

UBA 1

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

COIMBATORE – 641 029

Course Name: **BUSINESS ADMINISTRATION WITH CA**

Curriculum and Scheme of Examination under CBCS

(Applicable to the students admitted during the Academic Year 2021-2022)

Semester	Part	Subject Code	Title of the Paper	Instruction hours/cycle	Exam. Marks			Duration of Exam (hours)	Credits
					CIA	ESE	TO TAL		
I	I	21 TML1A1	Language I@ @ -Tamil I / HindiI/French I / Malayalam I/Sanskrit I	6	50	50	100	3	3
	II	21 ENG101	English -I	6	50	50	100	3	3
	III	21 UBA101	Core Paper 1 - Principles of Management and Organizational Behavior	5	50	50	100	3	4
	III	21 UBA102	Core Paper 2 - Introduction to Information Technology	5	50	50	100	3	4
	III	21UBA1A1	Allied Paper 1 - Mathematics for Management-I	6	50	50	100	3	5
	IV	21EVS101	Environmental Studies **	2	-	50	50	3	2
Total				30	-	-	550	-	21
II	I	21TML2A2	Language II@ - Tamil II /Hindi II/French II / Malayalam II/Sanskrit II	6	50	50	100	3	3
	II	21ENG202	English –II	6	50	50	100	3	3
	III	21UBA203	Core Paper 3 - Principles of Financial Accounting	5	50	50	100	3	4
	III	21UBA 204	Core Paper 4 - BusinessCommunication	2	50	50	100	3	2
	III	21UBA2CL	Core Practical 1- Programming Laboratory(MSOFFICE 2010)	3	50	50	100	3	2
	III	21UBA2A2	Allied Paper 2 - Mathematics for Management – II	6	50	50	100	3	5
	IV	21VED201	Value Education- Moral and Ethics**	2	-	50	50	3	2
Total				30	-	-	650	-	21
III	III	21UBA305	Core Paper 5 - Marketing Management	5	50	50	100	3	4
	III	21UBA306	Core Paper 6 - Production and Materials Management	5	50	50	100	3	4
	III	21UBA307	Core Paper 7 - Financial Management	5	50	50	100	3	4
	III	21UBA3CM	Core Practical 2 - ProgrammingLaboratory (Tally ERP 9)	6	50	50	100	3	3
	III	21UBA3A3	Allied Paper 3 - BusinessEconomics	5	50	50	100	3	5
	IV	21UBA3S1	Skill Based subject 1- Common Aptitude Skills (Online) - I	2	50	50	100	2	3
	IV	21TBT301/21TAT301/21UHR3N1	Basic Tamil* / Advanced Tamil**/ Non-major elective-1-Human Rights**	2		75	75	3	2
Total				30	-	-	675	-	25
IV	III	21UBA 408	Core Paper 8 - Human Resource Management	6	50	50	100	3	5
	III	21UBA409	Core Paper 9 - Global Business Management	6	50	50	100	3	5
	III	21UBA410	Core Paper 10 - Internet and WebPage Designing	4	50	50	100	3	3
	III	21UBA4CN	Core Practical 3 - Programming Laboratory(Internet and WebPage Designing	4	50	50	100	3	2
	III	21UBA4AL	Allied Practical 1 - FunctionalEnglish for Executives	6	50	50	100	3	5
	IV	21UBA4S2	Skill Based subject 2- Common Aptitude Skills (Online) - II	2	50	50	100	3	3
	IV	21TBT401/21TAT401/21UHR4N1	Basic Tamil* / Advanced Tamil** / Non-major elective-2-Women's Rights**	2		75	75	3	2

UBA 2

				Total	30	-	-	675	-	25
V	III	21UBA511	Core Paper 11 - Research Methods for Management	6	50	50	100	3	4	
	III	21UBA512	Core Paper 12 - Cost and Management Accounting	6	50	50	100	3	4	
	III	21UBA513	Core Paper 13 - RDBMS & ORACLE	5	50	50	100	3	4	
	III	21UBA5CO	Core Practical 4 - Programming Laboratory (RDBMS & ORACLE)	5	50	50	100	3	2	
	III	21UBA5E1	Major Elective 1	6	50	50	100	3	5	
	IV	-	EDC	2	50	50	100	3	3	
	-	21UBA5IT	Internship Training ***	Grade						
Total				30	-	-	600	-	22	
VI	III	21UBA614	Core Paper 14 - Business Law	6	50	50	100	3	4	
	III	21UBA615	Core Paper 15 - Visual Basic. Net Programming	6	50	50	100	3	4	
	III	21UBA6CP	Core Practical 5 - Programming Laboratory (Visual Basic. Net Programming)	6	50	50	100	3	2	
	III	21UBA6E2	Major Elective II	6	50	50	100	3	5	
	III	21UBA6Z1	Project***	4#	50	50	100	-	5	
	IV	21UBA6SL	Skill Based Subject 3- Programming Laboratory - DIGITAL MARKETING	2	50	50	100	3	3	
	-	-	SWAYAM-MOOC	-	-	-	-	-	2	
Total				30	-	-	650	-	26	
V	21NCC/NSS/YRC/PYE/ECC/RRC/WEC101#	Extension Activities*	-	50	-	50	-	1		
Grand Total				-	-	-	3800	-	140	

Note :

- CBCS – Choice Based Credit system
- CIA – Continuous Internal Assessment
- ESE – End of Semester Examinations

@ Hindi/Malayalam/ French/ Sanskrit – 21HIN/MLM/FRN/SAN101 - 202

* - No End-of-Semester Examinations. Only Continuous Internal Assessment (CIA)

** - No Continuous Internal Assessment (CIA). Only End-of-Semester Examinations (ESE)

*** The students shall undergo Internship training / field work for a minimum period of 2 weeks at the end of the fourth semester during summer vacation and submit the report in the fifth semester. The report will be evaluated for 100 marks along with the internal viva voce by the respective Faculty. According to their marks, the grades will be awarded as given below.

Marks %	Grade
85 – 100	O
70 – 84	D
60 – 69	A
50 – 59	B
40 – 49	C
< 40	U (Reappear)

The Remaining 4 hours are allotted for project work which will not be announced for the staff workload.

Major Elective Papers

(2 papers are to be chosen from the following 6 papers)

1. Goods and Service Tax
2. Retail Management
3. Banking and Insurance Law
4. Logistical Management
5. Customer Relationship Management
6. Consumer Affairs

Non-Major Elective Papers

1. Human Rights
2. Women's Rights
3. Consumer Affairs

Sub. Code & Title of the Extra Departmental Course (EDC) :

21UBA5XL – Programming Laboratory - Tally ERP 9

List of Extension Activities:

1. National Cadet Corps (NCC)
2. National Service Scheme (NSS)
3. Youth Red Cross (YRC)
4. Physical Education (PYE)
5. Eco Club (ECC)
6. Red Ribbon Club (RRC)
7. Women Empowerment Cell (WEC)

Job Oriented Courses (JOC)

- JOC – 1 - Implementation of GST in Tally ERP 9 – PRACTICALS
 JOC – 2 - On-line Share Trading – PRACTICALS
 JOC – 3 - Practice Workshop in Foreign Trade Procedures and Documentation
 JOC – 4 - Advanced Excel - PRACTICALS

Note: In core/ allied subjects, no. of papers both theory and practical are included wherever applicable. However, the total credits and marks for core/allied subjects remain the same as stated below.

Tally Table:

S. No.	Part	Subject	Marks	Credits
1.	I	Language – Tamil/Hindi/Malayalam/ French/ Sanskrit	200	6
2.	II	English	200	6
3.	III	Core – Theory/Practical	2000	70
	-	SWAYAM-MOOC	-	2
	III	Allied Electives/Project	400 300	20 15
4.	IV	Basic Tamil / Advanced Tamil/ Non-major electives	150	4
		Skill Based subject	300	9
		EDC	100	3
		Environmental Studies	50	2
		Value Education	50	2
5.	V	Extension Activities	50	1
		Total	3800	140

- 25 % CIA is applicable to all subjects except JOC, COP and SWAYAM courses which are considered as extra credit courses.

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- The students should complete a **SWAYAM-MOOC** before the completion of the 5th semester and the course completed certificate should be submitted through the HOD to the Controller of Examinations. Two credits will be given to the candidates who have successfully completed. In case the students have completed more than one online course, the appropriate 2 extra credits shall be awarded to such candidates upon the submission of certificate through the HOD to the Controller of Examinations.
- A **Field Trip** preferably relevant to the course should be undertaken every year.

Components of Continuous Internal Assessment (50 Marks)

Components		Marks	Total
Theory			
CIA I	75	(75+75) converted to 30	50
CIA II	75		
Problem based Assignment**		10	
Attendance		5	
Others*		5	
Practical			
CIA Practical		(50) converted to 30	50
Observation Notebook		15	
Attendance		5	
Project			
Review		45	50
Regularity		5	

* Class Participation, Case Studies Presentation, Field Work, Field Survey, Group Discussion, Term Paper, Workshop/Conference Participation. Presentation of Papers in Conferences, Quiz, Report/Content writing. Etc.

** Two Assignments to be given. (Each 5 marks).

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

(K1-Remembering;K2-Understanding;K3-Applying;K4-Analyzing;K5-Evaluating)

Theory Examination – Part I, II & III

i) CIA I & II and ESE: 75 Marks

Knowledge Level	Section	Marks	Description	Total
K1 – K2 Q1 to 20	A (Answer all)	20 x 1 = 20	MCQ-10/ Fill ups-5/ One word-5	75**
K2 – K5 Q21 to 28	B (5 out of 8)	5 x 5 = 25	Short Answers	
K2 – K5 Q29 to 33	C (3 out of 5)	3 x 10 = 30	Descriptive / Detailed	

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ESE Practical Examination:

Option 2 :

Knowledge Level	Section	Marks	Total
K3	Experiments	40	50
K4		Record Work	
K5			

Knowledge Level	Section	Marks	Total
K3	Experiments	20	25
K4		Record Work	
K5			

ESE Project Viva Voce:

Option 2:

Knowledge Level	Section	Marks	Total
K3	Project Report	30	50
K4		Viva voce	
K5			

Programme Code : 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 1 - Principles of Management and Organisational Behaviour			
Batch	Hours / Week	Total Hours	Credits
2021-2022	5	75	4

Course Objectives

1. To familiarize the students with concepts of Principles of Management and Organisational Behaviour.
2. To know the dimensions of the planning, organizing, leading and controlling etc.,
3. To understand the concept of personality, perception, motivation, job satisfaction, morale, group dynamics and leadership etc

Course Outcomes (CO)

K1 – K5	CO1	Remembering the Principles of Management and Organizational Behaviour.
	CO2	Understanding the functions of management and organizational psychology.
	CO3	Applying the fundamentals concepts of business management and resolving conflicts in organization.
	CO4	Analyzing the process of Management and Organizational Behaviour.
	CO5	Evaluating the use of theories in the practice of Management and disciplines.

Syllabus

Unit I

(15 Hours)

Management: Meaning & Definition - Nature and scope of Management - Management as an Art or Science - History and Development of Management - Contributions of Henry Fayol, F.W.Taylor, Peter F. Drucker & Hawthorne Experiments - Roles & Responsibilities of Manager - Functions of Management.

Unit II

(15 Hours)

Planning: *Meaning & Definition - Purpose of planning - Steps in planning process – Types of Planning*. . *Organizing:* Meaning & Definition - Types of Organization - Organization Design & Structure.

Unit III**(15 Hours)**

Directing: Meaning and definition – Nature & Purpose of Directing – Principles of Directing. *Controlling*: Meaning and definition - Importance – Steps in Control Process.

Co-ordination: Meaning & Definition – Needs – Techniques of Co-ordinating.

Unit IV**(15 Hours)**

Organizational Behaviour: Meaning and Definition – Nature - Disciplines contributed to Organisational Behaviour – **Importance of Hawthorne Experiments***. Perception – Factors affecting perception. Personality – Nature & types.

Unit V**(15 Hours)**

Organizational Climate and Development: Need for Organization Development – Limitations – Steps in OD – OD interventions.

*** Self study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Role Play/Smart Class Room
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Text Books

1. Jayashankar, J, (2009), Principles of Management, 1st Edition, Chennai & Margham Publication.
2. Aswathappa, K, (2017), Organizational Behavior, 10th Edition, Mumbai & Himalaya Publishing House Private Limited.

Reference books

1. DR. Ramasamy, T. (2017), Principles of Management, Chennai & Himalaya publishing House Pvt Ltd.
2. Prasad, L.M, (2014), Organisational Behaviour, New Delhi & McGraw Hill.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	M	M
CO2	S	H	S	H	M
CO3	S	M	H	H	M
CO4	S	M	M	H	S
CO5	S	H	S	H	M

S – Strong

H – High

M – Medium

L – Low

Programme Code : 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 2 - Introduction to Information Technology			
Batch	Hours / Week	Total Hours	Credits
2021-2022	5	75	4

Course Objectives

1. To provide the overall view of various concepts of Information Technology.
2. To enable the students for identify the computer systems and applications of computers in various area.
3. To evaluate the data and information and flow chart of components of computer systems.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic concept of computer
	CO2	Understanding the growth and development of computer.
	CO3	Applying the knowledge on Electronic Data Interchange.
	CO4	Analyzing the components of computer and uses of network.
	CO5	Evaluating the applications of computer the various sectors.

Syllabus

Unit I

(15 Hours)

Computer systems: Introductions – Types of computer systems – Micro, Mini, Main Frame and super Computers – Analog, Digital and Hybrid Computers – Generations of computers – Importance of computer in business – Application of computers in various area – Number systems.

Unit II

(15 Hours)

Data and information: Data processing – Data storage – RAM – ROM – Hard disk - Floppy disk-Magnetic medium – Data retrieval – Online – Real time – Time sharing – Multi Programming – Multi Processing System.

Unit III

(15 Hours)

Components of Computer Systems: Input Output Storage Devices – Software – Programming Language – Flow Chart – Introduction to Operating System – Windows98 – Windows NT-UNIX-LINUX.

Unit IV**(15 Hours)**

Networking: LAN, WAN, MAN, ANN, CNN - Intranet – Internet – E-mail – Transport Protocols – WWW – Browsers-Search Engines – Internet Advertisement* - ISP – Security Management – Firewalls – Web Development and Maintenance.

Unit V**(15 Hours)**

E-com: Introduction – Employees - Customers Channel Partner - Service Providers - Electronic Data Interchange - **Online Frauds*** - Merchant Accounting.

*** Self study and questions for examinations may be taken from the self study portions also**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/ Poster Presentation/On-line learning /Smart Class Room

Text Books

1. Alexis and Mathews Leon, (2009), Introduction to Computers, Chennai & Leon Techworld.
2. Kirubanand, V.B. (2007), Computer applications and Information Technology, Coimbatore, R.K.Publishers.

Reference Books

1. V.Rajaraman,(2013), Introduction to Information Technology, Asoke K.Ghosh, PHI learning private Limited.
2. Richard W Bright Man, (2008), Micro Computers, New Delhi, Galgotia Publication.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	S	S	S	M
CO2	M	M	S	S	H
CO3	S	S	S	S	S
CO4	H	M	S	M	M
CO5	M	S	S	S	M

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code : 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 3 - Principles of Financial Accounting			
Batch	Hours / Week	Total Hours	Credits
2021-2022	5	75	4

Course Objectives

1. To enrich the students' knowledge in fundamentals of accounting.
2. To study about the procedures for the preparation of various books of accounts.
3. To know about applications of accounts in various business organizations.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the accounting terms, rules, concepts and conventions.
	CO2	Understanding the accounting principles for finding out the profitability position and financial position of the concern.
	CO3	Applying the double entry system and single entry system in the organization.
	CO4	Analyzing the application of accounts in various fields.
	CO5	Evaluating the preparation of financial statement in appropriate standards.

Syllabus

Unit I

(15 Hours)

Accounting: Meaning and Definition - Types of Accounts – Rules for Accounting - Accounting Concepts and Conventions - Journal - Ledger - Subsidiary Books - Cash Book - Petty Cash Book.

Unit II

(15 Hours)

Trial Balance – Errors and their Rectifications. *Final Accounts:* Trading – Profit & Loss Account and Balance Sheet with Simple Adjustment. Bank Reconciliation Statement.

Unit III

(15 Hours)

Depreciation: Straight Line Method - Written Down Value Method – Annuity Method - **Reserves and Provisions***.

Unit IV**(15 Hours)**

Accounting for Non- trading Institutions: Income & Expenditure Accounts – Receipts & Payments Account – Balance Sheet of Non-Trading Institutions.

Unit V**(15 Hours)**

Accounting for Consignment: Including Normal and Abnormal Loss.

Accounting for Joint Venture: Separate set of books is kept - Separate set of books is not kept.

Note: [Theory 20% and Problems 80%]

***Self study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

PowerPoint Presentation//Smart Class Room /Group Discussion/Assignment/
Report Analysis/Work Book

Text Book

1. Reddy T S & Murthy A, (2013), Financial Accounting, 7th Edition, Chennai & Margaham Publishers.

Reference Books

1. S.P. Jain, J.L. Narang, (2016), Advanced Accountancy Pt. 1, Principles of Accounting, New Delhi & Kalyani Publishers.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	M	M	H
CO2	H	S	H	M	H
CO3	M	S	H	S	M
CO4	H	S	H	H	H
CO5	M	S	H	S	M

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code : 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 4 - Business Communication			
Batch	Hours / Week	Total Hours	Credits
2021-2022	2	30	2

Course Objectives

1. To enhance the Knowledge in Business Communication.
2. To develop the skill of writing business letters.
3. To understand the concepts and principles of business communication

Course Outcomes (CO)

K1 – K5	CO1	Recollecting the overall concept of business communication.
	CO2	Understanding the prerequisites to business communications
	CO3	Applying the skills in effective organizational communication.
	CO4	Analyzing the communication skill in the present situation.
	CO5	Evaluating the strategies of effective business writing.

Syllabus

Unit I

(6 Hours)

*Business communication: Meaning & Definition - Importance of Business Communication - Principles of communication - Methods of Communication - **Types of communication - Attributes of effective communication - Barriers of communication***.*

Unit II

(6 Hours)

Communication through letters: Layout of letters - Business Enquiries - Offers and Quotations – Order Letter: Execution of Orders, Cancellation of Orders – Claim Letter – Adjustments Letter - Settlement of accounts - Letters of complaints - Collection letters - Status enquiry letters.

Unit III

(6 Hours)

Bank Correspondence: Bank Correspondence – Parties involved in Bank correspondence – Types of Bank Correspondence.

Correspondence of Company Secretary: Company Secretary – Correspondence with shareholders - Correspondence with directors - Correspondence with others. Preparation of Agenda and Minutes.

Unit IV**(6 Hours)**

Communication through reports: Essentials – Importance - contents -Reports by individuals – Committees.

Unit V**(6 Hours)**

Internal Communication: Short speeches – Memo – Circulars - Notice. Social media - Meaning & Definition - Merits & demerits of Social Media..

***Self study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Quiz/Discussion/Assignment//Smart Class Room
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Text Books

1. Rajendra Pal & J S.Korlahalli, (2014), Essentials of Business Communication, New Delhi, Sultan Chand & Sons.
2. Jan Zimmerman & Deborah NG, (2017), Social Media Marketing, Wiley Publisher.

Reference Books

1. Veera Karoli, (2015), Business Communication, Lucknow, Thakur publishers.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	H	H	S	M
CO2	M	H	H	S	M
CO3	H	S	M	S	M
CO4	H	M	M	S	S
CO5	M	H	H	S	M

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code : 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 1 - Programming Laboratory (MS OFFICE 2010)			
Batch	Hours / Week	Total Hours	Credits
2021-2022	3	45	2

Course Objectives

1. To enhance the knowledge on MS Office.
2. To know about preparation of documents and various statements for the business.
3. To develop students for presentation of information and database management.

Course Outcomes (CO)

K1 – K5	CO1	Remember basic concepts of computer
	CO2	Understanding the keywords of computer
	CO3	Applying various functions of Ms-Office application software's.
	CO4	Analyzing the various features for document preparation.
	CO5	Evaluating basic knowledge in creation of various databases.

Syllabus

MS WORD

1. Creating a paragraph and perform the following:
 - (i) Font size
 - (ii) Bold
 - (iii) Italics
 - (iv) Underline
 - (v) Line spacing
 - (vi) Changing the background color & text color
 - (vii) Header & Footer
 - (viii) Alignment.
 - (ix) Bullets and numbering
 - (x) Find and Replace
 - (xi) Divide the content into two or three columns.
2. Create a table using various cell alignment.
3. Send the letter to any five companies using Mail-Merge.
4. Demonstrate the concept of OLE by linking an Excel Worksheet into a word document.

MS EXCEL

5. Create a Work sheet for monthly sales report for 5 companies. Find quarterly and monthly sales of each company using line chart.
6. Create a worksheet for pie chart showing composition of the total cost of a company.

7.Create a worksheet to calculate Simple interest &Compound interest for the principle amount varying from 1000-10000 for varying interest.

8.Create a worksheet that contains 10 students. Find sum, average, mean, median and mode.

9.Create a worksheet containing marks of 10 students I CIA Exam mark in one sheet, II CIA Exam mark in second sheet and calculate maximum marks in third sheet.

MS POWER POINT

10. Create a PowerPoint presentation show about our college with at least 3 slides.

11. Create an Organisation chart for a Company and College with minimum three levels using PowerPoint.

12. Create a PowerPoint presentation for advertisement campaign with 3 slides – deletion and insertion.

MS ACCESS

13. Create a database and maintain the address of your classmates with the following constraints:

- i. Roll number should be primary key
- ii. Name should not be empty
- iii. Maintain at least 10 records
- iv. Recall information according to Place and City.

14. Create an item table with the following design and structure: Item Number, Item Name, Rate, Quantity and Net Price

- i. Find the net price of all records
- ii. Display only the item no, item name for the net price > 10000
- iii. To increase the rate by 10% for all records

15. Create a table of students mark list with name, subjects total and average

- i. Add at least 10 records
- ii. Sort the names in alphabetical order
- iii. Prepare the rank list
- iv. Find total and average

16. Create a report for payroll database using report wizard & label wizard.

Teaching Methods

PowerPoint presentation/Seminar/Smart Class Room
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MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	H	S	S	H
CO2	H	H	S	S	H
CO3	M	M	S	H	H
CO4	H	H	S	S	H
CO5	H	H	S	S	H

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 5 – Marketing Management			
Batch 2021-2022	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To endow student with the knowledge of Marketing Management.
2. To understand the buying motives, buying process and Product life cycle.
3. To understand factors influencing pricing decisions and channel selection, and problems.

Course Outcomes (CO)

K1-K5	CO1	Remembering the concept of Marketing Management.
	CO2	Understanding the knowledge in the functional area of marketing management.
	CO3	Applying the theoretical marketing concepts to the practical situation.
	CO4	Analyzing the dynamics of marketing in business.
	CO5	Evaluating the recent developments in the field of marketing management.

Syllabus

Unit I

(15 Hours)

Marketing: Meaning and definition – Functions of Marketing - Marketing Concept – Marketing Management — Meaning, Importance —Marketing Mix — Meaning and definition— Elements of the marketing Mix — Forces affecting marketing mix. **Buying Behavior*** – Buying Motives – Buying Process.

Unit II

(15 Hours)

Product: Meaning and definition – Product Characteristics – Consumer Goods – Industrial Goods – Production Policy. Product Life Cycle – Product Mix – Modification & Elimination – Packaging – **Developing New Products***. Branding – Importance.

Unit III

(15 Hours)

Pricing: Meaning and definition – Buyer & Supplier – Objectives and importance of pricing - Factors Influencing pricing decisions – Kind of pricing – Factors affecting changes in price.

Unit IV**(15 Hours)**

Physical Distribution: Meaning and Definition – Function – Importance - Types of Channel – Channel Selection & Problems.

Unit V**(15 Hours)**

Promotion: Meaning and Definition - Promotion mix - Promotion tools. *Advertising:* Meaning and Definition – Importance - Types - Kinds of Media.

Personal Selling: Meaning and Definition – Nature - Importance and process, Direct Marketing Sales Promotion (push versus pull study).

***Self study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room
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Text Books

1. Philip Kotler and Kevin Lane Keller,(2017), Marketing Management, 14th Global Edition, New Delhi, Hall of India Pvt Ltd.

Reference Books

1. Pillai, R.S.N and V.Bagavathi,(2013),Modern Marketing Principles and Practices, 4th Edition, New Delhi, Sultan Chand and Co Ltd.

2. Rajan Nair,N. and C.B.Gupta,(2014) Marketing Management, Text and Cases, 15th Edition, New Delhi, Tata McGrawhill.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	H
CO2	S	M	M	S	S
CO3	S	S	M	H	S
CO4	S	M	M	M	M
CO5	S	M	M	S	S

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 6 – Production and Materials Management			
Batch 2021-2022	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To enhance knowledge on basic principles of production and materials management.
2. To know the functions of Production Management.
3. To understand the effective Management of materials.

Course Outcomes (CO)

K1 – K5	CO1	Recollecting basic concepts of production and materials Management
	CO2	Understanding various principles and practices involved in production and materials management
	CO3	Applying the knowledge's about managing production process.
	CO4	Analyzing the quality of material.
	CO5	Evaluating the methods and techniques of production and material management.

Syllabus**Unit I****(15 Hours)**

Production Management: Meaning and Definition - Functions – Scope – Plant Location – Plant Layout – Principles – Process Layout for Production Planning and Control – Principles – Information Flow – Routing – Scheduling (Grantt Chart Only) – Dispatching.

Unit II**(15 Hours)**

Material Handling: Meaning and Definition - Importance – Principles – Criteria for Selection of Material Handling Equipment - Classification of Material Handling Equipment – Product Design – Factors – Time Study & Motion study – Meaning & Definition – Principles.

Unit III**(15 Hours)**

Materials Management: Meaning and Definition - Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – **Purchasing – Procedure – Principles** *- Import Substitution – Vendor Rating – Vendor Development.

Unit IV**(15 Hours)**

Inventory Control: Meaning and Definition - Functions of Inventory – Importance – Tools – ABC, VED, FSN, - MRP, ERP Concepts. Store Keeping – Objectives – Functions – Duties & Responsibilities of Store Keeper – Location of Store – Store Ledger – Bin Card.

Unit V**(15 Hours)**

Total Quality Management: Meaning and Definition – Objectives – Tools & techniques of TQM - Bench Marking – Business process re-engineering – Six sigma - ISO.

***Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Online link/Smart Class Room
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Text Books

1. Kanna, P,(2010), Industrial Engineering & Management, Dhanpatraj Rai Publication, New Delhi.
- 2.M.M. Varma, (2012,) Materials Management, Sultan Chand & Sons, New Delhi.

Reference Books

- 1.Banga and Sharma,(2017),Industrial Engineering & Management. 1st Edition, Hanna Publishers, Delhi.
2. Dr.Sarojkumar,Rajkumarsingh(2016),Production and Materials Management, Thakur Publishers, Chennai.
- 3.Gopala Krishnana,(2015) Materials Management. 2nd Edition, Prentice Hall India Learning Private Limited,Delhi.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	H	M
CO2	S	H	H	S	M
CO3	S	M	H	M	S
CO4	S	H	M	M	S
CO5	S	M	H	M	S

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 7 – Financial Management			
Batch 2021-2022	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To enlighten the student on the Financial Management.
2. To enable the students to develop awareness on the various sources of finance.
3. To understand the importance of finance, types of investment, and techniques used for capital budgeting.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the concepts financial management.
	CO2	Understanding the overall role and importance of finance.
	CO3	Applying financial theory in corporate sector.
	CO4	Analyzing the role of a financial manager in taking financial decisions with the help of various techniques.
	CO5	Evaluating the financial needs of an enterprise and finding out suitable sources.

Syllabus

Unit I (Theory Only)

(15 Hours)

Financial Management: Meaning & Definition - Scope of Finance Management – Objectives of Financial Management – Profit Maximization and Wealth Maximization. **Sources of Finance: Short term – Bank Sources – Long term (Shares, Debentures, Preferred Stock and Debt)*.**

Unit II (Problem & Theory Questions)

(15 Hours)

Financing Decision: Cost of Capital – Cost of Specific Sources of Capital – Equity – Preferred Stock – Debt – Term loan - Reserve – Weighted Average Cost of Capital. Leverage – Types – Operating, Financial and Composite Leverage.

Unit III (Theory Only)

(15 Hours)

Investment Decision: Capital Structure – Factors Influencing Capital Structure – Optimal Capital Structure. Dividend Policy Decision: Meaning, Classification – Sources available for Dividend – Determinants of Dividend Policy.

Unit IV (Theory Only)**(15 Hours)**

Liquidity Decision: Working Capital Management- Meaning & definition – Concepts – Importance – Determinants of Working Capital. Cash Management: Motives for Holding Cash – Objectives and Strategies of Cash Management.

Receivables Management: Objectives – Cost of Credit Extension – Benefits – Credit Policies – Credit Terms – Collection Policies.

Unit V (Problem and Theory Questions)**(15 Hours)**

Capital Budgeting: Meaning & definition – Objectives – Methods of Capital Budgeting – Non-Discounted Cash Flow Method (Pay Back Period and Accounting Rate of Returns) Discounted Cash Flow Method (Internal Rate of Return, Net Present Value and Profitability Index).

Note: [Theory 60% and Problems 40%]

***Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

Powerpoint Presentation/Group Discussion/Seminar/Quiz/Smart Class Room
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Text Books

1. Shashi K. Gupta and Sharma R.K., (2016), Financial Management, New Delhi & Kalyani Publishers.
2. Khan M.Y and Jain P.K, (2017), Financial Management, Text, Problems and Cases, Tenth Reprint, New Delhi & Tata Mc Graw Hill Education Pvt Ltd.

Reference Books

1. Kulkarni P.V, SatyaPrasad B.G, (2015), Financial Management, Twelfth Edition, Mumbai & Himalaya publishing House.
2. Pandey I.M., (2016), Financial Management, Delhi & Vikas Publication House Ltd.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	M
CO2	S	S	H	H	M
CO3	S	H	M	H	H
CO4	S	S	H	H	H
CO5	S	H	M	H	H

S – Strong H – High M – Medium L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 2 – Programming Laboratory (Tally ERP 9)			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.
2. To know about the application of accounts in various fields.
3. To match the theoretical background of accounting concepts with practical work.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic keywords of Tally ERP 9
	CO2	Understanding the overall concepts of Tally EQP 9
	CO3	Applying the knowledge in main features of Tally ERP.9 software.
	CO4	Analyzing the concepts in preparing final accounts.
	CO5	Evaluating the accounting information using various tools.

Syllabus

1. Create a company with relevant details and display various ledger accounts. .
2. Create groups and sub-groups.
3. Create various accounting vouchers and display various day book
4. Display a cash book
5. Prepare Subsidiary books
6. Prepare a Trial Balance
7. Prepare simple Final Accounts
8. Prepare Bank Reconciliation Statement (BRS)
9. Create Inventory masters – Stock items, Stock groups, Units of measure and find Stock summary
10. Calculate Payroll Accounting in Tally
11. Computation of ratio analysis
12. Calculate simple Interest
13. Prepare bill wise details
14. Print a cheque.
15. Calculate foreign exchange gain/loss

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room
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MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	H	S	S	S	H
CO3	M	S	S	H	M
CO4	H	S	S	S	H
CO5	S	S	S	S	S

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 8 – Human Resource Management			
Batch 2021-2022	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To expose the students to the human resource management.
2. To know the various functions of human resource management, and process of HRP.
3. To develop the skills on Training, performance appraisal and QWL.

Course Outcomes (CO)

K1 – K5	CO1	Recollecting the basic concept of human resource management in organization.
	CO2	Understanding the role of HRM in an organisation.
	CO3	Applying the knowledge in managing the needs of employees.
	CO4	Analyzing the key issues related to administering the human elements.
	CO5	Evaluating the knowledge of HR concepts to take correct business decision.

Syllabus

Unit I

(18 Hours)

Human Resource Management: Meaning & definition - Functions- Difference Between Personnel Management and HRM - Nature and Scope – functions and role of Human Resource manager - **Human Resource Planning- Importance – objectives of HRP – Process of HRP – Barriers to HRP***

Unit II

(18 Hours)

Job Analysis & Evaluation: Job Analysis – Techniques – Advantages. Job Description – Specimen of Job Description Statement. Job Specification –Specimen of Job Specification Statement. Job Evaluation – Methods - Advantages.

Unit III

(18 Hours)

Staffing: Recruitment - Meaning & definition – Sources of Recruitment - E-HRM – E -Recruitment. Selection - Meaning & definition – Importance of selection – Selection process – E-Selection.

UBA

Unit IV

(18 Hours)

Training and Development: Meaning & definition –Nature – Needs of effective training – Training process – Methods of training.

Performance Appraisal – Meaning & definition - Objectives – Methods.

Unit V

(18 Hours)

Career Development: Meaning & definition – Roles for career development – Career development initiatives – Challenges of career development –Career management process

Talent Management – Meaning – Imperatives for talent management – Talent management life cycle – Talent management initiatives.

***Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

Powerpoint presentation/Seminar/Quiz/Discussion/Assignment/Smart Class Room

Text Books

- 1.Aswathappa.K, (2013),Human Resources and Personnel Management Text and Cases, New Delhi, Tata MC. Graw-Hill Publishing Ltd.
- 2.Dr.J.Jayashankar,(2014),Human Resources Management,1st Edition, Chennai, Margham Publications.

Reference Books

- 1.Tripathy . P.C,(2013.),Personnel Management and Industrial Relations,18th Edition, New Delhi,Sultan Chand Sons.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	H	S	M
CO2	S	M	H	S	H
CO3	S	M	M	S	M
CO4	S	S	M	M	S
CO5	S	M	M	S	M

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 9 – Global Business Management			
Batch 2021-2022	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To impart knowledge on Global Business Management.
2. The students should have able to acquire Globalization and MNCs in India.
3. To get the idea about the WTO and export procedures in GBM.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of Global Business Management.
	CO2	Understanding the various documentation procedures in the global trade.
	CO3	Applying the knowledge in the process of exports and import trade.
	CO4	Analyzing the recent trends and practices prevalent in the global trade.
	CO5	Evaluating the strategies in global business environment.

Syllabus

Unit I

(18 Hours)

International Trade: Meaning and Definition – Features – Limitation –Balance of Payment and its Components - Business Environment – Meaning and Definition – Features – Importance - Types of Business Environment. **Difference between International Trade and Domestic Trade***.

Unit II

(18 Hours)

Globalization – Modes of entry - Globalization of Indian business. Multinational corporation - Merits and Demerits of MNCs – MNCs in India.

Unit III

(18 Hours)

WTO - Tariff Barriers – GATTs – TRIMs – TRIPs – Anti-dumping measures – FEMA – Import procedures – documents in import procedures.

Unit IV**(18 Hours)**

Quality Control – Pre-shipment inspection –documents for export – document for claiming exports assistants – developing exports through correspondences – process of export order- export procedures – export incentives.

Unit V**(18 Hours)**

FDI – Advantages & Disadvantages – FII - Advantages & Disadvantages – Home country & Host country - Advantages & Disadvantages – Difference between Home country & Host country.

*** Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room
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Text Books

1. Balagopal.M, (2016), Export Management, Mumbai, Tata MC Grawhill.
2. Francis Cherunilam,(2017), Business Environment , Himalaya Publishing House.

Reference Books

1. P.Boominathan,(2013), Global Business Management,Thakur Publications.
2. Aswathapa, (2016), Business Environment, Himalaya Publishers.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	H
CO2	S	M	H	S	S
CO3	S	S	M	H	S
CO4	S	H	M	M	M
CO5	S	S	M	H	S

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 10 – Internet and Web Page Designing			
Batch 2021-2022	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

1. To enrich the students' knowledge in Internet & Web Page Designing.
2. To describe the basic knowledge about Network.
3. To understand about the creation of web page effectively.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the fundamental knowledge of internet and web designing.
	CO2	Understanding the importance of Internet and web designing.
	CO3	Implementing the concept using HTML.
	CO4	Executing and develop webpage designing skill in real business world.
	CO5	Evaluating the usability of a website.

Syllabus

Unit I

(12 Hours)

Internet basics – Internet Address – Domain Names – Browsers – Search Engines – connecting to the internet – **Installing and configuring a modem – creating a connection profile – changing the default connection***.

Unit II

(12 Hours)

Working with E-mail – running on email program – sending, reading, replying, deleting and exiting mail – sending files via email – attaching a signature – managing an address book.

Unit III

(12 Hours)

Introduction to HTML – information file creation – web server – web client/browser – HTML – commands – title – footer – paragraph breaks – line breaks – heading style – text style – spacing – centering – font size and color.

Unit IV

(12 Hours)

List – types of list – adding graphics to HTML document – Using width, Height, alignment and alternative attributes – tables – header rows – data rows – caption tags – cells spacing – BG color – rows span – column span attributes – links – internal and external document references – Images as hyperlinks.

Unit V**(12 Hours)**

Introduction to DHTML – Cascading Style Sheets – Cascading Style Sheets in DHTML - color and background attributes – text attributes – border attributes – marginal related attribute – list attributes – class – external style sheets. Java Script – Control Structures – Simple functions & Programs.

***Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room
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Text Books

- 1.Ivan Bayross, (2017), Web Enabled Commercial Application Development using HTML,DHTML,Javascript, BPB Publications.
2. Tanweer Alam, (2013),Web Designing and Development, 1st Edition, Khanna Book Publishing.

Reference Books

1. Bansal, S.K,(2012), Internet and web page designing, APH Publishing Corporation.
- 2.Maureen Adams & Sherry Bonelli, (1998),Internet Complete, New Delhi,BPB Publications.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	S	H	H
CO2	S	S	S	S	M
CO3	H	H	S	S	H
CO4	M	S	S	H	M
CO5	H	H	S	S	H

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 3 – Programming Laboratory (INTERNET & WEBPAGE DESIGNING)			
Batch 2021-2022	Hours / Week 4	Total Hours 60	Credits 2

Course Objectives

1. To impart practical knowledge in Internet & Web page designing.
2. To know about the search engines & web browsers.
3. To have a practical knowledge about E-Mail.

Course Outcomes (CO)

K1 - K5	CO1	Remembering the various terms of internet and webpage designing
	CO2	Understanding the usage of internet and webpage designing
	CO3	Applying the practical knowledge in using internet.
	CO4	Analyzing the HTML coding for designing the web page.
	CO5	Evaluating and develop webpage designing skill in real business world

Syllabus

1. Install a modem and Connect Internet in your system.
2. Search a particular topic using Internet search engines.
3. Create a new email id using any available service providers.
4. Create and send an official e-mail with and without attachment.
5. Send a greeting to more than one user at the same time.
6. Online Purchase and Settlement.
7. E-Ticket Reservation (Bus, Railways, Airways, etc).
8. Online Electricity Bill and Insurance Premium Payment.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add or remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML to display an advertisement.
14. Develop a static HTML page for college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.

17. Develop a HTML page to input student information.
18. Develop a HTML to display student results for a given roll number.
19. Develop a HTML to display employee payroll statement.
20. Develop a HTML page to display product information for a given product id

Teaching Methods

PowerPoint Presentation /Assignment/Smart Class Room
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MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 11 – Research Methods for Management			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	4

Course Objectives

1. To impart the knowledge on research methods for management.
2. The students are understood about the concept of between survey and observation.
3. To get the idea about the processing and analyzing of data.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of research.
	CO2	Understanding the research problem and techniques.
	CO3	Applying the work plan of research.
	CO4	Analyzing the issues inherent in collecting, analyzing and reporting
	CO5	Evaluating the testable data in solving the research problem.

Syllabus

Unit I (Theory Only)

(18 Hours)

Research: Meaning & definition –Importance – **Advantages and limitations*** Types of Research – The Research Process – Difference Between Survey and observation – Criteria of good Research – Problems Encountered by Researchers in India – Ethics in Business Research.

Unit II (Theory Only)

(18 Hours)

Research Design: Defining Research Problem – Techniques involved - Need for Research Design - Features of a Good Research Design. Sampling Design – Steps in Sampling Design - Sampling process and selection – sample types.

Unit III (Theory Only)

(18 Hours)

Measurement & types of scaling- Attitude Measurement- Scaling – technique – Editing , Coding, Tabulation. Data collection - Meaning & definition - Methods of data – Tools – Questionnaire – Interview schedule.

Unit IV (Problems & Theory)**(18 Hours)**

Processing and analyzing of data: Executive summary - Statistics in research – Hypothesis – Formulation and testing of Hypothesis - Chi square tests (Simple problems only) , ANOVA(One Way) - Interpretation.

Unit V (Theory Only)**(18 Hours)**

Report writing: Steps in writing report – Layout of report –Types of Report –Mechanism of Report Writing.

***Self study and questions for examinations may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room
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Text Books

1. C.K. Kothari, (2018), Research Methodology, New Delhi, Wishwa Makasan.
2. Sharma DD, (2006), Marketing Research, New Delhi, Sultan Chand&Sons.

Reference Books

1. Mukul Gupta & Deepa Gupta, (2013), Research Methodology, 2nd Edition. &Asoke K Ghosh.
2. R. Panneerselvam, (2013), Research Methodology, 11th Edition & Asoke K Ghosh.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	M
CO2	S	S	M	S	H
CO3	S	S	M	H	S
CO4	S	M	M	M	M
CO5	S	S	M	H	S

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 12 - Cost and Management Accounting			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	4

Course Objectives

1. To impart the knowledge of aspects of Cost and Management Accounting.
2. To motivate the students to find the different types of Cost.
3. To understand the various tools apply in Management Accounting

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basics of Cost and Management accounting.
	CO2	Understanding the flow of funds in the business.
	CO3	Applying the cost and management techniques in real business.
	CO4	Analyzing the principles used in process of cost & Management Accounting relevant for managerial decision making.
	CO5	Evaluating the cost accounting as a tool of managerial decision.

Syllabus

Unit I (Problems and Theory)

(18 Hours)

Cost accounting: Meaning & definition – **scope - objectives – cost Accounting vs. Financial accounting – steps for installation***, difficulties faced by management for installing costing systems – different methods & Types of costing – cost sheet (simple problems only) – Tender – Quotations.

Unit II (Problems and Theory)

(18 Hours)

Materials Issues & Labour Costing: Meaning & definition – Need and essential of material control – various stock levels EOQ – Issue of material – LIFO - FIFO- Average (simple and weighted) – Standard cost method. Labour costing – Time and piece Rate System (Hasley Plan and Rowan Plan).

Unit III (Problems Only)

(18 Hours)

Fund flow statement – Cash flow statement.

Unit IV (Problems Only)**(18 Hours)**

Financial Statement Analysis: Preparation of Comparative and Common-size Statement – Analysis and Interpretation – Budgetary control – Preparation of various budget (Production, Sales, Fixed, Flexible and cash budget).

Unit V (Problems Only)**(18 Hours)**

Computation of different variances (Material, Labour). Ratio analysis – uses and significance – Liquidity Ratio, Profitability Ratio and Solvency Ratio.

Note: [Theory 20% and Problems 80%]

***Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room
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Text book

1. Jain S. P & Narang K. L, (2013) Cost and Management Accounting, Fourteenth Revised Edition, New Delhi & Kalyani Publishers.

Reference Books

1. Dr. Ramasamy T, (2008), Cost Accounting, First Edition, Gold Books Publishing House.
2. Shashi K. Gupta and Dr Sharma R. K, (2014), Management Accounting, Thirteenth Revised Edition. New Delhi & Kalyani Publishers.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	H	M
CO2	S	S	S	H	H
CO3	S	H	H	M	M
CO4	S	H	H	M	S
CO5	S	H	H	M	M

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 13 - RDBMS & ORACLE			
Batch 2021-2022	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To develop and manage the relational database design.
2. To state the difference between DBMS & RDBMS.
3. To describe Embedded & dynamic SQL.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic concepts of database Management system.
	CO2	Understanding the database from SQL statement.
	CO3	Applying various data models which describe the structure of database
	CO4	Analyzing the program through SQL commands.
	CO5	Evaluating the growth in the database system.

Syllabus

Unit I

(15 Hours)

Database Management System and RDBMS – Normalization – Oracle Terminology – Database Connection – Creating Tables – **Definition*** - Types basics of SQL : SQL Grammar.

Unit II

(15 Hours)

Data manipulation language – **data types*** - Insertions, updation and deletion set operation – SELECT command – Where clause modifying structure – SQL & Plus set Commands.

Unit III

(15 Hours)

Manipulating Strings – Dealing with dates – handling Numbers – Defining Table, Primary key, foreign key and Column Constraints – Table Indexes.

Unit IV

(15 Hours)

Sophisticated queries – Built-in Group functions – the Join operation – Views, sequences, and synonyms

Unit V**(15 Hours)**

Transactions – the basics of PL/SQL creating and using stored procedures, Function and Packages – Retrieving Data with Cursors. Enforcing Business Rules with Database Triggers.

***Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room
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Text Books

1. Ivan Bayross, The Complete Reference.
2. Leon, (2014), Oracle 7 Application Development Hand Book, New Delhi.

Reference Books

1. David Loctman, Developing Personal Oracle for Windows 95 Applicable
2. Bay Ross, (2000), Commercial Application Development using Oracle Developer, Chennai, BPB Publications.
3. Ivan Bay Ross, Oracle 7 The complete reference, Chennai, BPB Publications.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	H	H	S	H	M
CO3	M	M	S	M	H
CO4	M	L	S	L	M
CO5	H	H	S	H	M

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 4 - Programming Laboratory (RDBMS AND ORACLE)			
Batch	Hours / Week	Total Hours	Credits
2021-2022	5	75	2

Course Objives

1. To impart practical knowledge about SQL.
2. To create tables using commands in SQL.
3. To teach how the database is used in SQL.

Course Outcomes (CO)

K1 - K5	CO1	Remembering the data base concepts
	CO2	Understanding the overall concepts of RDBMS & ORACLE
	CO3	Applying the various SQL commands in table creation.
	CO4	Analyzing about the usage of different data constraints.
	CO5	Evaluating the program through SQL commands.

Syllabus

1. Designing a database for student information.
2. Insert records for student database tables.
3. Alter a field size in the student database table.
4. Delete a field in the student database table.
5. Select records with roll number, name, class, and subject with all mark details.
6. Prepare a list of all students who are having arrears.
7. Find the percentage of mark of a student.
8. Find the pass percentage of a student in student database.
9. Prepare semester mark sheet for a given student roll number.
10. Design a database for employee information.
11. Insert records for employee database tables.
12. Select records with employee, id, name, department, designation with all salary details.
13. Prepare a list of employees who getting net pay more than 10000.

14. List all employees with total allowances and total deductions.
15. List all employees with their net pay.
16. Design a database for bank information.
17. Insert records for bank database tables.
18. Create a view for an employee with their deposit information.
19. Write a stored function to find net balance of a customer.
20. Write a PL/SQL procedure to deposit amount to bank database.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room
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MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 14 – Business Law			
Batch 2021-2022	Hours / Week 6	Total Hours 90	Credits 4

Course Objectives

1. To familiarize the fundamental concepts of Business Law.
2. To provide students with an understanding of provisions relating to law.
3. To know the essential of law of partnership and negotiable Instruments.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of Business law.
	CO2	Understanding the framework of Indian business law.
	CO3	Applying the contemporary knowledge and its impact in business.
	CO4	Analyzing the awareness of laws and regulations prevailing in the society.
	CO5	Evaluating the legal aspects of business law

Syllabus

Unit I

(18 Hours)

Law of Contract: Essentials of contract – Types of Contract-offer- legal rules as to offer and lapse of offer – acceptance and rules as to acceptance – capacity of parties to create contract – consideration – legal rules as to consideration – stranger to a contract and exceptions – contract without consideration – consideration – consent - coercion – undue influence – misrepresentation – fraud – void agreements – quasi-contract – discharge of contract – **breach of contract – remedies for breach of contract***.

Unit II

(18 Hours)

Law of Sale Of Goods: Formation of contract of sale – Goods and their classifications – conditions and warranties – rules of caveat-emptor – exceptions – transfer of property – goods sent of approval – sale by non owners – right of lien – termination of lien – unpaid sellers rights.

Unit III

(18 Hours)

Companies Act 2013: Incorporation- Types of Companies – Borrowing powers of the company – Board of Directors – Auditors – Meetings.

Unit IV**(18 Hours)**

Law of Partnership: Concept and Formation – kinds of partners – legal relationship between partners – rights of incoming and outgoing partners – retirement and expulsion – dissolution of firm.

Unit V**(18 Hours)**

Negotiable Instruments: Concepts of Negotiable Instruments – importance – Definition of Promissory Note, Cheque and Bill of Exchange – Characteristics – Endorsement – types – rights – and duties of Collecting and paying bankers – forgery.

*** Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room
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Text Books

- 1.Kapoor N.D, Business law,(2015), New Delhi, Sultan Chand & Sons.
- 2.Pillai R.S.N & Bagavathi.B,(2013), Business law, Sultan Chand & Sons.

Reference Books

- 1.Gulshan S.S & Kapoor G.K.(2018), Business law, NewDelhi, Newage International Pvt Ltd.
2. Tulsian P.C. (2017), Business Law, NewDelhi, Tata MC Graw Hill Pvt Ltd.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	S
CO2	M	M	M	S	S
CO3	S	S	M	M	S
CO4	H	M	M	M	S
CO5	S	S	M	M	S

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 15 – Visual Basic. Net Programming			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	75	4

Course Objectives

1. To introduce the concepts of Visual Basic. Net Programming.
2. To design, create, build & debug VB.Net applications.
3. To explore Visual Basic Integrated Development Environment (IDE).

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of Visual Basic. Net Programming.
	CO2	Understanding the various controls in VB.NET
	CO3	Applying the procedures and functions to create application software.
	CO4	Analyzing the structure of VB.NET in current business scenario.
	CO5	Evaluating the highly structured language in modern technology.

Syllabus

Unit I

(15 Hours)

GETTING STARTED: Introduction-Visual Basic and Visual Basic.Net- Installing Visual Basic-IDE- Tool box – Property Editor – VB Forms – Button – Events Properties in code – Solution Explorer – Saving Project.

Unit II

(15 Hours)

CONTROLS AND METHODS: Buttons – Labels – Text boxes – Picture boxes – Check boxes – Radio buttons – Group boxes – List boxes – Checked list boxes – Combo boxes – Open file dialog – Timer – Tab control – Splitter – Toll bar and Rich Text box – Month calendar – Other controls – Anchor and Dock Properties.

Unit III

(15 Hours)

BASIC ESSENTIALS: Variables and scope – Data Types – If... Then...Else – For...next – Do...Loop – Case...Else – with...End with – Subroutines – Functions – Message Box and Input Box.

Unit IV**(15 Hours)**

OBJECT ESSENTIAL: Classes and Objects – New and finalize – Inheritance – Modules – Namespaces – Using Imports.

TOOLS: Creating a menu – Customising a menu – Creating a pop-up menu – Changing menus at run time.

Unit V**(15 Hours)**

DATABASES: Introduction databases – Creating a database with Access – Designing a table – Data form wizard – Database objects – Showing data in a grid – creating a report – showing a report.

*** Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Quiz/Discussion/Assignment/Smart Class Room

Text Books

1. “Visualbasic.Net Programming In Easy Steps” – TIM ANDERSON-2008 – DREAMTECH PRESS.
2. Gary Cornell, (2017), Visual Basic 6 from the Ground Up, Tata McGraw Hill.

Reference Books

1. Gary Cornell ,(2009), Visual Basic for Windows, Tata McGraw Hill.
2. Mohammed Azam,(2006), Visual basic 6 Programming guide, New Delhi, Vikash publishing house pvt ltd.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	S	S	H
CO2	H	H	S	M	S
CO3	M	M	S	H	M
CO4	M	M	S	M	M
CO5	M	M	S	H	M

S – Strong **H** – High **M** – Medium **L** – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 5 – Programming Laboratory (Visual Basic. Net)			
Batch 2021-2022	Hours / Week 6	Total Hours 75	Credits 2

Course Objectives

1. To develop the application software using Visual Basic.
2. To understand the fundamental design concepts of application using VB.
3. To perform financial statements using VB controls

Course Outcomes (CO)

K1 – K5	CO1	Remembering the applications of VB
	CO2	Understanding the various forms of VB
	CO3	Applying the integration of back end with front end tool using DAO control.
	CO4	Analyzing the significance of Visual Basic Programming for software development.
	CO5	Evaluating the various control structures to create application software.

Syllabus

1. Create a program to perform arithmetic calculation
2. Calculate depreciation by using check box control
3. Create final accounts by using menu editor
4. Create a program in visual basic by converting numbers into words by using select case statement
5. Manipulate string functions
6. Design a sample calculator using control arrays
7. Create a single document interface by using rich text box
8. Create a student database by using data control
9. Prepare capital budgeting by using option button
10. Create a program to add items into list box
11. Design a form to display Product Life Cycle using slider control
12. Design the form to display tree view and list of folders and files from a directory of an organization.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room
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MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Project Work			
Batch 2021-2022	Hours / Week 4	Total Hours 90	Credits 5

Course Objectives

1. To enhance the Knowledge in Project work.
2. To develop the students with self-confidence to do Project work.
3. To enable the students develop their analytical skill, problem solving abilities.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the methodology of project work
	CO2	Understanding the chapter wise works of project
	CO3	Applying the theoretical knowledge in various functional areas.
	CO4	Analyzing the data which is related to the objectives of the study.
	CO5	Evaluating the results with the help of various tools.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	S	H
CO2	S	S	S	M	M
CO3	S	S	S	H	M
CO4	S	M	S	S	H
CO5	S	S	S	M	M

S – Strong

H – High

M – Medium

L – Low

UBA

SELF ALLIED PAPERS

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Allied Paper 3 – Business Economics			
Batch 2021-2022	Hours / Week 5	Total Hours 75	Credits 5

Course Objectives

1. To impart knowledge on Business Economics.
2. To make the students understand basic principles & Concepts used in Business economy.
3. To provide an insight into the impact of business economy.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of Business Economics.
	CO2	Understanding the contemporary knowledge of Business Economics.
	CO3	Applying the economic models and their uses.
	CO4	Analyzing the real world business problems with the systematic theoretical framework.
	CO5	Evaluating the decisions made by the firm in current economic scenario.

Syllabus

Unit I

(15 Hours)

Economics: Meaning and definition - Nature & scope of economics - Economic models and their uses - objectives of business firm - social responsibilities of business.

Unit II

(15 Hours)

Demand Analysis: Meaning and definition - determinants of demand - Law of demand – Types - Elasticity **of demand - Types*** - methods of measuring price elasticity of demand. Supply – Meaning and Definition – Determinants of Supply.

Unit III

(15 Hours)

Production & Cost Analysis: Meaning and definition of production -Factors of production - production function - Law of production - Law of variable proportions - Laws of returns to scale – Isoquants - **Economies of scale*** - Cost & revenue curves - Breakeven analysis - assumption-advantages -limitations.

Unit IV**(15 Hours)**

Market Structures & Pricing Decision: Market structures - Meaning and definition - market forms-Perfect competition - price and output determination under perfect competition-Monopoly – kinds - price discriminating Monopoly - Price & Output determination under Monopoly - **Monopolistic competition – features - price and output determination***. Oligopoly.

Unit V**(15 Hours)**

National Income: Meaning and definition – Concepts of National Income – Methods of Calculating National Income – Uses & Limitations.

*** Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Quiz/Discussion/Assignment/Smart Class Room

Text Books

1.Sankaran.S, (2012), Business Economics, NewDelhi, Margham publications.

Reference Book

1.Sundaram & Sundaram, (2003),Business Economics, New Delhi, MC Graw Hill.

2.Aryamala, T. Business Economics, (2018),Chennai,Vijay Nichole Imprints Pvt.Ltd.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	M
CO2	H	S	H	S	M
CO3	M	H	M	S	M
CO4	M	H	M	M	S
CO5	H	S	H	S	M

S – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Allied Practical 1 – Functional English for Executives			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	5

Course Objectives

- 1.To Enhance the practical knowledge in communication.
- 2.To develop the reading and writing skill of the students.
3. To familiarize the students with presentations and interpersonal communication skill.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic knowledge of communication
	CO2	Understanding the precaution skills of communication
	CO3	Applying reading & writing skill on various events / functions.
	CO4	Analyzing the current issues pertaining to trade ,commerce and industry or any social issue.
	CO5	Evaluating communication skill of the students in a group discussion.

Syllabus

Unit I

(20 Hours)

Enhancing the reading ability of students: (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice speeches - preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various information situations.

Unit II

(15 Hours)

Enhancing the spontaneous writing skill of the students: Writing articles on simple topics given – preparing speeches – preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

Unit III

(20 Hours)

Enhancing the spontaneous speaking skill of the students: Self introduction at various and during interviews - Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

Unit IV**(15 Hours)**

Enhancing the presentations skills of the students: Individual seminar presentation and group seminar presentation (Students may be organized into groups which will prepare papers on current issues pertaining to trade ,commerce and industry or any social issue and present the same to audience . Each group may of 3 or 4 students.)

Unit V**(20 Hours)**

Enhancing the interpersonal communication skill of the students: Group discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experience of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.)

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room
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Text Books

1. Ramesh & pattern shetti,(2003), Business communication , Effective English components, New Delhi, R&Chand & co.

Reference Books

1.Rajendrapal and Korlahilli,J.S.(2012) Essentials of Business communication,1st Edition, New Delhi, Sultan & Sons.

2.Urmila rai,Rai,S.M.(2017),Business Communication,9th Edition, Mumbai, Himalaya Publishing House.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	M	S	H
CO2	H	H	H	S	M
CO3	S	M	H	S	H
CO4	S	H	M	S	H
CO5	H	H	H	S	M

S – Strong

H – High

M – Medium

L – Low

FUNCTIONAL ENGLISH FOR EXECUTIVES

Internal Assessment: (Maximum: 50 Marks)

(To be assessed jointly by the subject teacher and the HOD, on completion of each unit.)

Unit I: Reading Ability of Students (Maximum: 10 Marks)

When the students read the articles from the prescribed news papers, journals or magazines, the teacher can assess the reading ability of the students, based on speed, pronunciation, stress, voice modulation, etc.

Unit II: Spontaneous Writing Skill (Maximum: 10 Marks)

- The teacher can ask the students to write
- Letters, assuming any business/ administrative context
- Reports on industry visit, seminar/function attended, etc.
- Short essays or write-ups on given topics
- Any other item that the teacher deems fit

Marks can be awarded based on the clarity, theme orientation and the grammatical strength of the write-up

Unit III: Spontaneous Speaking Skill (Maximum: 10 Marks)

The teacher can

- Ask the students to speak on a given topic
- Assume that they are organizing/attending a function and the students have to play the following roles
 - ✓ Welcoming the gathering
 - ✓ Delivering the presidential address
 - ✓ Proposing the “Master of Ceremony” role
 - ✓ Delivering a special address on a given topic
- Conduct mock interviews for recruitment/mock press meets.

Marks can be awarded based on the theme-orientation, style of the language, pronunciation, stress, voice modulation and body language.

Unit IV: Presentation Skill (Maximum: 10 Marks)

The teacher may organize Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students).

LCD/OHP/BLACK board can be used by the students (based on availability).

Marks can be awarded based on the theme-orientation and clarity of presentation.

Unit V: Interpersonal Communication Skill (Maximum: 10 Marks)

The teacher can organize Group Discussion.(Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade/industry. They may be asked to find group solution through discussion and the group leader may present the same to the audience in the class).

GD can be assessed based on the level of participation of the individual in the group, motivation, language, depth of discussion, analysis, synthesis, inter-personal aspects, clarity of presentation, theme-orientation, etc.

External Assessment: (Maximum: 50 Marks)

- The University may appoint external examiners from among the senior most management teachers (not English teachers) of various colleges affiliated to Bharathiar University.
- Bothe the internal and external examiners can jointly set a question paper which will be consisting of the topics for **ANY TWO** of the following events.
 - ✓ GD: 25 Marks
 - ✓ Effective Public Speaking: 25 Marks
 - ✓ Seminar Presentation: 25 Marks
- The performance is to be jointly assessed by both the examiners and the marks are to be awarded.
- This may be treated as a practical examination.

UBA

ELECTIVE PAPERS

UBA

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Elective Paper – Goods and Services Tax			
Batch 2021-2022	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

- 1.To know about the basic concept of taxation.
- 2.To know about the important reform undertaken by the Government in the field of indirect taxes.
- 3.To understood the details and implications of GST on the business.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of Taxation.
	CO2	Understanding the role of GST on the business.
	CO3	Applying the Registration procedures under GST.
	CO4	Analyzing Input tax credit under GST Regime.
	CO5	Evaluating the valuation of GST

Syllabus

Unit I

(12 Hours)

Indirect Taxes: Meaning & definition - Importance – Objectives of Taxation – Canons of Taxation – **Classifications of taxes** – Constitutional basis of Taxation in India – GST in India.

Unit II

(18 Hours)

Goods and Service Tax: Meaning & definition – Importance - Features of GST – Stages of Evolution of GST - GST law – Taxes subsumed under Goods and Service Tax – Benefits of GST – Types of Supplies under GST in India – Difference between Indirect tax and GST.

Unit III

(20 Hours)

Levy & Valuation of GST : Levy of Collection under GST. Place of supply - Importance of place of supply. Time of Supply - Importance of Time of Supply in GST. Valuation of Supply of Goods and Services - Transaction value - Inclusion in value of supply - Exclusion in value of supply - Valuation rules.

Unit IV**(20 Hours)**

Input Tax Credit under GST: Methods of Input Tax Credit – GST Input Tax Credit Mechanism – Documents required for claiming Input Tax Credit- Registration Procedures under GST – Cancellation of Registration – Filing of Returns.

Unit V**(20 Hours)**

Integrated Goods and Services Tax Act 2017: Introduction - Scope of Integrated GST Act 2017 - Levy and collection - Power to Grant Exemption from tax - Determination of nature of supply - Interstate supply - Intra state supply.

*** Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room
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Text books

1. Dr. R. Parameswaran & CA. P. Viswanathan, (2018), Indirect Taxes GST and Customs Laws, Kavin Publications, First edition.

Reference Books

1. Datey v.s, (2017), GST, Taxman publications (pvt) ltd, New Delhi.
2. S.S. Gupta, (2017), GST Law and Practice, Taxman Publications Pvt. Ltd, New Delhi

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	S	H
CO2	H	S	M	M	H
CO3	H	S	H	H	H
CO4	S	S	S	M	H
CO5	S	S	S	M	H

S – Strong**H** – High**M** – Medium**L** – Low

UBA

Programme Code: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper – Retail Management			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	5

Course Objectives

1. To enhance the knowledge in retail marketing.
2. To understand marketing management task.
3. To assess the knowledge about the retail property development.

Course Outcomes (CO)

K1 –K5	CO1	Remembering the overall concept of Retail Marketing Management.
	CO2	Understanding the various theories of consumer behavior
	CO3	Applying the knowledge in geographic location decisions.
	CO4	Analyzing the movement of international retailing.
	CO5	Evaluating the retail structure

Syllabus

Unit I (20 Hours)

Retailing: Meaning & definition - definition and concept of marketing - retailing and marketing – – difference between marketing and selling – marketing management task.

Unit II (17 Hours)

Consumer behavior in the retail context: Theories of consumer behavior – buying decision process and the implications for retail management – Maslow’s hierarchy model – **demographic factors – socioeconomic categories – role and family influence, social influence***.

Unit III (18 Hours)

Geographic location decisions: Location site and types of retail development – locational techniques – area analysis – retail property development – leasing of retail outlet.

Unit IV**(20 Hours)**

Brand: Meaning & definition - role of brand – brand loyalty – positioning of a brand – brand name – brand awareness – managing brands over their life cycles – brand updating – corporate brand.

Unit V**(15 Hours)**

Movement of international retailing: Meaning & definition – international retail structure – typologies of international expansion- retail format.

*** Self study and questions for examination may be taken from the self study portions also.**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room
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Text Books

- 1.Shewan.M.A, (2008), Retail Management, New Delhi, Prentice Hal of India (P) LTD.
- 2.Gibson G.Vedamani, (2016) Retail Management, Mumbai, Jaico Publishing House.

Reference Books

- 1.David Gilbert, (2014), Retail Marketing Management, Chennai, Pearson Education Publishing House.
- 2.Swepna Pradhan.S (2013), Retail Marketing Management, New Delhi, MC Graw Hill Education India Private Ltd.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	H	M	L
CO2	H	M	L	S	S
CO3	S	S	M	L	S
CO4	H	L	M	M	M
CO5	H	M	L	S	S

S – Strong

H – High

M – Medium

L – Low

UBA

Programme Code: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper – Banking and Insurance Law			
Batch 2021-2022	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To enhance the Knowledge in Banking and Insurance law.
2. To make the students to understand the role banking and insurance sector.
3. To know the concepts of insurable risk.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of law relating to banking and insurance
	CO2	Understanding the functions of bankers.
	CO3	Applying the concept of statutory protection for paying and collection banker.
	CO4	Analyzing the various principles of insurance and its classification.
	CO5	Evaluating the banking system in India

Syllabus

Unit I **(15 Hours)**

Introduction of Banking: Meaning and Definition – Relationship between banker and customers – Functions of Commercial banks – Types of accounts.

Lending: Meaning and Definition – Principles of sound lending – Different types of Lending

Unit II **(20 Hours)**

Negotiable Instruments: Meaning and Definition – Salient Features – Different types of customers – Individual and Institution – Lunatics – Minors – Married Women – Drunkard – Illiterate persons – Partnership Firms – Joint Stock Companies. Cheque – Material alteration – crossing – endorsement.

Unit III **(18 Hours)**

Recent developments in Banking: Core Banking Solution – Electronic Banking – ATM Debit / Credit Card – RTGS (Real Time Gross Settlement) – NEFT (National Electronic Fund Transfer) –

Micro Finance – Role and Benefits – Payment banker.

Unit IV**(17 Hours)**

Insurance: Meaning and Definition – Functions – Natures – Principles – Classification – Impact of LPG on Insurance Industry – Types of Insurance (LIC, GIC, Marine) – Merits and demerits of Insurance.

Unit V**(20 Hours)**

Risk: Meaning and Definition – Concept - Types – Risk Appraisal – Transfer and Pooling of Risks – Concept of Insurable Risk.

***Self study and questions for examinations may be taken from the self study portions also:**

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room
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Text book

1. Gordon, E. and K. Natarajan (2014), Banking Theory, Law and Practice, Chennai, Himalaya Publishing House.
2. Bodla, B.S., M.C.Garg and K.P.Singh (2011), Insurance Fundamentals, New Delhi, Deepa and Deepa Publications Private Limited

Reference books

1. Jagroop Singh and Sarita (2012), Banking and Insurance Law, New Delhi, Sultan Sons and Company Limited.
2. Sharma and Shash K Gupta (2013), Banking Theory, Law and Practice, New Delhi, Deepa and Deepa Publications Private Limited.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	H	M	H	S
CO2	H	H	M	S	S
CO3	S	M	M	H	S
CO4	S	H	H	S	S
CO5	H	H	M	S	S

S – Strong**H – High****M – Medium****L – Low**

UBA

Programme Code: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper – Logistical Management			
Batch 2021-2022	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To Enhance the Knowledge in Product Strategy and Management.
2. To understand the concept of market plan.
3. To know about target market, market segmentation, profitability analysis and pricing decision.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of logistic.
	CO2	Understanding the concept of transportation & warehousing.
	CO3	Applying knowledge in logistic information system.
	CO4	Analyzing future management of logistic.
	CO5	Evaluating the overall logistic system

Syllabus

Unit I **(20 Hours)**

Logistics: Meaning & Definition – Business logistics – marketing logistics – objectives – importance – logistics and customer services – physical supply and distribution – elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

Unit II **(15 Hours)**

Transportation: Meaning & Definition – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

Unit III **(20 Hours)**

Warehousing: Meaning & Definition – types – operations location analysis – storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs.

Unit IV

(20 Hours)

Logistics information system: Meaning & Definition – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

Unit V

(15 Hours)

Future management of logistics: Logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

***Self study and questions for examinations may be taken from the self study portions also:**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room

Text book

1. Vinod V. Sople, (2012), Logistics Management, Kindle Edition, Pearson Publisher.
2. K.K. Khanna, (2015), Physical Distribution - Himalaya Publishing House Pvt. Ltd.

Reference Book

1. Bowersox J. Donald,(1996) Logistical management. McGraw-Hill Higher Education.
- 2.Kapoor, (2003), Basics of Distribution Management, Prentice Hall India Learning Private Limited Publisher.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	H	M
CO2	S	H	H	M	H
CO3	S	H	M	H	H
CO4	S	M	S	M	H
CO5	S	H	M	H	H

S – Strong

H – High

M – Medium

L – Low

UBA

Programme Code: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper – Customer Relationship Management			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	5

Course Objectives

1. To Enhance the Knowledge in Customer Relationship Management.
2. To understand the concept of customer life cycle.
3. To know about Sales Force Automation.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of CRM.
	CO2	Understanding the concept of relationship marketing.
	CO3	Applying knowledge in Vendor selection.
	CO4	Analyzing the customer relationship technologies.
	CO5	Evaluating the CRM methods

Syllabus

Unit I **(18 Hours)**

Overview of Relationship marketing – Basis of building relationship –
Types of relationship marketing – customer life cycle.

Unit II **(18 Hours)**

CRM – Overview and evolution of the concept – CRM and Relationship
marketing – CRM strategy – importance of customer divisibility in CRM.

Unit III **(18 Hours)**

Sales Force Automation – contact management – concept – Enterprise Marketing
Management – core beliefs – CRM in India.

Unit IV **(18 Hours)**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics –
culture change – alignment with customer eco system – Vendor selection.

Unit V**(18 Hours)**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

***Self study and questions for examinations may be taken from the self study portions also:**

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room
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Text book

- 1.S. Shajahan, (1997), Relationship Marketing, McGraw Hill.
- 2.Paul Green Berg, (2002), CRM, Tata McGraw Hill.

Reference Book

- 1.Philip Kotler(2005), Marketing Management, Prentice Hall.
- 2.Barry Berman and Joel R Evans,(2006), Retail Management, A Strategic Approach- Prentice Hall of India, Tenth Edition.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	H	M
CO2	S	H	H	M	H
CO3	S	H	M	H	H
CO4	S	M	S	M	H
CO5	S	H	M	H	H

S – Strong**H** – High**M** – Medium**L** – Low

UBA

Programme Code: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper – Consumer Affairs			
Batch	Hours / Week	Total Hours	Credits
2021-2022	6	90	5

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer.
2. To understand the procedure of redress of consumer complaints.
3. To know more about decisions on Leading Cases by Consumer Protection Act.
4. To get more knowledge about Organizational set-up under the Consumer Protection Act
5. To impart awareness about the Role of Industry Regulators in Consumer Protection
6. To understand Contemporary Issues in Consumer Affairs

Course Outcomes (CO)

K1 to K5	CO1	Able to know the rights and responsibility of consumers.
	CO2	Understand the importance and benefits of Consumer Protection Act.
	CO3	Applying the role of different agencies in establishing product and service standards.
	CO4	Analyse to handle the business firms' interface with consumers.
	CO5	Assess Quality and Standardization of consumer affairs

SYLLABUS

UNIT I

6 Hours

Conceptual Framework - Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000suite

UNIT II

6 Hours

The Consumer Protection Law in India - Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice.

UBA

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

UNIT III

6 Hours

Grievance Redressal Mechanism under the Indian Consumer Protection Law - Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

UNIT IV

6 Hours

Role of Industry Regulators in Consumer Protection

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

UNIT V

6 Hours

Contemporary Issues in Consumer Affairs - Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Note: Unit 2 and 3 refers to the Consumer Protection Act, 2006. Any change in law would be added appropriately after the new law is notified.

Teaching Methods:

Smart Class rooms /Power Point Presentations / Seminars/Quiz /Discussion /Flipped Classrooms

SUGGESTED READINGS:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, UniversitiesPress.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications PvtLtd.
3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, RegalPublications
4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, NewDelhi
5. Rajyalaxmi Rao (2012), Consumer is King, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.
7. E-books :-www.consumereducation.in
8. Empowering Consumers e-book,www.consumeraffairs.nic.in
9. ebook,www.bis.org
10. The Consumer Protection Act, 2086 and its later versions.

Mapping

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	M	H	S
CO 2	M	H	S	S	S
CO 3	S	M	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	M	H

S-Strong

H-High

M-Medium

L-Low

UBA

SKILL BASED SUBJECT

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Skill Based Subject 1-Common Aptitude Skills (Online) - I			
Batch 2021-2022	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

- 1.To Enhance the practical knowledge in Verbal and Communication Skills
- 2.To develop the quantitative aptitude skills.
3. To familiarize the students with general awareness.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the concept of reasoning
	CO2	Understanding the values of quantitative aptitude
	CO3	Applying the verbal and communication skills in various competitive exams.
	CO4	Analyzing the table & interpretation of data.
	CO5	Evaluating the skills in various social issues.

Syllabus

Unit I (6 Hours)

Verbal and Communication Skills: Alphabet Test – Synonyms - Antonyms – Fill in the blanks.

Unit II (6 Hours)

Quantitative Aptitude: Number system – HCF - LCM – Simplifications..

Unit III (6 Hours)

Logical Reasoning: Clocks - Odd man out – Coding & Decoding – Blood relation.

Unit IV (6 Hours)

Data interpretation: Data interpretation based on text, table, Charts (column, bar, pie), Venn diagrams.

Unit V (6 Hours)

General Awareness: Famous awards and prizes – Books and authors – Countries & Currencies – Indian Economy.

UBA

Sub.Code:21UBA3S1

Text book

1.Agarwal, R.S. (2018), Quantitative Aptitude, New Delhi & S.Chand & Company Ltd.

Reference books

1.Ramasamy, E.S.(2019), M.B.A –Entrance Exam, CAT, MAT and IIT etc., Sura College of Competition.

2.Gupta, R. (2009), Bank PO & Management Trainee, New Delhi & Ramesh publishing house.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	S	S	H
CO2	S	H	S	S	M
CO3	S	M	S	S	H
CO4	S	H	S	S	H
CO5	S	H	S	S	M

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Skill Based Subject 2 -Common Aptitude Skills (Online) - II			
Batch 2021-2022	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

- 1.To Enhance the practical knowledge in English Language Skills.
- 2.To develop the quantitative aptitude skills.
3. To familiarize the students with Computer awareness.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the concept of reasoning
	CO2	Understanding the values of quantitative aptitude
	CO3	Applying the English Language skills in various competitive exams.
	CO4	Analyzing the Quantitative data.
	CO5	Evaluating the skills in various National and International Organisations.

Syllabus

Unit I (6 Hours)

English Language Skills: Syllogisms – Statement and Arguments – Sentence rearrangement – One word substitution.

Unit II (6 Hours)

Quantitative Aptitude: Percentage – Probability – Time & Distance work - Calendar.

Unit III (6 Hours)

Financial Awareness: Simple Interest – Compound Interest – Discount – Profit and Loss

Unit IV (6 Hours)

Computer Awareness: Computer Abbreviations – Shortcut Keys – Internet terms & Services – Networking and Communication.

Unit V (6 Hours)

General Awareness: Important days – National and International Organizations - Sports news – Social issues.

Text book

1.Agarwal, R.S. (2005), Quantitative Aptitude, New Delhi & S.Chand & Company Ltd.

Reference books

1.Ramasamy, E.S.(2009), M.B.A –Entrance Exam, CAT, MAT and IIT etc., Sura College of Competition.

2.Gupta, R. (2009), Bank PO & Management Trainee, New Delhi & Ramesh publishing house.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	S	S	H
CO2	S	H	S	S	M
CO3	S	M	S	S	H
CO4	S	H	S	S	H
CO5	S	H	S	S	M

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Skill Based Subject 3 – Programming Laboratory (Digital Marketing)			
Batch 2021-2022	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

1. To enrich students' practical knowledge in digital marketing.
2. To develop a plan for marketing a product of business online.
3. To get practical knowledge in integrate social media tools into a marketing communication strategy.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the content of marketing
	CO2	Understanding the usage of digital marketing
	CO3	Applying the various marketing tools through internet
	CO4	Analyzing the brand building
	CO5	Evaluating the digital marketing strategy

Syllabus

- 1.Digital Marketing Certified Associate (DMCA)
- 2.Search Engine Optimization Practioner
- 3.Content Marketing
- 4.Social Media Practioner
- 5.Mobile Marketing Practioner
- 6.Pay Per click Practioner
- 7.Conversion Optimization Practioner
- 8.Web Analytics Practioner

Teaching Methods

PowerPoint presentation/Seminar/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	H	S	S	H
CO2	H	H	S	S	H
CO3	M	M	S	H	H
CO4	M	H	S	S	H
CO5	H	H	S	S	H

S – Strong**H** – High**M** – Medium**L** – Low

UBA

EXTRA DEPARTMENT COURSE

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: EDC – Programming Laboratory (Tally ERP 9)			
Batch 2021-2022	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.
2. To know about the application of accounts in various fields.
3. To get benefits and to enrich the knowledge of students in various disciplines.

Course Outcomes (CO)

KI – K5	CO1	Remembering the basic keywords of Tally ERP 9
	CO2	Understanding the overall concepts of Tally EQP 9
	CO3	Applying the knowledge in main features of Tally ERP.9 software.
	CO4	Analyzing the concepts in preparing final accounts.
	CO5	Evaluating the accounting information using various tools.

Syllabus

1. Create a company with relevant details and display various ledger accounts.
2. Create groups and sub-groups.
3. Create various accounting vouchers and display various day book
4. Display a cash book
5. Prepare Subsidiary books
6. Prepare a Trial Balance
7. Prepare simple Final Accounts
8. Prepare Bank Reconciliation Statement (BRS)

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room
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MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	H	S	S	S	H
CO3	M	S	S	H	M
CO4	S	S	S	S	S
CO5	H	S	S	S	H

S – Strong**H** – High**M** – Medium**L** – Low

UBA

VALUE EDUCATION


Title: For B.A., BBA, B.Com, BCA and B.Sc., Degree Students				
PART IV – ENVIRONMENTAL STUDIES				
Batch 2021-2022	Semester I	Hours / Week 2	Total Hours 30	Credits 2

COURSE OBJECTIVES

- The course will provide students with an understanding and appreciation of the complex interactions of man, health and the environment. It will expose students to the multi-disciplinary nature of environmental health sciences
- To inculcate knowledge and create awareness about ecological and environmental concepts, issues and solutions to environmental problems.
- To shape students into good “Ecocitizens” thereby catering to global environmental needs.
- This course is designed to study about the types of pollutants including gases, chemicals petroleum, noise, light, global warming and radiation as well as pollutant flow and recycling and principles of environmental pollution such as air, water and soil
- The course will address environmental stress and pollution, their sources in natural and workplace environments, their modes of transport and transformation, their ecological and public health effects, and existing methods for environmental disease prevention and remediation.

COURSE OUTCOMES

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

	CO 1	Understand how interactions between organisms and their environments drive the dynamics of individuals, populations, communities and ecosystems
	CO2	Develop an in depth knowledge on the interdisciplinary relationship of cultural, ethical and social aspects of global environmental issues
	CO3	Acquiring values and attitudes towards complex environmental socio-economic challenges and providing participatory role in solving current environmental problems and preventing the future ones
	CO4	To gain inherent knowledge on basic concepts of biodiversity in an ecological context and about the current threats of biodiversity
	CO5	To appraise the major concepts and terminology in the field of environmental pollutants, its interconnections and direct damage to the wildlife, in addition to human communities and ecosystems

UNIT I MULTIDISCIPLINARY NATURE OF ENVIRONMENT (6 HOURS)

Definition : scope and importance – Need for public awareness - Natural resources – Types of resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

UNIT II ECOSYSTEMS (6 HOURS)

Concept of an ecosystem – Structure and functions of an ecosystem – Procedures, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food web and ecological pyramids – Structure and function of the following ecosystem – Forest Ecosystem – Grassland Ecosystem – Desert Ecosystem – Aquatic Ecosystem.

UNIT III BIODIVERSITY AND ITS CONSERVATION (6HOURS)

Introduction – Definition – Genetic – Species and ecosystem diversity- Bio geographical classification of India – Value of biodiversity – Biodiversity at global, national and local levels – India as a mega - diversity Nation - Hot spot of biodiversity – Threats to biodiversity - Endangered and endemic species of India – Conservation of Biodiversity – *In situ* Conservation of Biodiversity – *Ex situ* Conservation of Biodiversity

UNIT IV ENVIRONMENTAL POLLUTION (6 HOURS)

Definition - Causes, effects and control measures of : Air Pollution – Water Pollution – Soil Pollution – Marine Pollution – Noise Pollution – Thermal Pollution – Nuclear Pollution – Solid Waste Management: Causes, effects, control measures of urban and industrial wastes – Role of individual in prevention of pollution – Pollution case studies – domestic waste water, effluent from paper mill and dyeing, cement pollution – Disaster Management – Food, Drought, Earthquake, Tsunami, Cyclone and Landslide.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT (6 HOURS)

Sustainable Development – Smart City, Urban planning, Town Planning , Urban problems related to energy – Water Conservation: Rain Water Harvesting and Watershed Management – Resettlement and rehabilitation of people, its problems and concerns, case studies Narmatha Valley Project – Environmental ethics, issues and possible solutions – Climate change, global warming, ozone layer depletion, acid rain, nuclear accidents and holocaust, case studies – Hiroshima and Nagasaki, Chernobyl – Consumerism and waste products – Environmental Protection Act – Air Pollution Act (Prevention and Control) – Water Pollution Act (Prevention and control) – Wild Life Protection Act – Forest Conservation Act – Issues involved in enforcement of environmental legislation – Public awareness – Human Population and the environment – Population Growth and Distribution – Population Explosion – Family Welfare Programme – Environment and Human Health – Human Rights – Value Education – HIV/ AIDS – Women and Child Welfare – Role of Information Technology in Environment and Human Health.

Text Book

1.P.Arul, A Text Book of Environmental Studies, Environmental Agency, No 27, Nattar street, Velacherry main road, Velacheery, Chennai – 42, First Edition, Nov.2004.

References

1.Purohit Shammi Agarwal, A text Book of Environmental Sciences, Publisher Mrs.Saraswati Prohit, Student Education , Behind Naswan Cinema Chopansi Road, Jodhpur.

2.Dr.Suresh and K.Dhameja, Environmental Sciences and Engineering , Publisher S.K.Kataria & Sons, 424/6, Guru Nanak Street, Vaisarak, Delhi -110 006.

3.J.Glynn Henry and Gary W Heinke, Environmental Science and Engineering, Prentice Hall of India Private Ltd., New Delhi – 110 001

UBA

Programme Code: 01	All UG First years		
MORAL AND ETHICS			
Batch 2021-2022	Hours / Week 2	Total Hours 30	Credits

Course Objectives

- To impart Value Education in every walk of life.
- To help the students to reach excellence and reap success.
- To impart the right attitude by practicing self introspection.
- To portray the life and messages of Great Leaders.
- To insist the need for universal brotherhood, patience and tolerance.
- To help the students to keep them fit.
- To educate the importance of Yoga and Meditation.

Course Outcomes (CO)

After completing the course the students:

K1 to K5	CO1	will be able to recognize Moral values, Ethics, contribution of leaders, Yoga and its practice
	CO2	will be able to differentiate and relate the day to day applications of Yoga and Ethics in real life situations
	CO3	can emulate the principled life of great warriors and take it forward as a message to self and the society
	CO4	will be able to Analyse the Practical outcome of practicing Moral values in real life situation
	CO5	could Evaluate and Rank the outcome of the pragmatic approach to further develop the skills

Syllabus

UNIT I:

4 Hours

Moral and Ethics: Introduction – Meaning of Moral and Ethics – Social Ethics – Ethics and Culture – Aim of Education.

UNIT II:

6 Hours

Life and Teachings of Swami Vivekananda: Birth and Childhood days of Swami Vivekananda – At the Parliament of Religions – Teachings of Swami Vivekananda

UNIT III:

4 Hours

Warriors of our Nation: Subhas Chandra Bose – Sardhar Vallabhbhai Patel – Uddham Singh – V. O. Chidambaram Pillai – Bhagat Singh – Tiruppur Kumaran – Dheeran Chinnamalai – Thillaiaadi Valliammai – Velu Nachiyar – Vanchinathan

UNIT IV:

8 Hours

Physical Fitness and Mental Harmony: Simplified Physical Exercise – Hand Exercises – Leg Exercises – Neuro Muscular Breathing Exercises – Eye Exercises – Kabalabathi – Maharasana A & B – Massage - Acupressure – Relaxation – Kayakalpa Yogam - LifeForce – Aim & Objectives – Principle – Methods. Introspection – Analysis of Thoughts – Moralization of Desires – Neutralization of Anger – Eradication of Worries

UNIT V:

8 Hours

Yoga and Meditation – The Asset of India: Yogasanam – Rules & Regulations – Surya Namaskar – Asanas –Sitting – Stanging – Prone - Supine - Pranayama – Naadi Sudhi – Ujjayi – Seethali – Sithkari - Benefits. Meditation – Thanduvasadhi - Agna – Shanthi – Thuriyam – Benefits.

Text Books:

Value Based Education – Moral and Ethics – Published by Kongunadu Arts and Science College (Autonomous), First Edition (2020).

Reference Books:

1. Swami Vivekananda – A Biography, Swami Nikhilananda, Advaita Ashrama, India, 24th Reprint Edition (2010).
2. Gandhi, Nehru, Tagore and other eminent personalities of Modern India, Kalpana Rajaram, Spectrum Books Pvt. Ltd., revised and enlarged edition(2004).
3. Freedom Fighters of India, Lion M.G. Agrawal, Isha Books Publisher, First Edition (2008).
4. Easy steps to Yoga by Swami Vivekananda, A Divine Life Society Publication(2000).
5. Yoga Practices - 1 – The World Community Service Centre – Vethathiri Publications, Sixth Edition (2017),Erode.
6. Yoga Practices - 2 – The World Community Service Centre – Vethathiri Publications – Eighth Edition (2017),Erode.

UBA

NON MAJOR ELECTIVE

Programme Code : 17	Business Administration With Computer Application		
PART IV -NON MAJOR ELECTIVE –I HUMAN RIGHTS			
Batch	Hours / Week	Total Hours	Credits
2021-2022	2	30	2

Objectives

1. To prepare for responsible citizenship with awareness of the relationship between Human Rights, democracy and development.
2. To impart education on national and international regime on Human Rights.
3. To sensitive students to human suffering and promotion of human life with dignity.
4. To develop skills on human rights advocacy
5. To appreciate the relationship between rights and duties
6. To foster respect for tolerance and compassion for all living creature.

Course Outcomes (CO)

K1 – K5	CO1	To understand the hidden truth of Human Rights by studying various theories.
	CO2	To acquire overall knowledge regarding Human Rights given by United Nation Commission. (UNO)
	CO3	To gain knowledge about various organs responsible for Human Rights such as National Human Rights Commission and state Human Right commission (UNHCR)
	CO4	To get habits of how to treat aged person, others and positive social responsibilities
	CO5	To treat and confirm, child, refugees and minorities with positive social justice.

UNIT – I

Definition, Meaning, Concept ,Theories and Kinds of Human Rights- Evaluation and Protection of Human Rights in India- Development of Human Rights under the United Nations.

UNIT – II

United Nations Charter and Human Rights - U.N.Commission on Human Rights- Universal Declaration of Human Rights - International Covenant on

- Civil & Political Rights
- Economic, Social and Cultural Rights

UNIT – III

Human Rights and Fundamental Rights (Constitution) - Enactments regarding Human Rights Laws in India - National Human Rights Commission and State Human Rights Commission.

UNIT – IV

Aged persons and their Human Rights - Human Rights of Persons with Disabilities - Tribal Human Rights in India - Three Generation Human Rights -Social Awareness and Responsibilities of Individuals.

UNIT – V

Rights of Women, Child, Refugees and Minorities –Social media and Human Rights - NGO's in protection of Human Rights - Right to Election

Books for Study:

1. Human Rights (2019) Published by Kongunadu Arts and Science College,
Coimbatore –29.

Book for Reference:

1. Human Rights, (2018) Jaganathan, MA., MBA., MMM., ML., ML.,
Humanitarian Law and J.P. Arjun Proprietor, Usha Jaganathan
Refugee Law law series, 1st floor, Narmatha Nanthi
Street, Magathma Gandhi Nagar, Madurai – 625014.

Question Paper Pattern

(External only)

Duration: 3 hrs

Max: 75 marks

Section A(5x5=25)

Short notes

Either – Or/ Type - Question from each unit

Section B(5X10=50)

Essay type

Either – Or/ Type - Question from each unit

Programme Code: 17		Business Administration With Computer Application		
Course Code: 21UWR4N2		Part IV -Non- Major Elective – II Women’s Rights		
Batch	Semester	Hours / Week	Total Hours	Credits
2021-2022	IV	2	30	2

Objectives

1. To know about the laws enacted to protect Women against violence.
2. To impart awareness about the hurdles faced by Women.
3. To develop a knowledge about the status of all forms of Women to access to justice.
4. To create awareness about Women’s rights.
5. To know about laws and norms pertaining to protection of Women.
6. To understand the articles which enables the Women’s rights.
7. To understand the Special Women Welfare laws.
8. To realize how the violence against Women puts an undue burden on healthcare services.

Course Outcomes (CO)

After Completion of the Course the student will be able to

K1 to K5	CO1	Appraise the importance of Women’s Studies and incorporate Women’s Studies with other fields.
	CO2	Analyze the realities of Women Empowerment, Portrayal of Women in Media, Development and Communication.
	CO3	Interpret the laws pertaining to violence against Women and legal consequences.
	CO4	Contribute to the study of the important elements in the Indian Constitution, Indian Laws for Protection of Women.
	CO5	Spell out and implement Government Developmental schemes for women and create awareness on modernization and impact of technology on Women.

Syllabus**Unit I****(6 Hours)****Women's Studies:**

Basic concepts of Women's studies in Higher education, Women's studies perspectives- Socialization- Patriarchy- Women's studies as an academic discipline- Growth and development of Women's studies as a discipline internationally and in India.

Unit II**(6 Hours)****Socio-Economic Development of Women:**

Family welfare measures, role of Women in economic development, representation of Women in media, status of Women land rights, Women Entrepreneurs, National policy for the empowerment of women.

Unit III**(6 Hours)****Women's Rights – Access to Justice:**

Crime against Women, domestic violence – physical abuse- verbal abuse – emotional abuse - economic abuse – minorities, dowry- harassment and death, code of conduct for work place, abetment of suicide.

Unit IV**(6 Hours)****Women Protective acts:**

Protective legislation for Women in the Indian constitution- Anti dowry, SITA, PNDDT, and Prevention Sexual Harassment at Workplace (Visaka case), Domestic violence (Prevention) Act.

Unit V**(6 Hours)****Women and Child welfare:**

Safety provisions - various forms of mass media, radio, visual, internet, cyber space, texting, SMS and smart phone usage. Healing measures for the affected Women and child society by private and public sector, NGO and society.

Teaching Methods:

Smart Class Room / Powerpoint Presentation / Seminar / Quiz / Discussion / Flipped Class
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Text Book:

1. **Women's Rights** (2021), Published by Kongunadu Arts & Science College, Coimbatore – 641 029.

Reference Books:

1. **“Rights of Indian Women”** by Vipul Srivatsava. Publisher: Corporate Law Advisor, 2014.
2. **“Women's security and Indian law”** by Harsharam Singh. Publisher: Aabha Publishers and Distributors, 2015.
3. **“Women's Property Rights in India”** by Kalpaz publications, 2016.

Question Paper Pattern

Duration :3 hrs

Max: 75 marks

Section A (5 X 5=25 Marks)

Short notes

Either – Or/ Type - Question from each unit.

Section B (5 X 10=50 Marks)

Essay type

Either – Or/ Type - Question from each unit.

UBA

JOB ORIENTED COURSES (JOC)

UBA

Title of the Paper: JOC – 1 - Implementation of GST in Tally ERP 9 - PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of GST in Tally ERP 9.
2. To help for preparation of various reports.
3. To get idea about how to implementation of GST suitable for accounting.

Syllabus

1. Create a Company and enable GST features in Tally ERP 9
2. Create necessary ledger accounts
3. Inventory masters – Stock groups, Stock units and Stock items
4. Accounting vouchers
5. Prepare a day book
6. Prepare a Trial Balance
7. Prepare Cash book
8. Prepare GST reports

UBA

Title of the Paper: JOC – 2 – On-line Share Trading – PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of investments.
2. To help for select the top stock list.
3. To get idea about how to invest in capital market..

Syllabus

1. Open Demat account
2. Decide your investment
3. Analysis of 10 stocks
4. Select top 3 stocks
5. Analysis price action of each stock
6. Decide buy price, stop loss and target for each stock
7. Buy stock at buy price if it hits stop loss then exit the stock
8. Make a report, either profit or loss for each stock

UBA

Title of the Paper: JOC – 3 – Practice Workshop in Foreign Trade Procedures and Documentation		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of foreign trade.
2. To help for payments of import and export of goods
3. To get idea about procedures and documentations of foreign trade.

Syllabus

1. Master Document
2. Documents related to import of Goods
 - a) Invoice
 - b) Packing List
 - c) Certificate of Origin
 - d) Mate Receipt
 - e) Bill of Lading
 - f) Shipping Bill/ Airway Bill
 - g) Export of Goods under claim for Duty drawback
3. Documents Related to payment
 - h) Letter of Credit
 - i) Bill of Exchange
 - j) Bank Certificate of Payments
4. Documents Related to Foreign Exchange
 - k) Exchange control Declaration (GR Form)
5. Documents Related to Insurance
 - l) Marine Insurance Certificate
 - m) Marine Insurance Declaration
 - n) Shipment Advice
 - o) Shipping Order
 - p) Format of Registration-Membership Certificate
 - q) Income Tax Return

Title of the Paper: JOC – 4 – Advanced Excel PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To gain advanced level skills in Excel.
2. To update the knowledge of excel in various functions.
- 3. To Convert text and validate and consolidate data.

. Syllabus

1. Customizing Common Options In Excel
 - Full Cell Reference (Absolute and Relative Cells)
 - Protecting and Unprotecting Worksheets and Cells.
2. Using Lookup and Reference Functions
 - (VLookup, H Lookup, MATCH, INDEX)
3. Working with Functions:
 - Using Oral Expressions (IF)
 - Using Logical Expressions(AND, OR, NOT)
4. Basics of Data Validation
 - Dependent Drop Down List (Short Cut and Other Ways)
5. Working with Templates
 - Create Templates
6. Sorting and Filtering Data
 - Data Sorting- (Basic Level and Multi Level)
 - Data Filtering- (Basic and Advanced)
 - Data Table
7. Working With Reports
 - Pivot Table
 - Pivot Chart
 - Slicers
8. Create a Table Using Data Consolidation In Excel

