varalaaru**	-	-	50	50	1
		Sports	2	-	-	-	-
		Library Work	1	-	-	-	-
	Total Credits					600	21
	SEMESTER-IV						
III	**20U4ACCT11**	**Core 11:** Cost & Management Accounting	6	25	75	100	4
	20U4ACCT12	**Core 12:** Business Environment	6	25	75	100	3
	20U4ACCT13	**Core 13:** Internet and Web Designing	5	25	75	100	3
	20U4ACCP14	**Core 14:** Internet and Web Designing-Practical	5	40	60	100	3
	20U4ACAT04	**Allied 4:**Business Law	5	25	75	100	3
	20U4SBST07	**Skill Based Subject 7:** Mathematics for Competitive Examinations IV	2	50	-	50	1
	20U4SBST08	**Skill Based Subject 8:**Communication Skills IV	2	50	-	50	1
IV	**20U4VBET03**	**Value Based Education 4:**Yoga for Youth Empowerment**	2	-	50	50	4
	20U4BTLT02/ 20U4ATLT02	Basic Tamil – II / Advanced Tamil- II #	-	-	-	-	-
	20U4SWCT01-	**Self-Study**** Online Course (SWAYAM/ NPTEL)	SS	-	-	-	1
	20U4SSCT02	**Self Study Course 2 :** Women's Rights** Constitution of India** Human Rights**	-	-	50	50	1

		Consumer Affairs**					
-		**Sports**	2	-	-	-	-
-		**Library Work**	1	-	-	-	-
Total Credits						700	24

			SEMESTER-V				
III	20U5ACCT15	**Core 15:** Human Resource Management	6	25	75	100	4
	20U5ACCT17	**Core 16:**Research Methodology	5	25	75	100	4
	20U5ACCT16	**Core 17:** Visual Basic	5	25	75	100	4
	20U5ACCP18	**Core 18:** Visual Basic - Practical	4	40	60	100	3
	20U5ACET1A 20U5ACET1B 20U5ACET1C	**Elective :1** Services Marketing Indian Business System Mall Management	5	25	75	100	3
	20U5ACET2A 20U5ACET2B 20U5ACET2C	**Elective :2** Retail marketing Financial Markets Management of Micro Finance	5	25	75	100	3
IV	20U5NCCT01	**Non Credit Course 3:** Aptitude and soft skills I	3	-	-	-	-
	20U5SSCT03	**Self-Study**** General Awareness	SS	-	100	100	1
	-	**Internship** (15 Days)	-	-	-	-	3
	-	**Co-Curricular Activity** (Participation in Seminars/ Conference/ Workshop) outside the college)	-	-	-	-	1
	-	**Sports**	2	-	-	-	-
	-	**Library**	1	-	-	-	-
					Total Credits	700	25

			SEMESTER-VI				
III	20U6ACCT19	**Core 19:**Strategic Management	5	25	75	100	4
	20U6ACCT20	**Core 20:**Event Management	5	25	75	100	4
	20U6ACCT21	**Core 21:** Entrepreneurship Development	5	25	75	100	3
	20U6ACCT22	**Core 22:** Project and Viva Voce	5	80	20	100	4
	20U6ACET3A 20U6ACET3B 20U6ACET3C	**Elective :3** Labour Welfare and Industrial Relations Export and Import Procedures Risk management and Insurance	5	25	75	100	3
	20U6ACET4A 20U6ACET4B	**Elective :4** Eco-tourism E-Commerce and Digital Marketing	5	25	75	100	3

	20U6ACET4C	Customer Relationship Management					
IV	20U6NCCT02	**Non Credit Course 4:** Aptitude and soft skills II	3	-	-	-	-
	20U6EXAY01	**Extracurricular activity** (NSS, YRC, RRC, Clubs, Sports & Games)	-	-	-	-	1
	-	**Sports**	2	-	-	-	-
	-	**Library**	1	-	-	-	-
Total Credits						**600**	**22**
					Total Marks	4100	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**
2020ECC001	சுற்றுலாவளர்ச்சி	2
2020ECC002	இதழியல் கலை	2
2020ECC003	நாட்டுப்புறவியல்	2
2020ECC004	கணிப்பொறியில் தமிழ்	2
2020ECC005	தமிழகவரலாறும் மக்கள் பண்பாடும்	2
2020ECC006	தமிழ் இலக்கியவரலாறு	2
2020ECC007	New Media	2
2020ECC008	Proofreading And Copyediting	2
2020ECC009	Personality Development	2
2020ECC010	Technical Writing	2
2020ECC011	An Introduction To Psychology	2
2020ECC012	Astronomy	2
2020ECC013	Fuzzy Mathematics	2
2020ECC014	Operation Research	2
2020ECC015	Mathematics For Professional Courses	2
2020ECC016	Multimedia And Its Applications	2
2020ECC017	Management Information System	2
2020ECC018	Theory Of Computation	2
2020ECC019	Oops With Java Programming	2

2020ECC020	Programming in C	2
2020ECC021	Internet of Things	2
2020ECC022	Web Technology And Its Applications	2
2020ECC023	Network Security	2
2020ECC024	Mobile And Wireless Technology	2
2020ECC025	Cloud Computing	2
2020ECC026	Cross Culture Management	2
2020ECC027	Indian Economy And Trade Dependencies	2
2020ECC028	Export Marketing	2
2020ECC029	International Trade & Forex	2
2020ECC030	Brand Management	2
2020ECC031	Stress Management	2
2020ECC032	Risk And Insurance In International Trade	2
2020ECC033	Retail Marketing	2
2020ECC034	Export And Import Procedures	2
2020ECC035	Logistics And Supplychain Management	2
2020ECC036	Quality Management	2
2020ECC037	Management of Small And New Enterprises	2
2020ECC038	Tourism Management	2
2020ECC039	Event Management	2
2020ECC040	Hospitality Management	2
2020ECC041	Consumer Behaviour	2
2020ECC042	Human Resource Management	2
2020ECC043	Principles And Practice Of Marketing Services	2
2020ECC044	Consumer Marketing	2
2020ECC045	Marketing of Health Services	2
2020ECC046	International Banking	2
2020ECC047	E-Commerce	2
2020ECC048	International Accounting	2
2020ECC049	Corporate Social Responsibility And Governance	2

2020ECC050	Enterprise Resource Planning	2

SEMESTER I

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	20U1TALT01	Course Title Language 1: Tamil- I	Batch	2020-2023
			Semester	I
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVES
நோக்கம்

- சமூகம் பற்றியசிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்
- புதுக்கவிதைகள்,சிறுகதைகள் ஆகியவற்றைப் வாசிக்கவைத்தல்,எழுதவைத்தல்
- தமிழ்நாடுஅரசுப்பணியாளர் போட்டித்தேர்வுமையம் நடத்தும் போட்டித் தேர்வுகளுக்குமாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலைஊக்குவிக்கவும்,தமிழ் இலக்கியத்தோடுதொடர்புடையபிற நூல்களையும் மாணவர்கள் சுயமாககற்றுஉணரச்செய்தல்
- மாணவர்கள் பிழையில்லாமல் எழுதுவதற்கும்,பேசுவதற்கும்,கருத்துப்பரிமாற்றத்திற்கும் இலக்கணம் உதவுகின்றனஎன்பதைஅறிந்துகொள்ளல்.

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 (ஒருமுக்கியஅறிவிப்பு)
- சிற்பி—தெற்குவளைவுபாட்டையா (ஒருகிராமத்துநதி)
- 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 - தாத்தாவிட்டுப்போனதட்டச்சுமிசின்   (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 2020

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	கவியரசுகண்ணதாசன்	கண்ணதாசன் கவிதைகள்	கலைக்காவிரிபதிப்பகம்,திருச்சி.
5	புவியரசு	ஒருமுக்கியஅறிவிப்பு	விஜயா பதிப்பகம்,கோவை.
6	சிற்பி	ஒருகிராமத்துநதி	கவிதாபதிப்பகம் சென்னை.
7	அப்துல் ரகுமான்	ஆலாபனை	நேசனல் பப்ளிஷர்ஸ்,சென்னை.
8	வைரமுத்து	வைரமுத்துகவிதைகள்	சூர்யாவெளியீடு,சென்னை.
9	குனிமொழி	கருவரைவாசனை	திருமகள் நிலையம்
10	முத்துக்குமார்	பட்டாம்பூச்சிவிற்பவன்	வம்கிகிராபிக்ஸ்
11	திலிப் குமார்	ஒத்திகை - 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	தூமரை	சந்திரக் கதிர்கள்	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:	20U1FRLT01	Course Title :	Batch	2020-2023

		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: **LATITUDES I**

Units   : 1 – 4

Authors   : Régine Mérieux

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

Maximum Marks: 75   Time: 3 hrs.

Section A (10)

1. Choisissez la meilleureréponse: (10X1=10)

Section B (25)

2. Ditesvraiou faux (5X1=5)

3. Traduisez les textessuivantsenanglais:(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	BBA CA	Programme Title	Bachelor of Business

code			Administration (CA)	
Course code	20U1HILT01	Course Title : Language 1: Hindi I	Batch	2020-2023
			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   (5 Hrs)

        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
        Sumitravas, 16/4 Hastings Road,
        Allahabad – 211 001.

2. NON DETAILED TEXT: KAHANI KUNJ.   (5 Hrs)

        Editor: Dr.V.P.Amithab.
        (Stories 1 -6 only)
        Publisher : Govind Prakashan
        SadharBagaar, Mathura,
        Uttar Pradesh – 281 001.

3. GRAMMAR : SHABDHA VICHAR ONLY   (5 Hrs)

(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.   (5 Hrs)

ANUVADH ABHYAS – III
(1-15 lessons Only)
Publisher: DAKSHIN BHARATH HINDI PRACHAR SABHA
CHENNAI -17.

5. COMPREHENSION :   (5 Hrs)

1 Passage from ANUVADH ABHYAS – III (16- 30)
DAKSHIN BHARATH HINDI PRACHAR SABHA
CHENNAI- 17.

SEMESTER I

Programme	BBA CA	Programme Title	Bachelor of Business

code :				Administration (CA)	
Course code:	20U1MLLT01	Course Title : Language 1: Malayalam I		Batch	2020-2023
				Semester	I
Hrs/week:	5 Hrs			Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOMES (CO)

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

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

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

This paper will have the following five units:

Unit I & II   -   Novel
Unit III & IV   -   Short story
Unit V   -   Composition & Translation
Text books prescribed:

Unit I & II
         Pathummayude Aadu - Vaikam Muhammed Basheerr
(D.C.Books, Kottayam, Kerala)
Unit III & IV
         Ente Priyappeta Kadhakal – Akbar Kakkattil)
         (D.C. Books, Kottayam, Kerala)
Unit V
         Expansion of ideas, General Eassay and Translation. (A simple passage
         from English about 100 works to Malayalam)

REFERENCE BOOKS

1. Malayala Novel Sahithya Charitram-K.M.Tharakan (N.B.S.Kottayam)
2. Cherukatha Innale Innu-M.Achuyuthan (D.C Books, Kottayam)
3. Sahithya Charitram Prasthanangalilude- Dr.K.M George,
   (D.C.Books Kottayam)
4. Malayala Sahithya vimarsam-Sukumar Azhee kode (D.C.books)

SEMESTER-I

Programme code :	BBA CA	Programme Title	Bachelor of Business

Course code:	20U1ENLT01	Course Title : Language 2-Functional English – I	Administration (CA)	
			Batch	2020-2023
			Semester	I
Hrs/week:	5 Hrs		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 commiting 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   (Hours-12)

The Lotus Eaters   -   Alfred Lord Tennyson

Menelaus and Helen   - Rupert Brooke

Night of the Scorpion   - Nizzim Ezekiel

UNIT- II: PROSE (Hours-12)

My Vision for India   - Dr. A. P. J. Abdul Kalam

A Speech by N. R. Narayana Murthy   -   N. R. Narayana Murthy

A Little Bit of What You Fancy - Desmond Morris

UNIT- III: SHORT STORY (Hours-12)

The Happy Prince   -   Oscar Wilde

An Astrologer's Day   -   R. K. Narayan

The Blue Bouquet   - Octavio Paz

UNIT-IV-Grammar and Vocabulary (Hours-12)

Creating antonyms using Prefixes

Changing words using suffixes

Framing simple sentences

Modals

Phrasal Verbs

UNIT- V- Composition (Hours-12)

 Gap filling exercises, Note making, Email Writing. Essay Writing

Comprehension passages.

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No	Name of the Author	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	Name of the Author	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 Vo**	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	20U1ACCT01	Course Title: Core 1: Principles of Management	Batch	2020-2023
			Semester	I
Hrs/week	4 Hrs		Credits	3

COURSE OBJECTIVES
To make the students understand the concept of
- Business organization and its functions
- Planning ant 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, 5th 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	7th edition
2	Stoner and Freeman	Management Principle and Pracites	Spare Publications	4th edition 2008
3	S K Mandal	Management: Practicesand Principles	Mc-Graw Hill publications	2012
4	Matthukutty M Monippally	Business Communication from Principles to Practice	Sanfoundry Publications	7th 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	20U1ACCT02	CourseTitle:Core2:Business Economics	Batch	2020-2023
			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, 3rd 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, 7th Edition
2	Jagat Jyoti Baruah	Business Economics	Mahaveer Publications	2015, 1st Edition
3	Maheshwari Y	Managerial Economics	Prentice Hall India Learning Private Limited	2012, 3rd Edition
4	Dr. D.D. Chaturvedi	Managerial Economics	Scholar Tech Press	2014, 1st 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, Case studies,Google Classroom.

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	20U1ACCP03	Course Title: Core 3: Computer Applications in	Batch	2020-2023
			Semester	I

Hrs/week	2 Hrs	Business – Practical 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	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-	**06**

	Data . 3. Perform Mail Merger Operation and Preparing 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.	**06**

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	20U1ACAT01	Course Title: Allied 1: Business Mathematics	Batch	2020-2023
			Semester	I

Hrs/week	6 Hrs	& Statistics	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 Dipersion 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   **(15 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   **(15 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 **(12 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 BOOK

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

REFERENCE BOOKS

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

WEBSITE REFERENCE

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	**20U1VBET01**	**Value Based Education 1:** சுற்றுப்புறச் சூழல் அறிவியல்	**Batch**	**2020 - 2023**
			Semester	**I**
Hrs/week	**2 Hrs**		**Credits**	**1**

நோக்கம்

- ✓ மாணவர்கள் பல்வேறுவகையான இயற்கை வளங்களை புரிந்துகொண்டு அதை பாதுகாப்பது தங்கள் பொறுப்பு என உணரச்செய்தல்
- ✓ சூழ்நிலை மண்டலக் கோட்பாடுகள், சூழ்நிலை மண்டலத்தின் வகைகள், அதனை சிதைப்போர், பல்லுயிர் பெருக்கத்தின் பல்வேறு நிலைகளையும், அவற்றின் பாதுகாப்பினையும் மாணவர்களைப் புரிந்துகொள்ளச் செய்தல்.
- ✓ பல வகையான சுற்றுச்சூழல் மாசுபாடுகளையும் அவற்றின் காரணங்கள், விளைவுகள், அவற்றை தடுப்பதில் மாணவர்களின் பங்களிப்பு ஆகியவற்றை மாணவர்களை உணரச்செய்தல்.
- ✓ இயற்கைச் சீற்றங்களினால் ஏற்படும் பாதிப்பிலிருந்து தற்காப்புகள் பற்றிய விழிப்புணர்வை மாணவர்களுக்கு ஏற்படுத்துதல்.
- ✓ சுற்றுச்சூழல் வளங்களை இயற்கைச் சீற்றங்களிலிருந்து பாதுகாப்பதன் அவசியத்தையும், அதற்கான சட்டங்களையும் எடுத்துக்கூறுதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	சுற்றுப்புறச்சூழலில் உள்ள பல்வேறு வகையான இயற்கை வளங்களையும் அவற்றைப் பாதுகாப்பதும் தங்கள் பொறுப்பு என உணரச்செய்தல்.
CO2	சூழ்நிலை மண்டலக் கோட்பாடுகள், வகைகள் மற்றும் பல்லுயிர் பெருக்கத்தின் முக்கியத்துவத்தை உணர்ந்து கொள்ளுதல்.
CO3	பல்வேறு வகையான சுற்றுச்சூழல் மாசுபாடுகளையும் அவற்றின் காரணங்கள், விளைவுகள், அவற்றை தடுப்பதில் மாணவர்களின் பங்களிப்பு ஆகியவற்றை மாணவர்களை உணர்ந்து கொள்ளுதல்.
CO4	இயற்கைச் சீற்றங்களினால் ஏற்படும் பாதிப்பிலிருந்து தற்காப்புகள் பற்றிய விழிப்புணர்வை மாணவர்கள் அறிந்து கொள்ளுதல்.
CO5	சுற்றுச்சூழல் வளங்களை பாதுகாப்பதன் அவசியத்தையும், அதற்கான சட்டங்களையும் மாணவர்கள் பின்பற்றுதல்

MAPPING WITH PROGRAMME OUTCOMES

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

CO3	-	-	-	-	-	-	-	✔	-	-	✔	-
CO4	-	-	-	-	-	-	-	✔	-	-	✔	-
CO 5	✔	-	-	-	-	-	-	✔	-	-	✔	-

அலகு 1

சுற்றுச்சூழல் - ஒரு விளக்கம், சுற்றுச்சூழலின் முக்கியத்துவம் - சுற்றுச்சூழல் விழிப்புணர்வு - இயற்கை வளங்கள் - காட்டு வளங்கள், கனிம வளங்கள், உணவு வளங்கள், ஆற்றல் வளங்கள், இயற்கை வளங்கள் ஆகிய வளங்களைப் பாதுகாப்பதில் தனிநபரின் பங்கு - நிலையான வாழ்க்கைக்கு இயற்கை வளங்களின் பயன்பாடுகள்.

அலகு 2

சுற்றுச்சூழல் அமைப்பு - சூழ்நிலை மண்டலக் கோட்பாடுகள் - சூழ்நிலை மண்டலத்தின் அமைப்பு மற்றும் செயல்பாடுகள் - உற்பத்தியாளர்கள் - நுகர்வோர், சிதைப்போர், சூழ்நிலை மண்டலத்தின் ஆற்றல் ஓட்டம் - உணவு சங்கிலிகள், உணவு வலைகள் - சூழ்நிலை கோபுரங்கள் - வன சூழ்நிலை மண்டலத்தின் அமைப்பு, செயல்பாடுகள் - புல்வெளி சூழ்நிலை மண்டலம், பாலைவன சூழ்நிலை மண்டலம், நீர் சூழ்நிலை மண்டலம் (குளங்கள், நீரோடை, ஏரி, நதி, கடல், முகத்துவாரம்)

அலகு 3

பல்லுயிரின வேறுபாடும், அதன் பாதுகாப்பும் - அறிமுகம், விளக்கம், மரபியல் வேறுபாடுகள், சிற்றினப் பல்வகைமை வேறுபாடுகள் மற்றும் பல்வகைச் சூழ்நிலை மண்டலம் - இந்தியாவின் உயிரிப் புவியலமைப்பு வகைபாடுகள் - பல்லுயிரின வேறுபாட்டின் பயன்கள், நுகர்வு பயன்பாடு - உற்பத்தி வழி பயன்பாடு - சமூக மேம்பாட்டு பயன்பாடு - உயிரிய பல்வகையும் நன்னெறிவழியும் - உயிரியப் பல்வகையும் கலை உணர்வும் - பல் உயிரியப் பல்வகைமை உலக அளவில், தேசிய, மாநில மற்றும் ஓரிட அளவில் - இந்தியா — மிக அதிக பல்லுயிரின வேறுபாடு கொண்ட நாடு - பல்லுயிரின வேறுபாடுகள் கொண்ட சிறப்பிடங்கள் - பல்லுயிரின வேறுபாட்டின் அழிவு, வாழிடங்களின் அழிவு, வனவிலங்குகளை வேட்டையாடி அழித்தல், மனிதனுக்கும் வனவிலங்குகளுக்கும் இடையேயான முரண்பாடுகள் - பல்லுயிரின வேறுபாட்டைப் பாமரித்தல், பல்லுயிரின உள் மற்றும் வெளிப்புற பராமரிப்பு.

அலகு 4

சுற்றுசூழல் மாசுபாடு — விளக்கம் - காரணம், தாக்கங்கள் மற்றும் காற்று மாசுபாடு - கடல் நீர்மாசுபாடு - இரைச்சல் மாசுபாடு - வெப்ப மாசுபாடு — கட்டுப்படுத்துதல் - திடக்கழிவு மேலாண்மை - காரணம், தாக்கம் மற்றும் கிராம, நகரங்களின் மாசு கட்டுப்பாட்டு வழிகள். பேரிடர் மேலாண்மை — நிலநடுக்கம், பஞ்சம், சூறாவளி, நிலச்சரிவு, வெள்ளப்பெருக்கு போன்றவை.

அலகு 5

சமுதாயப் பிரச்சனைகளும் சுற்றுச்சூழலும் - நிலைத்து நிற்கும் வளர்ச்சி - ஆற்றல் - நீர் பராமரிப்பு முறைகள் - மழைநீர் சேகரிப்பு - நீர்ப்பிடிப்பு நிர்வாகம் தொடர்பான நகர்புறப் பிரச்சனைகள் - மக்களின் மறுவாழ்வு மற்றும் மீள் குடியேற்றம் அமர்த்துதல் தொடர்புடைய பிரச்சனைகள் - சுற்றுச்சூழல் நெறிமுறைகள் - பிரச்சனைகளும் சாத்தியமான தீர்வுகளும் - கால நிலை மாற்றம் - புவி வெப்பம்மயமாதல் - ஓசோன் அடுக்கு குறைவுபடுதல் - அமிலமழை - அணு உலை பாதிப்பு அதனால் ஏற்படும் பாதிப்பு - நுகர்தலும் பொருட்கள் வீணாகுதலும் - சுற்றுச்சூழல

பாதுகாப்புச் சட்டங்கள் - காற்று மாசுபாடு தடுப்புச்சட்டம் - வன விலங்கு பாதுகாப்புச் சட்டம் - வன பாதுகாப்புச்சட்டம் - சுற்றுச்சூழல் சட்டங்களை நடைமுறைப் படுத்துவதில் ஏற்படும் சிக்கல்கள் - பொதுமக்கள் விழிப்புணர்வு — மக்கள் தொகைப் பெருக்கமும் சுற்றுச் சூழலும்.

பார்வை நூல்

வரிசை .எண்	ஆசிரியரின் பெயர்	நூலின் பெயர்	பதிப்பகம்	பதிப்பு.ஆண்டு

1	பேரா. ஜே. தர்மராஜ்	சுற்றுச்சூழல் கல்வி	டென்சி பப்ளிகேஷன்ஸ் - சிவகாசி	2004
2	முனைவர் ம. சிவராமன்	அறிவியல் நோக்கில் சுற்றுச்சூழல் கல்வி	புதுச்சேரி கூட்டுறவுப் புத்தகச் சங்கம், புதுச்சேரி	ஏப்ரல் - 2008
3	முனைவர் மலையமான	சுற்றுச் சூழல்	அன்பு பதிப்பகம் - சென்னை	2008
4	லாயிக் ∴பதே அலி மொழிபெயர்ப்பு – எஸ் விநாயகம்	நமது சுற்றுப்புறச் சூழல்	நேஷனல் புக் டிரஸ்ட் - புதுடெல்லி	1994
5	ப. சந்திரசேகரன்	சுற்றுச்சூழல் மாசுபாடு	டி.கே பதிப்பகம், புதுக்கோட்டை	1996
6	Ritu Bir	Environmental Studies	Vayu Education of India, New Delhi	2009
7	Erach Bharucha	Environmental Studies	University Press India Pvt. Ltd	2006
8	Anubha Kaushik & C.P.Kaushik	Perspectives in Environmental Studies	New Age International Publishers, New Delhi	2006
9	Dr. Sivam Varadarajan	Environment (Its Importance and the Imperative)	Pratheepa Publishers, Coimbatore.	2004
10	S.Ranganathan	Environmental Science	Bharathiar University Publication, Coimbatore	2009
11	Joseph C. Daniel	Principles of Environmental Science	Brichisun Publication, Chennai	2004
12	Dr Vishal Rajput	Environmental Science	Vayu Education of India, New Delhi	2011
13	Anil Kuamar De, Arnab Kumar De	Environmental Studies	New Age International Publishers, New Delhi	2004
14	K. Kumaraswamy, A. Alagappa Moses, M.Vasanthy	Environmental Studies	Bharathidasan University, Thiruchirappalli.	2004

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	**20U1NMET01**	**Non Major Elective 1 : Food Science and**	**Batch**	**2020-2023**
			Semester	**I**
Hrs/week	**2 Hrs**		**Credits**	**2**

		Nutrition		

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 will 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
CO1	-	-	-	-	-	✓	-	-	-	✓	-	✓
CO2	-	-	-	-	-	✓	-	-	-	✓	-	✓
CO3	-	-	-	-	-	✓	-	-	-	✓	-	✓

| CO4 | - | - | - | - | - | ✓ | - | - | - | ✓ | - | ✓ |
| CO5 | - | - | - | - | - | ✓ | - | - | - | ✓ | - | ✓ |

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 andsources, 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:

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Dr.A.Indhuleka	Healthy Vittles and Bits	-

REFERENCE BOOKS:

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

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	20U1SBST01	Course Title : Skill Based Subject 1 : Mathematics for Competitive Examinations – I	Batch	2020-2023
			Semester	I
Hrs/week	2 Hrs		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

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

SYLLABUS

UNIT I   **(6 Hrs)**

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

UNIT II   **(6 Hrs)**

Square Roots and Cube Roots – Average - Problems on Numbers

UNIT III   (6 Hrs)
Problems on Ages - Surds and Indices-Percentage

UNIT IV   (6 Hrs)
Races and games of skill – Calendar

UNIT V   (6 Hrs)
Clocks – Stocks and shares (Simple Problems only)

TEXT BOOK

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

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R.V.Praveen	Quantitative Aptitude and Resoning,	PHI Learning pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	7th 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	**20U1SBST02**	**Skill Based Subject 2 : Communication Skills I**	**Batch**	**2020-2023**
			Semester	**I**
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, 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 –I:GRAMMAR IN CONTEXT (Hours-10)

Articles

Prepositions

Degrees of Comparison

Tenses

UNIT- II: VOCABULARY (Hours-10)

Homophones

Homonyms
One Word Substitution

Antonyms

UNIT- III: LISTENING, SPEAKING, READING & WRITING (Hours-10)

Introducing self and others

Pronunciation (American and British)

Narrative writing

Types of Paragraphs

TEXT BOOKS:

Recent editions of the following books only are recommended

S. No	Name of the Author	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	Name of the Author	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	Techinical English – II	Vijay Nicole Imprints Pvt.Ltd.

Website Reference:
https://sites.google.com/site/basicslanguagearts/home/components- of-a-paragraph/different-type-of-paragraphs

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	**20U2TALT02**	**Language 1 : Tamil – II**	**Batch**	**2020 - 2023**
			Semester	2
Hrs/week	**5**		**Credits**	3

நோக்கம்

- சமூகம் பற்றிய சிந்தனைகளைத் தமிழ்ப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்

- இலக்கியங்கள், உரைநடைகள் ஆகியவற்றை வாசிக்க வைத்தல் மற்றும் விழிப்புணர்வை ஏற்படுத்துதல்.
- அடிப்படைத் தமிழ் இலக்கணத்தையும், பயன்பாட்டுத் தமிழான மொழிபெயர்த்தல், கடிதம் மற்றும் மடல்கள் எழுதுதல் பற்றியும் மாணவர்களை அறியச் செய்தல்.
- தமிழ்நாடு அரசுப்பணியாளர் போட்டித்தேர்வு மையம் நடத்தும் போட்டித் தேர்வுகளுக்கு மாணவர்களைத் தயார் செய்தல்.
- மாணவர்களின் வாசிக்கும் ஆற்றலை ஊக்குவிக்கவும், தமிழ் இலக்கியத்தோடு தொடர்புடைய பிற நூல்களையும் மாணவர்கள் சுயமாக கற்று உணரச்செய்தல்

பாப்பகுதி கற்றலின் வெளிப்பாடு - ஊழரசளந முரவஉழஅந (ஊழு)

CO Number	ஊழு ஞுவயவநஅநவெ
CO1	தமிழ் மொழியின் வாயிலாக பண்பாடு, கலைகள் மற்றும் மரபுகள் முதலியவற்றை அறிந்தல்.
CO2	நீதி இலக்கியங்கள், பக்தி இலக்கியங்கள் மூலம் வாழ்வியல் நெறிமுறைகளை அறிதல். உயர்ந்த நோக்கத்துடன், சமுதாயத்தை நேசிக்கத் தகுந்தவர்களாக இருக்கல்.
CO3	தமிழ் இலக்கியங்கள் வாயிலாக பல வகையான வாழ்க்கைத்தரம், மற்றும் மக்களின் வாழ்க்கை முறைகளைத் தெரிந்து கொள்ளுதல்.
CO4	அறத்தின் வழிநின்று பொருளீட்டி இன்பம் துய்ப்பது உன்னத வாழ்வின் அடிப்படை என்பதை இலக்கியங்கள் வாயிலாக மாணவர்கள் உணர்தல்.
CO5	சமுதாயம் மற்றும், கலைகள் சார்ந்த கவிதைகள் மற்றும் உரைநடைகளும், கருத்து பரிமாற்றத்திறனுக்கு உரிய அடிப்படை தமிழ் இலக்கணம் மற்றும் பயன்பாட்டுத் தமிழுக்குரிய பகுதியும், 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 (திருநாவுக்கரசுசுவாமிகள்)
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. விஜய்குமார் - அறிவியலும் ஆன்மீகமும் (பிரபஞ்சரகசியம்)
5. மஞ்சைவசந்தன்   - உளவியல் (பழமொழிவழங்கும் பல்துறைச் சிந்தனைகள்)

அலகு 4 இலக்கணம்   10 மணிநேரம்
1. சொல் வகைகள் - பெயர்,வினை, இடை, உரி
2. வாக்கியம்,வாக்கிய வகைகள்,வினை வகைகள் (செய்வினை,   செயப்பாட்டுவினை,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 2020
பார்வை நூல்கள்

வ.எண்	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு
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.வெசாமிநாதையர்	புறநானூறு,	கழகவெளியீடு
5	புலியூர்கேசிகன்	திருக்குறள்	பூம்புகார் பதிப்பகம்

6	மதுரைக் கூடலூர்க் கிழார்	முதுமொழிக்காஞ்சி	தமிழ் இணையப் பல்கலைக்கழகம்
7	முன்றுரையரையனார்	பழமொழிநானூறு	தமிழ் இணையப் பல்கலைக்கழகம்
8	குமரகுருபரர்	நீதிநெறிவிளக்கம்	தமிழ் இணையப் பல்கலைக்கழகம்
9	திரிகூடராசப்பக் கவிராயர் (புலியூர் கேசிகன் உரை)	திருகுற்றாலக் குறவஞ்சி	பாரிநிலையம் வெளியீடு
10	அபிராமிபட்டர்	அபிராமிஅந்தாதி	தமிழ் இணையப் பல்கலைக்கழகம்
11	திருநாவுக்கரசுசுவாமிகள்	தேவாரம் - 6 ஆம் திருமுறை (பொது – நின்றதிருத்தாண்டகம்)	கழகவெளியீடு
12	குலசேகராழ்வார்	நாலாயிரத்திவ்யபிரபந்தம்	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:	20U2FRLT02	Course Title : Language 1: French II	Batch	2020-2023
			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 meilleureréponse: (10X1=10)
                            Section B (25)
2. Choisissez un des trois sujets et écrivez un texted'environ 60 mots : (5X1=5)
3. Traduisez les textessuivantsenanglais:(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	20U2HILT02	Course Title : Language 1: Hindi II	Batch	2020-2023
			Semester	II
Hrs/week	5 Hrs		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:	20U2MLLT02	Course Title : Language 1: Malayalam II	Batch	2020-2023
			Semester	II
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVE

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

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	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.
Uinit 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	20U2ENLT02	Course Title : Language 2: Functional English II	Batch	2020-2023
			Semester	II
Hrs/week	5 Hrs		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	PO1	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   (Hours-12)

A Meeting in a Forest   - G. B. Shaw

The Dear Departed   - Stanley Hougton

Refund- Fritz Karinthy

UNIT-IV-GRAMMAR AND VOCABULARY   (Hours-12)

Noun Endings
Verb Endings
Connectives and linkers

UNIT- V- WRITING(Hours-12)

Picture description
Writing recommendations
Process description
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, Case Studies, Google Classroom.

SEMESTER II

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)		
Course code	20U2ACCT04	Course Title: Core 4: Marketing Management	Batch	2020-2023	
			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

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

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.E-Marketing– Digital Marketing – Mobile Marketing

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,	4th 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:	20U2ACCT05	Course Title: Core 5 Principles of Accountancy	Batch:	2020 – 2023
			Semester	II
Hrs/Week	5 Hrs		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

CO/PO	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.Final Accounts- Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments

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

Accounting for depreciation – methods of calculating depreciation – problems (straight line method and written down value method only),– Bank Reconciliation Statement – Problems.

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

     Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet .

UNIT- V (Theory and Problems)   **(12 Hrs)**

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

TEXT BOOK

S.No	Author Name	Title of the Book	Publisher	Year /Edition
1.	Jain and Narang	Advanced Accountancy	Kalyani Publications,Kolkata.	2012, 5th 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, 11th Edition.
2	T.S.Grewal,	Double Book Keeping	Sultan Chand & Sons Sons	2013 1st Edition
3	M.C.Shukla and T.S.Grewal	Advanced Accountancy	Sultan Chand & sons	2013, 13th Revised Edition
4	R.L.Gupta	Advanced Accountancy	Sultan chand& Sons	2008 1st 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	20U2ACCP06	Course Title: Core:6 Computer Applications in Business – Practical II	Batch	2020-2023
			Semester	II
Hrs/week	2 Hrs		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 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.	**12**
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	20U2ACAT02	Course Title: Allied 2 Operations Research	Batch	2020-2023
			Semester	II
Hrs/week	5 Hrs		Credits	4

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
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/PO	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 – mx2 and 2xn type. Solving game by Dominance property - fundamentals - problems. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time).

● ***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	Prof.V.Sundaresan., K.S.GanapathySubaramanian., 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	**20U2VBET02**	**Value Based Education II** (அறவியலும் பண்பாடும்)	**Batch**	**2020 - 2023**
			Semester	**II**
Hrs/week	2		**Credits**	**1**

அறவியலும் பண்பாடும் - (தனிமனித விழுமியங்கள்,குடும்ப விழுமியங்கள், சமுதாய விழுமியங்கள், பணிசார்ந்த விழுமியங்கள், தேசிய விழுமியங்கள், உலகளாவிய விழுமியங்கள்)

நோக்கம்

- ஒவ்வொருவரும் தன்னை உயர்த்திக் கொண்டு, சமுதாய மக்களுடன் இணக்கமாக வாழ்ந்து சமுதாயத்தை உயர்த்த வேண்டும். உன்னத இலட்சியத்திற்காக தமது வாழ்க்கையை அர்த்தமுள்ளதாக ஆக்கிக் கொள்ள வேண்டும்.

- குடும்ப அமைதி, ஐந்தொழுக்கப் பண்பாடு, உணவே மருந்து, ஆளுமைப்பண்பு, தலைமைப்பண்பை மாணவர்களிடம் உருவாக்குதல்.

- உலக நாடுகளுடன் ஒற்றுமை, புரிந்துணர்வு ஆகியவற்றின் மூலம் இந்தியாவின் வலிமையை உணரச்செய்தல்.

- வளர்ந்துவரும் இந்தியா, உலகிற்கு வழங்கும் செய்தி, வேற்றுமையில் ஒற்றுமை, இந்தியாவும் ஆன்மீகமும், பற்றி மாணவர்களை உணரச்செய்தல்.

- **பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)**

CO Number	CO Statement
CO1	தன்னை, உள்நோக்க அறிவால் ஆராய்ந்து தன்னிடமுள்ள உணர்ச்சி வயப்பட்ட குணங்களை எல்லாம் மாற்றியமைத்துக் கொள்ளச் செய்தல்.
CO2	குடும்ப அமைதி, ஐந்தொழுக்கப் பண்பாட்டை அறிந்து, அதன்படி வாழ்ந்து தன்னை உயர்த்திக் கொள்ளச் செய்தல்.
CO3	வாழ்க்கையின் இலக்கை அடையத் தேவையான தகுதியை வளர்த்துக் கொள்ளல்.
CO4	பிற நாடுகளோடு இந்தியா கொண்டுள்ள தொடர்பின் மூலம் நமது நாட்டினுடைய கலாச்சாரம், பண்பாட்டினை உணரச்செய்தல்.
CO5	வளர்ந்துவரும் இந்தியா, உலகிற்கு வழங்கும் செய்தி, வேற்றுமையில் ஒற்றுமை, இந்தியாவும் ஆன்மீகமும் பற்றி மாணவர்களை உணரச்செய்தல்.

நிரல் விளைவுகளைக் கொண்ட வரைபடம்

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

பாடத்திட்டம்

அலகு - 1   6 மணி நேரம்
மனித வள மாண்பின் அவசியம் - மனித வாழ்வின் நோக்கமும் தத்துவமும் - தன்னிலை அறிதல் - வாழ்த்தும் பயணும் - அன்பும் கருணையும்

அலகு - 2   6 மணி நேரம்
குடும்ப அமைதி - இல்லறமே நல்லறம் - ஐந்தொழுக்கப் பண்பாடு - பாலுணர்வும் ஆன்மீக மேம்பாடும் - உணவே மருந்து .

அலகு - 3   6 மணி நேரம்
ஆளுமை மேம்பாட்டுக் கூறுகள் - சுயமுன்னேற்றமும் தலைமைப் பண்பும் மனித வேறுபாட்டிற்கான காரணங்கள் - மனத்தூய்மை தரும் சமுதாய நலன் .

அலகு - 4   6 மணி நேரம்
செம்மாந்த குடியுரிமை - வளர்ந்து வரும் இந்தியா - வெளிநாட்டவர் பார்வையில் இந்தியா - இந்திய கலாச்சாரத்தின் மேன்மை

அலகு - 5   6 மணி நேரம்
இந்தியா உலகிற்கு வழங்கும் செய்தி - வேற்றுமையில் ஒற்றுமை - இந்தியாவும் ஆன்மீகமும் - கலாச்சார சீரழிவும் தீர்வும் - செயலும் மனிதனே தீர்வும் மனிதனே .

பாட நூல் - தொகுப்பு தமிழ்த்துறை வெளியீடு 2020
பார்வை நூல்கள்

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	-	தனிமனித விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2016.
2	-	சமுதாய விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2015.
3	-	குடும்ப விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2015.
4	-	உலகலாவிய விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2015.
5	-	பணிசார்ந்த விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2016.
6	-	தேசிய விழுமியங்கள்	என்.ஜி.எம். கல்லூரி, பொள்ளாச்சி.	2015.

SEMESTER II

Programme	BBA CA	Programme Title	Bachelor of Business Administration

Code :			(CA)		
Course Code :	20U2NMET02	Non Major Elective 2 : Floriculture	Batch	2020-2023	
			Semester	II	
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 propogate 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 will 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/Boutonnières, 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:

Recent editions of the following books only are recommended

S. No	Author Name	Title of the Book	Publisher
1	Dr.S.N.Suresh	Introduction to Floriculture	

REFERENCE BOOKS:

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

Means of Curriculam 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:	20U2SBST03	Skill Based Subject 3 :	Batch	2020-

		Mathematics for Competitive Examinations II		2023
			Semester	II
Hrs/week:	2 Hours		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
1	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited	7th Revised Edition - 2007

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	R.V.Praveen	Quantitative Aptitude andReasoning	PHI Learning Pvt. Ltd	2012
2	Abhijit Guha	Quantitative Aptitude for Competitive Examinations	Tata Mc-Graw Hill Publishing Company	7th 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:	20U2SBST02	Skill Based Subject 4: Communication Skills II	Batch	2020-2023
			Semester	II
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, 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 GRAMMAR AND VOCABULARY   **(Hours-10)**

Direct speech
Adjectives
Indirect speech
Active and passive voice

UNIT- II   READING   (Hours-10)

Coherence and cohesion
Skimming and scanning
Reading diagrammatic information
Reading visual texts – advertisements

UNIT- III   WRITING   (Hours-10)

Descriptive writing
Writing a Resume
Writing letters of application
Basics of email communication

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,2009.
2	Shalini Aggarwal	Essential Communication Skills	Ane Books Pvt.Ltd. New Delhi,2009

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher
1	Prof.N.Lakshmana Perumal	Technical English - I	Sri Krishna Hitech Publishing company Pvt Ltd,2014
2	Sanjay Kumar	Communication skills	Push Late, Oxford University Press,2018.
3	Joyce Pereira	Technical English – II,	Vijay Nicole Imprints Pvt.Ltd.2014

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	20U3ACCT07	Course Title: Core 07: Financial Management	Batch	2020-2023
			Semester	III
Hrs/Week	6Hrs		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

CO/PO	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) (12 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	14th Edition , 2014

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	I.M.Pandey	Financial Management	Vikas Publication	11th Edition, 2018
2	Prasana Chandra	Financial Management	McGraw – Hill	10thEdition, 2020
3	Khan and Jain	Financial Management	McGraw – Hill Text, Problems and cases	8th Edition 2018
4	John Tennent	The Economist Guide to Financial Management: Principles and practice	The Economist	2nd2014

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:	20U3ACCT08	Course Title: Core: 8 Organisational Behaviour	Batch	2020-2023
			Semester	III
Hrs/week:	5 Hrs		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

CO/PO	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, Fiedder'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	18th 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	12th edition, 2017
4	Dr. Anjali Ghanekar	OB: Concepts and cases	Everest Publishing house	2018

WEBSITE REFERENCE

1.https://lecturenotes.in/materials/3559-organizational-

ehaviour?utm_source=subjectpage&utm_medium=web&utm_campaign=materialpage

2. 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	20U3ACCT09	**Core 9 : Relational Database Management system**	Batch	2020-2023
			Semester	III
Hrs/Week	6 Hrs		Credits	3

COURSE OBJECTIVES:

● To make the students to understand

- basic concepts of Database,its system and Evolution.
- database development life cycles, Various Data models,types and their comparison.
- Implemenation of Relational Database.
- Physical database system and managing the database,enrollment and functions of Database administration control.
- Interaction to Structured Query Language using oracle and its uses.

COURSE OUTCOMES :
On Successful Completion of the course, students should be able to

CO Number	CO Statement
CO1	To analyse Data Base design methodology.
CO2	Acquire knowledge in fundamentals of Data Base Management System.
CO3	Be able to analyse the difference between traditional file system and DBMS.
CO4	Able to handle with different Data Base languages.
CO5	Draw various data models for Data Base and Write queries mathematically.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit	Content
Unit-I	**(10 Hrs** Database Concepts: A Relational approach: Database – Relationships – DBMS – Relational Data Model – Integrity Rules – Theoretical Relational Languages. Database Design: Data Modeling and Normalization: Data Modeling – Dependency – Database Design – Normal forms – Dependency Diagrams – De -normalization – Another Example of Normalization.

Unit-II	**(10 Hrs)**
	Oracle9i: Overview: Personal Databases – Client/Server Databases – Oracle9i an introduction – SQL *Plus Environment – SQL – Logging into SQL *Plus - SQL *Plus Commands – Errors & Help – Alternate Text Editors - SQL *Plus Worksheet - iSQL *Plus. Oracle Tables: DDL: Naming Rules and conventions – Data Types – Constraints – Creating Oracle Table – Displaying Table Information – Altering an Existing Table – Dropping, Renaming, Truncating Table – Table Types – Spooling – Error codes.
Unit-III	
	Working with Table: Data Management and Retrieval: DML – adding a new Row/Record – Customized Prompts – Updating and Deleting an Existing Rows/Records – retrieving Data from Table – Arithmetic Operations – restricting Data with WHERE clause – Sorting – Revisiting Substitution Variables – DEFINE command – CASE structure. Functions and Grouping: Built-in functions –Grouping Data. Multiple Tables: Joins and Set operations: Join – Set operations.
Unit-IV	**(10 Hrs)**
	PL/SQL: A Programming Language: History – Fundamentals – Block Structure – Comments – Data Types – Other Data Types – Declaration – Assignment operation – Bind variables – Substitution Variables – Printing – Arithmetic Operators. Control Structures and Embedded SQL: Control Structures – Nested Blocks – SQ L in PL/SQL – Data Manipulation – Transaction Control statements. PL/SQL Cursors and Exceptions: Cursors – Implicit & Explicit Cursors and Attributes – Cursor FOR loops – SELECT…FOR UPDATE – WHERE CURRENT OF clause – Cursor with Parameters – Cursor Variables – Exceptions – Types of Exceptions.
Unit-V	**(10 Hrs)**
	PL/SQL Composite Data Types: Records – Tables – arrays. Named Blocks: Procedures – Functions – Packages –Triggers –Data Dictionary Views.

TEXT BOOKS:Recent editions of the following books only are recommended

S.No.	Author Name	Title of the Book	Publisher
1	C.J.Date	An Introduction to Database Systems	Nilesh Shah, 2nd edition, PHI.

2	Gerald V. Post	Database Management System	Tata Mc-Grew Hill Publication, New Delhi

REFERENCE BOOKS

S.No.	Author Name	Title of the Book	Publisher
1	Majumdar & Bhattacharya,.	Database Management System	2007, TMH.
2	Gerald V. Post	Database Management System	3rd edition, TMH

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	20U3ACCP10	Course Title: Core 10: Oracle Practical	Batch	2020-2023
			Semester	III
Hrs/Week	4 Hrs		Credits	3

COURSE OUTCOMES :
On Successful Completion of the course, students should be able to understand about ,

CO Number	CO Statement
CO1	Brief knowledge about SQL Fundamentals.
CO2	Unary & Binary table operations.
CO3	Handle with different Data Base languages.
CO4	Table View, Log & Triggers.
CO5	Alter, Update, Manipulate the table content

MAPPING WITH PROGRAMME OUTCOMES

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

CO1	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO2	-	-	✓	-	-	✓	-	-	-	-	-	-
CO3	-	-	✓	-	-	✓	-	-	-	-	-	✓
CO4	-	-	✓	-	-	✓	-	-	-	-	-	-
CO5	-	-	✓	-	-	✓	-	-	-	-	-	✓

SYLLABUS

1	Queries Using DDL- DML commands.
2	Queries Using DML commands
3	Queries Using DCL commands.
4	Queries Using TCL commands.
5	SQL Commands using Keys.
6	SQL Commands using Aggregate Functions.
7	SQL Commands using Arithmetic Functions.
8	Write a PL/SQL program to add two numbers.
9	Write a PLSQL program to accept a string from user and print reverse of accept string.
10	Write a program in PL/SQL to find the given number is odd or even.

SEMESTER-III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U3ACAT03	Course Title: Allied 3: Management Information Systems	Batch	2020-2023
			Semester	III
Hrs/Week	6Hrs		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

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

SYLLABUS

UNIT I (15 Hrs)

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

UNIT II (15 Hrs)

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.

UNIT III (15 Hrs)

DSS and AI: DSS models and software: The decision making process - Structured, Semi

Structured and Unstrcutured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Oberview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.

UNIT IV (15 Hrs)

Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

UNIT V (12 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	1st Edition,2014

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	James A O'Brien	Management Information Systems	Tata McGraw Hill	3rd Edition, 2013.
2	Effy Oz	Management Information Systems	Vikas Publishing House	9th Edition, 2009
3	Kenneth C.Landon and Jane Laudon	Management Information Systems	Pearson Education	14th edition, 2016
4	Gordon B.Davis	Management Information Systems	Black Well Publishers	2nd 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 :	20U3SBST05	Skill Based Subject 5 : Mathematics for Competitive Examinations –III	Batch	2020-2023
			Semester	III
Hrs/week	2 Hrs		Credits	1

COURSE OBJECTIVES

- To make the students to know the concept of Pipes, Cistern and Probablity.
- 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	**(5 Hours)** Pipes and cisterm – Probablity.
Unit-II	**(5 Hours)** Problems on trains.
Unit-III	**(5 Hours)** Problems on Boats and Streams.
Unit-IV	**(5 Hours)** Alligation or mixture.
Unit-V	**(5 Hours)** Heights & Distance- Odd Man Out & Series.

(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	2020

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:	20U3SBST03	Skill based Subject 3: Communication Skills-III	Batch	2020-2023
			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 listeningskills.
- To encourage Group discussion and introduce to speak in different situations and the etiquette to bemaintained.

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 listing 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- COMMUNICATION (8 Hours)
- Verbal and Non-Verbal Communication
- Barriers to Communication

UNIT- II- LISTENING SKILLS(8 Hours)
- Types of Listening
- Tips for Effective Listening

- Traits of Good Listening

UNIT- III- SPEAKING (8 Hours)

- 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 Curriculam Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Class Room.

SEMESTER III

Programme code	BBA CA	Programme Title		Bachelor of Business Administration (CA)	
Course	**20U1VBET03**	**Value Based Education 3:**	Batch		2020-2023

Code :		Yoga for Youth Empowerment	Semester	III
Hrs/week	2 Hrs	**	Credits	-

Course Objective :

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	**(5 Hours)** **Philosophy of life science** Life – purpose of life – philosophy of life – Law of Nature – Kindness towards living belongs preserving Naturals Resources. அலகு 1: வாழ்வியல் தத்துவம் வாழ்க்கை - வாழ்வின் நோக்கம் -வாழ்க்கைத் தத்துவம் -இயற்கை நியதி -பிற உயிர் பேணல் -இயற்கை வளம் காத்தல்
Unit-II	**(5 Hours)** **Human values** Culture – Analysis of Thought – Moralization of Desire – Neutralization of Anger – Eradication of worry – Blessings and Benefits – Harmonious Friendship – Love and Compassion – Individuals peace. அலகு 2: தனிமனித பண்புகள் பண்பாடு -எண்ணம் ஆராய்தல் -ஆசை சீரமைத்தல் -சினம் தவிர்த்தல் -கவலை ஒழித்தல் -வாழ்த்தும் பயனும் - நட்பு நலம் - அன்பும் கருணையும் - தனிமனித அமைதி.
Unit-III	**(5 Hours)** **Social Values** Family – family peace – Society – Life Style – vworld Brotherhood – Greatness of women – Five Duties – Economics – Hygiene and Health Care – Education – politics – Responsibilities of people. அலகு 3: சமுதாய மதிப்புகள் குடும்பம் - குடும்ப அமைதி - சமுதாயம் - வாழ்க்கை முறை - உலக சகோதரத்துவம் - பெண்ணின் -பெருமை - ஐவகைக் கடமைகள் -பொருளாதாரம் -சுகாதாரம் -கல்வி - அரசியல் -மக்களின் பொறுப்பு -உலக அமைதி
Unit-IV	**(5 Hours)** **Developmentof Mental Prosperity** 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.

	அலகு 4 : மனிதவள மேம்பாடு மனவளம் - உயிரும் மனமும் - உயிரின் இயக்க மையம் - மனத்தின் செயல்கள் - மன அலைச்சுழல் - மன இயக்கப் படி நிலைகள் - கருமையம் - தவம்(தியானம்) - ஆன்மீக மதிப்பு - வான்காந்தம் - சிவகாந்தம்
Unit-V	**(5 Hours)** **Maintenance of physical Health** Structureof Human Body – Three Functional Bodies – Harmony between Body and LifeForce – Pain, Diseasesand Death – Reasons for Disease – Limit and Method in FiveFactors – Simplified physical Exercises – Practice for simplified Physical Exercises. 5 அலகு :உடல்நலம்பேணல்உடலமைப்புடலின்மூவகைஇயக்கமையங்கள்உடலுக்கும்உயிருக்குமானஉறவுநோய்க்கானகாரணங்கள்ஐந்தில்அளவுமுறைஎளியமுறைஉடற்பயிற்சியோகாசனங்கள்கதிரவன்வணக்கம்தண்டாசனம்சக்கராசனம்பக்கவாட்டில்விருச்சாசனம்ஏகபாதஆசனம்திரிகோணாசனம்வஜ்ராசனம்பத்மாசனம்யோகமுத்ராமகாமுத்ராஉஸ்ட்ராசனம்வக்ராசனம்சவாசனம்

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	Simplifiedphysical 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

Programme Code :	12-k; tFg;G tiu jkpo; nkhopg;ghlk; gapyhjtu;fSf;F	Programme Title	Bachelor of Business Administration (CA)	
Course	20U3BTLT01	Title : mbg;gilj; jkpo;	Batch	2020-2023

Code :			Semester	III
Hrs/week	-		Credits	-

mfkjpg;gPl;Lj; Nju;T kl;Lk;

Nehf;fk; :

- ✓ jkpo; vOj;Jf;fis vOj> gbf;f njupe;J nfhs;Sjy;.
- ✓ nrhw;fspd;;; tiffisj; njupe;J nfhs;Sjy;.
- ✓ njhlh; mikg;Gfisj; njupe;J nfhs;Sjy;.
- ✓ thf;fpaq;fisg; gpioapd;wp vOjf; fw;Wf; nfhs;Sjy;.

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 எவை என கண்டறிந்து கூறுதல்.
CO4	வாக்கியங்களைப் பிழையின்றி எழுதுதல்

நிரல் விளைவுகளைக் கொண்ட வரைபடம

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	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	kjpg;ngz;fs;
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 III

Programme Code :	12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு	Programme Title	Bachelor of Business Administration (CA)
Course Code :	20U3ATLT01	**Non Credit Course 1:** Basic Tamil-I Title : mbg;gilj; jkpo;	Batch	2020-2023
			Semester	III
Hrs/week	-		Credits	-

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
                        எனன, 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 தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

SEMESTER - III

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)
Course Code:	20U3SSCT01	**Non Credit Course 1:** Advanced Tamil -I Title : rpwg;Gj; jkpo;;	Batch	2020 – 2023
			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

	உணர்ந்துஅவர்கள் வழியில் வாழ முயற்சித்தல்.
CO3	குாந்தியடிகள் 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 சன்மார்கம், 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	-	-	-	-	-	-	-	✓	-	-	✓	-
CO5	✓	-	-	-	-	-	-	✓	-	-	✓	-

பாடத்திட்டம் : மனித வாழ்க்கையும் காந்தியடிகளும்
அலகு 1   gf;f vz; (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 - உள்ளநிறை – 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 - ஸோக்ரதர்- 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)

அஹிம்சை – அஹிம்சையும் சமயமும் - ஊன் எண்ணாமை – தீண்டாமை - இயற்கை அறம் அஹிம்சை – 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 – அஹிம்சையே 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. வேங்கடராஜூலு)	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 - தி.சு.	முகாத்மா நூல்கள் (தென்னாப்பிரிக்காவில்	வர்த்தமானர் பதிப்பகம் -சென்னை	2005

ஆவினாசிலிங்கம்)	சத்தியாகிரகம்)	- 17	

SEMESTER – III

Programme Code :	BBA (CA)	Programme Title		Bachelor of Business Administration (CA)	
Course Code :	20U3SSCT01	Self Study Course1:Manitha Vazhklayum Gandhiadigalum** Self Study Course 1: kdpj tho;f;ifAk; fhe;jpabfSk;**		Batch	2020-2023
				Semester	III
Hrs/week	-			Credit	1

நோக்கம்

1. மானிட வாழ்வில் பின்பற்ற வேண்டிய நடைமுறைச் செயல்பாடுகளை உணர்த்துதல்.
2. இன்றைய நவீன வாழ்க்கைச் சூழலில் ஏற்படும் சிக்கல்கள், பிரச்சனைகளை காந்திய தீர்வுகளை அறியச் செய்தல்.
3. மகாத்மாவின் வாழ்க்கை முறை, கல்வி, வாழ்வு பற்றிய கருத்துக்களை கற்று உணர்தல்.
4. நடைமுறை வாழ்வில் அகிம்சையைப் பின்பற்றுவதால் ஏற்படும் நன்மைகளைப் புரிந்து கொள்ளச் செய்தல்.
5. 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 உணர்ந்துஅவர்கள் வழியில் வாழ முயற்சித்தல்.
CO3	குாந்தியடிகள் 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 சன்மார்கம், சமரச வாழ்வின் பயன் போன்றவற்றை மாணவர்கள் அறிதல்.

MAPPING WITH PROGRAMME OUTCOMES

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

/PO											✓	
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 - உள்ளநிறை – 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 - ஸோக்ரதர்- 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 – சாம்பராண் - 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. வேங்கடராஜூலு)	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 - தி.சு. ஆவினாசிலிங்கம்)	முகாத்மா நூல்கள் (தென்னாப்பிரிக்காவில் சத்தியாகிரகம்)	வர்த்தமானர் பதிப்பகம் -சென்னை – 17	2005

SEMESTER-III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	20U3SSCT01	**Self study Course** – 1 ,e;jpa tpLjiyg; Nghhpy; t.c.rp	Batch	2020 – 2023
			Semester	III
Hrs/ Week	-		Credit	1

நோக்கம்
1.
2.
3.
4.
5.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - **Course Outcome (CO)**

CO Number	CO Statement
CO1	
CO2	
CO3	
CO4	
CO5	

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 : இந்திய விடுதலைப் போரில் வ.உ.சி

அலகு I

வாழ்க்கைச் சுருக்கம்

அலகு II

சுதேசி கப்பல் கம்பெனி

அலகு III

சிறைச்சாலை வாழ்க்கை

அலகு IV

தமிழ்ப்பணி, உண்மையில் வன்முறையாளரா வ.உ.சி, சமயங்களெல்லாம் ஒன்றே, மதக் கோட்பாடும் எனும்,

அலகு V   வ.உ.சி யின் செட்டி நாட்டுச் சொற்பொழிவுகள், பெண்மக்கள் நிலை, காலத்திற்கேற்ற மாற்றம்.

பாடநூல்

வ.எ	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு – பதிப்பு
1	N. திரவியம்	இந்திய விடுதலைப் போரில் வ.உ.சி	மணிவாசகர் பதிப்பகம்	2012

பார்வை நூல்

வ.எ	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு – பதிப்பு
1	வ.உ.சிதம்பரம் பிள்ளை	வ.உ.சி சுயசரிதை	வ.உ.சி நூலகம்	2012

SEMESTER-III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	20U3SSCT01	Self study Course – 1	Batch	2020 – 2023
		Nejh[papd;;; tPu tuyhW	Semester	III
Hrs/ Week	-		Credit	1

நோக்கம்

1. நேதாஜியின் பிறப்பு, படிப்பு, வாழ்வு பற்றி மாணவர்களை அறியச் செய்தல்.

2. நேதாஜியின் அரசியல் பயணம், புரட்சி பயணம் குறித்து மாணவர்களை அறியச் செய்தல்.

3. சுதந்திர இந்திய மையம், கொடி, சின்னம், இந்திய இராணுவத் தோற்றம் குறித்து மாணவர்களைஉணரச் செய்தல்.

4. காந்தியுடன் நேதாஜியின் நட்புறவு, கிழக்காசிய நாடுகளில் நேதாஜியின் செயல்பாடு பற்றி மாணவர்களுக்கு உணர்த்துதல்.

5. நேதாஜியின் போர் பிரகடனம், யுத்தத் தயாரிப்புகள் கடைசிப் பயணம் குறித்து மாணவர்களுக்கு உணர்த்துதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	நேதாஜியின் இளமைக்கால வாழ்வு, புரட்சித் தொடக்கம், அரசியல் பணி, சமூகத்தின் மீதான பற்றினை மாணவர்களிடம் வளர்த்தல்.
CO2	நேதாஜியின் சிந்தனை, அவரது புரட்சிப் பயணம் அதற்கானத் திட்டம் பற்றி மாணவர்களை அறியச் செய்தல்.
CO3	இந்தியாவின் மீது நேதாஜியின் பற்று, சுதந்திரத்தில் நேதாஜியின் பங்கு, கிழக்காசிய நாடுகளை இணைத்தல் பற்றி மாணவர்களை உணரச் செய்தல்.
CO4	இளைஞர்களுக்கு இந்தியா மீது பற்றினை ஏற்படுத்துதல், இந்திய தேசிய இராணுவம் உருவாக்கம், கிழக்காசிய நாடுகளை இணைத்தல் பற்றி மாணவர்களை அறியச் செய்தல்.

SEMESTER-III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	20U3SSCT01	Self study Course – 1 Nejh[papd;;; tPu tuyhW	Batch	2020 – 2023
			Semester	III
Hrs/ Week	-		Credit	1

நோக்கம்

1. நேதாஜியின் பிறப்பு, படிப்பு, வாழ்வு பற்றி மாணவர்களை அறியச் செய்தல்.

2. நேதாஜியின் அரசியல் பயணம், புரட்சி பயணம் குறித்து மாணவர்களை அறியச் செய்தல்.

3. சுதந்திர இந்திய மையம், கொடி, சின்னம், இந்திய இராணுவத் தோற்றம் குறித்து மாணவர்களைஉணரச் செய்தல்.

4. காந்தியுடன் நேதாஜியின் நட்புறவு, கிழக்காசிய நாடுகளில் நேதாஜியின் செயல்பாடு பற்றி மாணவர்களுக்கு உணர்த்துதல்.

5. நேதாஜியின் போர் பிரகடனம், யுத்தத் தயாரிப்புகள் கடைசிப் பயணம் குறித்து மாணவர்களுக்கு

உணர்த்துதல்.

ghlg;gFjp fw;wypd; ntspg;ghL - Course Outcome (CO)

CO Number	CO Statement
CO1	நேதாஜியின் இளமைக்கால வாழ்வு, புரட்சித் தொடக்கம், அரசியல் பணி, சமூகத்தின் மீதான பற்றினை மாணவர்களிடம் வளர்த்தல்.
CO2	நேதாஜியின் சிந்தனை, அவரது புரட்சிப் பயணம் அதற்கானத் திட்டம் பற்றி மாணவர்களை அறியச் செய்தல்.
CO3	இந்தியாவின் மீது நேதாஜியின் பற்று, சுதந்திரத்தில் நேதாஜியின் பங்கு, கிழக்காசிய நாடுகளை இணைத்தல் பற்றி மாணவர்களை உணரச் செய்தல்.
CO4	இளைஞர்களுக்கு இந்தியா மீது பற்றினை ஏற்படுத்துதல், இந்திய தேசிய இராணுவம் உருவாக்கம், கிழக்காசிய நாடுகளை இணைத்தல் பற்றி மாணவர்களை அறியச் செய்தல்.
CO5	நேதாஜியின் எதிர்கால வேலைத்திட்டம், போர் முயற்சி, கடைசிப் பயணம், விடை தெரியாத நேதாஜியின் இறுதி நாட்கள் பற்றி மாணவர்களை அறியச் செய்தல்.

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 : **நேதாஜியின் வீர வரலாறு**

அலகு **I**

ஒரு வேங்கை பிறந்தது – கல்லூரிப் படிப்பு – பட்டம் துறந்தார் - அரசியல் நுழைவு – மாண்டலே சிறையில் - வாழ்க்கைத் தத்துவம் - சட்டசபை உறுப்பினர் - அரசாங்கம் பணிந்தது – அகில இந்திய காங்கிரஸ் தலைவர் - சூழ்ச்சி அரசியல் - மேயர் சுபாஸ் - வியன்னா பயணம் - காந்திஜிக்கு கண்டனம் - ரோமைன் ரோலந்தின் சந்திப்பு – அயர்லாந்தில் - அகில இந்திய காங்கிரஸ் தலைவர் - ஜின்னாவோடு பேச்சு வார்த்தை – தொழில்கொள்கை – மீண்டும் காங்கிரஸ் தலைவர்.

அலகு **II**

திரிபுரா குழப்பம் - காந்தி-சுபாஸ் கடிதப் போக்கு வரத்து — தலைவர் பதவியிலிருந்து ராஜினாமா — ஒழுக்கத்தின் மீது ஒழுங்கு நடவடிக்கை — பார்வர்ட் பிளாக் உதயம் - காந்தி - சுபாஸ் கருத்து வேறுபாடு — சுபாஸின் அறைகூவல் - சமரச எதிர்ப்பு மாநாடு — மீண்டும் கைது - சிறையில் போராட்டம் - விடுதலை....விடுதலை — தனிமைத் தவம் - பறவை பறந்தது — விடுதலையைத் தேடி — ஆப்கானிஸ்தானில் நேதாஜி — ஜெர்மனியை நோக்கி — புரட்சிக்கான திட்டம்.

அலகு III

சுதந்திர இந்திய மையம் தொடக்கம் - கொடியும் சின்னமும் - பெர்லின் அணிவகுப்பு - ஹிட்லர்- நேதாஜி சந்திப்பு — கிழக்காசிய மக்களின் அழைப்பு — அலை கடலுக்கடியில் மூன்று மாதம் - ஐப்பானஜல் நேதாஜி — பாமாவ்- நேதாஜி சில ஒப்பீடுகள் - இந்திய தேசிய இராணுவத்தின் தோற்றம் - இந்திய தேசிய ராணுவத்தின் வளர்ச்சி — சிங்கப்பூரில் நேதாஜி — விடுதலைப் படை அணிவகுப்பில் - குட்டி அதிகாரிகளின் முட்டுக்கட்டை — ஜான்சி ராணி படைப்பிரிவு — கிழக்காசிய நாடுகளில் சுற்றுப்பயணம் - தலைமைத் தளகர்த்தர் - நிதி திரட்டும் கூட்டங்கள் - ஒரு மாலையின் மதிப்பு ஏழு லட்சம் ரூபாய் - கோடி கொடுத்த கொடை — வள்ளல் பகதூர்ஸாவுக்கு அஞ்சலி.

அலகு IV

காந்திஜிக்கு வாழ்த்து — ஆஸாத் ஹிந்த் அரசு அமைப்பு — தொட்டிலை ஆட்டும் கை துப்பாக்கி ஏந்தும் கை — ஆங்கிலோ- அமெரிக்கர் மீது போர்ப் பிரகடனம் - உங்கள் வங்கி பாஸ் புத்தகம் எங்கே — மகா கிழக்காசிய மாநாட்டில் நேதாஜி - இந்திய சுதந்திர லீக்கின் ஆக்கப் பணிகள் - அந்தமானில் நேதாஜி — பர்மாவில் 'ஆஸாத் ஹிந்த்' அரசு — நேதாஜியும் ஐப்பானியர்களும் - இம்பால் முற்றுகைத் திட்டம் - யுத்தத் தயாரிப்புகள் - புலிப்பாய்ச்சல் தொடங்கியது — ஐப்பானிய அமைச்சரின் பாராட்டு — உயிர் போனாலும் பின்வாங்கோம் - பெண் புலிகள் பாய்ச்சல்.

அலகு V

அத்தாட்சி எங்கே — பலேல் விமானத் தளம் பிடிபட்டது — எதிர்கால வேலைத் திட்டம் - போர் நிலைமை குறித்து விளக்கம் - இம்பால் முனையில் ஏற்பட்ட பின்னடைவு - இம்பால் தோல்வியில் ஐப்பானின் பங்கு - இரண்டாவதாக போர் - வரலாற்றுப் பதிவு பெற்ற பின்வாங்கள் - நிர்பந்திக்கப்பட்ட அணிவகுப்பு — பாங்காக்கில் நேதாஜி — ஐப்பானின் சரணாகதி - இறுதி அறிக்கைகள் - கடைசிப் பயணம் - கவலையளிக்கும் கடைசி செய்தி — அஸ்தியோடு வந்த அதிர்ச்சி — விடை தெரியாத வினாக்கள் - நேதாஜியின் திருமணம் - ஜெய்ஹிந்த் - நேதாஜியைப் பற்றிய அவதூறுகள்.

பாடநூல்

வ.எ	ஆசிரியர் பெயர்	நூலின் பெயர்	வேளியீடு	ஆண்டு – பதிப்பு
1	சிவலை இளமதி	நேதாஜியின் வீர வரலாறு பாகம் - 1	அலைகள் வெளியீட்டகம்	ஆகஸ்ட் -

			சென்னை – 600024	2000
2	சிவலை இளமதி	நேதாஜியின் வீர வரலாறு பாகம் - 2	அலைகள் வெளியீட்டகம் சென்னை – 600024	ஆகஸ்ட் - 2001

SEMESTER - III

Programme Code :	BBA(CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	20U3SSCT01	Self study Course –1 mf;dpr; rpwFfs	Batch	2020 – 2023
			Semester	III
Hrs/ Week	-		Credit	1

நோக்கம்

1. அப்துல் கலாம் வாழ்க்கை முறை, கல்வி, வாழ்வு பற்றி மாணவர்கள் கற்று உணரச்செய்தல்.

2. வாழ்க்கைத் தத்துவங்களை கலாமின் வாழ்வைக்கொண்டு மாணவர்களை உணரச்செய்தல்.

3. இளைஞர்களுக்கு ஏற்படக்கூடிய சவால்களை எதிர்நோக்கும் தன்மைகளை வளர்த்தல் மேலும் தேசப்பற்றை வளர்த்தல்

4. இலக்கு பற்றிய கனவும் விடாமுயற்சியும் வாழ்வை மேம்படுத்தும் என்பதை கலாம் வாழ்க்கை வழி மாணவர்கள் அறியச் செய்தல்

5. ஏவுகணைகள், ஏவுதளம் குறித்த அடிப்படை புரிதல்களை மாணவர்களிடம் ஏற்படுத்துதல்.

பாடப்பகுதி கற்றலின் வெளிப்பாடு - Course Outcome (CO)

CO Number	CO Statement
CO1	குடும்ப எறவுகளின் பலம் நம்மை நல்வழிப்படுத்தி வெற்றிப்பாதையில் ஏற்றும் ஏணி என்பதை மாணவர்களிடம் உணர்த்துதல்.
CO2	இலக்கைப் பற்றிய எண்ணமும் செயல்பாடும் தெளிவாய் இருந்தால் வெற்றி நிச்சயம் என்பதை மாணவர்களை உணரச்செய்தல்.
CO3	இளைஞர்களுக்குரிய சவால்கள் அதை முயற்சியால் எதிர்கொண்டு வெற்றிபெறும் வழியை அறிதல் தேசத்தின் மீது பற்றினை ஏற்படுத்துதல், தன்னலமற்ற பொதுசேவை நாட்டை உணர்த்தும் என்பதை மாணவர்களைச் அறியச் செய்தல்.
CO4	ஏவுகணை செயல்படும் விதம், ஏவுதள அமைப்பு பற்றிய அடிப்படை தொழில் நுட்பத் திறனை மாணவர்களிடம் ஏற்படுத்துதல்.
CO5	விடாமுயற்சியும், தோல்வி கண்டு துவலாத மனமும் ஒருவனை தலைசிறந்த பண்பாளனாக்கும் என்பதை மாணவர்களுக்கு உணர்த்துதல்.

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 : அக்னிச் சிறகுகள்

அலகு – I

அப்துல் கலாம் குடும்பம் - உறவினர்கள் - நண்பர்கள் - தந்தையின் அறிவுரை – ஆசிரியர்கள் - கல்லூரி வாழ்வு – விடுதி வாழ்க்கை – MIT -யில் கலாம் - தமிழ்ப்பற்று - இலக்கிய ஆர்வம் - HAL – ல் பணி – முதல் ரயில் பயணம் - முதல் நேர்முகத் தேர்வு – சுவாமி சிவானந்தரின் சந்திப்பு – ADE -யில் பணி அனுபவம் - நந்தி விமானம் - INCOSPAR -பயண அனுபவம் - அமெரிக்கப் பயணம்.

அலகு II

இந்தியர்கள் - அமெரிக்கர்கள் - நைக் - அபாத் - சாராபாயுடன் நட்பு - மூன்று வகை ராக்கெட் - திப்பு சுல்தான் கனவு – சவுண்டிங் ராக்கெட் திட்டம் - ஆய்வுக் கூடத்தில் உடன் பணியாற்றுபவர்களுடன் கலாமின் நட்பு – தும்பா ஏவதளம் - இந்திரா காந்தி வருகை – ரோகிணி, மேனகா, ராக்கெட் - கலாம் இறை நம்பிக்கை – பெர்னார்ட்ஷா வாசகம் - RATO மோட்டார் - ஸார் (SHAR) ஏவதளம் - சாராபாயின் பிரிவு – எஸ்.எல்.வி – 3 – உடன் பணியாற்றுபவர்களை கலாம் நடத்தும் முறை – கலாமின் வெற்றியின் ரகசியம்.

அலகு III

தவானுடன் நட்பு - இஸ்ரோ-1975 – எஸ்.எல்.வி-3 திட்டமிடல் - ஜலாலுதின் மரணம் - கலாமின் தாய், தந்தை மரணம் - வன்பிரான் சந்திப்பு – பொறுப்புணர்வு – (Static Test) ஸ்டாட்டிக் டெஸ்ட் - எஸ்.எல்.வி-3 சோதனை ஓட்டம் - எஸ்.எல்.வி-3 தோல்வி - எஸ்.எல்.வி-3 வெற்றிப் பயணம் - DRDO .வில் கலாம் நுழைதல் - பத்ம விபூசன் விருது - இஸ்ரோவின் பிரிவுத் துயர் - கௌரவ மாக்டர் பட்டம் - DRDL -ல் கலாம் பணி அனுபவம் - ப்ருத்வி, திரிசூல், ஆகாஸ், நாக், ரெக்ஸ்(அக்னி) ஏவுகணைகள் - குழு தலைவர்களைத் தேர்ந்தெடுத்தல்.

அலகு IV

அணித் தலைவருக்கான தகுதிகள் - DRDL -ல் கலாம் பணி - இந்திரா காந்தியுடன் நட்பு — ராஜீவ் காந்தி குணாதிசியம் - DRDL -ல் இளம் பொறுப்பாளர்கள் - ஆளில்லாத விமானம் - ஏவகளைத் திட்டத்தில் கல்வி நிலையங்களின் பங்களிப்பு — அனு கல்பனா சாப்.்.ட்வேர் - மதிப்பீடு பற்றி கலாமின் கருத்துக்கள் - ப்ருத்வி திட்டம் - சுயசார்புடைய தேசம் - தோல்வியில் கலாமின் ஞானம் - உலக நாடுகளின் கருத்து — அஸ்திரா ஏவகனைத் திட்டம்.

அலகு V

1990-ஏவகனைத்திட்ட வெற்றி — பல்கலைக் கழகங்களில் கலாமின் உரை — 20, 21 ஆமி நூற்றாண்டின் யுத்தகளம் - ராவ், கலாம் பள்ளி - அக்னி சிறகுகள் நூலாக்கம் - கலாமின் சாதனைகள் - நல்லுறவு பேணும் அணுகுமுறை — தொழில் நுட்ப நிர்வாகம் - இன்றைய இளைஞர்கள் நிலை — வாழ்க்கையின் நோக்கம் - தேசத்தின் மீதான கலாம் நட்பு — 2020 கனவுத் திட்டம்.

பாடநூல்

வ.எ	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு — பதிப்பு
1	ஏ.பி.ஜே அப்துல் கலாம் தமிழில் மு. சிவலிங்கம்	அக்னிச் சிறகுகள்	கண்ணதாசன் பதிப்பகம், சென்னை	ஆறாம் பதிப்பு செப்டம்பர் - 2000

பார்வைநூல்

வ.எ	ஆசிரியர் பெயர்	நூலின் பெயர்	வெளியீடு	ஆண்டு — பதிப்பு
1	APJ Abdul kalam with Arun Tiwari	Wings of Fire	Universities Press (India) Limited	1999

SEMESTER IV

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U4ACCT11	Course Title: Core 11: Cost And Management Accounting	Batch	2020-2023
			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

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

SYLLABUS

UNIT - I (Theory questions only) **(12 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) **(15 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) **(15 Hrs)**

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

UNIT IV (Problems only)   **(15 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)   **(15 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	4th 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	20U4ACCT12	Course Title: Core 12: Business Environment	Batch	2020-2023
			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

Co/Po	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/

2. https://www.civilserviceindia.com/.../notes/international-business-environment.html

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

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U4ACCT13	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	1999,3rd Edition
2.	Ivan Bayross	Web enabled Commercial Application Development using HTML, DHTML, JavaScript, PerlCGI	BPB Publications	2000,3rd 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, 4th Edition
2	Scholastic and Owen Jones	The Internet	Global Publishing Leaders	2014, 1st edition
3	Jon Duckett	Beginning HTML, XHTML, CSS, and JavaScript	Wiley publishing inc	2010 1st Edition
4	Kogent	Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, ASP.NET, XML and Ajax, Black Book	Dreamtech Press	2015 1st Edition

WEBSITE REFERENCE

1. https://fcit.usf.edu/internet/chap1/chap1.htm
2. https://www.tutorialspoint.com/internet_technologies/internet_overview.htm
3. https://www.tutorialspoint.com/internet_technologies/e_mail_working.htm
4. https://www.w3schools.com/html/html_intro.asp
5. 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	20U4ACCP14	Course Title : Core 14: Internet and Web Designing-Practical	Batch	2019-2022
			Semester	IV
Hrs/week	5 Hrs		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.

SEMESTER IV

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U4ACAT04	Course Title: Allied 4: Business Law	Batch	2020-2023
			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

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

| CO4 | ✓ | ✓ | - | ✓ | ✓ | - | - | ✓ | ✓ | ✓ | - | ✓ |
| CO5 | ✓ | - | ✓ | ✓ | ✓ | ✓ | - | - | - | - | ✓ | ✓ |

SYLLABUS

UNIT - I (12 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 (12 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 (12 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 (12 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 (12 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	30th 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_MA
NAGEMENT.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 :	20U4SBST07	Skill Based Subject 7 : Mathematics For Competitive Examinations -IV	Batch	2020-2023
			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)

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

completion of the course, students should be able to

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	(5 Hours) Simple Interest-Compound Interest -Logcal Venn Diagram.
Unit-II	(5 Hours) Logarithms – Sequence and series.
Unit-III	(5 Hours) Area-Volume and Surface areas.
Unit-IV	(5 Hours) Tabulation-Bar Graphs-Puzzles.
Unit-V	(5 Hours) Pie Charts-line Graphs- Mental Ability and Logical reasoning.

(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	2020

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 IV

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	20U4SBST08	Skill Based Subject 8-Communication Skills- IV	Batch	2020-2023
			Semester	IV
Hrs/ Week	2 Hrs		Credits	1

COURSE OBJECTIVES

- To know clearly the use of various symbols for pronunciating 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 prounuce the words clearly with proper pronunciation.
CO2	Read the given materials properly and to write meaningful reports

SYLLABUS

UNIT-I : READING & WRITING (12 Hrs)

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

UNIT- II : SOUNDS & SYMBOLS (12 Hrs)

- Vowels
- Consonants
- Dipthongs
- 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 Curriculam Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Classroom.

SEMESTER IV

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	**20U1VBET04**	**Value Based Education 4:**Yoga for Youth Empowerment**	Batch	2020-2023
			Semester	IV
Hrs/week	2 Hrs		Credits	4

Course Objective :

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.

Unit	Content
Unit-I	**(5 Hours)** **Philosophy of life science** Life – purpose of life – philosophy of life – Law of Nature – Kindness towards living belongs preserving Naturals Resources. அலகு 1: வாழ்வியல் தத்துவம் வாழ்க்கை - வாழ்வின் நோக்கம் -வாழ்க்கைத் தத்துவம் -இயற்கை நியதி -பிற உயிர் பேணல் -இயற்கை வளம் காத்தல்
Unit-II	**(5 Hours)** **Human values** Culture – Analysis of Thought – Moralization of Desire – Neutralization of Anger – Eradication of worry – Blessings and Benefits – Harmonious Friendship – Love and Compassion – Individuals peace. அலகு 2: தனிமனித பண்புகள் பண்பாடு -எண்ணம் ஆராய்தல் -ஆசை சீரமைத்தல் -சினம் தவிர்த்தல் -கவலை ஒழித்தல் - வாழ்த்தும் பயனும் - நட்பு நலம் - அன்பும் கருணையும் - தனிமனித அமைதி.
Unit-III	**(5 Hours)** **Social Values** Family – family peace – Society – Life Style – vworld Brotherhood – Greatness of women – Five Duties – Economics – Hygiene and Health Care – Education – politics – Responsibilities of people. அலகு 3: சமுதாய மதிப்புகள் குடும்பம் - குடும்ப அமைதி - சமுதாயம் - வாழ்க்கை முறை - உலக சகோதரத்துவம் - பெண்ணின் -பெருமை - ஜவகைக் கடமைகள் -பொருளாதாரம் -சுகாதாரம் -கல்வி -அரசியல் - மக்களின் பொறுப்பு -உலக அமைதி
Unit-IV	**(5 Hours)** **Developmentof Mental Prosperity** 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. அலகு 4 : மனிதவள மேம்பாடு மனவளம் - உயிரும் மனமும - உயிரின் இயக்க மையம் - மனத்தின் செயல்கள - மன அலைச்சுழல - மன இயக்கப் படி நிலைகள - கருமையம் - தவம்(தியானம்) - ஆன்மீக மதிப்பு - வான்காந்தம் - சிவகாந்தம்
Unit-V	**(5 Hours)** **Maintenance of physical Health** Structureof Human Body – Three Functional Bodies – Harmony between Body and LifeForce – Pain, Diseasesand Death – Reasons for Disease – Limit and Method in FiveFactors – Simplified physical Exercises – Practice for simplified Physical Exercises. அலகு :உடல்நலம்பேணல்உடலமைப்புடலின்மூவகைஇயக்கமையங்கள்உடலுக்கும்உயிருக்குமானஉறவுநோய்க்கானகாரணங்கள்ஐந்தில்அளவுமுறைஎளியமுறைஉடற்பயி

ற்சியோகாசனங்கள்கதிரவன்வணக்கம்தண்டாசனம்சக்கராசனம்பக்கவாட்டில்விருச் சாசனம்ஏகபாதஆசனம்திரிகோணாசனம்வஜ்ராசனம்பத்மாசனம்யோகமுத்ராமகாமு த்ராஉஸ்ட்ராசனம்வக்ராசனம்சவாசனம்

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	Simplifiedphysical 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 IV

Programme Code :	12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	20U4BTLT02	**Non Credit Course 2 : Basic Tamil-II Title :** அடிப்படைத் தமிழ்	Batch	2020-2023
			Semester	IV
Hrs/week	-		Credits	-

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

நீதி நூல்கள் : ஆத்திச்சூடி (முதல் 12) " அறம் செய விரும்பு", முதல் " ஒளவியம் 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 தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.

SEMESTER IV

Programme Code :	12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு	Programme Title	Bachelor of Business Administration (CA)
Course Code :	20U4ATLT02	**Advanced Tamil-II #**	Batch	2020-2023
		Title : சிறப்புத் தமிழ்	Semester	IV
Hrs/week	-		Credits	-

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)	
Course Code:	20U4SSCT02	Self Study Course 2 : Women's Rights	Batch	2020-2023
			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, harassement 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 costitutional 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 andNorms – 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 Indecedent 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 Curriculam Delivery: Lecture, Group Discussion, Seminar, Assignment, Google Class Room.

✓ SEMESTER – IV

✓ Programme ✓ Code:	✓ BBA CA	✓ Programme Title	Bachelor of Business Administration (CA)	
✓ Course ✓ Code:	✓ 20U4SSCT02	✓ Self Study Course 2: ✓ Constitution of India**	✓ Batch	✓ 2020-2023
			✓ Semester	✓ IV
✓ Hours/ Week	✓ -		✓ Credits	✓ 1

COURSE OBJECTIVES:

- To imparting knowledge of the history of constitutional development in India.

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	Impart a comprehensive outlook about the nature of the Indian Constitution, right and duties of the citizens, political institutions of Central and State Governments and its relationship with each other and local government.
CO2	For understand the basis and growth of constitutional government of India since independence.

MAPPING WITH PROGRAMME OUTCOMES

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

CO1	-	-	-	-	-	-	-	-	-	-	-	-
CO2	-	-	-	-	-	-	-	-	-	-	-	-

UNIT I
Making of Constitution - Constituent Assembly - Dr.Rajendra Prasath -Dr.B.R.Ambedkar - Salient features - Fundamental Rights.
UNIT II
Union Executive - President of India - Vice-President - Prime Minister - Cabinet -Functions
UNIT III
Union Legislature - Rajiya Sabha - Lok Sabha - Functions and Powers
UNIT IV
Union Judiciary - Supreme Court - Functions - Rule of law

UNIT V
State - Executive - Legislature – Judiciary – Role of Tamilnadu Public Service Commission.

REFERENCE BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Agharwal.R.C.	National Moment and Constitutional Development	-	New Delhi, 1977
2	Chapra B.R.	Constitution of India	-	New Delhi, 1970
3	Rao B.V	Modern Indian Constitution	-	Hyderabad, 1975
4	Nani Palkhivala	- Constitution of India,	-	New Delhi, 1970
5	Krishna Iyer, V.R	Law and Justice,	-	New Delhi, 2009

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

✓ **SEMESTER – IV**

✓ **Programme Code:**	✓ **BBA CA**	✓ **Programme Title**	Bachelor of Business Administration (CA)	
✓ **Course Code:**	✓ **20U4SSCT02**	✓ **Self Study Course 2:** ✓ **Human Rights****	✓ **Batch**	✓ **2020-2023**
			✓ **Semester**	✓ **IV**

✓	Hours/ Week	✓	-		✓	Credits	✓	1

COURSE OBJECTIVES:

- To prepare for responsible citizenship with awareness of the relationship between Human Rights, democracy and development.
- To impart education on national and international regime on Human Rights.
- To sensitive students to human suffering and promotion of human life with dignity.

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	Develop skills on human rights advocacy.
CO2	Appreciate the relationship between rights and duties.
CO3	Foster respect for tolerance and compassion for all living creature.
CO4	Create awareness about the significance of Human Rights as an academic discipline and it's utility in enhancing the quality of human lives.

MAPPING WITH PROGRAMME OUTCOMES

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

Unit I
 Human Rights -: *Concept and Theories– Evolution Of Human Rights- U.N Universal Declaration- Major UN Conventions and Instruments.

Unit II
 Indian Constitution -Human Rights as Fundamental Rights, and Duties- * Directive Principles of State Policy – Protection of Human Rights Act 1993-Human Rights Commissions-powers and function- Judiciary and Human Rights.

Unit III
 Legal Aid – Public Interest Litigation- Right to Information - Right to Privacy –*Freedom of Press – Human Rights and Refugees.

Unit IV
Indian Legislation relating to Women and Children – Right to inheritance –Divorce-Remarriage-Contemporary issues –*Child Labour – Bonded Labour - Female foeticides

Unit V

National, International Organizations, Non Governmental Organizations- *Education and Human Rights- Mechanism for enforcement of Human Rights –UN Commission for the Human Rights

REFERENCE BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Chiranjivi J. Nirmal	Human Rights in India,	Oxford Universities Press,	2002 , Ed-I
2	Gopal Bhargava	Human Rights	, Kalpaz Publications, Delhi,	2003 , Ed- I
3	Sharma H.C	Politics and Human Rights	Book Enclave ,New Delhi,	1999, Ed- I
4	Srivatsava.A Global	Human Rights	Indian Publishers Distributors Delhi	. 2003, Ed-I
5	Sivagami Paramasivam	Human Rights	A StudySriram Computer Printers Salem,	1998, Ed- I

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

✓ **SEMESTER – IV**

✓ Programme	✓ BBA CA	✓ Programme Title	Bachelor of Business Administration (CA)		
✓ Code:					
✓ Course	✓ 20U4SSCT02	✓ Self Study Course 2: CONSUMER AFFAIRS*	✓ Batch	✓ 2020-2023	
✓ Code:			✓ Semester	✓ IV	
✓ Hours/ Week	✓ -		✓ Credits	✓ 1	

COURSE OBJECTIVES:

- To familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.

COURSE OUTCOMES (CO):

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

CO Number	CO Statement
CO1	understand the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.
CO2	comprehend the business firms' interface with consumers and the consumer

	related regulatory and business environment.

MAPPING WITH PROGRAMME OUTCOMES

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

UNIT I CONCEPTUAL FRAMEWORK –
Consumer and Markets: Concept of Consumer- Nature of markets:Liberalization and Globalization of markets with special reference to Indian Consumer Markets-E-Commerce with reference to Indian Market- Concept of Price in Retail and Wholesale-Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws- Legal Metrology. Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction /dissatisfaction-Grievances - complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

UNIT II THE CONSUMER PROTECTION LAW IN INDIA-
 Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service unfair trade practice restrictive trade practice. Organizationalset-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, and National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

UNIT III GRIEVANCE REDRESSAL MECHANISM UNDER THE INDIAN CONSUMER PROTECTION LAW-
 Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

UNIT IV ROLE OF INDUSTRY REGULATORS IN CONSUMER PROTECTION-
    i.   Banking: RBI and Banking Ombudsman,
    ii.   Insurance: IRDA and Insurance Ombudsman,
    iii.   Telecommunication: TRAI,
    iv.   Food Products: FSSAI,
    v.   Electricity Supply: Electricity Regulatory Commission and vi. Real Estate Regulatory Authority

UNIT V CONTEMPORARY ISSUES IN CONSUMER AFFAIRS-
Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer

rganizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings. Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified

TEXT BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	Savita Hanspal and Sheetal Kapoor Khanna, Sri Ram and H.K. Awasthi.	Consumer Affairs.	Universities Press	(2007).
2	Choudhary, Ram Naresh Prasad	Consumer Protection Law Provisions and Procedure.	Deep and Deep Publications Pvt Ltd.	(2005).

REFERENCE BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	G. Ganesan and M. Sumathy	Globalisation and Consumerism: Issues and Challenges	Regal Publications.	(2012)
2	Suresh Misra and Sapna Chadah	Consumer Protection in India: Issues and Concerns,	IIPA,New Delhi.	(2012).
3	Rajyalaxmi Rao	Consumer is King	Universal Law Publishing Company	(2012)
4	Girimaji, Pushpa	Consumer Right for Everyone	Penguin Books.	(2002).

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

SEMESTER V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U5ACCT16	Course Title: Core 15:	Batch	2019-2022

Hrs/Week	5 Hrs	Human Resource Management	Semester	V
			Credits	4

COURSE OBJECTIVES

On successful completion of this course, the students will understood 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 – Identification of the training needs – Training and Development – Performance appraisal – Transfer – Promotion and termination of services.

UNIT – III (12 Hrs)

Job Description and Job analysis - Job Satisfaction- Job evaluation and merit rating - 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	BBA (CA)	Programme Title	Bachelor of Business

code				Administration (CA)	
Course code	20U5ACCT17	Course Title: Core 16: Research Methodology		Batch	2020-2023
				Semester	V
Hrs/Week	5Hrs			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

CO /PO	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 aboutBasic Parametric Test and 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 Statistical Package for Research 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	2020, 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	20U5ACCT16	Course Title: Core 17: **Visual Basic**	Batch	2020-2023
			Semester	V
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVE

:To make the students to know clearly about

- front end tool for Customer Interaction in Business.
- Visual Basic Tool Box.
- Data and Variables and control flow statements.
- Menu Editor and Common Dialog control
- Database connecting tools and updating a database file

COURSE OUTCOME

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

CO Number	CO Statement
CO1	Understanding Graphical User Interface and Event-driven Programming, Properties
CO2	Concept of Windows Forms, common controls, design-view, code view, class diagram view.
CO3	Understand the concept of Control Structures, elementary data structures, and collection classes
CO4	To Know the procedures, sub-procedures, and functions to create manageable code.
CO5	Understanding Database connectivity.

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	**(12 Hours)** Introduction to Programming -Modular Programming - Object Oriented Programming - Event Driven Programming: About Visual Basic (Object Based Programming Language) - Rapid Application Development using Visual Basic - Getting Familiar with Visual Basic User Interface -Pull-Down menus – Toolbar – Toolbox - Project Explorer - Properties Window - Form Layout Window - Form Immediate window - Opening and Closing window - Resizing and moving windows - Quitting Visual Basic.
Unit-II	**(12 Hours)** Visual Basic Tool Box (Standard Window Controls) – Pointer - Picture Box – Label - Text Box – Frame - Command Button - Check Box - Option Button - Combo Box - List Box - Horizontal Scrollbar - Vertical Scrollbar – Timer – Shape – Line - Image Box - msgbox and input box.
Unit-III	**(12 Hours)** Data Types: Integer, Long, Single, Double, Currency, String, Byte, Boolean, Date, Object, Variant; Variables: Need to use variable - Declaring Variables - Variable Naming Convention - Assigning value to Variables - Data Types of variable - Scope and lifetime of Variables (Public and Private); Control Flow statements (Decision and looping).
	(12 Hours)

Unit-IV	Menu Editor: Concept of menus - Shortcut menus and Popup menus Designing Menu System - Menu Editor Dialog Box Options - drop-down menu and popup menu. Multiple Document Interface - Creating and MDI form - Setting up MDI child Form, Creating Procedures – passing parameters - other built-in functions,General Controls (Advance): Common Dialog control (color, font,open,save and save as).
Unit-V	**(12 Hours)** Introduction to database connecting tools (ADO, DAO, ADODC, ADODB), Creating the database file for use by Visual Basic (Using MS-Access), Using the Data control, Setting its property, Using Data control with forms, using list boxes & combo boxes as data bound controls, updating a database file (adding, deleting records).

TEXT BOOKS

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	N.Krishnan and N.Sarvanan:	Visual Basic 6.0 in 30 days",	Scitech Publications (India) Pvt Ltd.,	1st Edition, 2001.
2	Steven Holzner:	VB 6 Programming Black Book"	Dream Tech Press, New Delhi,	1stEdition,2002.

REFERENCE BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	Gary Cornell	Visual Basic-6	Tata MC-Grew Hill Publication, New Delhi	1st Edition, 1999.
2	Byron S. Gottfried	Visual Basic	Tata MC-Grew Hill Publication, New Delhi	2nd Edition, 2002

Website Reference :
1. https://www.vbtutor.net/
2.*http://www.tutorialspoint.com/listtutorials/visual-basic/1*
Means of Curriculum Delivery: Lecture, Group Discussion, Seminar, Assignment, Case Studies, Google Classrooms.

SEMESTER V

Programme	BBA CA	Programme Title	Bachelor of Business

code			Administration (CA)	
Course code	20U5ACCP18	Course Title : Core 18: **Visual Basic – Practical**	Batch	2020-2023
			Semester	V
Hrs/week	5 Hrs		Credits	3

COURSE OUTCOMES :

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

CO Number	CO Statement
CO1	Design, create, build, and debug Visual Basic applications.
CO2	Apply arithmetic operations for displaying numeric output.
CO3	Apply decision & loop structures for determining different operations.
CO4	Create one and two dimensional arrays for sorting, calculating, and displaying of data.
CO5	Write and apply procedures, sub-procedures, and functions to create manageable code.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

1	Write a program in which accept numbers from the user and returns add, subtraction andmultiplication results.
2	Design a form with text box to perform the alignment and format function.
3	Design a form to display the list of products by declaring array function.
4	Design a form to calculate capital budgeting technique by declaring finance function and variable declaration using option button (Radio/Check box).
5	Design a form to display an advertisement banner using image box control with string function.
6	Design a form to compute cost of capital using finance function in visual basic using check box.
7	Design a form to perform working capital analysis by declaring finance function using flex grid control.
8	Design a form to display Break-even analysis using line and chart controls, by declaring variables.
9	Design a form to display Product Life Cycle using slider control.
10	Design a Pay Slip for an organization and create a data base using SQL and Data Control.

SEMESTER-V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U5ACET1A	Course Title: Elective 1: Services Marketing	Batch	2020-2023
			Semester	V
Hrs/Week	5 Hrs		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

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

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	6th Edition, 2010.
2.	Rajendra Nargundkar	Services Marketing	Mcgraw Hill Education	3rd Edition, 2010
3.	Rai Shankar	Services Marketing	Excel Books	1st 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	20U5ACET1B	Course Title: Elective 1: Indian Business System	Batch	2020-2023
			Semester	V
Hrs/Week	5 Hrs		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

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

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 Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations, Corporate Social Responsibility, Corporate Governanc, Report of the Kumar Mangalam Birla Committee on Corporate Governance, Role of Media in Ensuring Corporate Governance, Environmental Concerns and Corporations.

UNIT III (12 Hrs)

Introduction to Indian Ethos: Indian Ethos- Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices. Ethics v/s Ethos, Indian Management v/s Western Management.

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	Oxford Publications	1st Edition, 2008

		Capabilities		

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	1st Edition, 2011
2.	Kishor Vaidya	Inter- Organizational Information Systems and Management	Hershey Publisher,	1st Edition,2011
3.	Rodrogo Magalhaes	Organizational Knowledge and Technology	Edward Elgar Publishing Limited	1st Edition, 2014

WEBSITE REFERENCE

bscnotes.com/bba-business-organisation-notes-study-material/
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	20U5ACET1C	Course Title: Elective 1: Mall Management	Batch	2020-2023
			Semester	V
Hrs/Week	5 Hrs		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

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

SYLLABUS

UNIT I (12 Hrs)

Introduction – Concept of Shopping Mall – Types of retail formats– Supermarkets – Mall resource allocation – 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– Multiplexes – Food courts – Branded Stores – Specialty stores – Hypermarkets – owner – Tenant relationship.

TEXT BOOK

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Harvinder Singh, Srini 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	Arif I. Sheikh, Dr. Kaneez Fatima	Himalaya Publishing House	January 2009
3.	Jacob Reuban, M R Paul Jerry, Shulamite Olive	Perceptions towards Shopping Mall Paperback	LAP Lambert Academic Publishing	13 February 2013

WEBSITE REFERENCE

bscnotes.com/bba-business-organisation-notes-study-material/

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:	20U5ACET2A	Course Title: Elective 2: Retail Marketing	Batch	2020-2023
			Semester	V
Hrs/Week	5 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of the syllabi, the students will understood

- 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

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

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

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:	20U5ACET2B	Course Title : Elective 2: Financial Markets	Batch	2020-2023
			Semester	V
Hrs/week:	5 Hrs		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

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

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	3rd 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	20U5ACET2C	Course Title: Elective 2: Management OfMicro Finance	Batch	2020-2023
			Semester	V
Hrs/Week	5 Hrs		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

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

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 | 2nd 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	1st edition, 2015
2	Karthick Das and Gopal Sharma	Inclusion, Self-Help Groups(SHGs) 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-V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	20U5NCCT01	Non Credit Course 1 : Aptitude and Soft Skills I	Batch	2020-2023
			Semester	V
Hrs/week	3 Hours		Credits	-

COURSE OBJECTIVES

To enable the Students
- To acquire inter personal skills, problem solving skills and be an effective goal oriented teamplayer.

- To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.

- To know about improving various soft skills required while working in a team.

- To understand the various methods of solving problems involving numerical and logical reasoning.

- To understand the methods of solving certain problems not using calculations but using only mental ability.

- To know how to face the personal interview effectively.

COURSE OUTCOME (CO)

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

CO NO	CO Statements
C01	Apply the inter personal and problem solving skills in the placement drive.
C02	To apply the behavioural skills required for promoting individual competence by implementing the principles of interpersonal communication and value – based living to meet the market expectations.
C03	grasp the approaches and strategies to solve problems with speed and accuracy.
C04	Ability to reason critically by analyzing , elevating and extending arguments.
C05	Explain the concepts deal with graphs, tables, number sequence and texts.

MAPPING WITH PROGRAMME OUTCOMES

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

Unit I:Soft Skills (24 Hrs)

- Empathy
- Intrapersonal Skills
- Interpersonal Intelligence
- Problem Solving Skills
- Critical Thinking
- Aptitude and Assessment Test

Unit II:Aptitude(12 Hrs)

- Numerical Reasoning
- Mental Ability

- Logical Reasoning

Text Books:

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	*Prof .N. Lakshmana Perumal*	*Technical English – I*	*Sri Krishna Hitech Publishing Company (P) Ltd*
2	*R. S. Aggarwal*	*Quantitative Aptitude for Competitive Examinations,*	English, Paperback

REFERENCE BOOK

S. No.	Author Name	Title of the Book	Publisher
1	Joyce Pereire	Techinical English – II	Vijay Nicole Imprints Pvt.Ltd.

WEBSITE REFERENCE
1.http://www.indiabix.com
2.http://placement.freshersworld.com
Means of Curriculum Delivery : Lecture, Group Learning, Seminar, Assignment, Google

classroom.

SEMESTER-V

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	20U5SSCT03	Self Study Course III: General Awareness	Batch	2020-2023
			Semester	V
Hrs/ Week	-		Credits	1

COURSE OBJECTIVES

- It aims at testing the candidates' general awareness and knowledge of current affairs occurring around the world and in India.
- Develops a commitment to citizenship, through the ability to make informed decisions about public issues.
- Create an awareness of the achievements and perspectives of people of different nations and cultures, and of different races, genders and ethnicities.

COURSE OUTCOMES (CO)

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

CO	CO Statement

Number	
CO1	Get familiar with general awareness of the environment around him and its apply it to the society.
CO2	Reason logically, abstractly and understand numerical data comprehend arguments and positions that depend on numbers and statistics.
CO3	Have a critical understanding of one's own values and of others, and of their role in making ethical choices.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit I

Verbal Aptitude

History and Freedom Struggle

Unit II

Abstract Reasoning

Tamil and other Literature

Unit III

General Science and Technology

Computer

Unit IV

Economics and Commerce

Social Studies

Unit V

Sports

Current Affairs

TEXT BOOK

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Compiled By Faculty, Department of English	General Awareness, Question Bank	Kovai Kalaimagal College of Arts and Science, Coimbatore- 09	First Edition: 2021

Means of Curriculum Delivery : The students can study by themselves with the prescribed material.

SEMESTER VI

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U6ACCT19	Course Title: Core 19: Strategic Management	Batch	2020-2023
			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

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

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	S. Chand &	2016

		(Text & Cases)	Company Pvt.Ltd.	

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	E.Gnanasekaran	Strategic Management	A.R.Publications	3rd 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=2ahUKEwjiy9zC54jiAhXNb30KHbcSBYkQFjACegQIAhAB&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	20U6ACCT20	Course Title: Core 20: Event Management	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		Credits	4

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

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

SYLLABUS
UNIT I   (12Hrs)
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   (12Hrs)
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	2017

			Income Publication	

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / 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	20U5ACCT21	Course Title: Core 21: Entrepreneurship Development	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		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

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

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-Rural entrepreneurs.

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	20U5ACCT21	Course Title: Core 22: Project and Viva Voce	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		Credits	4

1. A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work dairy were in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work dairy along with project report should be submitted at the time of viva voce.

2. **CIA Marks Distribution:**

   A minimum of two reviews have to be done, one at the time of finalizing the

questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:

Content	Marks Awarded
Review	10
Record	05
Power Point Presentation	05
Content	05
Total	**25**

. **End Semester Examination:**

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

Content	Marks Awarded
Report	15
Power Point Presentation	20
Viva Voce	40
Total	**75**

SEMESTER-VI

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	20U6ACET3A	Course Title: Elective 3: Labour Welfare & Industrial Relations	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		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	CO Statement

Number	
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

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

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 –ESI & EPF– 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–Compensation Act.

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 %2520AND%2520LABOUR %2520WELFARE.pdf&ved=2ahUKEwiigu-CkdDhAhUSXi sKHZBLCosQFjAOegQIARAB&usg=AOvVaw02zwkGNA1W_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	20U6ACET3B	Course Title: Elective 3: Export and Import Procedures	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		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 theCustoms clearance of Imported Goods and payments of customs Duty

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 (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 star ting 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.	Export Marketing	Himalaya Publication House, Mumbai,	Edition 1,2010

	T.A.S			

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	1st Edition 2006

WEBSITE REFERENCE

1. https://www.slideshare.net/WelingkarDLP/22-15062840
2. 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	20U6ACET3C	Course Title: Elective 3: Risk management and Insurance	Batch	2020-2023
			Semester	VI
Hrs/Week	5Hrs		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 thefunctioning of Insurance Industry in India

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 (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 –InterestHealth insurance–Travel insurance–Home insurance –Vechicle insurance.

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	13th Edition

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Scoh 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	20U6ACET4A	Course Title: Elective 4: Eco-Tourism	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		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

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

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	20U6ACET4B	Course Title: Elective 4: E-Commerce and Digital Marketing	Batch	2020-2023
			Semester	VI
Hrs/Week	5 Hrs		Credits	3

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

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

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)

Digital Marketing: meaning- need of digital marketing- Digital Marketing Vs Traditional Marketing- Digital Marketing Process, Creating digital marketing strategy- Digital Marketing era and the way forward .

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	3rd 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	1st Edition, 2012
2.	Laxaman Tandon	E-Commerce	Mohit Publications	1st Edition, 2016
3.	John Butler	E-Commerce and Entrepreneurship	Information age Publishing	1stEdition, 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	20U6ACET4C	Course Title: Elective 4: Customer Relationship Management	Batch	2020-2023
			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

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

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	2nd Revised Edition,2002
2.	Ed.Peelen	Customer Relationship Management	Pearson India,	1st Edition 2008
3.	Buttle	Customer Relationship Management	Elser Publication	2nd Edition 2009
4.	Alok Kumar Roi	Customer Relationship Management – Concept and Cases	PHI Learning,	2nd 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-
iMjdDhAhXEV3wKHSlIBYQQFjAHegQIBxAB&usg=AOvVaw12Mb5fMUxw8-
b5B8R38fBY&cshid=1555263063438

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 :	20U6NCCT02	Non Credit Course 4: Aptitude and Soft Skills II	Batch	2020-2023	
			Semester	VI	
Hrs/week	3 Hrs.		Credits	-	

COURSE OBJECTIVES

To enable the students

- To acquire inter personal skills, problem solving skills and be an effective goal oriented team player.

- To equip the students with the required soft skills that would instill confidence and courage inthem, to take up new opportunities for their career.

- To know about improving various soft skills required while working in a team.

- To understand the various methods of solving problems involving numerical and logical reasoning.

- To understand the methods of solving certain problems not using calculations but using only mental ability.

- To know how to face the personal interview effectively.

COURSE OUTCOMES (CO)

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

CO NO	Statements
C01	Apply the inter personal and problem solving skills in the placement drive.
C02	To apply the behavioural skills required for promoting individual competence by implementing the principles of interpersonal communication and value – based living to meet the market expectations.
C03	Grasp the approaches and strategies to solve problems with speed and accuracy.
C04	Ability to reason critically by analyzing , elevating and extending arguments.
C05	Explain the concepts deal with graphs, tables, number sequence and texts.

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: E- Materials   (24 Hrs)

Interactive Exercises for Grammar and Vocabulary

Audio/Video Excerpts of different Accents

Interpreting Posters

Unit II:Aptitude(12 Hrs)

1. Numerical Reasoning

2. Mental Ability

3. Logical Reasoning

Text Book:

Recent editions of the following books only are recommended

S. No.	Author Name	Title of the Book	Publisher
1	*Prof .N. Lakshmana Perumal*	*Technical English – I*	*Sri Krishna Hitech Publishing Company (P) Ltd*
2	*R. S. Aggarwal*	*Quantitative Aptitude for Competitive Examinations,*	English, Paperback

Reference Books:

S. No.	Author Name	Title of the Book	Publisher
1	Joyce Pereire	Technical English – II	Vijay Nicole Imprints Pvt.Ltd.

WEBSITE REFERENCE
1.http://www.indiabix.com
2.http://placement.freshersworld.com

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

EXTRA CREDIT COURSES

சுற்றுலா வளர்ச்சி

Subject Code: 2020ECC001   **No. of Credits: 2**

அலகு I

1. சுற்றுலா – ஒரு விளக்கம்

2. உலக நாடுகளில் சுற்றுலா வளர்ச்சி

3. பாரதத்தில் சுற்றுலா வளர்ச்சி

அலகு II

1. தமிழ்நாட்டில் சுற்றுலா வளர்ச்சி

2. பன்னாட்டு பலவகைப் பயணிகள்

3. சுற்றுலாவின் சமூக பொருளாதார விளைவுகள்

அலகு III

1. சுற்றுலாப் பயணிகள் பற்றிய புள்ளி விவரங்கள்

2. சுற்றுலாவைத் திட்டமிடுதலும் மேம்படுத்தலும்

3. சுற்றுலா விடுதிகள்

அலகு IV

1. சுற்றுலாப் பயணிகளின் பல்வேறு போக்குவரத்துகள்

2. சுற்றுலாக் கழகங்கள்

3. சுற்றுலாப் பயண முகவர்கள்

அலகு V

1. சுற்றுலாவின் வணிகச் சந்தைகள்

2. சுற்றுலாவின் வழிகாட்டிகள்

3. தமிழ் இலக்கியத்தில் பயணநூல்கள்

பாடநூல் : சுற்றுலா வளர்ச்சி

ஆசிரியர் - வெ. கிருட்டிணசாமி

மணிவாசகர் பதிப்பகம்

சென்னை,

ஆகஸ்டு - 2009

இதழியல் கலை

Subject Code: 2020ECC002   **No. of Credits: 2**

அலகு I இதழியல் - இயல்பும் பரப்பும்

1. இதழியல் விளக்கம்.	2. இதழ்களின் பணிகள், கடமைகள், பொறுப்புகள்.
3. இதழ்கள் வகைகளும் இயல்புகளும்.	4. மக்களாட்சியில் இதழியல்.
5. இதழ்களின் சுதந்திரம்.	6. இதழியல் நடத்தையறக் கட்டளைகள்.
7. இதழியல் தொழில் வாய்ப்புகள்.	

அலகு II இதழியல் தோற்றமும் வளர்ச்சியும்

1. இதழியல் வளர்ச்சி	2. தமிழகத்தில் இதழியல் வளர்ச்சி
3. பத்திரிக்கைச் சட்டங்கள்	4. பத்திரிக்கை மன்றம்

அலகு III இதழ்களின் அமைப்பு முறை

1. இதழ்கள் தொடங்குவதற்கான வழிமுறைகள்

2. செய்தித்தாள் நிர்வாக அமைப்பு

அலகு IV செய்திகள், சேகரித்தல், எழுதுதல்

1. செய்தியாளர்	2. செய்தி
3. செய்தியின் உள்ளடக்கங்கள்	4. செய்தி திரட்டுதல்

5. செய்தி நிறுவனங்கள்   6. பேட்டி

7. குற்றச் செய்திள்   8. பல்வேறு வகையான செய்திகள்

9. செய்திகளும் சிறப்புத்தனி இயல்புகளும்   10. படங்களும் இதழ்களும்

அலகு V செப்பனிடுதல் (பதிப்பித்தல்)

1. செய்திகளைச் செப்பனிடுதல் - நுட்பங்கள் 2. ஆசிரியர்

3. செய்தி ஆசிரியர்   4. துணை ஆசிரியர்

5. செய்தியின் கட்டமைப்பு   6. பக்க வடிவமைப்பு

7. அச்சுப்படி திருத்துதல்   8. இதழியல் கலைச் சொற்கள்

பாடநூல் : இதழியல் கலை

ஆசிரியர் : டாக்டர் மா.பா. குருசாமி

ஸ்ரீ சக்தி ∴பைன் ஆர்ட்ஸ்

சிவகாசி

ஜனவரி − 2009.

நாட்டுப்புறவியல்

Subject Code: 2020ECC003   **No. of Credits: 2**

அலகு I

நாட்டுப்புற இயல் என்றால் என்ன?

நாட்டுப்புற இயலின் வரலாறு

நாட்டுப்புற அயல் கல்வி − ஒரு விளக்கம்

அலகு II

நாட்டுப்புற ஆடல்கள்

நாட்டுப்புற கூத்துகள்

நாட்டுப்புற கைவினைக் கலைகள்

அலகு III

நாட்டுப்புற விளையாடல்கள்

நாட்டுப்புற மருத்துவம்

நாட்டுப்புற நம்பிக்கைகள்

அலகு IV

நாட்டுப்புற வழிபாடுகள்

நாட்டுப்புறக் கதைகள்

நாட்டுப்புறப் பாடல்கள்

கதைப்பாடல்கள்

அலகு **V**

விடுகதைகள்

பழமொழிகள்

புராணங்கள்

பாடநூல் : நாட்டுப்புறவியல்

ஆசிரியர் : சு. கண்முக சுந்தரம்

காவ்யா பதிப்பகம்,

ஏப்ரல் - 2017.

கணிப்பொறியில் தமிழ்

Subject Code: 2020ECC004   **No. of Credits: 2**

அலகு **I**

கணிப்பொறியில் தமிழ்

விசைப்பலகை அமைப்பு முறைகள்

எழுத்துருவின் வகைகள்

அலகு **II**

தமிழ் எழுத்துருக்கள்

எழுத்துரு / விசைப்பலகை இயக்கியை நிறுவுதல்

அலகு **III**

தமிழில் தட்டச்சு செய்யும் முறை

சிக்கல்களும் தீர்வுகளும்

அலகு **IV**

இணையத்தில் தமிழ்

தமிழ் இணையப் பல்கலைக்கழகம்

மின்னஞ்சல்

அலகு **V**

யூனிக்கோடு

வின்டோஸ் எக்ஸ்பீயில் தமிழ்

தமிழ் இணையதளங்கள்

ஆசிரியர் : த. பிரகாஷ்

பெரிகாம் நூல் வெளியீடு மற்றும் விற்பனை

ஆகஸ்டு – 2007.

தமிழக வரலாறும் மக்கள் பண்பாடும்

Subject Code: 2020ECC005   **No. of Credits: 2**

அலகு I

1. தமிழக வரலாற்றுக்கான அடிப்படை ஆதாரங்கள்
2. தமிழகத்தின் இயற்கை அமைப்புகள்.
3. வரலாற்றுக் காலத்துக்கு முந்திய தமிழகம்.
4. சிந்து வெளி அகழ்வாராய்ச்சி.

அலகு II

1. பண்டைய தமிழரின் அயல்நாட்டு தொடர்புகள்
2. தமிழ் வளர்த்த சங்கம்
3. சங்க இலக்கியம்
4. பண்டைய தமிழரின் வாழ்க்கை

அலகு III

1. களப்பிரர்கள்
2. பல்லவர்கள்
3. தமிழகத்தில் நான்காம் நூற்றாண்டு முதல்
   ஒன்பதாம் நூற்றாண்டு வரையில் சமூக நிலை.

அலகு IV

1. சோழப் பேரரசின் தோற்றம்.
2. சோழப் பேரரசின் வளர்ச்சியும் வீழ்ச்சியும்.
3. சோழர் காலத்தில் தமிழரின் சமுதாயம்.
4. பாண்டியரின் ஏற்றமும் வீழ்ச்சியும்.

அலகு V

1. மதுரை நாயக்கர்கள்.

2. தமிழகத்தில் 13 முதல் 18 ஆம் நூற்றாண்டு வரை சமூகநிலை

3. ஐரோப்பியரின் வரவு.

4. 19 ஆம் நூற்றாண்டின் அரசியலும் தமிழகத்தின் சமூக நிலையும்.

5. 20 ஆம் நூற்றாண்டில் தமிழகம் மேற்கோள் நூல்கள்.

பாடநூல் : தமிழக வரலாறும் மக்கள் பண்பாடும்

ஆசிரியர் - கே. கே. பிள்ளை.

உலகத் தமிழாராய்ச்சி நிறுவனம்.

செப்டம்பர் - 2016.

தமிழ் இலக்கிய வரலாறு

Subject Code: 2020ECC006   **No. of Credits: 2**

அலகு I

1. காலப்போக்கில் கன்னித்தமிழ் ஒரு கண்ணோட்டம்

2. தமிழ்ச்சங்கம்   3. அகத்தியர்

4. தொல்காப்பியர்   5. சங்க இலக்கியம்

6. பதினென் கீழ்கணக்கு

அலகு II

1. இரட்டைக் காப்பியங்கள்   2. நாயன்மார்கள்   3. ஆழ்வார்கள்

4. சமயமும் தமிழும் (பௌத்தம், சமணம், சைவம், வைணவம்)

5. கன்னித் தமிழ் காப்பிய வளர்ச்சி   6. புராணங்களும் பிறவும்.

அலகு III

1. சிற்றிலக்கியங்கள். 2. பதினென் சித்தர்கள்.   3. உரையாசிரியர்கள்.

4. பிற்காலப் புலவர்கள்.   5. கிருத்துவமும் தமிழும்.   6. இஸ்லாமியமும் இன்தமிழும்.

அலகு IV

1. சோழப் பேரரசின் வளர்ச்சியும் வீழ்ச்சியும். 2. கவிஞர் பெருமக்கள்.

3. புதக்கவிதை.   4. உரைநடை இலக்கியம், சிறுகதை இலக்கியம்.

அலகு V

1. தமிழ் நாவல் இலக்கியம்.   2. தாளிகைகள்.

3. இசைத்தமிழ் வரலாறு.   4. நாடகத் தமிழ் வரலாறு

5. 20 ஆம் நூற்றாண்டில் இன்தமிழ் வளர்ச்சி.   6. பிற நாடுகளில் பைந்தமிழ்

பாடநூல் : தமிழ் இலக்கிய வரலாறு

ஆசிரியர் : பேராசிரியர் மது.சா. விமலானந்தம்

முல்லைநிலையம்,

சென்னை, 2018

NEW MEDIA

Subject Code: 2020ECC007   **No. of Credits: 2**

Objectives :

To enable the students to understand the new age media sources.

UNIT I:

Spread of Internet; Salient features and advantage over traditional media;
History and spread of internet in India, reach and problem of access; Internet and
Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

UNIT II:

Online journalism; Earlier websites of newspapers, E-books and E-publishing
Status of online journalism today.

UNIT III:

Digital storytelling: Tools of multimedia journalists; Learn to report, write and produce in a
manner that is appropriate for online media; Feature writing for online media: Story idea,
development and news updates.

UNIT IV:

Open source journalism: Responding to the audience, Annotative reporting; Citizen
Journalists, Problem of verification, accuracy and fairness.

UNIT V:

Use of blogs, tweets, etc. for story generation and development; Protecting copyright,
Exploring Cyberspace: Individual Blog; Group weblog

TEXT BOOKS:

Recent editions of the following books only are recommended

1.Jagdish Chakravarthy, Net, Media and the Mass Communication,Authors press, New
Delhi,2004.

2. Gopal Bhargava ,Mass Media and Information Revolution,Isha Books, New Delhi ,2004.

REFERENCE BOOKS:

1.Nath, Shyam ,Assessing the State of Web Journalism ,Authors Press, New Delhi,2002.

2.Narayana Menon, The Communication Revolution.National Book Trust ,1976.

PROOFREADING AND COPYEDITING

Subject Code: 2020ECC008   **No. of Credits: 2**

Objectives

To enable the students to proofread and edit texts.

UNIT I:

Introduction to Proofreading and Copyediting, The use of style sheets and style guides in Proofreading and copyediting, finding the appropriate style guides, how to create and use a style sheet.

UNIT II:

Proofreaders' marks and how they are used to copyedit and proofread, your job as a proofreader.

UNIT III:

How to proofread, Proofreading practice.

UNIT IV:

The job of copyediting, how to copyediting, copyediting practice.

UNIT V:

How to copyedit or proofread one's own Work, copyediting or proofreading as a career.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Laura Anderson ,Proofreading Handbook ,McGraw-Hill ,2nd Edition2006.
2. Elsie Myers Stainton, The Fine Art of Copyediting ,Columbia University Press ,2002.

REFERENCE BOOKS:

1. Suzanne Gilad ,Copyediting and Proofreading For Dummies ,1st Edition

2011

2. Peter Ginna ,What Editors Do: The Art, Craft, and Business of Book Editing (Chicago Guides to Writing, Editing, and Publishing) ,University of Chicago Press ,2017

PERSONALITY DEVELOPMENT

Subject Code: 2020ECC009   **No. of Credits: 2**

Objectives :

To make students groom their personality and prove themselves as good Samaritans of the society

UNIT I:

Introduction to Personality Development ; The concept of personality, Theories of Freud & Erickson, Significance of personality development; The concept of success and failure: What is success-Hurdles, What is failure- Causes of failure.

UNIT II:

Attitude & Motivation, Factors affecting attitudes-Positive attitude, Advantages, Negative attitude- Disadvantages - Concept of motivation - Significance – Internal and external motives -Importance of self- motivation-Factors leading to de-motivation

UNIT III:

Term self-esteem, Symptoms, Advantages - Do's and Don'ts to develop positive self-esteem, Low selfesteem, Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships.

UNIT IV:

Other Aspects of Personality Development, Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader – Character   building -Team-work – Time management - Work ethics –Good manners and etiquette.

UNIT V:

Employability Quotient , Resume building- The art of participating in Group Discussion – Facing the   Personal (HR & Technical), Interview, Psychometric Analysis, Mock Interview Sessions.

TEXT BOOKS:

 Recent editions of the following books only are recommended

1.E.B. Hurlock ,Personality Development ,Tata McGraw Hill ,28th Reprint. New Delhi: 2006

2. Stephen P. Robbins and Timothy A. Judge ,Organizational Behavior ,Prentice Hall. 16th Edition, 2014.

REFERENCE BOOKS:

1. Sudhir Andrews , How to Succeed at Interviews, New Delhi.Tata McGraw-Hill ,21st (rep.)1988

2. Heller, Robert., Effective leadership, Essential Manager series. Dk Publishing,2002.

TECHNICAL WRITING

Subject Code: 2020ECC010   **No. of Credits: 2**

Objectives :

> To enable the students to practice professional writing.

UNIT I:
> Technical Writing Basics, Technical Communication: Definition & Purpose.

UNIT II:
> Characteristics of Technical Communication, Audience, Centered Communication.

UNIT III:
> Legal and Ethical Communication: Description & Importance, Implicit and Explicit Rules of Communication: Definitions & Examples.

UNIT IV:
> Types of Technical Documents.

UNIT V:
> The Technical Writing Process: Prewriting, Writing & Rewriting, Spread of Internet; Salient features and advantage over traditional media.

TEXT BOOKS:

 Recent editions of the following books only are recommended

1. Kieran Morgan , Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals, and procedures , Better on paper publications ,2015

2. Thomas Arthur Rickard ,A Guide to Technical Writing ,Bibliolife, 2008.

REFERENCE BOOKS:

1. Gerald J. Alred, Charles T. Brusaw&Walter E. Oliu , Handbook of Technical Writing ,Bedford/St. Martin's ,2008.

2. Mike Markel, Technical Communication, Palgrave MacMillan ,2012

AN INTRODUCTION TO PSYCHOLOGY

Subject Code: 2020ECC011   **No. of Credits: 2**

Objectives :

To enable the students to articulate how psychological research adheres to ethical and scientific principles, and communicate the difference between personal views and scientific evidence in understanding behavior.

UNIT I:
        Introducing Psychology, Psychological Science, Brain, Body and Behavior.
UNIT II:
        Sensing and Perceiving Remembering and Judging, Intelligence and Language.
UNIT III:
        States of Consciousness, Growing and Developing, Learning.
UNIT IV:
        Emotions and Motivation, Personality
UNIT V:
        Defining Psychological Disorders, Treating Psychological Disorders, Psychology in Our Social Lives.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. David Myer , David Myer's Psychology , Worth Publishers ,(7th ed.) 2004.
2. Daniel Kahneman, Thinking Fast and Slow , Farrar , Straus and Giroux , 2011

REFERENCE BOOKS:

1. Roger R. Hock, Forty Studies That Changed Psychology , Prentice hall ,2008.

2. Robert Feldman, Understanding psychology, McGraw Hill Education, 2017

3.Thomas E. Ludwig , Psychsims ,WortSh Publishers ,2004

ASTRONOMY

Subject Code: 2020ECC012   **No. of Credits: 2**

Objectives:

On successful completion of this course the students should gain knowledge about Astronomy.

UNIT I:

General description of the Solar system. Comets and meteorites – Spherical trigonometry.

UNIT II:

Celestial sphere – Celestial co – ordinates – Diurnal motion – Variation in length of the day.

UNIT III:

Dip – Twilight – Geocentric parallex.

UNIT IV:

Refration – Tangent formula – Cassinis formula.

UNIT V:

Kepler's laws – Relation between true eccentric and mean anamolies.

TEXT BOOK

Recent editions of the following books only are recommended

"ASTRONOMY" by S.Kumaravelu and Susheela Kumaravelu.

FUZZY MATHEMATICS

Subject Code: 2020ECC013   **No. of Credits: 2**

Objective:

- To know the basic concepts of fuzzy stes and its characteristics.
- To understand the concept of various operations on fuzzy sets.
- To learn the concept of fuzzy relations and its applications.

UNIT 1
From classcal sets to Fuzzy sets: Introduction-Crisp Sets: An over vieww-Fuzzy set: Basic types-Fuzzy sets: Basic Concepts-Characteristics and significance of the paradigm Shift.

UNIT 2
Fuzzy sets of versus crisp sets: Addtional properties of α- Cuts- Representations of fuzzy sets-Extension Principle of Fuzzy sets.

UNIT 3
Operations on fuzzy sets: Types of Operations-Fuzzy complements-Fuzzy Intersections: t-Norms-Fuzzy unions: t-conorms.

UNIT 4
Fuzzy Arithmetic: Fzzy Numbers-Lnguistic Variables-Arithmetic Operations on intervals.

UNIT 5
Fuzzy Relations: Crisp versus Fuzzy Relations-Projections and Cylndric Extensions-Binary Fuzzy Relations-Binary relations on a single set-Fuzzy Equvalence Relations-Fuzzy Compatibility Relations.

TEXT BOOK:

Fuzzy Sets Uncertainty and Information, George, J.Klir and Tina A, Folger, Printice Hall of India

Pvt Ltd, New Delh, 2006

UNIT 1: Page no: 1-30

UNIT 2: Page no: 35-48

UNIT 3: Page no: 50-96

UNIT 4: Page no: 97-102

UNIT 5: Page no: 119-135

Reference Book:

1. Fuzzy Logic Intellegence, Control and information, John Yuan, Reza Langari, Pearson Education, New Delh, 1999
2. Fuzzy logc and Neural Networks, M.Amirthavalli, Scitech Publications Pvt Ltd, Chennai and Hydrabad, 2007
3. Fuzzy Lgic with Engineering Applications, Timothy , Jo Ross, McGraw-Hill INC, New York, 1996.

OPERATION RESEARCH

Subject Code: 2020ECC014   **No. of Credit :2**

Objectives:
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.

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

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

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

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

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

Text Book:
Recent editions of the following books only are recommended

Prof. V. Sundaresan., K.S. Ganapathy Subaramanian ., K.Ganesan: Resource Management Techniques (Operations Research) A.R.Publications- 2002
      Unit I   : Chapter 1 – Section 1.1,1.2,1.4,1.9, Chapter 2 – Section 2.1- 2.5
      Unit II   : Chapter 7 – Section 7.1- 7.2, Chapter 8 – Section 8.1 ,8.2,8.4,8.5
      Unit III   : Chapter 15 – Section 15.1,15.2,15.5,15.8

Unit IV　　　**:** Chapter 15 – Section 15.6
Unit V　　　**:** Chapter 16 – Section 16.6, 16.7, Chapter 11 – Section 11.1, 11.2

Reference:
1. Kanti Swarup, Gupta P.K, Man Mohan : Operations Research, Sultan Chand & Sons- 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-200
　4.V.K.Kapoor: Operations research, Sultan Chand&sons-2007

MATHEMATICS FOR PROFESSIONAL COURSES

Subject Code: 2020ECC015　　　　　No. of Credits: 2

OBJECTIVES

- To understand the fundamental concepts of Set Theory and Linear Equations.
- To solve the problems in Mathematics of Finance, sequence and series.
- To acquire the knowledge of correlation, regression and problem solving.

UNIT 1:
　　　Sets, Functions and Relations -Equations Linear equations–Homogeneous linear equations .

UNIT 2:
　　　Sequence and Series–Arithmetic progression-Geometric progression; Mathematics of Finance: Simple interest-Compound interest.

UNIT 3:
　　　Limits ─ Basic concepts of Differentiation - Integration

UNIT 4:
　　　Measures of Central Tendency and Dispersion, Arithmetic Mean, Median – Mode, Geometric Mean and Harmonic Mean, Standard deviation, Quartile deviation

UNIT 5:
　　　Correlation and Regression.

TEXT BOOKS:
　Recent editions of the following books only are recommended

1. Discrete Mathematics, B.S. Vatssa, Wishwa Prakashan Private Limited, 3rd Edition.
2. Business Mathematicsc and Statistics, P.A. Navanitham, Jai Publisher, June 2004.

Reference Book:
1 .Dr.M.K.Venketaramen,Dr.N.Sridharan,N.Chandarasekaran: DiscreteMathematics
The National publishing Company – 2006.

2.P.R.Vittal :Business Mathematics and Statistics, Margham Publications.-2011
3. Sanchetti, D.C and Kapoor, V.K: Business Mathematics, Sultan chand Co & Ltd-2002.

Unit 1: Chapter 2 and 3, chapter 7, 7.1-7.4 (Text Book 1)
Unit 2: Chapter 1 and 2 (Text Book 2, Part 1)
Unit 3: Chapter 5, 6 and 8 (Text Book 2, Part 1)
Unit 4: Chapter 7 (Text Book 2, Part 2)
Unit 5: Chapter 12 and 13 (Text Book 2, Part 2
Chapter 3 , Section 3.1-3.4 and Chapter 6, Section 6.1-6.3 (Text Book 3)

MULTIMEDIA AND ITS APPLICATIONS

Subject Code: 2020ECC016   **No.of Credits: 2**

Objectives:
•To enable the students learn the overview of Multimedia systems.
•To provide knowledge about the Basic concepts of Sound and Image Processing.
•To enhance the knowledge about the Multimedia Applications.

UNIT I

Media and Data Streams : Medium – Main Properties of a Multimedia Systems – Multimedia – Traditional Data Streams Characteristics – Data Streams characteristics for continuous media.

UNIT II

Sound / Audio: Basics sound Concepts – Music – Speech . Video and Animation : Basics concepts – Television – Computer Based Animations.

UNIT III

Images and Graphics : Basics concepts – Computer Image Processing – Data Compression : Storage space – coding requirement – source entropy and hybrid coding – some basic compression techniques – JPEG – MPEG – DVI.

UNIT VI

Multimedia Communication system : Application subsystem – Transport subsystem – quality of services and resource management.

UNIT V

Multimedia Applications : Introduction – Media Preparation – Media Composition – Media Integration – Media Communication – Media Entertainment.

Reference Books:
1. Ralf Steinmetz and Klara Nahrstedt , Multimedia : Computing , Communication & Applications. ,Pearson Education.

MANAGEMENT INFORMATION SYSTEM

Subject Code: 2020ECC017   **No. of Credits: 2**

Objectives:
•To familiarise the students with Business Information through Computers.
•To enable the students aware of utilization of business information for decision making.
•To bestow knowledge about Database Management System

UNIT I
　　　　Management information system: meaning – features – requisites of effective MIS – MIS Model – components – subsystems of an MIS – role and importance – corporate planning for MIS – growth of MIS in an organization – centralization vs decentralization of MIS - Support – Limitations of MIS.

UNIT II
　　　　System concepts – elements of system – characteristics of a system – types of system – categories of information system – system development life cycle – system enhancement.

UNIT III
　　　　Information systems in business and management: Transaction processing system: Information repeating and executive information system.

UNIT IV
　　　　Database management systems – conceptual presentation – client server architectures networks.

UNIT V
　　　　Functional management information system: Financial – accounting – marketing – production – Human resource – business process outsourcing.

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TEXT BOOKS:
  Recent editions of the following books only are recommended

1. Gorden B.Davis and Margrethe H.Olson: "Management Information System", Tata McGraw Hill Publication, New Delhi, 1st Edition, 2005.
2. Aman Jindal: "Management Information system", Kalyani Publishers, New Delhi, First Edition,

2004.

Reference Books:

1. Kenneth C. Laudon: "Management Information System", Pearson Education, New Delhi, First Edition, 2004.
2. Stephen Haag: "Management Information System", Tata McGraw Hill Publication, New Delhi, First Edition, 2008.

THEORY OF COMPUTATION

Sub Code: 2020ECC018   **No. of Credits: 2**

Objectives:
- To learn about the basic of theory of computing
- To understand the concept of finite automata and push down automata
- To acquire knowledge in formal language
- To enhance the concept of conversion of deterministic automata to non deterministic automata.

UNIT- I

Introduction to theory of Computing – Why Study the theory of Computing- What is Computation- Set theory-Alphabets-Strings and Languages-Relations-Functions-Graphs and Trees.

UNIT -II

Finite Automata: Introduction-Finite state Machines-Deterministics Finite Automata(DFA)-Finite Automata with and without Epsilon Transitions-Language of Deterministic Finite Automata-Acceptability of a String by a Deterministic Finite Automata-Processing of Strings by Deterministic Finite Automata;Non-Deterministic Finite Automata(NFA)- Language of Non- Deterministic Finite Automata-Equivalence between DFA and NFA-Non Deterministic Automata with or without Epsilon Transitions.

UNIT -III

Formal Language: Introduction-Theory of Formal Language-Kleene and positive Closure-Defininig Language-Recursive Definition of Language-Arithmetic Expression-Grammar-Classification of Grammar and Language-Language and their Relation-Operations On Language-Chomsky Hierrachy.

UNIT- IV

Regular Language: Introduction-Regular Language and Expression-Operations of Regular Expression-Identity Rules-Algebraic Laws for Regular Expression-Finite Automata and Regular Expression- Kleene's Theorem-Problems-Context Free Grammar and Context Free Language: Introduction-Derivation Tree-Parse Tree-Right Most and Left most Derivation -Ambiguity-Problems.

UNIT- V

Push Down Automata: Description and Definition-Language of PDA-Graphical Notation of

PDA-Acceptance by Final State and Empty Stock, From Empty Stock to Final State and Vice versa-Deterministic Pushdown Automata and Non deterministic Pushdown Automata-Language-Problems.

TEXT BOOKS:
  Recent editions of the following books only are recommended

1. Theory of Computing-A Gentle Introduction, Efim Kinber, Carl Smith, published by Pearson Education.(UNIT 1)
2. Theory of Automata, Language & Computation, Rajendra Kumar, Tata McGraw Hill Education Private Limited, New Delhi. (UNIT 1to 5)

REFERENCE BOOK:
A Textbook Automata Theory, S.F.B.Nasir, P.K.Srimani, Published by Cambridge University Press India Pvt, Ltd, New Delhi.

UNIT 1: Chapter 1: Section 1.1, 1.2 (Text Book 1)
Chapter 1: Section 1.1-1.6 (Text Book 2)
UNIT 2: Chapter 2: Section 2.1-2.11
UNIT 3: Chapter 3: Section 3.1-3.10
UNIT 4: Chapter 4: Section 4.1-4.5, 4.6, 4.6.1, 4.6.2
Chapter 6: Section 6.1-6.10
UNIT 5: Chapter 7: Section 7.1-7.10

OOPS WITH JAVA PROGRAMMING

Subject Code: 2020ECC019   **No. of Credits: 2**

Objectives :
- To Understand fundamentals of object – oriented programming in Java, including defining classes,invoking methods,using class libraries,etc.
- To be able to use the Java SDK enviroment to create, debug and run simple Java programs.
- To understand the Java Programming concepts so as to enable the students of Applications and Applets using Java

UNIT I
Introduction to Object-Oriented Programming : Fundamentals – Object oriented Paradigm –
Elements of the OOP – Abstraction – Encapsulation – Modularity – Hierarchy –Concurrency
Persistance – Inheritance – Polymorphism – Benefits of OOP – Applications of OOP.

UNIT II
        Java Evolution : History – Features – Difference between Java,C,C++ - Java and Internet –
Java and WWW – Web Browsers . Overview : Simple Java Program - Structure – Java Tokens-
Statements -JVM - Constants – Variables – Data types – Operators and Expresions.

UNIT III
        Decision Making and Branching :if,if...else, nested if, switch – Decesion making and
looping : while,do,for – Jumps in Loops – Labeled loops – Classes, Objects and Methods.
Arrays, Strings and vectors - Interfaces :Multiple Inheritance – Packages : Putting classes together –
Multithreaded programming – Thread exceptions – Life cycle of Thread - Thread priority –
Synchronization.

UNIT IV
        Managing Errors and Exceptions – Types of Errors – Exceptions – Applet Programming –
Applet life cycle – Graphics Programming.

UNIT V
        Managing Input / Output Files in Java: Concepts of Streams – Stream classes – Byte stream
classes – Character stream classes - Using streams – I/O classes – File classes - I/O Exceptions –
Creation of files – Reading / Writing characters, Byte - Handling Primitive data types – Random
Access Files

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Grady Booch: "Object Oriented Analysis & Design with Applications", Second Edition, Pearson Education.
2. E.BalaGurusamy: "Programming with Java", Third edition, Tata McGraw Hill Pvt Ltd.
Reference Books:
1. Patrick Naughton & Hebert Schildt: "The Complete Reference Java 2", Third edition, Tata McGraw Hill Pvt Ltd.
2. Programming with Java – John R.Hubbard, Second Edition, Tata McGraw.

PROGRAMMING IN C

Subject Code: 2020ECC020   **No. of Credits: 2**

Objectives: To enable the students
   To know about problem solving techniques and algorithm fundamentals.
   To know about the basics of C Programming and its various computation logics.

UNIT I
            Overview of C - Introduction – Structure of C - Character set - C tokens - Keyword & Identifiers - Constants - Variables - Data types - Declaration of variables - Assigning values to variables - Defining Symbolic Constants - Operators – Arithmetic Expressions: - Evaluation of expression - Type conversion in expression - operator precedence .

UNIT II
            Decision Making and Branching - Decision making with IF statement - simple IF statement - The IF ELSE Statement - Nesting of IF ...ELSE statements - The ELSE IF ladder - The switch statement – The GOTO statement -- Decision Making and Looping - The WHILE statement - The DO statement - The FOR statement – Jumps in Loop.

UNIT III
        Arrays - One Dimensional - Two Dimensional - Multidimensional arrays - Character string Handling - Declaring and initializing string variables - String:Introduction- Standard Functions. Funtions: User - defined Functions - Need for user Defined functions - Types of Functions :No Arguments and no return values - Arguments with return values - Recursion.
UNIT IV
        Structure : Structure definiton - Giving values to members – Structure initialization - comparison of structure variables - Structures within structures- size of structures.
UNIT V
        Pointers to structures. Pointers – Introduction-Features of Pointers - Declaring and initializing pointers - Accessing a variable through its pointers - pointers and arrays - pointers and character strings

TEXT BOOKS:
  Recent editions of the following books only are recommended

1. E. Balagurusamy: **"Programming in ANSI C"** **,** Tata Mc. Graw Hill, 5th Edition (reprint), 2011. (Unit II, Unit III, Unit IV, Unit V)

2. R.G.Dromey: "How to Solve it by Computer", Prentice Hall of India, Delhi,2000 (Unit-I)

Reference Books:
1. Byron Gottfried: "Programming with C"(Schaum's Outline Series), Tata Mc.Graw Hill,2nd Edition,1998.
2. Ashok. N. Kamathane: "Programming with ANSI and Turbo C", Pearson Education Asia,4th Edition,2002 .
3. Yeswanth Kanethkar: "Let us C" Tata Mc. Graw Hill, 3rd Edition,1992.

INTERNET OF THINGS

Subject Code: 2020ECC021   **No. of Credits: 2**

Objectives:
- To get the vision and introduction to IoT .
- To Understand IoT Market perspective, Data and Knowledge Management and use of Devices in IoT Technology.
- To understand state of the art IoT architecture,real world IoT deisgn constraints,industrial automation and commercial building automation in IoT.

UNIT I

Introduction- Concepts behind the Internet of Things- The IoT Paradigm- Smart Objects- Creative Thinking Techniques – Modifications- Combination Scenarios- Breaking Assumptions- Solving Problems.

UNIT II

M2M to IoT – A Market Perspective– Introduction, Some Definitions, M2M Value Chains, IoT Value Chains, An emerging industrial structure for IoT, The international driven global value chain and global information monopolies.

UNIT III

M2M and IoT Technology Fundamentals- Devices and gateways, Local and wide area networking, Data management, Business processes in IoT, Everything as a Service(XaaS), M2M and IoT Analytics, Knowledge Management Introduction, Technical Design constraints-hardware is popular again.

UNIT IV

Introduction, State of the art, Architecture Reference Model- Introduction, Reference Model and architecture, IoT reference ModelIoT Reference Architecture- Introduction, Functional View, Information View, Deployment and Operational View, Other Relevant architectural views. Real-World Design Constraints.

UNIT V   Service-oriented architecture-based device integration, SOCRADES: realizing the enterprise integrated Web of Things, IMC-AESOP: from the Web of Things to the Cloud of Things, Commercial Building Automation- Introduction, Case study: phase one-commercial building automation today.

TEXT BOOKS:

Recent editions of the following books only are recommended

1. Jan Holler, Vlasios Tsiatsis, Catherine Mulligan, Stefan Avesand, Stamatis Karnouskos, David Boyle: "From Machine-to-Machine to the Internet of Things: Introduction to a New Age of Intelligence", First Edition, Academic Press, 2014.
REFERENCE BOOKS:
1. Vijay Madisetti and Arshdeep Bahga: "Internet of Things (A Hands-on-Approach)",FirstEdition, VPT, 2014.
2. Francis daCosta: "Rethinking the Internet of Things: A Scalable Approach to Connecting Everything", First Edition, Apress Publications, 2013.
3.Hakima chaouchi,"The Internet Of Things Connecting Objects,2010

WEB TECHNOLOGY AND ITS APPLICATIONS

Subject Code: 2020ECC022   **No. of Credits: 2**

Objectives: To enable the students
- To learn about the basic concepts of various networking model and its layers.
- To learn about the concepts of protocol and its architecture.
- To learn about the Java Scripts and XML.

UNIT I
        Networking Protocols and OSI Model: OSI Model, Layer functions. Internetworking concepts, devices, internet basics: why internetworking, problems, virtual network, repeaters, bridges, routers, gateways, history of internet, growth.

UNIT II
        TCP/IP Part I: basics, addressing, IP addressing, logical addresses, concept of IP address, ARP, RARP, BOOTP, DHCP, ICMP. TCP / IP Part II: TCP, UDP – basics, features, relationship, ports and sockets, connections, TCP segment format, UDP, differences.

UNIT III
        DNS, Email, FTP, TFTP – DNS, Email, FTP, TFTP. TCP / IP Part IV : WWW, HTTP, TELNET – history, basics, HTML, common gateway interface, remote login (TELNET).

UNIT IV
        Java Script and AJAX. PHP / MySQL – scripting language, client side vs Server side, Features of PHP, reference, MySQL basics, using MySQL with PHP.ASP.NET: overview of .NET framework, Details, Server controls and web controls, validation controls.

UNIT V
        Java Web Technologies – Java servlets and JSP, Creating and testing, servlet, session management, introduction to JSP, JSP and JDBC, EJB, architecture, overview, types of EJB, session beans. Web Security: principles, cryptography, plain text and cipher text, digital certificates, signatures, secure socket layer. XML – what is XML? XML versus HTML, EDI, Terminology, Document-Type Declaration, Element-Type declarations.

TEXT BOOK:
 Recent editions of the following books only are recommended

1. Achyut Godbole and Atul Kahate :"Web Technologies – TCP / IP, Web / Java Programming and Cloud Computing", Third Edition, McGraw Hill Education India Private Limited.
REFERENCE BOOKS:
1. Behrouz A. Forouzan : "TCP / IP – Protocol Suite", McGraw Higher Education, Sixth Edition.
2. Paul Deitel, Harvey Dietel and Abbey Dietel: "Internet & World Wide Web – How to Program", Fifth Edition, Tata McGraw Hill.

NETWORK SECURITY

Subject Code: 2020ECC023   **No. of Credits: 2**
Objectives: To enable the students
- ❖ To know about cryptography and its various functions.
- ❖ To understand the concepts of hashes and public key algorithm.
- ❖ To have a knowledge on different types of authentication.
- ❖ To know about the standards, IP security and their applications**.**

UNIT I
        Cryptography - Introduction – Primer on Networking –Active and Passive Attacks –Layers and Cryptography – authorization Viruses, worms, Trojan Horses – The Multi level Model of Security. Cryptography – Breaking an Encryption Scheme – Types of Cryptographic functions – secret key Cryptography – Public key Cryptography – Hash algorithms.

UNIT II
        Secret Key Cryptography **-** Secret Key Cryptography – Generic Block Encryption – Data Encryption Standard – International Data Encryption Algorithm (IDEA) – Advanced Encryption Standard.

UNIT III
        Hashes and Public Key Algorithms **-** Hashes and Message Digests: Introduction – Things to do with hash – MD2 – MD4 – MD5. Public Key Algorithms: Modular arithmetic – RSA – Diffie-Hellman – Digital Signature Standard – Elliptic Curve Cryptography.

UNIT IV
        Authentication - Overview of Authentication Systems: Password-Based Authentication – Address-Based Authentication – Cryptographic Authentication Protocols –Eavesdropping and Server Database Reading – Trusted Intermediaries – Session Key Establishment.

UNIT V
        Standards, IP Security and Applications - Standards: Kerberos V4: Introduction – Tickets and Ticket-Granting Tickets – Configuration – Logging into the Network – Replicated KDCs. IP Security: Overview of IPSec – IP and IPv6 – Authentication Header – ESP.

ReferenceBooks:
1.Charlie Kaufman, Radia Perlman and MikeSpeciner : "Network Security Private Communication in a Public World", Pearson Education, New Delhi, 2nd Edition,2008 .
2.Stallings William : "Cryptography and Network Security Principles and Practices", Prentice Hall India, New Delhi, 4th Edition 2007.
3.Stallings William : " Network Security Essentials Applications and Standards " Prentice Hall India, New Delhi, 2004.
4.Atul Kahate : "Cryptography and Network Security " Tata Mc.Graw Hill , 2nd Edition, 2008.

MOBILE AND WIRELESS TECHNOLOGY

Subject Code: 2020ECC024   **No. of Credits: 2**
  Objectives:
To learn the wireless communication on digital mobile communication systemand integration of services and applications from fixed networks into networks supporting mobility of end user and wireless access.
UNIT - I
        Introduction: Applications – A Simplified Reference Mode. Wireless Transmission: Cellular System. Medium Access Control : Motivation for a Specialized MAC : Hidden and exposed terminals – Near and far terminals – SDMA – FDMA – TDMA : Fixed TDM –Classical Aloha – Slotted Aloha – Carrier Sense Multiple Access – Demand assigned Multiple Access – PRMA Packet Reservation Multiple Access – Reservation TDMA – Multiple Access With Collision Avoidance – Polling – Inhibit Sense Multiple Access. CDMA: Spread Aloha multiple access.
UNIT -II
        Telecommunication Systems: GSM: Mobile Services – System Architecture – Radio
Interface – Protocols - Localization And Calling – Handover – Security – New Data Services.
DECT: System Architecture – Protocol Architecture – TETRA.
UNIT -III
        UMTS and IMT 2000: UMTS Releases and Standardization – UMTS System Architecture - UMTS Radio Interface – UTRAN – Core Network – Handover. Satellite System: History – Applications – Basics: GEO – LEO – MEO . Routing – Localization – Handover.Broadcast Systems: Overview – Cyclical Repetition Of Data – Digital Audio Broadcasting –Digital Video Broadcasting – Convergence of Broadcasting and Mobile Communication.
UNIT -IV
        Wireless LAN: Infra Red Vs Radio Transmission – Infrastructure and Ad-Hoc Network – IEEE 802.11: System Architecture – Protocol Architecture – Physical Layer – MediumAccess Control Layer – MAC Management – HIPERLAN: HIPERLAN1 -WATM – BRAN– HiperLAN2. Bluetooth: User scenarios – Architecture – Radio layer – Base band layer –Link manager protocol
UNIT -V
        Mobile Network Layer: Mobile IP – Dynamic Host Configuration Protocol – Mobile Ad-
Hoc Networks. Mobile Transport Layer: Traditional TCP-Classical TCP Improvement-TCP
Over 2.5/3G Wireless Networks – Performance Enhancing Proxies.

TEXT BOOKS:

 Recent editions of the following books only are recommended

1. Asoke K Talukder and Roopa R Yavagal ,Mobile Computing,Tata McGraw-Hill,,Eleventh Reprint 2009.

2.John Schiller , Mobile communication, Pearson Edition ,2 nd Edition.

REFERENCE BOOKS:
1. William C.Y.Lee, Mobile Communication Design Fundamentals ,John Wiley,1993
2. Ivan Stojmenoric , Wireless network & Mobile communication,1st Editio

CLOUD COMPUTING

Subject Code: 2020ECC025   **No. of Credits: 2**
 Objectives:

  To Understand the Cloud computing architectures, applications and challenges and learn about various cloud storages

UNIT - I   **(12 Hours)**
         INTRODUCTION: Cloud Computing Introduction, From, Collaboration to cloud, Working of cloud computing, pros and cons, benefits, developing cloud computing services, Cloud service development, discovering cloud services.

UNIT -II   **(12 Hours)**
         CLOUD COMPUTING FOR EVERYONE:Centralizing email communications, cloud computing for community, collaborating on schedules, collaborating on group projects and events, cloud computing for corporation, mapping schedulesm managing projects, presenting on road.

UNIT -III   **(12 Hours)**
         USING CLOUD SERVICES: Collaborating on calendars, Schedules and task management, exploring on line scheduling and planning, collaborating on event management, collaborating on contact management, collaborating on project management, collaborating on word processing, spreadsheets, anddatabases.

UNIT -IV   **(12 Hours)**
         OUTSIDE THE CLOUD **:** Evaluating web mail services, Evaluating instant messaging, Evaluating web conference tools, creating groups on social networks, Evaluating on line groupware, collaborating via blogs andwikis
UNIT -V   **(12 Hours)**
         STORING AND SHARING: Understanding cloud storage, evaluating on line file storage, exploring on line book marking services, exploring on line photo editing applications, exploring photo sharing communities, controlling it with web based desktops.

TEXT BOOKS:

 Recent editions of the following books only are recommended

1. Michael Miller, Cloud Computing, Pearson Education, New Delhi,2009.

2.Anthony T. Velte, Cloud Computing A Practical Approach, Tata Mcgraw HillEducation Private Limited,1st Edition2009

REFERENCE BOOKS:

1. Arshdeep Bahga, Cloud Computing: A Hands-On Approach, Paperback-Import,,Dec 2013..

CROSS CULTURE MANAGEMENT

Subject Code: 2020ECC026   **No. of Credits: 2**
Objective:
- To provide a thorough understanding
- The impact of an international context on management practices based on culture.
- Frameworks for guiding cultural and managerial practice in international business.

UNIT-I
Basic framework of Cross Cultural Management: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management – Implications for the Manager. Comparing Cultures. Shifts in the Culture – Organizational Culture – Culture and Communication –Needs and Incentives – Dispute Resolution and Negotiation.

UNIT-II
Structure of Cross Cultural Management: Formal Structures – Functions – Bureaucracy – Culture and Bureaucracy – Implications. Informal Systems – Informal Relationships – Patronage, Society and Culture –Government-Business Patronage – Guanxi – Managing Informal Systems – Implications.

UNIT-III
Globalization & Cross Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies –Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implications.

UNIT-IV
Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implications.

UNIT-V
Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control – Implications.

TEXT BOOK:
 Recent editions of the following books only are recommended

Jean-Francois Chanlat, Cross Culture Management, T&F publication, Edition-2013.

REFERENCE BOOKS:
1. Neal Mark, The Culture Factor: Cross-national Management and Foreign Venture, Macmillan, Edition-1998.
2. Prashant Faldu, Cross Culture Management, Presence Institute of Image Consulting Pvt.Ltd., Edition-2015.
3.Dipak Kumar, Cross Culture Management: Text and Case, PHI Publication, Edition-2010.
4.Richard R.Gesteland, Cross-Culture Business Behaviour, Copenhagen Business School Press, Edition-1999.

INDIAN ECONOMY AND TRADE DEPENDENCIES

Subject Code: 2020ECC027   **No. of Credits :2**

Objectives: On successful completion of the course, the students should have understood
- The diversity of issues prevalent in the Indian Economy.
- Trade related issues of the Indian Economy.
- The importance of trade in the present globalized era.

UNIT- I
Introduction to Indian Economy : Alternative Development Strategies – Trends in National Income, Growth and Structure since 1991 - New Industrial Policy 1991 – Recent changes in Trade Policy - Competition Policy - Public Sector Reform - Privatization and Disinvestments – Progress of Human Development in India.

UNIT-II
Planning and Economic Development : Redefining the Role of the State –Human Capital Formation in India – Problem of Foreign Aid – Economic Reforms and Reduction of Poverty – Measures to Remove Regional Disparities.

UNIT-III
Indian Industries : Review of Industrial Growth under 10th and 11th Five year plan - Growth and present state of IT industry in India – Outsourcing, Nationalism and Globalization – Small Sector Industrial Policy.

UNIT-IV
Foreign Trade: Trends of Exports and Imports of India – Composition of India's Foreign Trade - Direction of India's Foreign Trade – Growth and Structure of India's Foreign Trade since 1991 – Balance of Payments since the New Economic Reforms of 1991. Foreign Capital : Need for Foreign Capital – Foreign Investment Inflows –Role of Special Economic Zones (SEZ)

UNIT-V
India in the Global Setting : India in Global Trade – Liberalization and Integration with the Global Economy – Globalization Strategies – India's Foreign Exchange Reserves –Convertibility of the Rupee – WTO and India.

TEXT BOOK:

Recent editions of the following books only are recommended

1.Ramesh Singh, Indian Economy, Mcgraw Hill Education, Edition-7, 2015.

REFERENCE BOOKS:

1.P.Arunachalam-Indian Economy and Trade, Serial Publication, Edition-1,2011.
2.Sankarganesh,Indian Economy Key concepts, Kavin Mukhil Publications, Edition-4,2016
3.Gaurav Kumar, Indian Economy, Kd Publication, Edition-1, 2016.
4.Puri Misra, Indian Economy, Himalaya Publication, Edition-26, 2008.

EXPORT MARKETING

Subject Code: 2020ECC028   **No. of Credits: 2**

Objectives:

• To gain knowledge on Export distribution channels.
• To enable the students to understand Export and Import Procedures.
• To create awareness regarding the export promotion and export finance.

UNIT I
Export marketing – an overview -export marketing – meaning difference between export marketing

and domestic marketing – basic function of export marketing.

UNIT II
Export distribution channels – direct export – indirect export – channel; small manufacturer.

UNIT III
Export promotion – characteristics of foreign buyers – forms of export promotion-importance of

Promotional Activities.

UNIT IV
        Export and Import Procedure Documents used in Foreign Trade.

UNIT V
        Export Finanace- Needs- Short terms, Medium and long term Source of Finance types of
Credit.

Text Book
1.Rathor. BS-Export Marketing - Himalaya publishing House 2006

INTERNATIONAL TRADE & FOREX

Subject Code: 2020ECC029   **No. of Credits: 2**

Objectives:
- To learn the overview of International Trade and Globalisation.
- To make the students to understand the concepts of foreign exchange management.
- To gain the knowledge on the basic regulation of FEMA.

UNIT I

International trade- Meaning- Scope- Challanges- Theories of International Trade- Balance of Payment- Trade Barriers.

UNIT II

Competition Law and International Trade- Competition and Consumer Protection- Regulation of anti competition activity.

UNIT III

Export Policy and Procedure- features- Export Promation Schemes- SEZs , EOU- Deemed Export- Export Promotion Council.

UNIT IV

Import Policy and Procedure- Import of Gifts- Import on Import basis- Procedure for customer clearance- Warehousing- Canalised import.

UNIT V

Introduction to FEMA- Forex Management-Nature- Forex Manager- Foreign Exchanfge Market- Foreign Exchange Rate- Types- Present status of Foreign exchange Market in India.

TEXT BOOKS:
 Recent editions of the following books only are recommended

1. Francis cherunilam -International trade-Himalaya publication House 2010

BRAND MANAGEMENT

Sub Code: 2020ECC030   **No. of Credits: 2**

Objective:

•To understand the methods of managing brands and strategies for brand management.
•To successfully establish and sustain brands and lead to extensions

UNIT I
Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT II
Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT III
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT IV
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT V
Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

TEXT BOOKS:
 Recent editions of the following books only are recommended
1.Keller/ Parameswaran & Jacob,Strategic Brand Management: Building, Measuring, and
2.Managing Brand Equity,Pearson Education India; 4 Edition 2015.

REFERENCE BOOKS:
1.Y.L.R. Moorthi,Brand Management,Vikas Publishing House, 1st Edition 2003.
2.Sagar Mahim,D. P. Agrawal,Brand Management, ANE Books Edition 2009.

3.Kirti Dutta,Brand Management: Principles and Practices,Oxford University Press, Edition 2012.
4.Ranjeet Verma,Brand Management,Laxmi Publications, 1st Edition 2009.

STRESS MANAGEMENT

Subject Code: 2020ECC031   **No. of Credits: 2**

Objectives:

•To provide a broad physical, social and psychological understanding of stress.

•To understand the management of work related stress

•To develop and implement effective strategies to prevent and manage stress at work.

UNIT I
Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

UNIT II
Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say 'No'.

UNIT III
Implications – People issues – Environmental issues –Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

UNIT IV
        Developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

UNIT V
Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

TEXT BOOK:

Recent editions of the following books only are recommended

 1.D M Pestonjee,Stress and Work: "Perspectives on Understanding and Managing Stress", SAGE Response, First Edition 2013.

REFERENCE BOOKS:

1.Kamlesh Jani, Ratish Kakkad,Stress Management,Pothi Publishers, Edition 2008.

2.Aarti Gurav ,Time Management ,Buzzing stock Publishing House, First Edition 2014.

3.Sanjay Kumar, Pushp Lata,Communication Skills, Oxford University Press, Second Edition 2015.
Barun Mitra,Personality Development and Soft Skills, Oxford University Press, Second Edition 2017.

RISK AND INSURANCE IN INTERNATIONAL TRADE

Subject Code: 2020ECC032   **No. of Credit :2**

Objective: On successful completion of this course, the students should have understood
- basic principles of insurance and riskmanagement
- Understanding contemporary issues related to insuran

UNIT-I

Nature and History of Insurance Business - Insurance Business in India Europe, UK and USA - insurance Act 1938 -General insurance business -Nationalisation - Insurance as a social security tool – Insurance and economic development - IRDA- Entry of private players into Insurance business -Actuarial profession -Global Trends and developments in Insurance Business

UNIT-II

Principles of Legal aspects of Insurance - Principles of Insurable Interest – Principles of Utmost Good Faith – Principles of Indemnity - Principles of Subrogation -Doctrine of Proximate Clause - Tariff Advisory Committee – Legal Aspects of Life Assurance - Global Insurance Regulatiory Frame work.

UNIT-III

Global Non-life Insurance: Principles & Practices Fire insurance – Standard fire policy; Marine - Cargo and Hull insurance – Types; Motor insurance – Liability insurance, Types of policies; Engineering insurance – Electronic equipment insurance, Burglary insurance – Underwriting Practices – Claims settlement in International Perspectives.

UNIT-IV

Risk management process – Risk identifications: perception of risk, Threat analysis, Even analysis, Safety Audit – Risk evaluation – Concept of probability –Statistical methods of risk evaluation – Value at Risk (VaR)

UNIT-V

Risk Management Methods – Contingency Planning – Risk Transfer – Captive Insurance agreements – Reinsurance – Catastrophe covers – Legal Aspects of Reinsurance – Reinsurance Markets – Lloyds Markets – Risk Management techniques for global insurance market players.

TEXT BOOK:
 Recent editions of the following books only are recommended

1.Mishra, M.N,Insurance principles and practices, S. Chand and Co, Delhi, Edition 4, 2007 .

REFERENCE BOOKS:

1.Tripathy N.P,Insurance principles and practices,Prentice Hall India Learning Private   Limited Edition 3, 2009

2.Ghanashyam Panda & Monika Mahajan,Principles and Practice of Insurance,Kalyani Publishers Edition 4,2011.

3.Insurance Regulatory and Development Authority Act, 1999 ,Universal Law Publishing - An imprint of LexisNexis Edition 1, 2016.

4.S K Sarvaria,Commentary on the Insurance Regulatory and Development ,Universal Law Publishing - An Imprint of Lexis Nexis; Edition 1, 2016

RETAIL MARKETING

Subject Code: 2020ECC033　　　　　　　　**No.of Credits: 2**

Objective:

•To enable the students to understand about Global Retailing.

•To provide knowledge on Visual Merchandise Management.

•To familiarise the students with the Retail shoppers' behaviour**.**

UNIT I

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

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

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

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

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:

 Recent editions of the following books only are recommended

1**.** A.Sivakumar, Retail Marketing, Excel Books, Edition-1, 2007.

2.David Gilbert, Retail Marketing Management, Pearsons Education, Edition-2006.

REFERENCE BOOKS:

1**.** Dr.L.Natarajan, Retail Marketing, Margham Publications, Edition-1,2013.

2.S.Banumathi, Retail Marketing, Himalaya Publishing House, Edition-2015.

3.B.B.Mishra, Retail Marketing, Vrinda Publication, Edition-2010

EXPORT AND IMPORT PROCEDURES

Subject Code: 2020ECC034   **No.of Credits: 2**

Objective:
- To enable the students to understand about export and import procedures.
- To provide adequate knowledge on export and import documentation.
- To impact knowledge on export and import procedures.

UNIT I

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

Features and Functions of export marketing – Sources of market information – Product planning – Quality control – Export pricing – Export marketing channels – Strategy formulation.

UNIT III

Steps involved in export – Confirmation of order – Production of goods – Shipment – Negotiation – Documents used for export – Commercial documents
– Regulatory documents – ISO Certificate.

UNIT IV

Import Trade law in India – Preliminaries for star ting Import Business – Registration of Importers – arranging finance for Import – Arranging letter of Credit for Imports – Balance of Payments – Liberalization of Imports.

UNIT V

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 BOOKS:
 Recent editions of the following books only are recommended

1.Subramanian Balagopal.T.A.S", Export Marketing",Himalaya Publication House,Mumbai,Edition 1,2010.

2.Francis Cherunilam,"International Trade & Export Management",Himalaya Publication House,Mumbai,Edition 1,2012.

REFERENCES BOOKS :

1.Veera Reddy.P,"Import made Easy",Commercial Law Publication,New Delhi",Edition 5,2001.
2.Mahajan.M.I,"Export Policy Procedure & Documentation",Snow White Publication,Mumbai,Edition 24,2011.
3.A Nabhi : "How to Import 2005-2006",A Nabhi Publications, 1st Edition 2006.

LOGISTICS AND SUPPLYCHAIN MANAGEMENT

Sub Code : 2020ECC035   **No. of Credits: 2**

Objective: The objective of the subject is to explore
- The interlinking between Logistics and supply chain management.
- The course seeks to provide the key concepts and solution in the design, operation, control and management of supply chain as integrated systems.
- The impact of supply chain in gaining competitive advantage.

UNIT I

Introduction to logistics – Business logistics – marketing logistics – objectives –importance – logistics and customer services – physical supply and distribution –elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT II

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT III

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT V

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

TEXT BOOKS:
  Recent editions of the following books only are recommended

1.Donald J. Bowersox & David J. Closs,Supply Chain Logistics Management,McGraw Hill Education , 3rd Edition 2016.

REFERENCE BOOKS:
1.Raghuram,Logistics And Supply Chain Management: Cases and Concepts,Laxmi Publications, Edition 2015.
2.Janat Shah, Supply Chain Management,Pearson Education, 1st Edition 2009
3.Ballou,Business Logistics/Supply Chain Management,Pearson Education India, 5th Edition 2007
4. Chopra & Kalra, Supply Chain Management, Pearson Education India; 6th Edition 2016.

QUALITY MANAGEMENT

Sub Code : 2020ECC036   **No. of Credits: 2**
Objective: On successful completion of the course the students should have understood
- To introduce the fundamental concepts of total quality management, statistical process control, six sigma and the application of these concepts .
- To provide a basic understanding of "widely-used" quality analysis tools and techniques.

UNIT I
Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II
Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III
Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Terotechnology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT IV
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V
Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward.

TEXT BOOK:
Recent editions of the following books only are recommended

1.R. Janakiraman and R,K Gopal, Total Quality Management, PHI Learning, 1st Edition 2009.

REFERENCE BOOKS:

1. Howard S.Taylor and Francis, Quality Management Systems, New century Publications, Edition 2000

2. L.Suganthi Anand Samuel, Total Quality Management,PHI learing, 1st Edition 2009,
3.Joseph M.Juran, Quality Handbook, Mc Grawhill,6th Edition .
4.Bell Desmond Heivemann, Managing Quality,Butterworth Publications, Edition 1994.

MANAGEMENT OF SMALL AND NEW ENTERPRISES

Sub Code : 2020ECC037   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood
- Identification, organization and building of new enterprise.
- To prepare, analyze and execute business plan.
- The logical decision making in business.

UNIT I

Entrepreneurship: Small Scale Introduction Institutional- Small scale Enterprises –Infrastructure- Entrepreneurial Competencies for Small Scale Enterprises -Institutional Interface.

UNIT II

Establishing small scale enterprises **-**opportunities scanning- choice of enterprise - market assessment for sse - choice of technology and selection of site**.**

UNIT III

Small scale enterprises —— getting organized**-** financing the new/small enterprise - preparation of the business plan - ownership structure and organization framework.

UNIT IV

Operating the small scale enterprise **-** financial management issues in SSE -operations management issues in SSE- Marketing management issues in SSE - organizational relations in SSE.

UNIT V

        Performance appraisal and growth strategies **-** management performance lessons growth and Assessment and control from stabilization - strategies for stabilization and successful strategies Growth entrepreneurs of small - managing family enterprises.

TEXT BOOK:

  Recent editions of the following books only are recommended

  1.Prof.Nirali Pandt, Management of new and small Enterprise, Dotcom Publications, 5th Edition,2016.

REFERENCE BOOKS:

1.C.S.Prasad, Small and Mdium Enterprise in global Perspective, New Century Publications, I Edition, 2009
2.Taxmann, Small and Medium Enterprises in India,   Tax mann Publication, Edition 2013.
3.Karen Patten Ayman, Information Technology for small business, Sprnger publications, Edition 2012.

4.Sarika Lohana, Medium,Micro and Small Enterprises, New century Publications, 1st Edition 2014.

TOURISM MANAGEMENT

Sub Code : 2020ECC038   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood
- The handling of human resource in the context of complex work situations of the tourism industry.
- The complexities of marketing the tourism product.
- The challenges and rewards of Tourism industry.

UNIT I
History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

UNIT II
Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

UNIT III
Growth and development of tourism in India, National Action Plan 1992.

UNIT IV
Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

UNIT V
Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

TEXT BOOKS:
Recent editions of the following books only are recommended

1. Rajan chauhan, Tourism Management, APH Publishing Corporation- Edition-2012.

REFERENCE BOOKS:

1.David Weaver Laura Lawton, Tourism Management, Jhon Wiley & Sons Inc., Edition-2, 2006.
2. Ratandeep Singh, Tourism and Transport Management, Kanishka Publishiners, Edition-1, 2008.
3.Atul Shrivastava, Tourism Planning & Management, Anmol Publications Pvt., Ltd., Edition-2010.
4. Vandhana Joshi, Achana Biwal, Tourism Operations & `Management, Oxford University Press, Edition-1, 2009.

EVENT MANAGEMENT

Sub Code: 2020ECC039   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood
- Organization and management of events.
- The management of accounting and financial aspects in organizing an event.
- Planning the logistics and coordinating the technical aspects.

UNIT I
Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures .

UNIT II
Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT III
Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT IV
Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events .

UNIT V
Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR.

TEXT BOOKS:
Recent editions of the following books only are recommended

1.Sita Ram Singh ,Event Management,Aph Publishing Corporation , Edition 2009.

REFERENCE BOOKS:

1.Wagen,Event Management,Pearson, 1st edition 2005.
2.C.P. Harichandan,Event Management, Global Vision Publishing House, 1st edition 2010.
3.Tony Rogers,A Global Industry (Events Management),S.Chand (G/L) & Company Ltd, 3rd

Edition 2013.

4. D. G. Conway,The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event,Viva Books 1st Edition 2010.

HOSPITALITY MANAGEMENT

Sub Code: 2020ECC040   **No. of Credits: 2**

Objective : On successful completion of the course the students should have understood
- To plan and execute hospitality events in coordination with back-of-the-house managers.
- To Design and evaluate a hospitality operations plan, employing control systems and technologies, with guest preferences.
- To Supervise and coordinate personnel, demonstrating clear communication and cultural sensitivity.

UNIT I

The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry – Franchising.

UNIT II

The Organization and Structure of Lodging Operations : Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services.

UNIT III

The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department.

UNIT IV

Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division.

UNIT V

Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing – Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management.

TEXT BOOKS:
  Recent editions of the following books only are recommended

1.Jhon R.Walker, Introduction to Hospitality Management, Pearson India, Edition-2, 2008.

REFERENCE BOOKS:

1.Teason.D, Principles of Management for Hospitality Industry, Routledge, Edition 2009.
2. Dr.Saurabh Dixit, Tourism & Hospitality Management, APH Publishing Corporation, Edition-2013.
3. Gajanan Shirke, Hospitality Management, Shorff Publishers, Edition-2011.
4. Aadesh Sinha, Hospitality Operation Management, Centrum Press, Edition-2012

CONSUMER BEHAVIOUR

Sub Code : 2020ECC041   **No. of Credits: 2**

Objective: On successful completion of the course the students should have understood
•Consumer motivation and perception
•Learning and attitude
•Consumer decision making

UNIT-I
Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.
UNIT –II
      Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception
UNIT – III
      Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change.
UNIT – IV
      Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.
UNIT-V
      Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making.

TEXT BOOKS
 Recent editions of the following books only are recommended

1. Leon G. Schiffman, Joseph Wisenblit, Consumer Behaviour, Pearson publication, 11th Edition, 2015.

REFERENCE BOOKS
1. Sathis K Batra, Shhkazmi, Consumer Behaviour, Excel publication, 2nd Edition, 2008.
2. Suja R.Nair, Consumer Behaviour, Himalaya publication, 1st Edition, 2016.
3. Majumdar, Ramanuj, Consumer Behaviour, Prentice Hall India Learning Pvt Ltd, 7th Edition, 2009.
4. Rajneesh Krishna, Consumer Behaviour, Oxford University Press,1st Edition, 2014.

HUMAN RESOURCE MANAGEMENT

Subject Code : 2020ECC042   **No. of Credits: 2**

Objectives:
- To understand the nature of human resources and its significance to the organization
- To familiarise students with the various techniques in HRM that contribute to the overall effectiveness of an organization.
- To bring the attention of the students on the latest trends in managing human resources in an organization.

UNIT I

Human Resource Management:Definition – Objectives – Functions - Evolution And Growth Of HRM– Qualities Of A Good HR Manager – Changing Roles of a HR Manager-– Problems And Challenges of a HR Manager.

UNIT II

Planning The Human Resources :definitions Of Human Resource Planning – Objectives – Steps In Human Resources Planning – Dealing With Surplus And Deficient Man Power - Job Analysis – Job Description – Job Specification.

UNIT III

Recruitment & Selection : Recruitment And Selection – Objectives of Recruitment – sources – Internal And External Recruitment – Application Blank – Testing – Interviews.

UNIT IV

Training & Development :Training and development – Principles of Training – Assessment Of Training Needs – on the Job Training methods - off the Job Training Methods – Evaluation of Effectiveness of Training Programmes.

UNIT V

Performance Appraisal :Performance Appraisal– process – Methods of Performance Appraisal – Appraisal Counseling – Motivation process – Theories of motivation – Managing Grievances and Discipline.

TEXT BOOKS:
Recent editions of the following books only are recommended

1. Tripathi: "Personnel Management", Sultan Chand & Sons, New Delhi, 2000.
2. L M Prasad: "Human Resource Management", Sultan Chand & Sons, New Delhi, 2005.

REFERENCES BOOKS:

1. Aswathappa: "Human Resource Management", Tata Mc Graw Hill Publishing Company, New Delhi, 1999.
2. Davis and Werther: "Human Resource Management", Tata Mc Graw Hill Publishing Company, New Delhi, 2000   .

PRINCIPLES AND PRACTICE OF MARKETINGSERVICES

Subject Code: 2020ECC043   **No. of Credits: 2**

Objectives:
•To enable the students to gain knowledge on marketing of various services.
•To enlighten the students'knowledge on marketing services.
•To make the students understand about practice of marketing services.

UNIT I
　　　　Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

UNIT II
　　　　Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.

UNIT III
　　　　Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.

UNIT IV
　　　　Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.

UNIT V
　　　　Services Marketing – II: Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing.

REFERENCE BOOKS:

1. S.M.Jha,: "Services Marketing", Himalaya Publication House, Mumbai, Sixth Edition, 2003.

2. Christopher love lock: "Services Marketing", Person Education Chennai, Sixth Edition, 2010.

3. Philip Kotler:"Marketing Management",Person Education Chennai, Sixth Edition, 2013

4. S.Sherlekar: "Marketing Management", Himalaya Publication House, Mumbai, Sixth Edition, 1997.

CONSUMER MARKETING

Subject code: 2020ECC044   **No. of Credits: 2**

Objectives:
- To make the students to understand the concepts of consumer marketing and the motivation theories.
- To understand the customer value chain and their demography.
- To understand market segmentation and their uses.

UNIT I
   Introduction- Definition of Consumer Marketing- Need and importance- Scope- Consumer Needs- Theories of Motivation and their application- Process Theories-– Content theories- Personality and Self Concept- Theries of Personality – Trait Theory

UNIT II
   Building Customer Value and Satisfaction- Delivering Customer Value- Value Chain – Value Delivery Network- Attracting and Retaining Customer Retention- Relationship Marketing- Customer Demand- Demography- Market Segmentation- Benefits- Criteria for Market Segmentation.

UNIT III
   Learning Theories and their application- Brand Loyality- Brand Extention- Conditioning Theories- Cognitive Learning Theory- Attitude and Attitribute theory- Cognitive Dissonance- Self Concept- Development of Self- Fashion – Cosmetics- and Conspicious Consumption

UNIT IV
   Perception- Thershold of perception- Sublinieal of Perception- Perception- Perceptual Process- Dynamics- Positioning Methods- and Measurement- Perceptual Mapping- Multidimensional Scaling- Consumer Imaginaries

UNIT V
   Advertising- Role in Marketing Process- Legal and Ethical Process- Social Aspects- Function and Types of Advertising- Integrated Marketing Communication- Brand Management- Brand Equity- Image in Brand Equity Buiding- Ethics in Advertisement

TEXT BOOKS:
 Recent editions of the following books only are recommended

1. Schiffman L.G and Kanuk L: "Relationship Marketing", Tata MC Graw Hill, Twelfth

Edition2009.

2. R.S.N Pillai and Bhavathi : "Modern Marketing Principles and Practices", S.Chand & Co., Ltd., New Delhi, Seventh Edition, 2011.

3.Paul green Berg: "Customer Relationship Management", Tata MC Graw Hill, Seventh Edition,2009.

REFERENCE BOOKS:

1.Philip Kotler and Gray Armstrong: "Principles of Marketing", Pearson Education Pvt Ltd., Seventh Edition, Reprinted 2011.

2. Dr.Rajan Nair: "Marketing Management", Sulthan Chand & Sons, Eleventh Edition, NewDelhi

MARKETING OF HEALTH SERVICES

Subject Code:2018ECC045   **No. of Credits: 2**

Objectives:

- To enable the students understand about health services.
- To make the students aware of different marketing mix in health industry.
- To confer knowledge about online health services .

UNIT – I

Marketing plans for services: process, strategy formulation, resource allocation and monitoring services communications- customer focused services- service quality- SERV QUAL model.

UNIT – II

Hospital services- Selecting Health Care Professionals- Emerging trends in Medicare- Marketing Medicare – Thrust areas for Medicare services.

UNIT – III

Marketing Mix for Hospitals- Product Mix- Promotion Mix- Price Mix- Place Mix- Strategic Marketing for Hospitals.

UNIT – IV

Online Health Services- Organization of Online Health Care Business- On-line Marketing and On-line financial & clinical transaction.

UNIT – V

Legal system: Consumer Rights & Protection, medicine safety rules- Food & Nutrition Security in India - Health Promotion Agencies.

Note: Question paper shall cover 100% Theory

REFERENCE BOOKS:

1. Richard K. Thomas, Health Services Marketing, A Practitioner's Guide, Edition-2, 2008.

2. Zeithaml, Services Marketing, Mcgraw Hill Education, Edition-6, 2013.

3. Lovelock, Services Marketing, Pearson India, Edition-7, 2011.

4. Er.I.C. N.Berkowitz, Essentials of Health care Marketing , Jones & Bartlett Learning,

Edition-3, 2010.

INTERNATIONAL BANKING

Subject Code: 2020ECC046   **No. of Credits: 2**
 Objectives:

The course aims to provide the students witha sound grasp of the practices of modern international banking the central themes and issues will be examined in an international and comparative context.

UNIT-I

Global trends and development in international banking – Outline of international banking and finance. Wholesale banking – Retail banking – Private banking – Interbank business – Regulatory framework – BASEL-II.

UNIT-II

International financial centers – Offshore banking units – Special Economic Zones – Foreign exchange management control – International loan agreements – International debt management.

UNIT-III

Asset liability management – Profitability of international banking operations – Investment banking – Correspondent banking – Bank Regulation: Regulation and prudential supervision of banks in the UK and EU. International regulatory and supervisory convergence. Regulating the multifunctional bank.

UNIT-IV

International financial institutions – IMF, IBRD, BIS, IFC, ADB, WTO – international competitiveness – implications and effectiveness and country risk.

UNIT-V

Treasury and risk management – bank risk management – letters of credit mechanism – buyers and sellers credit – bilateral and counter trade.

TEXT BOOKS:

Recent editions of the following books only are recommended

1.Indian Institute of Banking and Finance, International Banking, Macmillan, Edition-2011.

REFERENCE BOOKS:

1.Ruonarayan Bose, Fundamentals of International Banking, Laxmi Publications, Edition-2014.
2.Indaian Institute of Banking and Finance, International Banking Operations, Macmillan, Edition-2017.
3.Yoon S. Park, International Banking and Financial Centers, Springer Publications, Edition-2011.
4.Emmanuel N Roussakis, International Banking, Greenwood Press, Edition-1983.

E-COMMERCE

Subject Code: 2020ECC047   **No. of Credits: 2**

Objectives:
- To provide knowledge about Electronic Commerce.
- To enable the students understand the technology of e-Commerce for Business Application.
- To make the student aware of the Techniques in the Application of e-Commerce.

UNIT I

E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology.

UNIT II

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

UNIT III

Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.

UNIT IV

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumer's perspective – mercantile models from the merchant's perspective.

UNIT V

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.

TEXT BOOKS:
Recent editions of the following books only are recommended

1. Ravi Kalakota and Andrew B.Whinston: "Frontiers of Electronic Commerce", Pearson

Education, First Edition, 2006.
2. Elias M Awand: "Electronic Commerce", Phi Learning Pvt Ltd, Third Edition, 2007.

REFERENCE BOOKS:
1.Daniel Minoli and Emma Minoli: "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi, First Edition, 2006.
2. Efrain Turban and David King: "Electronic Commerce", Pearson Education, FirstEdition 2009.
3. Pete Loshin: "Electronic Commerce", Firewall Media, Fourth Edition, 2005.

INTERNATIONAL ACCOUNTING

Subject Code: 2020ECC048   **No. of Credits: 2**
Objective: To make the students understand
- the concept and nuances of international accounting standards and practices for international business firms
- the importance of financial reporting in international environment.

UNIT-I

Objective of International Financial Reporting – Concept International Accounting Practices, introduction to inter corporate investments – inter company transaction – Global Joint Venture Accounting, Foreign Currency Translation accounting

UNIT-II

Financial instruments – Presentation and disclosure – Convertible securities – recognition and measurement of financial instruments –comprehensive income – settlement Date Vs Trade Date Accounting.

UNIT-III

Inter corporate investment – Temporary and Portfolio investments –Business combination and reporting methods – consolidation procedures –Financial statements disclosure.

UNIT-IV

Global mergers & acquisitions accounting – consolidating wholly, non wholly owned subsidiary under equity and cost recording – Inter company revenue, expenses & inter company profile profit & expenses.

UNIT-V

Financial reporting in an international environment – Integrated Vs Self Sustaining foreign subsidiary – GAAP for public sector organizations.

TEXT BOOKS:

 Recent editions of the following books only are recommended

1. A. K. Das Mohapatra,International Accounting,Prentice Hall India Learning Private Limited , Edition 2, 2012.

REFERENCE BOOKS:

1. Med ,Accounting and Finance for Bankers,Macmillan Education Edition 3, 2012.
2. Timothy Doupnik,International Accounting,McGraw-Hill Higher Education; Edition 3, 2011
3. Frederick D.S. Choi,International Accounting,Pearson Education; Edition 5, 2007
4. Shirin Rathore ,International Accounting,PHI, Edition 2,2011.

CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

Subject Code: 2020ECC049   **No. of Credits: 2**

Objectives:
• To make the students to understand the concepts of corporate governance
• To gain knowledge on legislative framework of corporate governance and Corporate Social Responsibility and good corporate citizenship.
• To understand the Business Ethics and Genesis**.**

UNIT-I:
Evolution -Concept-Principles and development-Management structure for corporate governance-Board structure-Stake holder's relationship committee-Appraisal of Board performance-Transparency and disclosure.

UNIT-II:
Legislative framework of corporate governance:UK,USA,India-Corporate communication-Art and Craft of investors relation-Shareholders activism-Investor protection-changing role of Institutional Investors.

UNIT-III:
Corporate social responsibility and good corporate citizenship:Various governance forums-Common Wealth Association for Corporate Governance-Organization for Economic Cooperation Development (OECD)-International Corporate Governance Network (ICGN)-National Foundation for Corporate Governance(NFCG).

UNIT-IV:
Business Ethics-Business dilemma versus decision-Dilemma resolution process-Business ethics as a strategic management tool-stakeholders protection-corporate leadership.

UNIT-V:
Genesis-Meaning-Nature-Objectives-Scope of Corporate Sustainability.Legal framework - conventions and treaties on environmental- Health and safety-Social security issues.

TEXT BOOKS:
1. Corporate Governance in India : An Evaluation by Das,Subash Chandra.
2. Baxi CV-Corporate Social Responsibility And Governance – Excel books 2006.

ENTERPRISE RESOURCE PLANNING

Subject Code: 2020ECC050   **No.of Credits: 2**

Objectives:
- To enable the students undrstand about the different organizational processes and work flows in ERP.
- To bestow knowledge on ERP services and Business Process Re-engineering .
- To give knowledge on ERP project and its implementation.

UNIT 1
ERP: Introduction : Define – Functional Module in ERP System – Evolution of ERP Systems - Characteritics of ERP – Process Intergration With ERP Systems. Benefits of ERP Applications – Technology Behind ERP Systems. ERP Market and Vendors: ERP Market – ERP Vendors – Service Oriented Architecture - ERP Package features.

UNIT II
Extended ERP Services: Defining Extended ERP – SCM and ERP – ERP and BI – ERP and E-Commerce. Business Process Re-engineering And ERP: Defining Business Process Reengineering-Enterprise redesign principles – Business process reengineering - BPR and Change Management – Different Approaches BPR Implementaion – Methodology for BPR Implementaion – Role of IT in BPR – BPR and EPR Systems – BPR sucess / failure factors.

UNIT III
Planning for ERP – Planning for ERP Implementaion – Understanding Organizational Requirements. - Understanding Economic and Strategies Justification – Analysing Project Scope – Determing Resources – Creating Budget for ERP Implementaion – Selecting the Right ERP Package- Preparing Organizations for ERP Implementaion. Implementation of ERP: Designing for ERP systems – ERP implementaion approaches – ERP implementaion Life cycle.

UNIT IV
Managing ERP Projects: Risk Failure factors in ERP Implementaion – Examples of ERP Failure-Mitigating implementaion risks – Management and complexity of Large scale ERP Projects-Training users to use ERP Systems. - Evaluating ERP Projets.

UNIT V

ERP Going live and post implementaion: Preparingto go live – Strategies for migration – to new ERP systems – Go live performance surprises – Managing ERP after go live – Maintenance of ERP Systems. Expanding ERP Boudaries: Service oriented architecture – Enterprises application integration – Application Services provider – Model for ERP implementaion.

TEXT BOOKS:

 Recent editions of the following books only are recommended

Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd 2008