



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
Approved by Government of Tamil Nadu and Accredited by NAAC with 'A++' Grade (3rd Cycle-3.64 CGPA)
Dr. N.G.P. – Kalapatti Road, Coimbatore-641048, Tamil Nadu, India
Web: www.drngpasc.ac.in | Email: info@drngpasc.ac.in | Phone: +91-422-2369100

REGULATIONS 2022-23 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 2022-23 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 there to by the Academic Council, subject to such conditions as may be prescribed there to 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.



Credit Distribution for all UG Programmes

Part	Subjects	No.of Papers	Credit	Semester No.
I (12 Credits)	Tamil / Hindi / French/Malayalam	4	4 x 3 = 12	I to IV
II (12 Credits)	English	4	4 x 3 = 12	I to IV
III (108 Credits)	Core (Credits 2,3,4,5)	19	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	8	III ,IV,V& VI
	Industrial Training	1	2	V
IV (8 Credits)	Environmental Studies(AECC)	1	2	I
	Basic Tamil/ Advance Tamil /Human Rights & Women's Rights(AECC)	1	2	II
	Innovation & IPR/Innovation, IPR & Entrepreneurship (AECC)	1	2	VI
	Generic Elective(GE) (AEEC)	1	2	V
V (2 Credits)	NSS/NCC/YRC/RRC/Yoga/Sports/Clubs	-	2	I -II
TOTAL CREDITS			142	



CURRICULUM

4

6/9/22

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										
221TL1A1TA	Language - I	Tamil –I- Ikkala Ilakkiyam	4	1	-	3	50	50	100	3
221TL1A1HA		Hindi –I - Modern Literature								
221TL1A1MA		Malayalam-I - Modern Literature								
221TL1A1FA		French-I - Grammar, Translation And Civilization								
Part – II										
221EL1A1EA	Language -II	Professional English-I	4	-	1	3	50	50	100	3
Part – III										
226BM1A1CA	Core-I	Management Concepts	4	1	-	3	50	50	100	4
226BM1A1CB	Core-II	Management Information Systems	4	-	-	3	50	50	100	4
226BM1A1CP	Core Practical-I	Spread Sheet for Business	-	-	4	3	50	50	100	2
222MT1A1IB	IDC-I	Mathematics for Management -I	4	1	-	3	50	50	100	4
Part – IV										
223MB1A1AA	AECC-I	Environmental Studies	2	-	-	-	50	-	50	2
Part – V										
226BM1A1XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/Club					50	-	50	1
Total			22	3	5				700	23

BoS Chairman/HoD
Department of Management Studies
Dr. N. G. P. Arts and Science College
Coimbatore - 641 008

Dr.N.G.P. Arts and Science College		
APPROVED		
BoS - 13th	AC - 13th	BB - 13th
05/08/2022	6/9/2022	10/9/2022

Academic Council
Dr. N. G. P. Arts and Science College
Coimbatore
18/09/2022

B.B.A. (CA) Students admitted during the year 2022-23)

Course Code	Course Category	Course Name	L	T	P	Exam (hours)	Max Marks			Credits
							CIA	ESE	Total	
Second Semester										
Part-I										
221TL1A2TA	Language-I	Tamil-II Ara Ilakkiyam	4	1	-	3	50	50	100	3
221TL1A2HA		Hindi-II Modern Literature								
221TL1A2MA		Malayalam-II Modern Literature								
221TL1A2FA		French -II Grammar, Translation and Civilization								
Part- II										
221EL1A2EA	Language-II	Professional English -II	4	-	1	3	50	50	100	3
Part- III										
226BM1A2CA	Core - III	Organizational Behaviour	4	1	-	3	50	50	100	4
226BM1A2CB	Core - IV	Python Programming	4	-	-	3	50	50	100	4
226BM1A2CP	Core Practical - II	Python Programming	-	-	4	3	50	50	100	2
222MT1A2IB	IDC - II	Mathematics for Management - II	4	1	-	3	50	50	100	4
Part-IV										
221TL1A2AA/ 221TL1A2AB/ 225CR1A2AA	AECC-II	Basic Tamil/ Advanced Tamil/ Human Rights and Women's Rights	2	-	-	-	50	-	50	2
Part-V										
226BM1A2XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Clubs	-	-	-	-	50	-	50	1
Total			22	3	5	-	-	-	700	23

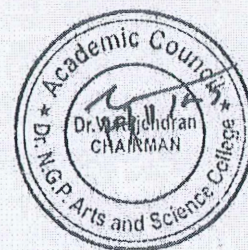
BoS Chairman/HoD
Department of Management Studies
Dr. N. G. P. Arts and Science College
Coimbatore - 641 048



Dr. NGPASC

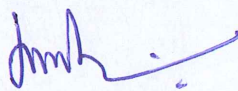
COIMBATORE | INDIA


Dr.N.G.P. Arts and Science College		
APPROVED		
BoS - 14 th 01-12-2022	AC - 14 th 19-01-2023	GD - 19 th 30-01-2023



B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
221TL1A3TA	Language - I	Tamil - III	3	1	-	3	50	50	100	3
221TL1A3HA		Hindi - III								
221TL1A3MA		Malayalam - III								
221TL1A3FA		French - III								
221EL1A3EA	Language - II	Professional English - III	3	1	-	3	50	50	100	3
226BM1A3CA	Core – V	Production and Materials Management	3	-	-	3	50	50	100	3
226BM1A3CB	Core - VI	Marketing Management	4	-	-	3	50	50	100	4
226BM1A3CC	Core – VII	Financial Accounting	4	-	-	3	50	50	100	4
226BM1A3CP	Core Practical – III	Accounting Software	-	-	4	3	50	50	100	2
225CR1A3IA	IDC - III	Business Law	4	-	-	3	50	50	100	4
226BM1A3SV	SEC-I	Articulation Skills	3	-	-	3	50	50	100	2
Total			24	2	4				800	25


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

 Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 15th 10/06/23	AC- 15th 14/7/23	GB- 20th 05/08/23



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
Part – III										
221TL1A4TA	Language - I	Tamil - IV	3	1	-	3	50	50	100	3
221TL1A4HA		Hindi - IV								
221TL1A4MA		Malayalam- IV								
221TL1A4FA		French - IV								
221EL1A4EA	Language - II	Professional English - IV	3	1	-	3	50	50	100	3
226BM1A4CA	Core - VIII	Human Resource Management	5	-	-	3	50	50	100	5
226BM1A4CB	Core - IX	Financial Management	4	-	-	3	50	50	100	4
226BM1A4EP	Core Practical– IV	RDBMS & Oracle Programming	2	-	4	3	50	50	100	3
225IB1A4IA	IDC - IV	Export Management	4	-	-	3	50	50	100	4
226BM1A4SV	SEC – II	Comprehension Skills	3	-	-	3	50	50	100	2
Total			24	2	4				700	24

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


Dr. N.G.P. Arts and Science College		
APPROVED		
BoS - 16th 17/10/23	AC - 16th 13/12/23	CB - 16th 02/10/24



B.B.A.(CA)(Students Admitted during the A.Y.2022-23)

Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fifth Semester										
Part – III										
226BM1A5CA	Core –X	Research Methods for Management	5	1	-	3	50	50	100	5
226BM1A5CB	Core -XI	Cost and Management Accounting	5	1	-	3	50	50	100	5
226BM1A5EP	Core Practical - V	Data Visualization	2	-	4	3	50	50	100	3
226BM1A5SV	SEC- III	Campus to Corporate	4	-	-	3	50	50	100	2
226BM1A5DA	DSE – I	Human Resource Development	5	1	-	3	50	50	100	4
226BM1A5DB		Consumer Behaviour								
226BM1A5DC		Taxation Law and Practice								
226BM1A5TA	IT	Industrial Training	-	-	-		50	50	100	2
Part – IV										
	GE		-	-	2		50	-	50	2
Total			21	3	6				650	23


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

 Dr.N.G.P Arts and Science College		
APPROVED		
BoS - 17th 5/4/24	AC - 17th 17/4/24	GB -



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits	
							CIA	ESE	Total		
Sixth Semester											
Part - III											
226BM1A6CA	Core – XII	Entrepreneurship and Project Management	5	-	-	3	50	50	100	5	
226BM1A6EP	Core Practical - VI	Web Design	2	-	4	3	50	50	100	3	
226BM1A6CV	Core– XIII	Project and Viva voce	-	-	6	3	50	50	100	4	
226BM1A6SV	SEC- IV	Soft Skills for Business	3	-	-	3	50	50	100	2	
226BM1A6DA	DSE – II	Performance Management	4	-	-	3	50	50	100	4	
226BM1A6DB		Retail Management									
226BM1A6DC		Financial Services									
226BM1A6DD	DSE – III	Organizational Development	4	-	-	3	50	50	100	4	
226BM1A6DE		Digital Marketing									
226BM1A6DF		Financial Technology									
Part - IV											
225BI1A6AA	AECC-III	Innovation and IPR	2	-	-	-	50	-	50	2	
Total			20	-	10				650	24	
*Grand total									4200	142	

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



COIMBATORE | INDIA

Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 08/11/24	AC - 26/11/24	GB -



B.B.A.(CA)(Students admitted during the A.Y.2022-23)

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	226BM1A5DA	Human Resource Development
2	226BM1A5DB	Consumer Behaviour
3	226BM1A5DC	Taxation Law and Practice

Semester VI (Elective II)

List of Elective Courses

S. No.	Course Code	Name of the Course
1	226BM1A6DA	Performance Management
2	226BM1A6DB	Retail Management
3	226BM1A6DC	Financial Services

Semester VI (Elective III) List of

Elective Courses

S. No.	Course Code	Name of the Course
1	226BM1A6DD	Organizational Development
2	226BM1A6DE	Digital Marketing
3	226BM1A6DF	Financial Technology



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

GENERIC ELECTIVE COURSE (GE)

The following are the course offered under Generic Elective Course

Semester V (GE)

S. No.	Course Code	Course Name
1	226BM1A5GP	Advertising and Sales Promotion

EXTRA CREDIT COURSES

The following are the courses offered under Self Study to earn extra credits

Semester III

S. No.	Course Code	Course Name
1	226BM1ASSA	Business Communication
2	226BM1ASSB	Banking and Insurance



UG - REGULATION (R4)

(Students admitted in the AY 2022-23)

(OUTCOME BASED EDUCATION WITH CBCS)

1.NOMENCLATURE

1.1 Faculty: Refers to a group of programmes concerned with a major division of knowledge Eg. Faculty of Computer Science consists of disciplines like Departments of Computer Science, Information Technology, Computer Technology, Computer Applications, Data analytics, Cognitive Systems and Artificial Intelligence and Machine Learning.

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 2022-25 refers to students belonging to a 3 year Degree programme admitted in 2022 and completing in 2025.

1.4 Course: Refers to component 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 learning needs.

- a) **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement
- 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:** Elective courses offered under main discipline/ subject of study.
- d) **Skill Enhancement Courses (SEC):** Value-based and/or skill-based courses which are aimed at providing hands-on-training, competencies, skills, etc.
- e) **Ability Enhancement Compulsory Courses (AECC):** Mandatory courses that lead to Knowledge enhancement. Environmental Science, Human Rights and Women's Rights, Basic Tamil/Advanced Tamil, Innovation and IPR/Innovation, IPR and Entrepreneurship.
- f) **Ability Enhancement Elective Course (AEEC)/Generic Elective (GE)** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective.



1.5 Project Work:

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.

Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students will submit the report for evaluation during V semester.

1.6 Extra Credits:

Extra credits shall be awarded for achievements in identified Curricular/co-curricular activities executed outside the regular class hours. Extra credits are not mandatory for completing the programme.

2. STRUCTURE OF PROGRAMME

2.1 PART- I: LANGUAGE- I

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

2.2 PART- II: LANGUAGE- II

English will be offered during the first four semesters.

2.3 PART- III:

- Core Course
- Inter Departmental Course (IDC)
- Discipline Specific Elective (DSE)
- Skill Enhancement Course (SEC)
- Industrial Training (IT)

2.4 PART- IV:

2.4.1 Ability Enhancement Compulsory Course (AECC):

The Ability Enhancement Compulsory Courses such as i)Environmental Studies, ii) Human Rights and Womens' Rights, iii) Innovation and IPR/ Innovation, IPR and Entrepreneurship are offered during I,II and VI Semester.

Basic Tamil

a) Those who have not studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Basic Tamil course in the second semester.

(OR)



Advanced Tamil

b) Those who have studied Tamil up to XII Std and taken a non-Tamil language under Part-I shall take one Advanced Tamil course in the second semester.

Note: Students who come under the above a+b categories are exempted from Human Rights and Women's Rights in second semester.

Ability Enhancement Elective Course (AEEC)/Generic Elective (GE) An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is Generic Elective offered in V semester. (Theory/Practical/Non-Lab Practical)

2.5 PART- V: EXTENSION ACTIVITIES

The following extracurricular activities like NSS/YRC/NCC/RRC/Yoga/Sports/Clubs are offered under extension activities during semester I & II. Students will be evaluated based on their active participation in any one of the above activities. 75% Attendance is compulsory for extension activity.

3. CREDIT ALLOTTMENT

The following is the credit allotment:

- Lecture Hours (Theory) : 1 credit per lecture 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

4. DURATION OF THE PROGRAMME

The B.A. /B.Com./B. Sc. Programme must be completed within 3 years (6 semesters) and a maximum of 6 years (12 semesters) from the date of acceptance to the programme. If not, the candidate must enroll in the course determined to be an equivalent by BoS in the most recent curriculum recommended for the Programme.



5.REQUIREMENTS FOR COMPLETION OF A SEMESTER

Every student shall ordinarily be allowed to keep terms for the given semester in a program of his/ her enrolment, only if he/ she fulfills at least seventy five percent (75%) of the attendance taken as an average of the total number of lectures, practicals, tutorials, etc. wherein short and/or long excursions/field visits/study tours organized by the college and supervised by the faculty as envisaged in the syllabus shall be credited to his/her attendance. Every student shall have a minimum of 75% as an overall attendance.

6. 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 shall be 100 with the following breakup:

a) Mark distribution for Theory Courses

Continuous Internal Assessment (CIA) : 50 Marks

End Semester Exams (ESE) : 50 Marks

Total :100 Marks

i) Distribution of Internal Marks

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 th working day)	15
2	Model (All 5 Units) (On completion of 85 th working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05
Total		50



Assignment Rubric**(Maximum -20 marks converted to 5 marks)**

Criteria	4 marks	3 Marks	2 Marks	1 Mark
Language	Excellent spelling and Grammar	Good spelling and Grammar	Reasonable spelling and Grammar	Bad spelling and Grammar
Style	Outstanding style beyond usual college level	Attains College level style	Approaches College level style	Elementary form with little or no variety in sentence structure
Referencing	Good use of wide range of reference sources	Moderate use of suitable reference materials	Shows signs of plagiarism & using sources without referencing	No reference material used
Development	Main points well developed with high quality and quantity support	Main points developed with quality and quantity supporting details	Main points are present with limited details and development	Main points lack detailed development
Critical thinking/Problem solving	Advanced attempt to interpret the process, content/ analyse and solve the problem	Proficient attempt to interpret the process, content/ analyse and solve the problem	Adequate attempt to interpret the process, content/ analyse and solve the problem	Limited attempt to interpret the process, content/ analyse and solve the problem

Breakup for Attendance Marks:

S.No	Attendance Range	Marks Awarded
1	95% and Above	5
2	90% - 94%	4
3	85% - 89%	3
4	80% - 84%	2
5	75% - 79%	1



Note:

Special Cases such as NCC, NSS, Sports, Advanced Learner Course, Summer Fellowship and Medical Conditions etc. the attendance exemption may be given by principal and Mark may be awarded.

Break up for Library Marks:

S.No	Attendance Range	Marks Awarded
1	10h and above	5
2	9h- less than 10h	4
3	8h - less than 9h	3
4	7h - less than 8h	2
5	6h - less than 7h	1

Note:

In exception, the utilization of e-resources of library will be considered.

***Components for "Skill Enhancement" may include the following:**

Class Participation, Case Studies Presentation, Field Study, Field Survey, Group Discussion, Term Paper, Presentation of Papers in Conferences, Industry Visit, Book Review, Journal Review, e-content Creation, Model Preparation & Seminar.

Components for Skill Enhancement

Any one of the following should be selected by the course coordinator

S.No.	Skill Enhancement	Description
1	Class Participation	<ul style="list-style-type: none"> Engagement in class Listening Skills Behaviour
2	Case Study Presentation/ Term Paper	<ul style="list-style-type: none"> Identification of the problem Case Analysis Effective Solution using creativity/imagination
3	Field Study	<ul style="list-style-type: none"> Selection of Topic Demonstration of Topic Analysis & Conclusion
4	Field Survey	<ul style="list-style-type: none"> Chosen Problem Design and quality of survey Analysis of survey
5	Group Discussion	<ul style="list-style-type: none"> Communication skills Subject knowledge Attitude and way of presentation Confidence Listening Skill



6	Presentation of Papers in Conferences	<ul style="list-style-type: none"> • Sponsored • International/National • Presentation • Report Submission
7	Industry Visit	<ul style="list-style-type: none"> • Chosen Domain • Quality of the work • Analysis of the Report • Presentation
8	Book Review	<ul style="list-style-type: none"> • Content • Interpretation and Inferences of the text • Supporting Details • Presentation
9	Journal Review	<ul style="list-style-type: none"> • Analytical Thinking • Interpretation and Inferences • Exploring the perception if chosen genre • Presentation
10	e-content Creation	<ul style="list-style-type: none"> • Logo/ Tagline • Purpose • Content (Writing, designing and posting in Social Media) • Presentation
11	Model Preparation	<ul style="list-style-type: none"> • Theme/ Topic • Depth of background Knowledge • Creativity • Presentation
12	Seminar	<ul style="list-style-type: none"> • Knowledge and Content • Organization • Understanding • Presentation

ii) Distribution of External Marks

Total : 50
Written Exam : 50

Marks Distribution for Practical course

Total : 100
Internal : 50
External : 50



i) Distribution of Internals Marks

S.No.	Particulars	Distribution of Marks
1	Experiments/Exercises	15
2	Test 1	15
3	Test 2	15
4	Observation Notebook	05
Total		50

ii) Distribution of Externals Marks

S.No.	Particulars	External Marks
1	Materials and methods/ Procedures/ Aim	10
2	Experiment/ Performance/ Observations/ Algorithm	10
3	Results/ Calculations/ Spotters/ Output	10
4	Inference/Discussion/ Presentation	10
5	Record	6
6	Viva- voce	4
Total		50

A) Mark Distribution for Project/Internship/Industrial Training

Total	:	100
Internal	:	50
External	:	50

i) Distribution of Internal Marks

S.No.	Particulars	Internal Marks
1	Review I	20
2	Review II	20
3	Attendance	10
Total		50



ii) Distribution of External Marks

S.No	Particulars	External Marks
1	Project Work/Internship/ Industrial training presentation	40
2	Viva -voce	10
Total		50

Evaluation of project Work/Internship/ Industrial training shall be done jointly by Internal and External Examiners

7. Credit Transfer

a. Upon successful completion of 1 NPTEL Course (4 Credit Course) recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of one **4 credit course** during the V or VI semester. The proposed NPTEL course should cover content/syllabus of exempted core paper in V or VI semester.

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option - 1 Paper title	4
			Option - 2 Paper title	
			Option - 3 Paper title	

b. Upon successful completion of 2 NPTEL Courses (2 Credit each) recommended by the department, during Semester I to IV, a student shall be eligible to get exemption of **one 4 credit course** during the V or VI semester. Out of 2 NPTEL proposed courses, **atleast 1 course** should cover content/syllabus of exempted core paper in V or VI semester.

Mandatory

The exempted core paper in the V or VI semester should be submitted by the students for approval before the end of 4th semester.



Credit transfer will be decided by equivalence committee

S. No.	Course Code	Course Name	Proposed NPTEL Course	Credit
1			Option - 1 Paper title	2
			Option - 2 Paper title	
			Option - 3 Paper title	
2			Option - 1 Paper title	2
			Option - 2 Paper title	
			Option - 3 Paper title	

NPTEL Courses to be carried out during semester I – IV.					
S.No.	Student Name	Class	Proposed NPTEL Course		Proposed Course for Exemption
			Course I	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	Any one Core Paper in V or VI Semester
			Course II	Option 1- Paper Title Option 2- Paper Title Option 3- Paper Title	
Class Advisor		HoD		Dean	

Upon Successful outcome of Design Thinking / Copy right/Product/ Patent by the end of the V Semester, student shall be eligible to get exemption in AECC: Innovation, IPR & Entrepreneurship / Innovation & IPR offered during VI Semester.

9. Internship/Industrial Training

Students must undertake industrial / institutional training for a minimum of 15 days during the IV semester summer vacation. The students shall submit the report for evaluation during V semester.

10. Extra Credits: 10

Earning extra credit is not essential for programme completion. Student is entitled to earn extra credit for achievement in Co-Curricular/ Extracurricular activities carried out other than the regular class hours.



A student is permitted to earn a maximum of Ten extra Credits during the programme period.

A maximum of 1 credit under each category is permissible.

Category	Credit
Proficiency in foreign language	1
Proficiency in Hindi	1
Self study Course	1
Typewriting/Short hand	1
CA/ICSI/CMA (Foundations)	1
CA/ICSI/CMA (Inter)	1
Sports and Games	1
Publications / Conference Presentations (Oral/Poster)/ Awards	1
Lab on Project	1
Innovation / Incubation / Patent / Sponsored Projects / Consultancy/	1
Representation in State / National level celebrations	1
Awards/ Recognitions / fellowships	1

Credit shall be awarded for achievements of the student during the period of study only.

GUIDELINES

Proficiency in foreign language

A pass in any foreign language in the examination conducted by an authorized agency.

Proficiency in Hindi

A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha.

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

Self study Course

A pass in the self study courses offered by the department.

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



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.

CA/ICSI/CMA(Foundations)

Qualifying foundation in CA/ICSI/CMA / etc.

Sports and Games

The Student can earn extra credit based on their Achievement in sports in University/ State / National/ International.

Publications / Conference Presentations (Oral/Poster)

Research Publications in Journals

Oral/Poster presentation in Conference

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.

(Evaluation will be done internally)

Innovation / Incubation / Patent / Sponsored Projects / Consultancy

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

Representation in State/ National level celebrations

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

Awards/ Recognitions/fellowships

Regional/ State / National level awards/ Recognitions/Fellowships



Distribution of Internal Marks for AECC & AEEC (Theory)

S.No.	Particulars	Distribution of Marks
1	CIA I (2.5 Units) (On completion of 45 th working day)	15
2	Model (All 5 Units) (On completion of 85 th working day)	15
3	Assignment	05
4	Attendance	05
5	Library Usage	05
6	Skill Enhancement *	05

Total**50****Distribution of Internal Marks for Generic Elective (AEEC) (Practical)**

S.No.	Particulars	Distribution of Marks
1	CIA -I (1-5 Exercise)	5
2	CIA-II (6-10 Exercise)	5
3	Class Participation	10
4	Practical Record	10
5	Test-III & Viva -Voce(10+10)	20

Total**50****Question paper pattern AECC & AEEC**

Test	MARKS	DESCRIPTION	TOTAL	Remarks
CIA Test I 1 Hour First 2.5 Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks
CIA test II/ Model test 1 Hour All five Units	50 x 1 = 50 Marks	MCQ	50 Marks	Marks secured will be Converted to 15 marks



Question paper pattern		Total Marks - 50	
<u>Basic Tamil</u>		<u>Advanced Tamil</u>	
Section -A		Section -A	
Choose the correct answer	10x2=20	Choose the correct answer	10x1=10
Section -B		Section -B	
True or false	10x2=20	Fill in the blanks	10x2=20
Section -C		Section -C	
Answer in one page	1x10=10	Write an essay in two pages	2x10=20

Question paper pattern for all other courses falling under Part I to Part III

CIA Test : [1 1/2 Hours-2.5 Units] - 25 Marks

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	8 x 0.5 = 04 Mark	MCQ	25 Marks	Marks secured will be converted to 15 marks
Section - B	3 x 3 = 09 Mark	Answer ALL Questions		
Section - C	2 x 6 = 12 Mark	Either or Type ALL Questions Carry Equal Marks		

Model Test: [3 Hours-5 Units] - 50 Marks

SECTION	MARKS	DESCRIPTION	TOTAL	Remarks
Section - A	5 x 1 = 05 Marks	MCQ	50 Marks	Marks secured will be converted to 15 marks
Section - B	5 x 3 = 15 Marks	Answer ALL Questions (Either or Type Questions)		
Section - C	5 x 6 = 30 Marks	Each Questions Carry Equal Marks		



End Semester Examination: [3 Hours-5 Units] - 50 Marks

SECTION	MARKS	DESCRIPTION	TOTAL
Section - A	5 x 1 = 05 Marks	MCQ	50 Marks
Section - B	5 x 3 = 15 Marks	Answer ALL Questions (Either or Type Questions) Each Questions Carry Equal Marks	
Section - C	5 x 6 = 30 Marks		



Course Code	Course Name	Category	L	T	P	Credit
221TL1A1TA	TAMIL- I : IKKALA ILAKKIYAM	LANGUAGE- I	4	1	-	03

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், 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	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

MAPPING WITH PROGRAMME OUTCOMES

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



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1TA	TAMIL- I: IKKALA ILAKKIYAM	SEMESTER I
------------	----------------------------	------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I மறுமலர்ச்சிக் கவிதைகள் 13 h

1. இலக்கிய வரலாறு - மறுமலர்ச்சிக் கவிஞர்களின் தமிழ்ப்பணிகள்
2. பாரததேசம் - பாரதியார்
3. படி - பாரதிதாசன்
4. தமிழரின் பெருமை - நாமக்கல் கவிஞர்
5. தமிழ்க் கொலை புரியாதீர் - புலவர் குழந்தை
6. திரைத்தமிழ்

அ) 'விஞ்ஞானத்த வளர்க்கப் போறண்டி' எனத் தொடங்கும் பாடல் - உடுமலை நாராயண கவி

ஆ) 'சும்மா கிடந்த நிலத்தை' எனத் தொடங்கும் பாடல் - பட்டுக்கோட்டை கல்யாண சுந்தரனார்

இ) 'சமரசம் உலாவும் இடமே' எனத் தொடங்கும் பாடல் - மருதகாசி

ஈ) 'உன்னை அறிந்தால்' எனத் தொடங்கும் பாடல் - கண்ணதாசன்

Unit II புதுக்கவிதைகள் 13 h

1. இலக்கிய வரலாறு - புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
2. கடமையைச் செய் - மீரா
3. மலையாளக் காற்று - சிற்பி
4. ஒப்பிலாத சமுதாயம் - அப்துல் ரகுமான்
5. கன்னிமாடம் - மு.மேத்தா
6. கரிக்கிறது தாய்ப்பால் - ஆரூர் தமிழ்நாடன்
7. ஐந்தாம் வகுப்பு 'அ' பிரிவு - நா. முத்துக்குமார்
8. ஹைகூ கவிதைகள் - 10 கவிதைகள்



Unit III பெண்ணியம்

09 h

1. தொலைந்து போனேன் - தாமரை
2. நீரில் அலையும் முகம் - அ. வெண்ணிலா
3. தற்காத்தல் - பொன்மணி வைரமுத்து
4. ஏனிந்த வித்தியாசங்கள்? - மல்லிகா
5. புதையுண்ட வாழ்க்கை - சுகந்தி சுப்ரமணியன்

Unit IV சிறுகதைகள்

15 h

1. இலக்கிய வரலாறு - சிறுகதையின் தோற்றமும் வளர்ச்சியும்
2. கனகாம்பரம் - கு.ப.ராஜகோபாலன்
3. ஆற்றங்கரைப் பிள்ளையார் - புதுமைப்பித்தன்
4. பொம்மை - ஜெயகாந்தன்
5. காய்ச்சமரம் - கி. ராஜநாராயணன்
6. காட்டில் ஒருமான் - அம்பை
7. வேட்கை - சூர்யகாந்தன்

Unit V பயிற்சிப் பகுதி

10 h

அ. இலக்கணம்

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

ஆ. படைப்பாக்கம்

1. கவிதை - எழுதுதல் (15 வரிகள் முதல் 30 வரிகள் வரை)
2. சிறுகதை - எழுதுதல் (குறைந்தது 3 பக்கங்கள்)

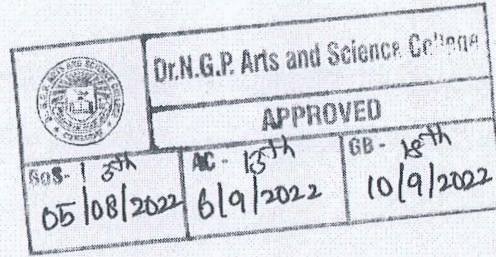


Text Book

- 1 தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர் - 641048, வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், 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 இணையதள முகவரி: <https://www.tamilvu.org>



Course Code	Course Name	Category	L	T	P	Credit
221TL1A1HA	HINDI- I: MODERN LITERATURE	LANGUAGE-I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- 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	✓			✓	✓
CO2	✓	✓			✓
CO3	✓		✓	✓	✓
CO4	✓		✓		✓
CO5	✓	✓	✓		✓



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1HA	HINDI- I: MODERN LITERATURE	SEMESTER I
------------	-----------------------------	------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I 13 h

गद्य – नूतनगद्यसंग्रह(जयप्रकाश)पाठ 1- रजियापाठ 2- मक्रीलपाठ 3- बहतापानीनिर्मला
पाठ 4- राष्ट्रपितामहात्मागाँधी

Unit II 13 h

कहानीकुंज- डॉ.वी.पी. 'अमिताभ'(पाठ 1-4)

Unit III 12 h

व्याकरण : शब्दविचार (संज्ञा, सर्वनाम, विशेषण)

Unit IV 12 h

अनुच्छेद लेखन

Unit V 10 h

अनुवाद अभ्यास-III (केवल अंग्रेजी से हिन्दी में) (पाठ 1 to 10)

Text Books

- 1 प्रकाशक: सुमित्रप्रकाशन 204 लीलाअपार्डमेंट्स, 15 हेस्टिंग्सरोड अशोकनगरइलाहाबाद-211001
- 2 प्रकाशक: गोविन्दप्रकाशनसदरबाजार, मथुराउत्तरप्रदेश-281001
- 3 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 टेगोर नगर इलाहाबाद-211024
- 4 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17



Dr.NGPASC

COIMBATORE | INDIA

Dr.N.G.P Arts and Science College		
APPROVED		
Bus- 13th	AC- 13th	GB- 13th
5/8/2022	6/9/2022	10/9/2022

B.B.A. (CA) (Students admitted during the AY 2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A1MA	MALAYALAM-I: MODERN LITERATURE	LANGUAGE-I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 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	✓			✓	✓
CO2	✓				✓
CO3	✓	✓	✓		✓
CO4	✓		✓	✓	✓
CO5	✓	✓	✓		✓



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1MA	MALAYALAM- I: MODERN LITERATURE	SEMESTER I
------------	---------------------------------	------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus


Unit I	Novel	14 h
	Pathummayude Adu	
Unit II	Novel	10 h
	Pathummayude Adu	
Unit III	Short Story	14 h
	Nalinakanthi	
Unit IV	Short Story	10 h
	Nalinakanthi	
Unit V	Practical Application	12 h
	Expansion of ideas, General Essay and Translation	

Text Books

- 1 Vaikkam Muhammed Basheer, "Pathummayude Adu" (NOVEL), DC Books & Kottayam
- 2 T.Padmanabhan, "Nalinakanthi" (Short Story), DC Books & Kottayam.

References

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

		
Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 1 st h 05/08/2022	AG- 1 st h 6/9/2022	GB- 1 st h 10/9/2022



Course Code	Course Name	Category	L	T	P	Credit
221TL1A1FA	FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION	LANGUAGE - I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the 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
- 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	Apply the adjectives and the classroom environment in France	K2
CO3	Evaluate the Plural, Articles and the Hobbies	K3
CO4	Measure the Cultural Activity in France	K3
CO5	Select 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	✓				✓
CO2	✓				✓
CO3	✓		✓		✓
CO4	✓		✓		✓
CO5	✓		✓		✓



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221TL1A1FA	FRENCH- I: GRAMMAR, TRANSLATION AND CIVILIZATION	SEMESTER I
------------	---	------------

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 rapides et remplir de tâches d'appréciation.	<ul style="list-style-type: none"> • Dans une soirée de rencontres rapides comprendre des personnes qui échangent sur elles et sur leurs goûts • Comprendre une personne qui parle des goûts de quelqu'un d'autre.



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 tâches 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		
Demander à quelqu'un de faire quelque chose. Demander poliment. Parler d'actions passées. Tu veux bien?	Organiser un programme d'activités pour accueillir une personne importante.	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.

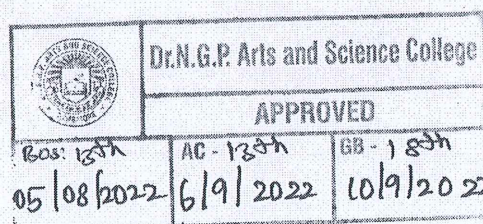
Unit V Practical Application

10 h

Make in Own Sentences

Text Book

- 1 Regine Merieux, Yves Loiseau, "LATITUDES - 1" (Page No: 9-55) (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.



Dr.NGPASC
COIMBATORE | INDIA

B.B.A. (CA) (Students admitted during the AY 2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221EL1A1EA	PROFESSIONAL ENGLISH- I	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
- any spontaneous spoken discourse and respond to them with proper 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	Identify the various aspects in poetry	K2
CO2	Infer linguistic and non-linguistic features of the context for understanding and interpreting	K3
CO3	Construct sentences and convey messages effectively in real life situations	K3
CO4	Apply different reading strategies with varying speed	K3
CO5	Prepare modules with their own ideas and present them coherently in a grammatically correct form	K3

MAPPING WITH PROGRAMME OUTCOMES

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



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



221EL1A1EA	PROFESSIONAL ENGLISH- I	SEMESTER I
------------	-------------------------	------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Genre Studies 12 h

Nissim Ezekiel: The Worm- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

Niyi Osundare: Our Earth Will Not Die- Author's Biography- title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

A. G. Gardiner: On Superstitions- Author's biography- Narrative structure- Exploration of the text- passage analysis- insight of ideas- cohesion and context- style- language techniques- Annotations

Nancy Bella: Clever Thief- Author's Biography- Plot Summary- Detailed summary and Analysis- Themes- Important Quotations- Characters- Description - analysis- Terms- Symbols- Critical analysis

H. G. Wells: The Truth about Pyecraft- Author's Biography- narrative structure- passage analysis- insight of ideas- cohesion and context- style- language techniques

Unit II Listening Skills 12 h

Listening vs. hearing- Types of listening, Tips to enhance Listening Skills, Non-verbal and Verbal signs of active listening - Comprehensive Listening - Listening to pre-recorded audios on speeches, interviews and conversations - Listening Activities- Listening and responding to complaints (formal situation), Listening to problems and offering solutions (informal)

Unit III Speaking Skills 14 h

Formal occasions- Introducing oneself, Introducing others, Enquiries and Seeking permission, Making short presentations - Informal occasions- Requests, Offering help, Congratulating, Farewell party, graduation speech - Giving instructions to do a task and to use a device, Giving and asking directions



10 h

Unit IV Reading Skills

Study Skills: Skimming and Scanning- Reading different kinds of texts- Types of reading-Developing a good reading speed, reading aloud, Referencing skill - Word Power (Denotation and Connotation) - Reading comprehension, Data interpretation -Charts, Graphs, Advertisements


Unit V Writing Skills

12 h

Sentence patterns, Note- making and note taking-Strategies - Paragraph writing: Structure and Principles - Academic Writing - Formal and Informal Letters, Report, Book /Movie Review

Text Books


- 1 Gardiner, A. G. 1926. Alpha of the Plough: Second series, J.M. Dent & Sons Ltd., London, United Kingdom. pg.no-151-156. (Unit I)
- 2 Ezekiel, Nissim. "The Worm," Crazy Romantic Love, www.mianmawaisarain.live/2020/05/poem-worm-nissim-ezekiel.html. Accessed 3 Aug. 2022. (Unit I)
- 3 <<http://livros01.livrosgratis.com.br/ln000835.pdf/>>(Unit I)
- 4 Mithra,S.M. 1919. Hindu Tales from the Sanskrit, Macmillan & Co Ltd., London, United Kingdom. pg.no-127-142. (Unit I)
- 5 Nation, I. S. P and Jonathan Newton. 2009. Teaching ESL/EFLListening and Speaking. Routledge, New York, United States. (Unit II)
- 6 Prabha, Dr. R. Vithya & S. Nithya Devi. 2019. Sparkle. (1st Edn.) McGraw - Hill Education, Chennai, India. (Unit III- V)

 Dr.N.G.P. Arts and Science College		
APPROVED		
BOS- 1 st 05/08/2022	AC - 1 st 6/9/2022	GB - 1 st 10/9/2022



References

- 1 Our Earth Will Not Die By NiyiOsundare." Studocu.Com, studocu.com/in/document/bangalore-university/bachelor-of-computer-applications/1586771577-our-earth-will-not-die/27675462. Accessed 3 Aug. 2022.
- 2 OnSuperstitions."THEHISTORIAN,thehistorian1947.wordpress.com/2019/03/08/on-superstitions-by-a-g-gardiner. Accessed 3 Aug. 2022.
- 3 Swales, John M. & Feak, Christine B. 2012. Academic Writing for Graduate Students: Essential Tasks and Skills, University of Michigan Press, Michigan.
- 4 Rudzka, Brygida -Ostyn, 2003. Word Power: Phrasal Verbs and Compounds: A Cognitive Approach, Mouton de Gruyter, New York, United States.

			Dr.N.G.P. Arts and Science College		
APPROVED					
Res. 13 th		AC - 13 th		GB - 13 th	
05/08/2022		6/9/2022		10/9/2022	



Course Code	Course Name	Category	L	T	P	Credit
226BM1A1CA	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, supervising and controlling techniques.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Memorize the evolution of management and the contributions of various management experts.	K1
CO2	Recognize the meaning and purpose of planning and carryout the decisions with the support of objectives.	K2
CO3	Sketch the organizational structure with effective span of management, staffing and selection process.	K3
CO4	Interpret the principles of effective direction with its importance and assume the role of supervisor.	K3
CO5	Execute the controlling process with controlling techniques for better coordination.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A1CA	MANAGEMENT CONCEPTS	SEMESTER I
------------	---------------------	------------

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Significance of Management 15 h

Definitions of Management – The Evolution of Management Theory – Contributions of F.W. Taylor, Henry Fayol, Peter F Drucker, C.K.Prahalad and Ratan Tata – 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 – Management by Objectives – Management by Exception – Decision Making: Process of Decision Making – Types of Decisions.

Unit III Organizing 11 h

Meaning and Definition – 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 11 h

Definition of Directing – Nature of Direction – Principles of Effective Direction – Elements of Direction – Importance of Direction – Techniques of Direction – Role of a Supervisor – Qualities of Supervisor – Kinds of Supervisor.

Unit V Controlling 11 h

Meaning and Definition – Importance of Controls – Nature and Purpose of Control – Control Process – Requirement of Effective Control System – Coordination – Need for Coordination – Budgetary and Non-Budgetary Controls.

Note:Case Studies (To be examined internally)

1. Case Study on Planning.
2. Case Study on Organizing.
3. Case Study on Coordination.




Text Books

- 1 Prasad L.M. 2015, "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 McGraw-Hill Publishing Co. Ltd, New Delhi.
- 3 Remesh B Rudani, 2019, "Principles of Management", 2nd Edition, Tata McGraw Hill, New Delhi.
- 4 Selvaraj S N, 2017, "Management Process", 1st Edition, Kongunadu Publication India Pvt Ltd., Erode.

 Dr.N.G.P Arts and Science College		
APPROVED		
BOS - 13th 05/08/2022	AC - 13th 6/9/2022	GB - 12th 10/9/2022



Course Code	Course Name	Category	L	T	P	Credit
226BM1A1CB	MANAGEMENT INFORMATION SYSTEMS	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Importance of information in business.
- Recent information systems and technologies.
- Business change with IT.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the Basics of Data and Information System.	K1
CO2	Understand the Computer Hardware and Peripherals.	K2
CO3	Explain about the Computer Software.	K2
CO4	Illustrate the Database Management System and its Types.	K3
CO5	Classify the Various Technologies in Information System and its Security.	K4

MAPPING WITH PROGRAMME OUTCOMES

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



<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A1CB	MANAGEMENT INFORMATION SYSTEMS	SEMESTER I
------------	--------------------------------	------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Fundamentals of Information System 10 h

Introduction-System Concepts-Components of Information System-Information System Resources-Information System Activities- Overview of Information System: The Expanding Roles of Information System-Operation Support System-Management Support Systems-Other Classification of Information System

Unit II Information Technology 9 h

Computer Hardware: Microcomputer System -Midrange Computer System - Mainframe Computer System-Computer System Concepts and Components-RISC Processor vs CISC Processor-Computer Peripherals: Input, Output and Storage Technologies

Unit III Computer Software 10 h

Introduction to Software-Application Software for End User-Software Suites and Integrated Packages-Web Browser-Word Processing and Desktop Publishing-Electronic Spreadsheets- Database Management- Presentation Graphics and Multimedia-Personal Information Managers-Groupware-System Software: Computer System Management

Unit IV Database Management 10 h

Database Management: Managing Data Resource-Technical Foundation of Database Management: Database Structure-Accessing Databases-Database Development-Information System for Business Operation: Manufacturing Information System-Transaction Processing Systems

Unit V Information Systems for Managerial Decision Support 9 h

Introduction-Management Information System-Decision Support System-Executive Information System-Implementing Business Change with IT-Managing IT: Security and Ethical Challenges: Security and Control Issues in Information Systems-Ethical and Social Challenges of Information Technology



Note: Note: Case Studies (To be examined internally)


1. Case Study on Information System.
2. Case Study on Database Management.
3. Case Study on Managerial Decision Support.

Text Books

- 1 James A O'Brien, George M Marakas, Ramesh Behl, 2017, "Management Information Systems", 10th Edition, Mc Graw Hill, India
- 2 D P Goyal, 2014, "Management Information Systems", Management Perspectives, 4th Edition, Macmillan Publisher, New York

References

- 1 Dr. S.P. Rajagopalan, 2012, "Management Information Systems", Margham Publications, Chennai
- 2 Robert Schultheis and Mary Sumner, 2008, "Management Information Systems – The Manager's View", Tata McGraw Hill Publisher
- 3 Ramesh Behl, James A. O'Brien, George M. Marakas, 2019, "Management Information Systems", 11th Edition, McGraw-Hill Publisher, U.S.A
- 4 Kenneth C. Laudon and Jane P Laudon, 2018, "Management Information Systems – Managing the Digital Firm", 15th edition, Pearson Publisher

 Dr.N.G.P. Arts and Science College		
APPROVED		
BOS - 13th 05/08/2022	AC - 13th 6/9/2022	GB - 13th 10/9/2022



226BM1A1CP	CORE PRACTICAL: SPREAD SHEET FOR BUSINESS	SEMESTER I
------------	---	------------

Total Credits: 2

Total Instructions Hours: 48 h


S.No	Contents
1	Prepare a Mark List of your Class and Perform the following Operations: Sum, Average, Count, Min, Max, Sort and Filter.
2	Prepare an Electricity Bill for 10 Customers. Create a Pivot Table to Analyze Worksheet Data.
3	Draw the Different Type of Charts (Line, Pie, Bar) to Illustrate Year-wise performance of Sales, Purchase, Profit of a Company by using Chart Wizard.
4	Prepare a Worksheet for Customer Table and Working with Sum IF, Average IF and Count IF Statements.
5	Use Conditional Formatting to Highlight the Particular Data with Data Bars.
6	Filtering the Data using Auto Filter and Custom Filters using Comparison Operations.
7	Prepare Worksheet for Student Table using V-Lookup and H-Lookup Function.
8	Enter Stock details and Prepare Various Reports using Excel.
9	Prepare Employee's Payroll for an organization. Create a Simple Table for the Product Database and Apply the Concept of Inventory Control.
10	Creating a List for the Enclosures.
11	Invoice Report Preparation.
12	Creation of Balance Sheet.

Note: Out of 12 Programs - 10 Mandatory



References

- 1 Michael Price, 2019, "Excel 2019 in Easy Steps", 1st Edition, BPB Publication, New Delhi
- 2 Lokesh Lalwani, 2019, "Excel 2019 All-In-One, 1st Edition", BPB Publication, New Delhi
- 3 Bernd Held, 2015, "Microsoft Excel Function and Formulas", BPB Publication, New Delhi
- 4 Greg Harvey, 2019, "Excel 2019 All-in-One for Dummies", 1st Edition, For Dummies Publisher

		
Dr.N.G.P. Arts and Science Coll.		
APPROVED		
B.S. - 1st 05/08/2022	AC - 1st 6/9/2022	GB - 1st 10/9/2022



Course Code	Course Name	Category	L	T	P	Credit
222MT1A1IB	MATHEMATICS FOR MANAGEMENT-I	IDC	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the basic concept of simple and compound interest and matrices
- the requirements for a good average and differentiate between average and dispersion
- the knowledge on application of correlation and regression for business operations

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	understand the different effective rates of interest for sinking fund, annuity and present value	K1
CO2	solve simultaneous equation using the concept of matrix	K2
CO3	understand the basic concepts of mean, median and mode	K2
CO4	estimate the measures of dispersion	K3
CO5	analyze the correlation and regression factors	K3

MAPPING WITH PROGRAMME OUTCOMES

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



<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



222MT1A1IB	MATHEMATICS FOR MANAGEMENT-I	SEMESTER I
------------	------------------------------	------------

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Matrices 12 h

Definition - importance - types - Matrix operations - properties - system of linear equations - Determinants - Cramer's rule - properties of determinants - minor and cofactor - Inverse matrix method - Rank - consistency

Unit II Mathematics of Finance 11 h

Basic concepts - Simple interest - Compound interest - effective rate and nominal rate of Interest - Depreciation - Annuities - Sinking fund- discounting

Unit III Measures of Central Tendency 13 h

Methods of finding Arithmetic Mean, Median and Mode-individual observations-discrete series-continuous series-merits and demerits-Geometric Mean-Harmonic Mean

Unit IV Measures of Dispersion 11 h

Range - Quartile deviation - Mean deviation - Standard deviation - Merits and Demerits- Coefficient of Variation-variance

Unit V Correlation and Regression 13 h

Simple Linear Correlation-types - Scatter diagram- Karl Pearson's correlation coefficient-Spearman's Rank Correlation coefficient- concurrent deviation method-merits and demerits-Simple Linear Regression-methods of forming the Regression equations


Text Books

- 1 Navnitham PA, 2021, "Business Mathematics and Statistics", Jai Publishers,Trichy



References

- 1 Gupta S.P, 2018, "Statistical Methods", Sultan Chand and Sons Educational Publishers, New Delhi
- 2 Pillai, Bagavathi RSN, 2021, "Statistics Theory and Practice" Eighth Edition, S. Chand and Company Limited, New Delhi
- 3 Das N.G, Das J.K, 2012, "Business Mathematics and Statistics", Tata McGraw Hill Education Private Limited, New Delhi
- 4 Mariappan S, 2017, "Business Mathematics" First Edition, Pearson Publisher, New Delhi

		
Dr.N.G.P. Arts and Science Co'		
APPROVED		
05/08/2022	6/9/2022	10/9/2022



Course Code	Course Name	Category	L	T	P	Credit
223MB1A1AA	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	Infer on Natural resources and its conservation	K2
CO3	Apply the knowledge on Biodiversity and its conservation	K3
CO4	Relate effects, causes and control of air, water, soil and noise pollution etc.,	K2
CO5	Build awareness about sustainable development and Environmental protection	K2

MAPPING WITH PROGRAMME OUTCOMES

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

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



223MB1A1AA	ENVIRONMENTAL STUDIES	SEMESTER I
------------	-----------------------	------------

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Environmental studies & Ecosystems 5 h

Introduction to Environmental studies & Ecosystems: Multidisciplinary nature of environmental studies; components of environment – atmosphere, hydrosphere, lithosphere and biosphere. Scope and importance; Concept of sustainability and sustainable development. Ecosystem- Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession.

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

Natural Resources: Renewable and Non-renewable Resources: 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). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs.

Unit III Biodiversity and Conservation 5 h

Biodiversity and Conservation: 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.

Unit IV Environmental Pollution, Environmental Policies & Practices 5 h

Environmental Pollution, Environmental Policies & Practices: 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; Prevention & Control of Pollution Act – Air & Water. Wildlife Protection Act; Forest Conservation Act;



Unit V Human Communities and the Environment & Field Work 4 h

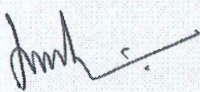
Human Communities and the Environment & Field Work: Human population and growth: Impacts on environment, human health and welfares. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness. Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Population explosion – Family Welfare Programmes. Role of Information Technology in Environment and human health. Role of the Colleges, Teachers and Students in village adoption towards clean, green and make in villages in various aspects.

Text Books

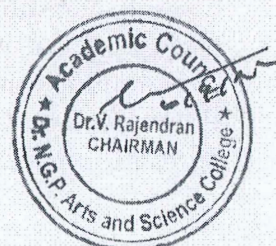
- 1 Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- 2 Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.

References

- 1 Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge
- 2 Gleick, P.H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press
- 3 Groom, Martha J. Gary K. Meffe, and Carl Ronald carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006
- 4 Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
- 5 McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books
- 6 McNeil, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century
- 7 Odum, E.P., Odum, h.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.


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

Dr.N.G.P. Arts and Science College		
APPROVED		
BOS- 13 th 05/05/2022	AC- 12 th 6/9/2022	GB- 18 th 10/9/2022



Dr.NGPASC
COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the AY 2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A2TA	TAMIL - II: ARA ILAKKIYAM	LANGUAGE-I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம்,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) - மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு (Tamil knowledge)	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A2TA	TAMIL - II: ARA ILAKKIYAM	SEMESTER II
------------	---------------------------	-------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I அற இலக்கியம் 13 h

1. இலக்கிய வரலாறு- பதினென்கீழ்க்கணக்குநூல்கள்
2. திருக்குறள்
 - அ. அறன்வலியுறுத்தல்- அ. எண் 04
 - ஆ. நட்பாராய்தல் - அ. எண் 80
 - இ. நாடு- அ. எண் 74
 - ஈ. குறிப்பறிதல்- அ. எண் 110

Unit II அற இலக்கியம் 13 h

1. நாலடியார் - அறிவுடைமை
2. மூதுரை - ஔவையார் - 10 பாடல்கள்-6,7,9,10,14,16,17,23,26,30
3. இனியவைநாற்பது- பூதஞ்சேந்தனார் - முதல் 10 பாடல்கள்

Unit III அறநெறிக் கட்டுரைகள் 09 h

1. இலக்கியவரலாறு - தமிழ் உரைநடையின் தோற்றமும் வளர்ச்சியும்
2. கலைகள்-உ.வே.சா
3. சங்க நெறிகள்- வ.ச.ப.மாணிக்கம்

Unit IV அறநெறிக் கட்டுரைகள் 15 h

1. வீர வணக்கம் - க.கைலாசபதி
2. தமிழர் பண்பாடு - டாக்டர் சோ.நா.கந்தசாமி
3. இணையத் தமிழ் வளர்ச்சி - முனைவர் ப.அர.நக்கீரன்

Unit V பயிற்சிப் பகுதி 10 h

1. இலக்கணம்-வழு, வழுவமைதி, வழாநிலை
2. அலுவலகம் சார்ந்த கடிதம் - விண்ணப்பங்கள், வேண்டுகோள், முறையீடு



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)


3.படைப்பாக்கம்-பொதுத்தலைப்பில் கட்டுரைகள் எழுதுதல்

Text Book

- தமிழ் மொழிப்பாடம்-2022-2023,தொகுப்பு: தமிழ்த்துறை, டாக்டர்
1 என்.ஜி.பி. கலை அறிவியல் கல்லூரி,கோயம்புத்தூர். வெளியீடு: நியூ
செஞ்சுரி புக் ஹவுஸ்,சென்னை. (Unit I to V)

References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு,எட்டாம் பதிப்பு-2014,தமிழ்
இலக்கிய வரலாறு- மணிவாசகர் பதிப்பகம்,சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி,முதற் பதிப்பு- 2013,இலக்கணம்-
இலக்கிய வரலாறு- மொழித்திறன்- பூவேந்தன் பதிப்பகம்,சென்னை. .
- 3 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY
வலைதள முகவரி : <https://www.tamilvu.org>

 Dr.N.G.P Arts and Science College		
APPROVED		
BoS- டிபி 01-12-2022	AC- டிபி 19/01/2023	GB- டிபி 30/01/2023



Dr.NGPASC
COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A2HA	HINDI - II: MODERN LITERATURE	LANGUAGE- I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- 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					
CO2		✓		✓	
CO3	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A2HA	HINDI - II: MODERN LITERATURE	SEMESTER II
------------	-------------------------------	-------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I	13 h
आधुनिकपद्य – शबरी(श्रीनरेशमेहता)	
Unit II	13 h
उपन्यास: सेवासदन-प्रेमचन्द	
Unit III	12 h
कहानी-किरीट- डा उषा पाठक / डा अचला पाण्डेय	
पाठ 1.कफ़न, 3. चीफ़ की दावत	
Unit IV	12 h
पत्र लेखन: (औपचारिक या अनौपचारिक)	
Unit V	10 h
अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में) (पाठ 1 to 10)	

Text Books

- 1 प्रकाशक: लोकभारती प्रकाशन पहली मंजिल, दरबारी बिल्डिंग, महात्मा गाँधी मार्ग, इलाहाबाद. (Unit I)
- 2 प्रकाशक: सुमित्र प्रकाशन 204 लीला अपार्टमेंट्स, 15 हेस्टिंग्स रोड अशोक नगर इलाहाबाद. (Unit II)
- 3 प्रकाशक: राधाकृष्ण प्रकाशन दिल्ली. (Unit III)
- 4 पुस्तक: व्याकरण प्रदिप – रामदेवप्रकाशक: हिन्दी भवन 36 इलाहाबाद. (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई. (Unit V)



Dr. NGPASC
COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A2MA	MALAYALAM - II: MODERN LITERATURE	LANGUAGE -I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221TL1A2MA	MALAYALAM- II: MODERN LITERATURE	SEMESTER II
------------	----------------------------------	-------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Novel 12 h

Enmakaje: Chapter1- Chapter5

Unit II Novel 10 h

Enmakaje: Chapter 6- Chapter 10

Unit III Novel 12 h

Enmakaje: Chapter 11- Chapter 15

Unit IV Autobiography 14 h

NeermathalamPoothaKalam :Chapter 1- Chapter 10

Unit V Autobiography 12 h


NeermathalamPootha Kalam: Chapter 11- Chapter 20

Text Books

- 1 Ambika SuthanMangad, Enmakaje (Novel), DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Madhavikkutty, NeermathalamPootha Kalam (Autobiography), DC Books Kottayam, Kerala, India. (Unit IV & V)

References

- 1 MalayalaNovel Sahithyam, DC Books Kottayam, Kerala, India.
- 2 MalayalaSahithyaCharithram, National Books Kottayam, Kerala, India.

 Dr.N.G.P Arts and Science College		
APPROVED		
BoS- 12 th	AC- 12 th	GB- 12 th
01-12-2022	19-01-2023	30-01-2023



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A2FA	FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION	LANGUAGE- I	4	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the 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
- 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	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



Dr. NGPASC
COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

221TL1A2FA	FRENCH- II: GRAMMAR, TRANSLATION AND CIVILIZATION	SEMESTER II
------------	---	-------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I

12 h

Proposer, accepter, refuser une invitation. Indiquer la date.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre un message d'invitation sur un répondeur téléphonique. Inviter quelqu'un à accepter ou refuser l'invitation.
--	--	--

Unit II

12 h

Prendre et fixer un rendez-vous. Demander et indiquer l'heure.	Organiser une soirée au cinéma avec des amis, par téléphone et par courriel.	Comprendre des personnes qui fixent un rendez-vous par téléphonique. Prendre un rendez-vous par téléphone
---	--	--

Unit III

12 h

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.	Exprimer son point de vue sur des idées de cadeau. Faire des achats dans un magasin
--	--	--



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Unit IV

14h

Demander et indiquer une direction. Localiser (près de, en face de). Exprimer l'obligation l'interdit. Conseiller.	Suivre un itinéraire à l'aide d'indications par téléphone et d'un plan. Par courrier électronique, donner des informations et des conseils à un ami qui veut voyager.	Comprendre des indications de direction. Comprendre des indications de lieu. Comprendre une chanson. Comprendre de courts messages qui expriment l'obligation ou l'interdiction. Donner des conseils à des personnes dans des situations données.
---	--	---

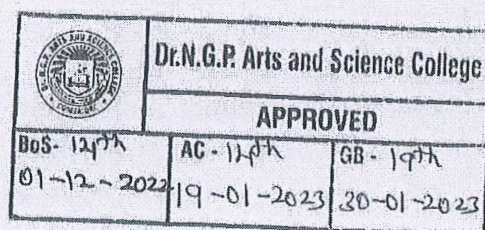
Unit V

10 h

Make in Own Sentences

Text Book

- 1 Regine Merieux, Yves Loiseau, "LATITUDES - 1" (Page No: 56-101) (Méthode de Français), Goyal Publisher & Distributors Pvt.Ltd., 86 UB Jawahar Nagar (Kamala Nagar), New Delhi-7 Les Editions Dider, Paris, 2008- Imprime en Roumanie par Canaleen Janvier 2012. (Unit I to IV)



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221EL1A2EA	PROFESSIONAL ENGLISH - II	LANGUAGE- II	4	~	1	3

PREAMBLE

This course has been designed for students to learn and understand

- the language for specific purposes through various literary manuscripts
- the process of communicative competences in academics through authentic contexts
- the different formats of business correspondence with lucidity and accuracy via various media

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Relate and appreciate the eminent writers works of various genres	K1
CO2	Infer and comprehend complex situational talks	K2
CO3	Identify formal and informal communicative context to speak fluently	K3
CO4	Construct the denotative and connotative meanings while reading specialized texts	K3
CO5	Develop the skill of writing through descriptions, narrations and essays	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221EL1A2EA	PROFESSIONAL ENGLISH - II	SEMESTER II
------------	---------------------------	-------------

Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Unit I Genre Studies 12 h

John Keats: La Belle Dame Sans Merci - Author's Note - title indications- outline- paraphrasing the poem- context of poem- form- poetic devices- enjambment- techniques- Annotations

A.G. Gardiner: On Keyhole Morals- Author's Note- Title indications- Outline - Passage Analysis - context of the Prose - Narrative techniques- Style

Charles Lamb: A Dissertation upon Roast Pig- Author's Note - title indications- outline- paraphrasing the Essay- context of Essay- form-devices- Narrative techniques

John Galsworthy: The Silver Box- Author's Note- Plot Summary- Critical Analysis- Themes- Characters- Description - analysis- Terms- Symbols

Unit II Listening Skills 10 h

Listening to Talks/Lectures by Specialists on selected subject specific topics- Listening to Public Announcements- Listening to Instructions & Directions- Listening to Speeches- Listening to process/event descriptions to identify cause & effects

Unit III Speaking Skills 14 h

Small Talk- Mini Presentations and Making Recommendations- Group Discussions, Debates, and Expressing opinions through Role play- Picture Description- Giving Instruction to Use a Product- Presenting a Product- Summarizing a Lecture- Narrating Personal Experiences/ Events- Interviewing a Celebrity- Scientific Lectures- Educational Videos- Debates- Different Viewpoints on an Issue

Unit IV Reading Skills 12 h

Reading Biographies, Newspaper Reports, Technical Blogs- Reading Advertisements- Gadget Reviews - Newspaper Articles- Journal Reports- Reading Editorials & Blogs- Case Studies- Excerpts from Literary Texts

Unit V Writing Skills 12 h

Inferring & Interpreting- Predicting Reorganizing Material- Summary Writing Based on the Reading Passages- Writing - Emails & Essay Writing (Descriptive or narrative)- Grammar - Tenses- Question Types: Wh/ Yes or No/ and Tags



Dr. NGPASC

COIMBATORE | INDIA


B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Text Books

- 1 <<https://www.poetryfoundation.org/poems/44475/la-belle-dame-sans-merci-a-ballad/>> (Unit I)
- 2 <<https://sittingbee.com/on-keyhole-morals-a-g-gardiner/>> (Unit I)
- 3 <<https://www.gradesaver.com/charles-lamb-essays/study-guide/summary-a-dissertation-upon-roast-pig/>> (Unit I)
- 4 <<https://public-library.uk/ebooks/41/61.pdf>> The Silver Box- John Galsworthy/> (Unit I)
- 5 Hart, Steve, Aravind R. Nair, Veena Bhambhani. 2016. Embark: English for Undergraduates. Cambridge University Press, New Delhi, India. (Unit II)
- 6 Lakshminarayanan. 2012. A Course Book On Technical English. Scitech Publications Pvt. Ltd, New Delhi, India. (Unit III)
- 7 Raman, Meenakshi & Sangeeta Sharma. 2016. Technical Communication- Principles And Practice, Oxford University Press, New Delhi, India. (Unit IV)
- 8 Viswamohan, Aysha. 2017. English For Technical Communication (With CD), McGraw Hill (India) Private Limited, New Delhi, India. (Unit V)

References

- 1 Bajwa and Kaushik. 2010. Springboard to Success- Workbook for Developing English and Employability Skills. Orient Black Swan, Chennai, India.
- 2 Chellammal, V. 2003. Learning to Communicate. Allied Publishing House, New Delhi, India.
- 3 Krishnaswamy, N, Lalitha Krishnaswamy & B.S. Valke. 2015. Eco English, Learning English through Environment Issues. An Integrated, Interactive Anthology. Bloomsbury Publications, New Delhi, India.
- 4 Syamala, V. 2002. Effective English Communication for You. Emerald Publishers, Chennai, Tamil Nadu, India.

 Dr.N.G.P Arts and Science College		
APPROVED		
BOS- 12 th 01-12-2022	AC- 12 th 19-01-2023	GB- 12 th 30-01-2023



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
226BM1A2CA	ORGANIZATIONAL BEHAVIOUR	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- psychological practices in industries.
- various dimensions in the work place.
- leadership styles and stress management.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand industrial psychology and behavioral outcome.	K2
CO2	Identify the personality and transactional analysis	K3
CO3	Understand the group norms and conflict.	K2
CO4	Demonstrate leadership skills.	K3
CO5	Manage the stress, work life balance and organizational change	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics

Dr.NGPASC



COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

226BM1A2CA	ORGANIZATIONAL BEHAVIOUR	SEMESTER II
------------	--------------------------	-------------

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Organizational Behavior 12 h

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

Unit II 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: Self Awareness - Life Positions - Ego States - Types of Transactions.

Case study on Motivation

Unit III Individual Differences and Group Dynamics 12 h

Individual Differences: Nature - Causes. Group:Types - Stages of Group Development - Group Norms - Group Cohesiveness - Team Development - Sociometry. Conflict: Types - Resolution.

Case study on Individual Difference.

Unit IV Leadership 12 h

Leadership: Importance - Difference Between Leader and Manager- Leadership Styles - Leadership Theories (Trait theory, Managerial Grid, Fiedler's Contingency, Situational Theory). Power: Sources- Power Center. Organizational Politics: Factors Contributing to Organizational Politics.

Case study on Politics.

Unit V Stress and Change Management 12 h

Stress: Types- Prevention and Management - Balancing Work and Life. Counseling: Functions. Organizational Change: Stability Vs Change - Proactive Vs Reactive Change - Change Process - Resistance to Change - Managing Change.

Note : Case Study (Examined Internal only)



Dr. NGPASC

COIMBATORE | INDIA


B.B.A. (CA) (Students admitted during the A.Y. 2022-23)

Text Books

- 1 S.S.Khanka, 2018. Organisational Behaviour, 7th Edition, Sultan Chand & Sons Publishing, New Delhi
- 2 Fred Luthans, 2016. Organisational Behaviour, 12th Edition, McGraw Hill Publishers, New Delhi.

References

- 1 Prasad.L.M, 2011. Organizational Behavior, 5th Edition, Sultan Chand and Sons, New Delhi
- 2 Udai Pareek, 2015. Understanding Organizational Behavior, 3rd Edition, Oxford University press
- 3 Stephen P. Robbins, 2018. Organizational Behavior, 18th Edition, Pearson India Education Services Pvt. Ltd., New Delhi.
- 4 Weblink: slideshare.net/YaminiKahaliya/organisation-behavior-introduction-oforganisation-behavior-for-bbabcom-students.
- 5 Weblink: file:///C:/Users/Acer/Downloads/lecture_note_92311150135560.pdf

 Dr.N.G.P. Arts and Science College		
APPROVED		
BOS - 14 th	AC - 14 th	GB - 14 th
01-12-2022	19-01-2023	30-01-2023



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
226BM1A2CB	PYTHON PROGRAMMING	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- design and development of applications in Python
- function-oriented programming through Python
- implementation of various applications using Python

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the basic principles of the Python language	K2
CO2	Understand the web-based applications using Python	K3
CO3	Illustrate the functions and machine learning ability of Python based components.	K2
CO4	Demonstrate the structures of list and strings	K3
CO5	Apply tuples and maintaining dictionaries using Python	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

226BM1A2CB	PYTHON PROGRAMMING	SEMESTER II
------------	--------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Python 10 h

Introduction – Python Overview – Getting Started – Comments – Python Identifiers – Reserved Keywords – Variables – Standard Data Types – Operators – Statements and Expressions – String Operations – Boolean Expressions.

Unit II Control Statements 10 h

Control Statements: The For Loop – While Statement – if elif else Statement – Alternative Executions – Conditional Execution – Iteration – While Statement- Input from Keyboard.

Unit III Functions 9 h

Functions: Introduction – Built-in Functions – Type Conversion – Type Coercion – Date and Time – Dir () Function – Help() Function – User Defined Functions – Parameters and Arguments – Function Calls – The Return Statement – Python Recursive Function

Unit IV Strings and Lists 10 h

Strings: Compound Data Type – Len Function – String Slices – String Traversal – Escape Characters – String Formatting Operator – String Formatting Functions. Lists – Values and Accessing Elements – Traversing a List – Deleting Elements from List – Built-in List Operators – Built-in List Methods.

Unit V Tuples and Dictionaries 9 h

Tuples: Creating Tuples – Accessing Values in Tuples – Tuple Assignment – Tuples as Return Values – Basic Tuple Operations – Built-in tuple Functions. Dictionaries: Creating a Dictionary – Accessing Values in a Dictionary – Updating Dictionary – Deleting Elements from Dictionary – Operations in Dictionary – Built-in Dictionary Methods



Dr. NGPASC

COIMBATORE | INDIA


B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Text Books

- 1 Balagurusamy E, 2018. Problem solving and Python Programming, McGraw-Hill Education (India) Pvt. Ltd.
- 2 AllenDowney, Jeffrey Elkner, Chris Meyers, 2016. Learning with Python, Dreamtech Press.

References

- 1 Allen B. Downey, 2016. "Think Python: How to Think Like a Computer Scientist", 2nd Edition, Updated for Python 3, Shroff/O'Reilly Publishers.
- 2 Balagurusamy E, 2016. Introduction to computing and problem solving using Python, McGraw Hill Publication.
- 3 Wesley J Chun, 2012. Core Python Applications Programming, Prentice Hall.
- 4 Ashok Namdev Kamthane, Amit Ashok Kamthane, 2018. "Programming and Problem solving with Python", McGraw Hill Education (India) Pvt Ltd.

 Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 14 th	AC- 14 th	GB- 14 th
01-12-2022	19-01-2023	30-01-2023



226BM1A2CP	CORE PRACTICAL: PYTHON PROGRAMMING	SEMESTER II
------------	------------------------------------	-------------

Total Credits: 2
Total Instruction Hours: 48 h

S.No	List of Exercise
1	Write a Python Program to Swap the Values of Two Variables
2	Write a Python Program to Find the Maximum from a List of Numbers
3	Write a Python Program to Implement Different Categories of Operators in Python Programming
4	Write a Python Program to Demonstrate while loop and for loop.
5	Write a Python Program to Print the Prime Numbers for a User Provided Range Using if else.
6	Write a Python Program to Print the Current Date and Time
7	Write a Python Program to Find Factorial of Number using Recursion
8	Write a Python Program to Demonstrate Tuple Functions and Operations
9	Write a Python Program to Create a List of Tuples from Given List having Number and its Cube in each Tuple
10	Write a Python Program to Print a Dictionary with Dictionary Value.
11	Write a Python Program to Interchange First and Last Elements in a List
12	Write a Python Program to make a Simple Calculator.

Note: Out of 12 Programs 10 Programs are Mandatory

References

- 1 Wesley J Chun, 2012. "Core Python Applications Programming", 3rd Edition, Prentice Hall Publication
- 2 AllenDowney, Jeffrey Elkner, Chris Meyers, 2016. "Learning with Python", 2nd Edition, Dreamtech Press Publication
- 3 Mark Summerfield, 2009. "Programming in Python 3: A Complete introduction to the Python Language", 1st Edition, Addison-Wesley Professional Publication
- 4 Guido van Rossum and Fred L. Drake Jr, 2011. "An Introduction to Python - Revised and updated for Python 3.2", 2nd Edition, Network Theory Ltd



Dr. NGPASC
COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
222MT1A21B	MATHEMATICS FOR MANAGEMENT-II	IDC	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the mathematical formulation of LPP
- the method of finding optimized solutions for transportation and assignment problems
- the procedure of obtaining sequencing and networks

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the feasible solution of LPP using Graphical method	K1
CO2	Illustrate the optimality analysis in Transportation problem	K3
CO3	Explain the concept behind the travelling salesman problem and apply it	K2
CO4	Analyze the best optimal order in sequencing models	K3
CO5	Estimate the project duration for the shortest path using CPM and PERT	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



222MT1A21B	MATHEMATICS FOR MANAGEMENT-II	SEMESTER II
------------	-------------------------------	-------------

Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Linear Programming Problem 10 h

Basics of Operations Research - Characteristics - Scientific Method - Scope - Applications - Objectives - Phases - Models - Classification - Limitations - Linear Programming: Introduction - Requirements - Assumptions - Applications - Formulation - Advantages - Limitations - Graphical Method - Some Exceptional Cases

Unit II Transportation Model 12 h

Introduction - Formation and Solution - Variants in Transportation Problems - Post Optimality Analysis in Transportation - the Trans-shipment Problem - Dual of the Transportation Problem

Unit III Assignment Model 12 h

Definition - Mathematical Representation - Hungarian Method - Formulation and Solution - Variations of the Assignment Problem - Sensitivity Analysis - Travelling Salesman Problem.

Unit IV Sequencing Models 13 h

Sequencing Problems - Assumptions - Processing n Jobs through One Machine - Two Machines - Three machines - Processing Two Jobs through m Machines - Processing n Jobs through m Machines - Complicated Sequencing Problems - Routing Problems in Networks - Minimal Path Problem

Unit V Network Analysis 13 h

Project Planning, Scheduling and Controlling - Basic Tools and Techniques - Network Logic - Fulkerson's Rule - Activity on Node Diagram - Critical Path Method (CPM)- Programme Evaluation and Review Technique (PERT).

Note : Distribution of marks 80% Problem and 20% Theory.



Dr. NGPASC

COIMBATORE | INDIA


B.B.A. (CA) (Students admitted during the A.Y. 2022-23)

Text Books

- 1 Gupta P K, Hira D S, 2014, "Operations Research", Seventh Edition, S. Chand & Company Pvt. Ltd, New Delhi

References

- 1 Kanti Swarup, Gupta P K and Man Mohan, 2007, "Operations Research" Fifth Edition, S. Chand & Sons Education Publications, New Delhi
- 2 Kapoor V K, 2011, "Operations Research: Techniques for Management", Sultan Chand and Sons, New Delhi
- 3 Hamdy A Taha, 2014, "Operations Research: An Introduction", Ninth Edition, Pearson Education Publishers Private Limited, New Delhi
- 4 Gupta P K and Gupta S P, 2014, "Quantitative Techniques & Operations Research", Sultan Chand and Sons, New Delhi

 Dr.N.G.P. Arts and Science College		
APPROVED		
BOS-12 th	AC-12 th	GB-12 th
01-12-2022	19-01-2023	30-01-2023



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

221TL1A2AA	PART- IV : BASIC TAMIL	SEMESTER II
------------	------------------------	-------------

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2022 – 23ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது
(10 மற்றும் 12 – ஆம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயிலாதவர்களுக்கு)

(பருவத் தேர்வு இல்லை)

Syllabus

Unit I தமிழ் மொழியின் அடிப்படைக் கூறுகள் 05 h

எழுத்துகள் அறிமுகம்

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

Unit II சொற்களின் அறிமுகம் 05 h

1. பெயர்ச்சொல்
2. வினைச்சொல் – விளக்கம் (எ.கா.)
3. பயிற்சி

Unit III குறிப்பு எழுதுதல் 05 h

1. பெயர், முகவரி, பாடப்பிரிவு, கல்லூரியின் முகவரி
2. தமிழ் மாதங்கள்(12), வாரநாட்கள்(7)
3. எண்கள் (ஒன்று முதல் பத்து வரை), வடிவங்கள், வண்ணங்கள்

Unit IV குறிப்பு எழுதுதல் 05 h

1. ஊர்வன, பறப்பன, விலங்குகள்
2. மனிதர்களின் உறவுப்பெயர்கள்
3. ஊர்களின் பெயர்கள் (எண்ணிக்கை 10)

Unit V பயிற்சிப் பகுதி 04 h

பயிற்சிப் பகுதி (உரையாடும் இடங்கள்)



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

வகுப்பறை, பேருந்து நிலையம், சந்தை - பேசுதல், எழுதுதல்.

Notes:

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை	மொத்த மதிப்பெண்கள் - 50
பகுதி - அ	
சரியான விடையைத் தேர்வு செய்தல்	10x2=20
பகுதி - ஆ	
சரியா? தவறா?	10x2=20
பகுதி - இ	
ஒரு பக்க அளவில் விடையளிக்க	1x10=10

குறிப்பு:


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

Text Book

- அடிப்படைத் தமிழ் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை
- 1 அறிவியல் கல்லூரி, கோயம்புத்தூர் - 641048, வெளியீடு: நியூ செஞ்சுரி புக ஹவுஸ், சென்னை. (Unit I to IV)

References

- 1 ஒன்றாம் வகுப்பு பாடநூல் - தமிழ்நாடு அரசு பாடநூல் கழகம், சென்னை.
- 2 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY
வலைதள முகவரி : <https://www.tamilvu.org>.

 Dr.N.G.P Arts and Science College		
APPROVED		
BoR 14th	AC - 13th	GB - 14th
01-12-2022	19-01-2023	20-01-2023



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

221TL1A2AB	PART- IV : ADVANCED TAMIL	SEMESTER II
------------	---------------------------	-------------

Total Credits: 2

Total Instruction Hours: 24 h

இளங்கலை 2022- 2023 ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது
(10 மற்றும் 12 - ஆம் வகுப்புகளில் தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு
உரியது)
(பருவத் தேர்வு இல்லை)
Syllabus

Unit I கவிதைகள் 06 h

- 1.தமிழ்நாடு - பாரதியார்
- 2.மனதில் உறுதி வேண்டும் - பாரதியார்
3. இன்பத்தமிழ் - பாரதிதாசன்
- 4.வேலைகளல்ல வேள்விகள் - தாராபாரதி
- 5.தமிழா! நீ பேசுவது தமிழா! - காசியானந்தன்
6. நட்புக் காலம் (10 கவிதைகள்) - அறிவுமதி கவிதைகள்

Unit II கட்டுரை 05 h

கட்டுரைத் தொகுப்பு - நல்வாழ்வு - டாக்டர் மு.வரதராசன்

1. நம்பிக்கை
2. புலனடக்கம்
3. பண்பாடு

Unit III இலக்கணம் 04 h

- 1.வல்லினம் மிகும் மற்றும் மிகா இடங்கள்
2. ர,ற,ல,ழ,ள,ந,ண,ன - வேறுபாடு அறிதல்

Unit IV கடிதங்கள் 05 h

1. பாராட்டுக் கடிதம்
2. நன்றிக் கடிதம்
3. அழைப்புக் கடிதம்
4. அலுவலக விண்ணப்பங்கள்

Unit V பயிற்சிப் பகுதி 04 h

படைப்பாக்கப் பகுதி

பொதுத் தலைப்புகளில் கவிதை, கட்டுரை எழுதச் செய்தல்

Notes

அக மதிப்பீட்டுத் தேர்வு - வினாத்தாள் அமைப்பு முறை

மொத்த



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

மதிப்பெண்கள் - 50

பகுதி - அ

சரியான விடையைத் தேர்வு செய்தல்
10x1=10

பகுதி - ஆ

கோடிட்ட இடங்களை நிரப்புக.

10x2=20

பகுதி - இ

இரண்டு பக்க அளவில் விடையளிக்க

2x10=20

குறிப்பு:


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

Text Book

- 1 சிறப்புத் தமிழ் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit- I to IV)

References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு. 2014. தமிழ் இலக்கிய வரலாறு - மணிவாசகர் பதிப்பகம், சென்னை.
- 2 டாக்டர் மு.வரதராசன். 2010. நல்வாழ்வு, பாரி நிலையம், சென்னை.
- 3 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு. 2013. இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்
- 4 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY
வலைதள முகவரி : <https://www.tamilvu.org>

 Dr.N.G.P. Arts and Science College		
APPROVED		
Bec 14th 01-12-22	AC - 14th 19-01-2023	GB - 14th 30-01-2023



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	AECC	2	-	-	2

PREAMBLE

This course has been designed for students to learn and understand

- Concepts of Human Rights
- Human Right Violations and Redressal Mechanism
- Rights to Women and Child

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the Basic concepts of Human Rights	K1
CO2	Describing Fundamental Rights	K2
CO3	Impart knowledge on Human Right Violations and Redressal Mechanism.	K4
CO4	Extend a comprehensive knowledge on Rights to Women and Child	K3
CO5	Analyze the knowledge on Civil and Political Rights of Women	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON:

<input checked="" type="checkbox"/> Skill Development	<input type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

225CR1A2AA	HUMAN RIGHTS AND WOMEN'S RIGHTS	SEMESTER II
------------	---------------------------------	-------------

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction to Human Rights 04 h

Meaning - Definition - Nature - Content - Legitimacy of Human Rights - Origin and Development of Human Rights - Theories - Principles of Magna Carta - Modern Movements of Human Rights - The Future of Human Rights.

Unit II Human Rights in India 05 h

The Constitution of India - Fundamental Rights - Right to Life and Liberty - Directive Principles of State Policy - Fundamental Duties - Individual and Group Rights - Other facets of Human Rights - Measures for Protection of Human Rights in India.

Unit III Human Right Violations and Redressal Mechanism 05 h

Human Rights - Infringement of Human Right by State Machinery and by Individual - Remedies for State action and inaction - Constitutional Remedies - Public Interest Litigation (PIL) - Protection of Human Rights Act, 1993 - National Human Rights Commission - State Human Rights Commissions - Constitution of Human Right Courts.

Unit IV Rights to Women and Child 05 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 - Constitutional Rights - Personal Laws - Protection of children against Sexual Offences Act 2012 (POCSO).

Unit V Civil and Political Rights of Women 05 h

Right of Inheritance - Right to live with decency and dignity - The Married women's Property Act 1874 - 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.



Dr. NGPASC

COIMBATORE | INDIA

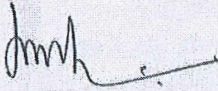
B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Text Books


- 1 Lalit Parmar, 1998, "Human Rights", Anmol Publications Pvt. Limited, New Delhi.
- 2 Krishna Pal Malik, 2009, "Women & Law ", Allahabad Law University, New Delhi.

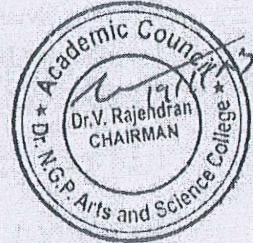
References

- 1 Mandagadde Rama Jois, 2015, "Human Rights", Bharatiya Values, Bharatiya Vidya Bhavan Publications, Mumbai.
- 2 Paras Diwan and Piyush Diwan, 1994, "Women and Legal Protection", South Asia Books, Andhra Pradesh.
- 3 Venkataram and Sandhiya. N, 2001, "Research in Value Education", APH Publishing Corporation, New Delhi.
- 4 Anand A S, 2008, "Justice for Women: Concerns and Expressions", Universal Law Publishing Co., New Delhi.



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

 Dr.N.G.P. Arts and Science College		
APPROVED		
BoS 01-12-2022	AC - 12 th 19-01-2023	GB - 1 st 30-01-2023



Dr.NGPASC
COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A3TA	TAMIL - III	LANGUAGE - I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடுநாகரீகம், 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) - மாணவர்களின் செயலாக்கத்திறனை ஊக்குவித்தல்	K1
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K2
CO3	பாடஇணைச்செயல்பாடுகள் (Co-curricular activities)	K2
CO4	சூழலியல் ஆக்கம் (Ecology)	K3
CO5	மொழி அறிவு(Tamil knowledge)	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

221TL1A3TA	TAMIL - III	SEMESTER III
------------	-------------	--------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I காப்பியங்கள் 10 h

1. சிலப்பதிகாரம் - வழக்குரை காதை
2. மணிமேகலை - ஆதிரை பிச்சையிட்ட காதை

Unit II காப்பியங்கள் 10 h

1. கம்பராமாயணம் - கும்பகர்ணன் வதைப்படலம்: பா. எண் : 60 முதல் - 100 வரை
2. பெரிய புராணம் - அதிபத்த நாயனார் புராணம்

Unit III சிற்றிலக்கியங்கள் 10 h

1. திருக்குற்றாலக்குறவஞ்சி - வசந்தவல்லி பந்தாடிய சிறப்பு (6: 4 கண்ணிகள்)
2. கலிங்கத்துப்பரணி- களம் பாடியது: போர்க்களக் காட்சி- பா.எண்: 472 முதல்- 502 வரை

Unit IV இலக்கிய வரலாறு 10 h

1. காப்பியங்களின் தோற்றமும் வளர்ச்சியும்
2. சிற்றிலக்கியங்களின் தோற்றமும் வளர்ச்சியும்
3. நாடகத்தின் தோற்றமும் வளர்ச்சியும்

Unit V இலக்கணம் & பயிற்சிப் பகுதி 08 h

அ. இலக்கணம்

1. 'பா' வகைகள் : வெண்பா, ஆசிரியப்பா, கலிப்பா, வஞ்சிப்பா - பொது இலக்கணம் மட்டும்.
2. அணி: உவமையணி, உருவக அணி, இல்பொருள் உவமையணி விளக்கம், உதாரணம்.

ஆ. பயிற்சிப் பகுதி

1. வாசகர் கடிதம் : நாளிதழ், வானொலி, செய்தி ஊடகங்களுக்கு விமர்சனம் எழுதுதல்
2. திரைக்கதை : மத்திய மற்றும் மாநில அரசு விருது பெற்ற தமிழ்த் திரைப்படங்கள் மட்டும்



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Text Book

- 1 தமிழ் மொழிப்பாடம் - 2022-2023, தொகுப்பு: தமிழ்த்துறை, டாக்டர் என். ஜி. பி. கலை அறிவியல் கல்லூரி, கோயம்புத்தூர். வெளியீடு: நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை. (Unit I to V)

References

- 1 பேராசிரியர் புலவர் சோம. இளவரசு, எட்டாம் பதிப்பு - 2014, தமிழ் இலக்கிய வரலாறு- மணிவாசகர் பதிப்பகம், சென்னை.
- 2 பேராசிரியர் முனைவர் பாக்கியமேரி, முதற் பதிப்பு- 2013, இலக்கணம் - இலக்கிய வரலாறு - மொழித்திறன் - பூவேந்தன் பதிப்பகம், சென்னை. .
- 3 தமிழ் இணையக் கல்விக்கழகம் - TAMIL VIRTUAL ACADEMY. வலைதள முகவரி: <https://www.tamilvu.org>



Course Code	Course Name	Category	L	T	P	Credit
221TL1A3HA	HINDI - III	LANGUAGE-I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- 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	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221TL1A3HA	HINDI - III	SEMESTER III
------------	-------------	--------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I 10 h

पद्य – काव्य पराशर (भोलानाथ)

(प्राचीन- कबीर, तुलसी, सुर, मीरा, आधुनिक- मैथिलीशरण गुप्त, अरूण कमल)

Unit II 10 h

हिन्दी साहित्य का इतिहास: (साधारण ज्ञान)

Unit III 10 h

अलंकार: अनुप्रास, यमक, श्लेष, वक्रोक्ति, उपमा, रूपक

Unit IV 10 h

संवाद लेखन

Unit V 08 h

अनुवाद अभ्यास-III (केवल हिन्दी से अंग्रेजी में)

(पाठ 10 to 20)

Text Books

- 1 प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001 (Unit I)
- 2 आचार्य रामचन्द्र शुक्ल लोकभारती प्रकाशन इलाहाबाद. (Unit II)
- 3 प्रकाशक: विनोद पुस्तक मंदिर आगरा-282002 (Unit III)
- 4 पुस्तक: व्याकरण प्रदिप - रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद-211024 (Unit IV)
- 5 प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (Unit V)



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A3MA	MALAYALAM - III	LANGUAGE- I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUS ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221TL1A3MA	MALAYALAM - III	SEMESTER III
------------	-----------------	--------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I	Poetry	10 h
	Kumaranasan	
Unit II	Poetry	10 h
	Kumaranasan	
Unit III	Poetry	10 h
	Kumaranasan	
Unit IV	Poetry	10 h
	Vayalar Ramavarma	
Unit V	Poetry	08 h
	Vayalar Ramavarma	

Text Books

- 1 Kumaranasan. 1998. Chinthavishtayaya Sitha. DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Ayisha (Poem), National Book Stall Kottayam, Kerala, India. (Unit IV & V)

Reference

- 1 Dr.M.Leelavathy. Kavitha Sahithya Charithram. Sahithya Academy Thrissur, Kerala, India.



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A3FA	FRENCH - III	LANGUAGE- I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the 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
- 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	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221TL1A3FA	FRENCH - III	SEMESTER III
------------	--------------	--------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I

10 h

<ul style="list-style-type: none"> ◦ Décrire un lieu. ◦ Situer 	A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.	Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.	Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.
--	--	---	---

Unit II

10 h

Se situer dans le temps.	A partir d'une recherche de documents, composer une présentation touristique pour un magazine ou un site internet.	Comprendre la description d'un lieu. Décrire une ville ou une région qu'on aime. Interroger sur la situation d'un lieu. Comprendre des indications sur la fréquence d'actions.	Comprendre une présentation de catalogue touristique. Comprendre des pictogrammes. Comprendre la description d'un lieu et d'une situation précise dans un message électronique.
--------------------------	--	---	---

Unit III

10 h

Raconter. <ul style="list-style-type: none"> ◦ Décrire les étapes d'une action. 	Raconter une scène insolite à l'oral et à l'écrit.	Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.	Ecrire une biographie à partir d'éléments écrits.
---	--	--	---

Unit IV

10 h

Exprimer l'intensité et la quantité. <ul style="list-style-type: none"> ◦ Interroger. 	Raconter une scène insolite à l'oral et à l'écrit.	Comprendre le récit d'un voyage. Raconter ses actions quotidiennes.	Ecrire une biographie à partir d'éléments écrits.
---	--	--	---

Unit V

08 h

Make in Own Sentences based on the above Lessons

Text Book

- 1 LATITUDES 1 (Méthode de français) Pages from 102-127, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221EL1A3EA	PROFESSIONAL ENGLISH - III	LANGUAGE- II	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the basics of English grammar and specific usage
- the importance of the vocabulary and use in different contexts
- the necessity of communication and composition writing skills

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Infer the specific usage of while-listening process	K2
CO2	Organize the various abilities and sub-skills involved in reading	K3
CO3	Utilize the importance of speaking skills and developing it through various practices	K3
CO4	Assume the sentence construction and paragraph development	K4
CO5	Acquire all-round mature outlook to function effectively in different context	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1			✓		✓
CO2	✓	✓		✓	
CO3	✓		✓		✓
CO4	✓		✓]
CO5	[]	[✓]	[]	[✓]	[]

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input checked="" type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



221EL1A3EA	PROFESSIONAL ENGLISH - III	SEMESTER III
------------	----------------------------	--------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I Listening and Reading 09 h

Listening in casual conversation, Small group and Conference setting - Listening for Factual Information, Detail and Situation - Developing Listening skills- Why do we avoid Listening- Poor Listening - Disadvantages - Poor listening vs Effective Listening - Basics of Reading- efficient and inefficient readers- Advantages - Benefits and Effective reading and comprehension skills- Need for Developing Efficient Reading skills- Four Basic steps of Effective Reading - Stumbling blocks in becoming an effective Reader- Improving Vocabulary power- Strategies for Comprehending and Retaining content- Effective Note Taking while Reading

Unit II Speaking 11 h

Purpose of General Conversations- Advantages, features of a good conversation- Tips for improving conversation- public speaking- importance of public speaking- Benefits, Tips, Overcoming fear of public speaking- Preparatory steps - Structuring the contents- Audience Awareness- Mode of Delivery

Unit III Writing Skills 10 h

CV and Job Applications- How to make your letter stand out?- Employers expectation - Organize the material - Useful suggestions- Cover Letter- Content to be included - Tone of the letter - Report Writing- importance - features- Types - main parts - Feasibility report- Accident report- Scientific report- Memos - Introduction - Structure- Proposal Writing- Key factors- Types- Contents- Format- Evaluation

Unit IV Effective Skills in Language 10 h

Using Word's Effectively- Mastering Spelling Techniques- Structuring Phrases and Clauses- Writing Effective Sentences- Building Effective paragraphs- Revising, Editing and Proof reading

Unit V Soft Skills 08 h

Introduction- What are soft skills?- Importance of soft skills- Attributes- Social soft skills- Thinking- Negotiating- Exhibiting- Identifying- Improving- Will formal training enhance your soft skills? - Soft Skills training -Train Yourself- Practicing soft skills- Measuring attitude - Self-Discovery: Importance of knowing yourself- Process - SWOT analysis - Benefits - Usage - SWOT Analysis grid



Text Books

- 1 Camp and Satterwhite. 1998. College English and Communication. 7th Edition
Glencoe Mchrawtill Publishers, New York, Unites States of America. (Unit I, II, III)
- 2 Kumar, Sanjay and Lata Pushp. 2018. Language and Communication Skills for Engineers. First Edition, Oxford University Press, India. (Unit I, II, III)
- 3 Mohan, Krishna and Banerji, Meera. 2009. Developing Communication skills. 2nd Edition, Macmillcan, India. (Unit I, II, III, IV)
- 4 Alex. Soft Skills. 2009. S. Chand Publishing, New Delhi, India. (Unit V)

References

- 1 Ghosh, B.N. Editor. 2017. Managing Soft Skills for Personality Development. McGraw- Hill Education, Chennai, India.
- 2 Miles Craven. 2008. Cambridge English Skills Real Listening and Speaking. First Edition, Cambridge University Press, United Kingdom.
- 3 Mishra, Gauri and Ranjana Kaul. 2016. Language Through Literature. Primus Books, India.
- 4 Pillai G, Radhakrishna. 2000. English for Success. Emerald Publishers, Chennai, India.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A3CA	PRODUCTION AND MATERIALS MANAGEMENT	CORE	3	-	-	3

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 benchmarking standards.

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.	K1
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.	K3
CO4	Summarize the inventory tools and techniques, storekeeping procedures.	K4
CO5	Discuss about the quality control, total quality management and bench marking standards.	K4

MAPPING WITH PROGRAMME OUTCOMES

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



COURSE FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A3CA	PRODUCTION AND MATERIALS MANAGEMENT	SEMESTER III
------------	--	--------------

Total Credits: 3

Total Instruction Hours: 36 h

Syllabus

Unit I Introduction to Production Management 7 h

Production Management - Functions - Scope - Plant Location - Factors - Plant Layout- Product Layout- Production Planning and Control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

Unit II Materials Handling and Maintenance 7 h

Materials Handling - Importance - Principles - Criteria for Selection of Material Handling Equipment's. Maintenance - Types - Breakdown - Preventive - Routine - Methods Study - Types - Time Study Procedures - Motion Study Procedures.

Case Study on Material Management

Unit III Materials Management 7 h

Materials Management - Important - Fundamental Principles - Structure - Integrated Materials Management- Purchasing - Procedure - Principles - Import Substitution and Import Purchase Procedure.

Case Study on Purchase Management

Unit IV Inventory Control 8 h

Inventory - Functions - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder Point - Safety Stock - Lead Time Analysis. Store Keeping - Functions - Stores Ledger - Bin Card.

Case Study on Inventory Management

Unit V Quality Control 7 h

Quality control: Inspection - Types - TQM: Meaning -Objectives - Elements - Benefits - 5's Principles - Bench Marking: Meaning - Types - Objectives - Advantages.

Note: Case Study (To be examined Internally).



Text Books

- 1 Saravanel, S.Sumathi 2015. Production and Materials Management. 5th Edition, Margham Publications, Chennai.
- 2 O.P. Khanna, 2018. Industrial Engineering and Management. 17th Edition, Dhanapat Rai Publications, New Delhi

References

- 1 Banga.T.R. and Sharma.S.C., 2017. Industrial Engineering and Management Science. 11th Edition, Khanna Publishers Pvt. Ltd, New Delhi.
- 2 M.M. Varma, 2015. Materials Management. , 4th Edition , Jain Book Agency Publishers, New Delhi
- 3 Richard B. Chase, Nicholas J. Aquilano, F. Robert Jacobs, 2016. Production and Operations Management: Manufacturing and Services. 8th Edition, Tata McGraw Hill, New Delhi.
- 4 Datta. A.K . 2012. Materials Management, Procedures, Text and Cases. 2nd Edition, Prentice Hall of India Pvt. Ltd, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A3CB	MARKETING MANAGEMENT	CORE	4	-	-	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 challenges in the 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 various marketing environment.	K1
CO2	Know the buyer behavior, market segmentation, targeting, positioning and various channels of distribution.	K2
CO3	Interpret the product and its life cycle, selecting the product mix and packing decisions.	K2
CO4	Discover pricing policies to meet competitions and selecting suitable physical distribution to tackle the risk.	K3
CO5	Analyze the various promotional mix strategies.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



COURSES FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A3CB	MARKETING MANAGEMENT	SEMESTER III
------------	----------------------	--------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Basics of Marketing 09 h

Marketing: Definition- Marketing vs Selling -Evolution of Marketing – Marketing Concepts –Functions of Marketing – Marketing Environment : Internal Environment - External Environment.

Unit II Market Segmentation and Channels 10 h

Buyer Behaviour: Determinants - Buying Process - Market Segmentation: Criteria for Segmentation- Bases – Targeting - Positioning - Marketing - Channel: Types – Factors Influencing Channel Selection.

Case study on Market Segmentation

Unit III Products 10 h

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

Case study on Product Life Cycle.

Unit IV Pricing and Physical Distribution 10 h

Pricing: Objectives – Factors Influencing Pricing Decisions – Kinds- Policies - Procedure for Price Determination - Physical Distribution – Importance -Functions of Physical Distribution- Marketing Risks: Causes- Methods of Handling.

Case study on Pricing and Physical Distribution.

Unit V Promotion Mix 09 h

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

Note: Case Study (To be examined Internally)



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Text Books

- 1 Rajan Nair and Gupta C.B, 2018. 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 Philip Kotler and Kevin Lane Keller, 2017. Marketing Management, 15th Edition, Pearson Education Limited, England
- 2 S.K.Sarangi,2018.Principles of Marketing,12th Edition, Asian Book Private Limited
- 3 [https://gurukpo.com/Content/BBA/Marketing%20Management\(BBA\)P2.pdf](https://gurukpo.com/Content/BBA/Marketing%20Management(BBA)P2.pdf)
- 4 <http://www.ddegjust.ac.in/studymaterial/bba/bba-203.pdf>



Course Code	Course Name	Category	L	T	P	Credit
226BM1A3CC	FINANCIAL ACCOUNTING	CORE	4	-	-	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 incomplete records.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Recall the accounting concepts and understand the rules of double entry system, journal and ledger.	K1
CO2	Infer the features, causes of depreciation and calculation of depreciation methods.	K2
CO3	Construct the trading account, profit & loss account and balance sheet.	K3
CO4	Develop the accounts for non-trading institutions through income and expenditure account.	K3
CO5	Organize the accounts from incomplete records to prepare statement of affairs and calculating the capital.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



COURSE FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A3CC	FINANCIAL ACCOUNTING	SEMESTER III
------------	----------------------	--------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Basics of Financial Accounting 10 h

Basic Accounting Concepts - Kinds of Accounts - Double Entry Book Keeping - Functions of Financial Accounting - Rules of Double Entry System - Characteristics of Double Entry System - Preparation of Journal and Ledger - Cash Book - Accounting Standards. (Theory and Problems).

Case study on Accounting Standards.

Unit II Depreciation Methods 10 h

Meaning and Definition of Depreciation - Features of Depreciation - Causes for Depreciation - Methods of Depreciation - Fixed Installment Method - Diminishing Balance Method - Difference between Fixed Installment and Diminishing Balance Method. (Theory and Problems).

Case study on Depreciation.

Unit III Final Accounts 10 h

Preparation of Final Accounts - Trading Account - Profit and Loss Account - Balance Sheet - Problems with Simple Adjustments - Outstanding Expenses and Prepaid Expenses - Accrued Income. (Problems only).

Case study on Final Accounts.

Unit IV Accounts of Non- Trading Concerns 9 h

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

Unit V Accounts from Incomplete Records 9 h

Preparation of Accounts from Incomplete Records - Features of Incomplete Records - Preparing Statement of Affairs - Calculation of Capital - Calculation of Profit and Loss. (Theory and Problems).

Note: 60% Problem, 40% Theory.

Case Study (To be examined internally)



Text Books

- 1 Maheswari S.N., 2021. Financial Accounting, 3rd Edition, Vikas Publishing House, New Delhi.
- 2 Jain S.P. and Narang K.L., 2020. Financial Accounting, 2nd Edition, Kalyani Publishers, New Delhi.

References

- 1 R.L.Gupta and V.K.Gupta, 2022. Financial Accounting, 8th Edition, Sultan Chand and Sons, New Delhi.
- 2 Bhushan Kumar Goyal and H N Tiwari, 2022. Financial Accounting, 10th Edition, Taxmann Publications Pvt. Ltd., Chennai.
- 3 T.S.Reddy and A.Murthy, 2021. Financial Accounting, 2021 Edition, Margham Publications, Chennai.
- 4 Pillai and Bagavathi, 2018. Financial Accounting, 2nd Edition, S.Chand & Co., New Delhi.
- 5 <https://www.freebookcentre.net/business-books-download/Financial-Accounting.html>



226BM1A3CP	CORE PRACTICAL: ACCOUNTING SOFTWARE	SEMESTER III
------------	-------------------------------------	--------------

Total Credits: 2

Total Instructions Hours: 48 h

S.No	List of Experiments
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 exercise 10 are mandatory.



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

References

- 1 Tally Education Pvt. Ltd., 2019. Tally PRO. Sahaj Enterprises, Bangalore.
- 2 Sanjay Satpathy, 2022. Tally Prime. 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.



Course Code	Course Name	Category	L	T	P	Credit
225CR1A3IA	BUSINESS LAW	IDC	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Indian contract act.
- Sale of goods act.
- Recent amendments in business law.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic elements of contract.	K2
CO2	Describe free consent and performance of contract.	K2
CO3	Classify various special contracts.	K4
CO4	Elaborate the sale of goods act.	K3
CO5	Generalize the knowledge on information technology act.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON :

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225CR1A3IA	BUSINESS LAW	SEMESTER III
------------	--------------	--------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Indian Contract Act, 1872 10 h

Meaning of Law - Indian Contract Act, 1872 - Meaning of Contract and Agreement - Difference between Contract and Agreement - Types of Contracts - Valid, Void and Voidable, Illegal and Immoral Contracts - Essential Elements of a Contract - Offer and Acceptance - Consideration - Capacity to Contract.

Case Study: Capacity to Contract.

Unit II Free Consent and Performance of Contract 10 h

Free Consent - Coercion - Undue Influence - Fraud - Misrepresentation - Mistake. Legality of Object - Performance of Contract - Discharge of Contract - Modes of Discharge of Contracts - Breach of Contract - Types of Breach - Remedies for Breach of Contract - Types of Damages - Specific Relief.

Case Study: Remedies for Breach of Contract.

Unit III Special Contracts 10 h

Contract of Indemnity - Essentials - Rights - Contract of Guarantee - Essentials - Difference Between Contract of Indemnity and Guarantee - Kinds - Surety - Rights. Bailment and Pledge - Essentials - Kinds - Rights and Duties - Law of Mortgage - Mortgage vs. Pledge - Law of Agency - Rules - Essentials - Kinds - Rights and Duties of Agent and Principal - Personal Liability of an Agent - Termination of Agency - Methods.

Unit IV Law Relating to Sale of Goods Act, 1930 09 h

The Sale of Goods Act, 1930 - Essentials of Contract of Sale - Sale Distinguished from Agreement to Sell - Implied Conditions and Warranties - Doctrine of Caveat Emptor - Unpaid Seller - Rights Against Goods and the Buyer.

Case Study: Sale of Goods Act, 1930



Unit V Information Technology Act, 2000

09 h

Definition - Digital Signatures - Electronic Governance - Attributions, Acknowledgement and Dispatch of Electronic Records - Secure Electronic Reports and Secure Digital Signature - Certifying Authorities - Digital Signature Certificate - Encryption - Duties of Subscribers - Recent Amendments

Note: Case Study (Examined Internal Only).

Text Books

- 1 Balachandran V and Thothadri S, 2022. Business Law, 4th Edition, Vijay Nicole Imprints Pvt. Ltd, Chennai.
- 2 Kapoor N.D, 2020. Elements of Mercantile Law, 38th Revised & Enlarged Edition, Sultan Chand and Sons, New Delhi.

References

- 1 Pillai R.S.N and Bhagawathi, 2016. Business Law, 3rd Edition, Sultan Chand & Co., New Delhi.
- 2 Shukla M.C, 2018. Mercantile Law, S. Chand & Co., New Delhi.
- 3 Gulshan S.S, 2018. Business Law, 19th Edition, New Age International, Delhi.
- 4 Dr.Rajni Jagota, 2019. Business Law, 3rd Edition, Cengage Learning India Pvt. Ltd. New Delhi.



226BM1A3SV	ARTICULATION SKILLS	SEMESTER III
------------	---------------------	--------------

Total Credits: 2

Total Instructions Hours: 36 h

S.No

Contents

LISTENING & SPEAKING

- 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
- 6 Write an essay on the art of speaking in your own words
- 7 Appreciate the importance of vocabulary and build the same.
- 8 Use oxford – 30 key words in different sentences
- 9 Read a passage from the newspaper and compare with that of the news broadcast from TV
- 10 Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A.
- 11 Role play and simulated games with more speaking
- 12 Conversational practice (Situations): 1. At the college, 2.At the market, 3.At the post office/bank, 4. At the railway reservation counter, 5.At the airport 6. Movie/ Article/Book review,
- 13 Anecdotes and stories
- 14 Vary your volume, watch your tone and record your voice for replay in the preferred group



226BM1ASSA	BUSINESS COMMUNICATION	SEMESTER III
------------	------------------------	--------------

Total Credits: 1

Syllabus

Unit I Introduction to Communication

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

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

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

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

Internal communication: Short speeches - Memos - Circulars - Notices - Explanations to Superior - Major Devices for Internal Communication: Intercom - Telephone - Fax - Internet - E-mail - E-mail Etiquette - 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 Edition, New Delhi: Sultan Chand & Sons.
- 2 Ramesh M.S, Pattanshetti C.C, Madhumati M. Kulkarni, 2011, "Business Communication", 28th Edition, New Delhi: R.Chand and Co.

References

- 1 Pooja Khanna, 2016, "Effective Business Communication Concept", 2nd Edition, Vikas Publishing Company.
- 2 Sharma, Krishna Mohan, R. C., 2017, "Business Correspondence and Report Writing", 10th Edition, New Delhi: Tata McGraw Hill Publishing Company Limited.
- 3 Dr.Poyam Sharma, Dr. Kanika Maheshwari, 2023. "Business Communication", New Edition,Thakur Publications Pvt Ltd, Lucknow
- 4 N.Gupta & K.Jain, 2022, "Business Communication", Revised Edition,Sahitya Bhawan Publications, Agra
- 5 Sri Jin Kushal, 2021. "Business Communication",1st Edition, VK Global Publications, Haryana.



226BM1ASSB	BANKING AND INSURANCE	SEMESTER III
------------	-----------------------	--------------

Total Credits: 1

Syllabus

Unit I Evolution of Banking

Evolution of Banking - Definition of Banking - Classification of Banks - Licensing, Opening of Branch - Functions of Bank - Role of RBI and its Function - Recent Trends in Indian Banking.

Unit II Digital Banking

Digital Banking-Home Banking, Net Banking, Mobile Banking, Virtual Banking, ATMs, Debit and Credit Cards, Smart Cards, NEFT, RTGS, IMPS, NACH (ECS) - SWIFT, UPI, Bills Payments, E-Money-Electronic Purse- Digital Cash- Wallets - CIBIL - Pre-Approved Loans Through Digital Media.

Unit III Banking Services

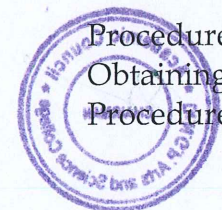
Opening of an Account -Type of Account - Documents for Opening a New Account - Deposit - Types of Deposit - Bank Passbook - KYC - Closing of Account and its Procedure - Types of Loans and Advances.

Unit IV Insurance

Introduction - Definition - Kinds of Insurance - Functions of Insurance - Role and Importance of Insurance - Types of Insurance Organizations - Insurance Organization in India.

Unit V Insurance Agent

Procedures for Becoming an Agent - Legal Requirement - Pre-requisite for Obtaining a License - Duration of License - Cancellation of License -Legal Procedure Regarding Settlement of Policy Norms.



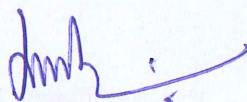
Text Books


1 Sundharam & Varshney, 2016. Banking Theory Law and Practice, 8th Edition, S.Chand and Co, New Delhi.

2 Mishra M.N. and Dr. Mishra S.B, 2016. Insurance Principles and Practice 22nd Edition, Sultan Chand and Sons, New Delhi.

References

- 1 S.Gurusamy, 2017. Banking Theory Law and Practice, 4th Edition, Chennai, Vijay Nicole Imprints.
- 2 Gordon.E and Natarajan.L, 2016. Banking Theory Law and Practice, 24th Edition, Himalaya Publishing House, New Delhi.
- 3 M.Easwari Karthikeyan, 2020. Fundamental Principles of Insurance, 1st Edition, Sahitya Bhawan Publications, Agra.
- 4 Gupta P.K, 2019. Insurance and Risk Management, 2nd Edition, Himalaya Publishing House, New Delhi.
- 5 Agarwal O.P, 2017. Banking and Insurance Management, 4th Edition, Himalaya Publishing House, New Delhi.


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

 Dr.N.G.P. Arts and Science College		
APPROVED		
BoS - 15th 10/06/23	AC - 15th 14/07/23	GB - 20th 05/08/23



Dr.NGPASC
 COIMBATORE | INDIA

B.B.A.(CA) (Students admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A4TA	TAMIL - IV	LANGUAGE-I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- மொழிப்பாடங்களின் வாயிலாக தமிழரின் பண்பாடு நாகரீகம், 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	வாழ்க்கைத் திறன்கள் (Life Skills)- மாணவர்களின் செயலாக்கத் திறனை ஊக்குவித்தல்	K3
CO2	மதிப்புக்கல்வி (Attitude and Value education)	K4
CO3	பாட இணைச்செயல்பாடுகள் (Co-curricular activities)	K4
CO4	சூழலியல் ஆக்கம் (Ecology)	K4
CO5	மொழி அறிவு (Tamil knowledge)	K5

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students Admitted during the A.Y.2022-23)

221TL1A4TA	TAMIL - IV	SEMESTER IV
------------	------------	-------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I எட்டுத்தொகை

10 h

1. நற்றிணை – குறிஞ்சித் திணை

I.பா.எண் : 01 – கபிலர்

II.பா.எண் : 88 – நல்லந்துவனார்

III.பா.எண் : 102 – செம்பியனார்

2. குறுந்தொகை – முல்லைத்திணை

I.பா.எண் : 65 – கோவூர்கிழார்

II. பா.எண் : 167 – கூடலூர்கிழார்

மருதத்திணை

I.பா.எண் : 08 – ஆலங்குடி வங்கனார்

II.பா.எண் : 61 – தும்பிசேர்கீரனார்

III.பா.எண் : 196 – மிளைக் கந்தன்

நெய்தல் திணை

I.பா.எண் : 57 – சிறைக்குடி ஆந்தையார்

Unit II எட்டுத்தொகை

08 h

1. கலித்தொகை – பாலைக்கலி

I.பா.எண் : 09 – பெருங்கடுங்கோ

2. அகநானூறு – மருதத்திணை

I.பா.எண் : 86 – நல்லாலூர்கிழார்

3. புறநானூறு -

I.பா.எண் : 188 – பாண்டியன் அறிவுடை நம்பி

II.பா.எண் : 192 – கணியன் பூங்குன்றனார்

III.பா.எண் : 279 – ஒக்கூர் மாசாத்தியார்

IV.பா.எண் : 312 – பொன்முடியார்

Unit III பத்துப்பாட்டு

10 h

1. பட்டினப் பாலை – கடியலூர் உருத்திரங் கண்ணனார் -1முதல் 218 வரிகள் வரை மட்டும்.

Unit IV இலக்கிய வரலாறு

10 h



Dr.NGPASC

COIMBATORE | INDIA

1. எட்டுத் தொகை நூல்கள்
2. பத்துப்பாட்டு நூல்கள்

Unit V இலக்கணம் மற்றும் திறனாய்வுப் பகுதி

10 h

I.இலக்கணம்

1. அகத்திணை – அன்பின் ஐந்திணை - விளக்கம்
2. புறத்திணை – 12 திணைகள் - விளக்கம்

II.பயிற்சிப் பகுதி

சங்கப் பாடல்கள் குறித்து திறனாய்வு செய்தல்

Note: பயிற்சிப் பகுதியில் வினாக்கள் அமைத்தல் கூடாது

Text Book

செய்யுள் திரட்டு - மொழிப் பாடம் - 2022- 23

- 1 தொகுப்பு: தமிழ்த்துறை, டாக்டர் என்.ஜி.பி. கலை அறிவியல் கல்லூரி, வெளியீடு : நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை – 600 098. (Unit I- V)

References

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



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students Admitted during the A.Y.2022-23)

Course Code	Course Name	Category	L	T	P	Credit
221TL1A4HA	HINDI - IV	LANGUAGE-I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature
- 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	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221TL1A4HA	HINDI- IV	SEMESTER IV
------------	-----------	-------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I	10 h
नाटक	
Unit II	10 h
एकांकी	
Unit III	10 h
काव्य मंजरी	
Unit IV	10 h
सूचना लेखन	
Unit V	08 h
अनुवाद अभ्यास- III	

Text Books

- 1 लडाई – सर्वेश्वरदयाल सक्सेना प्रकाशक: वाणी प्रकाशन 21-A, दरियागंज नई दिल्ली-110002. (Unit I)
- 2 एकांकी पंचामृत – डॉ राम कुमार (भोर और तारा छोडकर) प्रकाशक: जवाहर पुस्तकालय सदर बाजार, मथुरा उत्तर प्रदेश-281001. (Unit II)
- 3 काव्य मंजरी- (डा मुन्ना तिवारी) मैथिलीशरण गुप्त- मनुष्यता, जयशंकर प्रसाद- बीती विभावरी जागरी सूर्यकान्त त्रिपाठी निराला- तोडती पत्थर और भिक्षुक. (Unit III)
- 4 सूचना लेखन पुस्तक: व्याकरण प्रदिप – रामदेव प्रकाशक: हिन्दी भवन 36 इलाहाबाद -211024. (Unit IV)
- 5 अनुवाद अभ्यास (केवल अंग्रेजी से हिन्दी में) (पाठ 10 to 20) प्रकाशक: दक्षिण भारत प्रचार सभा चेन्नई -17 (पाठ 10 to 20). (Unit V)



Dr.NGPASC

COIMBATORE | INDIA

Course Code	Course Name	Category	L	T	P	Credit
221TL1A4MA	MALAYALAM- IV	LANGUAGE - I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the writing ability and develop reading skill
- the various concepts and techniques for criticizing literature, to learn the techniques for expansion of ideas and translation process
- the competency in translating simple Malayalam 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 fundamentals of novels and stories	K1
CO2	Understand the principles of translation work	K2
CO3	Expose the knowledge writing critical views on fiction	K2
CO4	Build creative ability	K3
CO5	Apply the power of creative reading	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUS ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221TL1A4MA	MALAYALAM- IV	SEMESTER IV
------------	---------------	-------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I	Drama	10 h
Saketham- Sreekandan Nair		
Unit II	Drama	10 h
Saketham- Sreekandan Nair		
Unit III	Drama	10 h
Saketham- Sreekandan Nair		
Unit IV	Screen Play	10 h
Perumthachan- Vasudevan Nair		
Unit V	Screen Play	08 h
Perumthachan- Vasudevan Nair		

Text Books

- 1 Nair, Sreekandan C.N. 2023. Saketham, Drama. DC Books Kottayam, Kerala, India. (Unit I to III)
- 2 Nair, Vasudevan M.T. 1994. Perumthachan- Screenplay. DC Books Kottayam, Kerala, India. (Unit IV & V)

Reference

- 1 Sankarapillai. 2005. Malayala Nataka Sahithya Charithram, Kerala Sahithya Akademi Publishers, Kerala, India.



Course Code	Course Name	Category	L	T	P	Credit
221TL1A4FA	FRENCH - IV	LANGUAGE-I	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the 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
- 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	Apply the adjectives and the classroom environment in France	K2
CO3	Select the Plural, Articles and the Hobbies	K2
CO4	Measure the Cultural Activity in France	K3
CO5	Evaluate the sentiments, life style of the French people and the usage of the conditional tense	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input checked="" type="checkbox"/>	Intellectual Property Rights	<input checked="" type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students Admitted during the A.Y.2022-23)

221TL1A4FA	FRENCH - IV	SEMESTER IV
------------	-------------	-------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I 10 h

° Décrire quelqu'un. ° Comparer	En milieu professionnel, recruter quelqu'un et justifier son choix.	S'exprimer sur les styles de vêtements. Reconnaître des personnes à partir de descriptions.	Comprendre la description de personnes dans un extrait de roman.
------------------------------------	---	---	--

Unit II 10 h

Exprimer l'accord ou le désaccord. ° Se situer dans le temps.	En milieu professionnel, recruter quelqu'un et justifier son choix.	Décrire des personnes. Comprendre des personnes qui expérimentent leur accord ou leur désaccord.	Comprendre des différences de points de vue exprimés dans un message électronique. Raconter un événement.
---	---	--	---

Unit III 10 h

° Parler de l'avenir.	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la compléter.	Comprendre une chanson. Échanger sur ses projets de vacances.	Comprendre le message d'une carte d'anniversaire.
-----------------------	--	---	---

Unit IV 10 h

° Exprimer des souhaits. ° Décrire quelqu'un.	Discuter de l'organisation d'un voyage de groupe puis préparer une fiche projet et la compléter.	Discuter du programme de la soirée à venir. Addresser des souhaits à quelqu'un.	Comprendre le message d'une carte d'anniversaire.
---	--	---	---

Unit V 08 h

Make in Own Sentences based on the above Lessons

Text Book

- 1 LATITUDES 1 (Méthode de français) Pages from 128-151, Author : Regine Mérieux, Yves Loiseau (Unit I to IV)



Dr. NGPASC

COIMBATORE | INDIA

Course Code	Course Name	Category	L	T	P	Credit
221EL1A4EA	PROFESSIONAL ENGLISH - IV	LANGUAGE- II	3	1	-	3

PREAMBLE

This course has been designed for students to learn and understand

- the skill-based learning for better communication
- the prevalent issues logically and present coherently
- the ideas accurately and clearly

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Develop the ability to appreciate ideas and think critically	K1
CO2	Integrate academic success into practical life skills	K2
CO3	Express challenges of a competitive environment and select the profession that best suits them	K2
CO4	Discuss with confidence in conversations, to initiate, sustain and close a conversation	K3
CO5	Identify a sense of social commitment	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓ Skill Development	✓ Entrepreneurial Development
✓ Employability	✓ Innovations
✓ Intellectual Property Rights	✓ Gender Sensitization
✓ Social Awareness/ Environment	✓ Constitutional Rights/ Human Values/ Ethics



221EL1A4EA	PROFESSIONAL ENGLISH - IV	SEMESTER IV
------------	---------------------------	-------------

Total Credits: 3

Total Instruction Hours: 48 h

Syllabus

Unit I Career 08 h

Leadership- Everyday leadership- Everyday leaders motivation- Qualities of a good leader- Professionalism- Creativity- Practical Application- Ways to become more creative- Six Thinking hats techniques

Unit II Art of Promoting 11 h

Selling your skills- Neuromarketing as a tool for influencing leaders- Using neuromarketing and psychology to get ahead- Recruiters and Clients decision making skills- Three steps to use neuromarketing for a successful life- Attention-storytelling- Perception and reputation- Recognize opportunities and openings before the competition- observation- Matching yourself with your leaders

Unit III Facing Challenges 10 h

Introduction-Panicky people- Negative people- Positive people- Facing challenges and taking initiatives – Importance of youth to face challenges and take initiative Benefits of Facing challenges- Facing challenges in life

Unit IV Effective Decision Making 10 h

Decision Making Process- Methods of Decision Making- Steps in DM- Theoretical Approaches to individual Decision Making- Optimizing Decision Theory- The Subjective Expected Utility Model- Steps to Effective Decision- Making- Effective Decision Making in Terms- Methods for team decision making- Confusion and decision making- Decision making styles

Unit V Practising Corporate Social Responsibility (CSR) 09 h

Corporate Social Responsibility (CSR)- definitions- Goal- Areas- Need- Benefits - Argument in favour/against of CSR- Factors that promote CSR – Limitations for implementing- India and Corporate Social Responsibility- Activities carried out by Companies in India- List of projects for funding under CSR- Implementation of CSR commitments



Text Books

- 1 Sharma, Prashant. 2022. Soft Skills. BPB Publications, 3rd Edition, New Delhi, India. (Unit I & II)
- 2 Alex. 2013. Managerial Skills. S. Chand Publishing, New Delhi, India. (Unit III to V)
- 3 Alex. 2009. Soft Skills. S. Chand Publishing, New Delhi, India. (Unit II)
- 4 E H McGrath S J. 2011. Basic Managerial Skills for All, 9th Edition, New Delhi, India. (Unit III)

References

- 1 Adair J. 1986. Effective Team Building: How to make a winning team. Pan Books, London, United Kingdom.
- 2 Dhanavel S P. 2010. English and Soft Skills, Orient Blackswan, Hyderabad, India.
- 3 Singh S R. 2011. Soft Skills. APh Publishing Corporation, New Delhi, India.
- 4 Lakshminarayanan K R, Murugavel T. 2015. Managing Soft Skills. Scitch Publications, Chennai, India.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A4CA	HUMAN RESOURCE MANAGEMENT	CORE	5	-	-	5

PREAMBLE

This course has been designed for students to learn and understand

- The 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.
- The 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	Outline the basics of human resource management and HRIS.	K2
CO2	Summarize the manpower planning, job analysis, recruitment, selection and Training	K2
CO3	Apply performance appraisal and job evaluation methods.	K3
CO4	Interpret wage and salary administration, labour welfare, safety , health: statutory and non-statutory schemes.	K2
CO5	Explain the various industrial relation act.	K2

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



Dr.NGPASC

COIMBATORE | INDIA

226BM1A4CA	HUMAN RESOURCE MANAGEMENT	SEMESTER IV
------------	---------------------------	-------------

Total Credits: 5

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction of Human Resource Management 11 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 - HRIS.

Unit II Manpower Planning, Procurement, Training 13 h

Manpower Planning: Objectives - Factors Affecting - Steps. Job Analysis : Importance - Process - Job Description - Job Specification - Recruitment - Selection - Methods of Interview - Training and Development : Importance - Methods- Designing of Training - Training Model: Kirkpatrick Model - Training Effectiveness- E-Recruitment.

Case Study on Training.

Unit III Performance Appraisal , Job Evaluation 14 h

Performance Appraisal: Purpose - Evaluation Process - Methods - Problems. Job Evaluation: Process - Methods. Promotion: Purpose - Types. Transfer: Types. Demotion - Kinds of Punishment. E-Appraisal, Recent trends in HR: Employee Engagement, Employee Commitment, Employee Attrition: Types - Causes. Employee Retention Strategies.

Unit IV Compensation , Labour Welfare 11 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.

Case study on Labour Welfare

Unit V Industrial Relations 11 h

Industrial Relations: Importance - Factors Determining. Trade Unions: Objectives - Obstacles for Development - Features of Trade Union Act 1926- Suggestions for Healthy Growth - Industrial Dispute Act 1947. Grievance: Causes - Methods to Know - Grievance Handling Procedures.



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, Bengaluru.

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, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A4CB	FINANCIAL MANAGEMENT	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The concepts of financial functions and various sources of finance.
- The significance of financial decision and implication of capital structure.
- The capital budgeting techniques and the need of working capital management.

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 along with sources of finance.	K1
CO2	Understand the financial decision through different costs of capital.	K2
CO3	Plan optimal capital structure and appropriate dividend policy.	K3
CO4	Apply various capital budgeting techniques for better investment decision.	K3
CO5	Utilize working capital management and strategies for cash management.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A4CB	FINANCIAL MANAGEMENT	SEMESTER IV
------------	----------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Finance 10 h

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

Unit II Financing Decision 10 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. (Theory and Problem).

Case Study on Cost of Capital

Unit III Financial Structure and Dividends 10 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).

Case Study on Dividend Decision.

Unit IV Investment Decision 10 h

Capital Budgeting - Meaning - Definition - 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).

Case Study on Capital Budgeting.



Unit V Working Capital Management

08 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 - Trade Receivables - Trade Payables (Theory and Problem).

Note: 50% Problem 50% Theory; Case Study (To be examined internally)

Text Books

- 1 I.M.Pandey, 2021. Financial Management, 12th Edition, Pearson Education, New Delhi..
- 2 Prasanna Chandra, 2020. Financial Management (Theory and Problems), 10th Edition, Tata McGraw Hill Education, New Delhi.

References

- 1 Khan M.Y and Jain P.K., 2020. Financial Management (Text, Problem and Cases), 7th Edition, Tata McGraw Hill Education, New Delhi.
- 2 Maheswari S.N., 2019. A Text Book of Accounting for Management, 12th Edition, Vikas Publishing House, New Delhi.
- 3 <https://www.freebookcentre.net/business-books-download/FinancialManagement.html>
- 4 P.V.Kulkarni, 2018. Financial Management, 4th Edition, Himalaya Publishing House, New Delhi.
- 5 <https://sites.google.com/site/snselvaraj2015/financial-management>



Course Code	Course Name	Category	L	T	P	Credit
226BM1A4EP	RDBMS & ORACLE PROGRAMMING	Core Practical	2	-	4	3

PREAMBLE

This course has been designed for students to learn and understand

- The RDBMS components and their functions.
- The concepts of data manipulation languages.
- The components of Structured Query Language and fundamentals of PL/SQL.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Extend the elements of Relational Database Management Systems.	K2
CO2	Describe database queries using structured query language.	K3
CO3	Explain the concept of a SQL functions.	K2
CO4	Utilize the relational database management system Operators.	K3
CO5	Illustrate the fundamentals of PL/SQL.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



Dr.NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students Admitted during the A.Y.2022-23)

226BM1A4EP	RDBMS & ORACLE PROGRAMMING	SEMESTER IV
------------	----------------------------	-------------

Total Credits: 3

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to RDBMS 14 h

Introduction to RDBMS - Data Base Management System Vs RDBMS - Data Definition Language – Creating - Altering - Dropping Tables –Types of Keys.

Practical

1. Design a Database for Student Information Using DDL Commands
2. Create a Table and Perform Basic Key Operations:
 - i) Set the Primary Key.
 - ii) Set the Foreign Key.

Unit II Data Manipulation 14 h

Data Manipulation : Data Manipulation Language – Insertion - Updation - Deletion - Select Command – Transaction Control Statements - Constraints

Practical

1. Insert Records for Student Database using DML Commands.
2. Write a SQL Queries to Retrieve Data from Employee Table.

Unit III SQL Functions 15 h

SQL Functions : Built-in-Functions - Single Row Functions - Character - Number-Date - Conversion Functions - Group Functions - Grouping Data - Having Clause - Nesting Group Functions.

Practical

1. Develop SQL Queries to Implement the Following Aggregate Functions :
 - i) Sum ii) Count iii)Average iv) Maximum v) Minimum vi) Group by Clause & Having Clause



2. Develop SQL Queries to Implement the Following Single Row Functions :

i) Case Conversion Functions ii) Character Functions iii) Number Functions iv) Date Functions

3. Develop SQL Queries to Implement Nested Sub Queries :

i) Set Membership (in, not in) ii) Set Comparison (Some, All) iii) Empty Relation (Exists, Not Exists) iv) Check for Existence of Duplicate Tuples (Unique, Not Unique)

Unit IV Operators

15 h

Operators: Joins- Types of Joins - Set Operators -Views - Creating - Removing - Altering Views

Practical

1. Develop SQL Queries to Implement the Following Set Operations:

i) Union ii) Union all iii) Intersect iv) Distinct.

2. Develop SQL Queries to Implement Following Join Operations:

i) Natural Join ii) Inner Join iii) Outer Join : Left Outer, Right Outer, Full Outer iv) Using Join Conditions.

3. Write SQL Queries to Restrict and Sorting Data from Student Table.

Unit V Fundamentals of PL/SQL

14 h

Fundamentals of PL/SQL : Fundamentals of PL/SQL - Reserved Words, User - Defined Identifiers - PL/SQL Block Structure. Cursors : Implicit - Explicit.

Practical

1. Develop SQL Queries to Create Views and Expand it.

2. Write a PL/SQL Procedure to Deposit Amount to Bank Database.

Text Books

- 1 Nilesh Shah , 2019 . Database Systems using Oracle , Second edition , Pearson India Education Services Pvt.Ltd , New Delhi.
- 2 Amitabha Yadav , 2020 . Fundamental Concepts of Database Management System,First Edition , Blue Rose Publishers , New Delhi.



References

- 1 Jagdish Chandra Patni , 2022 . Database Management Systems an Evolutionary Approach , First Edition , Chapman and Hall/CRC , London.
- 2 Abraham Silberschatz, 2023 . Database System Concepts, Seventh Edition , MC-Graw Hill Education India Pvt. Ltd., Chennai.
- 3 Ramez Elmasri , 2023. Fundamentals of Database Systems, Seventh Edition , Pearson India Education Services Pvt.Ltd, New Delhi.
- 4 Bhupesh Gour , 2019. Database Management System Concepts and Normalization , Educreation Publishing.
- 5 Rajiv Chopra , 2016. Database Management Systems , Fifth Edition , S Chand Publishing , New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
225IB1A4IA	EXPORT MANAGEMENT	IDC	4	-	-	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.
- The concept of 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	Acquire knowledge on export registration procedures.	K2
CO2	Understand the process involved in executing an export order.	K2
CO3	Obtain the knowledge on concept of international trade.	K2
CO4	Acquire knowledge on export documentation.	K2
CO5	Understand and learn about the export finance.	K2

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

✓	Skill Development	✓	Entrepreneurial Development
✓	Employability		Innovations
	Intellectual Property Rights		Gender Sensitization
	Social Awareness/ Environment		Constitutional Rights/ Human Values/ Ethics



225IB1A4IA	EXPORT MANAGEMENT	SEMESTER IV
------------	-------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I India's Export and Export Registration Procedures 10 h

India's Export Sector: Growth of Indian Export Sector- Composition of Exports- India's Major Exporting Partners - 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).

Case study on Growth of Indian Export Sector

Unit II Export Process 10 h

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

Case Study on Export Incentives

Unit III Export Management and Trade Barriers 10 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.

Case Study on Trade Barriers

Unit IV Export Documentation 9 h

Incoterms- Proforma Invoice - Tax Invoice - Consular Invoice - Packing List - Certificate of Origin - Shipping Order - Mate Receipts - Bill of Lading - Airway Bill - Shipping Bill - Letter of Credit - Bill of Exchange - Certificate of Inspection

Unit V Export Finance 9 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, 2022. International Trade and Export Management, 21st Edition, Himalaya Publishing House, Mumbai.
- 2 Balagopal T A S., 2016. Export Management, 22nd Edition, Himalaya Publishing House, Mumbai.

References

- 1 Jignesh Vidani, 2018. Export Import Procedures, 1st Edition, Edu creation Publishing, New Delhi.
- 2 Khushpat S. Jain & Apexa V. Jain, 2017. Export - Import Procedures and Documentation, 7th Revised Edition, Himalaya Publishing House, Mumbai.
- 3 Aseem Kumar, 2007. Export Import Management, 1st Edition, Excel books, New Delhi.
- 4 Gerald Albaum., Edwin Duerr & Jesper Strandskov, 2006. International Marketing and Export Management, 5th Edition, Pearson Education, South Asia.

226BM1A4SV	COMPREHENSION SKILLS	SEMESTER IV
------------	----------------------	-------------

Total Credits: 2

Total Instructions Hours: 36 h

S.No

List of Exercises

- 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.
- 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, Board Resolution 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/IMPS, GST) – Share Application form of a Limited Company – Documents used in Import and Export Trade/Commercial / Income Tax Departments of Government.
- 7 Prepare an Advertisement for Recruitment / Selection of Candidates for any Organization of Your Choice – Develop an Advertisement Copy for a New Trending Products in the Market.
- 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 / 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 / Failure Stories of Entrepreneurs in the Region – List out any Three Unethical Aspects of Advertising which you have come Across Recently.





Dr.NGPASC

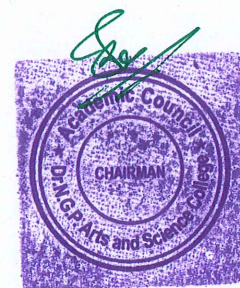
COIMBATORE | INDIA

B.B.A.(CA)(Students Admitted during the A.Y.2022-23)

- 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.


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

 Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 16 th 17/10/23	AC - 16 th 13/12/23	GB - 9 th 05/01/23



Dr.NGPASC

COIMBATORE | INDIA

Course Code	Course Name	Category	L	T	P	Credit
226BM1A5CA	RESEARCH METHODS FOR MANAGEMENT	CORE	5	1	-	5

PREAMBLE

This course has been designed for students to learn and understand

- The areas of research, data collection methods.
- The analysis and interpretation of the data.
- The various applications of research.

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 research and basic fundamentals of sampling technique and research design in the core areas of research.	K1
CO2	Construct the data collection tools, scaling techniques with editing, coding and tabulating the collected data from the respondents.	K2
CO3	Prepare the statistical data analysis with the help of various statistical tools like Chi-square analysis, Z-Test, t-Test, F-test, ANOVA.	K2
CO4	Illustrate the techniques of documenting research report.	K3
CO5	Enhance the students with different applications of research like price research, motivation research, promotion research, distribution research.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



COURES FOCUSES ON:

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics

226BM1A5CA	RESEARCH METHODS FOR MANAGEMENT	SEMESTER V
------------	------------------------------------	------------

Total Credits: 5

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Research 14 h

Research - Definition - Importance - Types of Research - Research Process - Research Problem: Selection- Techniques in Defining a Problem- Different Research Design - Sampling Design: Steps- Types- Sample Size - Sampling Errors.

Case Study on Sample Determination

Unit II Data Collection and Scaling 14 h

Data Collection Methods : Observation- Questionnaire - Interview- Schedule - Merits and Limitations -Collection of Secondary Data -Attitude Measurement Scaling Techniques - Editing- Coding- Tabulation.

Unit III Hypothesis 16 h

Hypothesis: Characteristics of a Good Hypothesis- Types - Type I and Type II Errors - Procedure for Hypothesis Testing - Z test -T test - Chi Square Test- F test (Simple Problems Only).

Case Study on Formulation of Hypothesis

Unit IV Interpretation and Report Writing 14 h

Interpretation: Essentials- Report Writing: Steps in Writing Report - Layout of the Research Report- Types of Reports- Mechanics of Writing a Research Report- Precautions for Writing Research Reports - Graphical Representation of Results.



Unit V Applications of Research

14 h

Product Research: New Product Development- Product Life Cycle- - Price Research
 - Motivation Research: Nature -Techniques- Advertising Research - Sales Control
 Research: Sales Forecasting - Sales Analysis - Sales Potential -Media Research -
 Distribution Research.

Case Study on Research Ethics.

Note: Case Study (To be examined Internally)

Text Books

- 1 Kothari.C.R, 2023. Research Methodology. New Age International Publishers, 3rd Edition
- 2 D.D. Sharma, 2011. Marketing Research: Principles, Applications and Cases. Sultan Chand and Sons, New Delhi, 3rd Edition.

References

- 1 Green, Paul E., Tull, Donald S., Albaum and Gerald, 2009. Research for Marketing Decisions.PHI Learning, 5th Edition.
- 2 H.W.Boyd and Westfall, 2018. Marketing Research, All India Travellers Book Sellers, New Delhi, 7th Edition.
- 3 Cooper R Donald, Schindler S Pamela (2017) - Business Research Methods, Tata McGraw Hill Publications Ltd, New Delhi.
- 4 S.P.Gupta. 2021. Statistical Methods. Sultan Chand & Sons, New Delhi. 41st Revised Edition.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A5CB	COST AND MANAGEMENT ACCOUNTING	CORE	5	1	-	5

PREAMBLE

This course has been designed for students to learn and understand

- The knowledge of cost and management accounting
- The cost sheet and preparation of financial statements
- The 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.	K2
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	✓	✓	✓	✓	✓
CO2		✓	✓	✓	✓
CO3	✓	✓			✓
CO4	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓



COURES FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A5CB	COST AND MANAGEMENT ACCOUNTING	SEMESTER V
------------	--------------------------------	------------

Total Credits: 5

Total Instruction Hours: 72 h

Syllabus

Unit I Basics of Cost and Management Accounting **14 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 and Problems)

Unit II Cost Sheet and Materials Issue **15 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.

(Theory and Problems)

Unit III Financial Statement Analysis **15 h**

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation – Ratio Analysis – Classification of Ratios – Inter-Firm Comparison – Limitations of Financial Statements.

(Theory and Problems)

Case Study on Financial Statement Analysis

Unit IV Fund Flow and Cash Flow Analysis **14 h**

Statement of Changes in Working Capital - Fund Flow Analysis – Calculation of Funds from Operations – Statement of Sources and Uses of Funds - Cash Flow Analysis – Calculation of Cash from Operations – Cash Flow Statement – Differences Between Fund Flow Analysis and Cash Flow Analysis.

(Theory and Problems)

Case Study on Fund Flow & Cash Flow



Unit V Preparation of Budgets and Marginal Costing

14 h

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

Case Study on Budgets

Note: 60% Problem and 40% Theory

Case Study (To be examined Internally)

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.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A5EP	DATA VISUALIZATION	Core Practical	2	-	4	3

PREAMBLE

This course has been designed for students to learn and understand

- The basics of Power BI
- The calculation types and dashboard using Power BI
- The various data analysis techniques and apply the principles of data visualization

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Describe the fundamentals of data visualization.	K1
CO2	Acquire the knowledge about the issues in data representation.	K2
CO3	Visualize dashboards and stories using tableau.	K2
CO4	Illustrate interactive visualization system.	K3
CO5	Enhance the students with different visualization techniques.	K3

MAPPING WITH PROGRAMME OUTCOMES

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



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students admitted during the A.Y.2022-23)

COURES FOCUSES ON :

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students admitted during the A.Y.2022-23)

226BM1A5EP	DATA VISUALIZATION	SEMESTER V
------------	--------------------	------------

Total Credits: 3

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Power BI 14 h

Introduction - Building Blocks: Visualization, Reports, Dashboards - Data Sources & Connection Desktop - Connect to Data Desktop - Query Editor.

- i) Create and Manage Datasets and Workspaces in Power BI.
- ii) Perform Extract, Profile, Clean, Transform.

Unit II Data Analysis Expressions 14 h

Introduction - Importance - Data Types - Calculation Types - Steps to Create Calculated Columns - Elements for a Calculated Column.

- iii) Perform Build and Optimize Data Models and DAX Measures using Power BI.
- iv) Analyzing and Visualizing Data with Power BI.

Unit III Data visualization 14 h

Basic Area Chart - Map Visualizations - Tables - Matrixes - Gauges and Single Number Cards - Modifying Colors in Charts and Visuals - Text Boxes - Shapes - Images - Page Layout and Formatting.

- vi) Create Page Navigation in Power BI.
- vii) Publish a Report and Dashboard using Power BI.
- viii) Reporting and Interpretation.

Unit IV Communicating with Charts 16 h

Charts - Visual Perception and Design - Visualization Design - Info Graphics- Interactive Visualizations - Mapping Data - Data Story.

- ix) Create Worksheet using Tableau.



226BM1A5SV	CAMPUS TO CORPORATE	SEMESTER V
------------	---------------------	------------

Total Credits: 2

Total Instructions Hours: 48 h

S.No	Contents
1	Establishing SMART Goals.
2	Maintaining a Positive Attitude.
3	Resume Building and Uploading in the Job Portals.
4	Body Language, Grooming & Dressing.
5	Importance and Types of Handshakes.
6	Facing Interview.
7	Making the First Impressions.
8	Time Management.
9	Telephone and Email Etiquette.
10	Work-Life Balance.
11	Fundamentals of an Effective Presentation.
12	Interpersonal and Team Skills.
13	Conflict Management.
14	Stress Management.
15	Assertiveness.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A5DA	HUMAN RESOURCE DEVELOPMENT	DSE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- The concept of human resource development, human resource information
- The individual and group learning, HRD audit
- The HRD practices in various organizations

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the significance and functions of HRD	K2
CO2	Design and develop HRD programs	K3
CO3	Apply employee development activities	K3
CO4	Construct suitable techniques for evaluating the employee skill set, knowledge, etc.	K3
CO5	Understand the HRD practices in various organizations	K2

MAPPING WITH PROGRAMME OUTCOMES

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



COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A5DA	HUMAN RESOURCE DEVELOPMENT	SEMESTER V
------------	----------------------------	------------

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Human Resource Development 13 h

Introduction - Importance - Function - Relationship Between Human Resource Management and Human Resource Development - Employee Behaviour - External and Internal Influence - HRD Strategies and Styles.

Case Study on HRD Strategies

Unit II HRD Process 14 h

Assessing Need for HRD - Designing and Developing Effective Programs - Implementing HRD Programs - Evaluating Effectiveness of HRD Programs - HRD Audit - Culture and Climate.

Unit III HRD Activities 16 h

Employee Development Activities - Approaches to Employee Development, Leadership Development - Action Learning, Assessment and Development Centres - HRD Mechanisms for Workers.

Unit IV HRD Applications and Trends 15 h

Career Management and Development - Employee Counselling - Competency Mapping - Balance Score Card - Appreciative Inquiry - Integrating HRD with Technology - Equal Employment Opportunity - Employer Branding.

Case Study on Competency Mapping

Unit V HRD in Organizations 14 h

Cross Cultural Management - HRD Practices in Government Organizations, Manufacturing and MNCs - HRD Matrix - Performance Management - Compensation Management.

Case Study on Performance Management

Note: Case Studies (To be Examined Internal Only)



Text Books

- 1 Srivastava Sushila, Rani K Sudha 2016.Human Resource Development, S Chand & Company Publishers, New Delhi.
- 2 Tripathi PC, 2013.Human Resource Development. Seventh Edition, Sultan Chand & Sons Publishers, New Delhi.

References

- 1 Richard A. Swanson, 2022.Foundations of Human Resource Development. Third Edition, Berrett-Koehler Publishers.
- 2 Jon Werner, 2021.Human Resource Development: Talent Development. Eight Edition, South-Western College Publishers.
- 3 SubbaRao.P, 2014. Human Resource Development. Second Edition, Bengaluru India: Himalaya.
- 4 David McGuire, 2014. Human Resource Development. Second Edition, SAGE Publications Ltd.
- 5 Jon M. Werner and Randy L. DeSimone, 2012.Human Resource Development. Sixth Edition, South-Western College Publishers.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A5DB	CONSUMER BEHAVIOUR	DSE	5	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Discipline of consumer behavior, consumer research.
- Consumer motivation, consumer perception, behavioral learning theories, cross cultural consumer behavioral 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 behavior.	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	✓	✓	✓	✓	✓
CO2	✓	✓	✓		✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓		✓	✓
CO5	✓	✓	✓		✓



COURSE FOCUSES ON

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics

226BM1A5DB	CONSUMER BEHAVIOUR	SEMESTER V
------------	--------------------	------------

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Consumer Behavior 14 h

Introduction - Consumer Behavior – Definition - Scope of Consumer Behavior – Discipline of Consumer Behavior – Customer Value Satisfaction – Retention of Customers – Applications of Consumer Behavior in Marketing.

Unit II Consumer Research 14 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 14 h

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

Case Study on Consumer Learning.

Unit IV Consumer Class Behavior 16 h

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

Case Study on Cross Cultural Consumer Behavior Strategies.

Unit V Consumer Decision Making 14 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 - Consumer Protection Act 1986 - Rights of Consumers.

Case Study on Consumer Protection Act 1986.



Note: Case Studies (To be Examined Internal Only)

Text Books

- 1 Leon G. Schiffman, Leslie Lazar Kanuk., 2022. Consumer Behavior. 12th Edition, Prentice Hall of India, New Delhi.
- 2 Zubin Sethna, Jim Blythe, 2016. Consumer Behavior. 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 Behavior. 1st Edition, Oxford University Press, New Delhi.
- 3 Michael R. Solomon, 2015. Consumer Behavior - 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.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A5DC	TAXATION LAW AND PRACTICE	DSE	5	1	-	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	Classify the income under salary and house property.	K2
CO3	Recognize the income under business and capital gains.	K2
CO4	Interpret the Indirect taxes and Goods and Services Tax.	K3
CO5	Sketch the custom duty, import and export duty.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

COURSE FOCUSES ON

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



226BM1A5DC	TAXATION LAW AND PRACTICE	SEMESTER V
------------	---------------------------	------------

Total Credits: 4

Total Instruction Hours: 72 h

Syllabus

Unit I Basic Concepts of Taxation 15 h

Meaning and Definition of Tax - Objectives of Taxation - General Principles of Taxation - Tax Evasion - Avoidance - Causes - Remedies - Direct Taxes: Income Tax Act 1961 - Basis of Charge - Residential Status - Income Exempted from Income Tax - Heads of Income. (Theory and Problems)

Unit II Income under Salary and House Property 15 h

Features of Salary - Computation of Income under Salary - Provident Fund - Allowances - Perquisites - House Rent Allowance - Problems. Definition of House Property - Computation of Income under House Property - Basis of Charge - Tax Exemptions - Gross Annual Value - Problems. (Theory and Problems)

Case Study on Income from House Property

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

Meaning of Business - Computation of Business Profits - Meaning of Profession - Computation of Professional Income - Computation of Capital Gains - Income from Other Sources - Computation of Total Income under Various Heads - Problems. (Theory and Problems)

Case Study on Capital Gains

Unit IV Concepts of Indirect Taxes 14 h

Concept of Indirect Tax - Administration of Indirect Taxation in India - Previous Regime Versus GST Regime - Features of GST - History of GST in India - Constitutional Framework of GST - GST Model: CGST - IGST - SGST - UTGST - Advantages of GST - Offences and Penalties under GST. (Theory and Problems)

Case Study on GST

Unit V Concepts of Customs Duties 13 h

Introduction of Customs Duty - Objectives of Customs Duty - Types 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. (Theory only)



Note: Note: 50% Problem 50% Theory

Case Study (To be Examined Internal Only)

Text Books

- 1 Gour.V.P., Narang.D.B, Puja Gaur, and Rajeev Puri, 2022. 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 and Rajesh S Kadakia, 2021. Income Tax Act, 31st Edition, Taxmann Publications Pvt. Ltd., New Delhi.
- 2 Bhagwati Prasad, 2022. 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.



226BM1A5GP	ADVERTISING AND SALES PROMOTION	SEMESTER V
------------	---------------------------------	------------

Total Credits: 2

Total Instructions Hours: 24 h

S.No	Contents
1	Define promotion mix. Justify the suitable promotion mix for any one of the product.
2	Justify either advertising or sales promotion is suitable for your product.
3	Collect the database of various advertising agencies in and around Coimbatore and report the role played by them.
4	Find out the suitable brand name of your product and create the logo and slogan.
5	Prepare an advertisement for your institution / program to publish in different print media.
6	Create an advertisement for industrial products.
7	Prepare a video advertisement for your own product/brand.
8	Prepare a creative kiosk for your own product/brand.
9	Create an outdoor media / vehicular media / point of purchase media advertising.
10	Create a print media advertisement for any social awareness programme.
11	Create your own website of any imaginary product / brand.
12	Study and report the promotional strategies of Flipkart / Amazon etc.
13	Collect the various unethical marketing cases from various sources and analyze with that of Consumer Protection Act.
14	List out the different sales promotion techniques used by Spar /Reliance/D-Mart etc. in Coimbatore.
15	Create an advertisement and sales promotion techniques for your start up business.




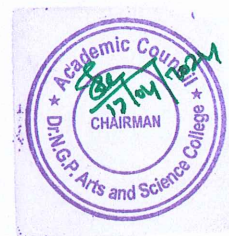
References

- 1 Pankhuri Bhagat, 2021. Advertising and Sales Promotion, SBPD Publishing House, Agra.
- 2 Dr. Madhvi Dr. T. K. Jain, 2020. Advertising and Sales Promotion, Garima Publications.
- 3 Manjunath Kawadi, Rekha DH, 2023. Basics of Advertising and Sales Promotion, Kindle Edition.
- 4 Gupta SL, Ratna VV, 2004. Advertising and Sales Promotion Management- An Indian Perspective Text and Cases, Sultan Chand & Sons.

Handwritten signature

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

 Dr.N.G.P Arts and Science College		
APPROVED		
BoS- 17 th 5/4/24	AC - 17 th 17/4/24	GB -



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6CA	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	CORE	5	-	-	5

PREAMBLE

This course has been designed for students to learn and understand

- The knowledge of Entrepreneurship.
- The Entrepreneurial Development Programmes and Project management.
- 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	Understand basic concept of entrepreneurship and the various role played by an entrepreneur in the emerging world	K1
CO2	Classify areas of entrepreneurial growth and equip with different entrepreneurial development programmes	K2
CO3	Know Project management is a powerful discipline in the core areas of project life cycle , roles and responsibilities of a project manager	K2
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	✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A6CA	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER VI
------------	---	-------------

Total Credits: 5

Total Instruction Hours: 60 h

Syllabus

Unit I Basics of Entrepreneurship and its Development 12 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 - Startup TN.

Case Study on Institutional Support to Entrepreneurs.

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.

Case Study on Project Management.

Unit IV Project Identification and Project Formulation 08 h

Project Identification - Sources -Project Selection - Project Formulation: Need - Elements - Contents of a Project Report - Specimen of a Project.

Unit V Institutional Finance to Entrepreneurs 16 h

Institutional Finance to Entrepreneurs: IFCI- ICICI- IDBI- SIDBI- IRBI - TIIC - SIPCOT - Financial Schemes for New Entrepreneurs. Funding through incubator - Financial support by MSME - Startup India

Case Study on Institutional Finance to 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, 2020. Entrepreneurial Development. Sultan Chand and Sons, New Delhi, Revised Edition.

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.Entrepreneuership 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.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6EP	WEB DESIGN	Core Practical	2	-	4	3

PREAMBLE

This course has been designed for students to learn and understand

- Conceptual and technological developments in the field of web designing.
- How to combine basic HTML elements to create web pages.
- The HTML tags and tag attributes to control a web page appearance.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand internet and basics of web design and web designing rules.	K1
CO2	Understand the overview of HTML, Applications and Basics tags, and Font tags.	K1
CO3	Explain the HTML formatting, Link, List & tables.	K2
CO4	Illustrate the DHTML and CSS.	K3
CO5	Analyze the XML and XHTML.	K4

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input type="checkbox"/>	Social Awareness/ Environment	<input type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A6EP	WEB DESIGN	SEMESTER VI
------------	------------	-------------

Total Credits: 3

Total Instruction Hours: 72 h

Syllabus

Unit I Introduction to Web Design 14 h

Introduction to Web Design: WWW- Web Pages – Tiers – Concept of a Tier – Web Pages: Static Web Pages -Dynamic Web Pages.

- i) Create a HTML Program for Formatting Tags.
- ii) Write a HTML Program for Ordered List and Unordered List.

Unit II HTML and Font 14 h

HTML Overview – Applications – HTML Tags –Preserve Formatting- Font: Attributes – Size – Color – Form Controls.

- iii) Write a HTML Program to List out the Items using Nested Tag.
- iv) Design a Web Page using Image and Video Tags.
- v) Design a HTML Page to Scroll Text from Left to Right.

Unit III HTML Formatting, Link, List and Tables 15 h

HTML Formatting – Link – Types of Link – Lists – Tables – Nested Tables.

- vi) Create a HTML Page to Link another Web Page.
- vii) Create a HTML Page to Display an Advertisement.
- viii) Develop a HTML Page to Display Student Results for a given Roll Number.

Unit IV DHTML & CSS 15 h

Introduction to DHTML – Difference Between HTML and DHTML- Cascading Style Sheets: Color – Background Properties.

- ix) Create a Static HTML Page for College Information.
- x) Create a DHTML Page to Check Username and Password.

Unit V XML and XHTML 14 h

Introduction to XML: XML Tags, Attributes and Values – Document Type Definition – XML Schemas – Document Object Model. XHTML: Overview of



XHTML – HTML Versus XHTML.

xi). Develop a HTML Page to Sale a Product to Users.

xii). Write an XML File which will Display the Book Information which includes the following: i) Title of the Book ii) Author Name iii) ISBN Number iv) Publisher Name v) Edition vi) Price.

Text Books

- 1 Terry Fleke Morris, 2022 . Web Development and Design Foundations with HTML 5,Ninth Edition , Pearson India Education Services Pvt.Ltd,Noida.
- 2 Thomas A.Powel , 2019 . Complete Reference HTML and CSS , First Edition , Mcgraw Hill , New Delhi.

References

- 1 Jeffery C.Jackson, 2024 . Web Technologies: A Computer Science Perspective, First Edition , Pearson India Education Services Pvt.Ltd,Noida.
- 2 Shruti Kohli , 2023 . Web Technologies, First Edition, BPB, New Delhi.
- 3 Satish Jain/Rai/Geetha , 2021. Web Designing and Development Training Guide,First Edition, BPB, New Delhi.
- 4 Mike Mcgrath , 2017. HTML 5 in Easy Steps , First Edition, BPB, New Delhi.



226BM1A6SV	SOFT SKILLS FOR BUSINESS	SEMESTER VI
------------	--------------------------	-------------

Total Credits: 2

Total Instructions Hours: 36 h

S.No

List of Exercises

- 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 Clippings from Opportunities / Appointment Columns of Newspapers - Resume for Different Situations - Evidences Related to Career Focus



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6DA	PERFORMANCE MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Familiarize the performance management of employees in an organization.
- Provide insights on the Performance management system implementation and development of employees.
- Apply the theoretical concepts in industry.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the performance management framework	K2
CO2	Articulate organizational and individual goal setting process.	K3
CO3	Evaluate the various employee appraisal methods.	K3
CO4	Design a simple employee performance appraisal system.	K2
CO5	Implementing Performance Management System	K2

MAPPING WITH PROGRAMME OUTCOMES

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

Course Focuses on :

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input checked="" type="checkbox"/> Constitutional Rights/ Human Values/ Ethics

Dr. N. G. RASIA
COIMBATORE | INDIA

B.B.A.(CA)(Students admitted during the A.Y.2022-23)



226BM1A6DA	PERFORMANCE MANAGEMENT	SEMESTER VI
------------	------------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Fundamental Context 10 h

Performance Management: Meaning, Goals, who is Involved and Approaches - Performance Management Vs Appraisal - Significance of Building a Performance Culture in Organisation - Performance Management Cycle: Plan, Review, Develop and Reward - Principles of Performance Management.

Unit II Performance Goal Setting 10 h

Basic Concept - Performance Planning and Goal-setting in the Context of Organisational Goals - The Cascading Effect to Individuals - Defining Performance: Measures and Criteria - Setting Mutual Expectations and Performance Criteria.

Unit III Performance Reviews and Development 10 h

Periodic Reviews and Discussions - Critical Success Factors - Monitoring - E-Performance Management Systems and EPSS - Ongoing Mentoring and Support - Setting a Platform for Succeeding - Challenges.
Case study on Performance Analysis

Unit IV Annual Review and Development 10 h

Annual Appraisal Methods- Debate on Annual Reviews -Avoiding Biases - Measuring Team Performance - Performance Discussion and Feedback - Personal Development Plan - Potential Appraisal for Growth - Future Directions in Performance Management.
Case study on Annual Appraisal.

Unit V Employee Performance Appraisal System 8 h

Design an Employee Performance Appraisal System for an Organisation/ NGO/ Educational Institution.

Case studies on Design an employee performance appraisal system.



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

Text Books

- 1 Herman Aguinis, 2024.Performance Management, Kindle Edition, 5th Edition.
- 2 Linda Ashdown, 2018.Performance Management: A Practical Introduction, Kindle Edition, 2nd Edition.

References

- 1 The Productivity Central, Performance Management Planner: A Comprehensive Guide to Tracking and Improving Employee Performance, Independently Published, 2023. 1st Edition.
- 2 Veera Thakur, Vikrant Verma, 2022. Performance Management Systems, Thakur Publishers, Rohtak, 1st Edition
- 3 C Sutherland, 2021. Managing Performance at Work: A step-by-step guide, Catapult Consulting Ltd , 1st Edition
- 4 Dr. C.Appa Rao, 2012.Performance Management, Kindle Edition, Dream tech Press.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6DB	RETAIL MANAGEMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- 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 Position.	K2
CO5	Adopt Emerging Practice of Modern Retail Management.	K3

MAPPING WITH PROGRAMME OUTCOMES

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

Course Focuses on :

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input type="checkbox"/> Innovations
<input type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



Dr. NGPASC

COIMBATORE | INDIA

B.B.A.(CA)(Students admitted during the A.Y.2022-23)

226BM1A6DB	RETAIL MANAGEMENT	SEMESTER VI
------------	-------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Retailing 10 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 10 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.

Case Study on Retail Formats.

Unit III Retail Location Selection 10 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 10 h

Strategic Planning Process for Global Retailing – Challenges Faced by 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.

Case Study on Global Retail Market.

Unit V Retailer Trends and Shopper Behavior 8 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.

Case Study on Shopper Behavior

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



Text Books

- 1 Chetanbajaj, Rahnish Tuli and NidhiV.Srivastava - Retail Management, 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 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.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6DC	FINANCIAL SERVICES	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Merchant Banking services and SEBI Guidelines.
- Hire Purchasing, Leasing Services and Mutual Funds.
- Venture Capital, Merger and Acquisition.

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Define merchant banking functions and SEBI guidelines on merchant banking.	K2
CO2	Discuss about hire purchasing and leasing along with differences, types and evaluation.	K2
CO3	Explain about mutual funds features and structure, types of mutual funds, and its benefits.	K3
CO4	Interpret the characteristics of venture capital and features of credit rating services.	K2
CO5	Demonstrate the process of mergers and acquisition and regulations under companies act.	K2

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A6DC	FINANCIAL SERVICES	SEMESTER VI
------------	--------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Merchant Banking

10
h

Merchant Banking -Meaning and Definition – Characteristics – Scope – Functions – Classification of Merchant Banks – Capital Market – Money Market – Foreign Exchange Market – Recent Developments in the Capital Markets – SEBI Guidelines for Merchant Bankers.

Case Study on Capital Markets

Unit II Hire Purchase and Leasing

10
h

Hire Purchase Meaning and Definition – Characteristics – Functions – Types of Hire Purchase – Leasing – Meaning and Definition – Distinction Between Hire Purchasing and Leasing – Types of Leasing – Benefits of Leasing – Rights & Obligations of Lessor and Lessee.

Case Study on Leasing.

Unit III Mutual Funds

10 h

Mutual Funds: Meaning - Definition – Features- Benefits - Structure – Types – Process in Mutual Funds – Constitution of Mutual Funds – Evaluation of Mutual Funds – SEBI Guidelines for Mutual Funds.

Case Study on Mutual Funds

Unit IV Venture Capital and Factoring

10 h

Venture Capital – Meaning and Definition – Characteristics – Stages of Venture Capital Financing – SEBI Guidelines for Venture Capital – Factoring – Features of Factoring – Bill Discounting and Factoring – Types of Factoring – Factoring Versus Forfaiting.

Unit V Mergers and Acquisitions

08 h

Mergers and Acquisitions – Meaning and Concept – Types of Mergers – Process of Mergers and Acquisitions – Evaluation of Mergers and Acquisitions – SEBI



Regulations for Mergers and Acquisitions – Business Failures and Reorganizations.

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

Text Books

- 1 M.Y.Khan, 2017. Financial Services, 9th Edition, McGraw Hill Education (India) Private Limited, New Delhi.
- 2 Dr.R.Shanmugam, 2017. Financial Services, 2nd Kindle Edition, Wiley Publication, www.wiley.com

References

- 1 M.Y.Khan, 2019. Indian Financial System, 11th Edition, McGraw Hill Education (India) Private Limited, New Delhi.
- 2 Madhu Vij and Swati Dhawan, 2012. Merchant Banking and Financial Services, Tata McGraw Hill Education Private Limited, New Delhi.
- 3 Rajesh Kothari, 2010. Financial Services in India, 1st Edition, Sage Publications India Pvt. Ltd., New Delhi.
- 4 S.Gurusamy, 2009. Financial Services, 2nd Edition, Tata McGraw Hill Education Private Limited, New Delhi.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6DD	ORGANIZATIONAL DEVELOPMENT	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Appreciate Organizational Change Processes from Multiple Role Perspectives
- Plan the Steps Involved to Effectively Manage Organizational Change in a Variety of Contexts and Settings
- Identify the Type and Significance of Various Drivers of Organizational Change

COURSE OUTCOMES

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

CO Number	CO Statement	Knowledge Level
CO1	Plan approaches and strategies for managing organizational change.	K2
CO2	Implement organizational diagnosis and Operational components OD.	K2
CO3	Evaluate the effectiveness of OD interventions.	K3
CO4	Explore and clarify assumptions, beliefs, and values about organizations and the nature of the change process.	K2
CO5	Plan for Organizational growth and sustainable development.	K2

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A6DD	ORGANIZATIONAL DEVELOPMENT	SEMESTER VI
------------	----------------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Organizational Development 10 h

Introduction to Organizational Development- Concepts - Nature and Scope of O.D - Historical Perspective of O.D - Underlying Assumptions and Values - Theory and Practice on Change and Changing - The Nature of Planned Change - The Nature of Client Systems: Group Dynamics- Intergroup - Dynamics and Organizations as Systems.

Unit II Operational Components of Organizational Development 10 h

Operational Components of O.D - Diagnostic, Action and Process - Maintenance Components - Structural Design, Group's Process Structure- Downsizing- and Reengineering - Employee Involvement Practices - Parallel Structures - High Involvement Organizations

Case Study on Employee Involvement.

Unit III OD Interventions 10 h

Human Process Interventions - Individual - Group and Inter Group - Human Relations - Structure and Technological Interventions - Strategy Interventions - Sensitivity Training - Survey Feedback - Process - Consultation - Inter group Development.

Case Study on Technological Interventions

Unit IV Implementation and Assessment 10 h

Implementation and Assessment of O.D - Implementation Conditions for Failure and Success in O.D - Efforts - Assessment of O.D - Change in Organizational Performance - Impact of O.D

Unit V Organizational Evolution and Sustenance 08 h

Organizational Life Cycle - Models of Transformation - Models of Organizational Decision Making - Organizational Learning - Innovation - Intrapreneurship and Creativity - HR Implications.



Case Study on Organizational Learning

Note: Case Study (To be examined Internally)

Text Books

- 1 Cummings, T G and Worley C G (2013). Organization Development and Change, South-Western College Publishing.
- 2 French, W L and Bell C H (2007). Organization Development: Behavioral science interventions for organizational improvement, Pearson Education.

References

- 1 Sharma, R. (2012). Organizational Change and Transformation. Tata McGraw Hill.
- 2 Ramanarayn, S. and Rao T V (2011). Organization Development: Accelerating Learning and Transformation. SAGE Publications.
- 3 Harvey D and Brown D R (2004). An Experiential approach to Organization Development. 7/e, Pearson Education.
- 4 Singh, K (2006). Organization Change and Development. Excel Books.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6DE	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.	K2
CO2	Prepare the Business Model and Learn the Digital Marketing, Sites Hacked and Firewall.	K2
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.	K2
CO5	Construct the Digital Marketing Strategies in Various Sectors.	K2

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A6DE	DIGITAL MARKETING	SEMESTER VI
------------	-------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to E-Commerce and Digital Marketing 10 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.

Case Study on Digital Business

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.

Case Study on Social Media 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 08 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

Case Study on Digital Marketing Strategies



Note: Case Study (To be examined Internally)

Text Books

- 1 Seema Gupta, 2020. Digital Marketing, 2nd Edition, McGraw Hill, 3rd Edition.
- 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 Ltd.
- 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.



Course Code	Course Name	Category	L	T	P	Credit
226BM1A6DF	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.	K3
CO4	Learn About RegTech Regulation.	K1
CO5	Understand About the Data Regulation and Data Analytics in Finance.	K1

MAPPING WITH PROGRAMME OUTCOMES

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



Course Focuses on :

<input checked="" type="checkbox"/>	Skill Development	<input checked="" type="checkbox"/>	Entrepreneurial Development
<input checked="" type="checkbox"/>	Employability	<input checked="" type="checkbox"/>	Innovations
<input type="checkbox"/>	Intellectual Property Rights	<input type="checkbox"/>	Gender Sensitization
<input checked="" type="checkbox"/>	Social Awareness/ Environment	<input checked="" type="checkbox"/>	Constitutional Rights/ Human Values/ Ethics



226BM1A6DF	FINANCIAL TECHNOLOGY	SEMESTER VI
------------	----------------------	-------------

Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Financial Technology

10h

h

Fintech: Meaning – Types – Services – Growth of Fintech Industry in India – Digital lending – Regulations for Fintech and Digital lending – FinTech Evolution: Infrastructure.

Unit II Digital Transaction and Crypto Currencies

10h

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.

Case Study on Digital Financial Services

Unit III Digital Finance

10h h

Digital Finance and Alternative Finance – Introduction – Brief History of Financial Innovation – Digitization of Financial Services – FinTech and Funds – Crowd Funding – P2P.

Case Study on Financial Innovation

Unit IV RegTech Regulation

10h 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

08h 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.

Case Study on Application of Data Analytics in Finance

Note: Case Study (To be examined Internally)



Text Books

- 1 Sanjay Phadke, 2020, Fintech Future: The Digital DNA of Finance, SAGE Publications.
- 2 Susanne Chishti and Janos Barberis, 2016. The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries.

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 Perry Beaumont, 2019. Digital Finance, Big Data, Start-ups, and the Future of Financial Services: Routledge; 1st Edition.
- 4 Bernardo Nicoletti , 2018. The Future of FinTech: Integrating Finance and Technology in Financial Services, Palgrave Macmillan, August, Kindle Edition.



Course Code	Course Name	Category	L	T	P	Credit
225BI1A6AA	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 a 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	✓			✓	✓
CO2	✓			✓	✓
CO3	✓			✓	✓
CO4	✓			✓	✓
CO5	✓			✓	✓

Course Focuses on

<input checked="" type="checkbox"/> Skill Development	<input checked="" type="checkbox"/> Entrepreneurial Development
<input checked="" type="checkbox"/> Employability	<input checked="" type="checkbox"/> Innovations
<input checked="" type="checkbox"/> Intellectual Property Rights	<input type="checkbox"/> Gender Sensitization
<input checked="" type="checkbox"/> Social Awareness/ Environment	<input type="checkbox"/> Constitutional Rights/ Human Values/ Ethics



225BI1A6AA	INNOVATION AND IPR	SEMESTER VI
------------	--------------------	-------------

Total Credits: 2

Total Instruction Hours: 24 h

Syllabus

Unit I Introduction 5 h

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

Unit II Patents 5 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: Patent Infringement the Apple vs Samsung.

Unit III Trademarks 5 h

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

Case Study: A trademark infringement the Coca-Cola Company vs Bisleri International Pvt. Ltd.

Unit IV Copyright 5 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: Vanilla Ice vs David Bowie & Queen.

Unit V Geographical Indications 4 h

Introduction and Concept of Geographical Indications - History - Administrative Mechanism - Benefits of Geographical Indications - Infringement of registered Geographical Indication

Case Study: Protecting the Geographical Indication for Darjeeling Tea.

Note: Case studies related to the above topics to be discussed (Examined Internal only)




Text Books

- 1 Nithyananda K. V. 2019, "Intellectual Property Rights Protection and Management India", First Edition, Cengage Learning India Private Limited, New Delhi.
- 2 Ghawlarhs, 2020, "Introduction to Intellectual Property Rights", CBS, New Delhi.

References

- 1 Ahuja V. K. 2017, "Law relating to Intellectual Property Rights and quot India", Lexis Nexis, Mumbai.
- 2 Neeraj P, Khusdeep D. 2014, "Intellectual Property Rights", First Edition, PHI learning Private Limited, New Delhi.
- 3 <http://www.bdu.ac.in/cells/ipr/docs/ipr-eng-ebook.pdf>.
- 4 <https://knowledgentia.com/knowledgeate>.


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

 Dr.N.G.P. Arts and Science College		
APPROVED		
BoS- 08/11/24	AC - 26/11/24	GB -

