



NEHRU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

(Reaccredited with 'A' Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified,
Recognized by UGC with 2(f) and 12(B) and Affiliated to Bharathiar University)
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



Scheme of Examination

(Applicable to the students admitted during the year 2021-2022)

BBA Computer Applications

Semester	Part	Course Code	Name of the Course	Instruction hours / week	Examination				Credits
					Duration Hours	CIA	ESE	Total	
I	I	21U1TAM101/ 21U1HIN101 / 21U1MAL101/ 21U1FRN101	Language I	5	3	50	50	100	4
	II	21U2ENG101	English I	5	3	50	50	100	4
	III	21U3BMC101	Core Paper -I Principles of Management	5	3	50	50	100	4
	III	21U3BMC102	Core Paper –II Business Environment	6	3	30	45	75	3
	III	21U3MDA101	Allied Paper- I Mathematics for Management - I	6	3	50	50	100	4
	IV	21U4ENV101	Ability Enhancement Compulsory Course: Environmental Studies	2	3	-	50	50	2
	IV	21U4HVY201	Value Education : Human Values and Yoga Practice- I	1	-	-	-	-	-
				30				525	21
II	I	21U1TAM202/ 21U1HIN202/ 21U1MAL202/ 21U1FRN202	Language - II	5	3	50	50	100	4
	II	21U2ENG202	English – II	5	3	50	50	100	4
	III	21U3BMC203	Core Paper- III Organisational Behaviour	5	3	30	45	75	3
	III	21U3BMC204	Core Paper- IV Economics for Executives	6	3	50	50	100	4
	III	21U3MDA202	Allied Paper- II Mathematics for Management–II	6	3	50	50	100	4
	IV	21U4HRC202	Ability Enhancement Compulsory Course: Human Rights and Constitution of India	2	3	-	50	50	2
	IV	21U4HVY201	Value Education: Human Values and Yoga Practice I	1	2	25	25	50	2
				30				575	23

III	III	21U3BMC305	Core Paper –V Accounting for Business	5	3	50	50	100	4
	III	21U3BMC306	Core Paper –VI Production and Material Management	3	3	30	45	75	3
	III	21U3BMC307	Core Paper –VII Principles of Marketing	4	3	50	50	100	4
	III	21U3BCC308	Core Paper –VIII Internet and web page Design	5	3	30	45	75	3
	III	21U3BMA303	Allied Paper –III Business Law	4	3	30	45	75	3
	IV	21U3BCZ301	Skill Based Paper – I Computer Applications Practical- I	4	3	30	45	75	3
	IV	21U4NM3BT1 / 21U4NM3AT1 / 21U4NM3CAF/ 21U4NM3GTS / 21U4NM3WRT	# @Basic Tamil – I / ##Advanced Tamil – I / * NME: Consumer Affairs / Gandhian Thoughts / Women’s Rights	2	3	50		50	2
	IV	21U4BM3ED1/ 21U4BM3ED2	Extra Departmental Course	2	3	-	50	50	2
	IV	21U4HVVY402	Value Education: Human Values and Yoga Practice II	1	-	-	-	-	-
	IV	21U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				30				600	24
IV	III	21U3BCC409	Core Paper – IX Data mining for Business Intelligence	3	3	30	45	75	3
	III	21U3BMC410	Core Paper –X Human Resource Management	5	3	50	50	100	4
	III	21U3BMC411	Core Paper- XI Financial Management	5	3	50	50	100	4
	III	21U3BCC412	Core Paper -XII – C++ and Java Programming	4	3	50	50	100	4
	III	21U3BCP413	Core Paper –XIII Computer Applications Practical- II	3	3	25	25	50	2
	III	21U3BMA404	Allied Paper IV – Industrial Relations and Labour welfare	4	3	50	50	100	4
	IV	21U4BMZ402	Skill Based Paper-II : Business Correspondence (Viva Voce)	3	3	30	45	75	3
	IV	21U4NM4BT2 / 21U4NM4AT2/ 21U4NM4GEN	# @Basic Tamil – II / ##Advanced Tamil - II / General Awareness	2	3	50		50	2
	IV	21U4HVVY402	Value Education: Human Values and Yoga Practice II	1	2	25	25	50	2
	IV	21U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				30				700	28

V	III	21U3BMC514	Core Paper- XIV Investment Analysis and Portfolio Management	5	3	30	45	75	3
	III	21U3BMC515	Core Paper –XV Business Research Methods	5	3	30	45	75	3
	III	21U3BMC516	Core Paper –XVI Advertising and Sales Promotion	5	3	50	50	100	4
	III	21U3BCC517	Core Paper –XVII RDBMS and Oracle	3	3	30	45	75	3
	III	21U3BCP518	Core Paper –XVIII Computer Applications Practical- III	3	3	25	25	50	2
	III	21U3BME501/ 21U3BME502/ 21U3BME503	Discipline Specific Elective- Paper I	5	3	50	50	100	4
	IV	21U4BMZ503	Skill Based Paper- III : Tally Practical	4	3	30	45	75	3
				30				550	22
VI	III	21U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management	5	3	50	50	100	4
	III	21U3BMC620	Core Paper XX Strategic Management	5	3	50	50	100	4
	III	21U3BCC621	Core Paper XXI Visual Basic	3	3	30	45	75	3
	III	21U3BCP622	Core Paper XXII Computer Applications Practical- IV	3	3	25	25	50	2
	III	21U3BME604/ 21U3BME605/ 21U3BME606	Discipline Specific Elective Paper II	5	3	50	50	100	4
	III	21U3BCE607/ 21U3BME608/ 22U3BMV609/	Discipline Specific Elective - Paper III	5	3	50	50	100	4
	IV	21U4BMZ604	Skill Based Paper - IV : Campus to Corporate	4	3	30	45	75	3
	V	21U5EXT601	Extension Activities	-	-	50	-	50	2
				30				650	26
Total								3600	144

Additional Credit (Optional)	Semester II - VI	8\$
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Basic Tamil - Students who have not studied Tamil up to 12th standard.

Advance Tamil - Students who have studied Tamil language up to 12th standard and chosen other languages under part I of the UG programme but would like to advance their Tamil language skills.

* **NME** - Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA).

\$ Not included in Total marks and CGPA Calculation.

** Examination and Evaluation for value added course shall be conducted by the Industry and the marks shall be submitted to the Controller of Examination for the award of the degree.

List of Discipline Specific Elective Papers (Choose any one of the paper):

Elective Papers	Course Code	Group	Name of the Course
Elective Paper I	21U3BME501	A	Intellectual Property Rights
	21U3BME502	B	M-Commerce & Information Technology Services
	21U3BME503	C	Consumer Behavior
Elective Paper II	21U3BME604	A	Services Marketing
	21U3BME605	B	Enterprise Resource Planning
	21U3BME606	C	Brand Management
Elective Paper III	21U3BCE607	A	Software and Design Techniques
	21U3BME608	B	Customer Value Management
	21U3BMV609	C	Project Work & Viva - Voce

Extra Departmental Course (EDC):

S. No.	Semester	Course Code	Course Title
1	III	21U4BM3ED1	Entrepreneurship Development
2		21U4BM3ED2	Soft Skill Development

Self Study paper offered by department of Computer Applications:

S. No.	Semester	Course code	Course Title
1	Semester II to V	21UBMSS01	Customer Relationship Management
2		21UBMSS02	Disaster Management

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Nehru Arts and Science College
Coimbatore

Course Code	Title		
21U3BMC101	Core Paper I Principles of Management		
Semester: I	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To create an understanding of the fundamental Principles of Management and various Forms Business Organizations.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the various Managerial Functions.
CO2	Enable them to understand the planning process in the organisation.
CO3	Differentiate various types of organisations and make appropriate decision.
CO4	Demonstrate the ability to direct and communicate effectively.
CO5	Evaluate budget and budgetary control system.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Introduction: Definition - Managerial functions-Roles and skills of Managers	2	1
	Evolution of Management Thought - Is Management Art or Science		2
	Managerial Functions: An overview of functional areas of Management, Levels of Management.	1	1
	Instructional Hours	15	
II	Planning: Nature and purpose of Planning – Planning process – Types of Planning - Nature, Importance and Types Planning premises –Tools and Techniques of Planning.	1	3,5&6
	Decision Making: Decision Making Meaning- Steps and Process.		
	Instructional Hours	15	
III	Organising: Types of organisation – Organisational Structure	2	13
	Span of Control – Use of Staff units and Committees. Authority and Responsibility relationships		14
	Delegation: Delegation and Centralization, Centralization and Decentralization	1	9
	Instructional Hours	15	
IV	Directing: Nature, Significance and its principles. Leadership –Meaning - Styles	2	26
	Communication: Importance of Communication Methods of Communication – Types – Barriers.	1	17
	Instructional Hours	15	
V	Controlling: Meaning and Importance – Process of Controlling	1	18

	Budgetary: Budgetary and Non - Budgetary Control Techniques	1	9
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, New Delhi.
2. L. M. Prasad, Principles and practice of Management, 2010, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. Koontz O' Donell, Essentials of Management, 2015, Tata McGraw Hill.
2. M Prakash and Parag Diwan, Management principles and practices, 2010, Excel books, New Delhi.
3. Appannaiah & Dinakar, Managing organizations, 2017, Himalaya publishing house, Mumbai.
4. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, 2011, Pearson, Noida.
5. Neeru Vasishth, Principles of Management text and cases, Taxmann publications private limited, 2014.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
8	8	10	8	6	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	M	-	L	H	-	M	H	-	-	H	-	M
CO2	M	-	H	-	-	M	H	-	-	-	-	-	-
CO3	H	L	-	M	-	L	-	M	M	L	-	M	-
CO4	-	-	H	-	-	-	H	-	H	-	M	-	M
CO5	-	H	-	-	M	L	M	-	-	M	-	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC102	Core Paper II Business Environment		
Semester: I	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To understand the overall Business Environment and Evaluate its various components in business decision making

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the nature of business environment and its components.
CO2	Evaluate the Social responsibility of business groups.
CO3	Develop the e-business.
CO4	Analyse the recent economic environment.
CO5	Compare LPG concepts

Offered by: Business Administration

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapter
I	Basics of Business: Nature and Purpose of Business Managers Characteristics of Business - Various types of Industry	1	1,3
	Forms of business Organization -Sole traders, partnership, Joint Hindu family. Firm – Joint stock Companies – Co – Operative Organisations – Public Utilities and Public Enterprises	1	5
	Instructional Hours 18		
II	Business and Economic System – Capitalism – Socialism -Communism and mixed Economy - Different sectors of the economy and Role of Business in it - Different Stake holders of business firm.	1	18,19
	Business and Society – Social Responsibilities of business toward business groups.	1	32
	Instructional Hours 18		
III	Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing	2	5
	Traditional Business: Newer E- Business – Benefits of switching over to electronic mode – Cautions to be taken.	2	7
	Instructional Hours 18		
IV	Business Environment: Concept, Characteristics of Environment - Economic environment, Political & Legal environment, technological and Socio-Cultural environment	2	1
	Environmental Analysis – Need & Diagnosis – Potential Competitors, Rivalry	2	6
	Instructional Hours 18		
V	Liberalization - Meaning - Privatization - Benefits & pitfalls	3	10
	Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. Mini Case Analysis.	3	11
	Instructional Hours 18		
	Total Hours 90		

Text Book(s):

1. Bhushan.Y.K., **Fundamentals of Business Organisation & Management**, Sultan Chand & Sons, 2013.
2. Francis Chernilam, **Business Environment Text and Cases**, Eastern Book Company, 2014.
3. Justin Paul, **Business Environment Text and Cases**, Tata McGraw Hill Companies, 2010.

Reference Book(s):

1. Aswathappa, **Essentials of Business Environment**, Himalaya Publishing House, New Delhi, 2017.
2. Mishra and Puri, **Indian Economy**, Himalaya Publishing House, New Delhi, 2015.
3. Raj Aggarwal, **Business Environment**, Excel Books, New Delhi, 2012.
4. Veena Keshav Pailwar, **Business Environment**, PHI Learning, New Delhi, 2012.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	H	-	H	H	-	-	-	H	-	-
CO2	M	-	-	-	H	M	-	-	M	-	-	M	-
CO3	H	M	-	H	L	-	-	-	-	M	H	-	H
CO4	-	M	M	-	-	H	-	-	H	-	-	M	-
CO5	M	-	M	H	-	-	M	-	-	M	-	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC204	Core Paper IV Economics for Executives		
Semester: II	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Course Objective

To enable the application of analytical tools and microeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanisms

Course Outcomes: By the end of the course the students will be able to:

CO1	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
CO2	Assess technically the possible ways of increasing the level of production.
CO3	Develop knowledge on different market structures and make the price and output decisions.
CO4	Demonstrate the common pricing strategies.
CO5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 6

Unit	Description	Text Book	Chapter
I	Objectives of Business Firms - Profit Maximization - Micro & Macro economies – the role of markets and government – Market – Demand & Supply - Determinants – elasticity of demand & supply	1	1
	Demand Analysis: Law of Demand - Elasticity of demand	1	2
	Instructional Hours	18	
II	Production Function: –Factors of production- Laws of Diminishing Returns and Law of Variable Proportions.	1	5
	Cost and Revenue Curves: – Break-Even Point (BEP) Analysis	1	6
	Instructional Hours	18	
III	Market Structure: Prices - Pricing under Perfect competition	2	19
	Pricing under monopoly – Price Discrimination-Pricing under monopolistic competition - Oligopoly	2	20,23,24
	Instructional Hours	18	
IV	Pricing: Pricing under Factors of Production; Wages - Marginal productivity theory - Interest- Keynes Liquidity preference theory	2	31
	Theories of Profit: Dynamic theory of Profit – Risk Theory - Uncertainty theory.	2	32,33
	Instructional Hours	18	

V	Government and Business: Performance of Enterprises in India	1	19
	Price Policy in Public Utilities, Public sector – Goals – Types and classification – Evolution & Objectives of Public sector in India. Mini Case Analysis		
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. S. Sankaran, **Business Economics**, Margham Publications, Chennai, 2017.
2. Sundaram. K.P & Sundaram, **E - Business Economics**, Mac Millan Press, New Delhi, 2018.

Reference Book(s):

1. Dr.R.L.Varshney&K.L.Maheshwari , Sultan Chand & Sons, New Delhi 2018.
2. D. Gopalakrishna, **Managerial Economics**, Himalaya Publishing House, Mumbai, 2013

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Group Discussion	Total
8	8	10	8	8	8	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	-	H	-	L	M	-	-	M	-	M	-
CO2	M	-	-	-	L	-	-	M	-	-	M	-	-
CO3	-	M	-	M	M	-	L	-	-	L	-	H	-
CO4	H	-	L	-	-	M	-	M	M	M	-	-	M
CO5	M	M	-	-	H	-	H	H	-	-	M	M	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC203	Core Paper - III Organisational Behaviour		
Semester : II	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS**Course Objective**

To impart knowledge of the conceptual framework of organisational behaviour.

Course Outcomes : By the end of the course the students will be able to:

CO1	Enable the students to understand the impact of Individual and Group behaviour within organizations
CO2	Evaluate the significance of employee attitude of productivity.
CO3	Apply motivational theories in workplace to create an effective organisational environment
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts.
CO5	Asses the need of counselling and become responsible leaders

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Organizational behaviour - History and Scope	1	1
	Individual behaviour: Individual differences - Intelligence tests – Measurement of Intelligence	2	2
	Personality: Personality tests - Nature, Types and it Uses	1	2
	Instructional Hours	15	
II	Employee attitude: Employee behaviour and their significance to Employee productivity - Job analysis.	2	4
	Communication: Role of Transactional Analysis in effective Communication - Brain storming-Halo Effect.	2	7
	Instructional Hours	15	
III	Job satisfaction - Meaning – factors. Morale – Meaning – Importance. Perception - Factors affecting Perception	1	3,5
	Motivation – Meaning - Theories & Techniques	1	5
	Instructional Hours	15	
IV	Group Dynamics – Group formation, Group norms –Group Cohesiveness, Stress- Stress Management Techniques	1	9
	Conflict - Types of Conflict – Resolution of conflict	1	11
	Instructional Hours	15	
V	Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency	3	15
	Counselling - meaning - Importance of counsellor – types of counselling - merits of counselling.	1	10
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Stephen P. Robbins & Timothy A Judge, **Organizational Behaviour**, 17th Edition, Pearson Education Limited, 2018.
2. John R. Schermerhorn, James G. Hunt, Richard N. Osborn & Mary hi-Bien, **Organizational Behaviour**, Eleventh Edition, Wiley, 2010.
3. Knud Sinding and Christian Waldstrom, **Organisational Behaviour**, McGraw Hill, 5th Edition 2014.

Reference Book(s):

1. Laurie J. Mullins, **Management and Organisational Behaviour**, Pearson Education Limited, 7th Edition 2005 England.
2. Daniel King and Scott Lawley, **Organizational Behaviour**, Oxford University Press, 2nd Edition 2016.
3. Subha Rao P, **Organisational Behaviour**, Himalaya Publishing house, 2017, Mumbai.
4. Stephen P Robins, **Organisational behaviour**, Pearson Education, 2018, Noida

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Assignment	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	H	-	M	H	H	-	-	M	-	-	M
CO2	L	-	-	-	-	M	-	M	-	-	-	M	-
CO3	M	L	H	-	M	M	-	-	-	H	-	-	M
CO4	-	M	-	M	-	M	H	-	M	M	M	-	-
CO5	H	-	H	-	H	L	-	M	L	-	-	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Mr.P.Vijeyakumar	Dr.N.Shani	CDC-Convener	Principal

Course Code	Title		
21U3BMC305	Core Paper: V - Accounting for Business		
Semester: III	Credits: 4	CIA:50 Marks	ESE:50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To impart working knowledge of Accounting concepts, detailed procedures and documentations involved in financial accounting system.

Course Outcomes: By the end of the course the students will be able to:

CO1	Prepare financial statement in accordance with appropriate standards.
CO2	Identify and analyse the reason for the difference between cash book and pass book balances.
CO3	Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet.
CO4	Determine the value of depreciable assets.
CO5	Interpreting the business implications of financial statement information.

Offered by: Business Administration

Course Content

Instructional Hours / Week:5

Unit	Description	Text Book	Chapter
I	Accounting -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping.	1	1&2
	Preparation of Journal -Ledger and Trial Balance- Classifications and Rectification of errors in Trial Balance.		
	Instructional Hours		15
II	Subsidiary Books - Purchase Book-Sales Book, and Purchase Return book - Sales Return Book –Cash Book- Types of Cash Book	1	5
	Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements	2	20,23,24
	Instructional Hours		15
III	Final Accounts - Trading Account.	1	5,6
	Profit and Loss Account - Balance Sheet with simple- Adjustment.		
	Instructional Hours		15
IV	Depreciation – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method	2	31,32
	Instructional Hours		15
V	Accounts from Incomplete Record - Ascertainment of Profit or Loss	1	Public 19
	Final Accounts of Non-Profit Organization - Receipts and Payments account-Income and Expenditure Account-Balance Sheet.		
	Instructional Hours		15
	Total Hours		75

Text Book(s):

1. T. S. Reddy & A. Murthy, **Financial Accounting**, Margham Publications, Chennai, 7th Revised Edition 2012.
2. Jain & Narang, **Financial Accounting**, Kalyani Publishers, Chennai, 3rd Revised Edition 2017.

Reference Book(s):

1. M. C. Shukla & T. S. Grewal, **Advanced Accounting**, Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi.
2. R.L Gupta & V. K. Gupta, **Advanced Accounting**, Sultan Chand,.13th Edition 2016, New Delhi.

E-LEARNING RESOURCES:

1. <https://www.civilserviceindia.com/subject/Management/notes/financialaccounting.html>
2. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
6. <https://www.learncbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>
7. <https://cleartax.in/s/accounting-ratio>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Balance sheet Analysis	Seminar	Assignment	Total
8	8	10	10	8	6	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	M
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	M	M	-	-	-
CO4	-	L	M	H	L	M	M	H		H	M	M	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC306	Core Paper: VI Production and Material Management		
Semester: III	Credits: 3	CIA: 30Marks	ESE: 45Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts.

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop an understanding of production concepts and to select a suitable production system.
CO2	Understand Product design and Service Process.
CO3	Analyse and decide a good location for the plant and its layout.
CO4	Demonstrate efficient planning and control of production activities.
CO5	Identify the ways and means to attain a competitive edge in the market through Quality Management.

Offered by: Business Administration

Course Content

Instructional Hours / Week:3

Unit	Description	Text Book	Chapter
I	Operations Management – Definition- Scope- Systems Concept of Production- Types of Production System- Production Function - Importance - Difference between Goods and Services- Productivity	1	1 & 2
	Instructional Hours		09
II	Production Design: Importance- Factors influencing Product Design – Characteristics – Approaches-Service Design	1	2
	Process Design: Definition; Planning, Selection; Process Strategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.		
	Instructional Hours		09
III	Plant layout: Definition; Objectives; Principles of Layout- Factor influencing Facility Layout-Types of Layout	1	3,4
	Plant Location: Factors influencing plant location, - Steps in Location Selection- Service Location Strategy		
	Instructional Hours		09
IV	Production Planning & Control: Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning	2	2,3
	Inventory Management: Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques		
	Instructional Hours		09
V	Quality Management: Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality	2	3

	Assurance; SQC		
	Modern Production Management Tools: Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series	2	3
Instructional Hours			09
Total Hours			45

Text Book(s):

1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015.
2. JayHeizer, Barry Render, Jagadeesh Rajashekhar, Operations Management, Pearson, New Delhi, 2018.

Reference Book(s):

1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd.2012.
2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009.

E-LEARNING RESOURCES:

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-conceptobjectives-principles-and-types/69514>
4. <https://mymbaguide.com/notes-on-production-planning-and-control/>
5. <https://accountlearning.com/importance-and-advantages-of-quality-control-system/>

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Industrial Visit	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	-
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	-	H	M	-	M
CO4	-	L	M	H	L	M	M	H	-	H	H	-	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC307	Core Paper VII Principles of Marketing		
Semester: III	Credits: 4	CIA: 50Marks	ESE: 50Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

Enable the students to do market research and design promotional strategies for developing business.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the Marketing Strategies
CO2	Understand the factors influencing of Consumer Behaviour
CO3	Apply tools and methods to do Marketing Research
CO4	Formulate effective Product Strategies
CO5	Promote product in the Social Media.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Introduction to Marketing – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies	1	1
	Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility.		2
	Instructional Hours		12
II	Consumer Behaviour: Consumer purchase decision process and experience, Factors influencing consumer behaviour	1	5
	Global Markets: Economic Protectionism and considerations, Global Companies		6
	Instructional Hours		12
III	Marketing Research: Scope, Research process Measuring social media	2	19,
	Brand Building: Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth.		20,23 &
	Packaging- Characteristics of a good Package, Packaging Decision		24
Instructional Hours		12	
IV	Product Management – New Product Development, Setting product strategies	2	31,
	Services and Price: Designing and managing services, Developing Pricing strategies and programmes		32 & 33
	Instructional Hours		12
V	Channels of Distributions – Roles of Marketing Channels, Channel - Design Decisions.	1	19
	Promotion: Advertising, Sales Promotion, Public Relations & Social		

Media Introduction to digital marketing concepts. Digital Marketing: Introduction to digital marketing concepts.		
Instructional Hours	12	
Total Hours	60	

Text Book(s):

1. Kerin & Hartley, **Marketing the Core**, Tata McGraw Hill, 6th Edition 2016.
2. Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15th ed.), Pearson Education.

Reference Book(s):

1. Harris, L.C., Kotler, P., Armstrong, G., & He, H. (2020). *Principles of Marketing*, Pearson.
2. Kotler, P., Armstrong, G., Swee-Hoon, A., Siew-Meng, L., Chin-Tiong, T., & Hong-Mng Yau, O. (2017). *Principles of Marketing, An Asian Perspective*, Pearson.
3. Jobber, D. (2019). *Principles and Practice of Marketing*, McGraw-Hill.
4. Ogden-Barnes, S., & Minahan, S. (2015). *Sales promotion decision making: Concepts, principles and practice*, Business Expert Press.
5. Ramaswamy, V.S., & Namakumari, S. *Marketing Management–Indian Context, Global Perspective*, Tata McGraw Hill Education (India), 5th Edition (2018).

E-LEARNING RESOURCES:

1. https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm
2. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>
4. <https://businessjargons.com/product-mix.html>
5. NPTEL Video Course: Noc: Marketing Management – I
<https://www.digimat.in/nptel/courses/video/110104068/L01.html>

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Case Study	Seminar	Assignment	Total
8	8	10	10	8	6	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	H
CO2	M	-	L	M	-	-	-	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	H	-	H	-	H
CO4	-	L	M	H	L	M	M	H	-	H	-	-	-
CO5	M	H	-	M	-	-	M	-	H	-	-	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BCC308	Core Paper: VIII - Internet and Web Page Design		
Semester: III	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

To enable the students to understand purpose of Internet and Web Page creation by using HTML code

Course Outcomes: By the end of the course the students will be able to:

CO1	Able to know web design using Active Server Page basics
CO2	Evaluate ASP.Net application to navigate web pages
CO3	Ability to secure web pages using firewall applications
CO4	Understand the basics of HTML
CO5	Able to create a webpage using dream weaver and HTML 5 applications

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Introduction to Web Technology: Web pages – Tiers –Concept of a Tier – Comparison of Microsoft and Java Technologies	1	1 & 2
	Web Pages: Static Web Pages – Plug-ins – Frames – Forms. Dynamic Web Pages: Need – Magic of Dynamic Web Pages –Overview of Dynamic Web Page Technologies.		
	Instructional Hours		15
II	HTML: Introduction – HTML Elements – HTML syntax– URLs – Images – HTML tables – Forms – Special Characters – Meta tags	1	3 & 4
	Getting started – Creating and saving an HTML document –HTML Tags- Document Layout of HTML Page – HTML elements – Some other formatting Styles – Hypertext Links		
	Instructional Hours		15
III	Introduction to frames: HTML forms - HTML web based forms	1	4 & 5
	Document types – HTML, head, title and body elements Blocklevel elements – Text level elements – Links – Images – Fonts– Colours – Style Sheets		
	Instructional Hours		15
IV	Lists – Ordered List – Unordered List – Nested List	1	6
	XML: Introduction to XML, Problems with HTML & SGML. Types of XML Markup. Document Type Definitions, Linking, Using Style Sheets with XML	2	7
	Instructional Hours		15
V	Introduction to DHTML: Advanced Netscape DHTML, Advanced Microsoft DHTML & Cross browser DHTML – PHP introduction – Environmental setup	3	8

	Background attributes – text attributes – border attributes – marginal related attributes – list attributes– external style sheet		
Instructional Hours			15
Total Hours			75

Text Book(s):

1. Internet and Web Design, ITL Education, Macmillan India Ltd.
2. HTML and XML an Introduction, NIIT, Prentice Hall of India Pvt. Ltd.
3. Using HTML 4, XML & JAVA by Eric Ladd & Jim O'Donell (Platinum Edition)(PHI)

Reference Book(s):

1. Maureen Adams, Sherry Bonelli, **The Complete Reference Internet**, BPB Publications, 2000, New Delhi.
2. Dominic Selly, Andrew Troelsen and Tom Barnaby, **Expert ASP.Net 2.0**, Dream Tech Press.
3. Kris richens, Introduction to Word press You can make a blog, Kindle Edition.
4. Kogent Solutions INC, **HTML 5 in Simple Steps**, Dream Tech Press 1st Edition 2008

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	-	L	-	M	H	M	L	-	-	-
CO2	H	H	M	-	-	L	L	M	L	H	-	M	M
CO3	H	H	M	-	M	M	M	H	-	M	-	M	H
CO4	H	H	L	-	M	H	H	M	-	L	M	-	-
CO5	H	H	-	-	-	M	L	M	H	-	-	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMA303	Allied Paper III Business Law		
Semester: III	Credits: 3	CIA: 30Marks	ESE: 45Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

Enable the students to acquire the knowledge of legal aspect of business.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the legal aspects in different types of Companies.
CO2	Apply legal Principles of Breach of Contract in Contractual Dealings.
CO3	Demonstrate the Contract of Sale and Agreement to Sell.
CO4	Develop knowledge on Creation of Agency.
CO5	Identify the applications of Negotiable Instruments Act.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Introduction to Business Law - Legal Aspects in Different Types of Companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract	1	1 ,2 &3
	Consideration - Legal rules as to Consideration – Contract without Consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact		
	Instructional Hours		12
II	Legality of Object - Unlawful and Illegal agreements -Effects of Illegality – Wagering Agreements – Agreement opposed to public policy - Agreements in Restraint of trade	1	6,7,10,11 &12
	Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of Contract - Remedies for Breach of Contract		
	Instructional Hours		12
III	Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties	1	4.1, 4.2&4.3
	Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit		
	Instructional Hours		12
IV	Creation of agency - Classification of agents - Relations of Principal and Agent - Delegation of authority	1	3
	Relation of principal with third parties - Personal liability of Agent - Termination of Agency		
	Instructional Hours		12
V	Negotiable Instruments Act 1881 – Negotiable Instruments - Essentials requirements –Endorsements – Kinds – Crossing – Types	1	7.1,7.2

	- Demand draft - Bills of Exchange		
	Tax Laws – Direct, Indirect tax laws – GST – Practical application of GST laws.		
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. N.D. Kapoor, **Elements of Mercantile Law**, Sultan Chands & Sons, 38th Edition 2020.

Reference Book(s):

1. Shukla. M. C, **A Manual of Mercantile Law**, Sultan Chands & Sons, 13th Edition 2017.
2. R. S. N. Pillai & Bhagavathi, **Business Law**, Sultan Chands & Sons, 2017.

E-LEARNING RESOURCES:

1. <https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid>
2. <https://www.casrilanka.com/casl/images/stories/EDBA/contract%20law.pdf>
3. https://www.lawnotes.in/Indian_Contract_Act,_1872
4. <https://taxguru.in/company-law/memorandum-articles-association-companiesact2013.html>
5. http://corporatelawreporter.com/companies_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/
6. <https://www.caclubindia.com/articles/types-of-directors-under-companies-act-2013-25510.asp>

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-			M		M	M	M	M	M	M	-
CO2		L	-	H	-	H	L	H	-	-	M	-	H
CO3	H	L	L	H	M	H	-	M	L	-	H	M	-
CO4	H	-	L	H	H	H	H	L	-	-	H	-	-
CO5	H	L	-	H	L	H	L	L	-	M	M	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr.B.Vasanthi	Dr.N.Shani	CDC -Convenor	Principal

Course Code	Title		
21U3BCZ301	Skill Based Paper – I: Computer Applications Practical- I		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

To enable the students to understand purpose of Internet and Web Page creation by using HTML code.

Course Outcomes: By the end of the course the students will be able to:

CO1	Install a modem in system.
CO2	Define the basic concept of HTML
CO3	Examine the principle of Web page design
CO4	Develop the basics in web design
CO5	Design a webpage with connection to database

Offered by: Business Administration

Course Content

Instructional Hours / Week : 4

S. No	Experiment
1.	Install a modem in your system.
2.	Connect internet using an account in your system.
3.	Search a particular topic in using internet search engines
4.	Create a new mail id using any available service providers.
5.	Send an email to another person's email id.
6.	Send an email to more than one users at the same time.
7.	Send an email to a person with an attachment.
8.	Send a greeting to a person using internet.
9.	Develop a HTML page to check username and password.
10.	Develop a HTML page to add and remove item from list box.
11.	Develop a HTML page to link other web page.
12.	Develop a HTML page to scroll text from left to right.
13.	Develop a HTML page to display an advertisement.
14.	Develop a static HTML page for a college information.
15.	Develop a HTML page to input information to create a mail id.
16.	Develop a HTML page to conduct auction.
	The following program based on database.

17.	Develop a HTML page to input student information
18.	Develop a HTML page to display student results for a given roll number
19.	Develop a DHTML page to sale a product to users.
20.	Develop a DHTML page to display product information for a given product id.
Total Hours: 45	

Tools for Assessment (30 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
5	5	5	6	6	3	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	-	L	-	M	H	M	L	-	H	-
CO2	H	H	M	-	-	L	L	M	L	H	-	-	-
CO3	H	H	M	-	M	M	M	H	-	M	-	M	H
CO4	H	H	L	-	M	H	H	M	-	L	M	-	-
CO5	H	H	-	-	-	M	L	M	H	-	-	-	M

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BCC412	Core Paper – XII - C++ and Java Programming		
Semester : IV	Credits : 4	CIA : 50 Marks	ESE : 50 Marks

Course Objective

To enable the students to learn C++ & Java programming in windows Environment

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop data types & control structures.
CO2	Identify classes & objects.
CO3	Evaluate operator overloading.
CO4	Structure and module of Java Programming.
CO5	Understand the Arrays and Strings

Offered by: Business Administration

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapter
I	Introduction – Basic concepts of object oriented	1	1,2,3 & 4
	Beginning with C++		
	Tokens & Expressions		
	Control Structures		
	Instructional Hours		12
II	Functions in C ++	1	5, 6 & 7
	Classes and objects		
	Constructors and destructors		
	Instructional Hours		12
III	Operator Overloading and Type Conversion	1	8 & 9
	Inheritance		
	Instructional Hours		12
IV	Overview of Java language	2	3, 4, 6 & 7
	Constants, Variables & Data Type		
	Decision Making Branching		
	Looping		
	Instructional Hours		12
V	Arrays and Strings	2	6, 10 & 11
	Interfaces		
	Packages		
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. E. Balagurusamy, **Object Oriented Programming with C++**, Tata McGraw Hill Ltd. 6th Edition 2006.
2. E. Balagurusamy, **Programming With Java a Primer**, Tata McGraw Hill Ltd. 4th Edition 2008.

Reference Book(s):

1. E. Balagurusamy, **OOPS using C++ & Java**, Tata McGraw Hill Education Ltd. 6th Edition.
2. Herbert Schildt, **the Complete Reference Java2**, Tata McGraw Hill Ltd. 5th Edition.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
8	8	10	8	8	8	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	L	-	H	-	-	-	M	-	H	M
CO2	-	M	-	-	-	H	-	H	-	H	-	M	-
CO3	H	H	-	L	M	M	-	M	-	-	H	-	M
CO4	M	-	M	M	-	L	-	-	H	M	-	-	M
CO5	H	M	-	-	-	H	-	-	M	M	H	M	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BCP413	Core Paper - XIII Computer Applications Practical - II		
Semester : IV	Credits : 2	CIA : 25 Marks	ESE : 25 Marks

Course Objective

To enable the students to learn C++ & Java programming in Windows Environment

Course Outcomes:

By the end of the course the students will be able to:

CO1	Develop data types & control structures.
CO2	Identify classes & objects.
CO3	Examine programming with objects.
CO4	Evaluate operator overloading.
CO5	Structure and module of Java Programming.

Offered by: Business Administration

Course Content

Instructional Hours / Week : 3

Unit	Description
1	Write a program in C++ to find out sum and average of two numbers
2	Write a program in C++ to calculate simple interest
3	Write a program in C++ to calculate area of rectangle
4	Write a program in C++ to implement student grade system using control structure
5	Write a program in C++ to implement inline function
6	Write a program in C++ to implement the function overloading
7	Write a program in C++ to implement single inheritance
	JAVA PROGRAMMING LAB
1	Write a Java program to sort the given numbers using arrays
2	Write a Java program to handle the division by zero operation
3	Write a Java program to use inheritance
4	Write a Java program to find the area of a rectangle using constructor

Tools for Assessment (25 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
4	4	4	5	5	3	25

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	L	-	H	-	-	-	M	-	H	M
CO2	-	M	-	-	-	H	-	H	-	H	-	M	-
CO3	H	H	-	L	M	M	-	M	-	-	H	-	M
CO4	M	-	M	M	-	L	-	-	H	M	-	-	M
CO5	H	M	-	-	-	H	-	-	M	M	H	M	-

S

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMA404	Allied Paper: IV - Industrial Relations and Labour Welfare		
Semester: IV	Credits: 4	CIA: 50Marks	ESE: 50Marks

Common to BBA CA / IB

Course Objective

To enable the students to understand the Philosophy of Industrial Relations and Concepts of Labour Welfare

Course Outcomes: By the end of the course the students will be able to:

CO1	Acquire knowledge in Industrial Relations and trade unions.
CO2	Identify the impact of Disputes and measures of Government Machinery
CO3	Analyse the different welfare measures and Training Schemes.
CO4	Acquire knowledge about Safety Provisions and Industrial Health & Hygiene
CO5	Understand the welfare of Special Categories of Labour

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Industrial Relations -Concepts – Importance , Problems in the Public Sector	1	2
	Trade Union - Growth of Trade Unions – Codes of conduct.		
	Instructional Hours		12
II	Industrial Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace.	1	3, 4
	Government Machinery – Conciliation – Arbitration – Adjudication.		
	Instructional Hours		12
III	Labour Welfare - Concept – Objectives – Scope – Need – Voluntary Welfare Measures.	1	5
	Statutory Welfare Measures – Labour Welfare Funds– Education and Training Schemes		
	Instructional Hours		12
IV	Industrial Safety - Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene Importance – Problems	1	6
	Occupational Hazards – Diseases - Psychological problems – Counselling – Statutory Provisions.		
	Instructional Hours		12
V	Welfare of Special Categories of Labour - Child Labour – Female Labour – Contract Labour –Construction Labour – Agricultural Labour	1	7
	Differently abled Labour –BPO & KPO Labour –Social Assistance – Social Security – Implications		
	Instructional Hours		12
Total Hours		60	

Text Book(s):

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2012.
2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations &Labour Laws. Tata McGraw Hill. 2017.

Reference Book(s):

1. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011.
2. Srivastava, Industrial Relations and Labour Laws, Vikas 2007

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Assignment	Group Discussion	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO3	PSO3	PSO4	PSO5
CO1	H	-	-	-	M	M	H	-	-	H	-	-	M	-	-
CO2	M	-	-	-	M	-	H	-	-	M	H	-	-	-	-
CO3	-	-	-	M	H	-	-	H	-	-	H	M	-	H	-
CO4	-	-	M	M	-	-	H	M	-	H	M	-	-	M	-
CO5	H	-	-	-	H	-	M	-	M	-	-	H	-	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U4BMZ402	Skill Based Paper- II Business Correspondence (Viva voce)		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE:45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication.

Course Outcomes: By the end of the course the students will be able to:

CO1	Utilize the principles of communication for effective business operations.
CO2	Analyse written communication skills in appropriate business situation.
CO3	Understand the methods of Non-Verbal Communication.
CO4	Prepare business reports, agenda and minutes of meetings.
CO5	Acquire knowledge on Media Communication.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

Unit	Description	Text Book	Chapter
I	Communication: Meaning - Objectives – Importance – Channels	1	1, 5
	Barriers to Communication - Essentials of Effective Communication		
	Instructional Hours		9
II	Communication through letters - Layout of letter –Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution	1	3, 5
	Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs		
	Instructional Hours		9
III	Non-Verbal Communication - Body Language -Making Presentation	2	7, 12
	Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes		
	Instructional Hours		9
IV	Reports: Types, Preparation, Structure and organization of reports	2	2
	Reports by individual and committees.		
	Instructional Hours		9
V	Press releases - Letters to Editors	2	6
	Instructional Hours		9
	Total Hours		45

Text Book(s):

1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 13th Edition, 2011.
2. Urmila and S. M Rai, Business Communication, Himalaya Publication House, New Delhi, 2011.

Reference Book(s):

1. Varinder Kumar & Bodh Raj, Business Communication, Kalyani Publishers, New Delhi, 2014.
2. Kathiresan & Radha, Office Management, Prasanna Publishers & Distributors, 2011

Tools for Assessment (30 Marks)

Review I	Review II	Review III	Case Analysis	Group Discussion	Seminar	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	-	M	-	M	M	-	-	H	-	-
CO2	-	-	H	-	M	-	M	H	M	-	M	M	-
CO3	-	-	M	-	M	M	H	M	-	-	M	M	-
CO4	-	-	H	-	-	M	M	H	-	-	M	H	-
CO5	-	-	H	-	-	M	M	H	-	-	-	H	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BCC409	Core Paper – IX Data mining for Business Intelligence		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective:

To know how to derive meaning from huge volume of data and information

Course Outcome:

CO1	Assessment of Data mining
CO2	To design and development of data warehouse
CO3	To classify Regression and Correlation
CO4	Modern techniques of data mining
CO5	Application of various sector

Offered by: Business Administration

Course Content

Instructional Hours/Week: 3

Unit	Description	Text Book	Chapter
I	Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process	1	1
	Private and Public intelligence, Strategic assessment of implementing BI		
Instructional Hours		09	
II	Data ware house – characteristics and view - OLTP and OLAP	1	2
	Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design		
Instructional Hours		09	
III	Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis	1	3
	Association rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization		
Instructional Hours		09	
IV	Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage	2	1
	Modern techniques of crypto analysis, managing and organizing for an effective BI Team.		
Instructional Hours		09	
V	Applications in various sectors – Retailing, CRM, Banking	2	2
	Stock Pricing-Production, - Crime - Genetics-Medical-Pharmaceutical		
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2011
2. Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.

Reference Book(s):

1. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd. 2005.
2. Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 2005.
3. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc 2 nd Edition, 2011

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	L	-	M	L	L	H	H	M	-	M
CO2	H	M	M	L	-	H	L	H	H	M	H	-	-
CO3	H	H	L	L	-	M	L	L	H	H	H	M	M
CO4	M	H	M	L	-	M	-	L	H	H	H	M	H
CO5	H	M	M	-	L	H	L	H	H	H	M	-	-

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMC410	Core Paper: X - Human Resource Management		
Semester: IV	Credits: 4	CIA:50Marks	ESE: 50Marks

Course Objective

Enable the Students to acquire knowledge in the Concepts and Practices of Human Resource Management.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the functions of HR Department and role of HR Managers
CO2	Identify the Human Recourse Requirement and Select Suitable Work force.
CO3	Evaluate the performance of Human Resource and develop suitable Career Planning Programs.
CO4	Conduct HR Audit and Frame sound Compensation Policy
CO5	Analyze HRM in a Global perspective and employ e-HRM

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Human Resource Management	1	1
	Functions of HR Department – The Role of HR manager		
	Organization of personnel department		
	Instructional Hours		15
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification	1, 2	4, 8
	Recruitment & Selection - Meaning, Steps, Process		
	Training and development – Types of training – Process		
	Instructional Hours		15
III	Performance Appraisal- Types –Process	2	11, 14
	Promotion: Meaning and Importance – Seniority Vs Merit – Demotion		
	Job Evaluation: and Merit Rating		
	Instructional Hours		15
IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress	3	6
	HR Audit – Meaning , Objective & Importance		
	Instructional Hours		15
V	International Human Resource Management- Challenges in Human Resource Management	3	6
	E-HRM- Empowering employees – Business case study		
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. Memoria C. B., Personnel Management, Himalaya publications, New Delhi, 2011
2. V. S. P. Rao, Human Resource Management, Excel publishers, New Delhi, 2016
3. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, , New Delhi, 2013,

Reference Book(s):

1. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, New Delhi, 2013,.
2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, Human Resource Management, Wiley, 11th Edition, 2016.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Group Discussion	Seminars	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	-	H	M	M	H	-	H	H	-	-
CO2	H	-	-	-	M	H	M	M	-	H	M	M	-
CO3	-	-	-	-	H	M	-	M	-	M	M	-	-
CO4	M	-	-	-	M	H	M	M	-	M	-	-	-
CO5	M	-	-	-	-	M	M	H	H	M	H	-	-

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC411	Core Paper – XI - Financial Management		
Semester: IV	Credits: 4	CIA: 50Marks	ESE: 50Marks

Course Objective:

To enable the students to understand the theories and the working methods of Financial Management

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the concepts of Financial Management and Financial Function
CO2	Identify the sources of funds and Computation of Cost of Capital
CO3	Analyse the determinants of Dividend Policy and Computation of EBS and EBIT
CO4	Develop knowledge in Working Capital Management
CO5	Analyse the different methods of Capital Budgeting

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management	1	1
	Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function		
	Instructional Hours		15
II	Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital	1	16, 20
	Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios		
	Instructional Hours		15
III	Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy	1	17
	Computation of EBS and EBIT – Computation of Operating Leverage; Financial Leverage; working capital leverage (Problem)		
	Instructional Hours		15
IV	Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital	1	22, 23
	Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables: Dimensions of Receivables.		
	Instructional Hours		15
V	Capital Budgeting: Needs and importance of capital budgeting-		

	Process of Capital Budgeting – kinds of capital budgeting decisions	1	32
	Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem)		
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Shashi.K.Gupta and Sharma.R.K, Financial Management, Kalyani Publisher, Ludhiana, 6th Revised Edition, 2015.
2. Khan.M.Y, Jain.P.K, Financial Management, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017.
3. Preeti Singh, Fundamentals of Financial Management, Ane Books Private Ltd, 3rd Edition 2016

Reference Book(s):

1. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw hill Publishing Company Ltd, New Delhi, 9th Edition, (2017).

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Case Study	Total
8	8	10	6	8	10	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	-	-	-	-	-	M	-	M	-	-	-
CO2	M	-	-	-	M	-	M	-	-	H	M	M	-
CO3	-	-	-	-	H	-	-	M	-	H	-	M	-
CO4	-	M	-	-	-	-	-M	H	M	-	-	M	-
CO5	M	-	-	-	-	-	H	M	-	M	H	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. S. Jesintha	Dr. N. Shani	CDC - Convenor	Principal

Course Code	Title		
21U3BMC514	Core Paper - XIV Investment Analysis and Portfolio Management		
Semester : V	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To enable the students to understand various forms of investments and analyse the involved in Investment.

Course Outcomes: By the end of the course, the students will be able to:

CO1	Demonstrate a Basic Understanding of Investment and Shares
CO2	Exhibit the Acquaintance of the Securities Market
CO3	Measure the Risk and Return of a Portfolio Position
CO4	Understanding the Security and Technical Analysis Portfolio Management.
CO5	Analyse the Market Risk and Predict the Future Market.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Concept of Investment - Important - Alternate Forms of Investment	1	1
	Types of Shares - Important Share Patterns - Government Securities- Mutual Fund Schemes-Post Office Schemes-Provident Fund-Company Deposits-Real Investment in Shares and Debentures-Comparison with Other Forms of Investment		
	Instructional Hours	15	
II	Primary Market - Role of NIM Mechanics of Floating New Issues	1	3
	Secondary Market - Function Mechanics of Security Trading-OTCEI- NSE Futures & Options.		
	Instructional Hours	15	
III	Risk: Kinds-Measures of Risk>Returns.	2	5
	Valuation of Securities : Valuation of Bonds – Valuation Preference and Equality Shares.		
	Instructional Hours	15	
IV	Security analysis: Fundamental Analysis: Economic, Industry and Company Analysis	2	8
	Technical analysis: Dow theory- NSE, BSE, Chart Patterns, Risk Measurement Techniques.		
	Instructional Hours	15	
V	Efficient Market theory: Random Walk Theory-weak form-semi strong form	2	9

	Portfolio Analysis: Markowitz theory-optimum portfolio.		
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Ranganathan, M., & Madhumathi, R, **Investment Analysis and Portfolio Management**. New Delhi: Pearson Education, 2006.
2. Prasanna Chandra, **Investment Analysis and Portfolio Management**, Tata Mc-Graw Hill Publication, 4th edition, 2012.

Reference Book(s):

1. Punithavathy Pandian, **Security Analysis and Portfolio Management**, Vikas Publishing House, 2012.
2. S.Kevin, **Security Analysis and Portfolio Management**, PHI Publications, 2015.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Case Study	Assignment	Seminar	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M	-	M	M	H	M	H	-	H
CO2	M	H	-	M	M	-	M	M	-	M	M	-	H
CO3	M	M	-	M	H	-	M	M	H	H	H	M	H
CO4	H	H	M	H	M	-	M	M	M	-	-	M	H
CO5	H	M	-	M	M	-	M	H	M	M	H	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC- Convenor	Principal

Course Code	Title		
21U3BMC515	Core Paper - XV Business Research Methods		
Semester : V	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS**Course Objective**

To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand different types of Research and Formulate the Research Problem
CO2	Know about types of Data Collection and Measurement of Scaling Technique
CO3	Understand and Apply Various Tests of Significance
CO4	Write a Research Report
CO5	Knowledge about Marketing Research.

Offered by: Business Administration

Course Content**Instructional Hours / Week: 5**

Unit	Description	Text Book	Chapter
I	Research - Definition - Importance - Advantages and Limitations – Research process - Problem	1	1,3,4
	Design of research - Types of Design - Sampling process and selection - Sample types -Sample size and sampling errors.		
	Instructional Hours		15
II	Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data	1	5,6,7
	Scaling technique: Attitude measurement – Editing –Coding -Tabulation		
	Instructional Hours		15
III	Statistical Data Analysis - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only)	1	9,10
	Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only)		
	Instructional Hours		15
IV	Interpretation and Report writing - Steps in writing reports - Layout of Report, Types, and Principles of Report Writing – Graphical representation of results	1	14
	Instructional Hours		15
V	Product research - Price research, Motivation Research	2	17,19,21
	Promotion research : Distribution research – Sales control research - Media research.		

Instructional Hours	15
Total Hours	75

Text Book(s):

1. C. R. Kothari and Gaurav Garg: **Research Methodology Methods and Techniques**, New Age International (P) limited, New Delhi, 2nd Edition, 2020.
2. S. Sumathi P Saravanavel: **Marketing Research & Consumer Behavior**, Vikas Publishing, New Delhi, 1st Edition, 2009.

Reference Book(s):

1. Boyd and Westfall, **Marketing Research**, McGraw-Hill Professional Publishing, 9th Edition, New Delhi, 2009.
2. Emma Bell, Alan Bryan and Bill Harley **Business Research Methods**, (Fifth Edition), Oxford University Press. 2019.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Mini Project	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	M	H	M	M	H	M	-	M	-	-
CO2	H	H	M	M	M	-	H	H	-	M	M	-	-
CO3	H	-	-	M	M	-	M	M	H	-	H	-	-
CO4	H	M	M	-	M	-	-	M	H	M	-	H	-
CO5	H	M	M	M	M	-	M	M	H	M	-	M	M

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC- Convenor	Principal

Course Code	Title		
21U3BMC516	Core Paper: XVI - Advertising and Sales Promotion		
Semester: V	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Common to BBA CA / IB / LOGISTICS**Course Objective**

To enable the students to be aware of Advertising Concepts, Sales Promotion design and techniques, Publicity and Personal selling

Course Outcomes: By the end of the course, the students will be able to:

CO1	Understand the Principles of Advertising Layout and Campaign
CO2	Identify and Make Decisions Regarding the Most Feasible Advertising Appeal and Media Mix
CO3	Evaluate aspects of Sales Promotion
CO4	To Apply Various Sales Promotion Strategies
CO5	To Develop Knowledge in Personal Selling

Offered by: Business Administration

Course Content**Instructional Hours / Week : 5**

Unit	Description	Text Book	Chapter
I	Advertising in retailing - Advertising principles	1	1,2
	Steps in planning a retail advertising campaign advertising for the retail store.		
	Instructional Hours		15
II	Media and copy decisions - Media objectives-Planning and Budgeting-Advertising	1	5,6,7
	Evaluation creating and Producing Copy-Copy Testing		
	Instructional Hours		15
III	Retail promotional strategy - Promotional objectives, Promotional budget	2	1,2,3
	Selecting the Promotional Mix - Implementing the promotional mix		
	Instructional Hours		15
IV	Management of sales promotion- Role of sales promotion	2	4,5
	Types of Sales Promotion- Evaluating Sales Promotion		
	Instructional Hours		15

V	Personal selling - Publicity	2	6,7,8
	Publicity and Special Events - Role of Personal Selling in Retailing - Process in Personal Selling.		
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books, 2008.
2. Sanjay and Sahitya Bhawan, **Advertising and Sales Promotion**, SEPD Publication, 2015.

Reference Book(s):

1. Chunawalla Reddy, Appannaiah, an Introduction to **Advertising and Marketing Research**, Himalaya Publishing House, 2015.
2. Ken Kaser, **Advertising and Sales Promotion**, Cengage Learning, 2013.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Group Discussion	Assignment	Seminar	Total
8	8	10	10	6	8	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	-	M	H	M	M
CO2	M	-	M	H	M	M	M	H	M	M	M	H	-
CO3	H	M	M	-	H	-	M	M	H	H	M	M	M
CO4	H	M	M	M	H	-	M	M	H	H	M	H	M
CO5	H	M	-	-	H	-	-	M	H	M	M	H	M

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
V.Sudha	Dr.N.Shani	CDC – Convenor	Principal

Course Code	Title		
21U3BCC517	Core Paper - XVII RDBMS & Oracle		
Semester: V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

On successful completion of this course, the students must comprehend Concepts of SQL, Data manipulation, Database trigger etc.

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop a good formal foundation on the relational model of data
CO2	Examine about SQL
CO3	Plan data manipulation and database Triggers
CO4	Table Creation
CO5	Transaction and query processing

Offered by: Business Administration

Course Content

Instructional Hours / Week : 3

Unit	Description	Text Book	Chapter
I	Data base Management System verses RDBMS	1	3
	Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types	4	3
	Data definition Language – Creating, Altering, Dropping tables	1	1&7
	Types of Keys	2&3	10&2
	Instructional Hours		9
II	Data Manipulation Language - Insertions, Updation, Deletion and Select command	2	5
	Transaction Control Statements-Commit, Save point, Roll back Roll back	1&3	7&1
	Constraints-Defining table and column constraints	1&3	8&2
	Instructional Hours		9
III	Built-in-functions-Single row functions -Grouping	3	4
	Character, Number, Date, Conversion function- Group functions	2	3
	Having clause-Nesting group functions	2	4
	Instructional Hours		9
IV	Joins–Types of joins-Set operators	2	11, 12 &13
	Views-Creating, Removing and Altering views		
	Sequences-Creation, Dropping Sequence- Table Indexes		
	Instructional Hours		9
V	Fundamentals of PL/SQL-Reserved words, User- defined identifiers-PL/SQL Block structure	1	15, 17 & 19
	Cursors-Implicit, Explicit cursors- Triggers.		
	Creating and using Stored Procedures and Functions		
Instructional Hours		9	
Total Hours		45	

Text Book(s):

1. Jose A Ramalho, **Oracle 8i**, BPB Publications, New Delhi, 2008.

2. Dr. P. S. Deshpande, **SQL & PL/SQL for Oracle log (Black book)**, Dream Tech Press, New Delhi, 2012.
3. Ramon A Mata Toledo & Pauline K Cushman, **Fundamentals of SQL Programming**, Tata McGraw Hill, New Delhi, 2002.
4. Luke Welling & Laura Thomson, **My SQL Tutorial**. Dorling Kindersley (India) Pvt Ltd, New Delhi, 2006.

Reference Book(s):

1. Ivan Bayross, **Commercial Application Development using Oracle Developer2000**, BPB Publications, New Delhi, 2nd Edition 2004.
2. Ivan Bayross, **Oracle-7: The Complete Reference**, BPB Publication, New Delhi, 2004.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	-	H	H	L	-	H	M	-	-	-
CO2	H	M	L	H	-	-	M	H	M	M	M	-	-
CO3	H	M	-	M	L	M	M	-	H	-	L	M	-
CO4	M	H	M	M	M	-	L	M	H	M	H	-	H
CO5	H	M	L	-	L	M	M	M	M	-	M	-	H

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BCP518	Core Paper - XVIII Computer Applications Practical - III		
Semester: V	Credits: 2	CIA: 25 Marks	ESE: 25 Marks

Course Objective

To enable the students to learn RDBMS & Oracle Programming in windows environment practically by using lab.

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop formal foundation on the relational model of data.
CO2	Examine about SQL
CO3	Plan data manipulation and database Triggers
CO4	Table Creation
CO5	Front end and Back end Connection

Offered by: Business Administration

Course Content

Instructional Hours / Week: 3

S. NO	List of Experiments
1	Design a database for student information.
2	Insert records for student database table.
3	Alter a field size in the student database table.
4	Delete a field in the student's database table.
5	Select records with roll number, name, class, subject with all mark details.
6	Prepare a list of all students who are having arrears
7	Find the percentage of marks of a student.
8	Find the pass percentage of a subject in student database
9	Prepare semester mark sheet for a given student roll number
10	Design a database for employee information.
11	Insert records for employee database table.
12	Select records with employee id, name, department, designation with all salary details
13	Prepare a list of employees who are getting net pay more than 10000. List all employees with total allowances and total deductions.

14	List all employees with their net pay
15	Design a database for bank information
16	Insert records for bank database table
17	Create a view for an employee with their deposit information
18	Write a stored function to find net balance of a customer
19	Write a PL/SQL procedure to deposit amount to bank database
20	Develop a VB project to modify a record in Oracle database using ADO
Total Hours : 45	

Tools for Assessment (25 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
4	4	4	5	5	3	25

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	-	H	H	-	-	-	-	-	M	M
CO2	H	M	L	H	-	-	M	H	M	-	M	-	-
CO3	H	M	-	M	-	M	M	-	H	-	L	-	-
CO4	M	H	M	M	-	-	-	M	H	-	H	-	M
CO5	H	M	L	-	-	M	M	M	M	-	M	-	M

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U4BMZ503	Skill Based Paper - III Tally - Practical		
Semester: V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective

This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand the creation and alteration of a company
CO2	Analyse the Creation of Vouchers and maintenance of stock and go down creation
CO3	Develop the bank reconciliation statement
CO4	Understand the preparation of final accounts using Accounting Package
CO5	Analyse the Pay roll system.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

S. No	List of Programs
1	Create a new company – name and other relevant details and configure the company
2	Journalizing
3	Posting into ledger (with and without predefined groups)
4	Configuring, creating, displaying, altering and cancellation of Vouchers
5	Trail balance
6	Final accounts- trading account- profit and loss account and balance sheet
7	Final accounts with adjustments
8	Rectification off error
9	Show the cash, bank and other subsidiary books of the company
10	Show the Day Book
11	Integrate stock and inventory details (stock groups/ categories/measurement units
12	Stock summary
13	Bank reconciliation statement
14	Enable VAT in Tally and VAT Computation report
15	Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures

1. Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.
 - i. Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
 - ii. He deposited Rs.1, 00,000/- cash at ICICI bank.
 - iii. He paid electricity bill for Rs.1,200/- by cash.

- iv. He withdrawn Rs.10,000/- cash for his personal use.
 - v. He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
 - vi. Computer - 10 Nos. - @20000/- each
 - vii. He sold the following item to Somnath Traders in cash with 4% Vat rate.
 - viii. Computer - 5 Nos. - @27500/- each
 - ix. He received Rs.6,000/- as commission from Rohit by cash.
 - x. He paid House Rent for Rs.5,000/- by cash.
 - xi. He withdrawn Rs.25,000/- cash from ICICI Bank.
 - xii. He purchased furniture for Rs.25,000/- by cash for office use.
 - xiii. Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.
2. From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditors:	
Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
Total	18, 00,000
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:-	
10 Refrigerators @ Rs 8000 (LG)	80,000
5 semi automatic (LG) @ 7000	35,000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	1,00,000
Debtors: (Both 45 days Credits)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
Total	18, 00,000

Create company with address - Cochin-5 Income Tax No. PNR/ 1234000 NVAT TIN no. K GST/ L50006 Inter state sales tax no. I/L1001 Provide other assumed details for the company 5/1/11
Purchased for cash:-

3. Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase. 10/1 /11Sales made on Credits:-
QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.
Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

Tools for Assessment (30 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
5	5	5	6	6	3	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	M	M	-	-	M
CO2	M	-	M	H	M	M	M	H	-	M	M	-	M
CO3	H	M	M	-	H	-	M	M	-	-	M	-	-
CO4	H	M	M	M	H	-	M	M	-	-	M	-	-
CO5	H	M	-	-	H	-	-	M	-	-	M	M	-

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BMC619	Core Paper - XIX Entrepreneurship & Small Business Management		
Semester: VI	Credits: 4	CIA: 50 Marks	ESE: 50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To know the concept of Entrepreneurship, Business Management, opportunities recognition, Quality and risk management in Small Business organizations.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understand entrepreneurial functions
CO2	Understanding the factors affecting entrepreneurial growth, Development Programmes
CO3	Familiarize on the concepts of Start Ups and Stand Ups
CO4	Understand location selection, Financial requirement, factors affecting choice of a business location
CO5	To Know social and ethical issues in small business management

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Meaning of Entrepreneurship - Characteristics - functions and types of Entrepreneurships	2	2&3
	Entrepreneur: Role of Entrepreneurship in economic development.	1	2
	Instructional Hours	15	
II	Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5&9
	Instructional Hours	15	
III	Start-ups and Buyouts - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams-Organized forms.	2	6&7
	Instructional Hours	15	
IV	Selecting a Location and Planning the Facilities - Projecting Financial Requirements – Finding Sources of Financing - Exit Strategies – Factors affecting choice of a business location.	1	27
	Instructional Hours	15	
V	Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. S. S. Khanka, **Entrepreneurial Development**, S. Chand & Company New Delhi, 4th Edition, 2013.
2. C. B. Gupta & N. P. Srinivasan, **Entrepreneurial Development**, Sultan Chands & Son New Delhi, 6th Edition, 2013.

Reference Book(s):

1. S. Anil Kumar, **Small Business and Entrepreneurship**, I.K .International Publishing house Pvt Ltd, New Delhi, 2008.
2. Zimmer, Scarborough, **Effective small business management**, Hal Court College publisher 9th Edition, 2009.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Role Play	Seminar	Group Discussion	Total
8	8	10	10	8	6	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	M	M	M	M	M	H	M	M	M	-
CO2	H	M	M	M	M	-	H	M	H	H	M	M	M
CO3	H	H	H	-	-	M	H	M	M	-	M	M	H
CO4	H	M	M	H	M	-	-	H	M	-	M	-	H
CO5	M	-	-	M	M	H	M	H	-	-	M	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N.SHANI	CDC	PRINCIPAL

Course Code	Title		
21U3BMC620	Core Paper - XX Strategic Management		
Semester : VI	Credits : 4	CIA : 50 Marks	ESE : 50 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

Enable the students to develop the Strategic Thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.

Course Outcomes: By the end of the course the students will be able to:

CO1	Understanding the concepts of strategic management.
CO2	Develop the strategic formulation
CO3	Evaluate the choice of strategy
CO4	Develop the strategic implementation
CO5	Analyse and evaluate the strategic control and strategic evaluation.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy	2	1
	Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	1	19
	Instructional Hours	15	
II	Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features	1	
	Instructional Hours	15	
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
	Instructional Hours	15	
IV	Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage		
	Instructional Hours	15	
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems – Balance score card - Case Studies.	3	1&14
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.

2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

Reference Book(s):

1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Proces, Content, and Implementation, Oxford University Press: USA.
2. Ritson, N. (2008). Strategic Management. Neil Ritson&Ventus Publishing.

Tools for Assessment (50 Marks)

CIA I	CIA II	CIA III	Case Study	Field Visit	Seminar	Total
8	8	10	8	8	8	50

Mapping

COS POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	-	-	-	-	M	H	M	M	-	-
CO2	H	M	-	-	-	-	-	M	M	H	M	M	M
CO3	H	M	M	M	M	M	M	L	H	M	-	M	M
CO4	H	H	-	M	-		-	-	M	M	M	M	-
CO5	H	H	-	M	-	M	M	H	H	-	H	M	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N. SHANI	CDC - Convenor	PRINCIPAL

Course Code	Title		
21U3BCC621	Core Paper: XXI - Visual Basic		
Semester : VI	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Course Objective

To facilitate the student to design, create, build, and debug Visual Basic applications and develop windows applications.

Course Outcomes: By the end of the course the students will be able to:

CO1	Create VB environment with tool bar, controls and components.
CO2	Develop Programming steps.
CO3	List Declaring variables & arrays.
CO4	Choose Fundamentals of Graphics & files.
CO5	SQL basics.

Offered by: Business Administration

Course Content

Instructional Hours / Week : 3

Unit	Description	Text Book	Chapter
I	Getting Started - Visual Basic environment - Initial VB screen - Single document interface - Tool bars and Systems control and Components - Use of File, Edit, View, Projects, Format, Run and Debug, Tools, Window menu, Properties window.	1	1
	Image controls, Text boxes, Labels, Navigating between controls, Message Controls, Message boxes.		4
	Instructional Hours	15	
II	Steps in programming – The code window – Editing tools – Statements in VB – Assignment– and Property setting – Variable, Strings, Numbers, Constants- Displaying Information.	1	5
	Controlling Program Flow – Repeating operation – Making Decisions – GOTO		6
	String function – RND functions –Data and Time functions – Financial functions.		7
	Instructional Hours	15	
III	Control arrays - lists: One dimensional arrays –Array with more than one dimension – Using lists functions and procedures – Passing by reference / Passing by values	1	10
	Code module – Global procedure and Global variable – Documents for users defined types with statements		12
	Common dialog box – MDI forms		14
	Instructional Hours	15	
IV	Fundamentals of Graphics and files – Screen – The line and shapes– Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint picture method–Graph control	1	16

	File commands – File system controls – Sequential files – Random access files – Binary files.		18
	Instructional Hours	15	
V	Clipboard, DDE, OLE	1	20
	Data control – Programming with data control– Monitoring changes to the databases – SQL basics		22
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Gary Cornell, **Visual Basic 5 from the Ground Up**, Tata McGraw Hill Publishing Company Limited, New Delhi, 24th Edition Reprint 2007.
2. Gary Cornell, **Visual Basic 6 from the Ground Up**, Tata McGraw Hill Publishing Company Limited, New Delhi, 24th Edition Reprint 2007

Reference Book(s):

1. Wallace Wang, **Visual Basic 6 for Dummies**, Wiley Publisher, 1998.
2. Francesco Balena, **Programming Microsoft Visual Basic 6.0**, Microsoft Press, 1999.

Tools for Assessment (30 Marks)

CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total
4	4	7	5	5	5	30

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	-	-	M	M	M	-	-	-	-	-	-
CO2	H	-	M	M	H	M	-	-	H	-	-	-	M
CO3	H	-	-	M	-	H	M	-	M	-	H	M	M
CO4	H	M	M	M	-	M	-	M	-	-	M	M	H
CO5	M	H	-	M	L	H	M	-	-	-	M	-	-

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U3BCP622	Core Paper - XXII - Computer Applications Practical-IV		
Semester : VI	Credits : 2	CIA : 25 Marks	ESE : 25 Marks

Course Objective:

To facilitate the students to learn visual programming in windows environment – practically by using lab

Course Outcomes: By the end of the course the students will be able to:

CO1	Create, build, and debug Visual Basic applications
CO2	Develop Windows applications using forms, controls, and events
CO3	Create database table
CO4	Develop mini project
CO5	Navigation in mini projects

Offered by: Business Administration

Course Content

Instructional Hours / Week : 3

S. No	List of Experiments
1	Develop a VB project to check user name and password given by user.
2	Develop a VB project to add and remove items from the list box.
3	Develop a VB project to copy all items in a list box to combo box
4	Develop a VB project to enter and display student information
5	Develop a VB project to scroll text from left to right using timer
6	Develop a VB project to display system date and time on screen
7	Develop a VB project to find day of a week of a given date
8	Develop a VB project for mini calculator function
9	Develop a VB project for monthly calendar using flex grid
10	Develop a VB project to view all image file in your system
11	Develop a VB project for notepad
12	Develop a VB project for document typing using MDI forms. Use Employee information for the following projects
13	Develop a VB project to search a record in MS-Access database using data control
14	Develop a VB project to delete a record from MS-Access database using Data Control
15	Develop a VB project to perform the following operation in MS -Access database using DAO. a) Move first record b) Move next record c) Move previous record d) Move last record
16	Develop a VB project to insert a record in MS -Access database using ADO.
17	Develop a VB project to modify a record in MS -Access database using ADO. Use student information for the following projects
18	Develop a VB project to search a record in Oracle database using data control
19	Develop a VB project to delete a record from Oracle data base data control
20	Develop a VB project to perform the following operation in Oracle database Using DAO. a) Move first record b) Move next record c) Move previous record d) Move last record
21	Develop a VB project to insert a record in Oracle database using ADO
22	Develop a VB project to modify a record in Oracle database using ADO
	Total Hours: 75

Tools for Assessment (25 Marks)

Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total
4	4	4	5	5	3	25

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	-	-	M	M	M	-	-	-	-	-	-
CO2	H	-	-	M	H	M	-	-	-	H	-	-	M
CO3	H	-	-	H	-	H	M	M	-	M	H	M	M
CO4	H	M	M	H	-	M	-	M	-	-	M	M	H
CO5	M	H	-	M	L	H	M	-	-	-	M	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
21U4BMZ604	Skill Based Paper IV : Campus to Corporate (Viva voce)		
Semester : VI	Credits : 3	CIA : 30 Marks	ESE : 45 Marks

Common to BBA CA / IB / LOGISTICS

Course Objective

To enable the students to realize the concepts of Soft Skills, Business Correspondence, Group Discussion, Presentation.

Course Outcomes: By the end of the course the students will be able to:

CO1	Develop various Organizational Etiquette
CO2	Understand Attire aspect, Dressing sense and grooming skill
CO3	Understand the E- Communication aspect
CO4	Students have knowledge about Quantitative and verbal aptitude
CO5	Identify and enumerate ways to nurture your positive attitude.

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

Unit	Description	Text Book	Chapter
I	Etiquette Elaborated: Corporate etiquette –Workplace etiquette- Business etiquette - Email etiquette - Telephone and Meeting etiquette.	1	1
	Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.		
	Instructional Hours		12
II	Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
	Instructional Hours		12
III	E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette	2	6
	Overcoming problems in E-mail communication: Use of Electronic Devices in Modern Communication such as Fax, E-mail, chat using Skype – Work with social networking sites such as LinkedIn, Face book, Orkut, Tumblr, Twitter -narrate them in the SDRN with clippings as Evidence.		4
	Instructional Hours		12
IV	Aptitude Appetizer: Quantitative vs. Verbal aptitude - practice – Shortcut routes – Workouts from previous year batch tests –	2	5

	Familiarize the various us types of problems From quantitative & Non-verbal reasoning areas in competitive exams for employment and/or higher studies.		
	Instructional Hours	12	
V	Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.	2	5
	Instructional Hours	12	
	Total Hours	60	

Text Book(s):

1. Mathew McKay, Martha Davis Patrick Fanning, **Communication Skills**, B. Jain Publication Pvt Ltd, 4st Edition, 2018, New Delhi.
2. Aruna Koneru, **Professional Communication**, Tata McGraw Hill Publication Company Ltd, 2008, New Delhi.

Reference Book(s):

1. P. Bhaskaran Nair & Krishna Pillai, **Communication Skills A Multi – Skill Course**, Mac Millan Press, 2000, New Delhi.
2. Biswajit Das, Ipseeta Satpathy, **Business Communication and Personality Development**, Excel Book, 2009, New Delhi.

Tools for Assessment (30 Marks)

Review I	Review II	Review III	Assignment	Seminar	Attendance	Total
5	5	5	5	5	5	30

Mapping

COS POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	-	H	H	H	M	M	H	H	M
CO2	M	M	H	H	M	H	H	H	H	H	M	H	M
CO3	M	H	M	M	H	M	M	M	M	H	M	H	M
CO4	H	H	M	-	M	H	-	M	M	M	H	M	H
CO5	M	-	M	-	-	H	M	M	-	M	M	M	H

H - High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
SABITHA R	Dr. N. SHANI	CDC - Convenor	PRINCIPAL

