

Dr. N.G.P.ARTS AND SCIENCE COLLEGE (Autonomous)

REGULATIONS 2019-20 for Under Graduate Programme (Outcome Based Education model with Choice Based Credit System)

B.B.A. (CA) Degree

(For the students admitted during the academic year 2021-22 and onwards)

Programme: B.B.A. (CA)

Eligibility

A candidate who has passed in Higher Secondary Examination with any Academic Stream or Vocational Stream as one of the subjects under Higher Secondary Board of Examination and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Business Administration with Computer Applications Degree Examination** of this College after a programme of study of three academic years.

Programme Educational Objectives

The Curriculum is designed to attain the following learning goals which students shall accomplish by the time of their graduation:

1. The programme aims to provide students with the career opportunity in the field of production, finance, marketing, human resource and systems.
2. It emphasizes a mix of skill-set in the managerial aspect and information technology aspect which are required by the industry.
3. The programme affords the comprehensive inputs in terms of qualities required to become an entrepreneur.



PROGRAMME OUTCOMES:

On the successful completion of the program, the following are the expected outcomes.

PO Number	PO Statement
PO1	Specialize in the functional areas of Business Management such as Production, Finance, Human Resource, Marketing and Systems.
PO2	Acquire various skill sets like communication skill, interpersonal skill, decision-making skill, accounting skill, marketing skill, analytical skill and technical skill.
PO3	Influence the students to become an entrepreneur with social responsibilities.
PO4	Meet the requirements of the corporate with contemporary knowledge to acquire high standards.
PO5	Gain proficiency in using computer technology in business administration.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Guidelines for Programmes offering Part I & Part II for Two Semesters:

Part	Subjects	No.of Papers	Credit	Semester No.
I	Tamil / Hindi / French/Malayalam	2	2 x 3 = 6	I & II
II	English	2	2 x 3 = 6	I & II
III	Core (Credits 2,3,4)	18-20	70	I to VI
	Inter Departmental Course (IDC)	4	16	I to IV
	Discipline Specific Elective (DSE)	3	3 x 4 =12	V & VI
	Skill Enhancement Course (SEC)	4	4 x 3=12	III ,IV,V& VI
	Generic Elective(GE)	2	2 x 2=4	III & IV
	Lab on Project (LoP)	1	1	III to V
IV	Environmental Studies(AECC)	1	2	I
	Value Education (VE) (Human Rights, Womens' Rights) (AECC)	2	4	II and III
	General Awareness(On-Line Exam) (AECC)	1	2	IV
	RM (AECC)	1	2	V
	Innovation, IPR, Entrepreneurship (AECC)	1	2	VI
V	Extension Activity NSS / Sports / Department Activity	-	1	I to VI
TOTAL CREDITS			140	



CURRICULUM
B.B.A. (CA) PROGRAMME

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
First Semester										
Part -I										
211TL1A1TA	Language -I	Tamil -I	4	1	-	3	25	75	100	3
201TL1A1HA		Hindi -I								
201TL1A1MA		Malayalam-I								
201TL1A1FA		French-I								
Part-II										
211EL1A1EA	Language-II	Professional English-I	4	-	1	3	25	75	100	3
Part -III										
196BM1A1CA	Core-I	Management Concepts	4	1	-	3	25	75	100	4
196BM1A1CB	Core-II	Business Information System	4	-	-	3	25	75	100	4
196BM1A1CP	Core Practical-I	Computer Applications (MS Office)	-	-	4	3	40	60	100	2
202MT1B1IA	IDC-I	Mathematics for Management -I	4	1	-	3	25	75	100	4
Part-IV										
193MB1A1AA	AECC-I	Environmental Studies	2	-	-	3	-	50	50	2
Total			22	3	5	-	-	-	650	22

BoS Chairman/HoD
Department of Management Studies
Dr. N. G. P. Arts and Science College
Coimbatore - 641 048



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Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 11/12	AC - 11/12	GB - 15/12
12/05/21	09/08/21	17/08/21

B.B.A.(CA) (Students admitted during the A.Y. 2021-22)



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part - I										
191TL1A2TA	Language - I	Tamil-II	4	1	-	3	25	75	100	3
201TL1A2HA		Hindi-II								
201TL1A2MA		Malayalam-II								
201TL1A2FA		French – II								
Part – II										
211EL1A2EA	Language - II	Professional English – II	4	-	1	3	25	75	100	3
Part – III										
196BM1A2CA	Core - III	Business Communication	4	1	-	3	25	75	100	4
196BM1A2CB	Core – IV	Internet and Webpage Design	4	-	-	3	25	75	100	4
196BM1A2CP	Core Practical – II	Internet and Webpage Design	-	-	4	3	40	60	100	2
192MT1B2IA	IDC - II	Mathematics for Management – II	4	1	-	3	25	75	100	4
Part - IV										
196BM1A2AA	AECC -II	Human Rights	2	-	-	3	-	50	50	2
Total			22	3	5	-	-	-	650	22



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
Part - III										
196BM1A3CA	Core – V	Marketing Management	4	1	-	3	25	75	100	4
196BM1A3CB	Core - VI	Organizational Behaviour	3	2	-	3	25	75	100	3
196BM1A3CC	Core – VII	Financial Accounting	4	1	-	3	25	75	100	4
196BM1A3CP	Core Practical – III	Accounting Software	-	-	4	3	40	60	100	2
195FI1A3IA	IDC - III	Business Law	4	-	-	3	25	75	100	4
196BM1A3SV	SEC-I	Articulation Skills	3	-	-	3	40	60	100	3
	GE - I		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A3AA	AECC - III	Basic Tamil	2	-	-	3	-	50	50	2
191TL1A3AB		Advanced Tamil								
195CR1A3AA		Women's Rights								
Total			22	4	4				700	24



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
Part – III										
196BM1A4CA	Core - VIII	Entrepreneurship and Project Management	4	1	-	3	25	75	100	4
196BM1A4CB	Core - IX	Cost and Management Accounting	4	1	-	3	25	75	100	4
196BM1A4CC	Core – X	Visual Basic	4	-	-	3	25	75	100	4
196BM1A4CP	Core Practical – IV	Visual Basic	-	-	4	3	40	60	100	2
195IB1A4IA	IDC - IV	Export Management	4	1	-	3	25	75	100	4
196BM1A4SV	SEC - II	Comprehension skills	3	-	-	3	40	60	100	3
	GE - II		2	-	-	3	-	50	50	2
	LoP	Lab on Project	-	-	-	-	-	-	-	-
Part - IV										
191TL1A4AA	AECC - IV	Basic Tamil	2	-	-	3	-	50	50	2
191TL1A4AB		Advanced Tamil								
192PY1A4AA		General Awareness								
Total			23	3	4				700	25



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part - III										
196BM1A5CA	Core – XI	Human Resource Management	4	1	-	3	25	75	100	4
196BM1A5CB	Core - XII	Taxation Law and Practice	4	2	-	3	25	75	100	4
196BM1A5CC	Core - XIII	Business Analytics	4	1	-	3	25	75	100	4
196BM1A5CP	Core Practical - V	Business Analytics	-	-	4	3	40	60	100	2
196BM1A5SV	SEC- III	Campus to Corporate	3	-	-	3	40	60	100	3
196BM1A5DA	DSE – I	Event Management	4	1	-	3	25	75	100	4
196BM1A5DB		Consumer Behaviour								
196BM1A5DC		Production and Materials Management								
196BM1A5TA	IT	Industrial Training	Grade A to C							
196BM1A5LA	LoP	Lab on Project	-	-	-	-	50	-	50	1
Part - IV										
192MT1A5AA	AECC - V	Research Methodology	2	-	-	3	-	50	50	2
Total			21	5	4				700	24



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Sixth Semester										
Part - III										
196BM1A6CA	Core - XIV	Multimedia	3	1	-	3	25	75	100	3
196BM1A6CP	Core Practical - VI	Multimedia	-	-	4	3	40	60	100	2
196BM1A6CV	Core - XV Project	Project	-	-	8	3	40	60	100	4
196BM1A6SV	SEC - IV	Soft Skills for Business	3	-	-	3	40	60	100	3
196BM1A6DA	DSE - II	Retail Management	4	1	-	3	25	75	100	4
196BM1A6DB		Insurance and Risk Management								
196BM1A6DC		Financial Management								
196BM1A6DD	DSE - III	Strategic Management	4	-	-	3	25	75	100	4
196BM1A6DE		Digital Marketing								
196BM1A6DF		Financial Technology								
Part - IV										
195BI1A6AA	AECC - VI	Innovation and IPR	2	-	-	3	-	50	50	2
Part - V										
196BM1A6XA		Extension Activity	-	-	-	-	50	-	50	1
Total			16	2	12				700	23
Grand Total									4100	140



DISCIPLINE SPECIFIC ELECTIVE

Students shall select the desired course of their choice in the listed elective course during Semesters V & VI

Semester V (Elective I)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	196BM1A5DA	Event Management
2.	196BM1A5DB	Consumer Behaviour
3.	196BM1A5DC	Production and Materials Management

Semester VI (Elective II)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	196BM1A6DA	Retail Management
2.	196BM1A6DB	Insurance and Risk Management
3.	196BM1A6DC	Financial Management

Semester VI (Elective III)

List of Elective Courses

S. No.	Course Code	Name of the Course
1.	196BM1A6DD	Strategic Management
2.	196BM1A6DE	Digital Marketing
3.	196BM1A6DF	Financial Technology



GENERIC ELECTIVE COURSES (GE)

The following are the courses offered under Generic Elective Course

Semester III (GE-I)

S. No.	Course Code	Course Name
1	196BM1A3GA	Management Concepts and Professional Communication

Semester IV (GE-II)

S. No.	Course Code	Course Name
1	196BM1A4GA	Entrepreneurship

EXTRA CREDIT COURSES

The following are the courses offered under self study to earn extra credits:

S. No.	Course Code	Course Name
1	196BM1ASSA	Banking Law and Practice
2	196BM1ASSB	Corporate Social Responsibility

CERTIFICATE PROGRAMMES

The following are the programme offered to earn extra credits:

S. No.	Programme Code and Name	Course Code	Course Name
1	6BM6A Diploma in Office Administration		Diploma in Office Administration
2	6BM5A Certificate course on Entrepreneurial Development	196BM5A1CA	Entrepreneurial Development
3	6BM5B Certificate course on Digital Marketing	196BM5A1CB	Digital Marketing



MOOC (NPTEL/SWAYAM/ SPOKEN TUTORIAL)

The following are the online courses offered:

Please refer the following link to select the courses

- www.swayam.org
- www.nptel.ac.in
- www.spoken-tutorial.org



REGULATION 2019-20

Effective from the academic year 2019-20 and applicable to the students admitted to the Degree of Bachelor of Science / Commerce/ Arts.

1. NOMENCLATURE

1.1 Faculty: Refers to a group of programmes concerned with a major division of knowledge are. Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology and Computer Applications.

1.2 Programme: Refers to the Bachelor of Science / Commerce / Arts Stream that a student has chosen for study.

1.3 Batch: Refers to the starting and completion year of a programme of study. Eg. Batch of 2015-2018 refers to students belonging to a 3 year Degree programme admitted in 2015 and completing in 2018.

1.4 Course Refers to a component (a paper) of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva voce, etc or a combination of these, to meet effectively the teaching and learning needs and the credits may be assigned suitably.

a) Core Courses

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

b) Inter Disciplinary Course (IDC)

A course chosen generally from a related discipline/subject, with an intention to seek exposure in the discipline relating to the core domain of the student.

c) Discipline Specific Elective (DSE) Course: DSE courses are the courses offered by the respective disciplinary/ interdisciplinary programme.

d) Skill Enhancement Courses (SEC): SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

e) Ability Enhancement Courses (AEC): AECC courses are the courses based upon the content that leads to Knowledge enhancement. These



are mandatory for all disciplines. Environmental Science, Human Rights, Women's Rights, General Awareness, IPR and Innovation, Entrepreneurship Development and Research Methodology.

All these courses should be taught according to Outcome based Education.

1.5 Lab on Project (LoP)

To promote the undergraduate research among all the students, the LoP is introduced beyond their regular class hours. LoP is introduced as group project consisting of not more than five members. It consist of four stages namely Literature collection, Identification of Research area, Execution of research and Reporting / Publication of research reports/ product developments. These four stages spread over from III to V semester.

1.6 Project work

It is considered as a special course involving application of knowledge in problem solving / analyzing /exploring a real life situation / difficult problem. The Project work will be given in lieu of a Core paper.

Extra credits

Extra credits will be awarded to a student for achievements in co-curricular activities carried out outside the regular class hours. The guidelines for the award of extra credits are given in section- these credits are not mandatory for completing the programme.

Advanced Learner Course (ALC):

ALC is doing work of a higher standard than usual for students at that stage in their education. Research work carried out in University/ Research Institutions/ Industries of repute in India or abroad for a period of 15 to 30 days will be considered as Advanced Learners Course.



2. STRUCTURE OF PROGRAMME --

2.1 PART - I: LANGUAGE

Tamil or any one of the languages namely Malayalam, Hindi and French will be offered under Part - I in the first two / four semesters.

2.2 PART - II : ENGLISH

English will be offered during the first two / four semester.

2.3 PART - III :

- Core course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Generic Elective (GE)
- Lab on Project (LoP)
- Industrial Training (IT)

2.4 PART IV

2.4.1 Ability Enhancement Compulsory Course

The ability enhancement courses such as i) Environmental Studies, ii) Human Rights, iii) Womens' Rights, iv) General Awareness, v) Research Methodology, vi) Intellectual Property Rights(IPR), Innovation and Entrepreneurship or IPR and Innovation from I to VI Semester.

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses.

(OR)

b) Those who have studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses in the third and fourth semesters.

(OR)

c) Students who come under the above a+b categories are exempted from Women's Rights and General awareness during III and IV semester respectively.



2.5 PART V: EXTENSION ACTIVITIES

The following co-curricular and extracurricular activities are offered under institutional / department Association/ club/ extension programmes for the students under extension activities from I to IV semester.

a) Institutional

- National Service Scheme (NSS)
Participation in any one of the camps organized by NSS unit.
- Friends of Police(FoP)
Active participation in traffic regulation and other extension activities
- Sports
Active participation in any one of the sports activities
- Youth Red Cross (YRC)
Active participation in YRC programmes

b) Department Association

Membership and active participation in the department association activities.

c) Clubs

Membership and active participation in any one club activities.

1. CREDIT ALLOTTMENT

The following is the credit allotment:

- Lecture Hours (Theory) : Max.1 credit per lecture hour per week,
1 credit per tutorial hour per week
- Laboratory Hours : 1 credit for 2 Practical hours per week.
- Project Work : 1 credit for 2 hours of project work per week

2. DURATION OF THE PROGRAMME

A student is normally expected to complete the B.Sc. /B.com. /BA Programme in 6 semesters. However, in any case not more than 7 consecutive semesters. Failing which the concern BoS will identify suitable / equivalent course.



3. REQUIREMENTS FOR COMPLETION OF A SEMESTER

Candidate shall be permitted to appear for the End Semester examinations for any semester (practical/theory) if

- i) He/she secures not less than 75% of attendance in the number of working days during the semester.
- ii) He/she earns a progress certificate from the Head of the institution, of having satisfactorily completed the course of study prescribed in the scheme of examinations for that semester as required by these regulations, and
- iii) His/her conduct / character is satisfactory.
 - Provided that it shall be open to the Academic council, or any authority delegated with such powers by the Academic council, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions. (Refer the Ordinance No.1 of 1990 of the Bharathiar University)
 - A candidate who earned 75% of attendance and more in the current semester are eligible to write the examination in current semester subjects.
 - A candidate who has secured less than 65% but 55% and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the later semester.
 - A candidate who has secured less than 55% of attendance in any semester shall not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin 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 as decided by the concerned Head of the department after rejoining the same course.



4. EXAMINATIONS

- The end semester examinations shall normally be conducted after completing 90 working days for each semester.
- The maximum marks for each theory and practical course (including the project work and Viva-Voce examination in the final Semester) shall be 100 with the following breakup.

(i) Theory Courses

Continuous Internal Assessment (CIA) : 25 Marks

End Semester Exams (ESE) : 75 Marks

(ii) For Practical/ Courses

Continuous Internal Assessment (CIA) : 40 Marks

End Semester Exams (ESE) : 60 Marks

- a. The following are the distribution of marks for the Continuous Internal Assessment in Practical, Project / Industrial Training Courses.

Continuous Internal Assessment for Practical Courses:

S.No	For - UG practical courses	Distribution of Marks					
1	Minimum 10 experiments to be conducted/practical paper/semester	20	15	10	8	5	4
2	Tests : Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	16	10	10	8	6	6
3	Observation Note Book	4	5	5	4	4	-
	TOTAL MARKS	40	30	25	20	15	10



Project viva-voce / Industrial Training

The following are the distribution of marks for the continuous Internal assessment in UG Project/Industrial Training courses.

S.no	For - UG Project courses//Industrial Training	Distribution of Marks	
1	Review-I	5	10
2	Review-II	5	10
3	Review-III	5	10
4	Document, Preparation and Implementation	10	10
	TOTAL MARKS	25	40

b. Following are the distribution of marks for the External Examination in UG Project /Industrial Training courses

S.no	For - UG Project //Industrial Training courses	Distribution of Marks	
1	Record Work and Presentation	35	40
2	Viva-Voce	15	20
	TOTAL MARKS	50	60

Part - IV

The courses offered under Part - IV shall have only End Semester Examinations (ESE) for a maximum of 50 Marks. However, Students who select "Tamil" under Part IV, will be assessed only by Continuous Internal Assessment (CIA). The marks shall be furnished to the COE by the concerned Course teacher through the Head of the Department.



6.1 CONTINUOUS ASSESSMENT EXAMS

6.1 Theory courses

a) Continuous Internal Assessment test (CIA)

There will be a Minimum of two Continuous Assessment Exams, for each Theory course. The first and Second Assessment Exams will be conducted for a Maximum of 50 Marks and 75 marks respectively. The total marks secured in the Two Assessment Exams will be converted to 15 Marks.

b) Utilization of Library

Marks will be awarded to the student based on the hours spent in the library after the working hours and submission of report by the student.

Hours spent in Library	Marks	Type of Document submitted
2	1	Report/ Assignment/ Class presentation
4	2	
6	3	
8	4	
10	5	
12	6	

- During the Library hour, the student must spend time in reading the articles, books, journals of their subject of interest
- Each student should borrow minimum three books during the semester
- Student is expected to submit one Report / Assignment / Class Presentation per Course.

c) Class Participation

Active participation in classroom discussion by the student will be evaluated based on Integration of knowledge, Interaction and Participation and demonstration of knowledge.



d) Papers / Reports/ Assignments/ Class Presentation

The student will be evaluated based on his ability to do analysis of application of theory to real world problems or creative extension of class room learning and his/her ability to communicate the given topic effectively and clearly.

Continuous Assessment OBE Rubrics Score Sheet

Degree: _____ Branch: _____ Semester: _____

Course Code: _____ Course: _____

Max. Marks: _____ Internal: _____ External: _____ Total: _____

S.No.	REG. NO	THEORY / PRACTICAL & LIBRARY CLASS PARTICIPATION (15) (Compulsory)				RUBRICS ASSESSMENT (SELECT ANY ONE)										Total Marks out of : 30	Total Marks out of : 16 / 10 / 08 / 04
						PAPERS / REPORTS (15)				ASSIGNMENTS (15)			CLASS PRESENTATION (15)				
		Library	Integration of Knowledge	Interaction & Participation	Demonstration of Knowledge	Organization & Knowledge	Format & Spelling	Reference / Experiments	Demonstration of Knowledge	Format & Spelling	Reference	Content & Coherence	Creativity and Speaking Skills	Duration of Presentation			
1		6	3	3	3	5	5	5	5	5	5	5	5	5			



The following are the distribution of marks for the continuous internal assessment in UG practical courses

S.No	For - UG Practical Courses	Distribution of Marks					
1	Minimum 10 experiments to be conducted/practical paper/semester	20	15	10	8	5	4
2	Tests : Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	16	10	10	8	6	6
3	Observation Note Book	4	5	5	4	4	-
	TOTAL MARKS	40	30	25	20	15	10



7. FOR PROGRAMME COMPLETION

Programme Completion (for students admitted in the A.Y.2019-20 and Onwards)

Student has to complete the following:

- i) Part I, II, III, IV, V as mentioned in the scheme
- ii) Industrial/ Institutional training

Students must undertake industrial / institutional training for a minimum of 15 days and not exceeding 30 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

Based on the performance Grade will be awarded as follows:

Marks Scored	Grade to be awarded
75 and above	A
60-74	B
40-59	C
< 40	Re-Appearence

- iii) Skill Enhancement Training

Student must undergo Skill Enhancement training on Communication skills (I and II Semester) and Quantitative aptitude (III and IV Semester) respectively each for 40 h.



8. EXTRA CREDITS

- Earning extra credit is mandatory. However, it is not essential for programme completion
- Extra Credits will be awarded to a student for achievement in co-curricular/ extracurricular activities carried other than the regular class-hours.
- The detailed guidelines for the award of extra credits are as follows:
- A student is permitted to earn a maximum of five extra Credits during the programme duration of UG from I to V Semester.
- Candidate can claim a maximum of 1 credit under each category listed.

The following are the guidelines for the award of Extra credits:

8.1 Proficiency in foreign language

Qualification	Credit
A pass in any foreign language in the examination conducted by an authorized agency	1

8.2 Proficiency in Hindi

Qualification	Credit
A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha	1

Examination passed during the programme period only will be considered for extra credit

8.3 Self-study Course

Qualification	Credit
A pass in the self-study courses offered by the department	1

The candidate should register the self-study course offered by the department only in the III semester



8.4 Typewriting/Short hand

A Pass in short hand /typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.

Qualification	Credit
A pass in the type writing / short hand examination offered by TNDTE	1

8.5 Diploma / Certificate

Courses offered by any recognized University / NCVRT

Qualification	Credit
A pass in any Certificate course/ Diploma / PG Diploma	1

8.6 CA/ICSI/CMA

Qualification	Credit
Qualifying foundation / Inter level / Final in CA/ICSI/CMA / etc.,	1

8.7 Sports and Games

The Student can earn extra credit based on their Achievement in sports as given below:

Qualification	Credits
Achievement in University/ State / National/ International	1

8.8 Online Courses

Pass in any one of the online courses

Qualification	Credit
SWAYAM/NPTEL/Spoken Tutorial etc.,	1



8.9 Publications / Conference Presentations (Oral/Poster)/ Awards

Qualification	Credit
Research Publications in Journals/ oral/poster presentation in Conference	1

8.10 Innovation / Incubation / Patent / Sponsored Projects / Consultancy

Qualification	Credit
Development of model/ Products /Prototype /Process/App/Registration of Patents/ Copyrights/Trademarks/Sponsored Projects /Consultancy	1

8.11 Representation

Qualification	Credit
State / National level celebrations such as Independence day, Republic day Parade, National Integration camp etc.,	1



Course Code	Course Name	Category	L	T	P	Credit
211TLIA1TA	தமிழ்த் தாள் - I	மொழி- I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு , பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத்திறன்களை ஊக்குவித்தல்

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) – மாணவனின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1,K2,K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2,K4
CO3	பாட இணைச் செயல்பாடுகள் (Co-curricular activities)	K2,K3,K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5, K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

211TLIA1TA	தமிழ்த்தாள் - I	SEMESTER I
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Total Credits: 03

Total Instruction Hours: 60 h

Syllabus

Unit I மறுமலர்ச்சிக் கவிதைகள் 12 h

1. உயிர் பெற்ற தமிழர் பாட்டு - பாரதியார்
2. படி - பாரதிதாசன்
3. போராடப் புறப்பட்டோம் - தமிழ் ஒளி
4. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
5. திரைத்தமிழ்
 - அ) சும்மா கிடந்த நிலத்தை எனத்தொடங்கும் பாடல் -
 - பட்டுக்கோட்டை கல்யாண சுந்தரனார்
 - ஆ) சமரசம் உலாவும் இடமும் எனத்தொடங்கும் பாடல் - மருதகாசி
 - இ) உன்னை அறிந்தால் எனத்தொடங்கும் பாடல் - கண்ணதாசன்

Unit II புதுக்கவிதைகள் 12 h

1. கடமையைச் செய் - மீரா
2. அம்மாவின் பொய்கள் - ஞானக்கூத்தன்
3. செருப்புடன் ஒரு பேட்டி - மு.மேத்தா
4. ஒரு சிங்கவால் குரங்கின் மரணம் - சிற்பி
5. கடல்கோள் 2004 - முத்தமிழ் விரும்பி
6. கரிக்கிறது தாய்ப்பால் - ஆரூர் தமிழ்நாடன்
7. ஐந்தாம் வகுப்பு 'அ' பிரிவு - நா. முத்துக்குமார்
8. ஹைகூ கவிதைகள் - 15 கவிதைகள்

Unit III பெண்ணியம் 08 h

1. ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும் - தாமரை
2. நீரில் அலையும் முகம் - அ. வெண்ணிலா
3. தொட்டிச் செடி - இளம்பிறை
4. ஏனிந்த வித்தியாசங்கள் - மல்லிகா



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Unit IV சிறுகதைகள்

15 h

- | | |
|------------------------|--------------------|
| 1. வேப்பமரம் | - ந. பிச்சமூர்த்தி |
| 2. அகல்யை | - புதுமைப்பித்தன் |
| 3. ஒருபிடி சோறு | - ஜெயகாந்தன் |
| 4. காய்ச்சமரம் | - கி. ராஜநாராயணன் |
| 5. நிராசை | - பாமா |
| 6. குதிரை மசால் தாத்தா | - சு. வேணுகோபால் |

Unit V இலக்கியவரலாறு, இலக்கணம் மற்றும் பயிற்சிப் பகுதி

13 h

அ. இலக்கிய வரலாறு

1. மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்
2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
3. சிறுகதையின் தோற்றமும் வளர்ச்சியும்

ஆ. இலக்கணம்

1. வல்லினம் மிகும், மிகா இடங்கள் (ஒற்றுப்பிழை நீக்கி எழுதுதல்)
2. ர,ற ,ல, ழ, ள ,ண, ந,ன, வேறுபாடு (ஒலிப்பு நெறி, சொற்பொருள் வேறுபாடு அறிதல்)

இ. படைப்பாக்கப் பயிற்சி

1. கவிதை, சிறுகதை எழுதுதல்

Text Books


- 1 செய்யுள் மற்றும் உரைநடைத் திரட்டு . 2021. தொகுப்பு : தமிழ்த் துறை , டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி. நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை.

References

- 1 பேராசிரியர் முனைவர் பாக்கியமேரி. இலக்கணம் இலக்கிய வரலாறு மொழித்திறன். முதல் பதிப்பு 2013 . பூவேந்தன் பதிப்பகம். சென்னை
- 2 தமிழண்ணல் . புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு . பதினாறாம் பதிப்பு 2000 மீனாட்சி புத்தக நிலையம். மதுரை.
- 3 பேராசிரியர் புலவர் இளவரசு ,சோம. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு. எட்டாம் பதிப்பு ஜூலை 2012.மணிவாசகர் பதிப்பகம்.சென்னை
- 4 தமிழ் இணையக் கல்விக்கழகம். <<http://www.tamilvu.org/>>



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APPROVED		
BBSA.(CA) (Students admitted during the A.Y.2021-22)		
12/05/21	09/08/21	17/08/21

Course Code	Course Name	Category	L	T	P	Credit
201TL1A1HA	HINDI-I	Language 1	4	1	-	03

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill.
- various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

communicate Hindi

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction.	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

201TL1A1HA	HINDI-I	SEMESTER I
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Total Credits: 03

Total Instruction Hours: 60 h

Syllabus

Unit I	गद्य – नूतन गद्य संग्रह (जय प्रकाश)	12 h
	पाठ 1- रजिया	
	पाठ 2- मक्रील	
	पाठ 3- बहता पानी निर्मला	
	पाठ 4- राष्ट्रपिता महात्मा गाँधी	
Unit II	कहानी कुंज- डॉ वी.पी. 'अमिताभ'	12 h
	कहानी कुंज- डॉ वी.पी. 'अमिताभ' (पाठ 1-4)	
Unit III	व्याकरण	12 h
	शब्द विचार (संज्ञा, सर्वनाम, कारक, विशेषण)	
Unit IV	अनुच्छेद लेखन	12 h
	अनुच्छेद लेखन	
Unit V	अनुवाद	12 h
	अभ्यास-III (केवल अंग्रेजी से हिन्दी में)	

Text Books

- 1 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड' अशोक नगर
इलाहाबाद-211001 (Unit - I)
- 2 प्रकाशक: गोविन्द प्रकाशन सदर बाजार, मथुरा उत्तर प्रदेश - 281001 (Unit-II)
- 3 पुस्तक: व्याकरण प्रदिप - रामदेव प्रकाशक: हिन्दी भवन 36 टेगोर नगर इलाहाबाद -
211024 (Unit-III)
- 4 पुस्तक: व्याकरण प्रदिप - रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit-IV)
- 5 (पाठ 1 to 10) प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (Unit - V)



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BoS-	AC -	GB -
12/5/21	09/08/21	17/08/21

Course Code	Course Name	Category	L	T	P	Credit
201TL1A1MA	MALAYALAM	Language - I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- develop the writing ability and develop reading skill.
- various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

201TL1A1MA	MALAYALAM - I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	Novel	12 h
	1. Alahayude penmakkal	
Unit II	Novel	12 h
	1. Alahayude penmakkal	
Unit III	Short Story	14 h
	2. Nalinakanthi	
Unit IV	Short Story	10 h
	2. Nalinakanthi	
Unit V		12 h
	Composition & Translation	

Text Books


- 1 Alahayude penmakkal (NOVEL) By Sara Joseph Published by Current books Thrissur.
- 2 Nalinakanthi (Short story) By T.Padmanabhan Published by DC.Books Kottayam
- 3 Expansion of ideas, General Essay And Translation.

References

- 1 Malayala Novel Sahithyam
- 2 Malayala cherukatha Innale Innu.



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BoS-	AC -	GB -
12/05/21	09/08/21	17/08/21

B.B.A. (CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A1FA	FRENCH- I	Language - I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- Competence in General Communication Skills - Oral + Written - Comprehension & Expression.
- the Culture, life style and the civilization aspects of the French people as well as of France.
- Competency in translating simple French sentences into English and vice versa.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents.	K1
CO2	learn the adjectives and the classroom environment in France.	K2
CO3	Learn the Plural, Articles and the Hobbies.	K3
CO4	learn the Cultural Activity in France.	K3
CO5	learn the Sentiments, life style of the French people and the usage of the conditional tense.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

201TL1A1FA	FRENCH- I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Salut I Page 10

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> • Saluer • Enter en contact avec quelqu'un. • Se présenter. • S'excuser 	En cours de cuisine, premiers contacts avec les membres d'un groupe	<ul style="list-style-type: none"> • Comprendre des personnes qui se saluent. • Échanger pour entrer en contact, se présenter, saluer, s'excuser. • Communiquer avec <i>tu</i> ou <i>vous</i>. • Comprendre les consignes de classe • Épeler son nom et son prénom. <p>Computer jusqu'à 10.</p>

Unit II Enchanté I Page 20

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> • Demander de se présenter. • Présenter quelqu'un. 	Dans la classe de français, se présenter et remplir une fiche pour le professeur.	<ul style="list-style-type: none"> • Comprendre les informations essentielles dans un échange en milieu professionnel. • Échanger pour se présenter et présenter quelqu'un.

Unit III J'adore I Page 30

12 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> • Exprimer ses goûts. 	Dans un café, participer à une soirée de rencontres	<ul style="list-style-type: none"> • Dans une soirée de rencontres rapid comprendre des personnes qui échangent sur elles et sur leurs goût • Comprendre une personne



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	rapides et remplir de taches d'appréciation.	qui parler des goûts de quelqu'un d'autre.
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Unit IV J'adore I Page 30

14 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> Présenter quelqu'un 	Dans un café, participer à une soirée de rencontres rapides et remplir de taches d'appréciation	<ul style="list-style-type: none"> Exprimer ses goûts. Comprendre une demande laissée sur un répondeur téléphonique. Parler de ses projets de week-end.
Autoévaluation du module I Page 40 – Préparation au DELF A1 page 42		

Unit V Tu veux bien? Page 46

10 h

Objectifs de Communication	Tâche	Activités de réception et de production orale
<ul style="list-style-type: none"> Demander à quelqu'un de faire quelque chose. Demander poliment. Parler d'actions passées. 	Organiser un programme d'activités pour accueillir une personne importante.	<ul style="list-style-type: none"> Comprendre une personne demande un service à quelqu'un. Demander à quelqu'un de faire quelque chose. Imaginer et raconter au passé à partir de situations dessinées.

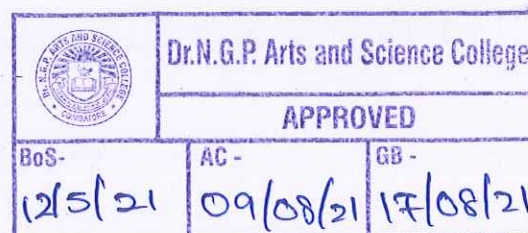
Text Books

- 1 Regine Merieux, Yves Loiseau, LATITUDES 1(Methode de Français), Goyal Publisher & Distributors Pvt.Ltd., 86 UB Jawahar Nagar (Kamala Nagar),Delhi-7 Les Editions Dider, Paris,2008- Imprime en Roumanie par Canale en Janvier 2012.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
211EL1A1EA	PROFESSIONAL ENGLISH - I	Language - II	4	0	1	3

PREAMBLE

This course has been designed for students to learn and understand

- To experience the effect of dialogue, the brilliance of imagery and the magnificence of varied genre
- To strengthen the student's English vocabulary and understanding of English sentence structure
- To communicate effectively and acquire knowledge on the transactional concept of English language

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Extend interest in and appreciation of the works of eminent writers from various literatures	K2
CO2	Interpret the genres in literature through the master works of great visionaries	K3
CO3	Perceive the language gaps through a clear model of the grammatical structure	K5
CO4	Analyze the concepts of texts in the course of different lessons which are realistic and discursive in nature	K4
CO5	Value the integral concepts of English grammar necessarily required in their linguistic competence	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	S	S
CO3	M	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	M

S Strong

M Medium

L Low



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211EL1A1EA	PROFESSIONAL ENGLISH - I	SEMESTER I
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Genre Studies - I 10 h

The Road Not Taken – Robert Frost

All the World's a Stage – William Shakespeare

Whitewashing the Fence – Mark Twain

The Face of Judas Iscariot - Bonnie Chamberlain

Soul Gone Home – Langston Hughes

Unit II Genre Studies - II 11 h

Ode on a Grecian Urn – John Keats

Mending Wall – Robert Frost

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

Nightfall – Isaac Asimov

A Kind of Justice – Margaret Atwood

Unit III Grammar - I 14 h

Parts of Speech

Articles and Prepositions

Subject Verb Agreement

Degrees of Comparison

Sequence of Tenses

Unit IV Genre Studies - III 11 h

On his Blindness - John Milton

Small - Scale Reflections on a Great House – A.K. Ramanujan

On Prayer – Khalil Gibran

The Garden Party – Katherine Mansfield

The Tell - Tale Heart – Edgar Allen Poe



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Unit V Grammar - II

14 h

If Conditionals

Modal Auxiliary Verbs

Question Types/Tags

Voice

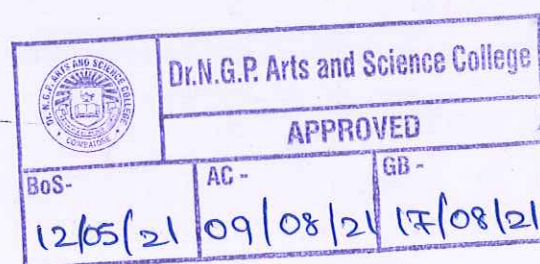
Direct and Indirect Speech

Text Books

- 1 Prabha, Vithya. R and S. Nithya Devi. 2019. Sparkle: English Textbook for First Year. McGraw Hill Education, Chennai.
- 2 Wren and Martin. 2006. High School English Grammar and Composition. S. Chand Publishing, New Delhi.

References

- 1 Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan, Chennai
- 2 Syamala. V. 2002. Effective English Communication for You. Emerald Publishers, Chennai.
- 3 Krishnaswamy. N, Lalitha Krishnaswamy & B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications, New Delhi.
- 4 Krishnaswamy. N. 2000. Modern English: A Book of Grammar, Usage And Composition. Macmillan, New Delhi.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A1CA	MANAGEMENT CONCEPTS	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Principles, concepts and functions of management.
- Decision making skills in various functional areas of the organization.
- Directing and controlling

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recognize the meaning of business and the requirements for its success in various forms of business organizations.	K1
CO2	Interpret whether the management is a science or an art through the evolution of management theory.	K2
CO3	Carryout the decisions with the support of planning, objectives and policies.	K3
CO4	Illustrate the organizational structure, selection process and training.	K3
CO5	Implement the process of directing and controlling for better co-ordination.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A1CA	MANAGEMENT CONCEPTS	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Significance of Management 12 h

Definitions of Management - The Evolution of Management Theory - Contributions of F.W. Taylor, Henry Fayol, Elton Mayo, and Peter F Drucker - Management: A Science or an Art? - Managerial Functions and Roles - Nature and Scope of Management Process.

Unit II Planning 12 h

Meaning and Purpose of Planning - Steps in Planning - Types of Planning - Objectives and Policies - Decision Making: Process of Decision Making - Types of Decisions

Unit III Organizing 12 h

Types of Organization - Organizational Structure - Span of Control - Use of Staff Units and Committees - Delegation: Delegation and Centralization - Staffing: Sources of Manpower - Selection Process.

Unit IV Directing 12 h

Nature of Direction - Principles of Effective Direction - Elements of Direction - Importance of Direction - Techniques of Direction - Role of a Supervisor - Qualities of Supervisor.

Unit V Controlling 12 h

Meaning and Importance of Controls - Control Process - Coordination - Need for Coordination - Budgetary and Non-Budgetary Controls.

Note: Case studies related to the above topics to be discussed (examined internal only)

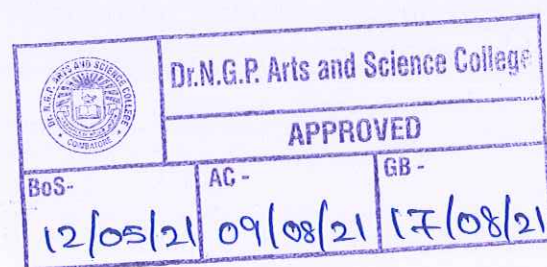


Text Books

- 1 Prasad L.M, 2016,"Principles & Practice of Management", 9th Edition, Sultan Chand & Sons, New Delhi.
- 2 Dinkar Pagare, 2018 "Business Management", 6th Edition, Sultan Chand and Sons, New Delhi.

References

- 1 Sharma.R.K and Shashi.K.Gupta, 2009. "Management Process", 13th Edition, Kalyani Publishers, New Delhi.
- 2 Tripathi.P.C and Reddy.P.N., 2012, "Principles of Management", 5th Edition, Tata Mc Graw-Hill Publishing Co.Ltd, New Delhi.
- 3 Remesh B Rudani, 2019 "Principles of Management", 2nd Edition, Tata McGraw Hill, New Delhi
- 4 Robbins, Stephen P and Mary Coulter, 2017, "Management", 14th Edition, Prentice Hall, New Delhi



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A1CB	BUSINESS INFORMATION SYSTEM	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Basics of information technology, the various applications and areas in computer systems.
- Recent trends in the technological developments.
- Basics of Operating System which controls the execution of application programs and act as a interface between user and computer.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe about the Generations, Types of computers and Networks.	K1
CO2	Explain the Input, Output & Storage devices and Programming Languages.	K2
CO3	Summarize the Hardware and importance of computer in business and computer related jobs	K2
CO4	Explain the Emerging Trends in IT, E-Commerce.	K3
CO5	Apply the data input, process and various computer based information system.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	M	M	M	M	M
CO4	M	M	M	M	M
CO5	M	M	M	M	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A1CB	BUSINESS INFORMATION SYSTEM	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Foundation of Computer System 9 h

Introduction to computer - Generation of computers - Types of computer systems - Analogue, Digital and Hybrid computers - WWW: Intranets - Extranet - Email uses and importance- Networking: Types of Networks- Types of Topologies.

Unit II Integrating the power of Technology 10 h

Components of computer system - Input, output and storage devices - Software: System software and Application software - Programming languages - Flow chart and Program flow charts - Steps in developing a Computer Programme.

Unit III Information system in Business and Society 9 h

Hardware and Software Computer Systems - Importance of computers in business - Data and Information - Data Processing - Business and Scientific computer systems - Computer applications in various areas of business - Computer related jobs in business.

Unit IV An introduction to Electronic Commerce 10 h

Emerging Trends in IT: Introduction- Electronic Commerce (E-Commerce) - Models of E-Commerce- Benefits and limitations of E-Commerce - Electronic Data Interchange (EDI) -EDI Applications in business-Electronic Payment Cash -Smart Cards.

Unit V An overview of Information System 10 h

Types of Operation System: Functional and Cross functional System- Meaning and role of Information System - Types of information system: Management Information System - Decision support systems - Expert system.

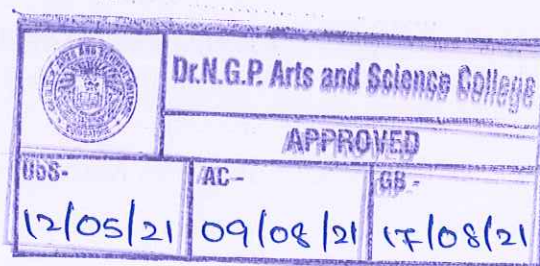


Text Books

- 1 Ralph M. Stair, George W. Reynolds, 2010, "Principles of Information Systems", 7th Edition, Thomson Publishing - Course Technology ISBN # 0-619-21561-5.
- 2 Michael Price., 2012, "Office 2010 covers the core essentials", 4th Edition, TATA McGraw-Hill Edition Pvt Ltd, Haryana.

References

- 1 Alexis Leon., Mathews Leon., 2014, "Fundamentals of Information Technology", 2nd Edition, Vikas Publishing House Pvt Ltd, New Delhi.
- 2 Henry, C., and Lucas, J.R., 2005, "Information Technology. Strategic Decision Making for Managers", John Wiley & Sons (Asia) Pvt. Ltd., Singapore.
- 3 <https://smallbusiness.chron.com/information-technology-its-uses-businessmanagement-51648.html>
- 4 <https://www.goskills.com/Microsoft-Office>



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A1CP	COMPUTER APPLICATIONS (MS OFFICE)	SEMESTER I
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Total Credits: 2

Total Instructions Hours: 48 h

S.No

List of Experiments


- 1 Type the text, check spelling and grammar, bullets and numbering the list of items, align the text to left, right, justify and centre. Use header and footer, find and replace operation and define bookmarks.
- 2 Perform mail merge operation and prepare labels.
- 3 Prepare a double column newspaper and design a page by using images and Demonstrate OLE concept by linking an excel worksheet into a work document.
- 4 Create Business Cards using Shapes, text and colors. Assume your own company and create a logo for the same.
- 5 Prepare a mark list of your class (minimum of 5 Courses) and perform the following operations: Sum, Average, Count, Min, Max, Sort and Filter.
- 6 Use conditional formatting to highlight the particular data.
- 7 Prepare an electricity bill for 10 customers. Create a pivot table to analyze worksheet data.
- 8 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.
- 9 Prepare employee's payroll for an organization. Create a simple table for the product database and apply the concept of inventory control.
- 10 Design a Screen for data entry. Design the presentation slides include brand name, type of product, special features, price, special offer etc. Add different Themes.]
- 11 Design the presentation slides for organization chart for 3 levels of hierarchy of a company. Insert an excel chart into a power point slide
- 12 Design the presentation slides for Seminar/Lecture Presentation using animation and Insert slide number

Note: Out of 12 - 10 Mandatory



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
202MT1B1IA	MATHEMATICS FOR MANAGEMENT-I	IDC	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- basic concept of set theory and matrices
- definition of statistics and the ideas involved in data collection
- analysis of central tendency, correlation and regression

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	explain the basic concept of set theory	K2
CO2	solve simultaneous equations using the concept of matrix	K3
CO3	demonstrate the differences in diagrammatic and graphical presentations	K3
CO4	analyze the measures of central tendency	K3
CO5	compare correlation and regression	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	S	M	S	M
CO3	M	S	M	S	S
CO4	S	M	S	M	M
CO5	M	M	S	M	S

S Strong

M Medium

L Low



202MT1B1IA	MATHEMATICS FOR MANAGEMENT-I	SEMESTER I
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Set theory 12 h

Sets - Types of sets - Venn diagram - Set operations - Union - Intersection - Complement - Difference - Law of algebras of sets - Properties of sets - Number of elements - Sums involved in two sets

Unit II Matrix 12 h

Basic Concepts - Types of Matrices - Addition and Multiplication of Matrices - Determinants - Crammer's Rule - Inverse of a Matrix - Solution of simultaneous linear equations by Matrix method - Rank of a matrix

Unit III Statistics 12 h

Statistics - Definition - Collection of data - Primary and Secondary data - Classification and Tabulation - Diagrammatic and Graphical representation

Unit IV Measures of Central tendency and Measures of Dispersion 12 h

Arithmetic Mean - Geometric Mean - Harmonic Mean - Median - Mode - Advantages and disadvantages - Measures of dispersion - Meaning - Range - Standard deviation - Calculation of standard deviation

Unit V Correlation and Regression 12 h

Types of Correlation - Scatter diagram Method - Coefficient of Correlation - Karl Pearson's Coefficient of Correlation - Merits and demerits of Correlation - Rank Correlation - Regression - Uses - Difference between Correlation and Regression - Method of Studying Regression - Regression Equations

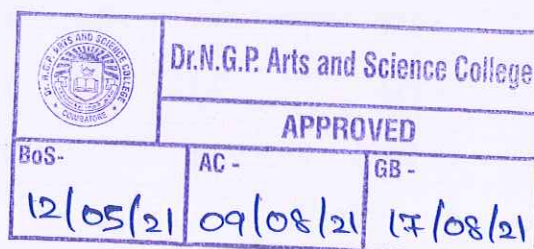


Text Books

- 1 Navnitham, P.A, 2013, 'Business Mathematics and Statistics', 2nd edition, Jai Publishers, Trichy.

References

- 1 Das, N.G. & Das J.K., 2012, 'Business Mathematics and Statistics', 1 st Edition, Mc Graw Hill Education Private Limited, New Delhi.
- 2 Sundaresan & Jayaseelan, 'An Introduction to Business Mathematics and Statistical Methods', 1st edition, Sultan Chand publishers, New Delhi.
- 3 Gupta, S.P. & Gupta, M.P, 2002, 'Business Statistics', 1st edition, Sultan Chand and Sons, New Delhi.
- 4 Asi Kumar Manna, 2018, 'Business Mathematics and Statistics', 1st Edition, McGraw Hill Education Private Limited, New Delhi.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
193MB1A1AA	VALUE EDUCATION- ENVIRONMENTAL STUDIES	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- Multi disciplinary aspects of Environmental studies
- Importance to conserve the Biodiversity
- Causes of Pollution and its control

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the importance of natural resources in order to conserve for the future.	K2
CO2	inculcate the knowledge on structure, function and energy flow in the Eco system.	K3
CO3	impart knowledge on Biodiversity and its conservation.	K3
CO4	create awareness on effects, causes and control of air, water, soil and noise pollution etc.	K2,K3
CO5	build awareness about sustainable development and Environmental protection	K2,K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	M	M	M	M	M
CO4	M	M	M	M	M
CO5	M	M	M	M	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

193MB1A1AA	VALUE EDUCATION- ENVIRONMENTAL STUDIES	SEMESTER I
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Environmental studies & Ecosystems 4 h

Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development. What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit II Natural Resources: Renewable and Non-renewable Resources 5 h

Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and overexploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit III Biodiversity and Conservation 5 h

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit IV Environmental Pollution, Environmental Policies & Practices 5 h

Environmental pollution : types, causes, effects and controls; Air, water, soil, chemical and noise pollution. Nuclear hazards and human health risks. Solid waste management: Control measures of urban and industrial waste. Pollution case studies. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws : Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and



control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; International agreements; Montreal and Kyoto protocols and conservation on Biological Diversity (CBD). The Chemical Weapons Convention (CWC). Nature reserves, tribal population and rights, and human, wildlife conflicts in Indian context.

Unit V Human Communities and the Environment & Field Work 5 h

Human population and growth: Impacts on environment, human health and welfare. Carbon foot-print. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquakes, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnios of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Visit to a local polluted site – Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc.


Text Books

- 1 Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt
- 2 Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- 3 Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- 4 Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
- 5 Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
- 6 Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
- 7 McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 2964). Zed Books.
- 8 McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
- 9 Odum, E.P., Odum, h.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.



References

- 1 Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
- 2 Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
- 3 Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
- 4 Rosencranz, A., Divan, S., & Noble, M.L. 2001. Environmental law and policy in India. Tripathi 1992.

		
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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part - I										
191TL1A2TA	Language - I	Tamil-II	4	1	-	3	25	75	100	3
201TL1A2HA		Hindi-II								
201TL1A2MA		Malayalam-II								
201TL1A2FA		French – II								
Part – II										
211EL1A2EA	Language - II	Professional English – II	4	-	1	3	25	75	100	3
Part – III										
196BM1A2CA	Core - III	Business Communication	4	1	-	3	25	75	100	4
196BM1A2CB	Core – IV	Internet and Webpage Design	4	-	-	3	25	75	100	4
196BM1A2CP	Core Practical – II	Internet and Webpage Design	-	-	4	3	40	60	100	2
192MT1B2IA	IDC - II	Mathematics for Management – II	4	1	-	3	25	75	100	4
Part - IV										
196BM1A2AA	AECC -II	Human Rights	2	-	-	3	-	50	50	2
Total			22	3	5	-	-	-	650	22



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
191TLIA2TA	பகுதி-1: தமிழ் - தாள்- II	மொழி	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப் பாடங்களின் வாயிலாகத் தமிழரின் பண்பாடு, பகுத்தறிவு ஆகியவற்றை அறியச் செய்தல்
- கலை மற்றும் மரபுகளை அறியச் செய்தல்
- மாணவர்களின் படைப்பாக்கத் திறன்களை ஊக்குவித்தல்

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	வாழ்க்கைத்திறன்கள் (Life Skills) – மாணவனின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1,K2,K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2,K4
CO3	பாட இணைச் செயல்பாடுகள் (Co-curricular activities)	K2,K3,K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

191TLIA2TA	பகுதி-1: தமிழ் - தாள்- II	SEMESTER II
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Total Credits: 3
Total Instruction Hours: 60 h

Syllabus

Unit I அற இலக்கியம் 12 h

1. திருக்குறள்

அ.அறன் வலியுறுத்தல் (அ. எண்: 04)

ஆ.நட்பாராய்தல் (அ. எண்: 80)

இ.சான்றாண்மை (அ. எண்: 99)

ஈ.குறிப்பறிதல் (அ. எண்: 110)

2. மூதுரை - ஒளவையார் (10 பாடல்கள் - 6,7,9,10,14,16,17,23,26,30)

Unit II அற இலக்கியம் 10 h

1. நாலடியார் - அறிவுடைமை

2. பழமொழி நானூறு - வீட்டு நெறி

3. கார்நாற்பது - தோழி பருவங்காட்டி தலைமகளை வற்புறுத்திய பாடல்கள்
(1 முதல் - 18 பாடல்கள்)

Unit III உரைநடை 10 h

1. பெற்றோர்ப் பேணல் - திரு.வி.க.

2. உள்ளம் குளிர்ந்தது - மு.வரதராசனார்

3. சங்கநெறிகள் - வ.சுப.மாணிக்கம்

Unit IV உரைநடை 13 h

1. பெரியார் உணர்த்தும்

சுயமரியாதையும் சமதர்மமும் - வே. ஆனைமுத்து

2. வீரவணக்கம் - கைலாசபதி

3. மொழியும்நிலமும் - எஸ். ராமகிருஷ்ணன்



Unit V இலக்கிய வரலாறு, இலக்கணம் மற்றும் பயிற்சிப் பகுதி

அ.இலக்கிய வரலாறு

1. பதினெண் கீழ்க்கணக்கு நூல்கள்
2. தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்

ஆ. இலக்கணம்

1. வழு, வழுவமைதி, வழாநிலை
- இ. பயிற்சிப் பகுதி
1. நூல் மதிப்பீடு மற்றும் திரைக்கதை திறனாய்வு
2. தன்விவரக் குறிப்பு எழுதுதல்


Note : பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

Text Books

- 1 தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி (தன்னாட்சி) செய்யுள் மற்றும் உரைநடைத் திரட்டு. (முதல்பதிப்பு.) சென்னை: நியூ செஞ்சுரி பக்ஹவுஸ் (பி) லிட்.

References

- 1 பேராசிரியர் புலவர் இளவரசு, சோம. (ஜூலை2012). தமிழ் இலக்கிய வரலாறு. (எட்டாம் பதிப்பு) சென்னை: மணிவாசகர் பதிப்பகம்.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி (2013). இலக்கணம் இலக்கிய வரலாறு மொழித்திறன். (முதல் பதிப்பு) சென்னை பூவேந்தன் பதிப்பகம்.
- 3 தமிழ் இணையக் கல்விக்கழகம் <<http://www.tamilvu.org/>>

		
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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A2HA	HINDI -II	LANGUAGE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction.	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



201TL1A2HA	HINDI -II	SEMESTER II
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Total Credits: 03

Total Instruction Hours: 60 h

Syllabus

Unit I

12 h

आधुनिक पद्य – शबरी (श्री नरेश मेहता)

प्रकाशक: लोकभारती प्रकाशन

पहली मंजिल, दरबारी बिल्डिंग,

महात्मा गाँधी मार्ग, इलाहाबाद-211001

Unit II

12 h

उपन्यास: सेवासदन-प्रेमचन्द

प्रकाशक: सुमित्र प्रकाशन

204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड

अशोक नगर इलाहाबाद-211001

Unit III

12 h

कहानी-किरीट- डा उषा पाठक / डा अचला पाण्डेय

पाठ 1. उसने कहा था

पाठ 2. कफ़न,

पाठ 3. चीफ़ की दावत

प्रकाशक: राधाकृष्ण प्रकाशन दिल्ली

Unit IV

12 h

पत्र लेखन: (औपचारिक या अनौपचारिक)

पुस्तक: व्याकरण प्रदीप – रामदेव

प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024

Unit V

12 h

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)

(पाठ 1 to 10)

प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A2MA	MALAYALAM - II	LANGUAGE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To develop the writing ability and develop reading skill.
- To learn various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the fundamentals of novels and stories.	K1
CO2	Understand the principles of translation work.	K2
CO3	Apply the knowledge writing critical views on fiction	K3
CO4	Build creative ability.	K3
CO5	Expose the power of creative reading.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

201TL1A2MA	MALAYALAM -II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	12 h
Travelogue	
Unit II	12 h
Novel	
Travelogue	
Unit III	14 h
Travelogue	
Unit IV	10 h
Autobiography	
Unit V	12 h
Autobiography	

Text Books

- 1 Dubai Puzha (Travelogue) By K.Krishna Das, Published by Green books Thrissur.
- 2 Vazhithirivukal (Autobiography) By Dr.APJ Abdul Kalam Published by DC.Books Kottayam

		
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B.B.A. (CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
201TL1A2FA	FRENCH -II	LANGUAGE	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- To Acquire Competence in General Communication Skills – Oral + Written – Comprehension & Expression.
- To Introduce the Culture, life style and the civilization aspects of the French people as well as of France.
- To help the students to acquire Competency in translating simple French sentences into English and vice versa.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the Basic verbs, numbers and accents.	K1
CO2	To learn the adjectives and the classroom environment in France.	K2
CO3	Learn the Plural, Articles and the Hobbies.	K3
CO4	To learn the Cultural Activity in France.	K3
CO5	To learn the Sentiments, life style of the French people and the usage of the conditional tense.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

201TL1A2FA	FRENCH -II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I

12 h

<ul style="list-style-type: none"> Proposer, accepter, refuser une invitation. Indiquer la date. 	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	<ul style="list-style-type: none"> Comprendre un message d'invitation sur un répondeur téléphonique. Inviter quelqu'un à accepter ou refuser l'invitation.
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Unit II

12 h

<ul style="list-style-type: none"> Prendre et fixer un rendez-vous. Demander et indiquer l'heure. 	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	<ul style="list-style-type: none"> Comprendre des personnes qui fixent un rendez-vous par téléphone. Prendre un rendez-vous par téléphone.
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Unit III

12 h

<ul style="list-style-type: none"> Exprimer son point de vue positif et négatif. S'informer sur le prix. S'informer sur la quantité. Exprimer la quantité. 	En groupes, choisir un cadeau pour un ami.	<ul style="list-style-type: none"> Exprimer son point de vue sur des idées de cadeau. Faire des achats dans un magasin.
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Unit IV

12 h

<ul style="list-style-type: none"> Demander et indiquer une direction. Localiser (près de, en face de). 	Suivre un itinéraire à l'aide d'indications par téléphone et d'un plan.	<ul style="list-style-type: none"> Comprendre des indications de direction. Comprendre des indications de lieu.
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Unit V

12 h

<ul style="list-style-type: none"> Exprimer l'obligation et l'interdit. Conseiller. 	Par courrier électronique, donner des informations et des conseils à un ami qui veut voyager.	<ul style="list-style-type: none"> Comprendre une chanson. Comprendre de courts messages qui expérimentent l'obligation ou l'interdiction. Donner des conseils à des personnes dans des situations données.
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Text Books

- 1 LATITUDES 1 (Méthode de français) Pages from 56 to 101, Author : RÉGINE MÉRIEUX Publisher : GOYAL Publishers & Distributors Pvt



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
211EL1A2EA	PROFESSIONAL ENGLISH - II	LANGUAGE II	4	-	1	3

PREAMBLE

This course has been designed for students to learn and understand

- The effect of dialogue, the brilliance of imagery and the magnificence of varied genres
- The vocabulary and to frame sentence structure
- The transactional concept of English language

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Interpret skills in communication and to shape their attitude	K2
CO2	Develop oral and written language skills in a business context	K3
CO3	Analyze to gain key strategies and expressions for communicating with professionals	K3
CO4	Inspect the knowledge to the corporate needs	K4
CO5	Formulate Inter and Intrapersonal skills	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	S	S
CO3	M	S	S	S	M
CO4	S	S	M	S	M
CO5	S	S	S	S	M

S Strong

M Medium

L Low



211EL1A2EA	PROFESSIONAL ENGLISH - II	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Technical English 12 h

Communication: Process- Methods- Channels- Barriers of Communications

Phonetics: Basics of phonetics - Consonants and Vowel sounds

Reading Skills: Skimming and Scanning- Reading Different Kinds of Texts- Types- Developing a Good Reading Speed

Writing Skills: Note- Making and note taking, Paragraph Writing: Structure and principles

Unit II Business English 12 h

Structure and Planning of Letters: Elements of Structure- Forms of Layout- Style- Writing Business Letters

Quotation, Order and Tender: Inviting - Sending Quotation letter - Placing Orders- Inviting Tenders

E-mail Correspondence: Structure- Procedure- Style- Guidelines- Jargon and Acronyms- Security Precaution

Seminar and Meetings: Introduction- Organizing a Seminar- Sample Brochure- Conducting and Participating in a Meeting

Unit III Professional English 12 h

Report Writing: Importance- Process- Types- Structure

Memo: Importance- Structure

Notice, Agenda and Minutes: Meeting- Notice- Agenda- Minutes: Preparation- Structure- Delivery

Brochures: Purpose- Audience- Qualities

Unit IV Employment Communication 12 h

Resume Writing : Elements of Resume - difference between CV and Resume - Writing Job Application

Art of Conversation: Small Talk- Body Language- Principles of Good Conversation

Interview: Organizational role- Goals- Types- Interview Process

Group Discussion: Importance- Features- Strategies- Barriers



Unit V Soft Skills

12 h

Self - Discovery and Goal Setting: Self - Discovery - Goals and Types- Benefits, Areas and Clarity of Goal Setting

Positive Thinking (PT) and Attitude: Benefits of PT and Attitude- Develop Positive Attitude and Thinking- Drive out Negative Thinking and Attitude

Etiquettes and Manners: Home, Table and Business, Time Management

Text Books

- 1 Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education. Chennai. [Unit I - V]

References

- 1 Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw - Hill Education, Chennai.
- 2 Adams, Katherine L. and Gloria I. Galanes. 2018. Communicating in Groups- Applications and Skills. McGraw - Hill Education, Chennai.
- 3 Koneru, Aruna. 2017. Professional Communication. McGraw - Hill Education, Chennai.
- 4 Koneru, Aruna. 2011. English Language Skills. McGraw - Hill Education, Chennai.

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A2CA	CORE : BUSINESS COMMUNICATION	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To know the concept, process and importance of communication
- To gain knowledge of writing business letters.
- To understand the major devices for internal communication.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the media, types of business communication and its barriers.	K2
CO2	Draft the various business letters.	K3
CO3	Carry out Bank correspondence and other business correspondences.	K3
CO4	Develop the various reports.	K3
CO5	Illustrate the internal communication and various major devices.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A2CA	CORE : BUSINESS COMMUNICATION	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Communication 12 h

Meaning and Definition -- Communication Cycle - Importance of Effective Communication in Business - Media of Communication: Verbal - Non-Verbal - Merits and Limitations - Types of Communication: Formal - Informal - Barriers of Communication.

Unit II Business Letters 12 h

Business letters: Introduction - Need - Functions - Kinds - Layout - Enquiries and Replies - Offers and Quotations - Orders and Execution - Cancellation of Orders - Complaint Letters - Collection Letters.

Unit III Correspondence - Bank, Editor, Company Secretary 12 h

Bank Correspondence: Opening a Current Account - Stopping the Payment of a Cheque - Request for an Overdraft - Loan - Letter of Credit - Letter to Editor - Correspondence of Company Secretary with Directors and Share holders - Notification - Agenda - Minutes.

Unit IV Report Writing 12 h

Reports: Characteristics of a Good Report - Importance of Report Writing - Contents of Report - Classification of Reports - Steps in Report writing - Reports by Individuals - Reports by Committee - Annual Report.

Unit V Internal Communication 12 h

Internal communication: Short speeches - Memos - Circulars - Notices - Explanations to Superior - Major Devices for Internal Communication: Intercom - Telephone - Fax - Internet - Email - Video Conferencing - Merits and Demerits of all the Devices for Internal Communication.



Text Books

- 1 Rajendra Pal and Korlahalli, J. S (2017). Essentials of Business Communication. (13th Edn.) New Delhi: Sultan Chand & Sons.
- 2 Ramesh M.S, Pattanshetti C.C, Madhumati M. Kulkarni, (2011). Business Communication. (28thEdn.) New Delhi: R.Chand and Co.

References

- 1 Pooja Khanna, (2016). Effective Business Communication Concept. (2 Edn.) Location: Vikas Publishing Company.
- 2 Nirmal Singh, (2008). Business Communication (Principles, Methods and Techniques). (6 Edn.) New Delhi: Deep & Deep Publications Pvt. Ltd.
- 3 Dr. Kadvekar and Prof.Ravindra Kothavade, S.V (2009.). Business Communication. (5 Edn.) Pune: Diamond Publications.
- 4 Sharma, Krishna Mohan, R. C. (2017). Business Correspondence and Report Writing. (10 Edn.) New Delhi: Tata McGraw, Hill Publishing Company Limited.

		
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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A2CB	CORE IV: INTERNET AND WEBPAGE DESIGN	CORE-IV	4			4

PREAMBLE

This course has been designed for students to learn and understand

- To develop the Conceptual and Technological Developments in the field of Internet and Web Designing
- To learn how to combine basic HTML Elements to create Web Pages
- To understand how to use HTML Tags and Tag Attributes to control a Web Page's Appearance.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe about the Internet and Basics of Web Design and Web Designing Rules.	K1
CO2	Describe the overview of HTML, Applications and Basics Tags, and Font Tags.	K2
CO3	Describe the HTML Formatting and Link.	K3
CO4	Describe the HTML List and Tables.	K3
CO5	Summarize the DHTML and CSS.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	M	M	M	M
CO3	M	S	M	S	S
CO4	M	S	S	M	S
CO5	S	S	M	S	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A2CB	CORE IV: INTERNET AND WEBPAGE DESIGN	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Basics of Web Design 10 h

Internet Overview - Internet domain name system: IP Address - URL and its Types - Domain Name System Architecture - Internet Connectivity: Internet Services Providers (ISP) -Types of Internet Connection - Internet Protocol (TCP/IP) - Basic principles involved in developing a Web Site - Golden Rules of Web Designing.

Unit II Introduction to HTML and Font 9 h

HTML Overview - Applications - HTML Tags : Heading - Paragraph - Line Break - Centering Content - Horizontal Lines -Preserve Formatting- Font : Attributes - Size - Color - Face- Marquee-Forms: Attributes -Form Controls.

Unit III HTML Formatting and Link 10 h

HTML Formatting : Bold Text- Italic Text- Underlined Text- Strike Text- Monospaced Font- Superscript Text- Subscript Text- Inserted Text- Deleted Text- Larger Text- Smaller Text. Link: Internal Link - External Link- Image link.

Unit IV HTML List and Tables 9 h

Lists: Attributes - Ordered List - Unordered List - Definition List - Tables: Table Heading - Height and Width- Cellpadding and Cellspacing Attributes - Colspan and Rowspan Attributes - Tables Backgrounds - Nested Tables.

Unit V Introduction to DHTML & CSS 10 h

Introduction To DHTML - Difference Between HTML And DHTML- Cascading Style Sheets: Color: Text Color- Border Color -Background Color - Background Properties: Color- Image- Position-Attachment.




Text Books

- 1 Tsur Mayer, Gilad E,, (2016). HTML Awesomeness Book: Learn To Write HTML The Awesome Way: Volume 1. (Edn.) : Create Space Independent Publishing.
- 2 Willard Wendy,. (2010). Web Design: A Beginner's Guide Second Edition - A Beginner's Guide. (Edn.) : McGraw Hill Publication.

References

- 1 Chittaranjan Dhurat. (2018)(Html Basics: Learn Html Coding for Beginners
- 2 Martin, M. G. (2018). Html: Basic Fundamental Guide for Beginners. (10 Edn.) : Create Space Independent Publishing Platform.
- 3 David, R. Brooks. (2007). An Introduction to HTML and JavaScript. (Springer-Verlag London.
- 4 https://www.tutorialspoint.com/html/html_formatting.html.

		
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196BM1A2CP	CORE PRACTICAL: INTERNET AND WEBPAGE DESIGN	SEMESTER II
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Total Credits: 2

Total Instructions Hours: 48h

S.No	Contents
1	Create a HTML Program for Formatting Tags.
2	Write a HTML Program for Ordered List and Unordered List.
3	Write a HTML program to list out the items using Nested tag.
4	Design a Web Page using Image and Video Tags.
5	Create a HTML page to Link other Web Page.
6	Design a HTML page to Scroll Text from Left to Right.
7	Create a HTML page to display an Advertisement.
8	Create a static HTML page for College Information.
9	Develop a HTML page to display Student Results for a given Roll Number.
10	Develop a HTML page to Sale a Product to users.
11	Create a DHTML page to Check Username and Password.
12	Create a DHTML page to input Student Information.

Note: 10 Programs Mandatory

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
192MT1B2IA	MATHEMATICS FOR MANAGEMENT-II	IDC	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The best possible strategy from a number of alternatives
- Movement of people and goods from one location to another
- The decision making of two or more rational opponents

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn the concept of Linear Programming in Industry level	K1
CO2	Discuss Operation and Function of Transport	K2
CO3	Use Assignment Problem in Job allocation	K3
CO4	Demonstrate Games and serves as a model of an interactive situation among rational players	K3
CO5	Analyzing Plan and Schedule of the project in various field	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	M	S	M	S
CO3	M	S	S	S	M
CO4	M	M	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



192MT1B2IA	MATHEMATICS FOR MANAGEMENT-II	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Linear Programming Problem 14 h

Operations Research - An overview: Origin and Development of O.R. - Nature and Features of O.R. - Modelling in Operations Research - General Solution Methods for O.R. Models - Scientific Method in O.R. - Methodology of Operations Research - Applications of O.R. - Opportunities and Shortcomings of Operations Research - Linear Programming Problem - Mathematical Formulation of the Problem - Graphical Solution Method

Unit II Transportation Problem 11 h

General Transportation Problem - Transportation Table - Duality in Transportation Problem - Loops in Transportation Tables - LP Formulation of the Transportation Problem - Triangular Basis in a T.P. - Solution of a Transportation Problem - Finding an Initial Basic Feasible Solution - Test for Optimality - Degeneracy in Transportation Problem - Transportation Algorithm (MODI Method)

Unit III Assignment Problem 11 h

Mathematical Formulation of the Problem - Assignment Method - Special Cases in Assignment Problems - Maximization Case in Assignment Problem - Prohibited Assignments - Typical Assignment Problem - Travelling Salesman Problem

Unit IV Game Theory 12 h

Two-Person Zero-Sum Games - Some Basic Terms - Games With Saddle points - Maximin - Minimax Principle - Games without saddle points - Mixed Strategies - Graphical Solution of $2 \times n$ and $m \times 2$ Games - Dominance Property

Unit V Network Analysis 12 h

Network and Basic Components - Logical Sequencing - Rules of Network Construction - Critical Path Analysis - Probability Considerations in PERT - Distinction between PERT and CPM

Note: 20% Theory and 80% Problem

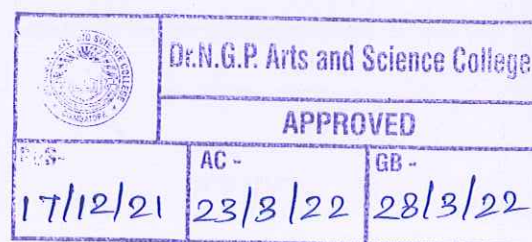


Text Books

- 1 KantiSwarup Gupta. P. K. and Man Mohan., 2007, "Operations Research", 5th Edition, S. Chand & Sons Education Publications, New Delhi.

References

- 1 Prem Kumar Gupta and Hira D. S., 2001, "Operations Research", 8th Edition, Ram Nagar, S. Chand & Company Ltd, New Delhi.
- 2 Rajagopal. K. 2012, "Operations Research", 1st Edition, PHI learning Pvt. Ltd, New Delhi.
- 3 Hamdy A. Taha. 2014, "Operations Research: An Introduction", 9th Edition, Pearson Education Publishers Pvt. Ltd, New Delhi.
- 4 Frederick S. Hillier, Gerald J. Lieberman, Bodhibrata Nag and Preetam Basu. 2012, "Introduction to Operations Research", 9th Edition, Tata McGraw Hill Education Pvt Ltd., New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
196BM1A2AA	HUMAN RIGHTS	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- To study how human values and personality traits help to develop the characteristics of each individual
- Understanding the moral values towards the enrichment of the society
- Identify the impact of ethics and values on the global development of the current scenario

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of human values, personality traits and character formation.	K2
CO2	Acquire the knowledge through value education towards national and global development.	K1
CO3	Introduce the basic concepts of conflict, emotions and adolescent emotions.	K1
CO4	Illustrate the techniques in therapeutic measures like yoga and meditation.	K2
CO5	Learn the concepts of human rights, rights for women and children and domestic violence.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A2AA	HUMAN RIGHTS	SEMESTER II
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Human Values 05 h

Concept of Human Values - Value Education Towards Personal Development - Aim of education and value education - Evolution of value oriented education - Concept of Human values - Types of values - Components of value education - Personal Development: Self analysis and introspection - Sensitization towards gender equality - Physically challenged - Intellectually challenged - Respect to age - Experience - Maturity - Family members - Neighbours - Co-workers - Character Formation towards Positive Personality: Truthfulness - Constructivity - Sacrifice - Sincerity - Self Control - Altruism - Tolerance - Scientific Vision.

Unit II Value Education and Social Values 05 h

Value Education Towards National and Global Development National and International Values: Constitutional or national values - Democracy - Socialism - Secularism - Equality - Justice - Liberty - Freedom and fraternity - Social Values - Pity and probity - Self control - Universal brotherhood - Professional Values - Knowledge thirst - Sincerity in profession - Regularity - Punctuality and faith - Religious Values - Tolerance - Wisdom - Character - Aesthetic values - Love and appreciation of literature and fine arts and respect for the same - National Integration and international understanding.

Unit III Global Development on Ethics and Values 04 h

Impact of Global Development on Ethics and Values: Conflict of cross-cultural influences - Mass media - Cross-border education - Materialistic values - Professional challenges and compromise - Modern Challenges of Adolescent Emotions and behavior or Sex and spirituality: Comparison and competition - Positive and negative thoughts - Adolescent Emotions - Arrogance - Anger - Sexual instability - Selfishness - defiance.

Unit IV Yoga and Meditation 05 h

Therapeutic Measures: Control of the mind through - Simplified physical exercise - Meditation - Objectives - Types - Effect on body - Mind - Soul - Yoga - Objectives - Types - Asanas - Activities: Moralisation of Desires - Neutralisation of Anger - Eradication of Worries - Benefits of Blessings.




Unit V Human Rights and Rights of Women and Children

05 h

Human Rights - Concept of Human Rights - Indian and International Perspectives - Evolution of Human Rights - Definitions under Indian and International documents - Broad classification of Human Rights and Relevant Constitutional Provisions - Right to Life - Liberty and Dignity - Right to Equality - Right against Exploitation - Cultural and Educational Rights - Economic Rights - Political Rights - Social Rights - Human Rights of Women and Children - Social Practice and Constitutional Safeguards - Female Foeticide and Infanticide - Physical assault and harassment - Domestic violence - Conditions of Working Women - Institutions for Implementation - Human Rights Commission - Judiciary - Violations and Redressal Violation by State - Violation by Individuals - Nuclear Weapons and Terrorism Safeguards.

References

- 1 Brain Trust Aliyar, 2008, Value Education for health, happiness and harmony. Vethathiri publications, Erode
- 2 Grose. D. N, 2005, A text book of Value Education. Dominant Publishers and Distributors, New Delhi.
- 3 Yogesh Kumar Singh & Ruchika Nath, 2005, Value Education, P. H Publishing Corporation, New Delhi.
- 4 Venkataram & Sandhiya. N, 2001, Research in Value Education, APH Publishing Corporation, New Delhi.
- 5 Seetharam. R. (Ed), 1998, Becoming a better Teacher Madras Academic Staff College.
- 6 Brain Trust Aliyar, 2004, Value Education for Health, Happiness and Harmony. Vethathiri publications, Erode.
- 7 Swami Vivekananda, 2008, Personality Development. Advaita Ashrama, Kolkata.
- 8 Dey A. K, 2002, Environmental Chemistry. New Delhi - Vile Dasaus Ltd.

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A3CA	MARKETING MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Principles of marketing, market segmentation, channels, product life cycle and marketing risk
- Rapid changes and challenging competitive marketing environment
- Advertising, sales promotion, public relation and publicity

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the meaning of marketing, concepts and importance in various areas of marketing environment.	K1
CO2	Know the buyer behavior in order to make market segmentation through market strategy.	K2
CO3	Interpret the product and its life cycle, selecting the product mix and packing decisions..	K3
CO4	Discover pricing policies to meet competitions and selecting physical distribution to tackle the risk.	K3
CO5	Highlight the various promotional mix strategies to make the real time advertising media	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A3CA	MARKETING MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Basics of Marketing 12 h

Marketing- Definition- Marketing vs Selling -Evolution of Marketing - Marketing Concepts - Importance of Marketing in Developing Countries - Functions of Marketing - Marketing Environment - Various Environmental Factors Affecting the Marketing Functions.

Unit II Marketing Psychology, Segmentation and Channels 12 h

Buyer Behaviour: Determinants - Buying Motives - Buying Process- Marketing Psychology- Market Segmentation : Criteria for Segmentation- Bases - Benefits - Targeting - Positioning - Marketing Channel: Functions - Types - Channel Selection.

Unit III Products 12 h

Product : Consumer Goods - Industrial Goods - Characteristics - Product Life Cycle (PLC) - Product Mix : Dimensions - Determining factors- Strategies - Product Modification and Elimination - Packing - Importance - New Product Development - Failure of a Product.

Unit IV Pricing and Physical Distribution 12 h

Pricing : Objectives - Factors Influencing Pricing Decisions - Kinds- Policies - Procedure for Price Determination - Physical Distribution - Importance - Activities involved in Physical Distribution - Marketing Risks : Causes- Methods of handling.

Unit V Promotion 12 h

Advertising: Meaning - Importance - Media of Advertising : Newspaper - Radio - Television - Film - Outdoor - Window Display - Exhibition - Sales Promotion : Meaning - Methods of Sales Promotion - Public Relation : Objectives - Functions - Types - Personal Selling : Steps - Publicity.

Note: Case studies related to the above topics to be discussed (examined internal only)




Text Books

- 1 Rajan Nair and Gupta C.B, 2016. Marketing Management. 10th Edition ,Sultan Chand and Sons, New Delhi.
- 2 R.S.N.Pillai and Bagavathi, 2014. Modern Marketing. 2nd Edition, S.Chand & Company Ltd., New Delhi.

References

- 1 C.N.Sontakki, 2011. Marketing Management. Kalyani Publisher, New Delhi.
- 2 Philip Kotler and Kevin Lane Keller, 2016. Marketing Management, 15th Edition, Pearson Education Limited, England.
- 3 [https://gurukpo.com/Content/BBA/Marketing%20Management\(BBA\)P-2.pdf](https://gurukpo.com/Content/BBA/Marketing%20Management(BBA)P-2.pdf)
- 4 <http://www.ddegjust.ac.in/studymaterial/bba/bba-203.pdf>

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Course Code	Course Name	Category	L	T	P	Credit
196BM1A3CB	ORGANIZATIONAL BEHAVIOUR	CORE	3	2	-	3

PREAMBLE

This course has been designed for students to learn and understand

- Psychological understanding of industries and practices.
- Various dimensions of psychological approach in the work place.
- Leadership, team building, managing stress, to competing with individual and group differences and managing changes.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe industrial psychology and behavioral outcome.	K1
CO2	Illustrate the personality, perception, motivation and brain storming.	K3
CO3	Summarize the group norms and conflict.	K2
CO4	Demonstrate leadership skills, power and politics.	K3
CO5	Carryout the stress, work life balance and organizational change.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A3CB	ORGANIZATIONAL BEHAVIOUR	SEMESTER III
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Organizational Behaviour 12 h

Organizational Behaviour - Definition - Nature - Scope - Key Elements of OB - Importance of Organizational Behavior - Models of OB - Concepts and Relevance of OB in Modern Management - Hawthorne Experiment.

Unit II Individual Differences and Group Dynamics 12 h

Individual Differences - Causes - Factors influencing individual differences- Group - Types of Group - Group Dynamics - Group Norms - Team Building - Sociometry- Conflict: Types of Conflict - Resolution of Conflict.

Unit III Personality, Perception and Motivation 12 h

Personality: Types - Factors influencing Personality- Perception: Factors affecting Perception- Motivation: Theories (Maslow, Herzberg, McGregor) - Techniques of Motivation -Transactional Analysis - Brain Storming.

Unit IV Leadership 12 h

Leadership - Importance - Leadership Styles - Leadership Theories (Managerial Grid, Fiedler's Contingency, Situational Theory) - Power: Sources of Power - Power Center - Power & Politics.

Unit V Stress Management 12 h

Stress - Types of Stress - Prevention and Management of Stress - Balancing Work and Life. Organizational Change - Stability Vs Change - Proactive Vs Reaction Change - Change Process - Resistance to Change - Managing Change.

Note: Case studies related to the above topics to be discussed (examined internal only)



Text Books

- 1 S.S.Khanka, 2018. Organisational Behaviour, 7th edition, Sultan Chand & Sons Publishing, New Delhi .
- 2 Udai Pareek, 2015. Understanding Organisational Behaviour, 3rd Edition, Oxford University press .

References

- 1 Prasad.L.M, 2011. Organisational Behaviour, 5th Edition, Sultan Chand and Sons, New Delhi.
- 2 Fred Luthans, 2016. Organisational Behaviour, 12th Edition, McGraw Hill Publishers, New Delhi.
- 3 slideshare.net/YaminiKahaliya/organisation-behavior-introduction-of-organisation-behavior-for-bbabcom-students
- 4 file:///C:/Users/Acer/Downloads/lecture_note_92311150135560.pdf

		
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Course Code	Course Name	Category	L	T	P	Credit
196BM1A3CC	FINANCIAL ACCOUNTING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Accounting concepts and rules of double entry system.
- Financial statements and final accounts.
- Accounts of non-trading institutions and able to prepare accounts from incomplete records.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Explain about the accounting concepts and understand the rules of double entry system, journalizing the business transactions and posting to ledger accounts.	K1
CO2	Understand the features, causes of depreciation and calculation of various methods of depreciation.	K2
CO3	Construct the manufacturing, trading, profit & loss account and balance sheet .	K3
CO4	Illustrate the accounts for non-trading institutions through income & expenditure account and receipts & payments account.	K3
CO5	Prepare the accounts from incomplete records by calculating the capital and profit through statement of affairs.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M



196BM1A3CC	FINANCIAL ACCOUNTING	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Basics of Financial Accounting 12 h

Basic Accounting Concepts – Kinds of Accounts – Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger-Subsidiary Books – Cash Book – Types of Cash Book – Accounting Standards. (Theory and Problems).

Unit II Depreciation Methods 12 h

Depreciation – Meaning and Definition – Features of Depreciation – Causes for Depreciation – Methods of Depreciation – Fixed Installment Method – Diminishing Balance Method – Annuity Method – Sinking Fund Method. (Theory and Problems).

Unit III Final Accounts 12 h

Manufacturing Account – Trading Account – Profit & Loss Account – Balance Sheet – Problems with Simple Adjustments– Outstanding Expenses and Incomes – Accrued Incomes and Expenses – Prepaid Expenses and Incomes. (Problems only).

Unit IV Accounts of Non- Trading Concerns 12 h

Accounting for Non-trading Institutions – Characteristics of Non-trading Institutions – Differences between Trading and Non-trading Institutions – Income & Expenditure Account – Receipts & Payments Account and Balance Sheet. (Theory and Problems).

Unit V Accounts from Incomplete Records 12 h

Preparation of Accounts from Incomplete Records – Features of Incomplete Records –Differences between Single Entry System and Double Entry System – Preparing Statement of Affairs – Calculation of Capital -Calculation of Profit and Loss. (Theory and Problems).

Note: 80% Problem 20% Theory

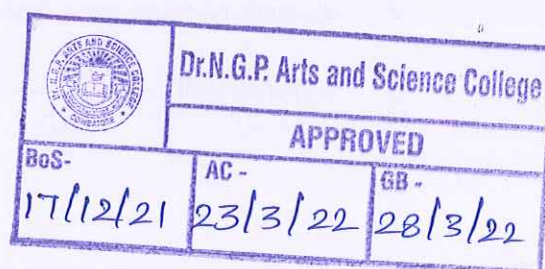


Text Books

- 1 Maheswari S.N., 2018. Financial Accounting, 3rd Edition, Vikas Publishing House, New Delhi.
- 2 Jain S.P. and Narang K.L., 2017. Financial Accounting, 2nd Edition, Kalyani Publishers, New Delhi

References

- 1 Grewal T.S, 2018. Double Entry Book Keeping , 3rd Edition, Sultan Chand and Co., New Delhi.
- 2 Gupta R.L., and Radhaswamy M., 2017. Advanced Accountancy (Theory, Method and Application), 2nd Edition, Sultan Chand and Sons, New Delhi.
- 3 <https://www.freebookcentre.net/business-books-download/Financial-Accounting.html>.
- 4 Pillai and Bagavathi, 2018. Financial Accounting, 2nd Edition, S.Chand & Co., New Delhi.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A3CP	CORE PRACTICAL : ACCOUNTING SOFTWARE	SEMESTER III
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Total Credits: 2
Total Instructions Hours: 48 h

S.No	Contents
1	Company Creation and Alteration
2	Creating and Displaying Ledger
3	Voucher Creation
4	Voucher Alteration and Deletion
5	Inventory Information - Stock Summary
6	Inventory Information - Godown Creation and Alteration
7	Day Book
8	Bill wise Statements
9	Trading Account
10	Final Accounts
11	Ratio Analysis
12	Accounting and Inventory Information

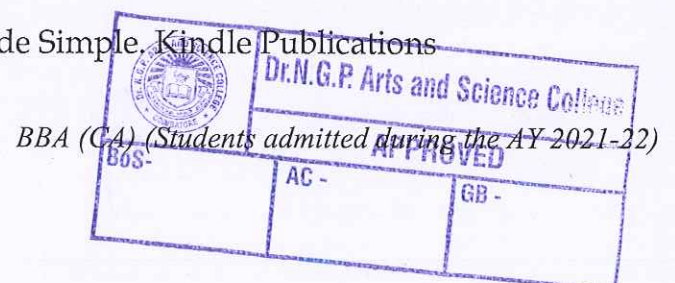
Note: Out of 12 exercises 10 are mandatory

References

- 1 Tally Education Pvt. Ltd., 2019. Tally PRO. Sahaj Enterprises, Bangalore
- 2 Ashok K. Nadhani, 2018. Tally ERP 9. BPB Publications, New Delhi
- 3 Chaudhry K, 2017. Business Accounting Software. Createspace Independent Publishers, New Delhi
- 4 Mike Piper, 2013. Accounting Made Simple. Kindle Publications



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Course Code	Course Name	Category	L	T	P	Credit
195FI1A3IA	BUSINESS LAW	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Legal framework of business
- Business contracts, offers and acceptances
- Agreements and breach of contract

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Know essentials of contracts, offer and acceptance.	K2
CO2	Identify the rules of consideration and consent.	K3
CO3	Differentiates the various agreement, contract of sales and breach of contract.	K3
CO4	Know the transfer of property and right of resale.	K4
CO5	Interpret agency	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

195FI1A3IA	BUSINESS LAW	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Significance of Contract 10 h

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 and Lapse of Offer - Acceptance - Rules as to Acceptance - Create Legal Relation - Capacity of Parties to Create Contract.

Unit II Consideration 10 h

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 Breach of Contract 10 h

Discharge of Contract - Breach of Contract - Remedies for Breach of Contract - Bailment and Pledge.

Unit IV Contract of Sale 10 h

Formation of contract of Sale - Sale and Agreement to Sell - Sale by Non - owners - Documents of title to Goods - Conditions and Warranty - Rules of Caveat Emptor - Right of Lien - Termination of Lien - Right of Resale - Right of Stoppage in Transit - Unpaid Vendor's Rights.

Unit V Law of Agency 8 h

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.

Note: Case studies related to the above topics to be discussed (examined internal only)




Text Books

- 1 Shukla M.C, 2010. A Manual of Mercantile Law. S. Chand, 13th Edition, New Delhi.
- 2 Kapoor.N.D, 2014. Elements of Mercantile Law, 15th Edition, Sultan Chand and Sons, New Delhi.

References

- 1 Kandasami.K.P, 2013. Banking Law and Practice. Sultan Chand and Sons
- 2 Avatar Singh, 2014. The Principles of Mercantile Law, Eastern Book Co. Lucknow)
- 3 Singh, B.K. & Tiwari, A., 2015. Business Regulatory Framework, SBPD Publishing, Agra
- 4 M.C. Kuchhal and Vivek Kuchhal, 2018. Business Law, 7th Edition, S Chand Publishing, New Delhi

		
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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A3SV	ARTICULATION SKILLS	SEMESTER III
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Total Credits: 3
Total Instructions Hours: 36 h

S.No

Contents

LISTENING:

- 1 Write an essay on the ART OF LISTENING in your own words. List the qualities for a good listener.
- 2 Illustrate the difference between hearing and listening
- 3 Enumerate the types of listeners
- 4 Listening exercises – Listen from movie clips, news items, good speeches by eminent personalities, and Keep up your English - BBC's English learning audios with accompanying .pdf files.
- 5 Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

SPEAKING:

- 1 Write an essay on the ART OF SPEAKING in your own words
- 2 Appreciate the importance of vocabulary and build the same.
- 3 Use Oxford – 3000 key words in different sentences (OUP.com)
- 4 Read a passage from the newspaper and compare with that of the news broadcast from TV
- 5 Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked
- 6 Role play and simulated games with more speaking
- 7 Conversational practice (situations)): 1. At the college, 2. Outside the campus, 3. At the post office, 4. At the railway reservation counter, 5. Movie/ article/ book Review
- 8 Anecdotes and Stories
- 9 Vary Your Volume, watch your tone and record your voice for replay in the preferred group



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B.B.A. (CA) (Students admitted during the A.Y.2021-22)



196BM1A3GA	MANAGEMENT CONCEPTS AND PROFESSIONAL COMMUNICATION	SEMESTER III
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Significance of Management 5 h

Management-Meaning, Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management- Roles of Management.

Unit II Functions of Management 4 h

Functions of Management: Nature and Purpose of Planning –Organizing, Staffing, Directing, Controlling and Decision Making: Process of Decision Making - Global planning.

Unit III Soft Skills and Hard skills 5 h

Introduction to Soft Skills & Hard skills – Employability and career skills – Grooming as a professional with values - Self-Introduction - Introducing oneself to the audience – Introducing the topic – Answering questions – Individual presentation practice.

Unit IV Group Discussion 5 h

Introduction to Group Discussion– Participating in group discussions – Understanding group dynamics – Brainstorming the topic – Questioning and clarifying – GD strategies - Activities to improve GD skills

Unit V Interview Etiquette 5 h

Interview etiquette – Dress code – Body language – Attending job interviews- Telephone/skype interview – One to one interview & Panel interview – FAQs Related to job interviews.



Text Books

- 1 Prasad L.M. Principles & Practice of Management, 9th Edition, Sultan Chand & Sons, New Delhi, 2016.
- 2 Butterfield Jeff, Soft Skills for Everyone. Cengage Learning: New Delhi, 2015.

References

- 1 Dinkar Pagare. Business Management, 6th Edition, Sultan Chand and Sons, New Delhi, 2018.
- 2 Tripathi.P.C and Reddy.P.N Principles of Management, 5th Edition, Tata McGraw-Hill Publishing Co.Ltd, New Delhi, 2012.
- 3 Raman, Meenakshi and Sangeeta Sharma. Professional Communication. Oxford University Press: Oxford, 2014.
- 4 E. Suresh Kumar et al. Communication for Professional Success. Orient Blackswan: Hyderabad, 2015.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1ASSA	SELF STUDY - I : BANKING LAW AND PRACTICE	SEMESTER III
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Total Credit: 1

Syllabus

Unit I Basics of Banking

Definition of Banker and Customer – Relationships between Banker and Customer – Special Feature of RBI – Banking Regulation Act 1949 – RBI Credit Control Measure – Secrecy of Customer Account

Unit II Customer and Deposits

Opening of Account – Special Types of Customer – Types of Deposit – Bank Pass Book – Collection of Banker – Banker Lien

Unit III Cheque

Cheque – Features – Essentials of Valid Cheque – Crossing – Marking and Endorsement – Payment of Cheques – Statutory Protection Duties for Paying and Collecting Banker – Refusal of Payment Cheques – Duties Holder & Holder ID due course.

Unit IV Loans and Advances

Loans and Advances by Commercial Bank – Lending Policies of Commercial Bank – Forms of Securities – Lien – Pledge – Hypothecation – Advance against the Documents of Title of Goods – Mortgage

Unit V Credit and Surety

Position of Surety – Letter of Credit – Bills and Supply Bill – Purchase and Discounting Bill – Traveling Cheque – Credit Card – Teller System.




Text Books

- 1 Sundharam K.P.M and Varshney P.N, 2016. Banking Theory Law & Practice, 1st Edition, Sultan Chand and Sons, New Delhi.
- 2 Muraleedharan D, 2014. Modern Banking Theory & Practice, 2nd Edition, PHI Learning Private Ltd., New Delhi.

References

- 1 Sukhvinder Mishra, 2014, Banking Law & Practice 1st Edition, Sultan Chand and Sons, New Delhi
- 2 Dharmaraj, 2012. Banking Theory Law & Practice, 5th Edition, Margham Publisher, New Delhi.
- 3 Indian Institute of Banking and Finance, 2015. Principles and Practices of Banking. Macmillan Publisher, New Delhi
- 4 Gordon. E and Natarajan .K, 2016. Banking Theory and Practice, 1st Edition, Himalaya Publishing House, New Delhi.

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1ASSB	SELF STUDY - II : CORPORATE SOCIAL RESPONSIBILITY	SEMESTER III
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Total Credits: 1

Syllabus

Unit I Introduction to CSR

Meaning & Definition of CSR - History - Evolution of CSR - Concept of Charity- Corporate philanthropy- Corporate Citizenship- CSR - An overlapping concept- Concept of sustainability and Stakeholder Management - Relationship between CSR and Corporate governance - Environmental aspect of CSR

Unit II International Framework-

International framework for corporate social Responsibility-Millennium Development goals- Sustainable development goals - Relationship between CSR and MDGs.

Unit III CSR Legislation

CSR Legislation In India and the world - Section 135 of Companies Act 2013 - Scope for CSR Activities under Schedule VII - Appointment of Independent Directors on the Board and Computation of Net Profit's Implementing Process in India.

Unit IV Drivers of CSR

The Drivers of CSR in India - Market based pressure and incentives civil society pressure - the regulatory environment in India Counter trends - Performance in major business and programs - Voluntarism Judicial activism.

Unit V Role of Stakeholders

Identifying key stakeholders of CSR and their roles - Role of Public Sector in Corporate - Government programs that encourage voluntary responsible action of corporations - Role of Nonprofit and Local, Self Governance in implementing CSR - Contemporary issues in CSR.



Text Books

- 1 CS Rupanjana De, 2018. A practical Guide to Corporate Social Responsibility, 2nd Edition, Bloomsbury India, New Delhi.
- 2 Nirbhay Lumde, 2018. Corporate Social Responsibility in India, 1st Edition, Notion Press, Chennai.

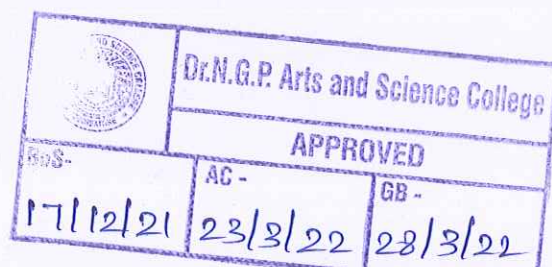
References

- 1 Sanjay K. Agarwal, 2008, Corporate Social Responsibility in India, 1st Edition, SAGE Publications Pvt Ltd, New Delhi.
- 2 Sharma J.P., 2011. Corporate Governance , Business Ethics and CSR, Ane Books Pvt. Ltd, New Delhi.
- 3 Subhasis Ray, Siva Raju S., 2014. Implementing Corporate Social Responsibility : Indian Perspective, 1st Edition, Springer, New Delhi.
- 4 Madhumita Chatterji, 2011. Corporate Social Responsibility, 1st Edition, Oxford University Press, Noida.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

191TLIA3AA	பகுதி - 4 : அடிப்படைத்தமிழ்தாள் : 1(Basic Tamil)	SEMESTER III
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019-20ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 - ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு) (பருவத் தேர்வு உண்டு)

அலகு : 1 தமிழ் மொழியின் அடிப்படைக் கூறுகள் 12 h

அ) எழுத்துகள் அறிமுகம் :

1. உயிர் எழுத்துக்கள் - குறில் , நெடில் எழுத்துகள்
2. மெய் எழுத்துக்கள் - வல்லினம், மெல்லினம், இடையினம்
3. உயிர்மெய் எழுத்துக்கள்

ஆ) சொற்களின் அறிமுகம்: பெயர்ச்சொல், வினைச்சொல் - விளக்கம் (எ.கா.)

அலகு : 2 குறிப்பு எழுதுதல் 12 h

1. பெயர், முகவரி, பாடப்பிரிவு , கல்லூரியின் முகவரி
2. தமிழ் மாதங்கள்(12), வாரநாட்கள்(7),
3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்
4. ஊர்வன, பறப்பன, விலங்குகள், மனிதர்களின் உறவுப்பெயர்கள்
5. ஊர்களின்பெயர்கள் (எண்ணிக்கை 10)
6. பயிற்சிப் பகுதி (உரையாடும் இடங்கள்) : வகுப்பறை, பேருந்து நிலையம், சந்தை

வினாத்தாள் அமைப்பு முறை -

மொத்த மதிப்பெண்கள் - 50

சரியான விடையைத் தேர்வு செய்தல்

பகுதி -அ

10x2=20

அரைப்பக்க அளவில் விடையளிக்க

பகுதி -ஆ

03x5=15

இரண்டு பக்க அளவில் விடையளிக்க

பகுதி-இ

01x15=15

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி ஆ மற்றும் இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Text Books

- 1 அடிப்படைத் தமிழ். 2019. தொகுப்பு : தமிழ்த் துறை, டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை

References

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம்
- 2 வலைதள முகவரி : <http://tamilvu.org>



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

191TLIA3AB	பகுதி - 4 : சிறப்புத் தமிழ் தாள் : 1 (Advanced Tamil)	SEMESTER - III
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019- 2020 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது (10 மற்றும் 12 - ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது)(பருவத் தேர்வு உண்டு)

அலகு - 1 மரபுக் கவிதைகள்

05 h

அ) பாரதியார் கவிதைகள்

- தமிழ்நாடு
- மனதில் உறுதி வேண்டும்
- வருகின்ற பாரதம் (பா.எண்.5-8)

ஆ) பாரதிதாசன் கவிதைகள்

- இன்பத்தமிழ்
- நீங்களே சொல்லுங்கள்
- வாளினை எட்டா!

இ) தாராபாரதி கவிதைகள்

- வேலைகளல்ல வேள்விகள்

அலகு - 2 புதுக்கவிதைகள்

05 h

- கம்பன் கவியரங்கக் கவிதை - மு.மேத்தா
- தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
- நட்புக் காலம் (10 கவிதைகள்) - அறிவுமதி கவிதைகள்

அலகு - 3 இலக்கணம்

04 h

- வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
- ர, ற, - ல, ழ, ள - ந, ண, ன - ஒலிப்பு நெறி, பொருள் வேறுபாடு அறிதல்

அலகு - 4 கடிதங்கள் எழுதுதல்

05 h

- பாராட்டுக் கடிதம்
- நன்றிக் கடிதம்
- அழைப்புக் கடிதம்
- அலுவலக விண்ணப்பங்கள்

அலகு - 5 பாடம் தழுவிய வரலாறு

05 h

- பாரதியாரின் இலக்கியப் பணி
- பாரதிதாசனின் இலக்கியப்பணி
- மரபுக்கவிதை, புதுக்கவிதை - விளக்கம்



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

வினாத்தாள் அமைப்பு முறை -

மொத்த மதிப்பெண்கள் - 50

சரியான விடையைத் தேர்வு செய்தல்

பகுதி -அ

10x1=10

அரைப்பக்க அளவில் விடையளிக்க

பகுதி -ஆ

05x3=15

இரண்டு பக்க அளவில் விடையளிக்க

பகுதி-இ

05x5=25

குறிப்பு:

- பகுதி -அ அனைத்து அலகுகளில் இருந்தும் இரண்டு வினாக்கள் அமைதல் வேண்டும்
- பகுதி ஆ மற்றும் இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

Text Books

- 1 சிறப்புத் தமிழ் . 2019. தொகுப்பு: தமிழ்த் துறை, டாக்டர் என். ஜி.பி. கலை மற்றும் அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி)லிட். சென்னை

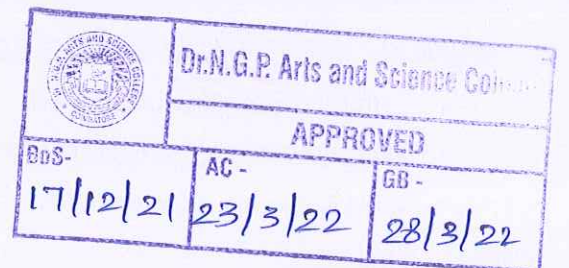
References

- 1 புலவர் சோம. இளவரசு - 2014. இலக்கிய வரலாறு, மணிவாசகர் பதிப்பகம், சென்னை - 108
- 2 வலைதள முகவரி : <http://tamilvu.org>



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

195CR1A3AA	WOMEN'S RIGHTS	SEMESTER III
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Total Credits: 2

Total Instruction Hours: 24h

Syllabus

Unit I Rights to Infant & Child 4 h

Issues for women in India- Law relating to Female infanticide-Rights to the survival of a child-Child Labour- Child trafficking -Child Marriage- Protection of Children against Sexual Offences Act 2012 (POCSO)

Unit II Rights to women 5 h

Matrimonial protection-Protection against dowry-Protection to pregnancy-Sexual offences-Law relating to work Place- Directive principles of Constitution (Article 39 a, d, e & Article 42, 43 & 46) - Trafficking of women

Unit III Laws for Senior Citizen women 5 h

Constitutional Rights -Personal Laws- The Tamil Nadu Maintenance and Welfare of Parents and Senior Citizens Rules in 2009- The National Council for Older person- Government Provisions for elderly persons

Unit IV Civil and Political Rights of Women 5 h

Right of inheritance-Right to live with decency and dignity-The Married women's Property Act 1874-Personal law women's right to property-Women Reservation Bill-National Commission for Women-Political participation Pre independent political participation of women-Participation of Women in post independent period

Unit V International convention on Womens' Right 5 h

Convention on the Elimination of All Forms of Discrimination against Women(CEDAW)-United Nations population Fund(UNFPA)-Protocol to the African Charter on the rights of women in Africa-Convention on the Nationality of Married women-Convention on the political rights of women- Inter-American convention on granting of civil and political rights for women-Universal declaration of Human rights



Text Books

- 1 Women & Law(2009)-Krishna Pal Malik-Allahabad Law University, Delhi

References

- 1 Women's Human Rights in India(2019)-Christian Foster and Jaya Sagade- Routledge India
- Justice for Women: Concerns and Expressions (2008)-Anand AS –Universal Law Publishing Co.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A4CA	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To energise the students to acquire the knowledge of Entrepreneurship
- To gain knowledge on Entrepreneurial Development Programmes and Project management
- To enable the students to know about the Institutional support to entrepreneurial development

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Introduce the basic concept of entrepreneurship and the various role played by an entrepreneur in the emerging world	K1
CO2	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes	K2
CO3	Project management is a powerful discipline in the core areas of project life cycle and to know about the roles and responsibilities of a project manager	K1
CO4	Understand the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities	K2
CO5	Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs	K3



MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A4CA	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Basics of Entrepreneurship and its Development 10 h

Entrepreneurship - Meaning - Characteristics - Entrepreneur vs Manager- Qualities of a Successful Entrepreneur- Types of Entrepreneur - Functions of Entrepreneur - Intrapreneur - Role of Entrepreneurship in Economic Development- Overview of Emerging Business Models - Recent Trends in Virtual Business.

Unit II Institutional Support to Entrepreneurs 12 h

Factors Affecting Entrepreneurial Growth: Economic - Non-economic Entrepreneurship Development Programmes: Need - Objectives - Course Contents and Curriculum - Phases - Problems- Institutional Support to Entrepreneurs: DIC- NSIC- SISI- KVIC- SIDO.

Unit III Project Management 12 h

Project Management: Project- Meaning - Characteristics - Classification- Categories -Project Life Cycle Phases - Project Manager : Problems- Roles and Responsibilities of a Project Manager.

Unit IV Project Identification and Project Formulation 14 h

Project Identification - Sources -Project Selection - Project Formulation: Need - Elements- Contents of a Project Report - Planning Commission Guidelines for Formulating a Project - Specimen of a Project Report.

Unit V Institutional Finance to Entrepreneurs 12 h

Institutional Finance to Entrepreneurs: IFCI- ICICI- IDBI- SIDBI- IRBI - TIIC - SIPCOT - Financial Schemes for New Entrepreneurs.

Note: Case studies related to the above topics to be discussed (examined internal only)



Text Books

- 1 Khanka.S.S, 2012. Entrepreneurial Development. S.Chand & Company Ltd. New Delhi, 4th Edition.
- 2 Gupta.C.B and Srinivasan.N.P, 2014. Entrepreneurial Development. Sultan Chand and Sons, New Delhi.

References

- 1 Choudhury.S, 2017. Project Management. Tata McGraw Hill Publishing Co. Ltd., 8th Edition, New Delhi.
- 2 Anil kumar.S, Poornima.S.C, Mini K Abraham, 2017, Entrepreneurship Development, New Age International (p) Ltd.
- 3 Gupta C.B ,2013, Entrepreneurship Development in India, Sultan Chand and Sons, New Delhi
- 4 Vasant Desai, 2013, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A4CB	COST AND MANAGEMENT ACCOUNTING	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To acquire knowledge of cost and management accounting
- To prepare the cost sheets to have control over pricing
- To produce various functional budgets to help in production

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts.	K1
CO2	Prepare the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.	K2
CO3	Interpret the financial statements through comparative and common size by using various financial ratios.	K3
CO4	Sketch the fund flow and cash flow statements by calculating funds and cash from operations.	K3
CO5	Produce various functional budgets and apply marginal costing for cost volume profit.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A4CB	COST AND MANAGEMENT ACCOUNTING	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Basics of Cost and Management Accounting 10 h

Meaning – Definition – Scope – Objectives – Functions – Merits and Demerits of Cost and Management Accounting – Distinction between Cost, Management and Financial Accounting – Elements of Cost Concepts and Costs Classification. (Theory only)

Unit II Cost Sheet and Materials Issue 14 h

Preparation of Cost Sheet – Stores Control – EOQ – Maximum, Minimum Reordering Levels – Pricing of Materials Issue – FIFO – LIFO – Average Cost – Standard Price Methods – Labour Cost – Remuneration and Incentives. (Problems only)

Unit III Financial Statement Analysis 12 h

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation – Ratio Analysis – Classification of Ratios – Liquidity – Profitability – Solvency – Inter-firm Comparison. (Theory and Problems)

Unit IV Fund Flow and Cash Flow Analysis 10 h

Fund Flow Analysis – Statement of Changes in Working Capital – Calculation of Funds from Operations – Statement of Sources and Uses of Funds. Cash Flow Analysis – Calculation of Cash from Operations – Cash Flow Statement. (Problems only)

Unit V Preparation of Budgets 14 h

Budgets and Budgeting – Types of Budgets – Preparation of Various Budgets – Introduction to Activity Based Costing – Marginal Costing – Cost Volume Profit Analysis – Profit Volume Ratio – Break Even Point – Margin of Safety. (Theory and Problems)

Note: 60% Problem and 40% Theory




Text Books

- 1 Shashi K Gupta and Sharma R.K., 2018. Cost and Management Accounting. Kalyani Publishers, New Delhi.
- 2 Jain S.P. and Narang K.L., 2017. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi.

References

- 1 Maheswari S.N., 2017. Cost and Management Accounting. Sultan Chand and Sons., New Delhi.
- 2 Suveera Gill, 2016. Cost and Management Accounting. Vikas Publishing House Pvt. Ltd., New Delhi.
- 3 <https://www.bookdepository.com/Cost-Accounting-Charles-T-Horngren/9780132109178>.
- 4 Steven R Anderson and Robert S Kaplan, 2004. Time-Driven Activity-Based Costing. Harvard Business School Press.

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BoS-		AC -		GB -	
17/12/21		23/3/22		28/3/22	



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B.B.A. (CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A4CC	VISUAL BASIC	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The students will learn to build effective user interfaces with Visual Basic Controls and other GUI Components.
- To enable the students to create business applications and Mobile applications.
- Students will also learn the use of the debugging and testing tools available in Visual Studio.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the Visual Basic Environment Tools, Tool bars, Forms, Controls and Components.	K1
CO2	Describe the overview of Code Window, Form Window, Basic Control and Functions.	K2
CO3	Describe the Array, Variable and MDI Forms.	K3
CO4	Describe the Graphics and Files.	K2
CO5	To Demonstrate the Databases, Data Controls used in SQL.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	M	S	S	M
CO3	M	M	S	S	S
CO4	S	S	M	M	S
CO5	S	M	S	S	M

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A4CC	VISUAL BASIC	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Overview of Visual Basic Tools 9 h

Getting Started: VB Environment – SDI Interface – Tool bars and System Control & Components: File, Edit, View, Projects, Format, Run and Debug, Tools, Window Menu, Properties Window, Procedures, Image, Text Boxes, Labels, Navigating between Controls, Message box & Grids.

Unit II Basics of Visual Basic Programming 10 h

Steps in programming: Code window – Editing Tools – Statements in VB – Variables, Strings, Numbers, Constants – Controlling Program Flow- Making Decisions – GOTO – String Functions – Date and Time Functions.

Unit III Introduction to Array and Variables 10 h

Control Arrays: One Dimensional Array – Array with more than One Dimension – Using List, Functions and Procedures – Passing by Reference /Passing by Values – Global Procedure and Global Variable – Common Dialog Box – MDI forms.

Unit IV Fundamentals of Graphics and Files 10 h

VB screen – Line and shapes – Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint Picture Method – Graph Control – File Streams – File System controls – Sequential Files – Random Access Files – Binary Files.

Unit V Database in Visual Basic 9 h

SQL: SQL Basics – Clip board, Dynamic Data Exchange (DDE), Object Linking and Embedding (OLE), Data control – Programming with Data Control – Monitoring changes to the Data Bases – Data Base Objects.

Note: Case studies related to the above topics to be discussed (examined internal only)



Text Books

- 1 Michael Sprague, Phillips, "Microsoft Visual Basic 6.0 Introduction to Programming", 1st edition, 2016.
- 2 Bryan Newsome, "Beginning Visual Basic 2015", John Wiley & Sons Publication, 2016.

References

- 1 Ockert J. du Preez, Sunny Sharma Visual Studio 2019 "In Depth: Discover and make use of the powerful features of the Visual Studio 2019".
- 2 Gary Cornell, "Visual Basic 6: From the Ground Up", Tata McGraw-Hill, 24 - November - 2010
- 3 Mohammed Azam, Programming with Visual Basic 6.0, Vikas Publishing House, Fourth Reprint, 2016.
- 4 Mike McGrath, " Visual Basic in easy steps: Covers Visual Basic 2015", Easy Steps Limited; Fourth edition March 29, 2016

		
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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A4CP	CORE PRACTICAL - VISUAL BASIC	SEMESTER IV
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Total Credits: 2
Total Instructions Hours: 04 h

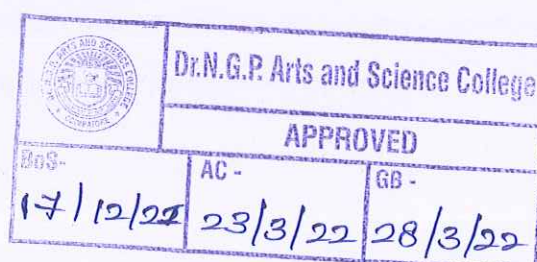
S.No	List of Experiments
1	Develop a VB project to add and remove items from the list box.
2	Develop a VB project to copy all items in a list box to combo box.
3	Develop a VB project to find day of a week for the given date.
4	Develop a VB project to Scroll a Text from left to right.
5	Develop a VB project for mini calculator function.
6	Develop a VB project to create a Flex grid.
7	Develop a VB project to view all image file in your system.
8	Develop a VB project for notepad.
9	Develop a VB project for document typing using MDI forms.
10	Develop a VB project to search and delete a record in Ms-Access database using data control.
	Develop a VB project to perform the following operation in Ms-Access database using DAO.
11	Move first record Move next record Move previous record Move last record
12	Develop a VB project to insert and modify a record in Ms-Access database using ADO.

Note: 10 Programmes Mandatory



References

- 1 Gary Cornell, "Visual Basic 6: From the Ground Up", Tata McGraw-Hill, 24 - November - 2010
- 2 Michael Sprague, Phillips, "Microsoft Visual Basic 6.0 Introduction to Programming", 1st edition, 2016.
- 3 Bryan Newsome, "Beginning Visual Basic 2015", John Wiley & Sons Publication, 2016
- 4 Mike McGrath, " Visual Basic in easy steps: Covers Visual Basic 2015", Easy Steps Limited; Fourth edition March 29, 2016



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195IB1A4IA	EXPORT MANAGEMENT	IDC	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The procedures involved in starting an export business and to execute the orders.
- The importance of export management.
- To enable the students to know about trade barriers in export

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Obtain knowledge on the international trade.	K3
CO2	Acquire knowledge on export registration procedures	K3
CO3	Understand the process involved in executing an export order.	K3
CO4	Have an clear view on export management	K3
CO5	Understand and learn about the export finance	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

195IB1A4IA	EXPORT MANAGEMENT	SEMESTER IV
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to International Trade and India's Export 12 h

International Trade: Need and Importance- Factors Influencing International Trade- Various Modes of Entry in International Trade- India's Export Sector: Growth of Indian Export Sector- Composition of Exports- India's Major Exporting Partners.

Unit II Export Registration Procedures 12 h

Setting up of an Export Firm- Registration Procedures: Obtaining IEC (Importer Exporter Code)-Registration with Export Promotion Council/Commodity Board- Registration with ECGC (Export Credit and Guarantee Corporation).

Unit III Export Process 12 h

Export Procedures: Offer and Receipt of Confirmed Orders- Execution of Orders- Shipment- Banking Procedure- Negotiation- Aligned Documentation System(ADS)- Export Incentives.

Unit IV Export Management and Trade Barriers 12 h

Meaning and Need for Export Management- Nature of Export Management- Features- Functions of an Export Manager- Organizational Structure of an Export Firm. Trade Barriers: Objectives - Types of Tariff Barriers - Types of Non Tariff - Effects of Trade Barriers.

Unit V Export Finance 12 h

Terms of Payments in Exports- Sources of Finance: Short Term and Long Term Finance- Pre shipment Finance- Post shipment Finance- Export Credit System in India: RBI- EXIM Bank- Commercial Bank.

Note: Case studies related to the above topics to be discussed (examined internal only)

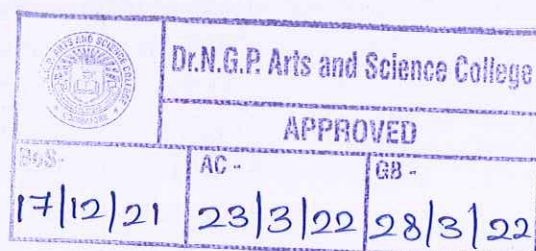


Text Books

- 1 Francis Cherunillam, 2019. International Trade and Export Management, [21sted], Himalaya Publishing House..
- 2 T.A.S. Balagopal, 2000. Export Management, (14th revised ed), Himalaya Publishing House.

References

- 1 Dr.khushpat S. Jain & Dr. Apexa V. Jain, 2017. Export - Import Procedures and Documentation [7th Revised ed], Himalaya Publishing House.
- 2 Jignesh Vidani, 2018. Export Import Procedures [1sted], Educreation Publishing..
- 3 Aseem Kumar, 2007. Export Import Management [1sted], Excel books, New Delhi.
- 4 Gerald Albaum., Edwin Duerr & Jesper Strandskov, 2006. International Marketing and Export Management [5thed], Pearson Education in South Asia.



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196BM1A4SV	COMPREHENSION SKILLS	SEMESTER IV
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Total Credits: 3

Total Instructions Hours: 36 h

S.No

List of Experiments

- 1 Reading: Newspaper reading on daily basis – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books. Practice louder reading and other members in listening mode.3
- 2 Application Writing – preparation of job-specific Resume /CV.
- 3 Collection of financial statements of any one organization for two consecutive years and prepare comparative statements.
- 4 List any three MNC's and FMCGs operating in India along with their products or services offered.
- 5 Collect a partnership deed, Memorandum and Article of Association of any company and paste in your SDRN.
- 6 Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in-slips, purchase of DDs, RTGS/EFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government.
- 7 Prepare on Advertisement for recruitment / selection of candidates for any organization of your choice – Develop an ad copy for a product.
- 8 Collect an annual report of a joint-stock (public limited) company and list out its assets and Liabilities.
- 9 Comprehension: Market / field study report on a local issue (at least 1000 words) – Transfer positive and / or negative emotions to paper -- Draft an application to the Chief Information Officer of any government office seeking information about a specific public spending – Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across



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recently.

- 10 For an IPO, collect a Prospectus of a company and identify the reasons to invest or not to invest in shares.
- 11 List the environmental issues of an industry of your choice operating in your region.
- 12 Select any organization and undertake SWOT analysis.
- 13 Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
- 14 Pick any three print advertisements and critically evaluate them.

References

- 1 Jindagi Kumari, Communication Skills: Towards better writing, New Age International (P) Ltd. Publishers, 1st Edition 2019.
- 2 Gangal J K, A Practical course for developing writing skills in English, PHI Learning Pvt Ltd, 2011
- 3 Mallika Nawal, Business Communication, Cengage Learning, 2nd Edition, 2019
- 4 <https://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/>

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196BM1A4GA	ENTREPRENEURSHIP	SEMESTER IV
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Basics of Entrepreneurship 5 h

Entrepreneurship - Meaning - Factors affecting Entrepreneurial Growth - Types of Entrepreneur - Qualities of a Successful Entrepreneur- Functions of Entrepreneurs- Entrepreneur Vs Intrapreneur- Entrepreneur Vs Manager.

Unit II Entrepreneurship Development Programmes 4 h

Need - Objectives - Course Contents and Curriculum - Phases - Problems faced by EDPs - Steps for Starting a Small Industry - Role of Entrepreneurship in Economic Development.

Unit III Project 5 h

Project - Meaning- Characteristics - Project Identification-Project Classification - Project Selection - Project Formulation: Need - Elements - Project Appraisal Methods -Contents of a Project Report.

Unit IV Institutional Finance to Entrepreneurs 5 h

Sources of Finance : Short term - Long term - Commercial Banks -IFCI - ICICI - IDBI - IRBI - SIDBI-TIIC - SIPCOT

Unit V Institutional Support to Entrepreneurs 5 h

Need for Institutional Support - DIC - SIDO - NSIC-SISI-NPC - KVIC -TCO - Industrial Estates.

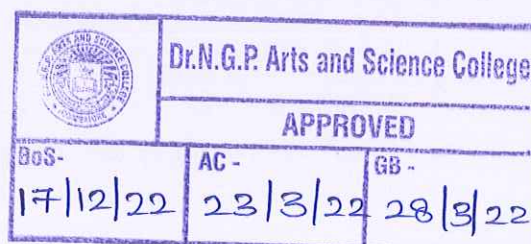


Text Books

- 1 Khanka S.S., 2010. Entrepreneurial Development[Fourth Edition], Sultan Chand & Sons, New Delhi.
- 2 Gupta C.B 2016.Entrepreneurial Development,Sultan Chand & Sons, New Delhi

References

- 1 E.Gordon, K. Natarajan, 2013 Entrepreneurship Development,Himalaya Publishing House, New Delhi.
- 2 P. Saravanavel & P. Sumathi, 2020 Entrepreneurial Development (first edition), Margham Publications, Chennai
- 3 Jayashree Suresh 2018.Entrepreneurial Development [Fifth Edition],Margham Publication, Chennai
- 4 Mali D.D and Kalita J.C 2010.Entrepreneurship Theory and Practice,Kalyani Publishers , New Delhi



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191TL1A4AA	பகுதி - 4 : அடிப்படைத்தமிழ் - தாள் : II (Basic Tamil)	SEMESTER IV
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019-20ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது
(10 மற்றும் 12 - ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)
(பருவத் தேர்வு உண்டு)

அலகு : 1

12 h

நீதி நூல்கள்

- I.ஆத்திசூடி - "அறம் செய விரும்பு" முதல் "ஒளவியம் பேசேல்"வரை -12 பாடல்கள்
II.கொன்றைவேந்தன் - "அன்னையும் பிதாவும் முன்னறி தெய்வம்" முதல்
"எண்ணும் எழுத்தும் கண் எனத் தரும்" வரை -7 பாடல்கள்

III.திருக்குறள் - 6 பாடல்கள்

1. அகர முதல1
2. மனத்துக் கண்.....34
3. இனிய உளவாக100
4. தீயவை தீய பயத்தலான்.....202
5. கற்க கசடற391
6. கண்ணொடு கண்ணினை.....1100

அலகு : 2

12 h

I. எளிய நீதிக்கதைகளும் வாழ்க்கை முறைகளும்

1. நீதிகாத்த மன்னன்
2. சிங்கமும் முயலும்
3. புத்திசாலி உழவனும் போக்கிரிப் பூதமும்
4. தேனீயும் புறாவும்
5. முயல் கூறிய தீர்ப்பு

II. தமிழகப் பண்பாடுகள்

1. தமிழர் விழாக்கள் - பொங்கல், ஆடிப்பெருக்கு
2. தமிழர் கலைகள் - தெருக்கூத்து, ஓவியம், சிற்பம்
3. தமிழர் விளையாட்டுகள்- ஏறுதழுவுதல், சடுகுடு



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III . பயிற்சிப் பகுதி

1. படத்திற்கு ஏற்ற சொற்களை எழுதுதல்.
2. சொற்களைத் தொடராக்குதல்.
3. பொருத்துதல்,
4. உரையாடல் பகுதி

Note: பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி - அ

சரியான விடையைத் தேர்வு செய்தல் - 10x2=20

பகுதி - ஆ

சரியா? தவறா? தேர்ந்தெடுத்து எழுதுக . 10x2=20

பகுதி - இ

ஒரு பக்க அளவில் விடையளிக்க 03x20=60

குறிப்பு:

- அனைத்து அலகுகளில் இருந்தும் வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற அடிப்படையில் அந்தந்த அலகுகளில் அமைதல் வேண்டும்

Text Books

- 1 அடிப்படைத்தமிழ் - 20-21. தொகுப்பு : தமிழ்த்துறை , டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக ஹவுஸ்(பி)லிட். சென்னை-600 098

References

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம்
- 2 வலைதள முகவரி : <http://tamilvu.org>



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191TL1A4AB	பகுதி - 4 : சிறப்புத்தமிழ் - தாள் : II (Advanced Tamil)	SEMESTER - IV
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Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2019- 2020 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது
(10 மற்றும் 12 - ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு உரியது
(பருவத் தேர்வு உண்டு)

அலகு - 1

05 h

திருக்குறள்

I அறத்துப்பால்

1. இனியவை கூறல் - அதிகார எண் : 10
2. அடக்கமுடைமை - அதிகார எண் : 13

II பொருட்பால்

1. கல்வி - அதிகார எண் : 40
2. உழவு - அதிகார எண் : 104

III இன்பத்துப்பால்

1. தகையணங்குறுத்தல் - அதிகார எண் : 109
2. பிரிவாற்றாமை - அதிகார எண் : 116

அலகு - 2

05 h

கட்டுரைத் தொகுப்பு

I நல்வாழ்வு - டாக்டர் மு.வரதராசன்

1. நம்பிக்கை
2. புலனடக்கம்
3. பண்பாடு

II இளைஞர்களின் ஒளிமயமான எதிர்காலத்திற்கு - கு.வெ. பாலசுப்பிரமணியம்

1. காலக்கணக்கு
2. நற்பழக்கமே செல்வம்

அலகு - 3

05 h

I காப்பியங்கள் - குறிப்பு எழுதுதல்

1. சிலப்பதிகாரம்
2. மணிமேகலை
3. கம்பராமாயணம்
4. பெரியபுராணம்



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II ஊடகம் - காட்சி ஊடகங்கள்

1. தொலைக்காட்சி
2. திரைப்படம்
3. இணையம்
4. முகநூல்
5. கீச்சகம்
6. கட்செவி அஞ்சல்

அலகு - 4

05 h

இலக்கணம் - வழக்கறிதல்

1. இயல்பு வழக்கு
2. தகுதி வழக்கு

அலகு - 5

04 h

I படைப்பாற்றல் பகுதி

கவிதை,கட்டுரை எழுதச்செய்தல் - பொதுத் தலைப்பு

II பயிற்சிப் பகுதி

தமிழில் தட்டச்சு செய்தல் - யூனிகோடு எழுத்துருவில்.

Note: பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

வினாத்தாள் அமைப்பு முறை - மொத்த மதிப்பெண்கள் - 100

பகுதி -அ

சரியான விடையைத் தேர்வு செய்தல்

10x2=20

பகுதி -ஆ

கோடிட்ட இடங்களை நிரப்புக

10x2=20

பகுதி -இ

இரண்டு பக்க அளவில் விடையளிக்க

4x15=60

குறிப்பு :

- அனைத்து அலகுகளில் இருந்தும் இரண்டு வினாக்கள் அமைதல் வேண்டும்
- பகுதி இ -க்கான வினாக்கள் இது அல்லது அது என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைதல் வேண்டும்.



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Text Books

- 1 சிறப்புத்தமிழ் 20-21. தொகுப்பு : தமிழ்த் துறை , டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, நியூ செஞ்சுரி புக் ஹவுஸ்(பி) லிட். சென்னை- 600 098

References

- 1 பேராசிரியர் புலவர் சோம . இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை - 600 108.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி , முதற் பதிப்பு-2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் -பூவேந்தன் பதிப்பகம், சென்னை-600 004.
- 3 வலைதள முகவரி : <http://tamilvu.org>

		
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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

192PY1A4AA	AECC : GENERAL AWARENESS	SEMESTER IV
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Total Credits: 2
Total Instructions Hours: 24 h


S.No	Contents
1	Current Events
2	General Science
3	Geography of India
4	Tamil and Other Literature
5	Inventions and Discoveries
6	Numerical and Mental Aptitude
7	Verbal and Non Verbal Reasoning
8	Socio- Culture and Heritage of India
9	Indian Economy and Political System
10	History of India and Freedom Struggle

References

- 1 Majid Hussain, Arrora N D, 2019, "General Studies -TNPSC Group -I ", G.K.Publications (P) Ltd. New Delhi
- 2 Aggarwal R S, 2014, "Verbal and Non Verbal Reasoning" S Chand & Company, New Delhi
- 3 Competition Success Review, Competitive Success Publisher, New Delhi
- 4 Pratiyogita Darpan, Pratiyogita Darpan Publishers, Agra.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A5CA	HUMAN RESOURCE MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Basics of Human Resource Management and the role of HR Manager like
- Manpower Planning, Recruitment, Selection, Training and Employee Retention.
- Various Performance Appraisal and Job Evaluation methods, Information regarding the Promotion, Demotion, Transfer and Punishment.
- Concepts of Wage and Salary Administration, Labour Welfare, Safety, Health and Industrial Relations.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire the knowledge of basics of human resource management and HR Software.	K1
CO2	Understand the Manpower Planning, Sources of Recruitment, Selection Procedures and Methods of Training.	K2
CO3	Experiment with Performance Appraisal and Job Evaluation methods.	K3
CO4	Choose suitable Wage and Incentive system and Plan the Labour Welfare, Safety and Health.	K3
CO5	Build good industrial relations by fulfilling the expectations of trade unions through collective bargaining and solving the grievances of the employees.	K3



MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S

Strong

M

Medium

L

Low



196BM1A5CA	HUMAN RESOURCE MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction of Human Resource Management 12 h

Human Resource Management - Meaning - Nature - Scope - Objectives - Functions of HR Department - Role of HR Manager - Organisation of HR Department - HR Policies : Objectives - Contents - Ideal HR Policy -HR Procedures - HR Software.

Unit II Manpower Planning , Procurement , Training 12 h

Manpower Planning: Objectives - Factors Affecting - Steps. Employee Attrition: Types - Causes - Employee Retention Strategies. Job analysis : Importance - Process - Job Description - Job Specification - Recruitment - Selection - Methods of Interview - Training and Development : Importance - Methods.

Unit III Performance Appraisal , Job Evaluation 12 h

Performance Appraisal: Purpose - Evaluation Process - Methods - Problems. Job Evaluation: Process - Methods. Promotion: Purpose - Types. Transfer: Types. Demotion - Human Relations - Approaches to Good Human Relations - Kinds of Punishment.

Unit IV Compensation , Labour Welfare 12 h

Wages and Salary Administration: Factors Influencing - Types of Wage - Essentials of Good Incentive Plan. Labour Welfare: Statutory and Non-statutory Schemes - Labour Welfare Officer - Employee's Health and Safety: Statutory Provisions Under the Factories Act - Social Security - Retirement Benefits to Employees.

Unit V Industrial Relations 12 h

Industrial Relations: Importance - Factors Determining. Trade Unions: Objectives - Obstacles for Development - Suggestions for Healthy Growth. Grievance: Causes - How to Know - Grievance Handling Procedures. Collective Bargaining: Essential Conditions. Worker's Participation in Management - Merits and Demerits.

Note: Case studies related to the above topics to be discussed (examined internal only)

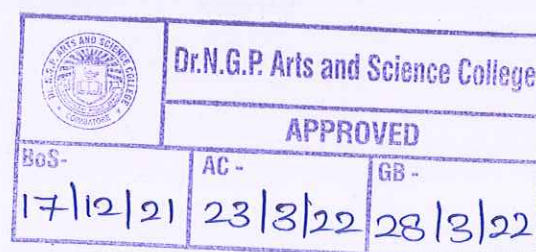


Text Books

- 1 Mamoria.C.B and Gankar S.V, 2018. A Text Book of Human Resource Management, 7th Edition, Himalaya Publishing House Pvt. Ltd, New Delhi.
- 2 K. Aswathappa, 2017. Human Resource Management Text and Cases, 8th Edition, McGraw Hill Education.

References

- 1 L.M. Prasad, 2018. Human Resource Management, 7th Edition, Sultan Chand and Sons, New Delhi.
- 2 Tripathy.P.C, 2010. Human Resource Management, 6th Edition, Sultan Chand and Sons, New Delhi.
- 3 VSP. Rao, 2010. Human Resource Management Text and Cases, 3rd Edition Excel Book Publishers, New Delhi.
- 4 Biswajeet Pattanayak, 2018. Human Resource Management, 5th Edition, PHI Learning.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A5CB	TAXATION LAW AND PRACTICE	CORE	4	2	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Principles of Taxation pertaining to a particular financial year.
- Direct and Indirect Taxes to apply in business administration .
- Financial transactions to manage and be effective in decision making.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the direct tax, indirect tax and residential status.	K1
CO2	Interpret the income under salary and house property.	K2
CO3	Infer the income under profits and gains of business, profession and capital gains.	K2
CO4	Identify the Indirect taxes and GST.	K3
CO5	Analyze the custom duty, import and export duty.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S

S Strong M Medium L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A5CB	TAXATION LAW AND PRACTICE	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Basic Concepts of Taxation 14 h

General Principles of Taxation, Distinction between Direct and Indirect Taxes, Tax Evasion – Avoidance – Causes - Remedies. Direct Taxes: Income Tax Act 1961 – Important Definitions – Basis of Charge – Residential Status – Income exempted from Income tax – Heads of income.

Unit II Income under Salary and House Property 15 h

Computation of Income under Salary: Different Forms of Salary - Provident Fund - Allowances - Perquisites - House Rent Allowance - Problems. Computation of Income under House Property: Basis of Charge - Tax Exemptions - Gross Annual Value - Problems.

Unit III Income under Business, Profession and Capital Gains 15 h

Computation of Business Profits - Computation of Professional Income - Computation of Capital Gains - Income from Other Sources - Computation of Total Income under Various Heads - Problems. Income Tax Authorities - Duties and their Powers.

Unit IV Concepts of Indirect Taxes 14 h

Concept of Indirect Tax - Administration of Indirect Taxation in India - Goods and Service Tax - Features of GST - History of GST in India - Constitutional Framework of GST, GST Model: CGST – IGST – SGST – UTGST - Advantages of GST – Penalties and Appeals.

Unit V Concepts of Customs Duties 14 h

Customs Duties –Introduction of Customs - Objectives of Customs Duty - Scope of Customs Law in India - Classification of Goods - Exemption from Customs Duty - Customs Duty Drawback - Taxable Event - Levy of Import and Export Duty –Types of Import Duty.

Note: 50% Problem 50% Theory



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Text Books

- 1 Gour.V.P., Narang.D.B., Puja Gaur, Rajeev Puri, 2020. Income Tax Law and Practice. 47th Edition, Kalyani Publishers, New Delhi.
- 2 Vinod K Singhania , 2021. GST and Customs Law. 6th Edition, Taxman Publishers, New Delhi.

References

- 1 Pradeep S Shah , Rajesh S Kadakia , 2021. Income Tax Act. 31st Edition, Taxmann Publications Pvt. Ltd., New Delhi.
- 2 Bhagwati Prasad, 2020. Income Tax Law and Practice. 28th Edition , New Age International Publications, New Delhi.
- 3 Mehrotra H C and Goyal S P , 2020. Income Tax Law & Accounts. , 61th Edition , Sahitya Bawan Publications, Agra.
- 4 Chandrasekaran R , 2017. Introduction to GST. 1st Edition , Kongunadu Publishing House, Erode.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A5CC	BUSINESS ANALYTICS	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Concept of Business analysis, Data mining and Machine learning.
- Big data applications in business intelligence.
- Data analysis techniques and to apply principles of data sciences integrating enterprise reporting.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of business analytical role.	K1
CO2	Describe the overview of Data Mining and its process.	K2
CO3	Explain the concepts of OLTP, OLAP and Machine Learning.	K3
CO4	Describe the concepts and role of business intelligence.	K2
CO5	Demonstrate the Measures, metrics and KPI for business analysis.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	S	S	M
CO3	S	M	S	S	S
CO4	S	S	S	M	S
CO5	S	M	S	S	M
S	Strong	M	Medium	L	Low



196BM1A5CC	BUSINESS ANALYTICS	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Overview of Business Analysis 12 h

Introduction to the BA Role: Business Analysis - The Evolving Role of the Business Analyst - Components of Business Analytics - The Basic Rules of Business Analysis - Business Analytic Tools - Responsibilities of Business Analysts.

Unit II Basics of Data Mining 12 h

Data Definition: Types of Data -Types of Data Sets - Data Quality. Data Mining: Definition - Step in Process of KDD - Database - Data Warehouse - Framework of Data Warehouse - Data Mining Techniques : Classification - Regression - Clustering.

Unit III Introduction to Machine Learning 12 h

Introduction to OLTP and OLAP - Difference between OLTP and OLAP - OLAP Operation. Machine Learning : Definition - Types of Learning : Supervised Learning - Unsupervised Learning - Semi supervised Learning.

Unit IV Overview of Business Intelligence 12 h

Business Intelligence - Definition of Business Intelligence- Evolution of BI - Role of DSS, EIS and MIS - Need for BI - Business Intelligence Applications - BI Roles and Responsibilities.

Unit V Measures and Metrics 12 h

Measures, Metrics, KPIs and Performance Management - Definition - Measurement System Terminology - Role of Metrics and Metrics Supply Chain - Fact based Decision Making and KPIs - Uses of KPIs.



Text Books

- 1 RN Prasad, Seema Acharaya, 2016. Fundamentals of Business Analytics. 2nd Edition, Wiley India Pvt Ltd., New Delhi.
- 2 Pang-Ning Tan, Michael Steinbach, Vipin Kumar, 2016. Introduction to Data Mining. 1st Edition, Pearson Education, New Delhi .

References

- 1 Haydn Thomas, Demonoid, 2015. Business Analysis Fundamentals. Pearson Education , New Delhi.
- 2 Jiawei Han , Micheline Kamber, Jian Pei, 2011. Data Mining: Concepts and Techniques. 3rd Edition, Elsevier.
- 3 M. I. Jordan , T. M. Mitchel , 2015. Machine Learning: Trends, Perspectives, and Prospects . Custom Publishing, New Delhi.
- 4 Ramesh Sharda, Dursun Delen, Efraim Turban, 2019. Business Intelligence, Analytics and Data Science. 4th Edition, Pearson Education, New Delhi.

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A5CP	CORE PRACTICAL: BUSINESS ANALYTICS	SEMESTER V
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Total Credits: 2


Total Instructions Hours: 48 h

S.No

List of Experiments

- 1 Create a Tableau program for Connecting to Excel file.
- 2 Develop a Tableau program for Creating Chart.
- 3 Create a program to Import and Merge Data.
- 4 Create a Groups and Set using Tableau program.
- 5 Create an Interactive Menu to Explore Different Variables in Tableau.
- 6 Add Specific Locations and Customized Tooltips to the Map in Tableau.
- 7 Create a Dashboard and edit Dashboard Actions.
- 8 Design a Tableau for Preparing the Data Hide Unneeded Fields.
- 9 Prepare Monthly Sale Amount for top Manufacturing plant.
- 10 Saving and Publishing Your Tableau Public Workbook.

Note: Out of 10 Programs 8 are Mandatory

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BBA (CA) (Students admitted during the AY 2021-22)

196BM1A5SV	CAMPUS TO CORPORATE	SEMESTER - V
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Total Credits: 3
Hours Per Week: 3

To train the learners for smooth transition from their campus to corporate for employment.

ETIQUETTE ELABORATED:

Corporate Etiquette - Workplace Etiquette - Business Etiquette - Email Etiquette -Telephone and Meeting Etiquette. (Theory blended learning with notes and hints in the SDRNs) -Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

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.

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 - Use of Electronic Devices in Modern Communication such as Fax, E-mail, chat using Skype - Work with social networking sites such as LinkedIn, Facebook, Orkut, Tumblr, Twitter - Mobile Communication - Narrate them in the SDRN with clippings as evidence.



APTITUDE APPETIZER:

Quantitative verbal aptitude - Practice - Shortcut routes -Workouts from previous year / batch tests -Familiarize the various types of problems from quantitative aspects in competitive exams for employment and / or higher studies.

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A5DA	EVENT MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Concepts, scope and development of Event Management.
- Roles and responsibilities of Event manager and the process of organising an event.
- Importance of public relation , techniques and strategies to disseminate the information to the public.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	State the basic concepts of event management.	K1
CO2	Prepare the plan and organise the events.	K3
CO3	Construct the skills to perform different activities to organise an event.	K3
CO4	Explain the roles and responsibilities of an event manager.	K2
CO5	Apply the techniques and strategies to disseminate the information to the public.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	M	S

S Strong M Medium L Low



196BM1A5DA	EVENT MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Event Management 12 h

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 Organising the events 12 h

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 – Online Event Management.

Unit III Performing different activities 12 h

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 Roles and Responsibilities 12 h

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

Unit V Public Relations 12 h

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.

Note: Case studies related to the above topics to be discussed (examined internal only)

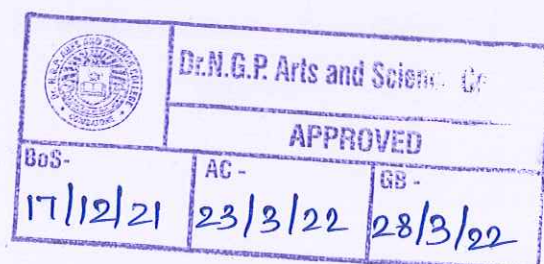


Text Books

- 1 Charles Bladen, James Kennell, Emma Abson, Nick Wilde, 2017. Events Management- An Introduction. 2nd Edition, Routledge & CRC Press.
- 2 Anton Shone and Bryn Parry, 2014. Successful Event Management: A Practical Handbook. 2nd Edition, Cengage Learning EMEA, New Delhi.]

References

- 1 Devesh Kishore, Ganga Sagar Singh, 2012. Event Management: A Blooming Industry and an Eventful Career. 1st Edition, Har-anand Publications Pvt. Ltd., New Delhi.
- 2 Swarup K Goyal, 2013. Event Management. 1st Edition .Adhyayan Publisher, New Delhi.
- 3 Savita Mohan, 2012 . Event Management and Public Relations. 1st Edition Enkay Publisher, New Delhi .
- 4 Ruth Dowson and David Bassett, 2018. Event Planning and Management: Principles, Planning and Practice. 2nd Edition Kogan Page Publisher, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
196BM1A5DB	CONSUMER BEHAVIOUR	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Discipline of consumer behavior, consumer research.
- Consumer motivation, consumer perception, behavioural learning theories, cross cultural consumer behavioural strategies.
- Lifestyle profiles and consumer decision making.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Enumerate the concepts and discipline of consumer behaviour.	K1
CO2	Describe consumer research, motivation and perception.	K2
CO3	Illustrate the study about learning theories and consumer attitude.	K3
CO4	Indicate the influence of social class, life style and cross culture on consumer behavior.	K2
CO5	Explain the model of consumer decision making.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	M	S	S

S Strong M Medium L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A5DB	CONSUMER BEHAVIOUR	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Consumer Behaviour 12 h

Introduction - Consumer Behaviour – Definition - Scope of Consumer Behaviour – Discipline of Consumer Behaviour – Customer Value Satisfaction – Retention of Customers – Marketing Ethics.

Unit II Consumer Research 12 h

Consumer Research – Paradigms – The Process of Consumer Research - Consumer Motivation – Dynamic Nature of Motivation – Types – Measurement of Motives – Motivational Research - Consumer Perception - Dynamics of Perceptions.

Unit III Consumer Learning 12 h

Consumer Learning – Behavioural Learning Theories: Classical Conditioning, Instrumental Conditioning – Measures of Consumer Learning – Nature of Consumer Attitude – Attitude Formation – Strategies for Attitude Change.

Unit IV Consumer Learning 12 h

Social class Consumer Behaviour – Measurement of Social Class - Life Style Profiles of Social Classes – Social Class Mobility - The Affluent and Non affluent Consumer – Consumer Behavior Application of Social Class - Cross Cultural Customers Behaviour Strategies.

Unit V Consumer Decision Making 12 h

Consumer Decision Making – Levels of Consumer Decision Making - Opinion Leadership – Dynamics – Types of Consumer Decision Making – A Model of Consumer Decision Making – Relationship Marketing.

Note: Case studies related to the above topics to be discussed (examined internal only)



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Text Books

- 1 Leon G. Schiffman, Leslie Lazar Kanuk, 2019 .Consumer Behavior. 12th Edition, Prentice Hall of India, New Delhi.
- 2 Zubin Sethna, Jim Blythe, 2016 . Consumer Behaviour . 3rd Edition, SAGE Publications Ltd, New Delhi.

References

- 1 Jay D. Lindquist, Joseph M. Sirgy , 2010 . Customer Behavior. 1st Edition , Cengage Learning, New Delhi.
- 2 Ramanuj Majumder, 2014. Consumer Behaviour. 1st Edition, Oxford University Press, New Delhi.
- 3 Michael R. Solomon , 2015 .Consumer Behaviour - Buying, Having and Being . 11th Edition, Pearson Education India, New Delhi.
- 4 Michael R. Solomon, Tapan Kumar Panda, 2020 .Consumer Behavior . 13th Edition Pearson Education, New Delhi.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A5DC	PRODUCTION AND MATERIALS MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Production planning, material handling, materials management and maintenance management.
- Inventory management tools and value analysis.
- Total Quality Management, Quality Control and procedure for getting an ISO.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Enumerate the production processes and production planning and control.	K2
CO2	Explain the materials handling principles and different types of maintenance.	K2
CO3	Describe the material management, domestic and import purchase procedures, vendor rating and development.	K1
CO4	Summarize the Inventory tools and techniques and storekeeping procedures.	K2
CO5	Discuss about the quality control, Total Quality Management, Bench marking and ISO.	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A5DC	PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER V
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Product Management 12 h

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

Unit II Materials Handling and Maintenance 12 h

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

Unit III Materials Management 12 h

Organization of Materials Management - Fundamental Principles - Structure - Integrated Materials Management. Purchasing - Procedure - Principles - Import Substitution and Import Purchase Procedure. Vendor Rating - Vendor Development.

Unit IV Inventory Control 12 h

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

Unit V Quality Control and ISO Implementation 12 h

Quality control - Types of Inspection - Centralized and Decentralized. TQM: Meaning - Objectives - Elements - Benefits. Bench Marking: Meaning - Objectives - Advantages. ISO: Features - Advantages - Procedure for Obtaining ISO.

Note: Case studies related to the above topics to be discussed (examined internal only)



Text Books

- 1 Banga.T.R. and Sharma.S.C., 2017. Industrial Engineering and Management Science. 11th Edition, Khanna Publishers Pvt. Ltd, New Delhi.
- 2 O.P. Khanna, 2010. Industrial Engineering and Management. 17th Edition, Dhanapat Rai Publications, New Delhi.

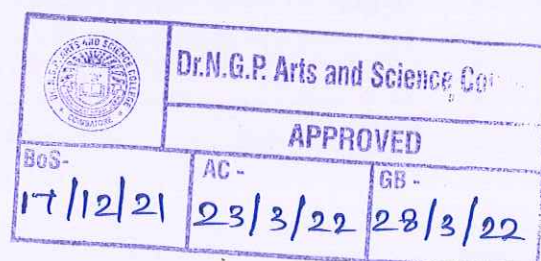
References

- 1 Lee J. Krajewski, Larry P. Ritzman, 2017. Operations Management: Strategy and Analysis. 5th Edition, Prentice Hall, New Delhi.
- 2 M.M. Varma, 2012. Materials Management. , 4th Edition , Jain Book Agency Publishers, New Delhi.
- 3 Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs, 2010. Production and Operations Management: Manufacturing and Services. 8th Edition, Tata McGraw Hill, New Delhi.
- 4 DATTA. A.K . 2006. Materials Management, Procedures, Text and Cases. 2nd Edition, Prentice Hall of India Pvt. Ltd, New Delhi.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
192MT1A5AA	RESEARCH METHODOLOGY	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- the art of using different research methods and techniques
- planning and writing of research proposals and dissertations, as well as a thesis
- the necessity for research ethics and guidelines to pursue research

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	learn the basics of the research methods and techniques	K1
CO2	remember the hypothesis, laws related to research problem	K1
CO3	understand the limitations of experimentation in research	K2
CO4	illustrate the concept of interdisciplinary and multidisciplinary research	K3
CO5	analyze the ethics and responsibilities of research	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

192MT1A5AA	RESEARCH METHODOLOGY	SEMESTER V
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Research 4 h

Research: Introduction- Basic, Applied and Evaluation research – multidisciplinary and interdisciplinary Research – value of research skills – formulating a research problem – Research in relation to Teaching and Publishing

Unit II Hypotheses, Theories and Laws 6 h

Hypotheses – Theories – Laws. Scientific statements: their justification and acceptance: verification – Falsification – Acceptance – Peer review

Unit III Experimentation and research 5 h

The roles and limitations of experimentation – Experimentation and research – conducting experiments – validity and reliability in experimentation – Design of experiments

Unit IV Scientific method and Research Design 4 h

Introduction to Scientific method – Research Design – Components – research design and proposal – checklist in the preparation of proposals

Unit V Ethics and Responsibility in Scientific Research 5 h

Ethics – guidelines for Ethical practices in research – unethics to ethics in research – responsibility of Scientists and of Science as an Institution




Text Books

- 1 PerterPruzan, (2016), Research Methodology: The Aims, Practices and Ethics of Science. Springer, Switzerland

References

- 1 Thomas, C.G. (2015) Research Methodology and Scientific Writing. Ane Books Pvt. Ltd.: New Delhi.
- 2 Locharoenrat, K. (2017) Research Methodologies for Beginners. Pan Stanford Publishing: Singapore.
- 3 Ranjit Kumar, (2014) Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications Ltd.: Singapore.
- 4 Kothari, C.R. Garg, G. (2009) Research Methodology Methods and Techniques. New Age International Publishers, New Delhi..

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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6CV	PROJECT WORK	SEMESTER VI
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Total Credits: 4

Total Instructional Hours 96 h

GUIDELINES:

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 diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.
2. CA Marks Distribution: A minimum of three reviews have to be done, one at the time of finalizing the project title, second at framing questionnaire/identifying the primary data and the third review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the three reviews. The guide will give the marks for CIA as per the norms stated below:

First Review	10 Marks
Second Review	10 Marks
Third Review	10 Marks
Document, Preparation and Implementation	10 Marks
Total	40 Marks

3. End Semester Examination: The evaluation for the end semester examination should be as per the norms Given Below:

Record work and Presentation	40 Marks
Viva-Voce	20 Marks
Total	60 Marks

Note: (End Semester Examination Marks Jointly Given by the External and Internal Examiner).

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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6CA	MULTIMEDIA	CORE	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- The Concepts of Multimedia and its Applications.
- Various File Formats.
- Various Techniques in the Area of Animation.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define the Fundamentals of Multimedia and its Working Environment.	K1
CO2	Explain the Concepts of Text, Font and File Formats.	K2
CO3	Summarize the Concepts of Image Processing.	K2
CO4	Apply the Concepts of Audio, Sound and Microphone	K3
CO5	Experiment the Video Concepts and File Formats	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	M	M	S
CO3	S	M	S	M	S
CO4	S	M	M	S	S
CO5	M	S	M	M	S

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6CA	MULTIMEDIA	SEMESTER VI
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Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Multimedia 9 h

Introduction: Multimedia - Characteristics of Multimedia Presentation-Hardware and Software Requirement - Steps for Creating a Multimedia Presentation. Analog Representation: Waves - Digital Representation and its Needs- Animation: 2D & 3D

Unit II Text and its Types 9 h

Text: Introduction - Types of Text: Unformatted, Formatted and Hypertext. Font: Appearance, Size & Style - Insertion of Text: Using Key Board- Copying & Pasting- Using OCR Software - Text Compression - File Formats: TXT- DOC- RTH- PDF.

Unit III Introduction to Image 10 h

Image: Introduction- Image Types - Color Models: RGB - CMYK- Device Dependency & Gamut - Basis Steps for Image Processing- Scanner: Working Principle- Scanner Type- Color Scanning- Digital Camera: Working Principle- Storage and Software Utility.

Unit IV Audio and its Characteristics 10 h

Audio: Introduction- Acoustics - Nature of Sound Wave -Fundamental Characteristics of Sound: Amplitude- Frequency- Waveform - Speed - Microphone: Types of Microphone - Dynamic, Condenser, Omni Directional, Bi-Directional, Uni-Directional, Polar Plot - Loudspeaker.

Unit V Introduction to Analog Video 10 h

Video: Introduction- Analog Video Camera: Monochrome Video Camera, Color Video Camera - Transmission of Video Signals - Video Signal Formats: Component, Composite, S_Video, SCART Connector - Video File Formats.



Text Books

- 1 Ranjan Parekh, 2017. Principles of Multimedia, 2nd Edition, Tata McGraw-Hill.
- 2 Tay Vaughan, 2010. Mulimedia: Making it work, 8th Edition, McGraw-Hill Osborne Media Publisher.

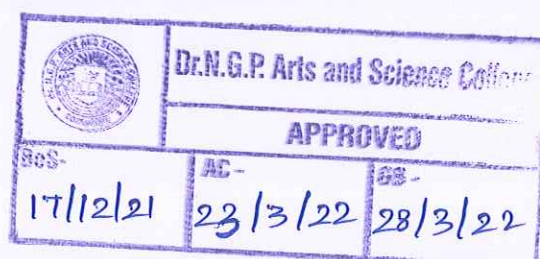
References

- 1 Ze-Nian Li, Mark S. Drew, Jiangchuan Liu, 2014. Fundamentals of Multimedia, 2nd Edition, Springer International Publishing.
- 2 Naveen Kumar D.S, Sherawat, 2016. Multimedia and Applications, 3rd Edition.
- 3 T. M. Savage and K. E. Vogel, 2013. An Introduction to Digital Multimedia, 2nd Edition, Jones & Bartlett Publishers.
- 4 Gaurav Bhatnager, Shikha Mehta, Sugata Mitra, 2001. Introduction to Multimedia System, 1st Edition, Academic Press Publisher.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6CP	CORE PRACTICAL VI : MULTIMEDIA	SEMESTER VI
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Total Credits: 2
Total Instructions Hours: 48 h

S.No	Contents
1	Create a Sun Flower Using Photoshop
2	Animate an Airplane Flying on the Clouds Using Photoshop
3	Create a Web Page Using Photoshop
4	Perform Plastic Surgery for the Nose in a Picture Using Photoshop
5	Convert Black and White Photo to Color Photo Using Photoshop
6	Design a Visiting Card Containing at Least One Graphic and Text Information.
7	Prepare a Cover Page for the Book in Your Subject Area. Plan Your Own Design.
8	Take a Photographic Image and Give a Title for the Image, Put the Border, Write Your Name, Name of the Institution and Place.
9	Adjust the Brightness and Contrast of a Picture to Give an Elegant Look.
10	Edit Video Using Video Editing Tools and Create a Video Clipping.

Note: Out of 10 Programs 8 are Mandatory



References

- 1 Chavez Conrad and Faulkner Andrew. Adobe Photoshop Classroom in a Book (2020 release), Adobe Press.
- 2 Bittu Kumar. Adobe Photoshop: The World's Best Imaging and Photo Editing Software, V & S publishers.
- 3 Mulligan Tom. Adobe Photoshop 2021: A Complete Beginner to Expert Tutorial Guide to Master the New Features of Photoshop 2021
- 4 Barre Casey. Photoshop for Beginners Guide, Abbott Properties



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6SV	SEC IV : SOFT SKILLS FOR BUSINESS	SEMESTER VI
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Total Credits: 3

Total Instructions Hours: 36 h

S.No

List of Experiments


- 1 Presentation Skills-Effective Presentation of an Idea or Concept -Use of MS-PowerPoint or Flash is Assisting the Presentation Need to be Encouraged
- 2 Negotiation Skills-Dealing and Preparing for Negotiation -Clinching and Compromising -Observe and Record -Practical Role Plays.
- 3 Group Discussions-Leaderless Group Behavior -Arguments Vs Discussions -Guiding and Controlling -Small Group Practices as well as Observation.
- 4 Team Working Skills (Forming, Norming, Performing) - Problems and Prospects - Encourage Team Formation Inter and Intra - Class Teams - List the Experiences.
- 5 Assertiveness Building - How to Say 'No' and 'Yes' - Knowing Limits - Identify and List the Occasions Where You Could Not be Assertive.
- 6 Facing Interviews - How to Prepare - How to Presents - FAQs.
- 7 Conduct a Vox Pop - Make a Brief Report - Present to the Group.
- 8 Non Verbal Cues in Communication - Body Language - Gesture - Postures -Facial Expressions.
- 9 Career Options - Skills and Physique vis-à-vis Career Options - Career Planning - SWOT Analysis (Self) - Career Focus - Awareness of Different Career and its Sources of Information, Choosing a Career.
- 10 SDRN to Have in - Depth SWOT Analysis - Clippings from Opportunities /Appointments Columns of Newspapers - Resume for Different Situations - Evidences Related to Career Focus



NOTE : Various Activities /Practices/Games and Role - Play Adopted in this Skill Development Subjects are to be Recorded in the SDRN. The Aforesaid Aspects are Only Guidelines and it May be Altered/Added/Deleted to Suit the Ground Realities. The Above Listed Delivery Strategies are Purely Suggestive and Situational Demands May Warrant a Distinctive and Unique Approach Which can be Adopted to Suit the Local Conditions. Such Practices may be Documented and Shared Among the Colleagues. So, that Novel and New Methods of this Skill-BUILDER can be Spread to all Concerned. However, Ensure the Fulfillment of the Objectives to get the Desired Learning Outcomes. The Industry Attachment cum Training Program (During the IV semester Vacation) may be Twinned with this Skill Curriculum by Means of Suitable Instruction to the Students at the College Level.

References

- 1 M.S. Rao. I.K., 2019, Soft Skills: Enhancing Employability, Dreamtech Press.
- 2 Nitin Bhatnagar, Mamta Bhatnagar, 2014, Effective Communication and Soft Skills, 2nd edition, Pearson Education India.
- 3 Barun Mitra , 2016, Personality Development and Soft Skills, 2nd edition, Oxford University Press.
- 4 Mukta Mahajani, 2016, Let's Talk: Negotiation & Communication at the Workplace , 1 edition, Jaico Publishing House.

		
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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6DA	RETAIL MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Integrate their Knowledge Gained in Various Functional Areas of Retail Management
- Exploiting the International Opportunities in Retail Sector
- The Retail Behavior in Global Prospects

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Retailing Infrastructure in Indian Climate	K1
CO2	Enrich the Retail Domain Concepts and Practice	K2
CO3	Inculcate the Importance of Retail Management	K2
CO4	Learn About Strategic Implementation and Positioning	K1
CO5	Adopt Emerging Practice of Modern Retail Management	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	S	S
CO5	M	S	S	S	S

S Strong

M Medium

L Low



196BM1A6DA	RETAIL MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Retailing 12 h

Retailing – Meaning – Characteristics and Functions – Retail Management – Definition - 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 Retail.

Unit II Retail Formats 12 h

Organized and Unorganized Formats-Different Organized Retail Formats Characteristics of Each Format - Emerging Trends in Retail Formats - MNC's Role in Organized Retail Formats - E- Tailing.

Unit III Retail Location Selection 12 h

Retail Location Strategy – Importance of Location Decision – Types of Location Decision and its Determining Analysis – Selection of Shopping Centre or Market – Building Retail Store Image - Retail Service Quality Management.

Unit IV Global Retail Market 12 h

Strategic Planning Process for Global Retailing – Challenges Facing Global Retailers – Factors Affecting the Success of a Global Retailing Strategy - Drivers of Retail Change in India – Foreign Direct Investment in Retail – Challenges to Retail Developments in India.

Unit V Retailer Trends and Shopper Behavior 12 h

Understanding of Retail Shopper Behavior - Shopper Profile Analysis - Shopping Decision Process - Factors Influencing Retail Shopper Behavior - Changing Nature of Retailing - Challenges Faced by the Retail Sector.

Note: Case Studies Related to the Above Topics to be Discussed (Examined Internal Only)




Text Books

- 1 Retail Management-Chetanbajaj, RahnishTuli and NidhiV.Srivastava, 2010.Oxford University Press, New Delhi Second Edition.
- 2 Michael Havy ,Baston, Aweitz and Ajay Pandit, 2007.Retail Management, Tata McGraw Hill, Sixth Edition.

References

- 1 N.Jain and P.P.Singh, 2014. "Modern Retail Management – Principles and Technique" Regal Publications, New Delhi-27 Second Edition.
- 2 Swapna Pradhan, 2004. Retailing Management – Text and Cases, , Tata McGraw Hill, 2nd Edition..
- 3 Barry Berman & Joel R. Evans, 2017. Retail Management Prentice Hall of India, New Delhi, Edition: Thirteenth.
- 4 Ramkrishnan and Y.R.Srinivasan, 2008. Indian Retailing Text and Cases, Oxford University Press, 2nd Edition.

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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6DB	INSURANCE AND RISK MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Insurance Mechanism, Risk Insurance, Insurance Market Operations, and Insurance Contracts
- Appropriate Insurance Policies Related To Life and Health Insurance
- Various Types of Risks

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Examine the Risk and Relevance Involved in Insurance Industry and to Suggest the Importance of Insurance.	K2
CO2	Suggest the Importance of Life Insurance, Terms and Conditions of Insurance, Contract and Products.	K3
CO3	Insight the Knowledge of General Insurance Practice, Laws, Terms and Conditions, Claim and Procedure of Insurance.	K3
CO4	Understand the Concept of Risk and Risk Management	K4
CO5	Explain the Various Risk Control Measures	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	S	S
CO3	S	S	M	S	S
CO4	S	S	M	M	M
CO5	S	S	M	M	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6DB	INSURANCE AND RISK MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Insurance 12 h

Insurance Principles - Defining Risk and Uncertainty - Classification of Risk. Insurance - Nature and Significance of Insurance - Principles of Insurance - Evolution of Insurance Business in India - Insurance Regulatory Development Authority (IRDA) - Recent Developments in the Insurance Sector.

Unit II Life Insurance 12 h

Life Insurance - Law Relating to Life Insurance - Different Products Offered by Life Insurers - Premiums and Bonuses - Assignment, Nomination and Surrender of Policy - Policy Claims - ULIPs - Terms and Conditions - Rider - Top Up - Premium - Term Insurance.

Unit III General Insurance 12 h

General Insurance - Law Relating to General Insurance - Different Types of General Insurance -General Insurance Vs Life Insurance - Proposal Form- Cover Notes - Endorsement - Co-Insurance - Underwriting Policy - Renewal Procedure - Claims - Surveyors and Loss Assessors.

Unit IV Introduction to Risk Management 12 h

Types, Participant and Functions of Derivative Market - Development of Exchange Traded Derivatives - Domestic and Global Derivatives Markets - Exchange Traded vs OTC Derivatives Market - Derivatives Trading in India and in the World.

Unit V Futures Contracts 12 h

Introduction and Key Features of Futures Contracts - Trading - Clearing and Settlement Systems - Determination of Futures and Forwards Prices - Risk Management Strategies using Interest Rate - Commodity and Currency Futures.

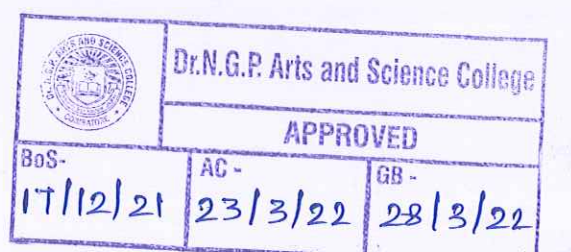


Text Books

- 1 Mishra.M.N. 2016. Insurance Principles and Practices. 1st edition S.Chand and Sons Publishers.
- 2 Mark Dorfman and David Cather 2012. Introduction to Risk Management and Insurance, 10th edition, Pearson Education.

References

- 1 Kothari and Bahl, 2012. Principles and Practices of Insurance, 2nd Edition, Cengage Learning
- 2 Dr. P. Periasamy, 2017. Principles & Practice of Insurance, 1st Edition Himalaya Publishing House Pvt. Ltd.
- 3 Michel Crouhy , Dan Galai and Robert Mark , 2014 . The Essentials of Risk Management, 2nd Edition, McGraw-Hill Education
- 4 Michel Crouhy , Dan Galai and Robert Mark , 2000. Risk Management (Professional Finance & Investment), 1st edition, McGraw-Hill Education



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6DC	FINANCIAL MANAGEMENT	DSE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Concepts of Financial Functions and Time Value of Money.
- The Significant of Financial Decision and Implication of Capital Structure.
- The Need of Working Capital Management and Apply Capital Budgeting Techniques.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Remember the Financial Functions and Basics of Time Value of Money Along with Sources of Finance.	K1
CO2	Understand the Financial Decision Through Different Costs of Capital and Leverages.	K2
CO3	Prepare Optimal Capital Structure and Appropriate Dividend Policy.	K3
CO4	Practice Working Capital Management by Modifying Credit Policies and Motives for Holding Cash.	K3
CO5	Apply Various Capital Budgeting Techniques for Better Investment Decision.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	M
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	M

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6DC	FINANCIAL MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Finance Functions 12 h

Financial Management - Meaning - Definition - Scope - Objectives - Functions of Financial Management - Profit Maximization and Wealth Maximization - Basics of Time Value of Money - Sources of Finance - Short Term - Bank Sources - Long Term - Shares - Debentures - Preferred Stock - Debt. (Theory Only).

Unit II Financing Decision 12 h

Cost of Capital - Meaning - Definition - Classification of Cost - Factors Affecting Cost of Capital - Importance of Cost of Capital - Cost of Specific Sources of Capital - Equity Capital - Preferred Share Capital - Debentures - Reserves - Weighted Average Cost of Capital - Operating Leverage - Financial Leverage. (Theory and Problem).

Unit III Capital Structure 12 h

Capital Structure - Meaning - Definition - Types of Capital Structure - Factors influencing Capital Structure - Optimal Capital Structure - Dividend and Dividend Policy - Meaning - Classification - Sources Available for Dividends - General Determinants of Dividend Policy. (Theory and Problem).

Unit IV Investment Decision 12 h

Capital Budgeting - Meaning - Definition - Features - Objectives of Capital Budgeting - Capital Budgeting Process - Methods of Capital Budgeting Techniques - Discounted Cash Flow Techniques: NPV - IRR - Profitability Index - Non-discounted Cash Flow Techniques: Payback Method - ARR. (Theory and Problem).

Unit V Working Capital Management 12 h

Meaning - Definition - Characteristics and Concepts of Working Capital Management - Importance - Determinants of Working Capital - Cash Management - Motives for Holding Cash - Objectives and Strategies of Cash Management - Receivables Management - Objectives - Credit Policies. (Theory and Problem).

Note: 40% Problem 60% Theory



Text Books

- 1 Khan M.Y and Jain P.K., 2014. Financial Management (Text, Problem and Cases), 7th Edition, Tata McGraw Hill Education, New Delhi.
- 2 Prasanna Chandra, 2018. Financial Management (Theory and Problems), 10th Edition, Tata McGraw Hill Education, New Delhi.

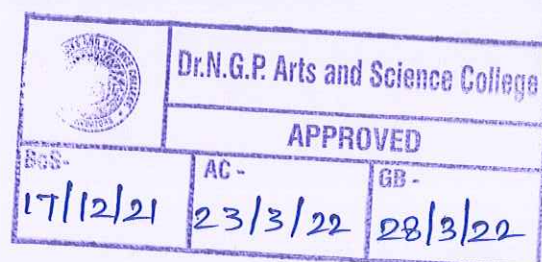
References

- 1 Dr. J.K.Singh, 2017. Financial Management Theory and Practice, 2nd Edition, Galgotia Publishing Company, New Delhi.
- 2 Maheswari S.N., 2012. A Text Book of Accounting for Management, 12th Edition, Vikas Publishing House, New Delhi.
- 3 <https://www.freebookcentre.net/business-books-download/Financial-Management.html>.
- 4 P.V.Kulkarni, 2014. Financial Management, 4th Edition, Himalaya Publishing House, New Delhi.



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COIMBATORE | INDIA



B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6DD	STRATEGIC MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Their Knowledge Gained in Various Functional Areas of Management
- Manager Point of View in the Global and Indian Context
- Various Strategies to Make Business Decisions

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn About the Process of Strategic Management	K1
CO2	Understand About the Strategic Formulation and Objectives	K2
CO3	Integrate the Knowledge About Choice of Strategy	K2
CO4	Learn About Strategic Implementation and Positioning	K1
CO5	Understand About the Strategic Evaluation and Control	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	S	S
CO5	M	S	S	S	S

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6DD	STRATEGIC MANAGEMENT	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Strategic Management : An Introduction 10 h

Strategic Management: Concepts - Difference Between Strategy and Tactics - Three Levels of Strategy, Strategic Management Process - Benefits - TQM - Social Responsibility - Social Audit

Unit II Mission, Objectives and Goals 10 h

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

Unit III Choice of Strategy 10 h

Choice of Strategy: BCG Matrix - The GE Nine Cell Planning Grid - Corporate Level Generic Strategies - Stability - Expansion - Retrenchment - Combination Strategies.

Unit IV Strategic Implementation 10 h

Strategic Implementation: Role of Top Management - Process - Approaches - Resource Allocation - Factors - Approaches - Mckinsey's 7's Frame Work - Strategic Positioning-Four Routes to Competitive Advantage

Unit V Strategic Evaluation and Control 08 h

Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative Factors - Strategic Control: Process - Criteria - Types - Essential Features of Effective Evaluation and Control System.

Note: Case Studies related to the above topics to be discussed (examined internal only)

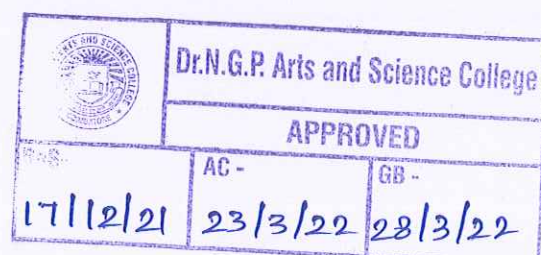


Text Books

- 1 Francis Cherunillam, 2014. "Strategic Management", 4th Revised Edition, Himalaya Publishing House, New Delhi
- 2 Charles W.L Hill, Melissa A. Schilling, Gareth R. Jones, 2020. "Strategic Management: An Integrated Approach: Theory and Cases", 12th Edition, Cengage Publication, New Delhi

References

- 1 John A Parnell, 2014. "Strategic Management: Theory and Practice", 4th Edition, SAGE Publication Ltd, New Delhi.
- 2 P.K. Ghosh, 2000. "Strategic Planning and Management", 4th Edition, Sultan Chand & Sons, New Delhi.
- 3 V S Ramaswamy, S Namakumari, 2021. "Strategic Planning Formulation of Corporate Strategy", 1st Edition, Macmillan India Limited, New Delhi
- 4 Vipin Gupta, Kamala Gollakota, R Srinivasan, "Business Policy and Strategic Management: Concepts and Applications", Revised Second Edition, PHI Learning Pvt. Ltd., New Delhi.



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COIMBATORE | INDIA

B.B.A. (CA) (Students admitted during the A.Y. 2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6DE	DIGITAL MARKETING	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The Concepts, Scope and Development of Digital Marketing.
- To Explore the Students With an Overall Understanding of Various Digital Marketing Platforms.
- The Important Use of Digital Technology in Achieving Marketing Objectives.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	State the Basic Concepts of E Commerce Business and Digital Marketing.	K1
CO2	Prepare the Business Model and Learn the Digital Marketing, Sites Hacked and Firewall.	K3
CO3	Construct the Skills to Website Design and Hosting, SEO, Pay Per Click and Search Engine Marketing	K3
CO4	Apply the Different Digital Promotional Techniques.	K3
CO5	Construct the Digital Marketing Strategies in Various Sectors.	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	M
CO4	S	S	S	S	S
CO5	S	S	S	M	S
S	Strong	M	Medium	L	Low



196BM1A6DE	DIGITAL MARKETING	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to E-Commerce and Digital Marketing 8 h

E-Commerce Business - Meaning - Types - Digital Marketing - Application of E-Commerce in Different Sectors - Digital Marketing Trends and Challenges in E-Commerce Business.

Unit II Business Model and Security Protocols 10 h

Business Model - E-Commerce and Digital Business - Intelligent Agents - Mobile Commerce Online Payment - E-Security - Security Protocols - Internet Governance - Firewall.

Unit III Importance of SEO and Digital Marketing Channels 10 h

Digital Marketing - Vision, Mission and Goals of Digital Marketing - Importance of Digital Marketing - Website Design and Hosting - Search Engine Optimization (SEO) - Blogs - Digital Marketing Channels - Social Media Marketing - E-mail Marketing - You Tube Marketing - Pay Per Click and Search Engine Marketing.

Unit IV Types of Digital Promotions 10 h

Digital Marketing and Advertising - Types of Digital Promotions - Print Advertising - Display Screens - Content Marketing and Customization Strategies - Digital Marketing and Understanding Buyer Behavior.

Unit V Strategies and Services 10 h

Digital Marketing Strategies and Services - Online Retail Sector - Online Financial Services - Online Travel Services - Online Career Services - Online Publishing - Online Entertainment - Consumer Protection Privacy and Information Rights - Warranties and New Products.

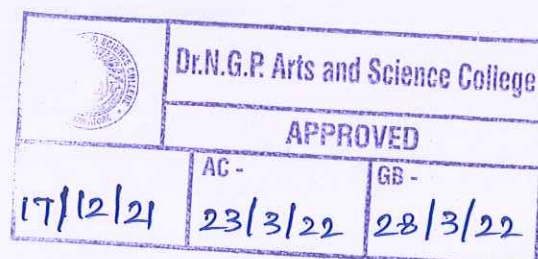


Text Books

- 1 Seema Gupta, 2020. Digital Marketing, 2nd Edition, McGraw Hill.
- 2 Puneet Bhatia, 2019. Fundamentals of Digital Marketing, 2nd Edition, Pearson Education.]

References

- 1 Prashant Kadukar, 2020. The Power Of Digital Marketing For Career & Business Success, 1st Edition, Digital Trainee Publications Pvt. Ltd.
- 2 Stephanie Diamond, 2010. Digital Marketing All - In - One For Dummies, 1st Edition, Wiley India Pvt Lt.
- 3 Turban E, Lee J, King D, Liang T.P. and Turban D, 2015. Electronic Commerce, 8th Edition, Pearson Education.
- 4 Turban E, King D and Lee J, 2015. Electronic Commerce: A Managerial and Social Networks Perspective, 8th Edition, Prentice Hall Publisher.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
196BM1A6DF	FINANCIAL TECHNOLOGY	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Digital Finance and Alternative Finance
- Crypto Currencies, Blockchain, FinTech Regulation and RegTech
- Driving Technology Innovation in Finance

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Learn About the FinTech	K1
CO2	Explain About the Digital Transaction and Crypto Currencies	K2
CO3	Describe the Digitization of Financial Services	K2
CO4	Learn About RegTech Regulation	K1
CO5	Understand About the Data Regulation and Data Analytics in Finance	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	M	S	S	S
CO3	S	S	S	M	S
CO4	S	M	S	S	S
CO5	M	S	S	S	S

S Strong

M Medium

L Low



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

196BM1A6DF	FINANCIAL TECHNOLOGY	SEMESTER VI
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Financial Technology 10 h

Introduction - Transformation - FinTech Evolution: Infrastructure - Banks Startups and Emerging Markets - Collaboration Between Financial Institutions and Startups - FinTech Typology - FinTech Regulation

Unit II Digital Transaction 10 h

Introduction - Individual Payments - Digital Financial Services - Mobile Money - Regulation of Mobile Money - SFMS - RTGS - NEFT - NDS Systems - Crypto Currencies and Blockchain - Legal and Regulatory Implications of Crypto Currencies

Unit III Digital Finance 10 h

Digital Finance and Alternative Finance - Introduction - Brief History of Financial Innovation - Digitization of Financial Services - FinTech and Funds - Crowd Funding - Regards - Charity and Equity

Unit IV RegTech Regulation 10 h

RegTech Startups: Challenges - RegTech Ecosystem: Regulators Industry - Use Case of AI in Smart Regulation and Fraud Detection - Regulatory Sandboxes - Smart Regulation - Redesigning Better Financial Infrastructure

Unit V Data Regulation and Data Analytics in Finance 08 h

Data & Tech - Introduction - History of Data Regulation - Data in Financial Services - Application of Data Analytics in Finance - Methods of Data Protection: GDPR Compliance and Personal Privacy

Note: Case Studies Related to the Above Topics to be Discussed (Examined Internal Only)

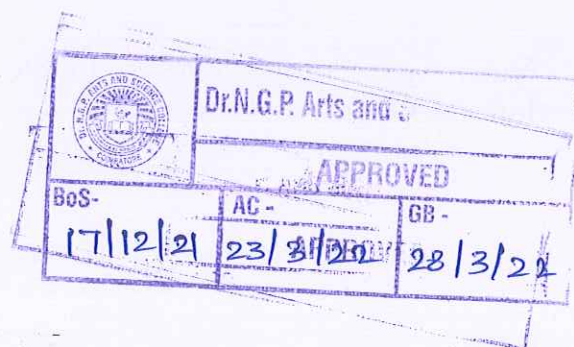


Text Books

- 1 Agustin Rubini, 2018. "Fintech in a Flash: Financial Technology Made Easy", Zaccheus, 3rd Edition.
- 2 Susanne Chishti and Janos Barberis, 2016. " The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries", John Wiley, 1st Edition.

References

- 1 Theo Lynn, John G. Mooney, Pierangelo Rosati, Mark Cummins, 2018. "Disrupting Finance: FinTech and Strategy in the 21st Century", Palgrave, 1st Edition.
- 2 Abdul Rafay, 2019. "FinTech as a Disruptive Technology for Financial Institutions", IGI Global, January, 1st Edition.
- 3 Bernardo Nicoletti , 2018. The Future of FinTech: Integrating Finance and Technology in Financial Services, Palgrave Macmillan, August, Kindle Edition.
- 4 Perry Beaumont, 2019 "Digital Finance, Big Data, Start-ups, and the Future of Financial Services": Routledge; 1st Edition.



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B.B.A.(CA) (Students admitted during the A.Y.2021-22)

Course Code	Course Name	Category	L	T	P	Credit
195BI1A6AA	INNOVATION AND IPR	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- Basics of Intellectual Property Rights, Copy Right Laws Trade Marks and Patents
- Ethical and professional aspects related to intellectual property law context
- Intellectual Property(IP) as an career option

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of Creativity, Invention and innovation	K2
CO2	Know the value , purpose and process of Patent	K2
CO3	Understand the basics of trademarks and industrial designs	K2
CO4	Acquire knowledge about copyright and copyright law	K2
CO5	Identify Geographical Indications	K2

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

S Strong

M Medium

L Low



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COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2021-22)

195BI1A6AA	INNOVATION AND IPR	SEMESTER VI
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Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction 05 h

Meaning of Creativity, Invention and innovation - Types of Innovation - Relevance of Technology for Innovation - Introduction and the need for Intellectual Property Right (IPR) - Kinds of IPR - National IPR Policy.

Unit II Patents 05 h

Introduction and origin of Patent System in India- Conceptual Principles of Patent Law in India - Process for obtaining patent - Rights granted to a Patentee - Infringement of Patent.

Case Study: When Google was sued for Patent Infringement.

Unit III Trademarks 05 h

Origin of Trade Marks System - Types - Functions - Distinctiveness and Trademarks - Meaning of Good Trademark - Rights granted by Registration of Trademarks - Infringement of trademark.

Case Study: Trademark mismanagement by Cadbury's.

Unit IV Copyright 05 h

Introduction and Evolution of Copyright - Objectives and fundamentals of Copyright Law - Requirements for Copyrights - Works protectable under Copyrights - Authorship and Ownership - Rights of Authors and Copyright owners - Infringement of Copyright.

Case Study: Copyright Case of Napster and Grokster.

Unit V Geographical Indications 04 h

Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication.

Case Study: The story of the Tirupati Laddu.

Note:Case studies related to the above topics to be discussed (Examined internal only)




Text Book

- 1 Nithyananda, K V. 2019, "Intellectual Property Rights" Protection and Management. India, IN: Cengage Learning India Private Limited.

References

- 1 Ahuja, V K. 2017, "Law relating to Intellectual Property Rights" India, IN: Lexis Nexis.
- 2 Neeraj, P., &Khusdeep, D. 2014, "Intellectual Property Rights" India, IN: PHI learning Private Limited.
- 3 <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>.
- 4 <https://knowledgentia.com/knowledgeate>

[Signature]
17/12/21
BoS Chairman/HoD
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