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		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 2022 -2023)

1.   REGULATIONS

This regulation is effective from the academic year 2022 -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 Eaminations (EAE). The CIA, EAE break up for theory papers is   50:50 and practical is 50:50.

1.6.1. Break Up of Continuous Internal Assessment (CIA) Marks

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

Content	Marks Awarded
Continuous Internal Assessment Test –I	7.5
Continuous Internal Assessment Test –II	7.5
Model Examination	15
Assignment (2 Numbers)	5
Seminar (1Number)	5
Quiz / Online objective Test	5
Attendance (75% -79% – 1 Mark, 80%-84% - 2 Marks , 85%-89% - 3 Marks , 90%- 94% - 4 Marks , 95% - 100% - 5 Marks)	5
Total	50

Practical

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

Project

Content	Marks Awarded
Review and content Presentation (3 Reviews)	60
Project Report	20
Total	80

1.6.2. End Assessment Examinations (EAE)

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

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

c) The question papers for Part I, Part II and Part III courses will be set by the external examiners and Part IV and Extra Credit Courses may be set by the internal or external examiners.

d) The exams for Languages, English, Core, Allied and Elective will be conducted for a maximum of 50 marks for three hours. The passing minimum for CIA and EAE is 40% (20 out of 50 Marks) and overall passing minimum putting the CIA and EAE marks together will be 40 % (40 out of 100).

e) Question Paper Pattern: (Languages, English, Core, Allied and Elective)

Part A	10*1=10Marks	Multiple Choice Question
Part B	5*3=15 Marks	5 Questions- 3 Marks each – either or type.
Part C	5*5=25Marks	5 Questions- 5 Marks each – either or type
Total	50 Marks	

f) The exams for Value Based Education, Non Major Elective, Skill based Subjects and Self study course 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 &Self study course)

Part A	5*10=50 Marks	5 Questions- 5 Marks each – either or type
Total	50 Marks	

h) Question Paper Pattern: Skill based subject (Communication Skills and Mathematics for Competitive   Examinations)

Part A	100*1=100 Marks	Multiple Choice Questions (Online)
Total	50 Marks (Marks will be convered into 50 Marks)	

i) Question paper pattern: (Extra Credit Courses)

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

j) The marks secured in the extra credit course will get reflected in the mark sheet only if the candidate

has secured 40% marks and above.

k) The students will be allowed to choose only two papers per semester under the extra credit courses

from third semester onwards.

l) Job oriented Courses

Every student should complete one job oriented course of minimum 20hrs   duration .The student may register either in PMKVY (supported by the central government) or other external agency.

They should submit a certificate for the successful completion of the training programme from the agency concerned at the end of the third semester.

m) Online Course

Students have to register online courses in NPTEL /SWAYAM /MOOC / COURSERA /EDX / others can appear for the exam in same web portal and submit the certificate during the sixth semester or can appear through End Assessment Examinations in our course.

Question paper pattern: (Online Course)

Part A	100*1=100 Marks	Multiple Choice Questions (Online)
Total	100 Marks (Marks will be convered into 50 Marks)	

n) i) Question paper pattern: (Self Study Courses – General Awareness)

Part A	100*1=100 Marks	Multiple Choice Questions (Online)
Total	100 Marks (Marks will be convered into 50 Marks)	

ii) Question paper pattern: (Self study course – all other courses)

Part A	5*10=50 Marks	5 Questions- 10 Marks each – either or type
Total	50 Marks	

o) Practical

Content	Marks Awarded (Max Marks:50)
Program – 1	20
Program – 2	20
Viva voce	5
Record	5
Total	50

 p) Extra-Curricular Activities

        The first year students can enroll themselves for NSS / RRC /YRC / Sports & Games / Clubs. Participation in any one of these activities 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 sixth semester.

q) 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 at the end of fifth semester.

 r) 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 should undergo trainingfor a period of two weeks. The students must maintain a work diary and prepare a report of the trainingundergone 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 and the completion certificate must be issued by Head of the Department and the same may be submitted to the Controller of Examinations at the end of semester V.

s) Project

The evaluation for the End Assessment Examination should be as per the norms given below:

Content	Marks Awarded
Viva Voce	20
Total	20

t) 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 for which there would be only Internal Evaluation.

u) The students who have opted for the languages other than Tamil in Part-I but studied Tamil upto HSC

should undergo Advance Tamil Course during the 2nd year of the study for which there would be only

Internal Evaluation.

v)For all the non-credit courses result would be indicated as "Completed" or "Not Completed" and not

by marks or grades secured in the grade sheet.

w) There will be one independent valuation for all theory papers of UG courses by external examiner,

except for Self Study courses, Value Based Education, Non-Major Electives , Skill Based Subject and Extra Credit Courses,for which the valuation may be Internal or External.

x) 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.

y) Candidates desirous of improving the marks awarded in a passed subject in their firstattempt 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.

z) 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 arrear in any semester subject to

a maximum of one paper 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] = $\sum_i C_i G_i / \sum_i C_i$

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

For the Entire Programme:

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

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

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

SCHEME OF EXAMINATION AND PROGRAMME STRUCTURE
Under CBCS Pattern & Outcome based Education

Business Administration with Computer Applications (2022- 2025)

Part	Course Code	Study Components	Hrs/ Week	CIA	Exam	Total	Credit
SEMESTER-I						
I	22U1TALT01 22U1HILT01 22U1FRLT01 22U1MLLT01 22U1TELT01 22U1KANT01	**Language 1 :** Paper I Tamil I / Hindi I / French I / Malayalam I/ Telugu I/ Kannada I/	5	50	50	100	3
II	22U1ENLT01	**Language 2 :** Functional English I	5	50	50	100	3
III	22U1ACCT01	**Core 1:** Principles of Management	5	50	50	100	4
	22U1ACCT02	**Core 2:** Economics For Executives	5	50	50	100	3
	22U1ACCP03	**Core 3:** Computer Applications in Business – Practical I	3	50	50	100	2
	22U1ACAT01	**Allied 1:** Business Mathematics & Statistics	5	50	50	100	4
IV	22U1VBET01	**Value Based Education 1:** Environmental Science**	2	-	50	50	1
	22U1VBET02	**Value Based Education 2:** Personal and Family Ethics	2	-	50	50	1
	22U1SBST01	**Skill Based Subject 1 :** Mathematical Aptitude I	2	-	50	50	1
	22U1SBST02	**Skill Based Subject 2 :** Communicative English-I	2	-	50	50	1
		Sports	2	-	-	-	-
					Total	**800**	**23**
SEMESTER-II						
I	22U2TALT02 22U2HILT02 22U2FRLT02 22U2MLLT02 22U2TELT02 22U2KANT02	**Language 1 :** Paper II - Tamil II / Hindi II / French II / Malayalam II Telugu II Kannada II/	5	50	50	100	3
II	22U2ENLT02	**Language 2 :** Functional English II	5	50	50	100	3
III	22U2ACCT04	**Core 4:** Marketing Management	4	50	50	100	3
	22U2ACCT05	**Core 5:** Principles of Accountancy	5	50	50	100	4
	22U2ACCP06	**Core 6:** Computer Applications in Business -Practical II	3	50	50	100	2
	22U2ACAT02	**Allied 2:** Operations Research	5	50	50	100	4

IV	**22U2VBET03**	**Value Based Education 3:** Yoga for Youth Empowerment	2	-	50	50	1
	22U2VBET04	**Value Based Education 4:** Professional and Social Ethics**	2	-	50	50	1
	22U2SBST03	**Skill Based Subject 3:** Mathematical Aptitude II	2	-	50	50	1
	22U2SBST04	**Skill Based Subject 4:** Communicative English-II	2	-	50	50	1
	-	Sports	2	-	-	-	-
				Total		800	23

		SEMESTER-III					
I	22U3TALT03 22U3HILT03 22U3FRLT03 22U3MLLT03 22U3TELT03 22U3KANT03	**Language 1 :** Paper III - Tamil III / Hindi III / French III / Malayalam III Telugu III Kannada III	4	50	50	100	3
II	22U3ENLT03	**Language 2 :** Functional English III	4	50	50	100	3
III	22U3ACCT07	**Core 7:**Financial Management	5	50	50	100	4
	22U3ACCT08	**Core 8:** Organizational Behaviour	5	50	50	100	3
	22U3ACCT09	**Core 9:** Relational Data Base Management System	3	50	50	100	3
	22U3ACCP10	**Core 10:** Oracle – Practical	3	50	50	100	3
	22U3ACAT03	**Allied 3:** Management Information System	3	50	50	100	3
IV	22U3VBET05	**Value Based Education 5:** National and Global Ethics**	1	-	50	50	1
	22U3SBST05	**Skill Based Subject 5:** Mathematical Aptitude III	2	-	50	50	1
	22U3SBST06	**Skill based Subject 6:** Communicative English-III	2	-	50	50	1
	22U3NMET1A 22U3NMET1B	**Non Major Elective 1:** Food Science and Nutrition Nattu marunthuvam Muligai Chedigalum	1	-	50	50	1
V	22U3BTLT01/ 22U3ATLT01	Basic Tamil – I/ Advanced Tamil- I #	-	-	-	-	-
	22U3JOCT01	**Job Oriented course**	-	-	-	-	-

V		**Self Study Course 1 :**	-	-	-	-	-
	22U3SSCT1A	Manitha Vaalkaiyum Gandhiadigalum**					
	22U3SSCT1B	V.O.Chidambarathin Vaalkai Varalaaru**					
	22U3SSCT1C	Nethaji Subash Chandrabosin Vaalkai Varalaaru**					
	22U3SSCT1D	A.P.J.Abdul Kalamin Vaalkai Varalaaru**					
	22U3SSCT1E	E.V.R.Periyarin Vaalkai Varalaaru**					
	22U3SSCT1F	Kamarajarin Vaalkai Varalaaru**					
	22U3SSCT1G	Vallabai Patelin Vaalkai Varalaaru**					
	22U3SSCT1H	Dr Muthulakshmi Reddyin Vaalkai Varalaaru**					
	22U3SSCT1I	Bharathiyarin Vaalkai Varalaaru**					
		Sports	2	-	-	-	-
		Library Work	1	-	-	-	-
			Total Credits		**900**		**26**

		SEMESTER-IV					
I	22U4TALT04 22U4HILT04 22U4FRLT04 22U4MLLT04 22U4TELT04 22U4KANT04	**Language 1 :** Paper IV - Tamil IV / Hindi IV / French IV / Malayalam IV/ Telugu IV / Kannada IV	4	50	50	100	3
II	22U4ENLT04	**Language 2 :** Functional English IV	4	50	50	100	3
III	22U4ACCT11	**Core 11:** Cost & Management Accounting	5	50	50	100	4
	22U4ACCT12	**Core 12:** Entrepreneurship Developement	5	50	50	100	3
	22U4ACCT13	**Core 13:** Internet and Web Designing	5	50	50	100	3
	22U4ACCP14	**Core 14:** Internet and Web Designing-Practical	3	50	50	100	3
	22U4ACAT04	**Allied 4:**Business Law	5	50	50	100	3
IV	22U4SBST07	**Skill Based Subject 7:** Mathematical Aptitude IV	2	-	50	50	1
	22U4SBST08	**Skill Based Subject 8: :** Communicative English-IV	2	-	50	50	1

IV	22U4NMET2A 22U4NMET2B	**Non Major Elective 2**: Floriculture Organic Farming and Mushroom Cultivation	1	-	50	50	1
V	22U4BTLT02/ 22U4ATLT02	Basic Tamil – II Advanced Tamil- II #	-	-	**-**	-	-
	22U4OLCT01	**Online Course** (SWAYAM/ NPTEL/ MOOC/COURSERA/EDX/Spoken Tutorial, Udemy,etc.,)*	SS	-	**-**	-	-
V	22U4SSCT2A 22U4SSCT2B 22U4SSCT2C 22U4SSCT2D	**Self Study Course 2 :** Women's Rights** An Introduction to Constitution of India** Human Rights** Consumer Affairs**	-	-	-	-	-
	-	**Sports**	2	-	**-**	-	-
	-	**Library Work**	1	-	**-**	-	-
		Total Credits				**850**	**25**
		SEMESTER-V					
III	22U5ACCT15	**Core 15:** Human Resource Management	5	50	50	100	4
	22U5ACCT16	**Core 16:**Research Methodology	5	50	50	100	5
	22U5ACCT17	**Core 17:** Visual Basic	5	50	50	100	4
	22U5ACCP18	**Core 18:** Visual Basic - Practical	4	50	50	100	3
	22U5ACET1A 22U5ACET1B 22U5ACET1C 22U5ACET1D	**Elective :1** Services Marketing Indian Business System Mall Management Advertisement and Sales Promotion	5	50	50	100	3
	22U5ACET2A 22U5ACET2B 22U5ACET2C 22U5ACET2D	**Elective :2** Retail marketing Financial Markets Management of Micro Finance Total Quality Management	4	50	50	100	3
V	22U5NCCT01	**Non Credit Course 1:** Aptitude and soft skills I	3	-	-	-	-
	22U5SSCT03	**Self-Study Course 3:** General Awareness	-	-	-	-	-
	22U5INTR01	**Internship Trainning** (15 Days)	-	-	-	-	-

V	22U5CCAY01	**Co-Curricular Activities** (Participation in Seminars/ Conference/ Workshop) outside the college)	-	-	-	-	
	-	**Sports**	2	-	-	-	-
	-	**Library**	1	-	-	-	-
				Total Credits		600	22

		SEMESTER-VI					
III	22U6ACCT19	**Core 19:**Strategic Management	5	50	50	100	4
	22U6ACCT20	**Core 20:**Event Management	5	50	50	100	3
	22U6ACCT22	**Core 22:** Entrepreneurship Development	5	50	50	100	4
	22U6ACCV22	**Core 22:** Project and Viva Voce	5	80	20	100	4
	22U6ACET3A 22U6ACET3B 22U6ACET3C 22U6ACET3D	**Elective :3** Labour Welfare and Industrial Relations Export and Import Procedures Risk management and Insurance Integrated Marketing Communication	4	50	50	100	3
	22U6ACET4A 22U6ACET4B 22U6ACET4C 22U6ACET4D	**Elective :4** Eco-tourism E-Commerce and Digital Marketing Customer Relationship Management Agri warehousing management	4	50	50	100	3
V	22U6NCCT02	**Non Credit Course 2:** Aptitude and soft skills II	3	-	-	-	-
	22U6EXAY01	**Extracurricular activities** (NSS/RRC/YRC/Sports & Games/ YiNET/Clubs)	-	-	-	-	
	-	**Sports**	2	-	-	-	-
	-	**Library**	1	-	-	-	-
		Total Credits				600	21
				Total Marks		4550	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**
2022ECC001	Rw;Wyh tsh;r;rp	2
2022ECC002	,jopay; fiy	2
2022ECC003	ehl;Lg;Gwtpay;	2
2022ECC004	fzpg;nghwpapy; jkpo;	2
2022ECC005	jkpof tuyhWk; kf;fs; gz;ghLk;	2
2022ECC006	jkpo; ,yf;fpa tuyhW	2
2022ECC007	New Media	2
2022ECC008	Proof reading And Copyediting	2
2022ECC009	Personality Development	2
2022ECC010	Technical Writing	2
2022ECC011	An Introduction To Psychology	2
2022ECC012	Astronomy	2
2022ECC013	Fuzzy Mathematics	2
2022ECC014	Operation Research	2
2022ECC015	Mathematics For Professional Courses	2
2022ECC016	Multimedia And Its Applications	2
2022ECC017	Management Information System	2
2022ECC018	Theory Of Computation	2
2022ECC019	Oops With Java Programming	2
2022ECC020	Programming in C	2
2022ECC021	Internet of Things	2
2022ECC022	Web Technology And Its Applications	2
2022ECC023	Network Security	2
2022ECC024	Mobile And Wireless Technology	2
2022ECC025	Cloud Computing	2
2022ECC026	Cross Culture Management	2
2022ECC027	Indian Economy And Trade Dependencies	2
2022ECC028	Export Marketing	2
2022ECC029	International Trade & Forex	2
2022ECC030	Brand Management	2

2022ECC031	Stress Management	2
2022ECC032	Risk And Insurance In International Trade	2
2022ECC033	Retail Marketing	2
2022ECC034	Export And Import Procedures	2
2022ECC035	Logistics And Supplychain Management	2
2022ECC036	Quality Management	2
2022ECC037	Management of Small And New Enterprises	2
2022ECC038	Tourism Management	2
2022ECC039	Event Management	2
2022ECC040	Hospitality Management	2
2022ECC041	Consumer Behaviour	2
2022ECC042	Human Resource Management	2
2022ECC043	Principles And Practice Of Marketing Services	2
2022ECC044	Consumer Marketing	2
2022ECC045	Marketing of Health Services	2
2022ECC046	International Banking	2
2022ECC047	E-Commerce	2
2022ECC048	International Accounting	2
2022ECC049	Corporate Social Responsibility And Governance	2
2022ECC050	Enterprise Resource Planning	2
2022ECC051	[Tamil text]	2
2022ECC052	[Tamil text]	2
2022ECC053	[Tamil text]	2
2022ECC054	[Tamil text] - 1	2
2022ECC055	[Tamil text] -2	2

Project and Viva Voce:

Project Work carries 100 marks with 4 credits. The breakup of marks will be as follows:-

Internal assesment: 80 Marks (60 Marks for 3 reviews and 20 Marks for Record) and External l Assesment : 20 Marks (Viva Voce).

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.

CURRICULUM STRUCTURE

S.No.	Courses	No.of.Papers	Credits
1	Language 1:Tamil/Hindi/Malayalam/French	04	12
2	Language 2: English	04	12
3	Core	22	75
4	Allied	04	14
5	Elective	04	12
6	Value Based Education	05	05
7	Skill Based Subject	08	08
8	Non Major Elective	02	02
9	Non Credit Courses	02	-
10	Job Oriented Courses	01	-
11	Online Courses	01	-
12	Self Study Courses	03	-
13	Internship (15 days)	01	-
14	Co-Curricular Activities	01	-
15	Extra-Curricular Activities	01	-
16	Basic Tamil/ Advance Tamil	02	-
Total Credits			**140**

SEMESTER I

Programme Code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U1TALT01	Title :Language 1-Tamil - I	Batch	2022 - 2025
			Semester	I
Hrs/week	5 Hours		Credits	3

Nehf;fk;

- r%fk; gw;wpa rpe;jidfisj; jkpo;g; gilg;gpyf;fpaq;fs; %yk; Vw;gLj;Jjy;
- GJf;ftpijfs;> rpWfijfs; Mfpatw;iwg; thrpf;f itj;jy;> vOj itj;jy;
- jkpo;ehL muRg;gzpahsh; Nghl;bj;Njh;T ikak; elj;Jk; Nghl;bj; Nju;TfSf;F khztu;fisj; jahu; nra;jy;.
- khztu;fspd; thrpf;Fk; Mw;wiy Cf;Ftpf;fTk;> jkpo; ,yf;fpaj;NjhL njhlu;Gila gpw E}y;fisAk; khztu;fs; Rakhf fw;W czur;nra;jy;
- khztu;fs; gpioapy;yhky; vOJtjw;Fk;> NgRtjw;Fk; fUj;Jg;gupkhw;wj;jpw;Fk; ,yf;fzk; cjTfpd;wd vd;gij mwpe;Jnfhs;sy;.

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

CO Number	CO Statement
CO1	jkpo; nkhopapd; thapyhf gz;ghL> fiyfs; kw;Wk; kuGfs; Kjypatw;iw mwpjy;.
CO2	tho;tpay; newpfis czu;e;J kdpjNeaj;JlDk; cau;e;j Fwpf;NfhSlDk; rKjhaj;ij Nerpf;fj; jFe;jtu;fshf ,Uj;jy;.
CO3	,yf;fpaq;fspd; thapyhf gy;NtW tifahd tho;f;ifj;juk; kw;Wk; kf;fspd; tho;f;if Kiwfisj; njupe;J nfhs;Sjy;.
CO4	mwj;jpd; topepd;W nghuUSPl;b ,d;gk; Ja;g;gJ cd;dj tho;tpd; mbg;gil vd;gij ,yf;fpaq;fs; thapyhf khztu;fs; czu;jy;.
CO5	r%fk; kw;Wk; ngz;zpak; rhu;e;j ftpijfSk;> fUj;J gupkhw;wj;jpwDf;F mbg;gilahf cs;s ,yf;fzKk;> ,d;iwa rKjha epfo;Tfisg; gpujpgypf;Fk; rpWfijAk;> jd;Kaw;rpg;gbg;gd; thapyhf> ekJ Chpd; rpwg;GfisAk; kw;Wk; tuyhw;Wr; nra;jpfisAk; khztu;fs; mwpe;J nfhs;s nra;jy;.

epuy; tpisTfisf; nfhz;l tiuglk;

CO /PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	S	S	S	S	S	S	S	S	S	S	S	S
CO2	M	S	S	M	S	M	S	S	M	S	M	S
CO3	S	M	M	M	M	S	S	M	S	M	S	M
CO4	L	S	L	S	L	S	L	M	M	M	L	S

CO5	S	S	M	M	S	M	L	L	L	L	S	S

ghlj;jpl;lk;
myF – 1   nra;As; jpul;L : kuGf; ftpijfs;   (10 kzpNeuk;)
  1. ghujpahu;   -   GJikg;ngz; (ghujpahu; ftpijfs;)
  2. ghujpjhrd;   -   Gj;jfr; rhiy (ghujpjhrd; ftpijfs;)
  3. ftpkzp   -   Gj;jUk; Vior; rpWtDk; (kyUk; khiyAk;)
  4. fz;zjhrd; -   gpwg;gpy; tUtJ (fz;zjhrd; ftpijfs;)

myF – 2   nra;As; jpul;L : GJf; ftpijfs;   (13 kzpNeuk;)
  1. GtpauR   –   ufrpak; (xU Kf;fpa mwptpg;G)
  2. rpw;gp   –   njw;F tisT ghl;ilah (xU fpuhkj;J ejp)
  3. mg;Jy; uFkhd;   -   khjpup (Myhgid)
  4. ituKj;J   –   kuq;fisg; ghLNtd; (ituKj;J ftpijfs;)
  5. fdpnkhop   –   vd; tPL (fUtiw thrid)
  6. Kj;Jf;Fkhu;   -   J}u; (gl;lhk;G+r;rp tpw;gtd;)
  7. jpypg; Fkhu;   -   vdJ nksdq;fs; (xj;jpif)
  8. Rliykzp   –   gpwe;jehs; G+q;fh(el;rj;rj;jpuf;fpotp)

myF – 3   rpWfijj; njhFg;G   (13 kzpNeuk;)
1. GJikg;gpj;jd;   -   fhQ;rid.
2. uh[k;fpU\;zd;   -   #upaf;fjpu;fs;. (ngz;ikar; rpWfijfs;)
3. jp.[hdfpuhkd;   -   rpypu;g;G. (nfhl;LNksk;)
4. gpugQ;rd;   -   vdf;Fk; njupAk; (New;W kdpju;fs;).
5. Kj;Jypq;fk;   -   jhj;jh tpl;Lg;Nghdhd; jl;lr;R kprpd; (nfhOj;jhL gpbg;gNd;)
6. NtZNfhghy;   -   jPuh Jauk;> (xU Jsp Jauk;)
7. nt. Rg;ukzpaghujp –   kaq;fk; kdq;fs; (kuzpj;j fztdpd; ilup)
8. jhkiu   –   gRj;Njhy; (re;jpuf; fpuu;fs;)

mYF 4 ,yf;fzk;> gad;ghl;L Lj;jkpo;   (12 kzp Neuk;)

- epWj;jw; Fwpfs; ,Lk; ,lq;fs; - fhw;Gs;sp> miug;Gs;sp> Kf;fhw;Gs;sp> Kw;Wg;Gs;sp> Gs;sp> czu;r;rpf;Fwp> Nfs;tpf;Fwp> ,ul;il Nkw;Nfhs;Fwp> xw;iwNkw;Nfhs; Fwp.

- XUik> gd;ik gpofis ePf;Fjy;> kuG gpiofs;> tOcr;nrhw;fis ePf;Fjy;> gpwnkhopr; nrhw;fis ePf;Fjy;.

- nrhw;fis Nru;j;Jk; ,lk; tpl;Lk; vOJjy; - 1. ngau; + ngau;> 2. ngau; + tpid> 3. tpid + tpid> 4. ,ul;ilr; nrhw;fs;> 5. ,lr;nrhw;fs;

myF 5 ,yf;fpa tuyhW   (12 kzp Neuk;);

1. rpWfijapd; Njhw;wKk; tsu;r;rpAk;.

2. GJf;ftpijapd; Njhw;wKk; tsu;r;rpAk;.

3. ,yf;fzk; Njhw;wKk; tsu;r;rpAk;.

4. jd;Kaw;rp gbg;G :   njupe;j Nfhit njupahj; fij

Mrphpah; : ftpad;gd;. Nf.Mu; ghG
ntspaPL : tp[ah gjpg;gfk;
Nfhak;Gj;J}h;.

ghlE}y; - nra;As; jpul;L (njhFg;G) jkpo;j;Jiw ntspaPL 2019
ghh;it E}y;fs;

t. vz;	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL
1	Gytu; ntw;wpaofd;(njh.M)>	ghujpahu; ftpijfs;	uhikah gjpg;gfk;> nrd;id.
2	njh.gukrptd; (g.M)	ghujpjhrd; ftpijfs;	epA+ nrQ;Rup Gf; `T];> nrd;id.
3	tpj;Jthd; rpt fd;dpag;gd;	kyUk; khiyAk;	G+k;Gfhu; gjpg;gfk;> nrd;id.
4	ftpauR fz;zjhrd;	fz;zjhrd; ftpijfs;	fiyf;fhtpup gjpg;gfk;> jpUr;rp.
5	GtpauR	xU Kf;fpa mwptpg;G	tp[ah gjpg;gfk;> Nfhit.
6	rpw;gp	xU fpuhkj;J ejp	ftpjh gjpg;gfk; nrd;id.
7	mg;Jy; uFkhd;	Myhgid	Nerdy; gg;sp\u;];> nrd;id.
8	ituKj;J	ituKj;J ftpijfs;	R+u;ah ntspaPL> nrd;id.
9	Fdpnkhop	fUtiw thpd	jpUkfs; epiyak; nrd;id.
10	Kj;Jf;Fkhu;	gy;lhk;G+r;rp tpw;gtd;	tk;rp fpuhkpf;]; nrd;id.
11	jpypg; Fkhu;	Xj;jpif	epA+ nrd;Rup Gf; i`];> nrd;id
12	g.Rliykzp	el;rj;jpuf;fpotp (ftpijj; njhFg;G)	--
13	GJikg;gpj;jd;	GJikg;gpj;jd; fijfs;	G+k;Gfhu; gjpg;gfk;> nrd;id.
14	jp. [hdfpuhkd;	nfhhl;LNksk;	le;jpizg; gjpg;gfk;
15	gpugQ;rd;	Newu;W kdpju;fs;	tpjh gg;spNrfd;
16	Kj;Jypq;fk;.m	nfhOj;jhL gpbg;Ngd;	fhyr;RtL gjpg;gfk;
17	NtZNfhghy;;.R	XU Jsp Jauk;	tp[ah gjpg;gfk;> Nfhit.
18	nt. Rg;ukzpaghujp	kuzpj;j fztd; ilup	b];ftup Gf; Ngy;
19	Jhkiu	re;jpuf; fw;fs;	Fkud; gjpg;gfk;

20	ty;ypf;fz;zd;	GJf;ftpijapd; Njhw;wKk; tsu;r;rpAk;	mfuk; gjpg;gfk;>> Fk;gNfhzk;.
22	fh.Nfh.ntq;fl;uhkd;	jkpo; ,yf;fpa tuyhW	fiyaf ntspaPL> jpz;Lf;fy;.
22	kJ.r.tpkyhde;jk;	jkpo; ,yf;fpa tuyhW	Ky;iy epiyak;> nrd;id.
23	K.gukrptk;	ew;wkpo; ,yf;fzk;	irtrpj;jhe;j gjpg;gfk;> jpUney;Ntyp.
24	ftpad;gd;. Nf.Mu; ghG	njupe;j Nfhit njupahj fij	tp[ah gjpg;gfk; Nfhak;Gj;J}h;.

SEMESTER I

Programme Code:	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U1FRLT01	Title :Language 1: French I	Batch	2022-2025
			Semester	I
Hrs/week	5 Hours		Credits	3

Course Objectives:

- To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly

Course Outcomes:

COs	Course Outcome	Blooms Level
CO1	Comprehend basic vocabulary	K1
CO2	Understand basic syntax and grammar patterns	K2
CO3	Converse slowly in known situations	K3
CO4	Translate small basic sentences	K4

Mapping with Programme Outcomes:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	P012
CO1	S	S	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S	M	S
CO3	S	M	M	M	M	S	S	M	S	M	S	M
CO4	L	S	L	S	L	S	L	M	M	M	L	S
CO5	S	S	M	M	S	M	L	L	L	L	S	S

SYLLABUS .

Syllabus: Part 1 - French 1

Unit No.	Topics
1	Etape 0

	Etape 1 (Lecons 1 - 3)	
2	Etape 2 (Lecons 1 - 3)	
3	Etape 3 - Leçons 1 - 2	
4	Etape 3 – Leçon 3	
5	Etape 4 – Leçon 1	
	Etape 4 – Leçons 2 - 3	
Etapes 0 to 4, Pages 11 to 62		

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Céline Himber, Corina Brillant, Sophie Erlich	Adomania 1 – Methode de francais	HACHETTE FLE	-

Means of Curriculam Delivery: Lecture, Group Learning, Seminar, Assignement, Google Class Room

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U1HILT01	Title : Language 1:Hindi I	Batch	2022-2025
			Semester	I
Hrs/week	5		Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

On Successful Completion of the course the students should 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.

SYLLABUS

1.PROSE : NUTHAN GADYA SANGRAH
Editor : Jayaprakash
(Prescribed Lessons – only 6)
Lesson 1 – Bharathiya Sanskurthi
Lesson 3 – Razia
Lesson 4 – Makreal
Lesson 5 – Bahtha Pani Nirmala.
Lesson 6 – Rashtrapitha Mahathma Gandhi
Lesson 9 – Ninda Ras.
Publisher : Sumitra Prakashan, Sumitravas, 16/4, Hastings Road, Allahabad – 221 001.

2. NON DETAILED TEXT : KAHANI KUNJ
Editor : Dr. V.P. Amithab.
(Stories 1-6 only)
Publisher : Govind Prakashan, Sadhar Bagaar, Mathura,Uttar Pradesh – 281 001.
3. GRAMMAR : SHABDHA VICHAR ONLY
(NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS)
Theoretical & Applied.

Book for Reference   : Vyakaran Pradeep by Ramdev

Publisher   : Hindi Bhavan, 36, Tagore Town, Allahabad – 221 002.

4. TRANSLATION : English – Hindi only.

ANUVADH ABHYAS – III

(1-15 lessons only)

Publisher   : DAKSHIN BHARAT HINDI PRACHAR SABHA

CHENNAI – 17.

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

DAKSHIN BHARATH HINDI PRACHAR SABHA

CHENNAI-17

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U1MLLT01	Title : Language 1: Malayalam I	Batch	2022-2025
			Semester	I
Hrs/week	5		Credits	3

COURSE OBJECTIVE:
- Improves grammatical knowledge
- Will continue to read and learn about articles and think about them
- It is possible to read and understand short stories and understand the thoughts and life of the
- people of this state
- Translation knowledge and the ability to read and analyze a message are also available

COURSE OUTCOME

S.No   **COURSE OUTCOME**

CO1	Understand the text styles and grammatical elements	K1
CO2	Discuss the content of a reading passage	K1
CO3	Develop an interest in the appreciation of short stories	K2
CO4	Comprehend the grammatical structures and sentence making	K3
CO5	Understand the language and developing English to Malayalam translation skill	K4

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	P011	P012
CO1	S	S	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S	M	S
CO3	S	M	M	M	M	S	S	M	S	M	S	M

CO4	L	S	L	S	L	S	L	M	M	M	L	S
CO5	S	S	M	M	S	M	L	L	L	L	S	S

PART I MALAYALAM PAPER I

Unit No.		HOURS
I	Novel - PathummayudeAadu - Vaikam Muhammed Basheerr	**15**
II	Novel- - PathummayudeAadu - Vaikam Muhammed Basheerr	**15**
III	Short Story - EntePriyappetaKadhakal – Akbar Kakkattil)	**10**
IV	Short Story - EntePriyappetaKadhakal – Akbar Kakkattil)	**10**
V	Composition &Translation(English to Malayalam)	**10**
	TOTAL	**60**

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	PathummayudeAadu	Novel	Vaikam Muhammed Basheer	-
2	EntePriyappetaKadhakal	Short Story	Akbar Kakkattil	-

Reference Books:

1.Malayala Novel SahithyaCharitram-K.M.Tharakan (N.B.S.Kottayam)

2.Cherukatha Innale Innu-M.Achuyuthan (D.C Books, Kottayam)

3.Sahithya CharitramPrasthanangalilude- Dr.K.M George, (D.C.Books Kottayam)

4. MalayalaSahithyavimarsam-Sukumar Azheekode (D.C.books)

Means of Curriculam Delivery: Lecture, Group Learning, Seminar, Assignement, Google Class Room

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U1KANT01	**Language 1 :** Kannada I	**Batch**	2022-2025
			Semester	1
Hrs/week	5		**Credits**	3

Course Objectives:
- Vividly presents the sources of Kannada literature
- Encourages the scope of the history of Kannada Literature
- Establishes the antiquity of Kannada Literature, proved by internal evidence and other evidence improves the general understanding on Kannada Literature

Unit I

Early period of Pampa

Unit II

The period of Pampa

Unit III

Vacana writers of Harihara period

Unit IV

Major Poets of Harihara period

Unit V

The age of Kumaravyasa, Dasa Literature and Modern Period of Kannada Literature

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	- Dr.T.S.Shamaraya	Kannada Sahitya Chritre	TalukinaVenkaniah Smaraka Granthmale	- -

Reference: Kannada Sahitya Chritre - Dr.R.S.Mugali (Samaja Book Depot

Means of Curriculam Delivery: Lecture, Group Learning, Seminar, Assignement, Google Class Room

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	**22U1TELT01**	**Language 1 :** Telugu I	**Batch**	2022-2025
			Semester	1
Hrs/week	5		**Credits**	3

Course Objectives:

- To enable the students to learn and understand the Ancient and Medieval TeluguLiterature and Language and to make the student acquire knowledge of the development of Ancient and Medieval stages of Telugu Literature

SYLLABUS

Unit I
Udankopakhyanamu

Unit II
Siriyaluni Katha

Unit III
 Vamana Charithamu

Unit IV
Pravaruni Vritthanthamu

Unit V
Purnamma, Muthyalasaralu

Reference:
1. Prathamaswasamu, - Nannaya
2. Basava Puranamu - Palkuriki Somanatha
3., Sri Madandhra Maha Bhagavathau Astama Skandamu - Pothana
4. Manu Charithra Prathamaswasamu - Peddana
5. Purnamma, Muthyalasaralu by Gurajada Apparao

Means of Curriculam Delivery: Lecture, Group Learning, Seminar, Assignement, Google Class Room

SEMESTER-I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U1ENLT01	Language 2- Functional English – I	Batch	2022-2025
			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)

On Successful Completion of the course the students should 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

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

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

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

SEMESTER I

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U1ACCT01	Course Title: Core 1: Principles of Management	Batch	2022-2025
			Semester	I
Hrs/week	5 Hrs		Credits	4

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	H	M	L	M	M	M	M	M	M	M	L	L
CO2	H	H	M	M	M	M	H	M	H	M	H	L

CO3	M	H	M	M	M	M	M	M	M	H	M	M
CO4	M	H	M	M	M	M	M	L	L	M	H	L
CO5	M	L	M	H	M	L	M	L	M	L	H	H

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 BOOKS

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	22U1ACCT02	CourseTitle:Core2: Economics For Executives	Batch	2022-2025
			Semester	I
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVES

The students will be made to understand the
- The objectives of business firms and the law of demand and supply.
- To make them familiarize about types of competitions.
- 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	Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and in their career
CO2	Identify the effective applications of factors of production and BEP Analysis
CO3	Understand the determination of the Price, Market structure and competition
CO4	Analyze various theories of wages, Interest and profit in Business field
CO5	Evaluate the performance of the Government sector in India.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT –I   DEMAND ANALYSIS   (12 Hrs)

Objectivesofbusinessfirms–Profit Maximization-Socialresponsibilities-Demandanalysis– Law of Demand - Elasticity of demand.

UNIT – II   BEP ANALYSIS   (12 Hrs)

Production function - Factors of production - Law of diminishing returns and Law ofvariable proportions. Cost and Revenue Curves – Break-even-point (BEP) analysis.

UNIT – III MARKET STRUCTURE   (11 Hrs)

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

UNIT –IV   ECONOMIC THEORIES   (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   GOVERNMENT AND BUSINESS   (11 Hrs)

Government and Business - Performance of public enterprises in India - Price policy inpublic utilities, Public sector–Goals–Types and classification Evolution and objectives of public sector in India.

TEXT BOOKS

Recent Edition of the following books are Recommended

S.No	Author Name	Title of the Book	Publisher
1.	Dr.S.Sankaran	Business Economics	Margham Publications

REFERENCE BOOKS

Recent Edition of the following books are Recommended

S.No	Author Name	Title of the Book	Publisher
1	Markar et al - Business Economics	Business Economics	Sultan Chand (G/L) & Company Ltd
2	Sundaram K.P & Sundaram	Business Economics	Mahaveer Publications
3	Maheshwari Y	Managerial Economics	Prentice Hall India Learning Private Limited

| 4 | Dr. D.D. Chaturvedi | Managerial Economics | Scholar Tech Press |

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	22U1ACCP03	**Core 3:** Computer Applications in Business – Practical I	Batch	2022-2025
			Semester	I
Hrs/week	3 Hrs		Credits	2

COURSE OBJECTIVES

- To make the students know how to prepare the chairman's speech, Auditors report, minutes of a meeting, invitation,invoice,class time table etc., using word processing.
- To make the students understand the method of preparing marklist final accounts,different types of charts,bank customers account etc., using spreadsheet.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Create a new document, work with a document and display documents using various views.
CO2	Send letters to multiple recipients using mail merge.
CO3	Do calculations and prepare charts in Excel.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

I – WORD PROCESSING

1. Agenda and Invitation - Perform the following operations: Bold, Underline, Font Size, Style, Background Color, Text Color, Line Spacing, Spell Check, Alignment, Header and Footer,

Inserting Pages and Page Numbers, Find and Replace.

2. Design an invoice and Account sales by using Drawing toolbar, Clip art, word art, symbols, borders and shading.

3. Prepare a Class Time Table and perform the following operations: Inserting   the table,Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.

4. Prepare a Shareholders meeting letter for 10 members using mail merge operation.

5. Prepare Bio-Data by Using Wizard/Templates.

II- SPREADSHEET

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total Average, Result and Ranking by using arithmetic and logical functions and sorting.

2. Prepare Final Accounts (Trading, Profit &Loss Account and Business Sheet) by using Formula.

3. Draw the different type of charts (Line, Pie, Bar) to illustrate year – wise performance of sales,purchase, profit of a company by using chart wizard.

4. Prepare a Product Life Cycle which should contain the following stages:Introduction, Growth, Maturity, Saturation, Decline.

5. Prepare a Employee Pay roll (Minimum five Employee)

SEMESTER I

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U1ACAT01	Course Title: Allied 1: Business Mathematics & Statistics	Batch	2022-2025
			Semester	I
Hrs/week	5 Hrs		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	M	M	M	H	M	L	M	M	M	L	M	L
CO2	H	H	H	M	M	M	L	H	H	M	M	M
CO3	M	M	M	H	H	M	L	M	L	M	M	L
CO4	M	H	M	M	M	M	L	H	H	M	M	L

CO5	M	H	H	M	M	M	M	M	H	M	H	H

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 BOOKS

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

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year/ Edition
1	Sundaresan&Jayaseelan	An Introduction to Business Mathematics & Statistical Methods	S.Chand& Company	1997
2	Gupta S.P	Statistical Methods	Sultan Chand & Co	2008

| 3 | R.S.N. Pillai, Mrs. Bhagavathi | Statistics | Sultan Chand & Co | 2008 |
| 4 | R. Vittal | Business Statistics | Margham Publications | 2009 |

WEBSITE REFERENCE

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	22U1VBET01	Value Based Education 1:Rw;Wg;Gwr; #oy; mwptpay;	Batch	2022 - 2025
			Semester	I
Hrs/week	2 Hrs		Credits	1

Nehf;fk;
- ✓ khztu;fs; gy;NtWtifahd ,aw;iftsq;fisGupe;Jnfhz;LmijghJfhg;gJjq;fs; nghWg;Gvdczur;nra;jy;
- ✓ #o;epiykz;lyf; Nfhl;ghLfs;> #o;epiy kz;lyj;jpd; tiffs;>mjidrpijg;Nghu;>gy;Yapu; ngUf;fj;jpd; gy;NtWepiyfisAk;>mtw;wpd; ghJfhg;gpidAk;; khztu;fisg; Gupe;Jnfhs;sr; nra;jy;.
- ✓ gytifahdRw;Wr;#oy; khRghLfisAk; mtw;wpd; fhuzq;fs;>tpisTfs;>mtw;iwjLg;gjpy; khztu;fspd; gq;fspg;GMfpatw;iwkhztu;fisczur;nra;jy;.
- ✓ ,aw;ifr; rPw;wq;fspdhy; Vw;gLk; ghjpg;gpypUe;Jjw;fhg;Gfs; gw;wpatpopg;Gzu;itkhztu;fSf;FVw;gLj;Jjy;.
- ✓ Rw;Wr;#oy; tsq;fis ,aw;ifr; rPw;wq;fspypUe;JghJfhg;gjd; mtrpaj;ijAk;>mjw;fhdrl;lq;fisAk; vLj;Jf;$Wjy;.

ghlg;gFjpapfw;wypd; ntspg;ghL - Course Outcome (CO)

CO Number	CO Statement
CO1	Rw;Wg;Gwr;#oypy; cs;sgy;NtWtifahd ,aw;iftsq;fisAk; mtw;iwg; ghJfhg;gJk; jq;fs; nghWg;Gvdczur;nra;jy;.
CO2	#o;epiykz;lyf; Nfhl;ghLfs;> tiffs; kw;Wk; gy;Yapu; ngUf;fj;jpd; Kf;fpaj;Jtj;ijczu;e;Jnfhhs;Sjy;.
CO3	gy;NtWtifahdRw;Wr;#oy; khRghLfisAk; mtw;wpd; fhuzq;fs;>tpisTfs;>mtw;iwjLg;gjpy; khztu;fspd; gq;fspg;GMfpatw;iwkhztu;fisczh;e;Jnfhhs;Sjy;.
CO4	,aw;ifr; rPw;wq;fspdhy; Vw;gLk; ghjpg;gpypUe;Jjw;fhg;Gfs; gw;wpatpopg;Gzu;itkhztu;fs; mwpe;Jnfhhs;Sjy;.
CO5	Rw;Wr;#oy; tsq;fisghJfhg;gjd; mtrpaj;ijAk;>mjw;fhdrl;lq;fisAk; khztu;fs; gpd;gw;Wjy;

MAPPING WITH PROGRAMME OUTCOMES

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

myF 1

Rw;Wr;#oy; - xUtpsf;fk;>Rw;Wr;#oypd; Kf;fpaj;Jtk; - Rw;Wr;#oy; tpopg;Gzu;T - ,aw;iftsq;fs; - fhl;Ltsq;fs;>fdpktsq;fs;>czTtsq;fs;>Mw;wy; tsq;fs;> ,aw;iftsq;fs; Mfpatsq;fisg; ghJfhg;gjpy; jdpegupd; gq;F - epiyahdtho;f;iff;F ,aw;iftsq;fspd; gad;ghLfs;.

myF 2

Rw;Wr;#oy; mikg;G - #o;epiy kz;lyf; Nfhl;ghLfs; - #o;epiy kz;lyjj;jpd; mikg;Gkw;Wk; nray;ghLfs; - cw;gj;jpahsu;fs; - Efu;Nthu;>rpijg;Nghu;> #o;epiy kz;lyj;jpd; Mw;wy; Xl;lk; - czTrq;fpypfs;>czTtiyfs; - #o;epiy NfhGuq;fs; - td #o;epiy kz;lyj;jpd; mikg;G>nray;ghLfs; - Gy;ntsp #o;epiy kz;lyk;>ghiytd #o;epiy kz;lyk;>ePu; #o;epiy kz;lyk; (Fsq;fs;>ePNuhil>Vup>ejp> fly;>Kfj;Jthuk;)

myF 3

gy;YapupdNtWghLk;>mjd; ghJfhg;Gk; - mwpKfk;>tpsf;fk;>kugpay; NtWghLfs;>rpw;wpdg; gy;tifkNtWghLfs; kw;Wk; gy;tpfh; #o;epiy kz;lyk; - ,e;jpahtpd; capupg; Gtpaplg;Gtifghpfs; - gy;YapupdNtWghl;bd; gad;fs;>Efu;Tgad;ghL - cw;gj;jp top gad;ghL - r%fNkk;ghl;Lgad;ghL - capupapagy;tifAk; ed;ndwptopAk; - capupag; gy;tifAk; fiyczu;Tk; - gy; capupag; gy;tifkcyfmstpy;>Njrpa>khepykw;Wk; Xhplmstpy; - ,e;jpah – kpfmjpfgy;YaphpdNtWghLnfhz;lehL - gy;YaphpdNtWghLfs; nfhz;lrpwg;gplq;fs; - gy;YaphpdNtWghl;bd; mopT>thplq;fspd; mopT>tdtpuq;Ffis Ntl;ilahbmopj;jy;>kdpjDf;Fk; tdtpuq;FfSf;Fk; ,ilNaahdKuz;ghLfs; - gy;YapupdNtWghl;ilg; ghkupj;jy;>gy;Yaphpd cs; kw;Wk; ntspg;Gwguhkupg;G.

myF 4

Rw;W#oy; khRghL – tpsf;fk; - fhuzk;>jhf;fq;fs; kw;Wk; fhw;WkhRghL - fly; ePu;khRghL - ,iur;ry; khRghL - ntg;gkhRghL – fl;Lg;gLj;Jjy; - jplf;fopTNkyhz;ik - fhuzk;>jhf;fk; kw;Wk; fpuhk>efuq;fspd; khRfl;Lg;ghl;Ltopfs;. Nguplu> Nkyhz;ik – epyeLf;fk;>gQ;rk;> #whtp>epyr;ruapT>nts;sg;ngUf;Nghd;wit.

myF 5

rKjhag; gpur;ridfSk; Rw;Wr;#oYk; - epiyj;Jepw;Fk; tsu;r;rp - Mw;wy; - ePu; guhkupg;GKiwfs; - kioePu; Nrfhpg;G - ePu;g;gpbg;Gepu;thfk; njhlu;ghdefu;Gwg; gpur;ridfs; - kf;fspd; kWth),Tkw;Wk; kPs; FbNaw;wk; mku;j;jJy; njhlu;Gilaghpurfs; -

Rw;Wr;#oy; newpKiwfs; - gpur;ridfSk; rhj;jpakhdjPu;TfSk; - fhyepiykhw;wk; - Gtpntg;gk;kakhjy; - XNrhd; mLf;FFiwTgLjy; - mkpykio - mZciyghjpg;Gmjdhy; Vw;gLk; ghjpg;G - Efu;jYk; nghUl;fs; tPzhFjYk; - Rw;Wr;#oy

ghJfhg;Gr; rl;lq;fs; - fhw;WkhRghLLg;Gr;rl;lk; - td tpyq;FghJfhg;Gr; rl;lk; - td ghJfhg;Gr;rl;lk; - Rw;Wr;#oy; rl;lq;fiseilKiwg; gLj;Jtjpy; Vw;gLk; rpf;fy;fs; - nghJkf;fs; tpopg;Gzu;T – kf;fs; njhifg; ngUf;fKk; Rw;Wr; #oYk;.

ghu;it E}y;

tupir.vz;	Mrphpahpd; ngau;	E}ypd; ngau;	gjpg;gfk;	gjpg;G/Mz;L
1	Nguh. N[. jh;kuh[;	Rw;Wr;#oy; fy;tp	nld;rpgg;spNf\d;]; - rptfhrp	2004
2	Kidtu; k. rptuhkd;	mwptpay; Nehf;fpy;	GJr;Nrhp $l;LwTg; Gj;jfr; rq;fk;;>GJr;Nrup	Vg;uy; - 2008
3	Kidtu; kiyakhd	Rw;Wr; #oy;	md;Ggjpg;gfk; - nrd;id	2008
4	yhapf; /gNjmyp nkhopngau;g;G – v]; tpehafk;	ekJRw;Wg;Gwr; #oy;	Ne\dy; Gf; bu];l; - GJnly;yp	1994
5	g. re;jpuNrfud;	Rw;Wr;#oy; khRghl	b.Nfgjpg;gfk;;>GJf;Nfhl;il	1996
6	Ritu Bir	Environmental Studies	Vayu Education of India, New Delhi	2009
7	ErachBharucha	Environmental Studies	University Press India Pvt. Ltd.	2006
8	AnubhaKaushik& C.P.Kaushik	Perspectives in Environmental Studies	New Age International Publishers, New Delhi	2006
9	Dr.SivamVaradarajan	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 :	22U1VBET02	Value Based Education 2: Personal and Family Ethics	Batch	2022 - 2025
			Semester	I
Hrs/week	2 Hours		Credits	1

Nehf;fk; :
- kdpj tho;tpd; Nehf;fKk; mfj;jha;T gw;wpAk; mwpjy;.
- ftiyahy; Vw;gLk; tpisTfs;> jd;dpay mwpjy; gw;wpAk; mwpjy;.
- tho;j;Jk; gaDk;> Itif flikfs;> FLk;g mikjp gw;wpAk; mwpjy;.
- ,y;ywj;jp;w;fhd ey;ywq;fs;> FLk; eyj;jpw;fhd Ie;njhOf;fg; gz;ghL> ghYzh;Tk;
- Md;kPf Nkk;ghL gw;wAk; mwpjy;.
- ngz;zpd; ngUik> czNt kUe;J> fh;k Nahfk; gw;wp mwpjy;.

Course Outcome (CO)

CO Number	CO Statement
CO1	kdpj ts khzpgpd; mtrpak;> tho;tpd; Nehf;fk;;> jj;Jtk;> kdpj tho;tpd; vz;zk; kw;Wk; Mirfisr rPuikj;jy; gw;wp mwpe;J nfhs;sg;gl;lJ.
CO2	ftiy xopj;jy;> jd;dpay mwpe;J> fha fy;gg; gapw;rpahy; Vw;gLk; ed;ikfis gw;wpAk; mwpe;J nfhs;sg;gl;lJ.
CO3	tho;j;Jk; gaDk;> Itiff; flikfs;> FLk;g mikjpahy; ngWk; ed;ikfis gw;wpAk; mwpe;J nfhs;sg;gl;lJ.
CO4	,y;ywj;jpw;fhd ey;ywq;fs;> FLk;g eyj;jpw;fhd Ie;njhOf;fg; gz;ghL kw;Wk; ghYzh;Tk; Md;kPf Nkk;ghL gw;wpAk; njhpe;J nfhs;sg;gl;lJ.
CO5	ngz;zpd; ngUik> czNt kUe;J> fh;k Nahfk; gw;wpAk; mwpe;J nfhs;sg;gl;lJ.

epuy; tpisTfisf; nfhz;l tiuglk;

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

CO4	L	S	L	S	L	S	L	M	M	M	S	M
CO5	S	S	M	M	S	M	L	L	L	L	M	L

myF – 1
   kdpj ts khz;gpd; mtrpak; - kdpj tho;tpd; Nehf;fKk; jj;JtKk; - vz;zk; Muha;jy; - Mir rPuikj;jy; - rpdk; jtph;j;jy; (jdp kdpj tpOkpaq;fs; 1-44)
myF – 2
   ftiy xopj;jy; - jd;dpiy mwpjy; - fhafy;gg; gapw;rp - jtq;fs; -I - cly; ey Nkk;ghL (jdpkdpj tpOkpaq;fs; (45–84)
myF – 3
   tho;j;Jk; gaDk; - Itif flik – FLk;g mikjp (FLk;g tpOkpaq;fs; 1-39)
myF – 4
   ,y;ywNk ey;ywk; - FLk;g eyj;jpw;F Ie;njhOf;fg; gz;ghL – ghYzh;Tk; Md;kPf Nkk;ghLk; (FLk;g tpOkpaq;fs; 40-63)
myF -5
   ngz;zpd; ngUik – czNt kUe;J – fh;k Nahfk; - (FLk;g tpOkpaq;fs; 64-89)
ghl E}y; - njhFg;G jkpo;j; Jiw ntspaPL 2022

S.NO	Author Name	Title of the book	publisher	Year /Edition
1	-	jdpkdpj tpOkpaq;fs;	vd;.[p.vk; fy;Y}hp>nghs;shr;rp.	2016
2	-	FLk;g tpOkpaq;fs;	vd;.[p.vk; fy;Y}hp>nghs;shr;rp	2015

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 :	22U1SBST01	Skill Based Subject 1 : Mathematical Aptitude I	Batch	2022 - 2025
			Semester	I
Hrs/week	2 Hours		Credits	1

COURSE OBJECTIVES
To enable the Students
- To understand the fundamental arithmetic skills and problem solving.
- To learn about the average
- To learn about the percentage.
- To solve problem related to Coding and Decoding –Relationship and analogy
- To learn puzzles to improve patterning activity

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Recall the basic concepts of numerical computation.
CO2	Solve problems on average
CO3	Solve problems on percentage.
CO4	Find solution to the problems on Coding and Decoding –Relationship and analogy
CO5	Improves short-term memory and problem solving.

MAPPING WITH PROGRAMME OUTCOMES

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

CO3	L	M	M	S	M	S	L	L	L	M	L	M
CO4	L	M	M	S	M	S	L	L	M	S	M	S
CO5	L	M	M	S	M	S	L	L	M	S	M	S

SYLLABUS

UNIT I (5 Hrs)
Simplification –Mathematical Operations- H.C.F and L.C.M of Numbers - Square Roots and Cube Roots – Fractions

UNIT II (5 Hrs)
Average

UNIT III (5 Hrs)
Percentage

UNIT IV (5 Hrs)
Coding and Decoding –Relationship and analogy

UNIT V (5 Hrs)
Puzzles

TEXT BOOK
Recent editions of the following books only are recommended

S.No	Author Name	Title of the Book	Publisher
1.	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited
2.	Arun	Questions on General Mental Ability Tests	Young man & co.
3.	Kovai Kalaimagal College of Arts and Science	Hand Book on Mental Ability and Logical Reasoning	-
4.	R.Gupta's	Logical and Analytical Reasoning	Ramesh Publishing House New Delhi
5.	Subburaj.V	Verbal and Non-Verbal general Intelligence	-
6.	R.V. Praveen	Quantitative Aptitude and Reasoning	PHI Learning Private Limited Delhi
7.	V.A Sathgurunath's	A Guide for Campus Recruitment	Sagarikka Publications Trichy

WEBSITE REFERENCE
1.https://www.careerbless.com/aptitude/qa/home.php
2.https://www.indiabix.com/
Means of Curriculum Delivery: Lecture, Group Learning, Seminar, Assignment, Google classroom.

Note:
- **A minimum of 25 Questions in One Class should be discussed**
- **A minimum of 100 Questions in One Unit should be discussed**

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	22U1SBST02	Skill Based Subject 2 : Communicative English- I	Batch	2022-2025
			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	H	M	H	M	M	M	M	M	H	L	H	L
CO2	M	H	H	H	M	M	M	M	H	M	L	M

CO3	M	M	M	M	M	H	M	H	M	M	M	H

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	22U2TALT02	Language 1 : Tamil – II	Batch	2022 - 2024
			Semester	2
Hrs/week	5		Credits	3

Nehf;fk;
- r%fk; gw;wpa rpe;jidfisj; jkpo;g; gilg;gpyf;fpaq;fs; %yk; Vw;gLj;Jjy;
- ,yf;fpaq;fs;> ciueilfs; Mfpatw;iw thrpf;f itj;jy; kw;Wk; tpopg;Gzh;it Vw;gLj;Jjy;.
- mbg;gilj; jkpo; ,yf;fzj;ijAk;> gad;ghl;Lj; jkpohd nkhopngau;j;jy;> fbjk; kw;Wk; kly;fs; vOJjy; gw;wpAk; khztu;fis mwpar; nra;jy;.
- jkpo;ehL muRg;gzpahsh; Nghl;bj;Njh;T ikak; elj;Jk; Nghl;bj; Nju;TfSf;F khztu;fisj; jahu; nra;jy;.
- khztu;fspd; thrpf;Fk; Mw;wiy Cf;Ftpf;fTk;> jkpo; ,yf;fpaj;NjhL njhlu;Gila gpw E}y;fisAk; khztu;fs; Rakhf fw;W czur;nra;jy;

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

CO Number	CO Statement
CO1	jkpo; nkhopapd; thapyhf gz;ghL> fiyfs; kw;Wk; kuGfs; Kjypatw;iw mwpe;jy;.
CO2	ePjp ,yf;fpaq;fs;> gf;jp ,yf;fpaq;fs; %yk; tho;tpay; newpKiwfis mwpjy;. cau;e;j Nehf;fj;Jld;> rKjhaj;ij Nerpf;fj; jFe;jtu;fshf ,Uj;jy;.
CO3	jkpo; ,yf;fpaq;fs; thapyhf gy tifahd tho;f;ifj;juk;> kw;Wk; kf;fspd; tho;f;if Kiwfisj; njupe;J nfhs;Sjy;.
CO4	mwj;jpd; topepd;W nghUsPl;b ,d;gk; Ja;g;gJ cd;dj tho;tpd; mbg;gil vd;gij ,yf;fpaq;fs; thapyhf khztu;fs; czu;jy;.
CO5	rKjhak; kw;Wk;> fiyfs; rhu;e;j ftpijfs; kw;Wk; ciueilfSk;> fUj;J gupkhw;wj;jpwDf;F cupa mbg;gil jkpo; ,yf;fzk; kw;Wk; gad;ghl;Lj; jkpOf;Fupa gFjpAk;> jd;Kaw;rpg;gbg;gpd; thapyhf> Ngr;Rf;fiyapd; Kf;fpaj;Jtk;> Njit kw;Wk; jpwd;fis khztu;fs; mwpe;Jnfhs;sy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

ghlj;jpl;lk;

myF 1   ePjp E}y;fs;   13 kzp Neuk;

 1. jpUf;Fws;   - ,d;dh nra;ahik> nghiwAilik> tpUe;Njhk;gy; (3 mjpfhuk;)

 2. KJnkhopf;fhQ;rp – mwpTg;gj;J> rpwe;J gj;J

 3. gonkhop ehD}W – 22 Kjy; 30 tiu (10 ghly;fs;)

 4. ePjpnewp tpsf;fk;   - 1- 10 Kjy; (gj;J ghly;fs;**)**

myF 2 gf;jp ,yf;fpaq;fs;   15 kzp Neuk;

 1. Fw;whyf; FwtQ;rp   – Fwj;jp kiytsk; $wy; 62 − 63 (6 ghly;fs;)

 2. mgpuhkp me;jhjp   – jdk; jUk; fy;tp jUk;> gjpdhW NgWfs; (2 ghly;)

 3. Njthuk; - nghJ   – epd;w jpUj;jhz;lfk; - 670 (jpUehtf;fuR Rthkpfs;)

 4. ehyhapuj;jpt;a gpuge;jk;   - CNdW nry;tj; Jlw;gpwtp ahd; Ntz;Nld;

 (FyNrfuho;thu; - 10 ghly;).

 5. jpUke;jpuk;   - fy;tp (10 ghly;)

myF 3 ciueilj;njhFg;G   10 kzp Neuk;

 1. ehQ;rpy; ehld;   - Mjpapy; nrhy; ,Ue;jJ. (jpfk;guk;)

 2. rpw;gp   – tPuj;Jwtp tpNtfhde;ju; (rpw;gpapd; fl;Liufs;)

 3. lhf;lh; m. jl;rpdh%h;j;jp   - Xtpaf;fiy (jkpoh; ehfupfKk; gz;ghLk;)

 4. lhf;lh; vk;.Mh;. tp[aFkhh;   - mwptpaYk; Md;kPfKk; (gpugQ;r ufrpak;)

 5. kQ;ir tre;jd;   - cstpay; (gonkhop toq;Fk; gy;Jiwr; rpe;jidfs;)

myF 4 ,yf;fzk;;> gad;ghl;Lj;jpkpo;   10 kzp Neuk;

 1. nrhy; tiffs; - ngau;> tpid> ,il> cup

 2. thf;fpak;> thf;fpa tiffs;> tpid tiffs; - 1. nra;tpid> 2. nrag;ghl;Ltpid> 3. jd;tpid>

 gpwtpid> 4. cld;ghl;Ltpid> 5. vjph;kiwtpid

3. nkhopngau;j;jy;> tpz;zg;gk;> kly;fs;vOJjy.;

myF 5 ,yf;fpa tuyhW   **10 kzp Neuk;**

1. ciueilapd; Njhw;wKk; tsu;r;rpAk;

2. rpw;wpyf;fpaq;fspd; Njhw;wKk; tsu;r;rpAk;.

3. ehad;khh;fs;> Mo;thh;fs;

4. ePjp E}y;fs;

5. jd;Kaw;rpg; gbg;G : NgRk; fiy

         Kidth; F.Qhdrk;ge;jd;

         tp[ah gjpg;gfk;> Nfhak;Gj;J}h.

ghlE}y; - nra;As; jpul;L (njhFg;G) jkpo;j;Jiw ntspaPL 2019
ghh;it E}y;fs;

t.vz;	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	c.Nt rhkpehjlah;	FWe;njhif	fof ntspaPL	Kjw; gjpg;G: [{d; - 2000
2	Gytu; eh.,uhikahgps;is (c.M)	ew;wpiz	tu;j;jkhdd; gjpg;gfk;> nrd;id.	Kjw; gjpg;G: 1999.
3	,.it mde;juhikah;	fypj;njhif>	fof ntspaPL	Kjw; gjpg;G: brk;gu; - 1996.
4	lhf;lh; c.Nt. rhkpehijah;	GwehD}W>	fof ntspaPL	Kjw; gjpg;G: brk;gu; - 1996.
5	ghpNkyofh;	jpUf;Fws;	G+k;Gfhh; gjpg;gfk;	gpg;uthp 2010
6	gjpndz; fPo;f;fzf;F E}y;fs; - kJiuf; $lY}h;f; fpohh;	KJnkhopf;fhQ;rp	jkpo; ,izag; gy;fiyf;fofk;	mf;Nlhgh; 2016
7	gjpndz; fPo;f;;fzf;F E}y;fs; - Kd;Wiwaiuadhh;	gonkhop ehD}W	jkpo; ,izag; gy;fiyf;fofk;	mf;Nlhgh; 2016
8	FkuFUguh;	ePjpnewp tpsf;fk;	jkpo; ,izag; gy;fiyf;fofk;	mf;Nlhgh; 2016

9	jphp$luhrg;gf; ftpuhah; (GypA+h; Nfrpfd; ciu)	jpU Fw;whyf; FwtQ;rp	ghhp epiyak; ntspaPL	2013
10	mgpuhkpgl;lh;	mgpuhkp me;jhjp	jkpo; ,izag; gy;fiyf;fofk;	[dthp 2014
11	Njthuk; - jpUehTf;furh;	Njthuk; - 6 Mk; jpUKiw (nghJ – epd;wjpUj;jhz;lfk;)	tu;j;jkhdd; gjpg;gfk;> nrd;id.	1996
12	FyNrfuho;thu;	ehyhapuj;jpt;a gpuge;jk;	ypl;by; g;stu; fk;ngdp – nrd;id	1996
13	jpU.m. rpjk;gudhh;	jpUke;jpuk;	njd;dpe;jpa irtpj;jhe;j E}w;gjpg;Gf; fofk;> nrd;id.	nrg;lk;gh; 2017
14	ehQ;rpy;ehld;	jpfk;guk; (fl;Liuj; njhFg;G)	tp[ah gjpg;gfk; Nfhit.	jprk;gh; - 2010
15	lhf;lh; ,uh. Nkhfd;	rpw;gpapapd; fl;Liufs;	kzpthrfh; gjpg;gfk; nrd;id.	Mf];L 1996
16	lhf;lh; m. jl;rpzh%h;j;jp	jkpou; ehfupfKk; gz;ghLk;	aho; ntspaPL	gpg;uthp – 1999
17	kQ;ir tre;jd;	gynkhop toq;Fk; gy;Jiwr; rpe;jidfs;	tp[ah gjpg;gfk; Nfhit.	[_d; 2010
18	lhf;lh; vk;.Mh; tp[a;Fkhh;	gpugQ;r ufrpak;	Uf;kzp Mg;nrl; gpu];	1997
19	fh.Nfh.ntq;fl;uhkd;	jkpo; ,yf;fpa tuyhW	fiyaf ntspaPL> jpz;Lf;fy;.	,uz;lhk; gjpg;G: [{d; - 2002.
20	kJ.r.tpkyhde;jk;	jkpo; ,yf;fpa tuyhW	Ky;iy epiyak;> nrd;id	2014.
22	K.gukrptk;	ew;wkpo; ,yf;fzk;	irtpj;jhe;j gjpg;gfk;> jpUney;Ntyp.	Kjw;gjpg;G:1995.

| 22 | ntq;fl;uht; ghY | fbjk; vOJk; fiy | Gjpa Gj;jf cyfk; | Kjy;gjpg;G 2007 |
| 23 | Kidth; F.Qhdrk;ge;jd; | NgRk; fiy | tp[ah gjpg;gfk; Nfhit. | Vg;uy; 2008 |

SEMESTER II

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	22U2FRLT02	Course Title :Language 1: French II	Batch	2022-2025
			Semester	II
Hrs/week:	5 Hrs		Credits	3

Course Objectives:

- To understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type

Course Outcomes:

COs	Course Outcome	Blooms Level
CO1	Comprehend basic vocabulary	K1
CO2	Understand basic syntax and grammar patterns	K2
CO3	Converse slowly in known situations	K3
CO4	Translate small basic sentences	K4

Mapping with Programme Outcomes:

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

Syllabus

Unit I

    Etape5 (Lecons 1 - 3)

Unit II

    Etape6 (Lecons 1 - 3)

Unit III

    Etape 7 - Leçons 1 – 2

Unit IV

    Etape 7 – Leçon 3

    Etape 8 – Leçon 1

Unit V

    Etape 8 – Leçons 2 – 3

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1	Céline Himber, Corina Brillant, Sophie Erlich	Adomania 1 – Methode de francais	HACHETTE FLE	-

Reference: Latitudes 1
Author: Yves Loiseau, Régine Merieux

Publisher: French and European Publications Inc
Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

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

    .

SEMESTER II

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U2HILT02	Course Title :Language 1: Hindi II	Batch	2022-2025
			Semester	II
Hrs/week	5 Hrs		Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

On Successful Completion of the course the students should 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	PO10	PO11	PO12
CO1	H	M	M	M	M	M	M	H	H	L	H	L
CO2	H	M	L	M	L	M	H	M	L	M	M	M
CO3	H	M	M	M	M	M	H	M	L	M	M	M

SYLLABUS

1.PROSE : NUTHAN GADYA SANGRAH
Editor : Jayaprakash
(Prescribed Lessons – only 6)
Lesson 1 – Bharathiya Sanskurthi
Lesson 3 – Razia
Lesson 4 – Makreal

Lesson 5 – Bahtha Pani Nirmala.
Lesson 6 – Rashtrapitha Mahathma Gandhi
Lesson 9 – Ninda Ras.
Publisher : Sumitra Prakashan, Sumitravas, 16/4, Hastings Road, Allahabad – 221 001.
2. NON DETAILED TEXT : KAHANI KUNJ
Editor : Dr. V.P. Amithab.
(Stories 1-6 only)
Publisher : Govind Prakashan, Sadhar Bagaar, Mathura,Uttar Pradesh – 281 001.
3. GRAMMAR : SHABDHA VICHAR ONLY
(NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS)
Theoretical & Applied.
Book for Reference   : Vyakaran Pradeep by Ramdev
Publisher   : Hindi Bhavan, 36, Tagore Town, Allahabad – 221 002.
4. TRANSLATION : English – Hindi only.
ANUVADH ABHYAS – III
(1-15 lessons only)
Publisher   : DAKSHIN BHARAT HINDI PRACHAR SABHA
CHENNAI – 17.
5. COMPREHENSION   :   1 Passage from ANUVADH ABHYAS – III (16-30)
DAKSHIN BHARATH HINDI PRACHAR SABHA
CHENNAI-17.

SEMESTER II

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	22U2MLLT02	Course Title : Language 1: Malayalam II	Batch	2022-2025
			Semester	II
Hrs/week:	5 Hrs		Credits	3

COURSE OBJECTIVES

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

COURSE OUTCOMES (CO)

On Successful Completion of the course the students should 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	PO10	PO11	PO12
CO1	M	H	M	H	M	M	M	M	H	M	M	M
CO2	M	H	L	H	M	M	M	H	L	M	L	M
CO3	M	M	M	H	H	M	H	H	M	M	M	M

SYLLABUS

This paper will have the following five units:
Unit I & II
            Novel
Unit III & IV

Unit V

Short story

Composition & Translation

TEXT BOOKS

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 II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U2KANT02	Language 1:Kannada II	Batch	2022-2025
			Semester	II
Hrs/week	5		Credits	3

Course Objectives:

- Objective of the course is to make the student acquire knowledge of the development of Ancient and Medieval stages of Kannada Literature Contents

Syllabus:

Unit I

Vikramaarjuna Vijaya Pravesha, selection lesson: 1 to 7

Unit II

Vikramaarjuna Vijaya Pravesha, selection lessons: 7 to 14

Unit III

Vachana Pravesha,selection lessons: Complete Text

Unit IV

Karnataka Bhaaratha KathaaManjari Pravesha,selection lessons: 1 to 8

Unit V

Karnataka Bhaaratha KathaaManjari Pravesha,selection lessons: 8 to 16

TEXT BOOKS

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	- Dr.T.S.Shamaraya	Kannada Sahitya Chritre	TalukinaVenkaniah Smaraka Granthmale	- -

Reference: Kannada Sahitya Chritre - Dr.R.S.Mugali (Samaja Book Depot

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

SEMESTER II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U2TELT02	Language 1:Telugu II	Batch	2022-2025
			Semester	II
Hrs/week	5		Credits	3

Course Objectives:
- To enable the students to learn and understand the Ancient and Medieval TeluguLiterature and Language and to make the student acquire knowledge of the development of Ancient and Medieval stages of Telugu Literature

SYLLABUS

Unit I

Silappadigaram

Unit II

Manimekhala

Unit III

Jeevaka Chinthamani

Unit IV

Valayapathi

Unit V

Kundalakesi

Reference:

1 Tamila Pancha Kavyalu, by S. Jayaprakash Sri Divya Publications, Kambar Street, Nagamalai, Madurai.

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

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SEMESTER II

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U2ENLT02	Course Title : Language 2: Functional English II	Batch	2022-2025
			Semester	II
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)
On Successful Completion of the course the students should 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

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

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

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

SEMESTER II

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U2ACCT04	Course Title: Core 4: Marketing Management	Batch	2022-2025
			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	M	M	M	H	H	M	M	M	M	M	H	M
CO2	L	M	M	M	M	M	M	M	M	L	L	M
CO3	M	H	H	H	M	M	M	M	M	H	M	M
CO4	M	M	M	M	H	L	L	H	M	L	M	M
CO5	M	M	M	H	L	L	M	M	M	M	H	L

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, | 4thedition , 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.

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SEMESTER II

Programme code:	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U2ACCT05	Course Title: Core 5 Principles of Accountancy	Batch:	2022 – 2024
			Semester	II
Hrs/Week	5 Hrs		Credits:	4

COURSE OBJECTIVES

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L

CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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 BOOKS

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	22U2ACCP06	**Core 6:** Computer Applications in Business - Practical II	Batch	2022-2025
			Semester	II
Hrs/week	3 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 should be able to

CO Number	CO Statement
CO1	Create e-mail id, attach documents, forward and download attachments .
CO2	Collect details through various search engines.
CO3	Create Effective power point Presentation.
CO4	Apply designs to enhance the qualtiy of the Presentation.
CO5	Create Tables and Queries,Sorts,edit and Filter a database.

MAPPING WITH PROGRAMME OUTCOMES

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

CO1	M	M	M	H	H	M	M	M	H	M	H	M
CO2	M	M	H	M	M	M	M	L	M	L	M	L
CO3	M	M	M	H	H	H	M	M	M	M	L	M
CO4	M	M	M	H	M	H	M	H	M	H	M	M
CO5	M	H	M	H	H	M	H	M	H	M	M	M

SYLLABUS

INTERNET

1.To create an email-id.

2.To compose and send a mail.

3.To forward a mail and to reply for a mail.

4.To send a mail with an attachment.

5.To download the attached document of a mail received.

6.To send a mail to a large number of recipients using cc and bcc options.

7.To search a thing using a search engine.

8.To open and read newspaper sites, TV programmes schedules using Internet.

9.To verify a university /college details by opening their websites.

10.To upload your resume with any one job portal.

POWERPOINT PRESENTATION

1. Design presentation slides for a product of your choice .The Slides Must include name, brand name, type of product, characteristics, special features, price, special offer etc.

2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contains the following transactions: Top Down, Bottom Up, Zoom in and Zoom Out-The presentation should work in custom mode.

DATABASE DESIGNING

1. Payroll for employee database of an organization with the following details: Employee id, Employee name, Date of Birth, Department and Designation, Date of   Appointment, Basic Pay, Dearness Allowance, House Rent Allowance and Other   Deductions   if   any.

erform queries for different categories.

2. Create mailing labels for student database which should include atleast three Table

must have atleast two fields with the following details: Roll Number, Name, Course,

Year, College Name, University, Address, Phone Number.

SEMESTER II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U2ACAT02	Course Title: Allied 2 Operations Research	Batch	2022-2025
			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	M	M	M	M	H	H	M	H	H	M	H	H
CO2	M	M	M	H	M	H	M	H	M	H	M	M
CO3	M	M	H	H	H	L	M	M	L	H	L	M
CO4	M	M	M	H	L	H	L	M	M	H	L	M
CO5	M	M	M	H	H	L	H	M	H	L	M	M

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 andV.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/112206134/13

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 :	22U2VBET03	Value Based Education 3: Yoga for Youth Empowerment		Batch	2022 - 2025
				Semester	II
Hrs/week	2 Hours			Credits	1

Syllabus

Unit 1: Philosophy of Life Science   **(Hours:06)**
Life – Purpose of life – Philosophy of Life- Law of Nature-Kindness towards living beings Preserving Natural resources.

myF 1: tho;tpay; jj;Jtk;
tho;f;if - tho;tpd; Nehf;fk; -tho;f;ifj; jj;Jtk; -,aw;if epajp -gpw capu; Ngzy; -,aw;if tsk; fhj;jy;

Unit 2: Human values   **(Hours:06)**
Culture –Analysis of thought- Moralization of Desire- Neutralization of Anger- Eradication of Worry- Blessings and Benefits- Harmonious Friendship- Love and Compassion-Individual Peace.

myF 2: jdpkdpj gz;Gfs;
gz;ghL -vz;zk; Muha;jy; -Mir rPuikj;jy; -rpdk; jtpu;j;jy; -ftiy xopj;jy; -tho;j;Jk; gaDk ;- el;G eyk; - md;Gk; fUizAk; - jdpkdpj mikjp.

Unit 3: Social Values   **(Hours:06)**
Family- Family Peace- Society-Life style- World Brotherhood- Greatness of Women- Five Duties- Economics- Hygiene and Health Care- Education – Politics- Responsibilities of people.

myF 3: rKjha kjpg;Gfs;
FLk;gk; - FLk;g mikjp - rKjhak; - tho;f;if Kiw - cyf rNfhjuj;Jtk; - ngz;zpd; -ngUik - Itiff; flikfs; -nghUshjhuk; -Rfhjhuk; -fy;tp -murpay; -kf;fspd; nghWg;G -cyf mikjp

Unit 4: Development of Mental prosperity   **(Hours:06)**

Prosperity of Mind- Life force- Bio-Magnetism and Mind – Functions of Mind- Mental Frequency – Ten Stages of Mind-Genetic Centre- Meditation- Value spirituality-Universal Magnetism and Bio-Magnetism.

myF 4 : kdpjts Nkk;ghL

kdtsk; - capUk; kdKk -; capupd; ,af;f ikak: - kdj;jpd; nray;fs -; kd miyr;Roy -; kd ,af;fg; gb epiyfs -; fUikak; - jtk;(jpahdk); - Md;kPf kjpg;G - thd;fhe;jk; - rptfhe;jk;

Unit 5: Maintenance of Physical Health   **(Hours:06)**

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

Recent editions of the following books only are recommended

Text books:

S. No	Author Name	Title of the Book	Publisher
1	Vethathri maharishi	Journey of Consciouness,	Vethathri Publications
2	Vethathri maharishi	Simplified Physical Exercise	Vethathri Publications
3	Vethathri maharishi	Unified Force	Vethathri Publications
4	ThuvagnaniVethathri maharishi	Yoga for modern age	Vethathri Publications
5	Dr. Chandrasekaran	Sound Health through yoga	Prem Kalyan Publications
6	Ntjhj;jpup kfup\p	vspa Kiw clw;gapw;rp	Ntjhj;jpup gjpg;gfk;

SEMESTER II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U2VBET04	Value Based Education 4: Professional and Social Ethics**	Batch	2022 - 2025
			Semester	II
Hrs/week	2 Hours		Credits	1

Nehf;fk; :

- MSikg; gz;Gfis Nkk;gLj;Jjy;> jiyikg; gz;Gfis cUthf;Fjy; gw;wp mwpjy;.
- fhy Nkyhz;ikiag; gad;gLj;Jk; KiwfisAk;> njhopy; jh;kk; gw;wpAk; mwpjy;.
- ju Nkyhz;ik> KO <Lghl;Lld; $ba nray;fspd; tpisTfs; - Jhpahjpjpjj; jtk; gw;wp mwpjy;.
- kdpj NtWghl;bw;fhd fhuzq;fisAk; kdj;J}a;ik jUk; eyd; gw;wAk; mwpjy;.
- murpay;> nghUshjhuk;> tpQ;Qhdk;> rKjhaj;jpy; Vw;gLj;jpa jhf;fq;fs;; gw;wp mwpjy.

Course Outcome (CO)

CO Number	CO Statement
CO1	MSikg; gz;Gfs;> jiyikg; gz;Gfis cUthf;Fk; Kiwfs; gw;wp njhpe;J nfhs;sg;gl;lJ.
CO2	fhyj;ij gad;gLj;Jk; Kiwfs;> njhopy; jh;kk; gw;wpAk; njhpe;J nfhs;sy;.
CO3	gzp rhh;e;j juk;> <Lghl;Lld; nray;gLk; NghJ Vw;gLk; nray; tpisTfs; gw;wp mwpe;J nfhs;sg;gl;lJ.
CO4	kdpj NtWghl;bw;fhd fhuzq;fisAk; kdj;J}a;ik jUk; rKjha eyd;fisg; gw;wpAk; mwpe;J nfhs;sg;gl;lJ.
CO5	rKjha NtWghl;bw;fhd murpay;> nghUshjhuk;> tpQ;Qhd Kd;Ndw;wq;fspd; fhuzq;fs; mwpe;J nfhs;sg;gl;lJ.

epuy; tpisTfisf; nfhz;l tiuglk;

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

CO1	S	S	S	S	S	S	S	S	S	S	S	S	S
CO2	M	S	S	M	S	M	S	S	M	S	M	S	
CO3	S	M	M	M	M	S	S	M	S	M	M	M	
CO4	L	S	L	S	L	S	L	M	M	M	S	M	
CO5	S	S	M	M	S	M	L	L	L	L	M	L	

gzp rhh;e;j tpOkpaq;fSk; rKjha tpOkpaq;fSk;

myF - 1

MSik Nkk;ghl;Lf; $Wfs; - Ra Kd;Ndw;wKk; jiyikg;
gz;GfSk; - mwpT(IQ) czh;T(EQ)> Md;kPf(SQ) msTfs; - fhy
Nkyhz;ik (g.vz; 1-27- gzp rhh;e;j tpOkpaq;fs;)

myF - 2

fhy Nkyhz;ik - nray; tpisT ePjp - njhopy; jh;kKk;
Nkd;ikAk; (g.vz; 28-47-gzp rhh;e;j tpOkpaq;fs;)

myF - 3

KOj;ju Nkyhz;ik - kd Mw;wy; ngUf;fk; - KO <Lghl;Lld;
$ba nray; - JhpahjPjj; jtk; - (g.vz; 48-64 gzp rhh;e;j
tpOkpaq;fs;) kdpjdpd; ghpzhkk; (g.vz; 1-17 rKjha tpOkpaq;fs;)

myF - 4

rKjhaj;jpd; mq;fNk kdpjd; - kdpj NtWghl;bw;fhd fhuzq;fs; -
kdj;J}a;ik jUk; rKjha eyd; - fy;tpAk; rKjhaKk; (g.vz; 18 –
35rKjha tpOkpaq;fs;)

myF - 5

murpaYk; rKjhaKk; - nghUshjhuKk; rKjhaKk; - tpQ;QhdKk;
rKjhaKk; - kjq;fspd; ikaf; fUj;J - jtk; (g.vz;40-73 rKjha
tpOkpaq;fs;)

ghl E}y; - njhFg;G jkpo;j; Jiw ntspaPL 2022

S.NO	Author Name	Title of the book	Publisher	Year /Edition
1	-	Gzprhh;e;j tpOkpaq;fs;	vd;.[p.vk; fy;Y}hp>nghs;shr;rp.	2016
2	-	rKjha tpOkpaq;fs;	vd;.[p.vk; fy;Y}hp>nghs;shr;rp	2015

SEMESTER II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U2SBST03	Skill Based Subject 3 : Mathematical Aptitude II	Batch	2022 - 2025
			Semester	II
Hrs/week	2 Hours		Credits	1

COURSE OBJECTIVES

To enable the Students
- To solve problem related to ages.
- To apply and calculate Permutations and Combinations & Ratio and Proportion
- Understand the basic concepts of Simple Interest and Compound Interest
- Understand profit and loss, components of a simple profit and loss statement and to solve problems related to *mixtures* of ingredients.
- To solve problems of odd man out and series.

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Solve problems on ages
CO2	Solve applications related to Permutations and Combinations & Ratio and Proportion
CO3	Find solution to the problems on Simple Interest and Compound Interest
CO4	Explain how to calculate profit and loss
C05	Understand the odd one from the series

MAPPING WITH PROGRAMME OUTCOMES

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

CO1	L	M	M	S	M	S	L	L	L	M	L	M
CO2	L	M	M	S	M	S	L	L	L	M	L	M
CO3	L	M	M	S	M	S	L	L	L	M	L	M
CO4	L	M	M	S	M	S	L	L	M	S	M	S
CO5	L	M	M	S	M	S	L	L	M	S	M	S

SYLLABUS

UNIT I   **(5 Hrs)**
Problems on ages

UNIT II   **(5 Hrs)**
Ratio and Proportion – Permutations and Combinations

UNIT III   **(5 Hrs)**
Simple Interest and Compound Interest
UNIT IV   **(5 Hrs)**
Profit and Loss – Allegation or Mixture

UNIT V   **(5 Hrs)**
Sequence and Series –Odd Man out Series

TEXT BOOK
Recent editions of the following books only are recommended

S.No	Author Name	Title of the Book	Publisher
1.	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited
2.	Arun	Questions on GENERAL MENTAL ABILITY TESTS	YOUNG MAN & CO.
3.	Kovai Kalaimagal College of Arts and Science	Hand Book on Mental Ability and Logical Reasoning	-
4.	R.Gupta's	Logical and Analytical Reasoning	Ramesh Publishing House New Delhi
5.	Subburaj.V	Verbal and Non-Verbal general Intelligence	-
6.	R.V. Praveen	Quantitative Aptitude and Reasoning	PHI Learning Private Limited,Delhi
7	V.A Sathgurunath's	A Guide for Campus Recruitment	Sagarikka Publications Trichy

WEBSITE REFERENCE

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

Means of Curriculum Delivery: Lecture, Group Learning, Seminar, Assignment, Google classroom.
   Note:
- **A minimum of 25 Questions in One Class should be discussed**
- **A minimum of 100 Questions in One Unit should be discussed**

SEMESTER-II

Programme Code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U2SBST04	Skill Based Subject 4: Communicative English- II	Batch	2022-2025
			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 enable the students to acquire effective communicative English
- To provide the students with ample skills in spoken English
- To encourage the students to enrich their vocabulary and speak with confidence
- To help the students apply the language skills for better communication.

COURSE OUTCOMES (CO):
   On Successful Completion of the course the students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	Communicate meaningfully and effectively with others
CO2	Application of communicative English in practical context
CO3	Analyse and globally comprehend situations and usage of English in action
CO4	Understand the basic sounds of the language

CO5	Apply the practical knowledge of using action words in sentence construction.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT –I – GRAMMAR

1. Direct speech

2. Indirect speech

3. Active and Passive Voice

UNIT- II- BASICS OF COMMUNICATION

1. Importance and Purpose of Communication

2. Linguistics Communication

3. Basics of Letter Writing

UNIT- III – COMMUNICATION IN PRACTICE

1. Assertive Communication

2. Negotiation skills

3. Rapport Building

UNIT-IV – SPEAKING SKILLS

1. Basics of Telephone communication

2. Managing Conflicts

3. Communication Network in an Organization

UNIT- V- PRESENTATION SKILLS

1. Delivering the presentation

2. Handling the questions

3. Do's and Don'ts in skilful Presentation

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
3	Dr. N.K. Narula	A Text book of Communicative English	Astha Publishers and Distributors, 2013

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

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 Class Room.

SEMESTER III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3TALT03	Title : Tamil – III	Batch	2022-2025
			Semester	III
Hrs/week	4		Credits	3

Nehf;fk;

- r%fk; gw;wpa rpe;jidfisj; jkpo;g; fhg;gpaq;fs; %yk; czu;j;Jjy;**.**
- ,yf;fpaq;fs; fw;gjpy;jypd; thapyhf khzth;fSf;F gy;NtW tifahd Fz eyd;fs;> gz;Gfis mwpar; nra;jy;.
- ,yf;fzk; fw;gg;gjd; %yk; kuGr; ftpij vOj Cf;Ftpj;jy; kw;Wk; mzp> ,yf;fpa eaq;fis Gupe;Jnfhs;sr; nra;jy;.
- ,f;fhy ,yf;fpaq;fs; gpujpgpypf;Fk; rKjhak; gw;wp mwpar; nra;jy;.
- khztu;fspd; thrpf;Fk; jpwid Cf;Ftpj;jy; kw;Wk; jkpo; ,yf;fpaj;Njhl; njhlu;Gila gpw E}y;fisAk; khztu;fs; Rakhf fw;W czur;nra;jy;

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

CO Number	CO Statement
CO1	fhg;gpaq;fs; fw;gjd; %yk; fhg;gpafhyr; rKjhaepfo;Tfis mwpjy;.
CO2	,yf;fpaq;fs;> Guhzq;fs; thapyhf kdpj cwTfspd; Nkd;ikiaAk;> ,iw topghl;bd; vspa newpKiwfisAk; czu;jy;.
CO3	,d;iwa mwptpay; njhopEl;g tsu;r;rp> rKjhaj;jpy; Vw;gLj;Jk; khw;wq;fis> fyhr;rhu rPuopTfis mwpjy;.

CO4	,yf;fzq;fs; %yk; jkpo; nkhopapd; ,yf;fz tsj;ijAk;> ,yf;fpaj;jpy; ,yf;fz MSikaAk; czu;jy;.
CO5	jkpo; ,yf;fpaq;fs; fhye;NhWk; ngw;w tsu;r;rp epiyfisAk;> jd; Kaw;rpg; gbg;gpd; thapyhf jkpofj;jpy; cs;s Myaq;fspd; tiffs'> rpw;gk;> Xtpak; fl;blf;fiy Kjypatw;iwAk; czu;jy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

ghlj;jpl;lk;

myF Ⅰ > fhg;gpak;   **10 kzp Neuk;**

1. rpyg;gjpfhuk;   - Ntdpw;fhij (Gfhh; fhz;lk;)

2. kzpNkfiy   - ghj;jpuk; ngw;w fhij

3. rPtf rpe;jhkzp   - Nfhtpe;ijtpahu; ,yk;gfk;

myF Ⅱ , Guhzk;   **10 kzp Neuk;**

2.   1. fk;guhkhazk; - mDkg; glyk;

3.   2. nghpaGuhzk; - rhf;fpa ehadhu; Guhzk;

4.   3. tpy;ypghujk; - rQ;rad; J}Jr; rUf;fk;

myF Ⅲ , Gjpdk;   **10 kzp Neuk;**

   Gjpdk; - fz;kzpNrhgah - GtpauR

myF Ⅳ , ,yf;fzk;   **10 kzp Neuk;**

  gh tif. mzp ,yf;fzk; (ghlg;gFjpia xl;bait)

myF Ⅴ –   ,yf;fpa tuyhW   **10 kzpNeuk;**

1.   1. lk;ngUq; fhg;gpaq;fs;.

2.   2. fk;guhkhazk;> ngupaGuhzk;> tpy;ypghujk;;

3.   3. Gjpdj;jpd; Njhw;wKk; tsh;r;rpAk;;

jd;Kaw;rpg; gbg;G : jkpoff; Nfhtpy; fiy

       Kidth; re;jpuNrfud;> g. rutzdd;> Mh;. Rutzdd;>

       nre;jpy;Fkhh;> ehk; jkpoh; gjpg;gfk;> nrd;id -600005.

ghh;it E}y;fs;

t. vz;	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	Nguh. m.r. Qhdrk;ge;jd;	ngupa Guhzk;	fq;if Gj;jf epiyak;> nrd;id-42	2000
2	lhfllu; Jiu. ,uhrhuhk;	tpy;ypghujk;	G+k;Gfhu; gjpg;gfk;. nrd;id - 600108	2001
3	Qh.khzpf;fthrfd;	rpyg;gjpfhuk;	ckh gjpg;gfk;> nrd;id-600001	1995
4	Jiujz;lghzp> ,uhk ,yl;Rkzd;		ckh gjpg;gfk;> nrd;id-600001	1997> ,uz;lhk; gjpg;G
5	Nguh. N[.=re;jpud;	rPtf rpe;jhkzp	ey;ywg; gjpg;gfk;> nrd;id - 17	1999> Kjy; njhFjp
6		fk;guhkhazk; (fpl;fpe;jh fhz;lk;)	fk;gd; mwepiy> Nfhtpt - 37	1995
7	fh.Nfh.ntq;fl;uhk;d;	jkpo; ,yf;fpa tuyhW	fiyf ntspaPL> jpz;Lf;fy;.	,uz;lhk; gjpg;G: [{d; - 2002.
8	kJ.r.tpkyhde;jk;	jkpo; ,yf;fpa tuyhW	Ky;iy epiyak;> nrd;id.	2014.
9	K.gukrptk;	ew;wkpo; ,yf;fzk;	irtrpj;jhe;j gjpg;gfk;> jpUney;Ntyp.	Kjw; gjpg;G: 1995.
10	Kidth; re;jpuNrfud;>g. Rutzdd;> Mh;. Rutzdd;> nre;jpy;Fkhh;	jkpoff; Nfhtpy; fiy	ehk; jkpoh; gjpg;gfk;> nrd;id -600005.	

SEMESTER III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3HILT03	Title : Hindi III	Batch	2022-2025
			Semester	III
Hrs/week	4		Credits	3

COURSE OBJECTIVE:
- May have knowledge of the contents of primitive poetry
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts will improve
- This will help you to understand the basics of Hindi literature and to understand Hindi literature properly
- Knowledge of the elements of poetry and the knowledge of subtle translation will improve.

Syllabus :

Unit No	PART I - HINDI III

I	POETRY: **KAVYA LEHAR – by** **Dr. V. BaskharPRACHEEN KAVITHA** 1. MAHATMA KABER – SAKI 2. GOSWAMY TULASIDAS – RAM-VAN-AMAN 3. MAHATMA SOORDAS- BAAL-LEELA 4. KAVIVAR RAHIM - DOHE
II	**POETRY: KAVYA LEHAR – by** **Dr. V. BaskharAADHUNIK** **KAVITHA** 1. MYTHILI SHARN GUPTH – VIKARAL BIJALI 2. SUMITHRANANDAN PANTH – PARIVARTHAN 3. SURYAKANTH THRIPATI NIRALA – SANDHAYASUNDARAI 4. RAMDHARI SING DINKAR– BHAGAVAN KE DAKKIYA 5. HARIVANSRAY BACHCHAN – KOTA SIKKA 6. AGYEYA– ANUBHAV PARIPAKVA 7. NARESH MEHTHA – ULLANGAN 8.DHARMAVEER BHARATHI– TUM MERE KOUN HO
III	**HISTORY OF HINDI LITERATURE :**(SAHITHYIK TIPPANIAN) 1. AMMER KUSRO 2. VIDHYAPATHI 3. CHANDBARDHAYI 4. PRUTHIVIRAJ RASO 5. RAMACHARITHA MANAS 6. VINAYA PATRIKA
IV	**ALANKAR:** 1.ANUPRAS, 2. YAMAK, 3. SLESH 4.VAKROKTHI , 5.UPAMA, 6. ROOPAK, 7. VIRODHABAS
V	**TRANSLATION**:**ENGLISH-HINDI only** ANUVADH ABHYAS – III (16-30 Lessons only)

Teaching methods:

Lecturing**,** Assignment, Group Discussion, Quiz, Group Activity. PowerPoint Projection through LCD

Text Book:

Kavya lehar – Dr.V.Baskhar**,** Jawahar Pusthakalay, Sadar Bazaar,Mathura-U.P.281001.
Anuvadh abyas-III,Dakshin Bharath Hindi Prachar Sabha Chennai – 17.

Reference Books:

Hindi sahithya ka saral ithihaas,by rajnath sharma, vinod pustak mandir, agra-282
Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad – 211 002.

Web Link:
https://hi.wikipedia.org/wiki/
https://en.wikipedia.org/wiki/Premchand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	M	S	S	M	S	S	S	S	M	S
CO3	S	S	M	S	L	S	S	S	S	S
CO4	M	S	S	M	S	S	S	S	M	S
CO5	S	M	M	M	M	S	S	L	S	L

COURSE PREPARED by	Dr.R.RAMESH KUMAR rameshjee67@gmail.com

SEMESTER III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)
Course Code	22U3FRLT03	Title : French III	**Batch** 2022-2025 **Semester** III
Hrs/week	4		**Credits** 3

Course Objectives:

To interact in a simple way, ask and answer simple questions about themselves, where they live, people they know, and things they have, initiate and respond to simple statements in areas of immediate need or on very familiar topics, rather than relying purely on a very finite rehearsed, lexically-organised repertoire of situation-specific phrases

Course Outcomes:

S. No	Course Outcome	Blooms Level

CO1	Comprehend a repertoire of vocabulary	K1
CO2	Understand tenses and intermediary level of grammar	K2
CO3	Try to converse in unknown situation	K3
CO4	Translate unknown texts on familiar topics	K4

Syllabus:

Part 1 - French 3	
Unit No.	**Topics**
1	Etape 1 (Lecons 1 - 3)
2	Etape2 (Lecons 1 - 3)
3	Etape 3 - Leçons 1 - 2
4	Etape 3 – Leçon 3
	Etape 4 – Leçon 1
5	Etape 4 – Leçons 2 - 3
Etapes 1 to 4, Pages 9 to 62	

Text Book Prescribed: Adomania2 – Methode de francais
Authors: Céline Himber, Corina Brillant, Sophie Erlich
Publisher: HACHETTE FLE
Available at: GOYAL Publishers and Distributors Pvt Ltd, New Delhi (9810322459)

Reference: Latitudes 1
Author: Yves Loiseau, Régine Merieux
Publisher: French and European Publications Inc
Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

SWAYAM :https://swayam.gov.in/nd2_cec19_lg04/preview
by Prof. NirupamaRastogi (Retd) English and Foreign Languages University, Hyderabad.

SEMESTER III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3MLLT03	Title : Malayalam III	Batch	2022-2025
			Semester	III
Hrs/week	4		Credits	3

SYLLABUS – Poetry

This paper will have the following five units:

> Unit I, II & III

> > O.N.V. Kavithakal

> Unit IV & V

> > Collection of Poems

Text Books Prescribed:

> Unit I, II & III

Bhoomikoru Charamageetham – ONV

(D.C. Books, Kottayam)

Unit IV & V

Kavyanchali – Group of Authors

(D.C. Books, Kottayam)

Reference Books:

1.Kavitha Sahithya Charitram-Dr.M.Leelavathi (Kerala Sahithya Academy,Trichur)

2.Kavitha Dwani-Dr.M.Leelavathi (D.C.Books, Kottayam)

3.Aadhunika Sahithyacharithram Prasthanangalilude-Dr.K.M.George

(D.C.Books, Kottayam)

4.Padya Sahithya Charithram – T.M.Chummar (Kerala Sahithya Academy,Trichur)

SEMESTER III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3TELT03	Title : Telugu III	Batch	2022-2025
			Semester	III
Hrs/week	4		Credits	3

THIRD SEMESTER
PAPER – III HISTORY OF TELUGU LITERATURE

Prescribed Text: Andhra Vangmaya Carithramu, by Divakarla Venkatavadhani

Andhra Saraswatha Parishatthu, Tilak Road, Hyderabad.

1. Pre Nannaya Period

2. The Age of Translations

3. Kavya and Prabhanda Period

4. The Age of Dakshinandhra

5. Modern period

6. Sataka Literature

7. Folk Literature

8. Dramas

9. Novels and Short Stories

10. Biographies and Autobiographies

11. Essays, Criticism and Research

SEMESTER III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3KANT03	Title : Kanada III	**Batch**	2022-2025
			Semester	III
Hrs/week	4		**Credits**	3

Subject title: Paper III: Short Stories

Subject Description:

This course presents the Kannada Short Stories, enables the students to understand and explain the structure, form, motive and purpose of this form. Collections from Kannada Short Stories for appreciation of Short Stories, fiction, beauty and Language, etc.

Goals:

To enable the students to learn and understand the Kannada Short Stories.

Objectives:

Objective of the course is to make the student acquire knowledge of the development of the stages of the Short stories of Kannada.

Contents:

Unite I Kannada Sanna Kathegalu (Anthology of Kannada Short Stories) selection lesson: 1,2,4,

Unite II selection lessons: 5,6, 7,

Unite III selection lessons: 8,10,12,

Unite IV selection lessons:14,16,17,

Unite V selection lessons: 18,19,20,25,

Text Books : Kannada Sanna Kathegalu Pub: National Book trust, A- 5 Green Park New Delhi 110016. Book sellers - Getha Book House K.R.Circle Mysore,Sapna Book House 3rd Main Road, Gandhinagar, Bangalore-09 Ph.080-40114455 Shop online:www.sapnaonline.com

Reference: Hosagannada sahitya charitre- Chapter 4, page No.103 to 251 Chapter 7, page

No.335 to 340. Author: L.S.Seshagiri rao, Pub: By Ankita pustaka, 53/Gandhi Bazar, Basavanagudi, Bangaore -560004. Phone-080-26617100/26617755

SEMESTER-III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3ENLT03	Language II : Functional English III	Batch	2022-2025
			Semester	III
Hrs/ Week	4 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):
On Successful Completion of the course the students will be able to

CO Number	CO Statement
CO1	Speak and Write without committing grammatical errors.
CO2	Read and appreciate simple literary works.
CO3	Deal with various conversational situations with confidence.
CO4	Recognize the nuances of English language and attempt creative writing.
CO5	Enumerate in flawless English their understanding of societal concerns.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT I-POETRY

The Village Schoolmaster - Oliver Goldsmith

Matilda   **-** Hilaire Belloc

Ozymandias   - P.B. Shelly

UNIT II- PROSE

My Financial Career   - Stephen Leacock

My Early Days   - Dr. A. P. J. Abdul Kalam

Sweets for Angels   - R. K. Narayan

UNIT III-   SHORT STORY

Three Questions   - Leo Tolstoy

Model Millionaire   - Oscar Wilde

The Last Leaf   - O. Henry

UNIT IV -ONE ACT PLAY

The Hour of truth   - Percival Wilde

The Burden- A play Let of the Ramayana- T.P.Kailasam

UNIT V- VOCABULARY AND COMPOSITION

Jumbled Letters

Spelling Test

Compound Words

TEXT BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year /Edition
1	A.G.Xavier	An Anthology of Popular Essays and Poems	Laxmi Publications, New Delhi, India	1988
2	Prof. A.E.Subramanian	Gifts to Posterity- An Anthology of Modern Short Stories	Chitra Publications, Chennai	2003
3.	Board of Editors	Limelight – 3 (An Anthology of Prose , Biography, Poetry, Short stories and One act plays)	SSK Publishers & Distributors, Chennai.	2018

REFERENCE BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year /Edition
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Laxmi Publications Trinity, New Delhi, India .	2007
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications	Fifth Revised Edition
3.	AdibaAmin, Rosemary Eravelly, Farida J Ibrahim	Grammar Builder Level Volume 1	Cambridge University Press	2005

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

SEMESTER- III

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U3ACCT07	Course Title: Core 07: Financial Management	Batch	2022-2025
			Semester	III
Hrs/Week	5 Hrs		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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

SYLLABUS

UNIT - I (Theory only) (15 Hrs)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management – Role of Finance Manager - 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 BOOKS

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	10th Edition, 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	2nd 2014

WEBSITE REFERENCE

https://www.kgrtc.org.zm/wp-content/uploads/2018/09/financial_management.pdf
https://gurukpo.com/Content/MBA/Financial_Management.pdf
http://icmai.in/upload/Students/Syllabus-2008/StudyMaterialFinal/P-12.pdf

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

SEMESTER III

Programme code :	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	22U3ACCT08	Course Title: Core: 8 Organisational Behaviour	Batch	2022-2025
			Semester	III
Hrs/week:	5 Hrs		Credits	3

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

SYLLABUS

UNIT – I (12 Hrs)

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

UNIT – II (12Hrs)

Perception – Process – Perceptional Era - 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 Organisational Climate – Organisational effectiveness - 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 – Conflict – Types of Conflict - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

TEXT BOOKS

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	22U3ACCT09	Core 9 : Relational Database Management system	Batch	2022-2025
			Semester	III
Hrs/Week	5 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 (CO)

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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	22U3ACCP10	Course Title: Core 10: Oracle Practical	Batch	2022-2025
			Semester	III
Hrs/Week	3 Hrs		Credits	3

COURSE OUTCOMES (CO)

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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	22U3ACAT03	Course Title: Allied 3: Management Information Systems	Batch	2022-2025
			Semester	III
Hrs/Week	5 Hrs		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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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 BOOKS

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/222/management-information-system-mis
https://nptel.ac.in/courses/122205022/
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 with (CA)	
Course Code :	22U3VBET05	**Title: Value Based Education 5:** National and Global Ethics**	**Batch**	2022-2025
			Semester	III
Hrs/week	1		**Credits**	1

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

CO Number	CO Statement
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S.NO	Author Name	Title of the book	publisher	Year /Edition
1	-	ய　　த	vd;.[p.vk; fy;Y}hp>nghs;shr;rp.	2015
2	-	ய　　த	vd;.[p.vk; fy;Y}hp>nghs;shr;rp	2015

SEMESTER III

Programme Code :	BBA (CA)	Programme Title		Bachelor of Business Administration with (CA)	
Course Code :	22U3SBST05	Skill Based Subject 5: Mathematical Aptitude -III		Batch	2022-2025
				Semester	III
Hrs/week	2 Hrs			Credits	1

COURSE OBJECTIVES

To enable the Students

- To solve problems with time and to learn the concepts of Pipes and Cistern
- To solve complex problems involving speed, distance and time.
- To Solve problems on Trains and chain rule
- To explain the importance of reading directions
- To explain Safe and accessible classroom environment

COURSE OUTCOMES (CO)

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

CO Number	CO Statement

CO1	apply the work rate formula to solve real-life problems
CO2	To explain the relationship between time/speed/distance.
CO3	To explain the concepts of speed and relative speed.
CO4	Describe strategies to use to follow directions accurately
CO5	To Improve classroom management

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS
UNIT I   **(5 Hrs)**
Time and Work – Pipes and Cistern
UNIT II   **(5 Hrs)**
Time and Distance – Boats and Streams

UNIT III   **(5 Hrs)**
Problems on Trains-Chain Rule
UNIT IV   **(5 Hrs)**
Directions
UNIT V   **(5 Hrs)**
Seating Arrangement –Data Sufficiency

TEXT BOOK
Recent editions of the following books only are recommended

S.No	Author Name	Title of the Book	Publisher
1.	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited
2.	Arun	Questions on GENERAL MENTAL ABILITY TESTS	YOUNG MAN & CO.

3.	Kovai Kalaimagal College of Arts and Science	Hand Book on Mental Ability and Logical Reasoning	-
4.	R.Gupta's	Logical and Analytical Reasoning	Ramesh Publishing House New Delhi
5.	Subburaj.V	Verbal and Non-Verbal general Intelligence	-
6.	R.V. Praveen	Quantitative Aptitude and Reasoning	PHI Learning Private Limited Delhi
7.	V.A Sathgurunath's	A Guide for Campus Recruitment	Sagarikka Publications Trichy

WEBSITE REFERENCE
1.https://www.careerbless.com/aptitude/qa/home.php
2.https://www.indiabix.com/
Means of Curriculum Delivery: Lecture, Group Learning, Seminar, Assignment, Google classroom.
Note:
- **A minimum of 25 Questions in One Class should be discussed**
- **A minimum of 100 Questions in One Unit should be discussed**

SEMESTER-III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code:	22U3SBST06	**Skill based Subject 6:** Communicative English- III	Batch	2022-2025
			Semester	III
Hrs/ Week	2 Hrs		Credits	1

COURSE OBJECTIVES:
- To make the students to understand the barriers in their communication and the ways to overcome the same.
- To make the students to know various types of listening and the effect of enhancing the listening skills**.**
- To encourage Group discussion and introduce to speak in different situations and the etiquette to be maintained.
- To recognize the effects of diversity, access, and power on communication.
- To understand and apply communication theory and critically think about communication processes and messages

COURSE OUTCOMES (CO):

On Successful Completion of the course the 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
CO4	To know about the importance and power of communication which is the essential tool to become a professional.
C05	To deliver professional presentations and interact skilfully and ethically through the proper mode of communication processes.

MAPPING WITH PROGRAMME OUTCOMES

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

UNIT –I

Compound Nouns

Short Form Responses

Word Blends and Acronyms

UNIT- II

Listening to Instructions

Wh and Yes No Questions

UNIT- III

Telephone Etiquette

Role Play

UNIT- IV

Group Discussion

Types of GD

Etiquette of Group Discussion

UNIT- V

Job Interviews and Interview Process

Writing Covering Letter and Resume

CV/Resume Preparation Do's and Don'ts

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
3	Konar, Nira	Communication Skills for Professionals	PHI Learning Private Limited	2013
4	Alex Dr.K	Soft Skills	S.Chand Competition	2012

REFERENCE BOOKS:

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

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

SEMESTER- III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code	22U3NMET1A	Non Major Elective1 : Food Science and Nutrition	Batch	2022-2025
			Semester	III
Hrs/week	1 Hours		Credits	1

COURSE OBJECTIVE

● Tounderstandtheimportanceof Nutritionandtheroleoffoodinthemaintenanceofgoodhealth

● 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 awareness on the prevailing laws, hygiene and sanitation relating to food safety

COURSE OUTCOMES (CO):

On Successful Completion of the course the students will be able to achieve the following outcomes.

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 classification, 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	M	L	M	M	M	H	M	L	M	H	M	H
CO2	M	M	M	M	M	H	M	M	M	H	L	H
CO3	M	M	M	M	M	H	M	M	M	H	L	H
CO4	M	M	L	L	L	H	M	M	M	H	M	H
CO5	L	L	M	L	L	H	L	M	L	H	M	H

SYLLABUS

Unit	Content
Unit 1	**(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 2	**(6 Hours)** Basic Nutrition: WATER- Functions, sources, requirements, water balance, dehydration (ORS) and toxicity. CARBOHYDRATE - Composition and classification, source, functions, requirements. LIPIDScomposition, sources, functions, requirements, deficiency and excess; fatty acids- essential and non-essential, SFA, USFA, MUFA, PUFA, significance of fatty acids, Rancidity. PROTEINScomposition, 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 3	**(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 4	**(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 5	**(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.

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

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 Learning, Seminar, Assignment, Google Classroom.

SEMESTER- III

Programme Code :	BBA (CA)	Programme Title		Bachelor of Business Administration (CA)	
Course Code:	22U3NMET1B	**Non-Major Elective 1:** Nattu Maruthuvam Muligai Chedigalum ehl;L kUj;JtKk; %ypifr; nrbfSk;		**Batch**	2022 - 2024
				Semester	III
Hrs/ Week	1			**Credits**	1

Nehf;fk;

1. ehl;L kUj;Jtj;jpd; gad;ghL> tiffs;> kUj;Jt Kiwfis mwpjy;.

2. ngz;fs;> Mz;fs;> Foe;ijfSf;F Vw;gLfpd;w Neha;fs;> kUj;Jt Kiwfs;> kf;fspilNa cs;s ek;gpif kUj;Jtk; gw;wp mwpjy;.

3. nghJthf kf;fSf;F Vw;gLfpd;w Neha;fSk; mjw;Fhpa ehl;L kUj;JtKiw gw;wp mwpjy;.

4. %ypiffspd; jd;ikfis Muha;e;J> f\hak;> khj;jpiu> %ypifg; nghb jahhpf;Fk; Kiw gw;wp mwpjy;.

5. cly; eyj;ij NgZfpd;w Kiwfs;> czT Kiw> clw;gapw;rpfs; kw;Wk; Neha;fs;> Neha; jPh;f;Fk; %ypffisg; gw;wp mwpjy;.

6.

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

CO Number	CO Statement
CO1	gad;ghl;by; cs;s gy tifahd ehl;L kUj;Jt Kiwfs;> Kf;fpaj;Jtk; gw;wp mwpe;J nfhz;ldh;.
CO2	Mz;fs;> ngz;fs; Foe;ijfSf;F Vw;gLfpd;w Neha;fs; mtw;iwj; jPh;f;Fk; kUj;Jt Kiwfs; kw;Wk; kf;fspd; ek;gpf;if kUj;Jtk; gw;wp khzth;fs; mwpe;Jnfhs;Sjy;.
CO3	kf;fSf;F mbf;fb Vw;gLk; fha;r;ry; Nghd;w nghJthd Neha;fSk;> mtw;wpw;Fhpa kUj;Jt Kiwfs; gw;wpAk; mwpe;J nfhs;Sjy;.
CO4	%ypffspd; gad;ghL gw;wp khzth;fs; mwpe;J nfhs;Sjy;.
CO5	cly; typik> ghJfhg;gpw;Fj; Njitahd %ypffs;> ,aw;if czTg; gw;wp khzth;fs; mwpe;j nfhs;Sjy;.

MAPPING WITH PROGRAMME OUTCOMES

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : ehl;L kUj;JtKk; %ypifr; nrbfSk;

myF 1

ehl;L kUj;Jt mwpKfk; - NjitAk; - NjlYk; - kUj;Jt Kiwfs; - rpj;j kUj;Jtk; - MAh;Ntjk; - Aehdp - N`khpNahgjp - mf;FgQ;rh; - ehl;L kUj;JtKk; mjd; ngah;fSk; - if itj;jpak; - ghl;b itj;jpak; - %ypf itj;jpak; - ,uh[itj;jpak; - ,urpa kUe;J itj;jpak; - ,aw;if itj;jpak; - ehl;L

kUj;JtKk; Mq;fpNyah; tpsf;fKk; - ehl;L kUj;Jt tpsf;fk; - ehl;L kUj;Jt %yq;fs; - Neha; - kUj;Jth; - kUe;J − kUj;Jtk; - kUe;Jnra; fUtpfs; - kUj;Jt tiffs; - Mq;fpy kUj;JtKk; ehl;L kUj;JtKk;.

myF 2

kfsph; kUj;Jtk; - nghJthd Neha;fs; - jpUkzj;jpw;F gpd;GtUk; Neha;fs; - Mlth; kUj;Jtk; - Neha;fs; gpw kUj;Jtf; Fwpg;Gfs; - Foe;ijah; kUj;Jtk; - Neha;fSk; kUj;Jt KiwfSk; - gpw kUj;Jtf; Fwpg;Gfs; - ek;gpf;if kUj;Jtk;.

myF 3

nghJ kUj;Jtk; - fha;r;ry; - jiy Neha;fs; - Njhy; Neha;fs; - fhy; Neha;fs; - Fly; Neha;fs; - Rthr Neha;fs; - rpWePh; Neha;fs; - fz Neha;fs; - fhJ Neha;fs; - gy; Neha;fs; %y Neha; - ngsj;jpu Neha; - fhkhiy − rh;f;fiu − thjk; - vapl;]; - tprf;fb Neha;fs; - gpw Neha;fs; - gpw kUj;Jtf; Fwpg;Gfs;.

myF 4

eykhd tho;Tf;F nja;tPf %ypiffs; - f\hak;> khj;jpiu> %ypfg;nghb jahhpf;Fk; Kiwfs; - Nehapd;wp thOk; top - ,aw;if czT − E}whz;L tho;tJ vg;gb − gUFk; ghdq;fis vt;thW mUe;j Ntz;Lk; - cly; Nja;khdq;fSk; GJg;gpf;fg;gLJtk; - czTk; clYk; - czTg; gput;rpid − Ntz;lhj gof;fq;fis tpl;nlhopAq;fs; - kdpj rf;jpAk; - kpd; rf;jpAk; 74 mjpra tpsf;fk; - g+Nyhf Njthkph;jk; (gf;f vz; 45 − 84)

myF 5

nghJthd cly; eyk; ngw Kf;fpaf; Fwpg;Gfs; - ehh;r;rj;J ekJ clYf;F caph;rj;J - %ypf kUe;J cl;nfhs;Sk; Nehahspfs; gpd;gw;w Ntz;ba ,aw;if czT Kiwfs; - gpd;gw;w Ntz;ba clw;gapw;rpfs; - ,Ujaf; NfhshWf;F %ypf kUe;Jfs; - ,uj;j Nrhif − M]Jkh kyr;rpf;fs; - %y Neha;- tapw;wpy; GO> g+r;rpfs;> fpUkpfs; ntspNaw − tapw;Wtyp> tapw;Wg; Gz;> tapw;Nwhl;lk;> kQ;rs; fhkhiy − fy;yPuy; ghjpg;ghy; Vw;gLk; Neha;fSf;F nja;tPf %ypf kUj;Jtk; (gf;f vz; - 86 − 150)

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L - gjpg;G

| 1 | e. re;jpud; | ehl;L kUj;Jtk; | Tp[ah gjpg;gfk;> Nfhit. | 3Mk; gjpg;G 2018 |
| 2 | QhNdhja itj;jpah;; lhf;flh; rp.Nf. khzpf;fthrfk;. | vspa Kiwapy; gpzp mfw;Wk;; nja;tPf %ypiffs;. | eh;kjh gjpg;gfk;> nrd;id. | Nk 2000. |

SEMESTER III

Programme Code :	12-k; tFg;G tiu jkpo; nkhopg;ghlk; gapyhjtu;fSf;F	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U3BTLT01	**Non Credit Course 1:** Basic Tamil-I Title : mbg;gilj; jkpo;	Batch	2022-2025
			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;.

-

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

CO Number	CO Statement
CO1	jkpo; vOj;Jf;fisj; njspthf vOJjy;.
CO2	nrhw;fs; nfhLf;fg;gl;lhy; mitfs; vr;nrhw;fs; vd tiffisf; $Wjy;.
CO4	thf;fpaq;fisg; gpioapd;wp vOJjy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

jkpo; nkhopapd; mbg;gilf; $Wfs;.

vOj;Jf;fs;　　　　　: KjnyOj;Jf;fs; (capu; vOj;J> nka; vOj;J> capu;nka; vOj;J)

nrhw;fs;　　　: tiffs; (ngau;r;nrhy;> tpidr;nrhy;> ,ilr;nrhy;> cupr;nrhy;)

njhlu;　　　　: njhluikg;G (vOtha;> nrag;gLnghUs;> gadpiy)

Fwpg;G vOJjy; : gj;Jg; gjpideJ njhlu;fspy; Fwpg;G tiujy;

gpioePf;fp vOJjy; : (xw;Wg;gpio> vOj;Jg;gpio)

	mf kjpg;gPl;Lj; Nju;T kjpg;ngz; toq;Fk; Kiw	kjpg;ngz;fs;
1	tFg;Gj;Nju;T – 1	10
2	tFg;Gj;Nju;T – 2	10
3	khjupupj;Nju;T	10
4	gapw;rpf; fl;Liu	10

5	tha;nkhopj; Nju;T	10
	nkhj;j kjpg;ngz;fs;	50

Fwpg;G : tha;nkhopj; Nju;tpy; jkpo;r; nrk;nkhop tuyhW   **njhlu;ghd tpdhf;fs;**
kl;LNk Nfl;fg;gl Ntz;Lk;.

SEMESTER III

Programme Code :	12-k; tFg;G tiu jkpo; nkhopg;ghlk; gapd;wtu;fSf;F	**Programme Title**	Bachelor of Business Administration (CA)
Course Code :	22U3ATLT01	**Non Credit Course 1:** Advanced Tamil -I Title : rpwg;Gj; jkpo;;	**Batch** 2022-2025 **Semester** III **Credits** -
Hrs/week	–		

mfkjpg;gPl;Lj; Nju;T kl;Lk;
Nehf;fk;:

- Nky;epiyf; fy;tpapy; jkpo; nkhop gapd;w khztu;fSf;F ,sq;fiy gl;l tFg;gpy; jkpo;
,yf;fpaj;jpd; rpwg;gpid vLj;Jf; $Wjy;.

- kuGf; ftpijfs;> GJf;ftpijfs; NtWghL gw;wp khztu;fs; mwpar; nra;jy;.

- nrhw;fis cr;rupf;Fk; NghJ xyp NtWghL mwpe;J thf;fpaq;fspy; gpio ePf;fp fp vOjr; nra;jy;.

- gad;ghl;Lj; jkpopy; fbjq;fs; kw;Wk; kly;fs; vOJtjw;Fg; gapw;rpaspj;jy;.

- ghlg;gFjpNahL ,ize;j ,yf;fpa tuyhw;Wr; nra;jpfis mwpar; nra;jy;.

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

CO Number	CO Statement
CO1	kuGf;ftpij> GJf;ftpijfSf;F ,ilapy; cs;s NtWghLfs; mwpjy;.
CO2	nkhopj;jpwd; gapw;rpapd; %yk;> khztu;fs; gpioePf;fp vOJjy;.
CO3	,d;iwa #oYf;F Vw;g> tpz;zg;gq;fs;> kly;fs; kw;Wk; fbjq;fs; vOjr;nra;jy;
CO4	,yf;fpaq;fspd; thapyhf gilg;Gfspd; tuyhWfs;> Nehf;fk; czu;jy;.
CO5	nrhw;fisf; nfhz;L thf;fpaq;fs; mikg;gjw;Fg; gapw;rp vLj;jy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

ghlj;jpl;lk;

$W-1$: ghujpahh; ftpijfs;
       fz;zd; vd; Nrtfd;
       ghujpjhrd; - mofpd; rphpg;G (KOtLk;)
       kPuh (ftpQh;) - Ff;$ (GJf;ftpij)

$W-2$ nkhopj;jpwd;
       gpioePf;fp vOJjy; - wd;> uz NtWghL mwpjy;
                sd;> od;> yd NtWghL mwpjy;
              d;> z;> e NtWghL mwpjy;
           Fwpy;; neby; NtWghL mwpjy;

$W-3$: fbjq;fs; vOJjy; - ghuhl;Lf; fbjk;> ed;wpf;fbjk;> miog;Gf;fbjk;>
       mYtyf tpz;zg;gk;.

$W-4$ nrhw;fisj; je;J njhlh;fis mikf;Fk; gapw;rp mspj;jy;> ty;ypdk;

kpFk; ,lq;fs;.
$W – 5 ghle;jOtpa tuyhW.

	mf kjpg;gPl;Lj; Nju;T kjpg;ngz; toq;Fk; Kiw	kjpg;ngz;fs;
1	tFg;Gj;Nju;T – 1	10
2	tFg;Gj;Nju;T – 2	10
3	khjpupj;Nju;T	10
4	gapw;rpf; fl;Liu	10
5	tha;nkhopj; Nju;T	10
	nkhj;j kjpg;ngz;fs;	50

Fwpg;G : **tha;nkhopj; Nju;tpy; jkpo;r; nrk;nkhop tuyhW njhlu;ghd tpdhf;fs; kl;LNk Nfl;f**

SEMESTER – III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U3SSCT1A	Self study Course – I kdpj tho;f;ifAk; fhe;jpabfSk;**	Batch	2022-2025
			Semester	III
Hrs/ Week	-		Credits	-

Nehf;fk;
- khdpl tho;tpy; gpd;gw;w Ntz;ba eilKiwr; nray;ghLfis czh;j;Jjy;.
- ,d;iwa etPd tho;f;ifr; #oypy; Vw;gLk; rpf;fy;fs;> gpur;;ridfis fhe;jpa jPh;Tfis mwpar; nra;jy;.
- kfhj;khtpd; tho;f;if Kiw> fy;tp> tho;T gw;wpa fUj;Jf;fis fw;W czh;jy;.
- eilKiw tho;tpy; mfpk;iriag; gpd;gw;Wtjhy; Vw;gLk; ed;ikfisg; Ghpe;J nfhs;sr; nra;jy;.

- fhe;jpabfs; ,e;jpa tpLjiyf;fhfg; gpd;gw;wpa nfhs;iffis khzth;fs; fw;W   mwpjy;.

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

CO Number	CO Statement
CO1	khdpl gpwg;gpd; Nehf;fk;> tho;f;if ,ufrpak;> jd;dyk; ,y;yh tho;f;if> ,y;tho;f;ifapd; rpwg;G> cliyg; ghJfhj;jy; Mfpatw;iw Ghpe;J nfhs;sy;.
CO2	tha;ikapdhy; ,ize;j nka;awpT> ,aw;ifAld; ,ize;j nka;awpT> rj;jpahfpufpfshf Mj;k rf;jpAld; tho;e;j nghpNahh;fspd;; tho;it czh;e;Jmth;fs; topapy; tho Kaw;rpj;jy;.
CO3	Fhe;jpabfs; tho;f;if %yk; fy;tp> ,y;ywk;> ngw;Nwhiug; Ngzy;> jpahfk;> ,aw;if tho;T> nry;tk;> cz;ik> mQ;rhik khzth;fs; mwpjy;.
CO4	,aw;ifapd; Nehf;fk;> mfpk;iria gpd;gw;Wjy;> Cd; cz;zhik> jPz;lhik> Rauh[;aj;jpd; jd;ikfs;> kf;fspd; tho;f;ifapy; RNjrpak;> RNjrpa chpik> fhe;jpabfspd; tho;f;if %yk; khzth;fs; mwpjy;.
CO5	rj;jpahfpufk; tpsf;fk;> fhe;jpAk; rj;jpahfpufKk;> fhe;jpAk; njd;dhg;gphpf;fhtpd; gazk;> nusyl; rl;lk;> fhe;japd; rpiw tho;T> rka tho;T> rkur rd;khh;f;fk;> rkur tho;tpd; gad; Nghd;wtw;iw khzth;fs; mwpjy;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : kdpj tho;f;ifAk; fhe;jpabfSk;

myF 1   gf;f vz; (1 – 40)

kdpjd; - kdpjg; gpwtpapd; tpOg;gk; - kf;fs; - kdpjd; vtd; - tho;f;if – fPjh ufrpak; - fUj;J Ntw;Wik – ciu fz;ltu; - Nghu;fsj;jpy; ,y;ywj;jhDf;F mwpTWj;jy; - gad; fUjh mUswk; - mUr;Rzd; njspT - ,U gpwg;G - ,y;yw Nehf;fk; - jpUf;Fws; El;gk; - ,y;yw khz;G – mUswk; - ehl;L mwE}y;fs; -rpy Kiwfs; clNyhk;gy; - Qhdpfs; Nehf;fk; - clk;gpd; mUik.

myF 2   gf;f vz; (41 – 73)

tha;ik – tha;ikapy; gpw mwq;fs; - tha;ik caph; nka;awpT – tpyq;Fk; kdpjDk; - ,ay;G – kdr;rhl;rpW - ,aw;if tho;tpy; nka;awpT – nghWik – ehd;F Fzq;fs; - mlf;fk; - cs;sepiw – cz;ik – nghWik – nghwhik Md;k rf;jp – cs; xsp – Mj;k rf;jpAk; G+j rf;jpAk; - rj;jhpafk; - ,ay;G – Juhf;fpafk; - mr;RWj;jy; - jpahfk; - rj;jhfpufpgfs; - Cly; - khu;f;fz;Nlau; - gpDfhjpj – mupr;re;jpud; - trp\;li; - Gj;ju; - N]hf;uju;;- fpU];J – Kfk;kJ – fPij – rhtpj;jhpj;jpup – jpUehtf;furh; - nka;nghUs; - gpuhd;rp; Kdptu; - jhy;];jha; - Njhup – KjpypNahu; - ,aw;ifawk; rj;jpahfpufk;> rhJepiy – rhJ tho;.

myF 3 gf;f vz; (75 – 200)

fhe;jpabfs; - nghUs; - kfhj;kh – kfhd; - rpy mb fz;khu; GJ cyfk; - fhuy; khu;f;]; - rpwpaTlypy; ngupa xsp – gpwg;G – fy;tp – ngw;Nwhu;g; Ngzy; - ,y;ywk; - jpahfk; - ,aw;if tho;T – nry;tk; ey;FuT – tho;f;iff; $Wfs; - fpwp];J nkhopfs; - cz;ikAk; mQ;rhikAk; - mbfspd; mQ;rh tpidfs; - nka;awpT.

myF 4 gf;f vz; (200 – 257)

m\pk;ir – m\pk;irAk; rkaKk; - Cd; vz;zhik – jPz;lhik - ,aw;if mwk; m\pk;ir – etfhsp epfo;r;rp – khu;f;]pak; - Rauh[;aKk; RNjrpAKk; - gd;ikapy; xUik – ghuj kf;fSk; RNjrpaKk; - RNjrpaKk; cupikAk; - Rauh[;;ak; flTs; gilg;G Nehf;fk; - rhjp rkag;Nghu; - ehl;Lj;njhz;L.

myF 5 gf;f vz; (257 – 364)

nghUs; - fhyk; Njhw;wk; - rj; tpsf;fk; - rj;ahf;fpufpahu; - FiwghLfs; - capu; cly; tho;T – rj;ahfpuKk; mbfSk; - $u;[ug; ghl;L – njd;dhg;gpupf;fh – rhk;auhz; - nra;jh – nusyl; rl;lk; - rj;ahfpuf ehs; - rl;lKk; mwKk; - rl;l tuk;G – rpiwg;ghFghlfs; - rkatho;T – cz;ik kdpjd; - KOKjw; nghUSz;ik – m\pk;irNa rkak; - rkag;Nghu; - rka tho;tpd; ,ay;G – mbfs; rkak; rkur rd;khu;f;fk; - rhJepiy – rka tho;tpd; gad; rhJepiy – rhJf;fshy; cyfk; eilngwy; - gpwu;f;Fupa tho;T – ngupNahu; tUif – mbfs; tho;T E}ypd; ngUk; gpupTfs; - mbfs; mwTiur; RUf;fk; - ,d;gg;NgW – tho;j;J.

ghlIE}y;

t. vz;	Mrphpah; ngah;	E}ypd; ngah;	NtspaPL	Mz;L – gjpg;G
1	jpU. tp. fypahzRe;judhu;	kdpj tho;f;ifAk; fhe;jpabfSk;	G+k;;Gfhu; gjpg;gfk; nrd;id – 600013	Vg;uy; - 2004

ghu;it E}y;

t. vz;	Mrphpah; ngah;	E}ypd; ngah;	NtspaPL	Mz;L – gjpg;G
1	Nkhfd;jhR fuk;re;j; fhe;jp (jkpohf;fk; - uh. Ntq;fluh[_Y)	kfhj;kh fhe;jpapd; Ra rupij	et[Ptd; gpuRuhyak; mfkjhghj; - 380014	[_iy - 2000
2	njhFg;G – Nguhrpupau; Kidth; kh.uh.Ngh. FUrhkp	Kfhj;kh E}y;fs; (fhe;jp Kd;Ndhbfs;)	tu;j;jkhdu; gjpg;gfk; -nrd;id – 17	2005
3	Nkhfd;jhR fuk;re;j; fhe;jp (jkpohf;fk; - jp.R. Mtpdhrpypq;fk;)	Kfhj;kh E}y;fs; (njd;dhg;gpupf;fhtpy; rj;jpahfpufk;)	tu;j;jkhdu; gjpg;gfk; -nrd;id – 17	2005

SEMESTER - III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administartion (CA)	
Course Code:	22U3SSCT1B	Self study Course – I V.O.Chidambaranarin vaazhkai Varalaaru* ,e;jpa tpLjiyg; Nghhpy; t.c.rp**	Batch	2022- 2025
			Semester	III
Hrs/ Week	-		Credits	

Nehf;fk;

1. t.c.rp apd; ,sikg; gUtk;> fy;tp> njhopy;> tho;f;if Kiw gw;wp khzth;fs; mwpjy;.

2. RNjrp fg;gy; fk;ngdp njhlq;fpajd; Nehf;fk;> Kf;fpaj;Jtj;ij mwpjy;.

3. t.c.rp rpiwr; rhiyfspy; mDgtpj;j ,d;dy;fisAk;> jd;dykw;w nghJ tho;f;iff;fhf mth; nra;j jpahf czh;it mwpjy;.

4. t.c.rp apd; jkpo;g;gw;W> jkpOf;F t.c.rpapd; gq;fspg;ig khzth;fis czur; nra;jy;.

5. tpLjiyg; Nghuhl;lj;jpy; t.c.rp> mtuJ fhyj;jpy; rpiwf; ifjpfspd; epiy> nrl;b ehl;Lr; nrhw;nghopTfs; gw;wp khzth;fis mwpar; nra;jy;.

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

CO Number	CO Statement
CO1	t.c.rp apd; tpLjiy czh;T ,sikapNyNa Nt&d;wpaJ vd;gij mtuJ ,sikf; fhy tho;f;if kw;Wk; nray;ghLfspd; %yk; khzth;fis czur; nra;jy;.
CO2	RNjrp fg;gy; fk;ngdp njhlq;Ftjw;F> Vw;gl;l jilfs;> Kaw;rpfspy; ntw;wp ngWjy;> ehl;Lg; gw;wpidAk; chpikfhf NghuhLk; gz;Gfisak; khzth;fs; mwpae;J nfhs;Sjy;.
CO3	t.c.rp apd; rpiw tho;f;if> Mq;fpNyaiu vjph;j;J elj;jpa Nghuhl;lk;> tpLjiy Nghuhl;lpw;F Mw;wpa gzpfs; khzth;fs; mwpjy;.
CO4	jkpo; nkhopapd; kPJ t.c.rp apd; gw;W> nkhopf;fhf mtuJ nray;ghL> Njrg;gw;W Fwpj;J khzth;fs; mwpe;J nfhs;sy;.
CO5	t.c.rp apd; rkaf; nfhs;if> ngz;fs; kPJhd t.c.rp apd; ghu;it> ,Wjpfhyr; nrl;b ehl;Lr; nrhw;nghopTfs; gw;wp khzth;fs; czh;e;J nfhs;sy;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : ,e;jpa tpLjiyg; Nghhpy; t.c.rp

myF I
        tho;f;ifr; RUf;fk;
myF II
        RNjrp fg;gy; fk;ngdp
myF III
        rpiwr;rhiy tho;f;if
myF IV
        jkpo;g;gzp> cz;ikapy; td;Kiwahsuh t.c.rp> rkaq;fnsy;yhk; xd;Nw> kjf;

Nfhl;ghLk; ehDk;>

myF V

t.c.rp apd; nrl;b ehl;Lr; nrhw;nghopTfs;> ngz;kf;fs; epiy> fhyj;jpw;Nfw;w khw;wk;.

ghlE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	N. jputpak;	,e;jpa tpLjiyg; Nghhhpy; t.c.rp	kzpthrfh; gjpg;gfk;	2012

ghh;it E}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	t.c.rpjk;guk; gps;is	t.c.rp Rarhpij	t.c.rp E}yfk;	2012

SEMESTER – III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administartion (CA)	
Course Code:	22U3SSCT1C	Self study Course – I	Batch	2022- 2025
		Nethaji Subash Chandrabosin vaazhkai Varalaaru**	Semester	III
Hrs/ Week	-	Nejh[papd;;; tPu tuyhW **	Credits	-

Nehf;fk;

1. Nejh[papd; gpwg;G> gbg;G> tho;T gw;wp khzth;fis mwpar; nra;jy;.

2. Nejh[papd; murpay; gazk;> Gul;rp gazk; Fwpj;J khzth;fis mwpar; nra;jy;.

3. Rje;jpu ,e;jpa ikak;> nfhb> rpd;dk;> ,e;jpa ,uhDtj; Njhw;wk; Fwpj;J khzth;fisczur; nra;jy;.

4. fhe;jpAld; Nejh[papd; el;GwT> fpof;fhrpa ehLfspy; Nejh[papd; nray;ghL gw;wp khzth;fSf;F czh;j;Jjy;.

5. Nejh[papd; Nghh; gpufldk;> Aj;jj; jahhpg;Gfs; filrpg; gazk; Fwpj;J khzth;fSf;F czh;j;Jjy;.

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

CO Number	CO Statement
CO1	Nejh[papd; ,sikf;fhy tho;T> Gul;rpj; njhlf;fk;> murpay; gzp> r%fj;jpd; kPjhd gw;wpid khzth;fsplk; tsh;j;jy;.
CO2	Nejh[papd; rpe;jid> mtuJ Gul;rpg; gazk; mjw;fhdj; jpl;lk; gw;wp khzth;fis mwpar; nra;jy;.
CO3	,e;jpahtpd; kPJ Nejh[papd; gw;W> Rje;jpuj;jpy Nejh[papd; gq;F> fpof;fhrpa ehLfis ,izj;jy; gw;wp khzth;fis czur; nra;jy;.
CO4	,isQh;fSf;F ,e;jpah kPJ gw;wpid Vw;gLj;Jjy;> ,e;jpa Njrpa ,uhZtk; cUthf;fk;> fpof;fhrpa ehLfis ,izj;jy; gw;wp khzth;fis mwpar; nra;jy;.
CO5	Nejh[papd; vjph;fhy Ntiyj;jpl;lk;> Nghh; Kaw;rp> filrpg; gazk;> tpil njhpahj Nejh[papd; ,Wjp ehl;fs; gw;wp khzth;fis mwpar; nra;jy;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : Nejh[papd;;; tPu tuyhW

myF I

xU Ntq;if gpwe;jJ – fy;Y}hpg;g gbg;G – gl;lk; Jwe;jhh; - murpay; EioT – khz;lNy rpiwapy; - tho;f;ifj; jj;Jtk; - rl;lrig cWg;gpdh; - murhq;fk; gzpejJ – mfpy ,e;jpa fhq;fpu]; jiyth; - #o;r;rp murpay; - Nkah; Rgh]; - tpad;dh gazk; - fhe;jp[pf;F fz;ldk; -

Nuhikd; Nuhye;jpd; re;jpg;G – mah;yhe;jpy; - mfpy ,e;jpa fhq;fpu]; jiyth; - [pd;dhNthL Ngr;R thh;j;ij – njhopy;nfhs;if – kPz;Lk; fhq;fpu]; jiyth;.

myF II

jphpGuh Fog;gk; - fhe;jp-Rgh]; fbjg; Nghf;F tuj;J – jiyth; gjtpapypUe;J uh[pdhkh – xOf;fj;jpd; kPJ xOq;F eltbf;if – ghh;;th;l; gpshf; cjak; - fhe;jp -Rgh]; fUj;J NtWghL – Rgh]pd; miw$ty; - rkur vjph;g;G khehL – kPz;Lk; ifJ - rpiwapy; Nghuhl;lk; - tpLjiy....tpLjiy – jdpikj; jtk; - gwit gwe;jJ – tpLjiyaj; Njb – Mg;fhdp];jhdpy; Nejh[p – n[h;kdpia Nehf;fp – Gul;rpf;fhd jpl;lk;.

myF III

Rje;jpu ,e;jpa ikak; njhlf;fk; - nfhbAk; rpd;dKk; - ngh;ypd; mzptFg;G - `pl;yh;- Nejh[p re;jpg;G – fpof;fhrpa kf;fspd; miog;G – miy flYf;fbapy; %d;W khjk; - [g;ghd[y; Nejh[p – ghkhj;- Nejh[p rpy xg;gPLfs; - ,e;jpa Njrpa ,uhZtj;jpd; Njhw;wk; - ,e;jpa Njrpa uhZtj;jpd; tsh;r;rp – rpq;fg;G+hpy; Nejh[p – tpLjiyg; gil mzptFg;gpy; - Fl;b mjpfhhpfspd; Kl;Lf;fl;il – [hd;]p uhzp gilg;gphpT – fpof;fhrpa ehLfspy; Rw;Wg;gazk; - jiyikj; jsh;j;jp;jh; - epjp jpul;Lk; $l;lq;fs; - xU khiyapd; kjpg;G VO yl;rk; &gha; - Nfhb nfhLj;j nfhil – ts;sy; gfJ}h;]hTf;F mQ;ryp.

myF IV

fhe;jp[pf;F tho;j;J – M]hj; `pe;; muR mikg;G – njhl;biy Ml;Lk; if Jg;ghf;fp Ve;Jk; if – Mq;fpNyh- mnkhpf;fh; kPJ Nghhh;g; gpufldk; - cq;fs; tq;fp gh]; Gj;jfk; vq;Nf – kfh fpof;fhrpa khehl;by; Nejh[p - ,e;jpa Rje;jpu yPf;fpd; Mf;fg; gzpfs; - me;jkhdpy; Nejh[p – gh;khtpy; ~M]hj; `pe;;~ muR – Nejh[pAk; [g;ghdpah;fSk; - ,k;ghy; Kw;Wifj; jpl;lk; - Aj;jj; jahhpg;Gfs; - Gypg;gha;r;ry; njhlq;fpaJ – [g;ghdpa mikr;rhpd; ghuhl;L – caph; NghdhYk; gpd;thq;Nfhk; - ngz; Gypfs; gha;r;ry;;.

myF V

mj;jhl;rp vq;Nf – gNyy; tpkhdj; jsk; gpbgl;lJ – vjph;fhy Ntiyj; jpl;lk; - Nghh; epiyik Fwpj;J tpsf;fk; - ,k;ghy; Kidapy;; Vw;gl;l gd;dilT - ,k;ghy; Njhy;tpapy; [g;ghdpd; gq;F - ,uz;lhtjhf Nghh; - tjhpw;Wg; gjpT ngw;w gd;dhq;fs; - eph;ge;jpf;fg;gl;l mzptFg;G – ghq;fhf;fpy; Nejh[p – [g;ghdpd; ruzhfjp - ,Wjp mwptpg;ig - filrpg; gazk; - ftiyasphf;Fk; filrp nra;jp – m];jpNahL te;j mjph;r;rp – tpil njhpahj tpdhf;fs; - Nejh[papd; jpUkzk; - n[a; `pe;; - Nejh[piag; gw;wpa mtJ}Wfs;.

ghlE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	rptiy ,skjp	Nejh[papd; tPu tuyhW ghfk; - 1	miyfs; ntspaPl;lfk; nrd;id – 600024	Mf];l; - 2000
2	rptiy ,skjp	Nejh[papd; tPu tuyhW ghfk; - 2	miyfs; ntspaPl;lfk; nrd;id – 600024	Mf];l; - 2001

SEMESTER - III

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administartion (CA)	
Course Code:	22U3SSCT1D	**Self study Course – I**	**Batch**	2022 - 2025
		A.P.J.Abdul Kalamin Vaalkai Varalaaru**	**Semester**	III
Hrs/ Week	-		**Credits**	-

Nehf;fk;

1. mg;Jy; fyhk; tho;f;if Kiw> fy;tp> tho;T gw;wp khzth;fs; fw;W czur;nra;jy;.
2. tho;f;ifj; jj;Jtq;fis fyhkpd; tho;itf;nfhz;L khzth;fis czur;nra;jy;.
3. ,isQh;fSf;F Vw;glf;$ba rthy;fis vjph;Nehf;Fk; jd;ikfis tsh;j;jy; NkYk; Njrg;gw;iw tsh;j;jy;
4. ,yf;F gw;wpa fdTk; tplhKaw;rpAk; tho;it Nkk;gLj;Jk; vd;gij fyhk; tho;f;if top khzth;fs; mwpar; nra;jy;.
5. VTfizfs;> VTjsk; Fwpj;j mbg;gil Ghpjy;fis khzth;fsplk; Vw;gLj;Jjy;.

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

CO Number	CO Statement
CO1	FLk;g vwTfspd; gyk; ek;ik ey;topg;gLj;jp ntw;wpg;ghijapy; Vw;Wk; Vzp vd;gij khzth;fsplk; czh;j;j;Jjy;.
CO2	,yf;ifg; gw;wpa vz;zKk; nray;ghLk; njsptha; ,Ue;jhy; ntw;wp epr;rak; vd;gij khzth;fis czur;nra;jy;.
CO3	,isQh;fSf;Fhpa rthy;fs; mij Kaw;rpahy; vjph;nfhz;L ntw;wpngWk; topia mwpjy; Njrj;jpd; kPJ gw;wpd Vw;gLj;Jjy;> jd;dykw;w nghJNrit ehl;il czh;j;j;Jk; vd;gij khzth;fisr; mwpar; nra;jy;.
CO4	VTfiz nray;gLk; tpjk;> VTjs mikg;G gw;wpa mbg;gil njhopy; El;gj; jpwpd khzth;fsplk; Vw;gLj;Jjy;.
CO5	tplhKaw;rpApk;> Njhy;tp fz;L Jtyhj kdKk; xUtid jiyrpwe;j gz;ghsdhf;Fk; vd;gij khzth;fSf;F czh;j;j;Jjy;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	M	H	M	M	M	M	M	M	M	L	L	H
C02	M	M	M	M	M	H	H	L	L	H	H	L
C03	M	M	L	H	H	M	M	L	H	H	M	L
C04	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : **mf;dpr; rpwwFfs;**

myF − I

mg;Jy; fyhk; FLk;gk; - cwtpdh;fs; - ez;gh;fs; - je;ijapd; mwpTiu − Mrphpah;fs; - fy;Y}hp tho;T − tpLjp tho;f;if − MIT -apy; fyhk; - jkpo;g;gw;W - ,yf;fpa Mh;tk; - HAL − y; gzp − Kjy; uapy; gazk; - Kjy; Neh;Kfj; Njh;T − Rthkp rpthde;jhpd; re;jpg;G − ADE -apy; gzp mDgtk; - ee;jp tpkhdk; - INCOSPAR -gaz mDgtk; - mnkhpf;fg; gazk;.

myF II

,e;jpah;fs; - mnkhpf;fh;fs; - ief; - mghj; - rhuhghAld; el;G - %d;W tif uhf;nfl; - jpg;G Ry;jhd; fdT − rTz;bq; uhf;nfl; jpl;lk; - Ma;Tf; $lj;jpy; cld; gzpahw;Wgth;fSld; fyhkpd; el;G − Jk;gh Vtjsk; - ,e;jpuh fhe;jp tUif − Nuhfpdp> Nkdfh> uhf;nfl; - fyhk; ,iw

ek;gpf;if – ngh;dhh;l;\h thrfk; - RATO Nkhl;lhh; -]hh; (SHAR) Vtjsk; - rhuhghapd; gphpT – v];.vy;.tp – 3 – cld; gzpahw;Wgth;fis fyhk; elj;Jk; Kiw – fyhkpd; ntw;wpapd; ufrpak;.

myF III

jthDld; el;G - ,];Nuh-1975 – v];.vy;.tp-3 jpl;lkply; - [yhYjpd; kuzk; - fyhkpd; jha;> je;ij kuzk; - td;gpuhd; re;jpg;G – nghWg;Gzh;T – (Static Test)];lhl;bf; nl];l; - v];.vy;.tp-3 Nrhjid Xl;lk; - v];.vy;.tp-3 Njhy;tp - v];.vy;.tp-3 ntw;wpg; gazk; - DRDO .tpy; fyhk; Eiojy; - gj;k tpg+]d; tpUJ - ,];Nuhtpd; gphpTj; Jah; - nfsut khf;lh; gl;lk; - DRDL -y; fyhk; gzp mDgtk; - g;Uj;tp> jphp#y;> Mfh];> ehf;> nuf;];(mf;dp) VTfidfs; - FO jiyth;fisj; Njh;e;njLj;jy;.

myF IV

mzpj; jiytUf;fhd jFjpfs; - DRDL -y; fyhk; gzp - ,e;jpuh fhe;jpAld; el;G – uh[Pt; fhe;jp Fzhjprpak; - DRDL -y; ,sk; nghWg;ghsh;fs; - Mspy;yhj tpkhdk; - Vtfisj; jpl;lj;jpy; fy;tp epiyaq;fspd; gq;fspg;G – mD fy;gdh rhg;/l;Nth; - kjpg;gPL gw;wp fyhkpd; fUj;Jf;fs; - g;Uj;tp jpl;lk; - Rarhh;Gila Njrk; - Njhy;tpapy; fyhkpd; Qhdk; - cyf ehLfspd; fUj;J – m];jpuh Vtfidj; jpl;lk;.

myF V

1990-Vtfidj;jpl;l ntw;wp – gy;fiyf; fofq;fspy; fyhkpd; ciu – 20> 22 Mk;p E}w;whz;bd; Aj;jfsk; - uht;> fyhk; gs;sp - mf;dp rpwFfs; E}yhf;fk; - fyhkpd; rhjidfs; - ey;YwT NgZk; mZFKiw – njhopy; El;g eph;thfk; - ,d;iwa ,isQh;fs; epiy – tho;f;ifapd; Nehf;fk; - Njrj;jpd; kPjhd fyhk; el;G – 2020 fdTj; jpl;lk;.

ghlE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	V.gp.N[mg;Jy; fyhk; jkpopy; K. rptypq;fk;	mf;dpr; rpwFfs;	fz;zjhrd; gjpg;gfk;,> nrd;id	Mwhk; gjpg;G nrg;lk;gh; - 2000

ghh;itE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	APJ Abdul kalam with Arun Tiwari	Wings of Fire	Universities Press (India) Limited	1999

SEMESTER - III

Programme Code :	BBA (CA)	**Programme Title**	Bachelor of Business Administarion (CA)	
Course Code:	22U3SSCT1E	**Self study Course – I**	**Batch**	2022 - 2025
		E.V.R Periyarin vaazhkai Varalaaru**	**Semester**	III
Hrs/ Week	-	<.nt.uh nghpahh; tho;Tk; gzpAk;**	**Credits**	

Nehf;fk;

1. nghpahhpd; ,sikg; gUtk;> rKjhaj;jpy; epytpa ghFghLfis fz;Lzh;e;j tpjk; gw;wp mwpjy;.

2. ePjpf; fl;rpapd; Njhw;wk;> murpay; <LghL> Rakhpahij %yk; nghpahhpd; nfhs;iffisg; gw;wp mwpjy;.

3. murpay;> rKjhak; rhh;e;j Nghuhl;lq;fspy; <LgLjy;> khehLfspy; fye;Jnfhs;Sy;> Nghd;w nray;ghLfspd; %yk; mtuJ nfhs;if epiyg;ghl;bid gw;wp mwpjy;.

4. ngz;fs; chpikf;fhf nghpahh; Mw;wpa gzpfs;> mtUila gFj;jwpTr; rpe;jidfs; gw;wp mwpjy;.

5. rkjh;kk;> flTs; kWg;G> nghpahhpd; rkaf; nfhs;iffSf;hf ,Wjp tiu nghpahh; elj;jpa Nghuhl;lq;fs; gw;wp mwpjy;

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

CO Number	CO Statement
CO1	nghpahhpd; ,sikg; gUtj;jpy;> ele;j epfo;Tfspd; %yk; rKjhaj;jpy; epytpa ghFghLfis khzth;fs; mwpe;Jnfhs;sy;.
CO2	nghpahhpd; nfhs;iffs; kw;Wk; Rakhpahij ,af;fk; gw;wp fUj;Jf;fs; %yk; khzth;fsplk; tpopg;Gzh;it Vw;gLj;Jjy;;;;;;.
CO3	murpay; mZFKiw> rKjhak; gw;wpa nra;jpfis nghpahhpd; fUj;Jf;fs; top khzth;fs; mwpe;J nfhs;Sjy;.
CO4	ngz;fspd; Kf;fpaj;Jtk; gw;wpAk;> %lek;gpf;iffs;> Guhzq;fs; gw;wpa nghpahh; top MuhAk; epiyia khzth;fs; mwpe;J nfhs;Sjy;.
CO5	nghpahhpd; rkak;> rkjh;kk;> flTs; kWg;G nfhs;iffSf;hf elj;jpa Nghuhl;lq;fs;> rKjhaj;jpy; nghpahhpd; jhf;fk; gw;wp khzth;fs; mwpe;J nfhs;Sjy;

MAPPING WITH PROGRAMME OUTCOMES

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

ghlj;jpl;lk; : <.nt.uh nghpahh; tho;Tk; gzpAk;

myF I

nghpahhpd; Muk;gfhy tho;f;if - fy;jr;rh; tzpfhfpwhh; - Gj;jprhyp Rl;bg;;;;;;;;;igad; - NfypAk; fpz;lYk; - ikdh; tpisahl;Lk; jpUkzKk; - Jwtwj;jpy; fpilj;j mDgtk; - tpahghuKk; nghhJj; njhz;Lk; - ePjpf;fl;rpapd; Njhw;wk; - nrd;id khfhz rq;fk; - fhq;fpu]; cWg;gpduhfpwhh; - jPtpu fhq;fpu]; Copah; (gf;f vz; - 1 – 43)

myF II

fs;Sf;fil kwpay; - ePjpf;fl;rpapd; Ml;rp – itf;fk; Nghuhl;lk; - FUFyg Nghuhl;lk; - ~Fb muR~ Njhw;wk; - jfh;e;j ek;gpf;if – fhq;fpurpypypUe;J ntspNaWjy; - ,jaj;jpy; tpOe;j fPwy;;

- Ra khpahij ,af;fk; - fhq;fpu]; ePf;fKk; ePjppf;fl;rp <h;g;Gk;
(gf;f vz; - 44 – 79)

myF III

fhe;jpAld; Nkhjy; - kfhj;kh gl;lk; thg] - uapy;Nt njhopyhsh; Nghuhl;lk; - Rakhpahijg; gpur;rhuKk; khehLfSk; - GJ xsp fhl;ba u\;ag; gazk; - <Nuhl;Lg; ghij – ehfk;ikahh; kiwT – MW khjf; fLq;fhty; - rkjh;kg; gpur;rhuk; - ePjpf; fl;rp jiyutuhfpwhh;. (gf;f vz; - 80 - 110)

myF IV

ngz;fs; nfhLj;j nghpahh; gl;lk; - jpuhtpl ehL Nfhhpf;if – jpuhtplh; fofk; Njhd;wpaJ - GJ tpsf;fKk; Jf;f ehSk; - nghpahh; kzpak;ik jpUkzk; - nghpahUk; ngz; tpLjiyAk; - ngz; ,opepyiAk; nghpahh; Nghuhl;lKk; - vOj;J Kjy; fy;tp tiu – Guhzq;fs; flTs;fs; nghpahh; - Nga;fSk;> Neha;fSk; (gf;f vz; - 111 – 159).

myF V

,th;jhd; nghpahh; - nghpahUk; irth;fSk; - nghpahUk; fk;a+dp];LfSk; - ,l xJf;fPLk; nghpahh; rhjpidAk; - nghpahUk; uh[h[pAk; - filrp fhy; E}w;whz;L - ,Wjpg; Nghuhl;lKk; ,Wjp ciuAk; - nghpahh; kiwT – nghpahiu epWj;Jgit.

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	vd;. uhkfpU\;zd;	<.nt.uh nghpahh; tho;Tk; gzpAk;	rTj; tp\d;;;;;> jhahh; rhfpg; 2tJ re;J> nrd;id - 02	,uz;lhk; gjpg;G 2002

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	nghpahh;	nghpahh; ,d;Wk; vd;Wk;	tpbay; gjpg;gfk;	
2.	nghpahh;	,isQh;fNs cq;fSf;Fj; njhpAkh	nghpahh; Rakhpahijg; gpur;rhu epWtdk;.	
3	kQ;ir tre;jd;	juzp Nghw;Wk; je;ij nghpahh; tho;Tk; rpe;jidAk;	jpuhtplh; fofk;	

| 4 | nghpahh; | nghpahh; - fsQ;rpak; ngz;Zhpik ghfk; ghfk; 1> njhFjp 5 | nghpahh; Rakhpahijg; gpur;rhu epWtdk;. | |
| 5 | nghpahh; | nghd; nkhopfs; (jpuhtplh; fofk;) | jpuhtplh; fofk; | |

SEMESTER - III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code:	22U3SSCT1F	Self study Course – I	Batch	2022 - 2025
		Kamarajarin vaazhkai Varalaaru**	Semester	III
Hrs/ Week	-	fhkuhrh; Xh; topfhl;b**	Credits	-

Nehf;fk;

1. fhkuhrhpd; ,sikf; fhyk;> fhq;fpu]py; cWg;gpduhjy;> Muk;g fhy murpay; gq;fspg;;;;;;;G gw;wp mwpjy;.

2. fhq;fpu]py; ,uh[h[p- fhkuhrUf;F ,ilapy; Vw;gl;l fUj;J NtWghL> jpuhtpl fl;rpf; Njhd;Wjy; gw;wp mwpjy;.

3. cyfpd; rd ehaf ehl;bd; mnkhpf;fh> ,q;fpyhe;J Njh;jy; Kiwfis mwpjy;> fhq;fpu]; fl;rpia tYg;gLj;Jk; fhkuhrhpd; jpl;lj;jpd; Nehf;fj;ij mwpjy;.

4. fhq;fpu]; fl;rpapd; Ik;gJ Mz;L fhyr; rhpj;jpuk;> cl;fl;rpg; G+ry;> fhkuhrhpd; ntspehl;Lg; gazk;> jiyth;fis Njh;e;njLj;jypy; fhkuhrhpd; gq;fspg;gid gw;wp

mwpjy;.

5. jpuhtpl fl;rpfspd; Nghf;F> nghpahh;-mz;zh ,th;fSf;F ,ilNaahd fUj;J NtWghL> jkpofj;jpy; ngUe;jiytuhf> Nkijahfj; jpfo;e;j fhkuhrhpd; tho;T> mtuJ murpy; mikr;ruit gq;fspg;G gw;wp mwpjy;.

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

CO Number	CO Statement
CO1	fhkuhrhpd; ,sikf; fhyr; rpe;jidfs;> fhq;fpu]; fl;rpg; gazk; gw;wp khzth;fs; mwpe;Jnfhs;sy;.
CO2	fhq;fpu]py; %j;j jiyth;fSldhd fhkuhrhpd; el;G kw;Wk; fUj;J NtWghLfs;> Kjy;tuhf fhkuhrhpd; gzpfs;> fy;tpapy; fhkuhrhpd; Gul;rp> jpuhtpl fl;rpapd; cjak; gw;wp khzth;fs; mwpe;Jnfhs;sy;.
CO3	cyf murpay; gw;wpa fhkuhrhpd; Ghpjy;> fhq;fpu]; fl;rpapd; tsh;r;rpf;fhfTk; kf;fspd; eyDf;fhfTk; fhkuhrhpd; jpl;lk; gw;wp khzth;fs; mwpe;Jnfhs;sy;.
CO4	fhq;fpu]py; fhkuhrhpd; murpay; gzp> mtuJ ntspehl;Lg; gazq;fs;> Njrpa mstpy; fhkuhrhpd; nry;thf;Fg; gw;wp khzth;fs; mwpe;Jnfhs;sy;.
CO5	jpuhtplf; fl;rpfSf;Fk; fhkuhUf;Fkhd epiyg;ghL> jkpofj;jpy; ngUe;jiytuhf fhkuhrhpd; gzpfs;> Nkijahf tho;e;jijg; gw;wp khzth;fs; mwpe;Jnfhs;sy;.

MAPPING WITH PROGRAMME OUTCOMES

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

ghlj;jpl;lk; : <.nt.uh nghpahh; tho;Tk; gzpAk;

myF I

GfNohL Njhd;Wf – ehlhh;fspd; epiy – fhkuhrh; gpwg;G – fhkuhrh; gs;sp tho;T – fhkuhrhpd; gFj;jwpT – fhq;fpu]py; cWg;gpduhjy; - fhq;fpu]; gazk; - jpahfj; jpyfk; - jpahfpfs; gl;bay; - nusyl; rl;lk; vjph;g;G – fhkuhrhpd; thrpg;G gof;fk; - [hypad; thyhghf; gLnfhiyf;F vjpuhd Nghuhl;lk; - rj;jU rq;fhu ahfk; - xj;Jioahik ,af;fKk; fhkuhUk; - ehfGhp nfhbg gbg;gij Nghuhl;lk; - irkd; FO Gwf;fzpg;G – cg;G rj;jpahfpuf Nghuhl;lk; - fhe;jp - ,h;tpd; cld;ghL – fhkuhrhpd; rpiwg; gazk; - fhkuhh;-tp.tp. ,uhrhkp Nghl;b - ,uz;lhk; cyf; Nghhhpy; ,e;jpah – fy;ahzAk; IaUk; fhkuhUk;. (gf;f vz; 1 - 76)

myF II

fhkuhh;-,uh[h[p Nkhjy; - nts;is mwpf;if – fhq;fpu]; nfhs;if – fhq;fpu]_f;Fk; fhe;jpf;Fkhd fUj;J NtWghL – fhe;jpAk; ,uh[h[pAk; - jkpo;ehL fhq;fpu]; fl;rp - ,uh[h[pAk; fhq;fpu]_k; - ghfp];jhd; gphptpidapy; ,uh[h[papd; gq;fspg;G - ,uh[h[p vjph;g;G – ,e;jp

---

gpur;rhu rig – fhe;jpAk; fhkuhrUk; - ,uh[h[p-gl;lhgp rPjhuhikah Nghl;b – fhkuhrh; fhq;fpu]; jiytuhjy; - Kjy;tuhf ,uh[h[[papd; gzpfs; - Fyf; fy;tp jpl;lk; - fhkuhrh; jkpof Kjy;tuhjy; - ,uh[h[p fhkuh[h; Nkhjy; - Kjy;th;fSf;Fs; Kjy;th; fhkuhrh; - fhkuhrhpd; murpay; epiyg;ghL – fhkuhrhpd; murpay; rhjid – fhkuhrhpd; murpay; ek;gpf;if – kf;fs; gzpapy; fhkuhrh; - 1953 -y; khepyq;fs; gphpT – rq;fu ypq;fdhhpd; gzp – Ml;rp nkhop me;j];J – KJFyj;J}h; tFg;G thj fytuk; - fhkuhrhpd; rhjpa ghh;it – jp.K. fofk; - fhq;fpu]_k;- jp.K. fofKk; - fhkuhrh; Ml;rpf; fhyk; - fhkuhrhpd; ,ytrf; fy;tpj; jpl;lk; - czTj;jpl;lk; - kpd; cw;gj;jp – mizfs;> ePh;j;Njf;fq;fs; mikj;jy; - njhoph;r;rhiyfs;> Miyfs; mikj;jy; - fhkuhrhpd; nghw;fhy Ml;rp - Nkilg; Ngr;rpy; fhkuhrh; - fhkuhrh; FLk;g epyik. (gf;f vz; 77 - 174)

myF III

fhkuhrh; jpl;lk; rd ehaf ehlhd mnkhpf;fh - ,q;fpyhe;J ehl;bd; Njh;jy; Kiwfs; - ,e;jpa murpay; #o;epy – jkpof Ml;rpaikg;G – fhkuhrh; Kjy;tuhjy; - jpUtz;zhkiy ,ilj;Njh;jy; - fhq;fpu]; fl;rppia tYg;gLj;Jk; NeU – fhkuhrhpd; Kaw;rp – gjtp tpyfy; - fhkuhrhpd; vz;zk; jiyth;fs; Nghw;Wjy; - fhkuhrh; jpl;lj;jpd; Nehf;fk;. (gf;f vz; 175 - 206)

myF IV

fhq;fpu]; fl;rpapd; Kjy; Ik;gJ Mz;L fhyr; rhpj;jpuk; - md;dpngrd;l; Rahl;rp ,af;fk; Njhd;Wjy; - Rgh\; re;jpuNgh]; jPtputhj Nghf;F – fhe;jp-Rgh]; fUj;J NtWghL – fhkuhrh; gz;bl; NeU el;GwT – NeUtpd; kiwT – yhy;gfJ}h; rh];jphp gpujkuhf Njh;e;njLf;fg;gLjy; - jh];fz;l; xg;ge;jk; - ,e;jpuh fh;ejp – nkhuh[p Njrhg; - gpujkuhf Nghl;bapLjy; - ,e;jpuh fhe;jpf;F MjuT – fhkuhrhpd; ntspeh;Lg; gazk; - 1967 nghJj; Njh;jypy; fhkuhrh; Njhy;tp – fhq;fpu]; jiytuhf ep[ypq;ngh Njh;e;njLjy; - jkpof fhq;fpu]; epiyik – fhq;fpu]; gpsT – Rgh]; re;jpuNgh]; ghh;th;l; gpshf; fl;rpaj; njhlq;Fjy; - fhq;fpu]; cl;fl;rpg; g+ry; Vw;gLjy; - rpz;bNfl; jiyth;fs; Njh;e;njLf;fgly; - FbauR jiyth; Njh;jy; - tp.tp.fphp ntw;wp ngWjy; - fhq;fpu]; ;gpsjpd; ,Wjpf;fl;lk; - ,e;jpuh fhkuhjpd; kPJ eltbf;if - ,e;jpuh fhkuhpia fhkuhrh; vjph;j;jy; (gf;f vz; 207 - 272)

myF V

jpuhtpl ,af;fq;fSk; fhkuhrUk; - fhq;fpu]; fl;rpapd; Kjy; $l;lk; - Mq;fpy Ml;rppia vjph;j;jy; - nusyl; rl;lk; - fhe;jpabafspd; ntw;wp – jpuhtplh; fl;rpapd; Njhw;wk; - gpuhkzk; Mjpf;fj;ij xopj;jy; - nghpahhh; mz;zh fUj;J NtWghL – fhq;fpu];-jp.K.f Nghuhl;lk; - jp.K.f ntw;wp ngWjy; - mz;zhtpd; kiwT – jp;.K.f gpsTgLjy; - m.jp.K.f fl;rp Njhd;Wjy; - topfhl;Lk; ngUe;jiyth; - Nkijfs; Njhd;Wjy; - %d;W gphpTfs; - fhkuhrh; thoF;T – fhkuhrhpd; mikr;ruit gq;fspg;G – jd;dpfUw;w jiytu; - KbTiu. (gf;fk; 273 – 343).

ghlE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	Myb mUzh	fhkuhrh; Xh; topfhl;b	kjpthzd; ntspaPL gp ypkpnll;> nrd;id – 20	2002

ghh;it E}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L – gjpg;G
1	Njdp v];. khhpag;gd;	fhkuhrh; tho;f;if tuyhw;Wr; rk;gtq;fs;	tp[ah gjpg;gfk;> Nfhit	2009

SEMESTER - III

Programme Code :	BBA (CA)	Programme Title		Bachelor of Business Administration (CA)	
Course Code:	22U3SSCT1G	Self study Course – I ty;ygha; gNly; tho;f;if tuyhW		Batch	2022 - 2025
				Semester	III
Hrs/ Week	-			Credits	-

Nehf;fk;

1. gNlypd; Flk;gk;> rkaj;njhz;L> njhlf;ff;fy;tp> Njh;jy; <LghL gw;wp khzth;fis mwpar; nra;jy;.

2. Rje;jpug; Nghuhl;;;lj;jpy; gNlypd; gq;F> fhe;jpAldhd el;G> coth;fSld; gNlypd; Nghuhl;lk; gw;wp khzth;fis mwpar; nra;jy;.

3. gNly; - fhe;jp – uh[h[p ,ilNaahd el;G> jz;bahj;jpiu> tl;lNkir khehL gw;wp khzth;fs; mwpe;Jnfhs;Sjy;.

4. K];yPk; jdpehL Nfhhpf;if> ,kak; Kjy; Fkhp tiu Vw;gl;l rpf;fy;fs;> ,e;jpa Njrpa uhZtk;> gilf;fytuk; gw;wp khzth;fis mwpar; nra;jy;.

5. murpay; epu;za ritf; $l;lk;> ghfp];jhd; gphptpid> ,e;J K];yPk; xw;Wik> rk];jhdq;fs; ,izg;G gw;wp khzth;fis mwpar; nra;jy;.

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

CO Number	CO Statement
CO1	gNlypd; ,sikf;fhyk; kw;Wk; murpay; <LghL gw;wp khzth;fs; mwpe;J nfhz;ldh;.
CO2	ehl;bd; tpLjiyf;fhf gNlypd; gq;fspg;G> coth;fSf;fhf gNlypd; nray;ghLfs;> thpnfhlh ,af;fk; gw;wp khzth;fs; mwpe;Jnfhz;ldh;.
CO3	gNlypd; rpiwg; gazk;> jiyth;fSldhd gNlypd; el;G> ngz;fSf;fhf gNlypd; Fuy;> fhq;fpu]py; ,uh[h[papd; gazk; Fwpj;J khzth;fs; mwpe;Jnfhz;ldh;.
CO4	,e;jpa tpLjiyf;fhf gNlypd; Mf;fg; gzpfs;> ,e;jpa Njrpa ,uhZtk;> murpay; epu;za rit Njh;jy; gw;wp khzth;fs; mwpe;J nfhz;ldh;.
CO5	murpaypy; Nkij - gNly;> ghfp];jhd; gphptpid tpLjiyFg; gpd; ,e;jpah> rk];jhdq;fs; ,izg;G> ghfp];jhd; xg;ge;jk; gw;wp khzth;fs; mwpe;Jnfhz;ldh;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : ty;ygha; gNly; tho;f;if tuyhW

myF I

tptrhaf; FLk;gk; - rkaj;njhz;L – njhlf;ff; fy;tp – Njh;jypy; <LghL – tof;FiuQh; ty;ygha; - thjj;jpwik – ghhp];lh; gNly; - F[uhj; rit – tptrhapfs; Nghuhl;lk; - mfkjhghj; efuhl;rpapy; Mf;fg;gzp – MjuT ngUfpaJ – efuhl;rp jiyth; - Xahj ciog;G – Njhy;tpAk; tpyfYk;.

myF II

nusyl; rl;lk; vjph;g;g;Gg; Nghuhl;lk; - ehl;Lj; njhz;L – [hypad; thyhghf; gLnfhiy –

fhe;jpapd; jpl;lj;jpw;F ty;ygha; KO Kaw;rp – ehfGhp nfhb Nghuhl;lk; - Njrpaf; nfhb – thpnfhlh ,af;fk; - mguhjk; uj;J – coth; mwg;Nghh; - coth;fs; cjtp ehbdh; - coth;fspd; nrhj;Jf;fs; [g;jp – neUg;ghw;iwf; fle;jdh;.

myF III

khepyq;fspy; Rw;Wg; gazk; - MjuT – uh[h[papd; miog;G – ngz;fis xJf;fp itg;gjw;F vjph;G – ty;ygha;f;Fr; rpiw – jz;bahj;jpiu – tl;lNkir khehL – fhe;jpAk; - ty;ygha; gNlYk; - tptrhapfSf;Ff; nfhLik Njh;jy; epjp jpul;Ljy; - NeUTk;> Nejh[pAk; - fhq;fpu]; mikr;ruit Njh;jy; - mw;f;if – mtJ}Wfs;-xw;Wikf;Fr; Nrhjid

myF IV

,uz;lhk; cyfg;Nghh; - mfpk;irNa mbg;gil – K];ypk;fSf;Fj; jdp ehL Nfhhpf;if – fhe;jpapd; rPluhf tpNdhjgh[p – nts;isaNd ntspNaW jPu;khdk; - ,kak; Kjy; Fkhptiu nfhe;jspg;G – f];J}hpgha; kuzk; - Nejh[papd; gpufldk; - tpLjiyia Nehf;fp – mZFz;L tPr;R - ,e;jpa Njrpa uhZtk; - gilf;fytuk; - mikr;ruit J}jf;FO – murpay; eph;za rit Njh;jy;.

myF V

,ilf;fhy muR – mikr;rh;fs; gl;bay; - murpay; eph;zaritf; $l;lk; - kTz;l; Ngl;lDf;Fg; nghWg;G – ghfp];jhd; gphptpid - ,UehLfs; - es;spuTf; $l;lk; - Njrj;jpd; gpbj;j Rje;jpur; Rlh; - tpLjiyf;Fg;gpd; - Mde;j Rje;jpuk; - nly;ypapy; mikjp – fhe;jpabfspd; kiwT – NeUTf;F top tpl;lhh; - ghfp];jhd; gphptpidf;F K];yPk;fs; MjuT - ,e;J – K];yPk; xw;Wik – ty;ygha; tpyf tpUg;gk; - murpay; Nkij gNly; - rhjidapd; rpfuk; - muR Copah;fs; ghuhl;L – mwpthw;wy;fpahf mk;Ngj;fhh; - rk;];jhdq;fs; ,izg;G – ljuhghpj ,izg;G - ,e;jpahtpd; rpw;gp - ,e;jpah ghfp];jhd; xg;ge;jk; - njhiyNehf;Fr; rpe;jid – nghd; mj;jpahak;.

ghlE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	,u. nrq;fy;tuhad;	et ,e;jpahtpd; rpw;gp ty;ygha; gNly;	epa+ nrQ;Rhp Gf; `T]; (gp) ypkpnll;	Mf];L 2000

SEMESTER - III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U3SSCT1H	**Self study Course – I** **Dr.Muthulakshmi Reddy-in vaazhkai Varalaaru**** lhf;lh; Kj;Jnyl;Rkp nul;bapd; tho;f;if tuyhW	Batch	2022 - 2025
			Semester	III
Hrs/ Week	-		Credits	

Nehf;fk;

1. Kj;Jnyl;Rkp nul;bapd; ,sikg; gUtk;> fy;tp fw;wy;;> r%f Nritapy; mthpd; <LghL gw;wp khzth;fs; mwpjy;.

2. ntspehLfspy; gazk; nra;tjd; Nehf;fk;> ,e;jpa khjh; rq;fj;jpd; %yk; Kj;Jnyl;Rkp nul;b Mw;wpa r%fg; gzpfs; gw;wp mwpjy;.

3. fhe;jpabfs; re;jpg;G> tpLjiyg; Nghuhl;lj;jpy; gq;Nfw;wy;> mt;it ,y;yk;>

Gw;WNeha; Muha;r;rp ikak; Njhw;Wtpj;jy; gw;wp khzth;fs; mwpjy;.

4. Kj;Jnyl;Rkp nul;b vOjpa E}y;fs;> mthpd; rpwg;Gfs;> epidTfs; Nghw;Wk; ,lq;fs; gw;wp mwpjy;.

5. tPuk; kpf;f ,e;jpag; ngz;kzpahd Kj;Jnyl;Rkp mk;ikahhpd; cah;gz;Gfs;> mh;gzpg;G czh;T gw;wp khzth;fs; mwpe;J nfhs;sy;.

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

CO Number	CO Statement
CO1	lhf;lh; Kj;Jnyl;Rkp nul;bapd; tho;f;if gw;wp khzth;fs; mwpe;Jnfhz;ldh;.
CO2	,e;jpa khjh; rq;fq;fspd; %yk; Kj;Jnyl;Rkp nul;b Mw;wpa r%fg; gzpspd; Kf;fpaj;Jtj;ij khzth;fs; czh;e;Jnfhz;ldh;.
CO3	tpLjiyg; Nghuhl;lj;jpy; Kj;Jnyl;Rkp nul;bapd; gq;fspg;G> mt;it ,y;yk;> Gw;WNeha; Muha;r;rp ikaj;jpd; %yk; Mw;wpa r%fg; gzpis khzth;fs; mwpe;Jnfhz;ldh;.
CO4	lhf;lh; Kj;Jnyl;Rkp nul;b vOjpa E}y;fspd; %yk; mthpd; cah;e;j vz;zq;fisAk;> rpwg;igAk; khzth;fSf;F epidTgLj;jg;gl;lJ.
CO5	lhf;lh; Kj;Jnyl;Rkp nul;b r%fj;jpw;F Mw;wpa gzpfs; %yk; mtuJ gz;Gfs;> mh;gzpg;G czh;T gw;wp khzth;fs; Ghpe;J nfhz;ldh;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : lhf;lh; Kj;Jnyl;Rkp nul;bapd; tho;f;if tuyhW

myF I

gpwg;Gk; - tsh;g;Gk; - mk;ikahhpd; fy;tp – jpUkzk; - ,y;yw tho;T – kf;fl; NgW

myF II

gphpl;ld; gazk; - ,e;jpa khjh; rq;fj;jpy; mk;ikahh; - tl;lNki[khehl;by; mk;ikahh; - ,yq;ifapy; lhf;lh; mk;ikahh;.

myF III

fhe;jpabfSk; mk;ikahhUk; - mt;it ,y;yk; - Gw;W Neha; Muha;r;rp kUj;Jtkid – mk;ikahhpd; ,ay;Gfs;.

myF IV

lhf;lh; mk;ikahh; vOjpa E}y;fs; - khjh; rq;fq;fspd; ghuhl;L – lhf;lh; mk;ikahiug; ngUikg;gLj;jpa Kjy;th;fs; - mk;ikahhpd; epidTfisg; Nghw;Wk; ,lq;fSk; epofo;r;rpfSk;.

myF V

mk;ikahhpd; cah; gz;Gf;F Xh; vLj;Jf;fhl;L;L – ghujk; ngw;w gj;kg+\d; - rNfhjhp rpt gpUe;jh Njtp – A Valiant Indian Women – Dedicated Life

ghlE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	jpyftjpahh; jpUtUs; MjPdk; jtj;jpU jahde;j re;jpuNrfud;.	khjh;Fy khzpf;fk;> gj;kg+rd; lhf;lh; Kj;Jnyl;Rkp nul;b	rpthaek ntspaPL	[_iy 2010

ghh;it E}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	lhf;lh; Kj;Jnyl;Rkp nul;b	lhf;lh; Kj;Jnyl;Rkp nul;b Rarhpij	mt;it ,y;yk;> uh[yl;Rkp mwf;fl;lis	2014

SEMESTER - III

Programme Code :	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code:	22U3SSCT1I	**Self study Course – I** **Bharathiyarin vaazhkai Varalaaru**** **ghujpahhpd; tho;f;if tuyhW**	**Batch**	2022-2025
			Semester	3
Hrs/ Week	-		**Credits**	-

Nehf;fk;

1. ghujpahh; ,sikg;gUtk;> jpUkz tho;f;if> Muk;gfhy vOj;Jg;gzp gw;wp mwpjy;.
2. ghujpapd; tho;f;ifapy; gj;jphphpf;iffspd; gq;fspg;G gw;wp mwpjy;.
3. ghujpapd; Njhoh;fs;> Ntjhe;jj;jpy; ghujpapd; <LghL gw;wp mwpjy;.
4. nrl;b ehl;by; ghujpapd; tho;f;if> rPl;Lf;ftpfs; vOJjy; gw;wp mwpjy;.
5. ghujp FUit re;jpj;jy; - ghujpapd; jpUty;ypf;Nfzp tho;f;if ghujp gw;wp ehspjopy; te;j nra;jpfs; gw;wp mwpjy;.
6.

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

CO Number	CO Statement
CO1	ghujpapd; tk;rhtsp> ,sikg; gUtk; vl;laGu [kPd;jhUld; el;GwT gw;wp mwpe;J nfhs;Sjy;.
CO2	Rje;jpug; Nghuhl;lk;> jpyfUld; el;G> gj;jphpf;ifapd; %yk; ghujp Mw;wpa gzpfs; gw;wp khzth;fs; mwpe;J nfhz;ldh;.
CO3	ghujpapd; Njhoh;;fs;> njhz;lh;fs; %yk;> rKjhaj;jpy; khw;wj;ij Vw;gLj;jpaJ> ghujp gilg;gpy; Vw;gl;l khw;wq;fs; gw;wp khzth;fs; mwpe;J nfhz;ldh;.
CO4	Gjpa gilg;Gfis gilj;jy;> GJitg; gazk;> nrl;;b ehl;Lg; gazk; gw;wp mwpe;J nfhz;ldh;.
CO5	ghujpapd; nrd;id tho;f;if> ,Wjp ehl;fs;> ghujpapd; kiwtpw;Fg; gpd; ehspjopy; ntspte;j nra;jpfs; gw;wp mwpe;J nfhz;ldh;.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO 5	M	H	M	M	H	M	M	M	H	M	M	L

ghlj;jpl;lk; : ghujpahhpd; tho;f;if tuyhW

myF I

19Mk; E}w;whz;by; jkpo;ehL – vl;;laGuk; - ghujp FLk;g tkprhtsp – rPtyg;NGhpAk; flaKk; - rpj;jpughE> fhh;j;jpif> %yk; - Rg;igah ~ghujp~ MdJ – jpUkz itgtk; - gpuRukhd Kjy; ghyk; - kd;dUf;Fj; Njhoh; - kJiuj; jkpo;g; gz;bjh; - ~RNjrp kpj;jpud;~ cjtpahrphph; - ~rf;uth;j;jp;jpdp~ - rPh;jpUj;jhjp ghujp – FU jhprdk; - ~,e;jpah~ Mrphpa gPlj;jpy; - Gj;Jzh;r;rpg; gj;jphpf;if ~,e;jpah~ - fytuj;jpy; Kbe;j fhq;fpu]; - ~ghy ghujh~

myF II

Kjy; gpuRuk; - Kjy; E}y; - Gjpa fl;rpj; jiyth; - fly; kzypy; xU $l;lk; - Nyhfkhdpa jpyfUf;Ff; fbjk; - fpsp gwe;Jtpl;lJ! - GJitapy; Kjy;ehs; - ,U Jizth;fs; - GJit ~,e;jpah~ - fhe;jpf;F mQ;ryp> 1909 ,y;! - GJitj; jpdrhp ~tp[ah~ - ghujp ~fh;kNahfp~ Jtf;fpa fij - ~fh;kNahfp~ nrd;idapy; nra;j tghtk; - ,e;jpah> ~tp[ah> epd;wd - ~New;wpUe;Njhk; me;j tPl;by;;~ - ngh;jppDk; nghpJ Nfs;! - mutpe;jh;;> t.Nt.]_. Iah; tUif.

myF III

xU Nghyp]; NtTfhudpd; ~ghp~ - ehfrhkp> fz;Zg; gps;is – thQ;rpehjd; - khlrhkp – ePyfz;l gpuk;kr;rhhp - ,sk; njhz;lh;fs; - nry;tf; FLk;gj;jpd; Nrit – Viof; FLk;gk; risj;jjh? - rpy NtjGu ez;gh;fs; - jPz;lj;jfhtjh;fSld; - jpUe;jpna;njhs;sg;gLk; - ~Fapy;~ ghl;Lj; Njhoh;G – GJitf; flw;fiu – ciog;G epiwe;j tU\k; - rhfpahhh;fs; el;G - ~[aNghpf nfhl;llh! - Mq;fpy epOj;;jhsh; ghujp – Rg;gpukzpa rptk;.

myF IV

~rpd;dr; rq;fud; fij~ - ~ghg;gh ghl;L~ - rPikg; gpuKfUf;Ff; fbjk; - ghujp jk;gp – FLk;gk; glk; - ~itrhf;fh;~ ghujp - ~jk;gp~ ney;iyapy;gh; - tWIkapw; nrk;ik – gw! gw! NkNy> NkNy> NkNy~ - je;jpf; fhfpj;jpy; urPJ – 1918 – GJit thp KbT – flj;jpy; - jdp2;tPL Nghfpwhh; ghujp – fhe;jp[piar; re;jpj;jJ – vl;;laGuk; kd;dUf;Fr; rPl;Lf;ftpijkpw;Fs; - itjpFk; nkh;rpgh ghujp – nrl;b ehl;by; ftpauh;.

myF V

Gj;jfg; gpuRuj; jpl;lk; - ~jPg;ngl;bapYk;]hjhuzkhf~ - Nehgy; ghpRf;Fg; Nghl;b – flaj;ij tpl;Lr; nrd;id tpiue;jhh; - ~Ntjid tbe;j fz;fs;~ - nrd;idapy; Fs;sr;rhkp - jpUty;ypf;Nfzpapy; ghujp – ahid fhybapy; - Fzkhfp> ntspa+Uk; nrd;whh; - vkd; te;j top – filrp ehs; - ~kdk; gjWfpwJ~ - mDge;jk; 1 ghujp ,we;j xU thuj;jpy; - mDge;jk; 2 ghujpf;Fg;gpd; ghujp vOj;Jf;fs; - mDge;jk; 3 ~g+kz;ly epiwej; fPh;j;jp~

ghIE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L/gjpg;G
1	uh. m. gj;kehgd;	rpj;jpu ghujp	fhyr;RtL gjpg;gfk;	Mwhk; gjpg;G etk;gh; 2022

ghh;it E}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	g. kP. Re;juk;	ghujpahh; tho;f;if tuyhW	kpd;D}y; tbtikg;G Tamilbooks.org	-

SEMESTER IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code	22U4TALT04	Language 1: Tamil – IV	Batch	2022-2025
			Semester	IV
Hrs/week	4		Credits	3

Nehf;fk;

1. rq;f ,yf;fpaq;fspd; topahf mf;fhy rKjhak;> kf;fspd; kd,ay;G> tho;f;if Kiwfis mwpar; nra;jy;.
2. Gwj;jpizg;ghly;fs; %yk; mf;fhy muru;fspd; nfhil> epyahikj; jj;Jtk;> Nkd;ikfis czu;jy;.
3. ehlfq;fs; fw;gjd; %yk; ehlf mikg;G> fijkhe;ju;fspd; %yk; ntspg;gLj;Jk; tho;f;ifj;jpwk;> rKjha Nghf;F gw;wp khzth;fis mwpar; nra;jy;.
4. jpiz ,yf;fzq;fis fw;gjd; %yk; ek; Kd;Ndhu;fspd; ,y; tho;f;if> mwtho;f;if KiwfisAk;> Nghu; newpKiwfisAk; nfhilj;jpwk; gw;wpAk; mwpjy;.

5. khzth;fspd; thrpf;Fk; jpwid Cf;Ftpf;fTk;> jkpo; ,yf;fpaj;NjhL njhlu;Gila gpw E}y;fisAk; khzth;fs; Rakhf fw;W czur;nra;jy;.

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

CO Number	CO Statement
CO1	rq;f ,yf;fpaq;fspd; thapyhf goq;fhy kf;fspd; gz;ghL> fiyfs; kw;Wk; kuGfs; Kjypatw;iw mwpjy;.
CO2	rq;f ,yf;fpag; ghly;fs; %yk; gz;ila fhy ,irf;fUtpfs;> kf;fspd; tWik> kd;ddpd; nfhilj;jpwk; gw;wp mwpe;J nfhs;sy;.
CO3	ehlfq;fs; fw;gjd; %yk; kf;fspd; tho;f;if Kiw> ehlfj;jpd; topahf Vw;gLj;jg;gLk; rKjha tpopg;Gzh;T Mfpaitg; gw;wp khzth; mwpjy;.
CO4	,yf;fzq;fs; %yk; rupahd cr;rupg;ig mwpjy;> xU vOj;J my;yJ nrhy;Yf;F cs; cz;ikg; nghUis mwpe;J gpioapd;wp vOjf; fw;Wf; nfhs;sy;.
CO5	jkpo; ,yf;fpaq;fspy; gj;Jg;ghl;L> vl;Lj;njhif gw;wpa GupjiyAk;> jd;Kaw;rp gbg;gpd; top Mz; ngz; ,ilNaahd GhpjiyAk; tho;f;ifia nrk;ikg;gLj;Jk; gz;Gfs;> rpwg;gpay;Gfs; gw;wpAk; mwpe;J nfhs;sy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

ghj;jpl;lk;::

myF I   13 kzp Neuk;

1. FWe;njhif - 4 ghly;

   1. Myq;Fb tq;fdhh; GwDiuj;jy; - fodpkh tpise;J jPk;gok; ghly; (ghly; 8)

   2. xsitahh; (mwj;njhL epw;wy;) - giwglg; gzpak; Mh;g;g (ghly; 15)

   3. fgpyh; (tiuT flhaJ) - Ntuy; Ntyp Nth;f;Nfhl;fytpd; (ghly; 15)

   4. nts;sp tPjpahh; - ,bf;Fk; Nfsph; Eq;Fiwahfh (ghly; 58)

2. ew;wpiz - 2 ghly;

   1. kh%ydhh; - ghiy - njhy;ftpd; njhiya Njhs; eyk; rhma (ghly; 14)

   2. ngUtOjpap - ghiy - FWepyiw; Fwpg;id rpW eid eWtP (ghly; 56)

3. GwehD}W - 3 ghly;

   1. xsitahh; - mjpakhd; nfLkhd;kQ;rp - xUehl; nry;yyk;. (ghly; 101)

2. Nrhod; ey;YUj;jpud;ghl;L - tpisgjk; rPwplk; Nehf;fp. (ghly; 190)

3. fzpad; G+q;Fd;wdhh; - ahJk; CNu ahtUk; NfsPh; (ghly; 192)

nghJtpay;> nghUz;nkhopf;fhQ;rp

4. fypj;njhif - 2 ghly;;

1. nea;jy;-nty;Gfo; kd;dtd; tpsq;fpa xOf;fj;jhy; (nea;jy;fyp–ghly; vz; -118)

2. ghiy - vwpj;jU fjph; jhq;fpNae;jpa FilePoy; cwpj;jho;e;j fuRLgiu rhd;w Kf;NfhYk; (ghiyf;fyp - ghly; vz; 9).

5. gjpw;Wg;gj;J - 2 ghly;;

,uz;lhk; gj;J - ,katuk;gd; neLQ;Nruyhjd; - Fkl;^h; fz;zdhh;.

1. kwk; tPq;fp gy;Gfo; - tath; tPo thshpd; kaf;fp

rhd;Nwhh; nka;kiw - epyePh; tsptpRk;Gk; ngd;w ehd;fpd;

myFII

13 kzp Neuk;

rpWghzhw;Wg;gil - 5

myF III– ehlfk;

12 kzp Neuk;

ngz; (etPd ehlfk;)

myF IV ,yf;fzk; 10 kzp Neuk;

mfj;jpiz> Gwj;jpiz>

1. mfj;jpiz - njhy;fhg;gpak; (Kjy;> fU> cupg;nghUs;;)

2. Gwj;jpiz - Gwg;nghUs; ntz;ghkhiy.

3. ghlg;gFjpia xl;ba Jiwfs; kl;Lk;.

4. cs;Siw ctkk;> ,iwr;rp

myF v ,yf;fpa tuyhW 12 kzp Neuk;

1. 1. jkpo; ,yf;fpaj;jpd; goikAk; rpwg;Gk;>

2. 2. vl;Lj;njhif E}y;fs;>

3. 3. gj;Jg;ghl;L E}y;fs;>

4. 4. ehlfj;jpd; Njhw;wKk; tsh;r;rpak;>

5. 5. Kr;rq;fj; jfty;fs;

6. jd;Kaw;rpg;gbg;G : Mz;ghy; ngz;ghy; md;ghy;> gphpah ek;gp>

ghlE}y;: Nfhit fiykfs; fiy mwptpay; fy;Y}up jkpo;j;Jiw njhFg;G

ghh;it E}y;fs;

t. vz;	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L / gjpg;G
1	Xsit R. Jiurhkpg;gps;is (ciuahrpupau;)	GwehD}W	njd;dpe;jpa irt rpj;jhe;j E}w;gjpg;G fofk;. jpUney;Ntyp	mg;gh; mr;rfk; nrd;id 600108 jprk;gh; - 1996
2	GypA+h;f; Nfrpfd; (ciuahrphpah;)	fypj;njhif	ghhp epiyak; nrd;id - 60000	Vohk; gjpg;G – 2005 Nkhdhh;f; fpuhgpf;];> nrd;id
3	m. khzpf;fdhh; (ciuahrphpah;)	gj;Jg;ghl;L	th;j;jkhdd; gjpg;gfk; nrd;id - 600017	---
4	Xsit R. Jiurhkpg;gps;is (ciuahrpupau;)	gjpw;Wg; gj;J	njd;dpe;jpa irt rpj;jhe;j E}w;gjpg;G fofk;. jpUney;Ntyp	fof ntspaPL> 1995
5	Gyth; eh. ,uhikahg;gps;is (ciuahrpupah;)	ew;wpiz	tu;j;jkhdd; gjpg;gfk;>; nrd;id 600017	1999
6	kfhtpj;Jthd; kh. ,uhfitaq;fhu; (ciuahrpupau;)	FWe;njhif	ftpd;fiy mr;rfk; nrd;id - 600041	1993
7	ftpQu; GtpauR	fz;kzp Nrhgpah	ee;jpdpdpg; gjpg;gfk;	
8	fh.Nfh.ntq;fl;uhk d;	jkpo; ,yf;fpa tuyhW	fiyaf ntspaPL> jpz;Lf;fy;.	,uz;lhk; gjpg;G: [{d; - 2002.
9	kJ.r.tpkyhde;jk;	jkpo; ,yf;fpa tuyhW	Ky;iy epiyak;> nrd;id.	2014.
10	lhf;lh; rp. ghyhRg;ukzpak;	jkpo; ,yf;fpa tuyhW	eWkyh;g; gjpg;gfk;> nrd;id.	1997
10	K.gukrptk;	ew;wkpo; ,yf;fzk;	irtrpj;je;j gjpg;gfk;> jpUney;Ntyp.	Kjw; gjpg;G: 1995.
11	gphpah jk;gp>	Mz;ghy; ngz;ghy;	tpfld; gpuRuk;	nrd;id

		md;ghy;		
12	Kidth; jpyPg;Fkhh;> ehlftpayhsh;	ngz; (etPd ehlfk;)	,dk; gjpg;gfk;;	Nfhit

SEMESTER IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code	22U4HILT04	Language 1: Hindi – IV	Batch	2022-2025
			Semester	IV
Hrs/week	4		Credits	3

SYLLABUS

COURSE OBJECTIVE:

1) Knowledge of contemporary drama contents of Hindi literature

2) Learn novels and its techniques. The ability to read novels and express

criticism aboutit and the ability to express social thoughts will improve

3) There will also be litigation messages in Hindi and news on speech techniques

4) Able to write articles on their own and improve their sophisticated translation skills.

Unit No.	PART I - HINDI IV
I	DRAMA: DHUVASAMINY By JAYASHANKAR PARSAD
II	NOVEL : NIRMALA – Premchand
III	LOKKOTHI & MUHAVARE - NAVEEN HINDI VYAKARAN (Selected Lokkokthi -10 & Muhavare-10)
IV	GENERAL ESSAY : AADARSH NIBANDH
V	TRANSLATION : HINDI-ENGLISH only ANUVADH ABHYAS – III (16-30 Lessons only)

Teaching methods:

Lecturing**,** Assignment, Group Discussion, Quiz, Group Activity. PowerPoint

Projectionthrough LCD

Text Book:

Dhuvasaminy –Drama- Jayashankar parsad, 2015,Publisher : dakshin bharath hindi prachar sabha, chennai – 17.
Nirmala –Novel- Premchand,2015, Rajkamal Prakashan,1B Nethaji Subash Marg,New Delhi.

Reference Books:

Hindi sahithya ka saral ithihaas,by rajnath sharma, vinod pustak mandir,Agra-282
Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad – 211 002.

Web Link:
https://hi.wikipedia.org/wiki/
https://en.wikipedia.org/wiki/Premchand
http://www.hindisamay.com/content/259/
https://www.hindisamay.com/content/1050/2.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	M	S	S	M	S	S	S	S	M	S
CO3	S	S	M	S	L	S	S	S	S	S
CO4	M	S	S	M	S	S	S	S	M	S
CO5	S	M	M	M	M	S	S	L	S	L

COURSE PREPARED by	Dr.R.RAMESH KUMAR rameshjee67@gmail.com

SEMESTER IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code	22U4FRLT04	Language 1: French – IV	**Batch**	2022-2025
			Semester	IV
Hrs/week	4		**Credits**	3

Course Objectives:

    To communicate during easy or habitual tasks requiring a basic and direct information exchange on familiar subjects to use simple words to describe his or her surroundings and communicate immediate needs

Course Outcomes:

S. No	Course Outcome	Blooms Level
CO1	Comprehend the grammatical structures in various genres	K1
CO2	Understand the text styles and poetical elements	K2
CO3	Develop an interest in the appreciation of literature	K3
CO4	Discuss and respond to content of a reading passage	K4

Syllabus:

Part 1 - French 4	
Unit No.	**Topics**
1	Etape 5 (Lecons 1 - 3)
2	Etape6 (Lecons 1 - 3)
3	Etape 7 - Leçons 1 - 2
4	Etape 7 – Leçon 3
	Etape 8 – Leçon 1
5	Etape 8 – Leçons 2 - 3
Etapes 5 to 8, Pages 63 to 114	

Text Book Prescribed: Adomania 2 – Methode de francais
Authors: Céline Himber, Corina Brillant, Sophie Erlich
Publisher: HACHETTE FLE
Available at: GOYAL Publishers and Distributors Pvt Ltd, New Delhi (9810322459)

Reference: Latitudes 1
Author: Yves Loiseau, Régine Merieux
Publisher: French and European Publications Inc
Available at: GOYAL publishers and distributors Pvt Ltd, New Delhi (9810322459)

SWAYAM :https://swayam.gov.in/nd2_cec19_lg04/preview
by Prof. NirupamaRastogi (Retd) English and Foreign Languages University, Hyderabad

SEMESTER - IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code	22U4MLLT04	Language 1: Malayalam – IV	Batch	2022-2025
			Semester	IV
Hrs/week	4		Credits	3

COURSE OBJECTIVE:
- Knowledge of contemporary drama contents of Malayalam literature
- Learn Screen play and its techniques. The ability to read drama and express criticism about it and the ability to express social thoughts will improve
- There will also be litigation messages in Malayalam and news on speech techniques

• Able to write articles on their own and improve their creative skills.

S.No	COURSE OUTCOME	
CO1	Get a basic knowledge of drama	K1
CO2	Can read and critique Screenplay	K1
CO3	Create interest in art literature courses	K2
CO4	The hope of writing a Drama or a Screen Play.	K3
CO5	The idea of creating new works and critique knowledge will improve	K4

Unit No.	PART I – MALAYALAM IV	Hours
I	Screen Play - Perumthachan	18
II	Screenplay - Perumthachan	18
III	Drama - Saketham	10
IV	Drama - Saketham	12
V	Drama - Saaketham	14
	TOTAL	72

Teaching methods:
Lecturing**,** Assignment, Group Discussion, Quiz, Group Activity. PowerPoint Projection through LCD

SEMESTER - IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code	22U4TELT04	Language 1: Telugu – IV	Batch	2022-2025
			Semester	IV
Hrs/week	4		Credits	3

PAPER – IV PRESCRIBED ESSAY, CREATIVE WRITING,TRANSLATION, APPLIED GRAMMAR, CORRECTING THE WORDS AND IDIOMS

1. PRESCRIBED ESSAY: One among the following topics
   1   Computers
   2   Human rights

3   Women empowerment

4   Social justice

5   National integrity

6   Students and Politics

7   Protection of the Environment

2. CREATIVE WRITING: The students will be asked two write a letter or Short Story basing on the topic given

3. TRANSLATION: A translation of about ten lines will be given in English to translate in to modern standard Telugu language.

4. APPLIED GRAMMAR: The students will be asked two identify the names of Samasas, Sandhis and Prodsodical requirements as given below

1. *Samasas*: Tathpurusha, Avyayibhava, Karmadharaya, Dvigu, Dwanda and Bahuvrihi.

2. *Sandhis*: Savarna dheerga sandhi, Guna sandhi, Yanadesa sandhi, Vriddhi sandhi, Visarga sandhi, Amreditha sandhi, Yadagama sandhi, Trika sandhi, Dviruktha takara sandhi and Ikara sandhi.

3. *Chandas*: Uthpalamala, Champakamala, Sardulam, Matthebhamu, Kandam, Dvipada, Tetageethi, Ataveladi and Seesam

5. CORRECTING THE WORDS: Five words will be given and the students will be ask two correct them if at all any errors are there.

6. IDIOMS: Idioms like 'Vana rakada pranam pokada' will be given and the students will be asked to explain with example.

SEMESTER – IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code	22U4KANT04	Language 1: – Kannada IV	Batch	2022-2025
			Semester	IV
Hrs/week	4		Credits	3

Subject title: Paper IV: PROSE DETAILED AND NON DEATILED

Course No
Subject Description:

This course introduces students to Kannada fiction, non – fiction, modern prose literature and composition of modern general essays on current topics.

Goals:

To enable the students to learn and understand modern Kannada prose writings and compose essays.

Objectives:

On successful completion of the course the students should have:

Objective of the course is to make the student acquire knowledge of the development of the stages of Kannada

- Understood the modern Kannada prose and the composition of general essay.
- Learnt the technique and expression of poetry.
- Learnt the development of modern Kannada prose and improve the communicative skill of writing

Contents:

Unit I: Modern Kannada Prose- type of Prose writing- forms of prose- creative and non creative- etc.

Unit II: Text-First 82 pages

Unit III: Text-First 82 to 133 pages

Unit IV: Composition of essay- topics- comprehension-planning- effective Language- etc.

Unit V: Text – Second (Whole text Book of 104 pages)

Text Book:1. DEVARU, by A.N.Murthy Rao. Pub: D.V.K. Murthy, Krishnamurthipuram, Mysore 570004. Books sellers- Getha Book House K.R.Circle Mysore, Sapna Book House 3rd Main Road, Gandhinagar, Bangalore-09 Ph.080-40114455 Shop onlaine:www.sapnaonline.com

Text Book:2. CHOMANADUDI, by SHIVARAMA KARANTHA   Pub: D.V.K. Murthy,

Krishnamurthipuram, Mysore 570004. Books sellers- Getha Book House K.R.Circle Mysore, Sapna Book House 3rd Main Road, Gandhinagar, Bangalore-09 Ph.080-40114455 Shop onlaine:www.sapnaonline.com

Reference:1. Hosagannada sahitya charitre-(Chapter 4, page No.103 Chapter 7, page No. 335.)

Author: L.S.Seshagiri rao, Pub: By Ankita pustaka, 53/Gandhi Bazar, Basavanagudi, Bangalore - 560004. Phone-080-26617100/26617755

SEMESTER-IV

Programme Code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U4ENLT04	Language II: Functional English IV	Batch	2022-2025
			Semester	IV
Hrs/ Week	4 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):

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

CO Number	CO Statement
CO1	Speak and Write without committing grammatical errors.
CO2	Read and appreciate simple literary works.
CO3	Deal with various conversational situations with confidence.
CO4	Recognize the nuances of English language and attempt creative writing.
CO5	Enumerate in flawless English their understanding of societal concerns.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT I - POETRY

Laugh and Be Merry - John Masefield

Mending Wall   - Robert Frost

Poor Girl   - Maya Angelou

UNIT II - PROSE

On Spelling – Hilaire Belloc

I Won't Let Him Go- Madhavan Kutty

Forgetting   - Robert Lynd

UNIT III -   SHORT STORY

The Gate Man's Gift   - R. K. Narayan

The Open Window   - Saki

The Lost Child -   Mulk Raj Anand

UNIT IV -   ONE ACT PLAY

The Pie and the Tart   - Hugh Chester man

The Bear- A Farce in One Act – Anton Chekhov

UNIT V - GRAMMAR AND COMPOSITION

Fill in the blanks with suitable words

Note - Making

Gerund

TEXT BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year / Edition
1	A.G.Xavier	An Anthology of Popular Essays and Poems	Macmillan Indian Limited	1988
2	Prof. A.E.Subramanian	Gifts to Posterity- An Anthology of Modern Short Stories	Chitra Publications, Chennai	2003
3.	Board of Editors	Limelight - 4(An Anthology of Prose , Biography, Poetry, Short stories and One act plays)	SSK Publishers & Distributors, Chennai.	2019

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher	Year / Edition
1	N.Krishnaswamy	Modern English- A Book of Grammar Usage and Composition	Macmillan Indian Limited	2007
2	Prof.K.Ramappa, Retd.	Essential English Grammar Usage & Composition	M. I. Publications	Fifth Revised Edition
3.	Adibah Amin, Rosemary Eravelly, Farida J Ibrahi	Grammar Builder Level Volume 1	Cambridge University Press	10 Mar 2005

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

SEMESTER IV

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U4ACCT11	Course Title: Core 11: Cost And Management Accounting	Batch	2022-2025
			Semester	IV
Hrs/Week	5 Hrs		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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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 - EOQ - 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 - Break Even

Analysis – Break Even Point, PV Ratio, Managerial Application of 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 BOOKS

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	4thEdition 2015.
4	S.N.Maheswari	Cost and Management Accounting	-	14th Edition , 2013.

WEBSITE REFERENCE

1.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
2.http://icmai.in/upload/Students/Syllabus-2008/StudyMaterial/Cost_Mgmt_Ac.pdf
3.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	5Hrs		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.

SEMESTER IV

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U4ACCT13	Course Title : Core 13: Internet And Web Designing	Batch	2022-2025
			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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M

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 – Create in Block.

UNIT – III   **(12Hrs)**

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 BOOKS

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	22U4ACCP14	Course Title : Core 14: Internet and Web Designing-Practical	Batch	2022-2025
			Semester	IV
Hrs/week	3 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	ther 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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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	22U4ACAT04	Course Title: Allied 4: Business Law	Batch	2022-2025
			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	M	M	M	H	H	H	H	M	M	M	M	L
CO2	M	H	M	M	M	M	M	M	M	M	M	L
CO3	M	L	M	M	M	M	M	M	M	M	M	M
CO4	H	H	L	H	H	M	M	H	H	H	M	H
CO5	H	M	H	H	H	H	L	M	M	M	H	H

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)**

Factories Act 1948 – Definition, Object of the act, Other terms connected with Factory - 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 – Cyber Law and Cyber Securities.

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_MANAGEMENT.pdf

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

SEMESTER-IV

Programme Code:	BBA (CA)	Programme Title	Bachelor of Business Administration with (CA)	
Course Code:	22U4SBST07	Skill Based Subject 7: Mathematical Aptitude-IV	Batch	2022-2025
			Semester	IV
Hrs/ Week	2 Hours		Credits	1

COURSE OBJECTIVES

To enable the Students

- To solve problem related to Height and Distance
- To Understand the concept of partnership
- Understand the basic concepts of calendars.

- To determine how the individual is related to the other members of their family.
- Describe the deductive reasoning used in syllogism

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Calculate the height of an object using the distance and angles.
CO2	Calculate new and gaining ratio.
CO3	Identify when holidays occur and place them on their calendars.
CO4	Identify the connection between any two things or between any two persons
CO5	Identify true and false conclusions in syllogism.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS
UNIT I (5 Hrs)
Height and Distance

UNIT II (5 Hrs)
Partnership

UNIT III (5 Hrs)
Calendar and Clock

UNIT IV (5 Hrs)
Blood Relations and Logical Venn Diagram

UNIT V (5 Hrs)
Syllogism-Statement and Conclusion

TEXT BOOK
Recent editions of the following books only are recommended

S.No	Author Name	Title of the Book	Publisher
1.	R. S. Agarwal	Quantitative Aptitude (for Competitive Examinations)	S. Chand and Company Limited
2.	Arun	Questions on GENERAL MENTAL ABILITY TESTS	YOUNG MAN & CO.
3.	Kovai Kalaimagal College of Arts and Science	Hand Book on Mental Ability and Logical Reasoning	-
4.	R.Gupta's	Logical and Analytical Reasoning	Ramesh Publishing House New Delhi
5.	Subburaj.V	Verbal and Non-Verbal general Intelligence	-
6.	R.V. Praveen	Quantitative Aptitude and Reasoning	PHI Learning Private Limited Delhi
7.	V.A Sathgurunath's	A Guide for Campus Recruitment	Sagarikka Publications Trichy

WEBSITE REFERENCE
1. https://www.careerbless.com/aptitude/qa/home.php
2. https://www.indiabix.com/

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

SEMESTER-IV

Programme Code	BBA (CA)	**Programme Title**	Bachelor of Business Administration with (CA)	
Course Code:	22U4SBST08	**Skill Based Subject - IV :** Communicative English - IV	**Batch**	2022-2025
			Semester	IV
Hrs/ Week	2 Hrs		**Credits**	1

COURSE OBJECTIVES:
- To know clearly the use of various symbols for pronunciation the words with proper sounds.
- To make aware of various techniques of reading and writing different reports.
- To acquire leadership quality and time management skills
- To make the students acquire the skills and knowledge to enable them communicate more

confidently

- To encourage the students to develop personality and to gain self-confidence.

COURSE OUTCOMES (CO):

On Successful Completion of the course the students will be able to achieve the following outcomes.

CO Number	CO Statement
CO1	To be able to pronounce the words clearly with proper pronunciation.
CO2	Read the given materials properly and to write meaningful reports
CO3	Demonstrate good leadership and manage the time effectively.
CO4	Enrich vocabulary and language skills
CO5	Acquire knowledge about how to develop personality through communication

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT-I

If Conditional
Collocations

UNIT- II

Interpreting Visuals – Charts, Tables
Synonyms
Adjective Endings

UNIT- III
Qualities of a Good Leader
Leadership Styles
Goal Setting and Time Management

UNIT- IV
Idioms and Phrases
One Word Substitution

UNIT- V
Personality Development through Communication
Interpersonal Communication

TEXT BOOKS:

S. No.	Author Name	Title of the Book	Publisher	Year/ Edition
1	Meenakshi Raman	Communication Skills	Oxford University Press: India	2011
2	ShaliniAggarwal	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.

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	Course team, Bharathiyar University	Communication Skills a multi- skill course	Macmillan Publishers India LTD.
2	Krishna Mohan	Developing Communication Skills	Macmillan Publishers India LTD.

3	Joyce Pereire	Techinical English – II	Vijay Nicole Imprints Pvt.Ltd.

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 :	22U4NMET2A	**Non Major Elective 2 :** Floriculture	Batch	2022-2025
			Semester	IV
Hrs/week	1 Hrs		Credits	1

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 OUTCOME

CO/ PO	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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

	Author Name	Title of the Book	Publisher
1	Dr.S.N.Suresh	Introduction to Floriculture	Teachers Publishing House, FirstEdition, 2017

REFERENCE BOOKS:

S. No	Author Name	Title of the Book	Publisher
1	Jacob Varghese unthara	Know your Garden Plants	H and C Books
2	Dr. B. Hemlanaik	Production Technology of Ornamental Crops and Landscape Gardening	UAHS,Shimoga

Means of Curriculam 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:	22U4NMET2B	**Non-Major Elective 2:** Organic Farming and Mushroom Cultivation ,aw;if tptrhaKk; fhshd; tsh;g;Gk;	Batch	2022 - 2024
			Semester	IV
Hrs/ Week	1		Credits	1

Nehf;fk;

1. ,aw;if Ntshz;ikapd; Kf;fpaj;Jtj;Jtk;> cuq;fspd; jPikfis czh;jy;> kz; tsj;ij mwpar; nra;jy;.

2. ,aw;if Ntshz;ikapy; Kd;dNdhb gz;iz cUthf;Ftjd; Nehf;fk;> cUthf;Fk; Kiw gw;wp mwpar;nra;jy;.

3. fhshd;fspd; gad;ghL> tsh;g;gjw;fhd tha;g;Gfs;> gapw;rp ikaq;fs; gw;wp mwpjy;.

4. fhshd; tsh;g;gpd; %yk; nghUshjhuj;jpy; Nkd;ikailjy;> fhshd; re;ijg;gLj;Jjy; gw;wp khzth;fSf;F czh;j;Jjy;.

5. fhshd; tsh;g;gpw;F muR khdpaq;fs;> fhshd; tsh;g;Gf; Fby; mikj;jy;> tpij jahhpj;jy;> Neha;j;njhw;wpy; ,Ue;J ghJfhf;Fk; Kiwfis khzth;fis mwpar; nra;jy;.

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

CO Number	CO Statement
CO1	,aw;if Ntshz;ikapd; %yk; kz; tsj;ijAk; kf;fspd; cly; tsj;ijAk; Ngzyhk; vd khzth;fsplk; mwpe;Jnfhs;sy;.
CO2	,aw;if Ntshz;ikapy; gz;izfs; mikj;jy;> ,aw;if cuq;fs; jahhpj;jy;> eQ;rpy;yhj tpisnghUl;fis jahhpj;jy; Fwpj;J khzth;fs; mwpe;Jnfhs;sy;.
CO3	fhshd; tsh;g;gjw;fhd #oy;fs;> fhshd; tsh;g;G gapw;rp ikaq;fs;> fhshd;fspd; gad;fs; gw;wp khzth;fs; mwpe;Jnfhs;sy;.
CO4	fhshd; tsh;g;gpd; %yk; Ranjhopiy njhlq;Fjy;> fhshd; re;ijg;gLj;Jjy;> fhshd; tsh;g;gpy; nghUsPl;ly; gw;wp khzth;fis czur; nra;jy;.
CO5	fhshd; tsh;g;gjw;fhd muR khdpaq;fs;> fhshd; tsh;j;jy; kw;Wk; mij ghJfhf;Fk; Kiwfs; gw;wpa khzth;fs; mwpe;Jnfhs;sy;.

MAPPING WITH PROGRAMME OUTCOMES

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	H	L
CO4	H	H	M	M	M	H	M	H	L	M	H	M
CO 5	M	H	M	M	H	M	M	M	H	M	H	L

ghlj;jpl;lk; : mf;dpr; rpwFffs;

myF 1

     tay; ntspNa gy;fiyf;fofk; - epyk; vd;d ePs mfyk; kl;Lkh? - ez;gh;fSf;Fkh eQ;R? - ,Ukbg; ghj;jp - kz;Goth fiuahdh? - gaphpy; g+r;rp te;jhy; - %d;W mkhthirfs;!

myF 2

     twl;rpapapYk; gz;iz - vk;.gp.V gbj;Jk; tptrhakh - ,aw;if rhd;wpjo; - Njdp tsh;g;G-jppj;jpg;G! - cyfk; ,U fuk; ePl;b tUk;! - ghiya+h; mWtil

myF 3

     G+Q;irfs; - fhshd;fs; - cyfpd; Kf;fpa fhshd;fs; - fhshd;fspd; caphpay; - fhshd;fspd; Cl;lr;rj;Jf;fs; - tsh;g;Gf;Nfw;w fhshd;fs; - fhshd;fspd; tsh;g;G Vd; - ,e;jpahtpd; Gujg; gQ;rKk; Gujj; NjitAk;.

myF 4

     fhshd;fspd; tsh;g;Gf;fhd Clfq;fs; - fhshd; tsh;g;gjw;fhd tha;g;Gfs; - tsh;g;Gf; fhshd; Njh;T - fhshd; tsh;g;G - fhshd; tsh;g;G cyf mstpYk; ,e;jpa epiyapaYk; - Mz;L KotJkhd fhshd; tsh;g;G - fhshd; tsh;g;Gf; Fby; - kjh;r;];ghd; jahhpg;G.

myF 5

     Ma;Tf;$lj;jpy; ftdpf;fg;gl Ntz;ba tpjpfs; - fhshd; tsh;g;gpy; ftdpf;f Ntz;ba mZFKiwfs; - fhshd; tsh;g;G Nkyhz;ik - fhshd;fisg; ghjpf;Fk; Neha;fs; - tsh;g;Gf; fhshd;fspd; ey Nkyhz;ik - fhshd;fs; mWtil - fhshd;fisg; gjdk; nra;J ifahYk; Kiw - fhshd;fis vg;gb cz;z Ntz;Lk;!

ghIE}y;

t.v	Mrphpah; ngah;	E}ypd; ngah;	ntspaPL	Mz;L -gjpg;G
1	nghd;. nre;jpy;Fkhh;	,aw;if Ntshz;ik m Kjy; / tiu	tpfld; gpuRuk; - 409> nrd;id.	17 Mk; gjpg;G nrg;lk;gh; 2017
2	Kidth; nt. Re;juuh[;	fhshd; tsh;f;fyhk; fhR ghh;f;fyhk;	rPij gjpg;gfk;> jpUty;ypf;Nfzp> nrd;id	2Mk; gjpg;G 2017

SEMESTER IV

Programme Code :	12-k; tFg;G tiu jkpo; nkhopg;ghlk; gapyhjtu;fSf;F	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U4BTLT02	**Non Credit Course 2 :** Basic Tamil-II Title : mbg;gilj; jkpo;	**Batch**	2022-2025
			Semester	IV
Hrs/week	-		**Credits**	-

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

Nehf;fk;:

- Mj;jpr;R+b> nfhd;iw Nte;jd;> jpUf;Fws; Nghd;w E}y;fsp;y; $wg;gl;Ls;s ePjpfisj; njupe;J nfhs;Sjy;.

- jilapy;yhky;> gpioapy;yhky; gbg;gjw;F vspikahd fijfisg; gbj;Jg; goFjy;.

- jkpo; ,yf;fpaq;fspd; tuyhW kw;Wk; rpwg;Gfis mwpe;J nfhs;sr;nra;jy;.

- jkpof kf;fspd; tho;f;if Kiw czTKiw> fyhr;rhuk;> gz;ghL gw;wp mwpe;Jnfhs;sr; nra;jy;.

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

CO Number	CO Statement
CO1	Mj;jpr;R+b> nfhd;iw Nte;jd;> jpUf;Fws; Nghd;w E}y;fsp;d; top mf;fhy kf;fs; gpd;gw;wpa ePjpfis mwpe;J mjd;gb tho;jy;.
CO2	vspikahd E}y;fisg; gbg;gjd; %yk;> gpioapy;yhky;> njspthd cr;rupg;NghL fijfisg; gbj;Jg; goFjy;.
CO3	jkpo; ,yf;fpaq;fspd; tuyhW kw;Wk; mjd; rpwg;Gfis mwpe;J nfhs;Sjy;.
CO4	goq;fhy kf;fspd; tho;f;fif Kiw> gz;ghL> fyhr;rhuk; Mfpatw;iw mwpe;J nfhs;Sjy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

ePjp E}y;fs; : Mj;jpr;#b (Kjy; 12) "mwk; nra tpUk;G"> Kjy; "xstpak; NgNry;y;" tiu.
nfhd;iw Nte;jd; - "md;idAk; gpjhTk; Kd;dwp nja;tk;" Kjy; "vz;Zk;
    vOj;Jk; fz;nzdj;jFk;" tiu (7)
jpUf;Fws; (5)   1. mfu Kjy... (1)
               2. nraw;fupa... (26)
               3. kdj;Jf; fz;... (34)
               4. fw;f frlwf;... (391)
           5. vg;nghUs; ahu; ahu;... (423)
    vspa ePjpf; fijfs; - (njdhypuhkd; fijf;s;> g*u;ghy; fijf;s;> fpuhkpaf;
           fijf;s;> <rhg; fijf;s;)
jkpo; ,yf;fpaq;fs; : tuyhW - Fwpg;G - mwpKfk;
    vLj;Jf;fhl;L   : Fws; gw;wp vspa njhlu;fspy; mwpKfk;

jkpofk; - czTKiw> tpohf;fs;> fiyfs; gw;wpaf; Fwpg;Gfs;

	mf kjpg;gPl;Lj; Nju;T kjpg;ngz; toq;Fk; Kiw	kjpg;ngz;fs;
1	tFg;Gj;Nju;T – 1	10
2	tFg;Gj;Nju;T – 2	10
3	khjpupj;Nju;T	10
4	gapw;rpf; fl;Liu	10
5	tha;nkhopj; Nju;T	10
	nkhj;j kjpg;ngz;fs;	50

Fwpg;G : tha;nkhopj; Nju;tpy; jkpo;r; nrk;nkhop tuyhW   njhlu;ghd tpdhf;fs; kl;LNk Nfl;fg;gl Ntz;Lk;.

SEMESTER IV

Programme Code :	12-k; tFg;G tiu jkpo; nkhopg;ghlk; gapd;wtu;fSf;F	Programme Title	Bachelor of Business Administration (CA)	
Course Code :	22U4ATLT02	**Advanced Tamil-II #** Title : rpwg;Gj; jkpo;	Batch	2022-2025
			Semester	IV
Hrs/week	-		Credits	-

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

Nehf;fk;:

    1.   ,sq;fiy gl;l tFg;gpy; jkpo; - gapyhjtu;fSf;F> jkpo; ,yf;fpaj;jpd;

rpwg;gpid vLj;Jf;$Wjy;.

2. jpUf;Fwspd; rpwg;ig mwpar; nra;jy;.

3. nrhw;fisg; gad;gLj;Jk; KiwfisAk;> thf;fpag; gpiofs; Vw;gLtijj; jtpu;f;Fk; KiwfisAk; mwpar; nra;jy;.

4. Ngr;R tof;Ffspy; ehk; gad;gLj;Jk; nrhw;fisAk;> nrhw;fspy; cs;s gpiofisAk;> rupahfg; gad;gLj;Jk; nrhw;fisAk; njupe;J nfhs;sr; nra;jy;.

5. khztu;fspd; fw;gidj;jpwd;> gilg;ghw;wy; jpwik Nkk;gLj;j gapw;rp mspj;jy;.

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

CO Number	CO Statement
CO1	jkpo; ,yf;fpaq;fspd; rpwg;gpid czur; nra;jy;
CO2	jpUf;Fwspd; thapyhf kf;fspd; tho;f;ifKiwfis mwpjy;
CO3	thf;fpaq;fis gpioapy;yhky; rupahd Kiwapy; vOJjy;.
CO4	Ngr;R tof;fpy; ehk; NgRk; NghJ Vw;gLk; kuG gpiofisj; jtpu;j;jy; kw;Wk; jFjpahd tof;Fr; nrhw;fisg; gad;gLj;Jjy;.
CO5	jpwikahd khztu;fis Cf;Ftpj;J gilg;ghsu;fshf> ftpQu;fshf cUthf;Fjy;.

epuy; tpisTfisf; nfhz;l tiuglk;

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

$W – 1 jpUf;Fws; - xopgpay; Kjy; 5 mjpfhuq;fs; kl;Lk;.

$W – 2 ciueil : (fl;Liu)

(,isQu;fspd; xspkakhd vjph;fhyj;jpw;F - F.nt. ghyRg;gpukzpak;)

$W – 3 vOj;Jg;gpio ePf;f topfs; - gpioAk; jpUj;jKk;> nrhw;fisr; rhpahfg; gad;gLj;Jk; ghq;F – tpidr;nrhw;fs; Jiz tpidfs; (vLj;Jf;fhl;LfSld; tpsf;Fjy;)

$W – 4 tof;fwpjy; : kuG tof;F - ,ay;G tof;F – jFjp tof;F mwpjy;

$W – 5 gilg;ghw;wy; gapw;rp – fl;Liu vOJjy;.

	mf kjpg;gPl;Lj; Nju;T kjpg;ngz; toq;Fk; Kiw	kjpg;ngz;fs;
1	tFg;Gj;Nju;T – 1	10
2	tFg;Gj;Nju;T – 2	10
3	khjpupj;Nju;T	10
4	gapw;rpf; fl;Liu	10
5	tha;nkhopj; Nju;T	10
	nkhj;j kjpg;ngz;fs;	50

Fwpg;G : tha;nkhopj; Nju;tpy; jkpo;r; nrk;nkhop tuyhW njhlu;ghd tpdhf;fs; kl;LNk
Nfl;fg;gl Ntz;Lk

SEMESTER- IV

Programme Code:	BBACA)	Programme Title	Bachelor of Business Administration (CA)	
Course Code:	22U4SSCT2A	Self Study Course 2 : Women's Rights**	Batch	2022-2025
			Semester	IV
Hrs/ Week	-		Credits	-

COURSE OBJECTIVES
- To make the women students understand the legal systems, constitutional frame work and human rights in India.
- To understand and appreciate the women's claims to land and their right to property.
- To make the women students to know fully about the laws enacted to protect women against violence, harassment sexual abuse and the loopholes in practice.
- To give 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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M

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 Administartion (CA)	
Course Code:	22U4SSCT2B	**Title :Self Study Course 2:** An Introduction to Constitution of India**	**Batch**	2022-2025
			Semester	IV
Hrs/ Week	-		**Credits**	-

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	M	M	M	M	M	M	M	M	M	M	M	M
CO2	H	H	L	L	M	L	H	H	H	H	H	H

SYLLABUS

Unit	Content
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:	22U4SSCT2C	**Self Study Course 2:** Human Rights**	Batch	2022-2025
			Semester	IV
Hrs/ Week	-		Credits	-

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M

SYLLABUS

Unit	Content
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 Code:	BBA (CA)	**Programme Title**	Bachelor of Business Administarion (CA)	
Course Code:	22U4SSCT2D	**Self Study Course 2:** Consumer Affairs**	**Batch**	2022-2025
			Semester	IV
Hrs/ Week	-		**Credits**	-

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L

SYLLABUS

Unit	Content
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	22U5ACCT15	Course Title: Core 15: Human Resource Management	Batch	2022-2025
			Semester	V
Hrs/Week	5 Hrs		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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

SYLLABUS

UNIT – I (12 Hrs)

Nature and Scope of Human Resource Management – Functions and Importance of HRM – 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 – Green HRM.

UNIT – IV (12 Hrs)

Remuneration – Compensation, Funds and its components – 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/122205020/

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	22U5ACCT16	Course Title: Core 16: Research Methodology	Batch	2022-2025
			Semester	V
Hrs/Week	5Hrs		Credits	5

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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   (12 Hrs)

SimpleLinear regression- Type 1 and Type 2 Error - Test of significance - Large Sample tests with respect to mean and proportions-Small sample tests -'t' test with respect to mean-'F' Test,–Chi-square test.

UNIT - V   (12Hrs)

ANOVA - One way – Two way Classifications-Multivariate and Factor analysis (Definition and uses only) Interpretations and report writing – types of reports-mechanics of writing research report-Precautions for Writing report.

TEXT BOOKS

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

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	22U5ACCT17	Course Title: Core 17: Visual Basic	Batch	2022-2025
			Semester	V
Hrs/Week	5 Hrs		Credits	4

COURSE OBJECTIVES

: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 OUTCOMES (CO)

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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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).
Unit-IV	(**12 Hours**) 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 code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U5ACCP18	Course Title : Core 18: Visual Basic – Practical	Batch	2022-2025
			Semester	V
Hrs/week	4 Hrs		Credits	3

COURSE OUTCOMES (CO)

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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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	22U5ACET1A	Course Title: Elective 1: Services Marketing	Batch	2022-2025
			Semester	V
Hrs/Week	5Hrs		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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

SYLLABUS

UNIT I (12 Hrs)

Introduction -The Services Sector in the Indian Economy **-**Components of services economy - Distinctive characteristics of services - Importance of services – Barriers and Issues of Service Marketing - 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 BOOKS

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 BOOKS

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	22U5ACET1B	Course Title: Elective 1: Indian Business System	Batch	2022-2025
			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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M

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 BOOKS

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

REFERENCE BOOKS

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	22U5ACET1C	Course Title: Elective 1: Mall Management	Batch	2022-2025
			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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M

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 BOOKS

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 BOOKS

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	22U5ACET1D	Course Title: Elective 1: Advertisement and Sales Promotion		Batch	2022-2025
				Semester	V
Hrs/Week	5 Hrs			Credits	3

COURSE OBJECTIVES

- Understand consumer demand, stimulate market demand
- Become aware of brands, products, services, and ideas.
- Learn to get potential buyers to heed a call to action
- Familirize to improve product availability using media and non-media marketing communications.
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COURSE OUTCOMES (CO)

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

CONumber	CO Statement
CO1	Remember the key concept and types of Advertising medias.
CO2	Understand Advertisement Copy and Budget
CO3	Acquire knowledge to develop new Advertising layout and advertising campaign
CO4	Interpret the importance of Sales force management
CO5	Comprehend promotional strategies how to choose the promotional tool

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT – I (12 Hrs)

Advertising: Meaning-importance-objectives- forms of media-Press Newspaper trade journal-Magazines-outdoor advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme - radio and television advertising-exhibition-trade fair-transportation advertising.

UNIT – II (12 Hrs)

Advertising agencies - Advertising Budget-Advertising appeals - advertising organization – Advertisement Campaign: steps in campaign planning - repeat advertising. social effects of advertising

UNIT – III (12 Hrs)

Advertising layout- functions-design of layout - advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identification marks size of advertising

UNIT – IV (12 Hrs)

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training – methods - motivating salesman. Compensation & incentives-fixing sales territories. Controlling & Evaluation.

UNIT – V (12 Hrs)

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal sellingObjectives - Salesmanship-Process of personal selling-types of salesman.

TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	BolenJ.H. Advertising	Advertising and Sales Management	Tata McGraw Hill Education Pvt Ltd	2012

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Davar S.K	Salesmanship and advertising	Laxmi Publications Pvt. Ltd	2008
2.	Sontakk C.N	Advertising and Sales Management	Himalaya Publishing House	January 2009

WEBSITE REFERENCE

Vidya-MitraPortal:http://vidyamitra.inflibnet.ac.in/index.php/search
e-PG Pathshala :http://epgp.inflibnet.ac.in/ahl.php?csrno=7

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:	22U5ACET2A	Course Title: Elective 2: Retail Marketing	Batch	2022-2025
			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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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 Classroom

SEMESTER V

Programme code	BBA CA	Programme Title	Bachelor of Business Administration (CA)	
Course code:	22U5ACET2B	Course Title : Elective 2: Financial Markets	Batch	2022-2025
			Semester	V
Hrs/week:	5Hrs		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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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 – Depositary NSDL, CDL- Benefits of Depositary System – Credit Agencies – Credit Rating.

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 BOOKS

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	22U5ACET2C	Course Title: Elective 2: Management ofMicro Finance	Batch	2022-2025
			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	M	H	M	M	M	M	M	M	M	L	L	H
CO2	M	M	M	M	M	H	H	L	L	H	H	L
CO3	M	M	L	H	H	M	M	L	H	H	M	L
CO4	H	H	M	M	M	H	M	H	L	M	M	M
CO5	M	H	M	M	H	M	M	M	H	M	M	L

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 BOOKS

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:	22U5ACET2D	Course Title: Elective 2: Total Quality Management	Batch	2022-2025
			Semester	V
Hrs/Week	5 Hrs		Credits	3

COURSE OBJECTIVES

1. Knowing customer satisfaction

2. Learning the total organizational issue of retaining customers

3. Addressing all aspects of dimensions of quality

4. Learn the products, services, processes, people, resources and interactions.

5. Acquire knowledge to Quality Models

COURSE OUTCOMES (CO)

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

CONumber	CO Statement
CO1	Remember the key concept of TQM
CO2	Understand Total Quality Management approaches and Guidelines
CO3	Acquire knowledge to Quality Models
CO4	Interpret the importance of Quality education and training quality process.
CO5	Comprehend promotional strategies how to choose the TQM tool.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT – I   (12 Hrs)

Total quality management – concepts – quality management in retrospect – evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality Vs Product Quality. Total Quality: - Value & Differential advantage.

UNIT – II   (12 Hrs)

Pillars of Total quality management – Strategic thinking and planning, the starting point for total quality – Total quality policy and deployment guidelines – Total quality approaches – Leadership for TQM. Attitude & involvement of top management. Organizational implications.

UNIT – III   (12 Hrs)

Total quality models – Enablers for total quality – quality responsibilities – achieving total commitment to quality – Information & customer – Strategic information system – Strategic quality management.

UNIT – IV   (12 Hrs)

Quality education and training quality process, Quality system – Quality measurement system – Quality cost – Quality planning – Quality information feedback – Internal customer conflict – customer retention and problems.

UNIT – V   **(12 Hrs)**

Tools of TQM – Benchmarking process- Quality Function Deployment – FMEA – Statistical Process capability & Six sigma – Lean Six sigma – Barriers to TQM implementation.

TEXT BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Joseph and Berk	Total quality management	Excel Books	2016

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Sundararaju	Total quality Management	Tata McGraw Hill	Edition 2001
2	Stephen George	TQM Strategies and Techniques	Macmillan Business Books	2009

WEBSITE REFERENCE

Vidya-MitraPortal:http://vidyamitra.inflibnet.ac.in/index.php/search
e-PG Pathshala :http://epgp.inflibnet.ac.in/ahl.php?csrno=7

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 :	**22U5NCCT01**	**Non Credit Course 1 :** Aptitude and Soft Skills I	**Batch**	**2022-2025**
			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	Ability to solve number series and logical problems.
C02	Ability to solve analytical reasonoing and visual reasoning
C03	Apply the inter personal and problem solving skills in the placement drive.
C04	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.
C05	Grasp the approaches and strategies to solve problems with speed and accuracy.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS
UNIT I:

Number Series- Verbal Classification – Analogies - Logical Games- Logical Problems-Missing Letters - Matching Definitions-- -the embedded figure-Classification-Water Images-Mirror Images-Completion of incomplete pattern.

UNIT II:

Analytical Reasonoing- Verbal Reasoning - Non-Verbal Reasoning Series – Visual Reasoning - Data Sufficiency- Data Interpretation-Data arrangement –Cryparithmetic - Number

Series

UNIT III:
    Empathy - Intrapersonal Skills

UNIT IV:
    Leader ship skills - Interpersonal Intelligence

UNIT V:
    Personality development – Teamwork - Time management

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 :	**22U5SSCT03**	**Self Study Course 3 : General Awareness**	**Batch**	**2022-2025**
			Semester	V
Hrs/week	**-**		**Credits**	**-**

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 Number	CO Statement
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	M	L	L	M	L	M	L	L	L	M	L	L
CO2	M	L	L	M	L	M	L	L	L	M	L	L
CO3	M	L	L	M	L	M	L	L	L	M	L	L
CO4	M	L	L	M	L	M	L	L	L	M	L	L
CO 5	M	L	L	M	L	M	L	L	L	M	L	L

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 BOOKS:

S. No	Author Name	Title of the Book	Publisher	Year /Edition
1	Compiled By Faculty, Department of English	General Awareness, Question Bank	KovaiKalaimagal 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	22U6ACCT19	Course Title: Core 19: Strategic Management	Batch	2022-2025
			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	H	H	H	H	M	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

SYLLABUS

UNIT-I (12 Hrs)

Strategic Management: meaning, characteristics – Evaluation of Strategies - strategic-management framework-strategy: meaning, role, concept-nature- Difference between strategy and tactics –Types of strategic management-strategic decisions –process of strategic decisions – Role of Strategy in Decision Making -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 - PESTEL 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 – Business Investment strartergies – Strategy of B Plan, B Venture.

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 BOOKS

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

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	E.Gnanasekaran	Strategic Management	A.R.Publications	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=1557221173225
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	22U6ACCT20	Course Title: Core 20: Event Management	Batch	2022-2025
			Semester	VI
Hrs/Week	5 Hrs		Credits	3

COURSE OBJECTIVES

On successful completion of this course students will

- Understand the concepts of organizing an event pertaining to event infrastructure, event promotion and marketing plan
- Gain confidence and enjoyment from involvement in the dynamic industry of event management

COURSE OUTCOMES (CO)

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

CO Number	CO Statement
CO1	Understand the basic concepts and essentials of Events
CO2	Describe briefly the steps in event management including planning, executing and evaluating an event
CO3	To acquire an understanding of the techniques and strategies required to plan successful special events
CO4	Advertising, sales and promotion of an event by applying different methods and use different modes of marketing
CO5	Understand the planning process of an event and follow them without any failure

MAPPING WITH PROGRAMME OUTCOMES

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

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-Ordinaion – 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 BOOKS

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

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / 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-260224.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	22U6ACCT22	Course Title: Core 22: Entrepreneurship Development	Batch	2022-2025
			Semester	VI
Hrs/Week	5 Hrs		Credits	4

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	H	H	H	H	M	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

SYLLABUS

UNIT – I (12 Hrs)

Entrepreneurship – Evolution of entrepreneurship - Traits of an Entrepreneur - Characteristics of Successful 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 – Government Schemes - 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 – Child Labour Act.

TEXT BOOKS

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

1. https://lecturenotes.in/notes/41-notes-for-entrepreneurship-development-ed-by-verified-writer

2. https://www.docsity.com/en/lecture-notes/subjects/entrepreneurship-development/

3.https://www.google.com/url?sa=t&source=web&rct=j&url=http://ncert.nic.in/ncerts/l/lebs223.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	22U6ACCV22	Course Title: Core 22: Project and Viva Voce	Batch	2022-2025
			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	22U6ACET3A	Course Title: Elective 3: Labour Welfare & Industrial Relations	Batch	2022-2025
			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 Number	CO Statement
CO1	Understand the concept of industrial law and relate it to the public sectors
CO2	Apply the labour law to prevent the various disputes arise in the Organization
CO3	Make use of voluntary and statutory welfare measures provided by the industry
CO4	Analyse and understand the various kinds of labours and their duties in the industry

MAPPING WITH PROGRAMME OUTCOMES

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

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	22U6ACET3B	Course Title: Elective 3: Export and Import Procedures	Batch	2022-2025
			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	H	H	H	H	M	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

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 BOOKS

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

REFERENCE BOOKS

S.No	Author Name	Title of the Book	Publisher	Year / Edition
1.	Francis Cherunilam	International Trade & Export Management	Himalaya Publication House, Mumbai	Edition 1, 2012
2	Veera Reddy.P	Import made Easy	Commercial Law Publication,New Delhi	Edition 5,2001
3	Mahajan.M.I	Export Policy Procedure & Documentation	Snow White Publication,Mumbai	Edition 24,2011
4	A. Nabhi	How to Import 2005-2006	A.Nabhi Publications	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	22U6ACET3C	Course Title: Elective 3: Risk management and Insurance	Batch	2022-2025
			Semester	VI
Hrs/Week	5 Hrs		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	H	H	H	H	H	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

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 BOOKS

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, Case Studies, Google Classrooms

SEMESTER-VI

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	23U6ACET3D	Course Title: Elective 3: Integrated Marketing Communication	Batch	2023-2025
			Semester	VI
Hrs/Week	4 Hrs		Credits	3

COURSE OBJECTIVES

- Understand the fundamentals of Integrated Marketing Communication.
- Learn the different models of communication.
- Become aware of the business strategies
- To Bring out creative ideas for effective marketing communication
- To learn various communication tools and its effectiveness in contemporary time

COURSE OUTCOMES (CO)

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

CONumber	CO Statement
CO1	Describe the basic concepts of Integrated Marketing Communication.
CO2	Discuss and apply the various models of communication
CO3	Explain the various aspects related to business strategies
CO4	Appraise the creative ideas for effective marketing communication
CO5	To understand promotional mix in digital age.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

Unit-1

An Introduction to Integrated Marketing Communication (IMC)- Meaning and role of IMC in the Marketing process- Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship.

Unit-2

Understanding communication process Source - Message and channel factors-Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model.

Unit-3

Planning for Marketing Communication (Marcom) Establishing marcom - Objectives and Budgeting for Promotional Programmes - Setting communication objectives - Sales as marcom objective-Budgeting for marcom - Factors influencing budget.

Unit-4

Developing the Integrated Marketing Communication Programme -Planning and development of creative marcom-Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.

Unit-5

Measuring Effectiveness and control of Promotional Programmes - Meaning and importance of measuring communication effectiveness - The testing process - measuring the effectiveness of other promotional tools and IMC.

TEXT BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	1. George Belch, Michael Belch & Keyoor Purani	Advertising & Promotion	Tata McGraw Hill	2010
2.	S.A.Chunawalla S.A and K.C. Sethia	Foundations of Advertising Theory and Practice	Himalaya Publishing House	2013

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/Edition
1.	Kenneth Clow. Donald Baack	Integrated Advertisements, Promotion and Marketing communication	Prentice Hall of India	2003
2.	Jaishri Jefhwaney	Advertising Management	Oxford	2008
3.	S.H.H.Kazmi S.H.H and Satish K. Batra	Advertising and Sales Promotion	Excel books	2004

WEBSITE REFERENCE

https://multimediamarketing.com/mkc/marketingcommunications/
https://thedma.org/integrated-marketing-community/integrated-marketing-definitions/

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	22U6ACET4A	Course Title: Elective 4: Eco-Tourism	Batch	2022-2025
			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	H	H	H	H	H	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

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	22U6ACET4B	Course Title: Elective 4: E-Commerce and Digital Marketing	Batch	2022-2025
			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	H	H	H	H	H	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

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	22U6ACET4C	Course Title: Elective 4: Customer Relationship Management	Batch	2022-2025
			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	H	H	H	H	H	M	M	H	M	H	H	H
CO2	M	H	H	M	H	M	M	M	H	M	M	M
CO3	H	M	M	H	H	M	H	H	H	M	M	H
CO4	H	M	H	M	H	H	H	M	M	H	M	M
CO5	H	H	H	M	M	M	M	H	H	M	H	M

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 – E-CRM- Digital Market Tools

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 – AI Applications in CRM - 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 Classroom

SEMESTER VI

Programme code	BBA (CA)	Programme Title	Bachelor of Business Administration (CA)	
Course code	22U6ACET4D	Course Title: Elective 4: Agri warehousing management	Batch	2022-2025
			Semester	VI
Hrs/Week	5 Hrs		Credits	3

COURSE OBJECTIVES

- Understand the fundamental concepts of agri warehousing management
- Learn the concepts of types of storage
- Become aware of the concepts related to post harvest storage
- Know the concepts of storage structures
- Familiarize with the Indian government role in warehousing

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 elements and methods of agri warehousing management

CO2	Discuss and apply the concepts related to types of storage
CO3	Explain the various aspects related to post harvest storage
CO4	Appraise the concepts associated with storage structures
CO5	Compose effective warehousing by knowing role of government

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS

UNIT – I (9 Hrs)

Agricultural warehousing – scope – objectives – importance – warehousing management – Functions –Inventory management – Storage - Scientific storage – Prevention of damages to produce – Pilferage control – costs ofwarehousin

UNIT – II (9 Hrs)

Types of storage in agriculture –Storing dry staples - freeze dried – dehydration - canned - Degradation of grains during storage – Pest management and control – Technology applications – whole farm planning – warehouse processes - receiving – putaway – storage – picking - packing – shipping

UNIT – **III** (9 Hrs)

Post-harvest Storage – Types of warehouses – Ownership basis- Commodity basis - Location – Layout – Factors of influence – scientific movement of inventory – good house-keeping – warehousing documents – Insurance –Conditions of insurance contract – streamlining warehouse operations   .

UNIT – IV (9 Hrs)

Storage structures – underground systems – Surface systems - small scale storage - large scale storage - Cover and Plinth storage - Silos - Financing storage systems- price stabilization – Market intelligence – Working of warehouses – Warehouse Acts in India

UNIT – V (9 Hrs)

Warehousing in India – Central Warehousing Corporation – State Warehousing Corporation – Food Corporation of India – Government norms and regulations – SEBI and warehousing - Warehousing Development and Regulatory Authority (WDRA)

TEXT BOOKS

Scheme and Regulations (SR7) 2022-2025 BBA (CA)

S.No	Author Name	Title of the book	Publisher	Year/Edition
1	Asheesh Iyer andAbheek Singhi	Indian Agribusiness-Cultivating FutureOpportunities	The Boston Consulting Group	2012
2	Frazelle	World Class Warehousing &Material Handling	Tata Mcgraw Hill	2008

REFERENCE BOOKS

S.No	Author Name	Title of the book	Publisher	Year/ Edition
1	Ravi Nandi et al.	Farmer's Handbook onFood Processing Technologies	National Institute ofAgricultural Extension Management	2017
2	Shekara et al.	Basic Agriculture	Agricultural Extension Management	2016
3	Shashi A Verma	ICAR Handbook ofTechnical Services	Indian Council of Agricultural Research	2000

WEBSITE REFERENCE

1. https://www.nbhcindia.com/storage-bulk-handling
2. http://agritech.tnau.ac.in/agricultural_marketing/agrimark_storage%20and%20ware%20housing.html

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 :	22U6NCCT02	Non Credit Course 2: Aptitude and Soft Skills II	**Batch**	2022-2025
			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	Ability to reason critically by analyzing, elevating and extending arguments.
C02	Explain the concepts deal with graphs, tables, number sequence and texts.
C03	Apply the inter personal and problem solving skills in the placement drive.
C04	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.
C05	Grasp the approaches and strategies to solve problems with speed and accuracy.

MAPPING WITH PROGRAMME OUTCOMES

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

SYLLABUS
Unit I
Clock Puzzles-Number Bsed Puzzles-Style Puzzles-Word Puzzles—Clock Puzzles-Blood Relations-Coding and decoding-Statement and Conclusion

Unit II
Data Interpretation:Bar Graph-Line Graph-Pie Graph-Tabular Graph-Simple Arithmetic Calculations.

UNIT III
Verbal Communication - Presentation Skills

UNIT IV

Critical Thinking – Innovation

UNIT V
Organization - Knowledge Management

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.

Rw;Wyh tsh;r;rp

Subject Code: 2022ECC001   **No. of Credits: 2**

myF I
    1. Rw;Wyh – xU tpsf;fk;
    2. cyf ehLfspy; Rw;Wyh tsh;r;rp
    3. ghujj;jpy; Rw;Wyh tsh;r;rp
myF II
    1. jkpo;ehl;by; Rw;Wyh tsh;r;rp
    2. gd;dhl;L gytifg; gazpfs;
    3. Rw;Wyhtpd; rKf nghUshjhu tpisTfs;
myF III
    1. Rw;Wyhg; gazpfs; gw;wpa Gs;sp tptuq;fs;
    2. Rw;Wyhitj; jpl;lkpLjYk; Nkk;gLj;jYk;
    3. Rw;Wyh tpLjpfs;
myF IV
    1. Rw;Wyhg; gazpfspd; gy;NtW Nghf;Ftuj;Jfs;
    2. Rw;Wyhf; fofq;fs;
    3. Rw;Wyhg; gaz Kfth;fs;
myF V
    1. Rw;Wyhtpd; tzpfr; re;ijfs;

2. Rw;Wyhtpd; topfhl;bfs;
3. jkpo; ,yf;fpaj;jpy; gazE}y;fs;
ghlE}y;;; : Rw;Wyh tsh;r;rp
Mrphpah; - nt. fpUl;bzrhkp
     kzpthrfh; gjpg;gfk;
     nrd;id>
     Mf];L - 2009

,jopay; fiy

Subject Code: 2022ECC002   **No. of Credits: 2**

myF I ,jopay; - ,ay;Gk; gug;Gk;
   1. ,jopay; tpsf;fk;.   2. ,jo;fspd; gzpfs;> flikfs;> nghWg;Gfs;.
   3. ,jo;fs; tiffSk; ,ay;GfSk;.   4. kf;fshl;rpapy; ,jopay;.
   5. ,jo;fspd; Rje;jpuk;.   6. ,jopay; elj;ijawf; fl;lisfs;.
   7. ,jopay; njhopy; tha;g;;;;;Gfs;.
myF II ,jopay; Njhw;wKk; tsh;r;rpAk;
   1. ,jopay; tsh;r;rp   2. jkpofj;jpy; ,jopay; tsh;r;rp
   3. gj;jphpf;ifr; rl;lq;fs;   4. gj;jphpf;if kd;wk;
myF III ,jo;fspd; mikg;G Kiw
   1. ,jo;fs; njhlq;Ftjw;fhd topKiwfs;
   2. nra;jpj;jhs; eph;thf mikg;G
myF IV nra;jpfs;> Nrfhpj;jy;> vOJjy;
   1. nra;jpahsh;   2. nra;jp
   3. nra;jpapd; cs;slf;fq;fs;   4. nra;jp jpul;Ljy;
   5. nra;jp epWtdq;fs;   6. Ngl;b

7. Fw;wr; nra;jps;   8. gy;NtW tifahd nra;jpfs;
9. nra;jpfSk; rpwg;Gj;jdp ,ay;GfSk; 10. glq;fSk; ,jo;fSk;

myF V nrg;gdpLjy; (gjpg;gpj;jy;)
1. nra;jpfisr; nrg;gdpLjy; - El;gq;fs; 2. Mrphpah;
3. nra;jp Mrphpah;   4. Jiz Mrphpah;
5. nra;jpapd; fl;likg;G   6. gf;f tbtikg;G
7. mr;Rg;gb jpUj;Jjy;   8. ,jopay; fiyr; nrhw;fs;

ghlE}y; : ,jopay; fiy
Mrphpah; : lhf;lh; kh.gh. FUrhkp
        = rf;jp /igd; Mh;l;];
        rptfhrp
        [dthp – 2009.

ehl;Lg;Gwtpay;

Subject Code: 2022ECC003   **No. of Credits: 2**

myF I
ehl;Lg;Gw ,ay; vd;why; vd;d?
ehl;Lg;Gw ,aypd; tuyhW
ehl;Lp;Gw may; fy;tp – xU tpsf;fk;

myF II
ehl;Lg;Gw Mly;fs;
ehl;Lg;Gw $j;Jfs;
ehl;Lg;Gw iftpidf; fiyfs;

myF III
ehl;Lg;Gw tpisahly;fs;
ehl;Lg;Gw kUj;Jtk;
ehl;Lg;Gw ek;gpf;ifs;

myF IV
ehl;Lg;Gw topghLfs;

ehl;Lg;Gwf; fijfs;
ehl;Lg;Gwg; ghly;fs;
fijg;ghly;fs;

myF V

tpLfijfs;
gonkhopfs;
Guhzq;fs;
ghlE}y; : ehl;Lg;Gwtpay;
Mrphpah; : R. fz;Kf Re;juk;
fht;ah gjpg;gfk;>
Vg;uy; - 2017.

fzpg;nghwpapy; jkpo;

Subject Code: 2022ECC004   **No. of Credits: 2**

myF I

fzpg;nghwpapy; jkpo;
tpirg;gyif mikg;G Kiwfs;
vOj;JUtpd; tiffs;

myF II

jkpo; vOj;JUf;fs;
vOj;JU / tpirg;gyif ,af;fpia epWTjy;;;;;

myF III

jkpopy; jl;lr;R nra;Ak; Kiw
rpf;fy;fSk; jPh;TfSk;

myF IV

,izaj;jpy; jkpo;

jkpo; ,izag; gy;fiyf;fofk;
kpd;dQ;ry;

myF V

A+dpf;NfhL
tpd;Nlh]; vf;];gPapy; jkpo;
jkpo; ,izajsq;fs;

Mrphpah; : j. gpufh\;
nghpfhk; E}y; ntspaPL kw;Wk; tpw;gid
Mf];L – 2007.

jkpof tuyhWk; kf;fs; gz;ghLk;

Subject Code: 2022ECC005   **No. of Credits: 2**

myF I

1. jkpof tuyhw;Wf;fhd mbg;gil Mjhuq;fs;
2. jkpofj;jpd; ,aw;if mikg;Gfs;.
3. tuyhw;Wf; fhyj;jpf;F Ke;jpa jkpofk;.
4. rpe;J ntsp mfo;thuha;r;rp.

myF II

1. gz;ila jkpohpd; may;ehl;L njhlh;Gfs;
2. jkpo; tsh;j;j rq;fk;
3. rq;f ,yf;fpak;
4. gz;ila jkpohpd; tho;f;if

myF III

1. fsg;gpuh;fs;

2. gy;yth;fs;
3. jkpofj;jpy; ehd;fhk; E}w;whz;L Kjy;
   xd;gjhk; E}w;whz;L tiuapy; r%f epiy.

myF IV

1. Nrhog; Nguurpd; Njhw;wk;.
2. Nrhog; Nguurpd; tsh;r;rpAk; tPo;r;rpAk;.
3. Nrhoh; fhyj;jpy; jkpohpd; rKjhak;.
4. ghz;bahpd; Vw;wKk; tPo;r;rpAk;.

myF V

1. kJiu ehaf;fh;fs;.
2. jkpofj;jpy; 13 Kjy; 18 Mk; E}w;whz;L tiu r%fepiy
3. INuhg;gpahpd; tuT.
4. 19 Mk; E}w;whz;bd; murpaYk; jkpofj;jpd; r%f epiyAk;.
5. 20 Mk; E}w;whz;by; jkpofk; Nkw;Nfhs; E}y;fs;.

ghlE}y; : jkpof tuyhWk; kf;fs; gz;ghLk;
Mrphpah; - Nf. Nf. gps;is.
         cyfj; jkpohuha;r;rp epWtdk;.
         nrg;lk;gh; - 2016.

jkpo; ,yf;fpa tuyhW

Subject Code: 2022ECC006   **No. of Credits: 2**

myF I

1. fhyg;Nghf;fpy; fd;dpj;jkpo; xU fz;Nzhl;lk;
2. jkpo;r;rq;fk;   3. mfj;jpah;
4. njhy;fhg;gpah;   5. rq;f ,yf;fpak;
6. gjpndz; fPo;fzf;F

myF II

1. ,ul;ilf; fhg;gpaq;fs;   2. ehad;khh;fs;   3. Mo;thh;fs;
4. rkaKk; jkpOk; (ngsj;jk;> rkzk;> irtk;> itztk;)
5. fd;dpj; jkpo; fhg;gpa tsh;r;rp   6. Guhzq;fSk; gpwTk;.

myF III

1. rpw;wpyf;fpaq;fs;. 2. gjpndz; rpj;jh;fs;. 3. ciuahrphpah;fs.;
4. gpw;fhyg; Gyth;fs;. 5. fpUj;JtKk; jkpOk. 6. ,];yhkpaKk; ,d;jkpOk;.

myF IV

1. Nrhog; Nguurpd; tsh;r;rpAk; tPo;r;rpAk;. 2. ftpQh; ngUkf;fs;.
3. Gjf;ftpij. 4. ciueil ,yf;fpak;> rpWfij ,yf;fpak;.

myF V

1. jkpo; ehty; ,yf;fpak;. 2. jhspiffs;.
3. ,irj;jkpo; tuyhW. 4. ehlfj; jkpo; tuyhW
5. 20 Mk; E}w;whz;by; ,d;jkpo; tsh;r;rp. 6. gpw ehLfspy; ige;jkpo;
ghlE}y; : jkpo; ,yf;fpa tuyhW
Mrphpah; : Nguhrphpah; kJ.rh. tpkyhde;jk;
    Ky;iyepiyak;>
    nrd;id> 2018

<center>

New Media

</center>

Subject Code: 2022ECC007   **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:

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.

<div align="center">

Proofreading and Copyediting

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Subject Code: 2022ECC008   **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:

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

Technical Writing

Subject Code: 2022ECC010   **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:

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: 2022ECC011   **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:

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: 2022ECC012   **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:

"ASTRONOMY" by S. Kumaravelu and Susheela Kumaravelu

FUZZY MATHEMATICS

Subject Code: 2022ECC013   **No. of Credits: 2**

OBJECTIVE:

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

UNIT I

From classical sets to Fuzzy sets: Introduction-Crisp Sets: An over view-Fuzzy set: Basic types-Fuzzy sets: Basic Concepts-Characteristics and significance of the paradigm Shift

UNIT II

Fuzzy sets of versus crisp sets: Additional properties of □- Cuts- Representations of fuzzy sets-Extension Principle of Fuzzy sets.

UNIT III

Operations on fuzzy sets: Types of Operations-Fuzzy complements-Fuzzy Intersections: t-Norms-Fuzzy unions: t-conforms

UNIT IV

Fuzzy Arithmetic: Fuzzy Numbers-Linguistic Variables-Arithmetic Operations on intervals

UNIT V

Fuzzy Relations: Crisp versus Fuzzy Relations-Projections and Cylindrical Extensions-Binary Fuzzy Relations-Binary relations on a single set-Fuzzy Equivalence 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 Delhi, 2006
UNIT I: Page no: 1-30
UNIT II: Page no: 35-48
UNIT III: Page no: 50-96
UNIT IV: Page no: 97-102
UNIT V: Page no: 119-135

REFERENCE BOOK:

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

OPERATION RESEARCH

Subject Code: 2022ECC014   **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:

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-2004
4.V.K.Kapoor: Operations research, Sultan Chand&sons-2007

MATHEMATICS FOR PROFESSIONAL COURSES

Subject Code: 2022ECC015   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 I:

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

UNIT II:

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

UNIT III:

Limits ─ Basic concepts of Differentiation - Integration

UNIT IV:

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

UNIT V:

Correlation and Regression.

TEXT BOOK:

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 I: Chapter 2 and 3, chapter 7, 7.1-7.4 (Text Book 1)
Unit II: Chapter 1 and 2 (Text Book 2, Part 1)
Unit III: Chapter 5, 6 and 8 (Text Book 2, Part 1)
Unit IV: Chapter 7 (Text Book 2, Part 2)
Unit V: 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: 2022ECC016   **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 IV

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 NaHourstedt , Multimedia : Computing , Communication & Applications. ,Pearson Education.

MANAGEMENT INFORMATION SYSTEM

Subject Code: 2022ECC017   **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.

TEXT BOOKS:

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: 2022ECC018   **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:

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

OOPS WITH JAVA PROGRAMMING

Subject Code: 2022ECC019   **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 environment 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 – ConcurrencyPersistance – 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:
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: 2022ECC020   **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 definition - 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:

1. E. Balagurusamy: **"Programming in ANSI C"** , Tata Mc. Graw Hill, 5thEdition (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: 2022ECC022   **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 design 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 Model**IoT 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 BOOK:
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)",First**Edition, 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: 2022ECC022   **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:

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: 2022ECC023   **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: 2022ECC024   **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:
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 Edition2006

CLOUD COMPUTING

Subject Code: 2022ECC025   **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 schedules 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:
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: 2022ECC026 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:

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: 2022ECC027   **No. of Credit :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:

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: 2022ECC028   **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: 2022ECC029   **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:
1. Francis cherunilam -International trade-Himalaya publication House 2010

BRAND MANAGEMENT

Sub Code: 2022ECC030   **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 BOOK:
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: 2022ECC031   **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:
 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.
4. Barun Mitra,Personality Development and Soft Skills, Oxford University Press, Second

Edition 2017.

RISK AND INSURANCE IN INTERNATIONAL TRADE

Subject Code: 2022ECC032   **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 insurance

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:

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: 2022ECC033   **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 BOOK:

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: 2022ECC034   **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:

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 : 2022ECC035   **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 BOOK:

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 : 2022ECC036   **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:
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 : 2022ECC037   **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:

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 : 2022ECC038   **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 BOOK:

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: 2022ECC039   **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 BOOK:
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: 2022ECC040   **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 BOOK:
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 : 2022ECC041   **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 BOOK:

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 : 2022ECC042   **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:

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 MARKETING SERVICES

Subject Code: 2022ECC043   **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: 2022ECC044   **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:

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: 2022ECC045   **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: 2022ECC046   **No. of Credits: 2**

OBJECTIVES:

The course aims to provide the students with a 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:
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: 2022ECC047   **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:
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: 2022ECC048   **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 BOOK:

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: 2022ECC049   **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: 2022ECC050   **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
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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:

Ashim raj singla – Enterprise Resource Planning – Cengage Learning india Pvt . Ltd 2008
Introduction to MATLAB: To define & use variables, vectors, Matrices & its functions in MATLAB. To study various arithmetic operators and mathematical functions in MATLAB. To create & use m-files.

Write a MATLAB program to plot the following continuous time and discrete time Signals. .i. Step Function ii. Impulse Function iii. Exponential Function iv. Ramp Function v. Sine Function

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Subject Code: 2022ECC051   **No.of Credits: 2**

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

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CO3	□□□□□□□□□□, □□□□□□□□□□□□□□□, □□□□□□□□, □□□□□□□□, □□. □□□□□□□□□□□□, □□□□□□□□□□□ □□□□□□□ □□□□ □□□□□□ □□□□□□□ □□□□□□□.
CO4	□□□□ □□□□□, □□□□ □□□□□□ □□□□□, □□□□□□□□ □□□□ □□□□□□□□ □□□□□, □□□□□□□□□□, □□□□□□□ □□□□□ □□□□ □□□□□□ □□□□□□□.
CO5	□□□□□□□ □□□□□□□□, □□□□□ □□□□□□□□ □□□□□□ □□□□□□□ □□□□□□, □□□□□ □□□□ □□□□□□ □□□□□□□□□, □□□□□ □□□□□□□□□□□□□ □□□□□□□□□ □□□□□□□□□ □□□□□ □□□□□□□ □□□□□□□.

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

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

CO Number	CO Statement
CO1	□□□□□□□□ □□□□□□□□□□ □□□□□□, □□□□□ □□□□□□□□□□ □□□□□□ □□ □□□□□, □□□□□□□ □□□□□□ □□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□□□.
CO2	□□□□□□ □□□□□ □□□□□□ □□□□□ □□□□□, □□□□□□□□ □□□□□□□, □□□□□□ □□□□□□ □□□□□□□, □□□□□ □□□□□, □□□□□□□□ □□□□□□□□ □□□□□□□.
CO3	□□□□□□□□ □□□□□ □□□□□ □□□□□□□□ □□□□□□ □□□□ □□□□□□□, □□□□□□ □□□□□□□□□ □□□□□□ □□□□□□□□ □□□□□ □□□□.
CO4	□□□□□□ □□□□□□□□, □□□□□□ □□□□□□□ □□□□□□, □□□□□ □□□□□□□□, □□□□ □□□□□□ □□□□□ □□□□□□□□□□.
CO5	□□□□□□□ □□□ □□□□□□□ □□□□□□□□

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வணிகத் தமிழ் – 1

Subject Code: 2022ECC054   **No.of Credits: 2**

நோக்கங்கள் :

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

CO Number	CO Statement
CO1	□□□□□□□□□ □□□□□□□ □□□□□□, □□□□□□□□□ □□□□□, □□□□□□ □□□ – □□□□□, □□□□□□□□, □□□□□□□ □□□□□□□ □□□□□□□ □□□□□□ □□□□□.
CO2	□□□□□ □□□□□□□□ □□□□, □□□□□ □□□□□ – □□□□□ □□□□□□□ □□□□□□ □□□□□ □□□□□□ □□□□□□ □□□□□ □□□□ □□□□ □□□□□ □□□□□.
CO3	□□□ □□□□□□□□ □□□□□ □□□□ – □□□□□ □□□□□□, □□□□□ □□□□□ □□□□□□□ □□□□□ □□□□□□□□□□.
CO4	□□□□□□□ □□□□□□□□ □□□□□□□ – □□□□ □□□□□ □□□□□ □□□□□ □□□□□□ □□□□ – □□□□□ □□□□□□□ □□□□ □□□□□□□□□.
CO5	□□□□□□□, □□□□□□□□□□ □□□□□□□ – □□□□□□□ – □□□□□ □□□□□□ □□□□□□□ □□□□□□□ – □□□□□□□ □□□□□ □□□□□□, □□□□□ □□□□□□ □□□□□ □□□□□ □□□□□ □□□□.

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Subject Code: 2022ECC055   **No.of Credits: 2**

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

CO Number	CO Statement
CO1	□□□□□□□□□ □□□□□, □□□□□□□□ □□□□□□ □□□□□□ □□□□□□,□□□□□□ □□□□□□ □□□□□□, □□□□□□□□□ □□□□□ □□□□□ □□□□□□ □□□□ □□□□□□□ □□□□□ □□□□□.
CO2	□□□□□ □□□□□, □□□□□□□□□ □□□□□ □□□□, □□□□ □□□□□ □□□□□ □□□□□, □□□□□□□□□□ □□□, □□□□□□□ □□□□ □□□□□, □□□□, □□□ □□□□□ □□□□□ □□□□□ □□□ □□□□ □□□□□.
CO3	□□□□□□ □□□□□ □□□□□□ □□□□□□ □□□□□□ □□□, □□□□□□□ □□□□ □□□□ □□□□□, □□□□□ □□□□, □□□ □□□□ □□□ □□□□□□ □□□ □□□□□ □□□□□□ □□□□□□ □□□□□.
CO4	□□□□□□ □□□□□ □□□ – □□□□□□□ – □□□□ □□□□□ □□□□□ – □□.□□.□□□ □□□□□, □□□□□ □□□□□ □□□□□□ □□□□ □□□□□.
CO5	□□□□□ □□□□□□□ □□□□□□, □□□□□ □□□□□, □□□□□ □□□□, □□□□□ □□□□□, □□□□□ □□□□□ □□□□ □□□□ □□□□□.

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░░░░ – 4

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░░░░ – 5

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