



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 2026-27 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 2026-27)

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
P01	Specialize in the functional areas of Business Management such as Production, Finance, Human Resource, Marketing and Systems.
P02	Acquire various skill sets like communication skill, interpersonal skill, decision-making skill, accounting skill, marketing skill, analytical skill and technical skill.
P03	Influence the students to become an entrepreneur with social responsibilities.
P04	Meet the requirements of the corporate with contemporary knowledge to acquire high standards.
P05	Gain proficiency in using computer technology in business administration.

Credit Distribution

B.B.A. (CA)

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/ Health and Wellness	-	2	I - II
TOTAL CREDITS			142	

CURRICULUM
B.B.A. (CA) PROGRAMME

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
First Semester												
Part – I												
26TLU1TA	Language - I	Tamil – I	4	1	-	5	60	3	25	75	100	3
26TLU1HA		Hindi – I										
26TLU1MA		Malayalam - I										
26TLU1FA		French - I										
Part – II												
26ELU1EA	Language - II	English - I	4	-	1	5	60	3	25	75	100	3
Part – III												
26BMU1CA	Core - I	Management Concepts	4	1	-	5	60	3	25	75	100	4
26BMU1CB	Core - II	Business Information Systems	4	-	-	4	48	3	25	75	100	4
26BMU1CP	Core Practical - I	Spreadsheet for Business	-	-	4	4	48	3	40	60	100	2
26MTU1IB	IDC - I	Mathematics for Management - I	4	1	-	5	60	3	25	75	100	4
Part – IV												
26CEU1AA	AECC - I	Environmental Studies	2	-	-	2	24	-	50	-	50	2
Part – V												
26BMU1XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Club	-	-	-	-	-	-	50	-	50	1
Total			22	3	5	30	360				700	23

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Second Semester												
Part – I												
26TLU2TA	Language - I	Tamil - II	4	1	-	5	60	3	25	75	100	3
26TLU2HA		Hindi - II										
26TLU2MA		Malayalam - II										
26TLU2FA		French – II										
Part – II												
26ELU2EA	Language - II	English – II	4	-	1	5	60	3	25	75	100	3
Part – III												
26BMU2CA	Core – III	Organizational Behaviour	4	1	-	5	60	3	25	75	100	4
26BMU2CB	Core – IV	Python Programming	4	-	-	4	48	3	25	75	100	4
26BMU2CP	Core Practical – II	Python Programming	-	-	4	4	48	3	40	60	100	2
26MTU2IB	IDC – II	Mathematics for Management – II	4	1	-	5	60	3	25	75	100	4
Part – IV												
26TLU2AA/ 26TLU2AB/ 26CMU2AA	AECC-II	Basic Tamil/ Advanced Tamil /Human Rights and Women’s Rights	2	-	-	2	24	-	50	-	50	2
Part – V												
26BMU2XA	Extension Activity	NSS/NCC/ YRC/RRC/ Yoga/Sports/ Club/Health and Wellness	-	-	-	-	-	-	50	-	50	1
Total			22	3	5	30	360				700	23

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Third Semester												
Part – I												
26TLU3TA	Language - I	Tamil - III	3	1	-	4	48	3	25	75	100	3
26TLU3HA		Hindi - III										
26TLU3MA		Malayalam - III										
26TLU3FA		French - III										
Part – II												
26ELU3EA	Language - II	English - III	3	1	-	4	48	3	25	75	100	3
Part – III												
26BMU3CA	Core – V	Production and Materials Management	3	-	-	3	36	3	25	75	100	3
26BMU3CB	Core - VI	Marketing Management	4	-	-	4	48	3	25	75	100	4
26BMU3CC	Core – VII	Financial Accounting	4	-	-	4	48	3	25	75	100	4
26BMU3CP	Core Practical – III	Accounting Software	-	-	4	4	48	3	40	60	100	2
26CRU3IA	IDC - III	Business Law	4	-	-	4	48	3	25	75	100	4
26BMU3SV	SEC - I	Articulation Skills	3	-	-	3	36	3	40	60	100	2
Total			24	2	4	30	360				800	25

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Fourth Semester												
Part – I												
26TLU4TA	Language - I	Tamil - IV	3	1	-	4	48	3	25	75	100	3
26TLU4HA		Hindi - IV										
26TLU4MA		Malayalam - IV										
26TLU4FA		French - IV										
Part – II												
26ELU4EA	Language - II	English - IV	3	1	-	4	48	3	25	75	100	3
Part – III												
26BMU4CA	Core - VIII	Human Resource Management	5	-	-	5	60	3	25	75	100	5
26BMU4CB	Core - IX	Financial Management	4	-	-	4	48	3	25	75	100	4
26BMU4CM	Core Practical – IV	Database Management Systems	2	-	4	6	72	3	40	60	100	3
26IBU4IA	IDC - IV	Export Management	4	-	-	4	48	3	25	75	100	4
26BMU4SV	SEC – II	Comprehension Skills	3	-	-	3	36	3	40	60	100	2
Total			24	2	4	30	360				700	24

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Fifth Semester												
Part – III												
26BMU5CA	Core –X	Research Methods for Management	5	1	-	6	72	3	25	75	100	5
26BMU5CB	Core -XI	Cost and Management Accounting	5	1	-	6	72	3	25	75	100	5
26BMU5CM	Core Practical - V	Data Visualization	2	-	4	6	72	3	40	60	100	3
26BMU5SV	SEC- III	Campus to Corporate	4	-	-	4	48	3	40	60	100	2
26BMU5DA	DSE – I	Human Resource Development	5	1	-	6	72	3	25	75	100	4
26BMU5DB		Consumer Behaviour										
26BMU5DC		Taxation Law and Practice										
26BMU5TA	IT	Industrial Training	-	-	-				40	60	100	2
Part – IV												
	GE		-	-	2	2	24		50	-	50	2
Total			21	3	6	30	360				650	23

Course Code	Course Category	Course Name	L	T	P	Instruction Hours		Exam (h)	Max Marks			Credits
						Week	Total		CIA	ESE	Total	
Sixth Semester												
Part - III												
26BMU6CA	Core – XII	Entrepreneurship and Project Management	5	-	-	5	60	3	25	75	100	5
26BMU6CM	Core Practical - VI	Web Design	2	-	4	6	72	3	40	60	100	3
26BMU6CV	Core – XIII Project	Project and Viva voce	-	-	6	6	72	3	40	60	100	4
26BMU6SV	SEC- IV	Soft Skills for Business	3	-	-	3	36	3	40	60	100	2
26BMU6DA	DSE – II	Performance Management	4	-	-	4	48	3	25	75	100	4
26BMU6DB		Retail Management										
26BMU6DC		Financial Services and Technology										
26BMU6DD	DSE – III	Organizational Development	4	-	-	4	48	3	25	75	100	4
26BMU6DE		Digital Marketing										
26BMU6DF		Investment Management										
Part – IV												
26CIU6AA	AECC- III	Innovation and IPR	2	-	-	2	24	-	50	-	50	2
Total			20	-	10	30	360				650	24
*Grand Total											4200	142

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	26BMU5DA	Human Resource Development
2	26BMU5DB	Consumer Behaviour
3	26BMU5DC	Taxation Law and Practice

Semester VI (Elective II)

List of Elective Courses

S. No.	Course Code	Name of the Course
1	26BMU6DA	Performance Management
2	26BMU6DB	Retail Management
3	26BMU6DC	Financial Services and Technology

Semester VI (Elective III)

List of Elective Courses

S. No.	Course Code	Name of the Course
1	26BMU6DD	Organizational Development
2	26BMU6DE	Digital Marketing
3	26BMU6DF	Investment Management

GENERIC ELECTIVE COURSE (GE)

The following course is offered under Generic Elective

Semester V (GE)

S. No.	Course Code	Course Name
1	26BMU5GP	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	26BMUSSA	Business Communication
2	26BMUSSB	Banking and Insurance


BoS Chairman/HoD
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Coimbatore – 641 048

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Semester – I							
CORE I: MANAGEMENT CONCEPTS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26BMU1CA	MANAGEMENT CONCEPTS	CORE	48	12	-	4

Preamble	This course has been designed for students to learn and understand - the principles, concepts and functions of management - the decision-making skills in various functional areas of the organization - the directing, supervising and controlling techniques.
Prerequisite	Knowledge on Management

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Understand the basics of management concepts.	K2
CO2	Recognize the meaning and purpose of planning and carryout the decisions with the support of objectives.	K2
CO3	Assess the organizational structure with effective span of management and staffing process	K3
CO4	Analyze the principles of effective direction with its importance and assume the role of supervisor.	K4
CO5	Evaluate the controlling process with controlling techniques for better co-ordination.	K5

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	M

26BMU1CA	MANAGEMENT CONCEPTS
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Syllabus

Unit	Content	Hrs	Resources
I	Introduction to Management Management: Significance of Management – Contribution to Management: F.W. Taylor, Henry Fayol, Elton Mayo, Peter F Drucker, C.K. Prahalad – Management: A Science or an Art? – Nature and Scope of Management- Objectives of Management - Administration Vs Management - Levels of Management - Management Functions.	12	Text Book
II	Planning Planning and Decision Making: Purpose of Planning – Steps in Planning – Types of Planning- Objectives: Characteristics - Policies: Characteristics of a Sound Policy - Classification - Management by Objectives - Management by Exception – Decision Making: Characteristics - Process of Decision Making – Types of Decisions. Case Study on Planning	12	Text Book
III	Organizing Organizing: Types of Organization – Organizational Structure – Traditional Indian Organizational Systems – Span of Control – Use of Staff Units and Committees – Delegation: Delegation and Centralization - Staffing: Types – Process. Case Study on Organizing	12	Text Book
IV	Directing Directing: Nature of Direction – Principles of Effective Direction – Elements of Direction – Importance of Direction – Techniques of Direction. Role of AI in Enhancing Managerial Direction– Role of a Supervisor – Qualities of Supervisor - Kinds of Supervisor.	12	Text Book
V	Controlling Controlling: Meaning and Definition - Importance of Controls – Nature and Purpose of Control - Control Process - Requirements of Effective Control System - Budgetary and Non-Budgetary Controls - Coordination – Techniques Case Study on Coordination.	12	Text Book
Total		60	

Note: Case studies related to the above topics to be discussed (Examined Internal only)

Text book	1.	L.M Prasad, 2025, "Principles & Practice of Management", 11th Edition, Sultan Chand & Sons, New Delhi .
	2.	Dinkar pagare, 2019, "Principles of Management" 2025, Sultan Chand & Sons, New Delhi.
Reference Books	1.	Dr.K.Aswathapa, 2021, "Management Concepts and Applications, 7 th Edition Mc Graw Hill Education, New Delhi.
	2.	Tripathi.P.C and Reddy.P.N., 2020. "Principles of Management", 6th Edition, Tata Mc Graw-Hill Publishing
	3.	Mitra J.K, 2017, "Principles of Management", First Edition, Oxford University Press.
	4.	Sharma.R.K and Shashi.K.Gupta, 2009. "Management Process", 13th Edition, Kalyani Publishers, New Delhi.

Journal and Magazines	<u>Principles of Management Academy of Management Journal (aom.org)</u>
E-Resources and Website	<u>Infosys Springboard: Digital Learning and Reskilling Programs</u> <u>Principles of Management Coursera</u>

Learning Method	Chalk and Talk/ Assignment/Seminar/ Group Discussion/Case Study
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Focus of the Course	Skill Development/ Development/ Innovations	Employability/	Entrepreneurial
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Semester – I CORE II: BUSINESS INFORMATION SYSTEMS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26BMU1CB	BUSINESS INFORMATION SYSTEMS	CORE	48	-	-	4

Preamble	This course has been designed for students to learn and understand - the importance of information systems in business - the recent information systems and technologies - how organization use information systems for Networking and Communication
Prerequisite	Knowledge on Fundamentals of Computer

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Outline the fundamental concepts of Business Information Systems.	K2
CO2	Analyze Software IT infrastructure.	K4
CO3	Determine the role and applications in information systems for business operations.	K5
CO4	Construct system analysis and design.	K3
CO5	Evaluate security, ethical and emerging trends in AI and IoT.	K5

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	M	M	M	M	M
CO4	S	S	S	S	S
CO5	S	S	S	S	S

26BMU1CB	BUSINESS INFORMATION SYSTEMS
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Syllabus

Unit	Content	Hrs	Resources
I	Business Information Systems Introduction: Data, Information and Knowledge Information Systems - Components of BIS. Types of Information Systems: Transaction Processing System (TPS) - Management Information System (MIS) - Decision Support System (DSS) - Executive Information System (EIS) - Role of BIS in Business Organizations. Case Study on Digital Transformation	10	Text Book
II	Information Systems and Data Management Operating Systems - Computing - Application Software - Utility and Programming Software - Mobile Applications - Cloud Computing. Database: Types of Databases - Database Management Systems - Enterprise Databases - Big Data - Data Warehouse.	9	Text Book
III	Business Applications of Information Systems E-Commerce and E-Business. Enterprise Systems: Enterprise Resource Planning (ERP) - Customer Relationship Management (CRM) - Supply Chain Management (SCM). Functional Information Systems: Marketing Information Systems - HR Information Systems - Accounting Information Systems. Case Study on Integrating Enterprise Systems for Smart Operations	9	Text Book
IV	System Development and Analysis System Development Life Cycle (SDLC) - System Analysis and Design - Feasibility Study. Tools: Flowcharts - Data Flow Diagrams (DFD) - Decision Tables, Procedural vs. Object Oriented - Web Services.	10	Text Book
V	Information Security & Emerging Trends Information Security Concepts - Types of Cyber Threats - Data Protection and Privacy - IT Ethics and Cyber Laws. Emerging Trends: Artificial Intelligence (AI) - Internet of Things (IoT) - Blockchain. Case Study on Managing Cyber Risks in Modern Banking.	10	Text Book
Total		48	

Note: Case studies related to the above topics to be discussed (Examined Internal only)

Text book	1.	Paul Bocij, Andrew Greasley, Simon Hickie, 2019, "Business Information Systems: Technology, Development and Management for the Modern Business", 6 th Edition, Pearson Publications.
	2.	Kenneth C. Laudon and Jane P Laudon, 2022, "Management Information Systems – Managing the Digital Firm", 17 th Edition, Pearson Publisher.
Reference Books	1.	Paul Beynon-Davies, 2022, "Business Information Systems", 3 rd Edition, Bloomsbury, India.
	2.	L.M. Prasad, Usha Prasad, 2023, "Management Information Systems", 3 rd Edition, Sultan Chand & Sons, New Delhi.
	3.	David T. Bourgeois, 2014, "Information Systems for Business and Beyond", Saylor Academy.
	4.	James A O'Brien, George M Marakas, Ramesh Behl, 2017, "Management Information Systems", 10 th Edition, Mc Graw Hill, India.

Journal and Magazines	https://www.jmis-web.org
E-Resources and Website	https://www.tutorialspoint.com/management_information_system/index.htm https://www.sctevtservices.nic.in/docs/website/pdf/140339.pdf

Learning Method	Chalk and Talk/Assignment/Seminar/ Group Discussion/Case Study
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Focus of the Course	Skill Development/ Employability/ Entrepreneurial Development/ Innovations
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Semester – I CORE PRACTICAL: SPREADSHEET FOR BUSINESS							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26BMU1CP	SPREADSHEET FOR BUSINESS	CORE PRACTICAL	--	--	48	2

Preamble	This course has been designed for students to learn and understand • charts and adding charts to data • the table by using filter and sort data • Basics of MS - Excel.
Prerequisite	Knowledge of MS Excel

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Enter and Edit data in MS Excel.	K2
CO2	Create personal and/or business spreadsheets.	K2
CO3	Modify a worksheet and workbook cell reference	K3
CO4	Analyze business data using lookup functions, pivot tables, and statistical formulas	K4
CO5	Evaluate spreadsheet models for accuracy, efficiency, and decision-making.	K5

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

26BMU1CP	CORE PRACTICAL: SPREADSHEET FOR BUSINESS
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S.No	List of Programs
1	Program for creating Sales Performance Report and including the following operations: Data entry, Total Sales, Average Sale of a Salesmen, Target Attainment and Ranking by using arithmetic and logical function and sorting
2	Program for creating Final accounts (Trading, Profit & Loss account and Balance Sheet) by using formula. Practice shortcut key in Excel
3	Create Different types of charts (line, pie, and bar) to illustrate year wise performance of sales, purchase, profit and product life cycle of a company by using chart wizard
4	Create a Statement of a bank customer's account showing Simple and Compound Interest calculation for 10 different customers using mathematical & logical functions
5	Create a spread sheet using concatenate function.
6	Program to implement 3D formulas
7	Create a program by applying functions associated with Mathematical Operation (IF, AND, OR) and statistical operations (COUNT, COUNT BLANK, COUNTIF, MEDIAN, CORRELATION, SMALL, MIN, MAX)
8	Apply functions associated with financial operations (Present Value, Future Value, Number of Periods, Rate, PMT including IPMT, PPMT)
9	Use V look up and H look up functions for the database.
10	Create Pivot table, modify and filter the data.
11	Create excel dash board by adding tables and Charts.
12	Calculation of Depreciation via a Straight-Line Method using SLN function & Written - down Value Method

Text Books	1.	James Holler, 2026, "Microsoft Excel ", First Edition, Independently Published, New York.
	2.	Ritu Arora, 2023, "Mastering Advanced Excel", First Edition, BPB Publications, New Delhi.

Learning Method	Demonstration/ Hands on Experiments/ Group Trials
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Focus of the Course	Skill Development/ Employability/Entrepreneurial Development/ Innovations
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Semester - I IDC: MATHEMATICS FOR MANAGEMENT - I							
Semester	Course Code	Course Name	Category	L	T	P	Credits
I	26MTU1IB	MATHEMATICS FOR MANAGEMENT - I	IDC	48	12	-	4

Preamble	This course has been designed for students to learn and understand - the characteristics of different types of matrices - the requirements for a good average and differentiate between average and dispersion - the knowledge on application of correlation and regression for business operations
Prerequisite	Knowledge on Basic Mathematics and Statistics

Course Outcomes (Cos)		
CO Number	Course Outcomes (COs) Statement	Bloom's Taxonomy Knowledge Level
CO1	Solve simultaneous equation using the concept of matrix	K2
CO2	Evaluate financial concepts like interest, depreciation, annuities, and discounting for decision-making.	K5
CO3	Understand the basic concepts of mean, median and mode	K2
CO4	Estimate the measures of dispersion	K3
CO5	Analyze the correlation and regression analysis	K4

Mapping with Program Outcomes:					
Cos/ POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	S	M
CO3	S	S	M	S	M
CO4	S	S	M	S	M
CO5	S	S	M	S	M

26MTU1IB	IDC: MATHEMATICS FOR MANAGEMENT-I
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Syllabus

Unit	Content	Hrs	Resources
I	Matrices: 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.	12	Text Book
II	Mathematics of Finance: Basic concepts - Simple interest - Compound interest - effective rate and nominal rate of Interest - Depreciation - Annuities - Sinking fund- discounting.	11	Reference Book
III	Measures of Central Tendency: Methods of finding Arithmetic Mean, Median and Mode- individual observations- discrete series-continuous series- merits and demerits-Geometric Mean-Harmonic Mean.	13	Text Book
IV	Measures of Dispersion: Range - Quartile deviation - Mean deviation - Standard deviation - Merits and Demerits- Coefficient of Variation - variance.	11	Text Book
V	Correlation and Regression: 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.	13	Text Book/ You Tube Videos
	Total	60	

Text book	1.	Navnitham PA, 2021, "Business Mathematics and Statistics", Jai Publishers, Trichy.
Reference Books	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.

Journal and Magazines	https://www.worldscientific.com/worldscinet/bms
E-Resources and Website	<u>Matrices: Definition, Properties, Types, Formulas, and Examples</u> (geeksforgeeks.org) https://nptel.ac.in

Learning Method	Chalk and Talk/ Assignment/Seminar
Focus of the Course	Skill Development/Employability


 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 Col.		
APPROVED		
BoS- 21 st 1.4.2026	AC -	GB -