

UBA 1

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

COIMBATORE – 641 029

**BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**

Curriculum and Scheme of Examination under CBCS

(Applicable to the students admitted during the Academic Year 2025-2026)

Semester	Part	Subject Code	Title of the Paper	Instruction hours/cycle	Exam. Marks			Duration of Exam (hours)	Credits
					CIA	ESE	TOTAL		
<b>I</b>	I	25TML101	Language I@ -Tamil I / Hindi/French I / Malayalam I/Sanskrit I	6	25	75	100	3	3
	II	25ENG101	English -I	6	25	75	100	3	3
	III	25UBA101	Core Paper 1 - Principles of Management and Organizational Behavior	5	25	75	100	3	4
	III	25UBA1CL	Core Practical 1 - Programming Laboratory(MS Office)	5	40	60	100	3	3
	III	25UBA1A1	Allied Paper 1 - Mathematics for Management-I	6	25	75	100	3	5
	IV	25EVS101	Environmental Studies **	2	-	50	50	3	2
	<b>Total</b>			<b>30</b>	<b>-</b>	<b>-</b>	<b>550</b>	<b>-</b>	<b>20</b>
<b>II</b>	I	25TML202	Language II@ - Tamil II /Hindi II/French II / Malayalam II/Sanskrit II	6	25	75	100	3	3
	II	25ENG202	English –II	6	25	75	100	3	3
	III	25UBA202	Core Paper 2 - FinancialAccounting	4	25	75	100	3	4
	III	25UBA203	Core Paper 3 - Business Communication	2	25	75	100	3	2
		25UBA2CM	Core Practical 2 -ProgrammingLaboratory ( Tally Prime)	4	40	60	100	3	2
	III	25UBA2A2	Allied Paper 2 Mathematics for Management – II	6	25	75	100		5
	IV	25VED201	Value Education- Moral and Ethics**	2	-	50	50	3	2
	<b>Total</b>			<b>30</b>	<b>-</b>	<b>-</b>	<b>650</b>	<b>-</b>	<b>21</b>
<b>III</b>	I	25TML303	Language III@ - Tamil III /Hindi III/French III / Malayalam III/Sanskrit III	6	25	75	100	3	3
	II	25ENG303	English –III	6	25	75	100	3	3
	III	25UBA304	Core Paper 4 – Marketing Management	5	25	75	100	3	4
	III	25UBA305	Core Paper 5 - Internet and WebPage Designing	3	25	75	100	3	4
	III	25UBA3AL	Allied Practical 3 - Programming Laboratory (Internet and WebPage Designing)	6	40	60	100	3	5
	IV	25UGC3S1	Skill Based subject 1- Cyber Security	2	100	-	100	3	3
	IV	25TBT301/ 25TAT301/ 25UHR3N1	Basic Tamil* / Advanced Tamil**/ Non-major elective- I**	2	-	75	75	3	2
	<b>Total</b>			<b>30</b>	<b>-</b>	<b>-</b>	<b>675</b>	<b>-</b>	<b>24</b>

## UBA 2

IV	I	25TML404	Language IV@ - Tamil IV /Hindi IV/French IV / Malayalam IV/Sanskrit IV	6	25	75	100	3	3
	II	25ENG404	English –IV	6	25	75	100	3	3
	III	25UBA406	Core Paper 6 - Human Resource Management	5	25	75	100	3	4
	III	25UBA407	Core Paper 7 - RDBMS& ORACLE	3	25	75	100	3	4
	III	25UBA4AM	Allied Practical 4 - Programming Laboratory (RDBMS & ORACLE)	6	40	60	100	3	5
	IV	25UBA4S2	<b>Skill Based subject 2- Common Aptitude Skills (Online) - I</b>	2	25	75	100	3	3
	IV	25TBT402/ 25TAT402/ 25UWR4N2	Basic Tamil* / Advanced Tamil**/ Non-major elective- II**	2	-	75	75	3	2
<b>Total</b>				<b>30</b>	<b>-</b>	<b>-</b>	<b>675</b>	<b>-</b>	<b>24</b>
V	III	25UBA508	Core Paper 8 - Research Methodsfor Management	6	25	75	100	3	5
	III	25UBA509	Core Paper 9 - Cost and Management Accounting	6	25	75	100	3	5
	III	25UBA510	Core Paper 10 – R Programming	5	25	75	100	3	4
	III	25UBA5CN	Core Practical 3 - R Programming Lab	6	40	60	100	3	3
	III	25UBA5E1	Major Elective 1	5	25	75	100	3	5
	IV	-	<b>EDC</b>	2	100	-	100	3	3
	-	<b>25UBA5IT</b>	<b>Internship Training ****</b>	Grade					
<b>Total</b>				<b>30</b>	<b>-</b>	<b>-</b>	<b>600</b>	<b>-</b>	<b>25</b>
VI	III	25UBA611	Core Paper 11 - Financial Management	6	25	75	100	3	5
	III	25UBA612	Core Paper 12 - Visual Basic. Net Programming	6	25	75	100	3	4
	III	25UBA6CO	Core Practical 4 - Programming Laboratory (Visual Basic. NetProgramming)	6	40	60	100	3	3
	III	25UBA6E2	Major Elective 2	6	25	75	100	3	5
	III	25UBA6Z1	Project and viva voce***	4	20	80	100	-	5
	IV	25UBI6S3	Skill Based subject 3- <b>Basics of IPR</b>	2	100	-	100	3	3
<b>Total</b>				<b>30</b>	<b>-</b>	<b>-</b>	<b>600</b>	<b>-</b>	<b>25</b>
V		25NCC\$/NSS/ YRC/PYE/EC C/RRC/WEC1 01#	Cocurricular Activities*	-	50	-	50	-	1
<b>Grand Total</b>				<b>-</b>	<b>-</b>	<b>-</b>	<b>3800</b>	<b>-</b>	<b>140</b>

### Note :

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

\$ For those students who opt NCC under Cocurricular activities will be studying the prescribed syllabi of the UGC which will include Theory, Practical & Camp components. Such students who qualify the prescribed requirements will earn an additional 24 credits.

@ Hindi/Malayalam/ French/ Sanskrit – 25HIN/MLM/FRN/SAN101 - 404

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

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

\*\*\* Project Report – 60 marks; Viva voce – 20 marks; Internal-20 marks. 4 hours allotted for project will not be allocated for staff workload.

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\*\*\*\* The students shall undergo Internship training / field work for a minimum period of 14 working days at the end of the fourth semester during summer vacation and submit the report in the fifth semester which will be evaluated for 100 marks by the concerned guide and followed by an Internal Viva voce by the respective faculty or HOD as decided by the department. 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)

#### **Major Elective Papers (2 papers are to be chosen from the following 8 papers)**

1. Global Business Management
2. Entrepreneurial Development and Project Management
3. Banking and Insurance Law
4. Logistics Management
5. Goods and Service Tax
6. Production and Materials Management
7. Business Economics
8. Consumer Affairs

#### **Non-Major Elective Papers**

1. Human Rights
2. Womens's Rights

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

**25UBA5XL - Programming Laboratory - Tally Prime**

#### **# List of Cocurricular 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 Prime – PRACTICALS

JOC – 2 - On-line Share Trading – PRACTICALS

JOC – 3 - Practice Workshop in Foreign Trade Procedures and Documentation

JOC – 4 - Advanced Excel – PRACTICALS

JOC - 5 - Digital Marketing – 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	400	12
2.	II	English	400	12
3.	III	Core – Theory/Practical	1600	60
	III	Allied	400	20
		Electives/Project	300	15
4.	IV	Basic Tamil / Advanced Tamil (OR) Non-major electives	150	4
		Skill Based subject	300	9
		EDC	100	3
		Environmental Studies	50	2
		Value Education	50	2
5.	V	Cocurricular Activities	50	1
		<b>Total</b>	<b>3800</b>	<b>140</b>

- 25 % CIA is applicable to all subjects except JOC, COP and SWAYAM courses which are considered as extra credit courses.
- 100 % CIA for Cyber Security, **Skill Based subject 2-** Common Aptitude Skills (Online) – I, EDC and Basics of IPR.
- The students should complete **Health and Wellness Programme (25UHW401)**<sup>###</sup> in the 4<sup>th</sup> semester and the completion marks should be submitted through the HOD to the Controller of Examinations. Extra credits will be given to the candidates who have successfully completed.
- The students should complete any **MOOC course available for Online learning platforms like SWAYAM, NPTEL, Course era**<sup>\$\$</sup>, **IIT Bombay Spoken Tutorial, e-Pathshala etc.**, with a minimum of 4 weeks in duration before the completion of the 5<sup>th</sup> semester and the course completion certificate should be submitted

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through the HOD to the Controller of Examinations. Extra credits will be given to the candidates who have successfully completed.

**Note:** One course to be taken from course era for all the under graduate students of self finance stream during the even semester of the I year. Appropriate extra credits and certification as applicable shall be awarded to the students who have completed the course.

- An **Onsite Training** preferably relevant to the course may be undertaken as per the discretion of the HOD.
- Students who successfully complete **Naan Mudhalvan** courses in 3<sup>rd</sup> and 5<sup>th</sup> semester will be given 2 extra credits for each course. They are asked to submit the marks to Controller of Examinations through and undersigned by the HOD.

Semester	Naan Mudhalvan Course Title
III	E- Commerce Laws, Regulations & E payment Systems
V	Investment Analysis & Portfolio Management

### Components of Continuous Internal Assessment

Components		Marks	Total
Theory			
CIA I	75	(75+75= 150/10) Converted to 15	25
CIA II	75		
Assignment/Seminar		5	
Attendance		5	
Practical			
CIA Practical		25	40
Observation Notebook		10	
Attendance		5	
Project/Case study			
Review		15	20
Regularity		5	

**BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN****K1**-Remembering; **K2**-Understanding; **K3**-Applying; **K4**-Analyzing; **K5**-Evaluating**1. Theory Examination:****(i) CIA I & II and ESE: 75 Marks**

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	75
K1 – K5 Q11 to 15	B (Either or pattern)	5 x 5 = 25	Short Answers	
K2 – K5 Q16 to 20	C (Either or pattern)	5 x 8 = 40	Descriptive / Detailed	

**2. ESE Practical Examination:**

Knowledge Level	Section	Marks	Total
K3	Experiments  Record Work	50	60
K4		10	
K5			

**3. ESE Project Viva Voce:**

Knowledge Level	Section	Marks	Total
K3	Project Report  Viva voce	60	80
K4		20	
K5			

**Scheme of Evaluation - Health and Wellness Programme (25UHW401)###**

Part	Description	Mark
A	Report	40
B	Attendance	20
C	Activities (Observation during Practice)	40
<b>Total</b>		<b>100</b>

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 1 – Principles of Management and Organisational Behaviour					
Batch	Semester	Hours/Week	Total Hours	Credits	Employability
2025-2026	I	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	CO1	Remembering the Principles of Management and Organizational Behaviour.
	CO2	Understanding the functions of management and organizational climate and culture.
	CO3	Applying the fundamental concepts, models, and theories of organizational development.
	CO4	Analyzing the organizational effectiveness by addressing issues related to efficiency, productivity, employee engagement, and overall organizational health.
	CO5	Evaluating employee engagement, motivation, and job satisfaction.

### 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. .P.C. Tripathi,P.N Reddy Ashish Bajpai (2021) Principles of management 7<sup>th</sup> Edition McGraw Hill.
2. Aswathappa, K, (2020), Organizational Behavior, 12<sup>th</sup> Revised Edition, Mumbai & Himalaya Publishing House Private Limited.
3. Jayashankar, J, (2009), Principles of Management, 1<sup>st</sup> Edition, Chennai & Margham Publication

**Reference books**

1. DR. Ramasamy, T. (2017), Principles of Management, Chennai & Himalaya publishing HousePvt Ltd.
2. Prasad, L.M, (2019), Organisational Behaviour, Sultan Chand & Sons.
3. Stephen Robbins P , Timothy A, Judge Neharika Vohaa (2023) Organisational Behaviour, Pearson (19<sup>th</sup> Edition).

**MAPPING**

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

S – Strong

H – High

M – Medium

L – Low



Programme Code: 17		Business Administration with Computer Applications			
Core Practical 1 - Programming Laboratory (MS OFFICE)					
Batch 2025-2026	Semester I	Hours/Week 5	Total Hours 75	Credits 3	Skill Development

**Course Objectives**

1. To enhance the knowledge on MS Office.
2. To equip learners with the skills to proficiently use Microsoft Office.
3. To practical exposure on Organizing, analyzing, and manipulating data using Excel.

**Course Outcomes (CO)**

K1 – K5	CO1	Remember the MS Office applications.
	CO2	Understanding and utilizing advanced features like mail merge, tables, and styles.
	CO3	Applying formulas and functions for calculations using MS Excel and MS Access.
	CO4	Analyzing the skills to create, edit, and present professional-looking presentations.
	CO5	Evaluating basic knowledge in creation of various databases using MS Access.

**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 & Table Alignment
  - (ix) Bullets and numbering
  - (x) Find and Replace
  - (xi) Divide the content into two or three columns.
2. Send the letter to any five companies using Mail-Merge.
3. Demonstrate the concept of OLE by linking an Excel Worksheet into a word document.

**MS EXCEL**

4. Create a Work sheet for monthly sales report for 5 companies. Find quarterly and monthly sales of each company using line chart.
5. Create a worksheet to calculate Simple interest & Compound interest for the principle amount varying from 1000-10000 for varying interest.
6. Create a worksheet that contains 10 students. Find sum, average, mean, median and mode.
7. 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**

- 8.Introduction to Power Point basics –menus and tool bars- creating presentations - using auto content wizard - using blank presentation option - using design template option. Working with slides -make new slide, move, copy, delete, duplicate, lay outing of slide-applying transition and animation effects
- 9.Editing and formatting text: alignment, editing, inserting, deleting, selecting, formatting of text, bullets, footer, paragraph formatting.

**MS ACCESS**

- 10.Create an item table with the following design and structure: Item Number, Item Name, Rate,Quantity and Net Price
- Find the net price of all records
  - Display only the item no, item name for the net price > 10000
  - To increase the rate by 10% for all records
- 11.Create a table of students mark list with name, subjects total and average
- Add at least 10 records
  - Sort the names in alphabetical order
  - Prepare the rank list
  - Find total and average
- 12.Create a report for payroll database using report wizard & label wizard.

**Teaching Methods**

PowerPoint presentation/Seminar/Smart Class Room

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	M	H	S	S	H
<b>CO2</b>	H	H	S	S	H
<b>CO3</b>	M	M	S	H	H
<b>CO4</b>	H	H	S	S	H
<b>CO5</b>	H	H	S	S	H

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 2 - Principles of Financial Accounting					
Batch 2025-2026	Semester II	Hours/Week 4	Total Hours 60	Credits 4	Employability

**Course Objectives**

1. To enrich the students' knowledge in fundamentals of accounting.
2. To familiarize with the preparation of various books of accounts.
3. To interpret financial concepts for Non-Trading concerns.

**Course Outcomes (CO)**

K1	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 Balance sheet of Assets and Liability.
	CO5	Evaluating the efficiency of accounts and identifying the errors.

**Syllabus****Unit I****(12 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****(12 Hours)**

Trial Balance – Objectives- Preparation of Trial balance – Errors and their Rectifications.. Bank Reconciliation Statement- Meaning and Definition- Causes of differences- Preparation of Bank Reconciliation Statement.

**Unit III****(12 Hours)**

Final Accounts: Trading Account, Profit & Loss Account, Balance sheet with Simple Adjustments

**Unit IV****(12 Hours)**

*Depreciation:* Straight Line Method - Written Down Value Method – Annuity Method -

**Reserves and Provisions\*.**

**Unit V****(12 Hours)**

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

**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, (2021), Financial Accounting, 7<sup>th</sup> Edition, Chennai & Margaham Publishers.

### Reference Books

1. S.P. Jain, J.L. Narang, (2020), Advanced Accountancy Pt. 1, Principles of Accounting, NewDelhi & Kalyani Publishers.
2. S.N Maheshwari, Suneel, K Maheshwari, Sharad K Maheshwari (2018) Financial Accounting Vikas Publishing House Private Limited.

### MAPPING

<b>PSO CO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	H	S	M	M	H
<b>CO2</b>	H	S	H	M	H
<b>CO3</b>	M	S	H	S	M
<b>CO4</b>	H	S	H	H	H
<b>CO5</b>	M	S	H	S	M

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

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 3 - Business Communication					
Batch 2025-2026	Semester II	Hours/Week 2	Total Hours 30	Credits 2	Skill Development

**Course Objectives**

- 1.To aware of the fundamental's concepts of business communication.
- 2.To develop the skill of effective business writing.
- 3.To understand the emerging trends professional communication.

**Course Outcomes (CO)**

K1 – K5	CO1	Recollecting the overall concept of business communication.
	CO2	Understanding the prerequisites of business needs.
	CO3	Applying proper business etiquettes and adopt communications styles in professional business letters.
	CO4	Analyzing communication challenges and develop strategic solutions in business scenario.
	CO5	Evaluating the business reports.

**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, (2021), Essentials of Business Communication, ,Sultan Chand & Sons.
2. Jan Zimmerman & Deborah NG, (2017),Social Media Marketing, Wiley Publisher.
3. Jain N & Mukerji S (2020) Effective Business Communication Tata McGraw Hill

**Reference Books**

- 1.Veera Karoli, (2015), Business Communication, Lucknow, Thakur publishers.
2. Chaturvedi P D (2020) Business Communication Skills Concepts and Application. Pearson India Education Private limited.

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	H	H	H	S	M
<b>CO2</b>	M	H	H	S	M
<b>CO3</b>	H	S	M	S	M
<b>CO4</b>	H	M	M	S	S
<b>CO5</b>	M	H	H	S	M

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

**Sub.Code:25UBA2CM**

Programme Code: 17		Business Administration with Computer Applications			
Core Practical 2 – Programming Laboratory ( Tally Prime)					
Batch 2025-2026	Semester II	Hours/Week 4	Total Hours 60	Credits 2	Employability

**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)**

K3– K5	CO1	Remembering the basic keywords of Tally Prime
	CO2	Understanding the overall concepts of Tally Prime
	CO3	Applying the knowledge in main features of Tally Prime.
	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. Prepare a Trial Balance
4. Prepare simple Final Accounts
5. Computation of ratio analysis
6. Create various accounting vouchers and display various day book
7. Display a Subsidiary book, cash book and Bank Reconciliation Statement(BRS)
8. Create Inventory masters – Stock items, Stock groups, Units of measure and find Stock summary
9. Calculate simple Interest
10. Prepare bill wise details
11. Calculate foreign exchange gain/loss
12. Calculate Payroll Accounting in Tally

**Teaching Methods**

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	H	S	S	S	H
<b>CO3</b>	M	S	S	H	M
<b>CO4</b>	H	S	S	S	H
<b>CO5</b>	S	S	S	S	S

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



Programme Code: 17		Business Administration with Computer Applications			
Core Paper 4 – Marketing Management					
Batch 2025-2026	Semester III	Hours/Week 5	Total Hours 75	Credits 4	Entrepreneurship

**Course Objectives**

1. To provide basic knowledge of concepts, principles, tools and techniques of marketing.
2. To understand the buying motives, buying process and Product life cycle.
3. To aware of 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 process of marketing decisions involving product pricing and its distribution.
	CO4	Analyzing the dynamics of promotional tools .
	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. Micro /Macro Environment

**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 - **Types**

**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.

Sub.Code:25UBA304

**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,(2022), Marketing Management, 16<sup>th</sup> 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, 4<sup>th</sup> Edition,New Delhi, Sultan Chand and Co Ltd.
2. Rajan Nair,N. and C.B.Gupta,(2018) Marketing Management, Text and Cases, 15<sup>th</sup> Edition, NewDelhi, 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 Applications			
Title of the Paper: Core Paper 5 – Internet and Web Page Designing					
Batch 2025-2026	Semester III	Hours/Week 3	Total Hours 45	Credits 4	Skill Development

**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****(9 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****(9 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****(9 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****(9 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****(9 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

**Text Books**

1. Ivan Bayross (2017), Web Enabled Commercial Applications Development using HTML, DHTML, Java Script- BPB Publications.
2. Tanweer Alam, (2013), Web Designing and Development, 1<sup>st</sup> Edition, Khanna Book Publishing.
3. Luru Lemay(2016)- Mastering HTML, CSS and JAVA Script Web Publishing – BPB Publication

**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.
3. Satish Jain (2020) – O Level Made Simple, Web Designing- BPB Publication.

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Allied Practical 3 – Programming Laboratory (INTERNET & WEBPAGE DESIGNING)					
Batch 2025-2026	Semester III	Hours/Week 6	Total Hours 90	Credits 5	Skill Development

**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)**

K3 - 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. Create a new email id using any available service providers and send. an official e-mail with and without attachment
2. Online Purchase and Settlement.
3. E-Ticket Reservation (Bus, Railways, Airways, etc).
4. Online Electricity Bill and Insurance Premium Payment.
5. Develop a HTML page to check username and password.
6. Develop a HTML page to link other web page.
7. Write an HTML code to illustrate the usage of the following (order list, unordered list and definition list)
8. Develop a static HTML page for college information.
9. Develop a HTML page to input information to create a mail id..
10. Develop a HTML page to display product information for a given product id
11. Create a style sheet in CSS and display the document.
12. Write a Java Script prompt for user name and display it on the screen

**Teaching Methods**

PowerPoint Presentation /Assignment/Smart Class Room

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 6 – Human Resource Management					
Batch 2025-2026	Semester IV	Hours/Week 5	Total Hours 75	Credits 4	Employability

**Course Objectives**

1. To familiarize the principles of Human Resources Management.
2. To know the various functions of human resource management, and process of HRP.
3. To equip the students with career development and Talent management.

**Course Outcomes (CO)**

K1 – K5	CO1	Recollecting the basic concept of human resource management in organization.
	CO2	Understanding the need for job analysis, Specification and Evaluation.
	CO3	Applying the training knowledge for performance appraisal.
	CO4	Analyzing the applicability, and use of different kinds of training and development strategies.
	CO5	Evaluating the knowledge of HR concepts to take correct business decision.

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

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

**Unit IV****(15 Hours)**

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

*Performance Appraisal* – Meaning & definition - Objectives – Methods.

**Unit V****(15 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
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**Text Books**

1. Aswathappa.K, (2021), Human Resources and Personnel Management Text and Cases, New Delhi, Tata MC. Graw-Hill Publishing Ltd.

2. Dr.J.Jayashankar, (2020), Human Resources Management, 1<sup>st</sup> Edition, Chennai, Margham Publications.

**Reference Books**

1. Tripathy . P.C, (2021), Personnel Management and Industrial Relations, 18<sup>th</sup> Edition, New Delhi, Sultan Chand Sons.

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	H	H	S	M
<b>CO2</b>	S	M	H	S	H
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	M	M	S
<b>CO5</b>	S	M	M	S	M

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



Programme Code: 17		Business Administration with Computer Applications			
Core Paper 7 - RDBMS & ORACLE					
Batch 2025-2026	Semester IV	Hours/Week 3	Total Hours 45	Credits 4	Skill Development

**Course Objectives**

1. To described the database concepts and the relational database design.
2. To apply the skills to design and implement the relational database.
3. To deepen the knowledge in concepts of SQL and Oracle features.

**Course Outcomes (CO)**

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

**Syllabus****Unit I (9 Hours)**

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

**Unit II (9 Hours)**

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

**Unit III (9 Hours)**

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

**Unit IV (9 Hours)**

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

**Unit V (9 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.Dr.Madhavi Vaidya (2021) – RDBMS in – Depth, BPB Publications.
- 2.Mrs.Vidya H Bankar (2011) – Relational Database Management System – Techtree Educations

### Reference Books

- 1.Michael McLaughlin (2017) - Oracle Database 11g PL/SQL Programming.
- 2.Mrs.Shital Gujar- Takale, Abhijet D.Mankar (2014) - Relational Database Management Systems- Nirali Prakshan Publications.

### MAPPING

<div>PSO</div> <div>CO \</div>	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

Sub.Code:25UBA4AM

Programme Code: 17		Business Administration with Computer Applications			
Allied Practical 4 - Programming Laboratory (RDBMS AND ORACLE)					
Batch 2025-2026	Semester IV	Hours/Week 6	Total Hours 90	Credits 5	Skill Development

**Course Objectives**

1. To impart practical knowledge about SQL.
2. To synthesize tables using commands in SQL.
3. To familiarize students with database controls used in SQL.

**Course Outcomes (CO)**

K3 - 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	Analyze the usage of different data constraints.
	CO5	Evaluating the program through SQL commands.

**Syllabus**

1. Develop and insert a record in a student information
2. Add, Update and delete the fields in a placement database.
3. Select records with voter id, name, age, gender and ward and find the percentage of voter in an particular area.
4. Prepare a product list using various aggregate functions in product database of ABC company.
5. Design a product database and department's database and execute the set operations.
6. Generate, insert employee database and expressing with string functions.
7. Design, Insert records for employee database tables. Select records with employee, id, name, department, designation with salary details
8. Employees who getting net pay more than 10000 and List all employees with total allowances and total deductions.
9. Develop a bank database for bank information and Create a view for an employee with their deposit information.
10. Develop a PL/SQL Procedure for a customers database using Control Statement.
11. Write a PL/SQL procedure to deposit amount to bank database
12. Develop a PL/SQL Procedure a Retrieve the Hospital Database ID, Name,Join date and designation from Hospital Database of an emp whose Id is entering by the user.

**Teaching Methods**

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 8 – Research Methods for Management					
Batch 2025-2026	Semester V	Hours/Week 6	Total Hours 90	Credits 5	Employability

**Course Objectives**

1. To outline the significance of Research and Research Methodology.
2. To inculcate basic ideas on research design and scaling techniques.
3. To develop knowledge on data analyses and data Interpretation.

**Course Outcomes (CO)**

K1 – K5	CO1	Remembering the overall concept of research.
	CO2	Understanding the research problem and techniques.
	CO3	Applying various research tools in data interpretation.
	CO4	Analyzing various primary and secondary data for analysis.
	CO5	Evaluating the sample size in consonance with the research problem and research design.

**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.

**Sub.Code: 25UBA508****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, (2023), Research Methodology, New Delhi, New Age International (P) Ltd
2. Sharma DD, (2006), Marketing Research, New Delhi, Sultan Chand&Sons.

**Reference Books**

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

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	H	M	M
<b>CO2</b>	S	S	M	S	H
<b>CO3</b>	S	S	M	H	S
<b>CO4</b>	S	M	M	M	M
<b>CO5</b>	S	S	M	H	S

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

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 9 - Cost and Management Accounting					
Batch 2025-2026	Semester V	Hours/Week 6	Total Hours 90	Credits 5	Employability

**Course Objectives**

1. To impart the knowledge on contemporary cost concept and rational approach towards cost systems and cost ascertainment.
2. To provide knowledge about various methods of cost determination under specific situations.
3. To understand the various techniques used in Management Accounting.

**Course Outcomes (CO)**

K1 – K5	CO1	Remembering the basics of Cost and Management accounting.
	CO2	Understanding the meaning of cash and fund flows 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 various budgets and to measure the performance of the business firm applying budgetary control measures.

**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

**Text book**

1. Jain S. P & Narang K. L, (2023) Cost and Management Accounting, Nineteenth 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, (2022), Management Accounting, *Fifteenth* Revised Edition. New Delhi & Kalyani Publishers.
3. M.N Arora (2021) Cost Management Accounting 11<sup>th</sup> Edition Sultan Chand Company Limited.

**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 Applications			
Core Paper 10 – R Programming					
Batch 2025-2026	Semester V	Hours/Week 5	Total Hours 75	Credits 4	Skill Development

**Course Objectives**

1. To introduction to resources for continuing to develop their R skill set.
2. To understand R programming and its applications.
3. To explore how basic graphs and statistics works in R.

**Course Outcomes (CO)**

K1 – K5	CO1	Remembering the fundamental syntax of R through readings, practice exercises, demonstration, and writing R code..
	CO2	Understanding the concepts of variables and objects in R programming.
	CO3	Applying the Acquire knowledge about reading and writing data in R programming.
	CO4	Analyzing the critical programming language concepts Operators of R programs through examples.
	CO5	Evaluating the critical programming language concepts Loops of R programs through examples.

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

**R Introduction:** History of R: What is R? What is S? The S Philosophy – Back to R – Basic Features of R – Free Software – Design of the R System – Limitation of R – R Resources Getting Started with R: Installation – Getting started with the R interface.

**Unit II****(15 Hours)**

**R Variables and Objects:** R Nuts and Bolts: Entering Input – Evaluation – R Objects – Numbers – Attributes – Creating Vectors – Mixing Objects – Explicit Coercion – Matrices – Lists – Factors – Missing Values – Data Frames – Names.

**Unit III****(15 Hours)**

**R Reading and writing data :** Getting Data In and Out of R: Reading and Writing Data - Reading Data Files with read.table() - Reading in Larger Datasets with read.table - Calculating Memory - Requirements for R Objects - Using the readr Package - Using Textual and Binary Formats for Storing Data - Using **dput()** and **dump()**.

**Unit IV****(15 Hours)**

**R Operators:** R- Operator: Types of operators-Arithmetic operators-Relational operators-,Logical operators-Assignment operators-Miscellaneous operators. R-Decision Making: R-If statement-,R-If...Else statement-if...else if...else Statement R – Switch statement.

**Unit V****(15 Hours)**

**R Loops:** R – Loops: R – Repeat Loop - R – While Loop- R – For Loop-Loop control statements- R –Break statement- R – Next statement.

**\* 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. Roger D. Peng, “**R Programming for Data Science**“, LeanPub, 2020. (e-Book)
2. Dr.V.Bhuvaneswari,”Data Analytics with R programming,Scitech publications ,2018

**Reference Books**

1. Tony Fischetti, “Data Analysis with R”, Paperback, PACKT Publications, 2015
2. Grolemond, Garrett, “Hands on Programming with R”, O’ Reilly Inc., 2015
3. Joris Meys Andrie de Vries , “R Programming Dummies”, Paperback Edition, 2016 (eBook)

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Core Practical 3 – R Programming Lab					
Batch 2025-2026	Semester V	Hours/Week 6	Total Hours 90	Credits 3	Skill Development

**Course Objectives**

1. To develop the application software using R.
2. To understand the fundamental design concepts of application using R.
3. To perform average using R.

**Course Outcomes (CO)**

K3 – K5	CO1	Remembering the applications of R
	CO2	Understanding the various forms of R
	CO3	Applying the integration of back end with front end tool using R.
	CO4	Analyzing the significance of R Programming.
	CO5	Evaluating the various control structures to create application software.

**Syllabus**

1. A simple program to display “Hello World!” on the screen using print() function
2. A program to add two vectors using R vectors and operator
3. Find a Sum, Mean and Product of Vector in R Programming
4. Write a R program to take input from a user using readline() function
5. Write a R program to print the Fibonacci sequence using a while loop
6. Create a simple calculator that can add, subtract, multiply and divide two numbers entered by the user
7. Write an R program to check if a Number is Odd or Even
8. Write a R program to find the Factorial of a Number
9. Write a R program to Check for Leap Year
10. Write a R program to check if a Number is Positive, Negative or Zero

**Teaching Methods**

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Core Paper 11 – Financial Management					
Batch 2025-2026	Semester VI	Hours/Week 6	Total Hours 90	Credits 5	Employability

**Course Objectives**

1. To enlighten the student on the basic concepts, Scope and Objectives of Financial Management.
2. 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	CO1	Remembering the concepts financial management.
	CO2	Understanding the need for taking financial decisions using various technique.
	CO3	Applying capital structure theory.
	CO4	Analyzing capital budgeting process and apply capital budgeting techniques for business decision.
	CO5	Evaluating working capital policy based on the assessment of financial requirement.

**Syllabus****Unit I (Theory Only)****(18 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)****(18 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)****(18 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)****(18 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)****(18 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., Neeti Gupta (2023), Financial Management, 10<sup>th</sup> Edition New Delhi & Kalyani Publishers.
2. Khan M.Y and Jain P.K, (2019), Financial Management, Text, Problems and Cases, Tenth Reprint, 8<sup>th</sup> Edition New Delhi & Tata Mc Graw Hill Education Pvt Ltd.

**Reference Books**

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

**MAPPING**

PSO CO	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 Applications			
Core Paper 12 – Visual Basic. Net Programming					
Batch 2025-2026	Semester VI	Hours/Week 6	Total Hours 90	Credits 4	Skill Development

**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 of various data types.
	CO4	Analyzing the essentials of objects and tools in VB.NET.
	CO5	Evaluating the various database objects.

**Syllabus****Unit I****(18 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****(18 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****(18 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****(18 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****(18 Hours)**

**DATABASES:** Introduction databases – Creating a database with Access – Designing a table – Dataform 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
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**Text Books**

1. “Visualbasic.Net Programming In Easy Steps” – TIM ANDERSON-2008 – DREAMTECHPRESS.
2. Gary Cornell, (2017), Visual Basic 6 from the Ground Up, Tata McGraw Hill.
3. Serhan Yamacli(2019) Beginners Guide to Visual Basic.Net programming
4. Jeffrey R Shapiro (2002)The complete Reference visual Basic.Net Programming McGraw Hill Education

**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 publishinghouse pvt ltd.
3. Jesse Liberty(2002) Learning Visual Basic.Net O Reilly Media

**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 Applications			
Core Practical 4 – Programming Laboratory (Visual Basic. Net)					
Batch 2025-2026	Semester VI	Hours/Week 6	Total Hours 90	Credits 3	Skill Development

**Course Objectives**

4. To develop the application software using Visual Basic.
5. To understand the fundamental design concepts of application using VB.
6. To perform financial statements using VB controls

**Course Outcomes (CO)**

K3 – K5	CO1	Remembering the applications of VB.Net
	CO2	Understanding the various forms of VB.Net
	CO3	Applying the integration of back end with front end tool using DAOcontrol.
	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. Prepare capital budgeting by using option button.
4. Create a program using Message Box and Input Box for student information.
5. Create a program in visual basic by converting numbers into words by using select case statement.
6. Manipulate string functions.
7. Design a sample calculator using control arrays.
8. Create a program to Using of Checkbox, Radio Button and List Box.
9. Create an Application to implement the Timer Control.
10. Design a form to display Product Life Cycle using slider control.
11. Design the form to display tree view and list of folders and files from a directory of an organization.
12. Developing a Visual Basic.Net Programming application for Student database connectivity using MS-Access.

**Teaching Methods**

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Project and viva voce					
Batch 2025-2026	Semester VI	Hours/Week 4	Total Hours 60	Credits 5	Employability

**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.

Students have a project in the sixth and last semester of the course programme. The students choose the interested area of specialization namely marketing, finance, human resource etc and do their research in it. Students gain knowledge in their interested field and viva voce is conducted for the same at the end of the semester.

**Components of Continuous Internal Assessment**

Project/Case study		
Review	15	20
Regularity	5	

**ESE Project Viva Voce:**

Knowledge Level	Section	Marks	Total
K3	Project Report  Viva voce	60	80
K4		20	
K5			

**Teaching Methods**

PowerPoint Presentation/Group Discussion/ Smart Class Room

**MAPPING**

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

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 1 – Global Business Management					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability

**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**

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**

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

**Unit III**

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

**Unit IV**

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**

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.T.A.S, (2017), Export Management, Mumbai, Tata MC Grawhill.
2. Francis Cherunilam,(2024), Business Environment , Himalaya Publishing House.

**Reference Books**

1. P.Boominathan,(2020), Global Business Management,Thakur Publications.
2. Aswathapa, (2025), Essentials of Business Environment 19<sup>th</sup> Edition, Himalaya Publishers.

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	H	M	H
<b>CO2</b>	S	M	H	S	S
<b>CO3</b>	S	S	M	H	S
<b>CO4</b>	S	H	M	M	M
<b>CO5</b>	S	S	M	H	S

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 2 – Entrepreneurial Development and Project Management					
Batch	Semester	Hours/Week	Total Hours	Credits	Employability
2025-2026	-	5/6	75/90	5	

### Course Objectives

1. To enhance the knowledge in entrepreneurial development and project management.
2. The students should have understood role of entrepreneurs in economic development.
3. To equip the students with project management and institutional finance support to entrepreneurs.

### Course Outcomes (CO)

K1 –K5	CO1	Remembering the overall concepts of EDP.
	CO2	Understand the Role of Entrepreneurs in Economic Development.
	CO3	Applying the knowledge in Project formulation.
	CO4	Analyzing the methods of project appraisal.
	CO5	Evaluating the business ideas by adopting systematic process.

### Syllabus

#### Unit I

*Entrepreneurship:* Meaning & definition– Characteristics, Functions and Types of Entrepreneurship – **An Entrepreneur and A Manager\*** - Entrepreneurs – Role of Entrepreneurs in Economic Development.

#### Unit II

Factors affecting Entrepreneur growth – Economic – Non-Economic. Entrepreneurship Development Programme – Need – Objectives – Course Contents – Phases – Evaluation.

#### Unit III

*Institutional Finance to Entrepreneurs:* IDBI, IFCI, ICICI, IRBI, LIC, UTI, SFC, SIDC, SIDBI, and EXIM BANK and Role of Commercial Banks in Financing Entrepreneurs – Institutional Support to Entrepreneurs: DICs, SISI, SIDO, NSIC, TCOs, TIIC.

#### Unit IV

*Project Management:* Meaning & definition of project – Concepts – Categories – Project Life Cycle Phases – Characteristics of a Project – Project Manager – Roles and Responsibilities of a Project Manager- Project Identification – Selection.

**Unit V**

*Project formulation* : Meaning & definition - Contents of a Project Report – Planning Commission Guidelines for formulating a Project – Specimen of a Project Report – Errors in Project Formulation - Project Appraisal – Methods of Project Appraisal – Network Analysis – Financial Analysis.

**\* 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

**Text Books**

- 1.Khanka S.S,(2023), Entrepreneurial Development, 12<sup>th</sup> Edition & New Delhi.
- 2.Dr. Khanka, S.S. (2022), Project Management , New Delhi, Himalaya Publications.

**Reference Books**

- 1.C.B.Gupta & N.P.Srivasan,(2020), Entrepreneurial Development , 9<sup>th</sup> Edition & NewDelhi, MC.Graw Hill.
- 2.Dr.Jeyapal, S. (2013), Project Management , 10<sup>th</sup> Edition & Chennai, Denis Lock Publications.
- 3.E.Gardon, K.Natarajan, (2023), Entrepreneurship Development, 7<sup>th</sup> Revised Edition, Himalaya Publishing House.
- 4.S.Anil Kumar, S.C.Poornima, Mini.K.Abraham, K.Jayshree, (2021), Entrepreneurship Development, New Age International Publishers.

**MAPPING**

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

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 3 – Banking and Insurance Law					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability

### Course Objectives

1. To enhance the basic knowledge in Banking and Insurance.
2. To make the students to understand the recent developments in banking and insurance sector.
3. To know the concepts of insurable risk.

### Course Outcomes (CO)

K1 -K5	CO1	Remembering the overall concept, functions, types of banking and Insurance.
	CO2	Understanding the various types of negotiable instruments.
	CO3	Applying the knowledge in recent developments in banking and Microfinance.
	CO4	Analyzing the various principles of insurance and its classification.
	CO5	Evaluating the various types of Insurance and its regulatory framework.

### Syllabus

#### Unit I

*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

*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

*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

*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**

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

**Text book**

1. Gordon, E. and K. Natarajan ( 2023), Banking Theory, Law and Practice, Chennai, Himalaya Publishing House.
2. Bodla, B.S., M.C.Garg and K.P.Singh (2021), Insurance Fundamentals, New Delhi, Deepaand Deepa Publications Private Limited

**Reference books**

1. Jagroop Singh and Sarita (2021), Banking and Insurance Law, New Delhi, Sultan Sons andCompany Limited.
2. R.K.Sharma and Shash K Gupta ( 2016), Banking Theory, Law and Practice, New Delhi, Deepaand Deepa Publications Private Limited.

**MAPPING**

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

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

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 4 – Logistics Management					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability

### Course Objectives

1. To Enhance the Knowledge in Logistics and physical supply and distribution.
2. To understand the concept transportation & warehousing.
3. To know about applications of Information Technology in Logistics.

### Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of logistic.
	CO2	Understanding the concept of transportation regulations & warehousing operations.
	CO3	Applying knowledge in logistic information system and EDI standards.
	CO4	Analyzing management of logistic and outsourcing.
	CO5	Evaluating the overall logistic Management.

### Syllabus

#### Unit I

*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 logisticalactivities – strategic integrated logistics management.

#### Unit II

*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

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

#### Unit IV

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

**Unit V**

*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
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**Text book**

1. Vinod V. Sople, (2012), Logistics Management, Kindle 3<sup>rd</sup> Edition, Pearson Publisher.
2. K.K. Khanna, (2015), Physical Distribution - Himalaya Publishing House Pvt. Ltd.

**Reference Book**

1. Donald J Bowersox & David J Closs, (2017) Logistical management. McGraw-Hill Higher Education.
2. Kapoor, (2003), Basics of Distribution Management A Logistical Approach, Prentice Hall India Learning Private Limited Publisher.

**MAPPING**

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

S – Strong

H – High

M – Medium

L – Low

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 5 – Goods and Services Tax					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability

### 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 understand 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

*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

*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

*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

*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**

*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, (2024), Indirect Taxes GST and Customs Laws, Kavin Publications, First edition.

**Reference Books**

1. Datey v.s, (2024), GST, Taxman publications (pvt) ltd, New Delhi.
2. S.S. Gupta, (2023), GST Law and Practice, Taxman Publications Pvt. Ltd, New Delhi

**MAPPING**

<div> <div>PSO</div> <div>CO</div> </div>	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 54

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 6 – Production and Materials Management					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability

### 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 material handling.
	CO4	Analyzing the quality of material using various TQM techniques.
	CO5	Evaluating the methods and techniques of production and material management.

### Syllabus

#### Unit I

*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

*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

*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

*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

*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. O.P.Khanna, P,( 2024), Industrial Engineering & Management, 43<sup>rd</sup> Edition Dhanpatraj Rai Publication, NewDelhi.
- 2.M.M. Varma, (2020,) Materials Management, Sultan Chand & Sons, New Delhi.
3. Aswathappa L (2021) Essentials of production management 3<sup>rd</sup> Edition Himalaya Publishing House

### Reference Books

- 1.Banga and Sharma,(2020),Industrial Engineering & Management. 1<sup>st</sup> Edition, Hanna Publishers,Delhi.
2. Dr.Sarojkumar,Rajkumarsingh(2019),Production and Materials Management, Thakur Publishers,Chennai.
- 3.Gopala Krishnana,( 2018) Materials Management. 2<sup>nd</sup> Edition, Prentice Hall India LearningPrivate Limited,Delhi.

### MAPPING

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	M	H	H	M
<b>CO2</b>	S	H	H	S	M
<b>CO3</b>	S	M	H	M	S
<b>CO4</b>	S	H	M	M	S
<b>CO5</b>	S	M	H	M	S

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

## UBA 56

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 7 – Business Economics					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Entrepreneurship/ Employability

### 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**

<b>PSO CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	H	M	M
<b>CO2</b>	H	S	H	S	M
<b>CO3</b>	M	H	M	S	M
<b>CO4</b>	M	H	M	M	S
<b>CO5</b>	H	S	H	S	M

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

Programme Code: 17		Business Administration with Computer Applications			
Elective Paper 8 – Consumer Affairs					
Batch 2025-2026	Semester -	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability

### 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

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 10000 suite

#### UNIT II

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.

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

## UBA 59

Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

### UNIT III

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

Role of Industry Regulators in Consumer Protection

- Banking: RBI and Banking Ombudsman
- Insurance: IRDA and Insurance Ombudsman
- Telecommunication: TRAI
- Food Products: FSSAI
- Electricity Supply: Electricity Regulatory Commission
- Real Estate Regulatory Authority

### UNIT V

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, 2086. 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, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns, IIPA, New Delhi
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](http://www.consumereducation.in)
8. Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
9. ebook, [www.bis.org](http://www.bis.org)
10. The Consumer Protection Act, 2006 and its later versions.

**Mapping**

<b>CO \ PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	S	S	M	H	S
<b>CO 2</b>	M	H	S	S	S
<b>CO 3</b>	S	M	H	S	S
<b>CO 4</b>	S	S	S	S	S
<b>CO 5</b>	S	S	S	M	H

S-Strong

H-High

M-Medium

L-Low

Programme Code: 17		Business Administration with Computer Applications			
Skill Based Subject 1 – Cyber Security					
Batch 2025-2026	Semester III	Hours/Week 2	Total Hours 30	Credits 3	-

**COURSE OBJECTIVES**

- The course introduces the basic concepts of Cyber Security
- To develop an ability to understand about various modes of Cyber Crimes and Preventive measures
- To understand about the Cyber Legal laws and Punishments

**COURSE OUTCOMES**

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

<div style="display: flex; align-items: center; justify-content: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">K1</div> <div style="margin: 0 10px;">↑</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">K5</div> </div>	CO1	To Understand the Concepts of Cybercrime and Cyber Frauds
	CO2	To Know about Cyber Terrorism and its preventive measures
	CO3	To Analyze about the Internet, Mobile Phone and E-commerce security issues
	CO4	To Understand about E-mail and Social Media Issues
	CO5	To Describe about various legal responses to Cybercrime

**SYLLABUS****UNIT I****6 Hours**

Introduction to Cyber Security: Definition of Cyber Security- Why is Cyber Security important? Layers of Cyber Security- Evolution of Cyber Security. Cyber hacking - Cyber fraud: Definition- Different modes of cyber fraud - Cyber fraud in India. Cyber pornography.

**UNIT II****6 Hours**

Cyber Terrorism: Modes of cyber terrorism. Cybercrime: What is Cybercrime? Cybercrime preventive methods - Preventive steps for individuals & organizations - Kinds of cybercrime - Malware and its types – Cyber attacks.

**UNIT III****5 Hours**

Internet Mobile Phone and E-commerce Security issues: Data theft - Punishment of data theft- Theft of internet hours - Internet safety tips for children & parents. Mobile phone privacy- E-Commerce security issues.

**UNIT IV****6 Hours**

Email and Social media issues: Aspects of Social Media - The Vicious Cycle of unhealthy social media use- Modifying social media use to improve mental health. Computer Virus - Antivirus – Firewalls.

**UNIT V****7 Hours**

Cyber Forensics and Digital Evidence: What does Digital Footprint Mean? - Web Browsing and Digital Footprints- Digital Footprint examples – How to Protect Your Digital Footprints? - How to erase your Footprints? - Browser Extensions and Search Engine Deletion - Cyber Crime and Cyber Laws - Common Cyber Crimes and Applicable Legal Provisions: A Snapshot - Cyber Law (IT Law) in India – The Information Technology Act of India 2000 - Cyber Law and Punishments in India - Cyber Crime Prevention guide to users – Regulatory Authorities.

**Teaching Methods:**

- Chalk and Talk, Presentation, Seminar, Quiz, Discussion & Assignment

**Text Book:**

1. **“Cyber Security”, Text Book** prepared by “Kongunadu Arts and Science College”, Coimbatore - 29, 2022.

**Reference Books:**

1. Mayank Bhushan, Rajkumar Singh Rathore, Aatif Jamshed, **“Fundamental of Cyber Security”,** BPB Publications, 1<sup>st</sup> Edition, 2017.
2. Anand Shinde, **“Introduction to Cyber Security-Guide to the world of Cyber Security”,** Notion Press, 2021.
3. Paul Grishman, **“Cyber Terrorism- The use of the Internet for Terrorist Purpose”,** Axis Publication, 1<sup>st</sup> Edition 2010.
4. Shilpa Bhatnagar, **“Encyclopaedia of Cyber and Computer Hacking”,** Anmol Publications, 1<sup>st</sup> Edition 2009.

**Web References:**

1. <http://deity.gov.in/> - Department of Electronics and Information Technology,
2. Govt. of India
3. <http://cybercellmumbai.gov.in/> - Cybercrime investigation cell
4. <http://ncrb.gov.in/> - National Crime Records Bureau
5. <http://catindia.gov.in/Default.aspx> - Cyber Appellate Tribunal
6. <http://www.cert-in.org.in/> - Indian Computer Emergency Response Team
7. <http://cca.gov.in/rw/pages/index.en.do> - Controller of Certifying Authorities
8. [www.safescrypt.com](http://www.safescrypt.com) - Safescrypt
9. [www.nic.in](http://www.nic.in) – National Informatics Centre
10. <https://www.kaspersky.com/resource-center/definitions/what-is-a-digital-footprint>
11. <https://geekflare.com/digital-footprint/>

**Question Paper Pattern****Duration: 3 hrs****Max: 75 marks****Section - A (10x1=10)****Choose the correct answer****Section - B (5x5=25)****Short answer questions, either or type, one question from each unit.****Section - C (5x8=40)****Essay answer questions, either or type, one question from each unit.**

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**CIA EXAMINATION MARK BREAKUP**

<b>S. NO</b>	<b>DISTRIBUTION COMPONENT</b>	<b>MARKS</b>
1.	CIA I – 75 Marks Converted to 30	<b>30</b>
2.	CIA II – 75 Marks Converted to 30	<b>30</b>
3.	Assignment I	<b>10</b>
4.	Assignment II	<b>10</b>
5.	Attendance	<b>05</b>
6.	Any Case Study related to Cyber Security	<b>15</b>
<b>Total</b>		<b>100</b>

Programme Code: 17		Business Administration with Computer Applications			
Skill Based Subject 2-Common Aptitude Skills (Online) - I					
Batch 2025-2026	Semester IV	Hours/Week 2	Total Hours 30	Credits 3	Skill Development

**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.



**Sub.Code:25UBA4S2****Text book**

1.Agarwal, R.S. (2022), Quantitative Aptitude for competitive examinations,  
New Delhi & S.Chand & Company Ltd.

**Reference books**

- 1.Ramasamy, E.S.(2025), M.B.A –Entrance Exam, CAT, MAT  
and IIT etc., Sura College ofCompetition.
- 2.Gupta, R. (2016), Bank PO & Management Trainee, New Delhi & Ramesh  
publishing house.

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	H	S	S	H
<b>CO2</b>	S	H	S	S	M
<b>CO3</b>	S	M	S	S	H
<b>CO4</b>	S	H	S	S	H
<b>CO5</b>	S	H	S	S	M

**S – Strong****H – High****M – Medium****L – Low****CIA EXAMINATION MARK BREAKUP**

<b>S. NO</b>	<b>DISTRIBUTION COMPONENT</b>	<b>MARKS</b>
1.	CIA I – 75 Marks Converted to 30	<b>30</b>
2.	CIA II – 75 Marks Converted to 30	<b>30</b>
3.	Assignment I	<b>10</b>
4.	Assignment II	<b>10</b>
5.	Attendance	<b>05</b>
6.	Any Case Study related to Cyber Security	<b>15</b>
<b>Total</b>		<b>100</b>

Sub.Code:25UBI6S3


Programme Code: 17		Business Administration with Computer Applications			
Skill Based Subject III - BASICS OF INTELLECTUAL PROPERTY RIGHT’S					
Batch 2025-2026	Semester VI	Hours/Week 2	Total Hours 30	Credits 3	-

**COURSE OBJECTIVES**

- To create awareness about recent trends in IPR and Innovation
- To explore the basic concepts IPR
- To focus upon trademarks, copyrights, patents, industrial designs and traditional knowledge.
- To learn more about managing IP rights and legal aspects.

**COURSE OUTCOMES**

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

K1  K5	CO1	Know about basic concepts of IPR and patent
	CO2	Understand copyrights, industrial designs and geographical indication of goods.
	CO3	Differentiate between trademarks and trade secrets
	CO4	Acquire knowledge on protection of traditional knowledge and plant varieties.
	CO5	Manage and protect IP Rights

**UNIT – I****(6 hours)**

**Introduction** -origin and development of Intellectual Property Rights (IPR), need for protecting IP, **Patents:** Foundation of patent law, patent searching process, basic criteria of patentability. Patentable and non - patentable subject matters in India. Patent prior art search, drafting the patent specification and filing procedure

Sub.Code:25UBI6S3

**UNIT – II****(6 hours)**

**Copyrights:** Fundamentals of copyright law, originality of material, right of reproduction, right to perform the work publicly, copyright ownership issues, notice of copyright. **Industrial Designs:** Kind of protection provided in Industrial design. **Geographical Indication of Goods:** Basic aspects and need for the registration.

**UNIT – III****(6 hours)**

**Trade Marks:** Purpose and function of trademarks, acquisition of trade mark rights, transfer of rights, selecting and evaluating trademark, registration of trademarks, claims. **Trade Secrets:** Trade secret law, determination of trade secret status, liability form is appropriation of trade secrets, trade secret litigation.

**UNIT – IV****(6 hours)**

**Protection of traditional knowledge** - Objectives, concept of traditional knowledge, issues concerning, bioprospecting and biopiracy. **Protection of Plant Varieties** - Objectives, international position, plant varieties protection in India. Rights of farmers, breeders and researchers.

**UNIT- V****(6 hours)**

**Managing IP Rights:** Acquiring IP Rights: letters of instruction, joint collaboration agreement, protecting IP Rights: non-disclosure agreement, cease and desist letter, settlement memorandum. **Transferring IP Rights:** Assignment contract, license agreement, deed of assignment. Infringement and enforcement.

**Teaching Methods**

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

**TEXT BOOKS**

1. Ramakrishna Chintakunta and M. Geethavani (2022). A Textbook of Intellectual Property Rights. Blue Hills publications.
2. N.K Acharya (2021).Intellectual property rights(8<sup>th</sup>Edn). Asia Law House.
3. Craig Allen Nard, Michael J. Madison, and Mark P. McKenna. (2017). Law of Intellectual Property (5<sup>th</sup>Edn). New York Aspen publishers.
4. Barrett and Margreth (2009). Intellectual Property. New York Aspen publishers.

**Sub.Code:25UBI6S3**

5. Deborah E.Bouchoux(2013). Intellectual property:The Law of Trademarks, Copyrights, Patents, and Trade Secrets. Publisher: Cengage India

**REFERENCES**

1. B.Ramakrishna and H.S.Anil Kumar (2017). Fundamentals of Intellectual Property Rights: For Students, Industrialist and Patent Lawyers.Notion Press.
2. V. K. Ahuja(2013). Law relating to Intellectual Property rights (2<sup>nd</sup> Edn). LexisNexis.
2. R. Radhakrishnan and S. Balasubramanian(2008).Intellectual property rights: Text and Cases. Excel Books India.
4. D. Goeland S. Parashar (2013). IPR Biosafety and Bioethics. Pearson Education India.

**CIA EXAMINATION MARK BREAKUP**

The CIA Examination mark breakup for the course **Basics of IPR** is given below:

<b>S. NO</b>	<b>DISTRIBUTION COMPONENT</b>	<b>MARKS</b>
1.	CIA I – 75 Marks Converted to 30	30
2.	CIA II – 75 Marks Converted to 30	30
3.	Assignment I	10
4.	Assignment II	10
5.	Attendance	05
6.	Any Case Study related to Cyber Security	15
<b>Total</b>		<b>100</b>

**QUESTION PAPER PATTERN**

The following question paper pattern will be followed for the above said courses:

Section A - Multiple Choice      (10 × 1 = 10 Marks)

Section B - Either or Type      (5 × 5 = 25 Marks)

Section C - Either or Type      (5 × 8 = 40 Marks)

Maximum Marks : 75

Duration : 3 Hours

**Sub.Code:25UBA5XL**

<b>Programme Code:</b> <b>17</b>		<b>Business Administration with Computer Applications</b>			
EDC – Programming Laboratory (Tally Prime)					
Batch	Semester	Hours/Week	Total	Credits	Skill
2025- 2026	V	2	Hours 30	3	Development

**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)**

K1 – K5	CO1	Remembering the basic keywords of Tally Prime
	CO2	Understanding the overall concepts of Tally Prime
	CO3	Applying the knowledge in main features of Tally Prime 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)

Sub.Code:25UBA5XL

**Teaching Methods**

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

**MAPPING**

<b>PSO</b> <b>CO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	H	S	S	S	H
<b>CO3</b>	M	S	S	H	M
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	H	S	S	S	H

S – Strong

H – High

M – Medium

L – Low

**CIA EXAMINATION MARK BREAKUP**  
**( For Practical Only)**

<b>S. NO</b>	<b>DISTRIBUTION COMPONENT</b>	<b>MARKS</b>
1.	CIA Practical I – 60 Marks Converted to 30	<b>30</b>
2.	CIA Practical I – 60 Marks Converted to 30	<b>30</b>
3.	Continuous Assessment of Practical (Observation to be Submitted*) (15 Experiments/Programs × 2 = 30Marks)	<b>30</b>
4.	Record	<b>05</b>
5.	Attendance	<b>05</b>
<b>Total</b>		<b>100</b>

\* In case a student is absent for an Experiment/Program conducted on a particular day, the Student will not be allowed to compensate that Experiment/Program and will be awarded zero for that particular Experiment/Program and shall be marked absent. In case any students has an attendance lack; the concerned faculty handling the course in consultation with HoD may permit the student who has an attendance lack to compensate one or two Experiments/Programs as the case may be to enable them to become eligible with mandate of 75% attendance to appear for the Continuous Internal Practical Examinations. However the compensated Experiments/Programs will not be awarded any marks whatsoever.

**Sub.Code:25EVS101**

<b>For B.A., BBA, B.Com, BCA and B.Sc., Degree Students</b>					
<b>PART IV – Environmental Studies</b>					
Batch	Semester	Hours/Week	Total	Credits	-
2025- 2026	I	2	Hours 30	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**

K1 ↑	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
K5 ↓	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 – *Exsitu* 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.

**Teaching Methods**

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

**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.

**Sub.Code:25EVS101**

**References**

- 1.Purohit Shammi Agarwal, A text Book of Environmental Sciences, Publisher Mrs.SaraswatiProhit, 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 ofIndia Private Ltd., New Delhi – 110 001

**Question Paper Pattern**

**Duration: 3 hours**

**Total Marks : 50**

**Answer all Questions (5 x 10 = 50 Marks)**

Essay type, either or type questions from each unit.

Sub.Code:25VED201

Programme Code: 17		Business Administration with Computer Applications			
PART IV – Value Education-Moral and Ethics					
Batch	Semester	Hours/Week	Total	Credits	-
2024-2025	II	2	Hours 30	2	

**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 Completion of the Course the student will be able to**

<div style="display: flex; align-items: center; justify-content: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">K1</div> <div style="margin: 0 10px;">↑ ↓</div> <div style="writing-mode: vertical-rl;">K5</div> </div>	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.

**Sub.Code:25VED201**

**UNIT III: (4 Hours)**

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

**UNIT IV: (8 Hours)**

Introduction -yoga and its benefits - Ardhasiddhasana- Yoga for peace- Yoga for  
health - Yoga for wellbeing - Yoga for success - Brain yoga benefits - The  
science of Yoga.

**UNIT V: (8 Hours)**

Isha kriya -Surya Shakthi and it's benefits.

**Teaching Methods**

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

**Text Books:**

- Value Based Education – Moral and Ethics – compiled by Kongunadu Arts and  
Science College (Autonomous), 3<sup>rd</sup> Edition (2024).

**Reference Books:**

1. Swami Vivekananda - A Biography, Swami Nikhilananda, Advaita Ashrama,  
India, 24<sup>th</sup>  
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).

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**Question Paper Pattern**

**Duration: 3 hours**

**Total Marks: 50**

**Answer all Questions (5 x 10 = 50 Marks)**

Essay type, either or type questions from each unit.

Sub.Code: 25UHR3N1

Programme Code: 17		Business Administration with Computer Applications			
PART IV – Non Major Elective –I Human Rights					
Batch	Semester	Hours/Week	Total	Credits	-
2025-2026	III	2	Hours	2	
			30		

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES****After Completion of the Course the student will be able to**

K1 ↑ ↓	CO1	To understand the hidden truth of Human Rights by studying various provisions in the Constitution of India.
	CO2	To acquire overall knowledge regarding the Feminist perspectives in the Liberative Empowerment of Women.
	CO3	To gain knowledge about various gender roles and stereotypes involved in the comprehension of gender equality and women's rights.
	CO4	To comprehend the legal provisions and policies that foreground the safety of children in the society and to promote awareness.
K5	CO5	To gain enhanced knowledge about sexual and gender minorities to recognize, celebrate and acknowledge the diversified forms of gender expressions and rights.

**SYLLABUS****UNIT I****(6 Hours)**

**HUMAN RIGHTS HUMANS RIGHTS CONSTITUTION OF INDIA:** Humans Rights - Constitution Of India

**UNIT II****(6 Hours)**

**WOMEN EMPOWERMENT IN INDIA:** Feminism And Sexual Violence - Women And Liberation

**UNIT III****(6 Hours)**

**GENDER EQUALITY AND WOMEN'S RIGHTS:** Stereotype Gender Roles - Women's Education, Power And Science

**Sub.Code: 25UHR3N1**

**UNIT IV**

**(6 Hours)**

**RIGHTS OF THE CHILD IN INDIA:** Status of child in contemporary Indian society - Special Laws and Policies for protection of children

**UNIT V**

**(6 Hours)**

**SOGIESC RIGHTS:** Understanding SOGIESC- basic Definitions- inclusivity of SOGIESC-importance of studying SOGIESC- presence of SOGIESC in Indian Traditions- temples and cultural practices that exemplify SOGIESC in India- Genetics of Sex determination- Genetics of Intersex community- Successful SOGIESC Personalities and achievers – Alan Turing- Sally Ride- Leonardo da Vinci- Alan Hart- Virginia Woolf- Bayard Rustin- Padmini Prakash- Akkai Padmashali- K Prithika Yashini- Laxmi Narayan Tripathi- Madhu Bai Kinnar-Manabi Bandhopadhyay- SOGIESC Rights and laws

**Teaching Methods**

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

**Books for Study:**

1. Human Rights (2024) Compiled by Kongunadu Arts and Science College, Coimbatore –29.

**REFERENCES:**

1. Human Rights, (2018) by 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.

2. Country Report on SOGIESC Rights In India: An Unfinished Agenda.

Weblink: <https://www.ilgaasia.org/publications/india-country-report-an-unfinished-agenda>

3. Intersex. Weblink: <https://my.clevelandclinic.org/health/articles/16324-intersex>

4. SOGIESC Personalities:

<https://www.bbc.com/news/world-asia-india-29357630>

[https://en.wikipedia.org/wiki/Laxmi\\_Narayan\\_Tripathi](https://en.wikipedia.org/wiki/Laxmi_Narayan_Tripathi)

[https://en.wikipedia.org/wiki/Akkai\\_Padmashali](https://en.wikipedia.org/wiki/Akkai_Padmashali)

<https://www.indiatoday.in/india/story/prithika-yashini-india-first-transgender-police-officer-tamil-nadu-969389-2017-04-04>

<https://yourstory.com/2018/03/first-transgendre-college-principal-west-bengal>

5. SOGIESC Rights and laws

<https://www.openglobalrights.org/lgbtqia-to-sogiesc-reframing-sexuality-gender-human-rights/>

<https://static1.squarespace.com/static/5a84777f64b05fa9644483fe/t/625ead0484f9005d75b92dd0/1650371887436/ILGA+Asia+India+Report+2021.pdf>

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### **QUESTION PAPER PATTERN**

**Duration: 3 Hours**

**Max. Marks: 75**

#### **SECTION A**

(5 x 5 = 25 marks)

Short answers, either or type, one question from each unit.

#### **SECTION B**

(5 x 10 = 50 marks)

Essay type questions, either or type, one question from each unit.

Sub.Code: 25UWR4N2

Programme Code: 17		Business Administration with Computer Applications			
Part IV -NON- MAJOR ELECTIVE – II WOMEN’S RIGHTS					
Batch 2025-2026	Semester IV	Hours/Week 2	Total Hours 30	Credits 2	-

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES****After Completion of the Course the student will be able to**

<div style="display: flex; align-items: center; justify-content: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">K1</div> <div style="margin: 0 10px;">↑ ↓</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">K5</div> </div>	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, PNDT, 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.

**Sub.Code: 25UWR4N2**

**Teaching Methods:**

- Smart Class Room / Power point Presentation / Seminar / Quiz / Discussion / Flipped Class

**Text Book:**

1. **Women's Rights** (2021), compiled 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 Hours**

**Max. Marks: 75**

**SECTION A**

(5 x 5 = 25 marks)

Short answers, either or type, one question from each unit.

**SECTION B**

(5 x 10 = 50 marks)

Essay type questions, either or type, one question from each unit.

Programme Code: 17		Business Administration with Computer Applications			
Title of the Paper: Healthe and Wellness					
Batch 2025-2026	Semester IV	Hours/Week =	Total Hours -	Credits 2	-

**Skill Areas:**

Physical Fitness, Nutrition, Mental Health, Awareness on Drug addiction and its effects

**Purpose:**

The Health & Wellness course focuses on teaching the elements of physical, mental, emotional, social, intellectual, environmental well-being which are essential for overall development of an individual. The course also addresses the dangers of substance abuse and online risks to promote emotional and mental health.

**Learning Outcomes:**

Upon completion of the Health & Wellness course, students will be able to:

1. Demonstrate proficiency in sports training and physical fitness practices.
2. Improve their mental and emotional well-being, fostering a positive outlook on health and life.
3. Develop competence and commitment as professionals in the field of health and wellness.
4. Awareness on drug addiction and its ill effects

**Focus:**

During the conduct of the Health & Wellness course, the students will benefit from the following focus areas:

1. Stress Management.
2. Breaking Bad Habits.
3. Improving Interpersonal Relationships.
4. Building Physical Strength & Inner Strength.

**Role of the Facilitator:**

The faculty plays a crucial role in effectively engaging with students and guiding them towards achieving learning outcomes. Faculty participation involves the following areas:



1. **Mentorship & Motivation:** The Facilitator mentors students in wellness and self-discipline while inspiring a positive outlook on health. Faculty teach stress management, fitness, and daily well-being.
2. **Promoting a Safe and Inclusive Environment:** The facilitator ensures a safe, inclusive, and respectful learning environment for active student participation and benefit.
3. **Individualised Support and Monitoring Progress:** The facilitator plays a crucial role in providing personalized support, monitoring and guidance to students.

#### Guided Activities:

In this course, several general guided activities have been suggested to facilitate the achievement of desired learning outcomes. They are as follows:

1. Introduction to Holistic Well-being.
2. Holistic Wellness Program- Nurturing Body and Mind
3. Breaking Bad Habits Workshop.
4. Improving the elements of physical, emotional, social, intellectual, environmental and mental well-being.
5. Creating situational awareness, digital awareness.
6. Understanding substance abuse, consequences and the way out.

#### Period Distribution

The following are the guided activities suggested for this Audit course.

The Physical Director should plan the activities by the students.

Arrange the suitable Mentor / Guide for the wellness activities.

Additional activities and programs can be planned for Health and Wellness.

S.No	Guided Activities	Period
1	<b>Introduction to Holistic Well-being</b> <ol style="list-style-type: none"> <li>1. Introduce the core components of Health &amp; Well-being namely Physical, mental and emotional well-being</li> <li>2. Provide worksheets on all the four components individually and explain the interconnectedness to give an overall understanding.</li> </ol>	
2	<b>Wellness Wheel Exercise (Overall Analysis)</b>	



	<ul style="list-style-type: none"> <li>• Guide students to assess their well-being in various life dimensions through exercises on various aspects of well – being, and explain the benefits of applying wellness wheel.</li> <li>• Introduce Tech Tools:</li> <li>• Explore the use of technology to support well-being.</li> <li>• Introduce students to apps for meditation, sleep tracking, or healthy recipe inspiration.</li> </ul>	
3	<b>Breaking Bad Habits (Overall Analysis)</b> <ul style="list-style-type: none"> <li>• Open a discussion on bad habits and their harmful effects.</li> <li>• Provide a worksheet to the students to identify their personal bad habits.</li> <li>• Discuss the trigger, cause, consequence and solution with examples.</li> <li>• Guide them to replace the bad habits with good ones through worksheets.</li> </ul>	
4	<b>Physical Well-being</b> <b>1. Fitness</b> Introduce the different types of fitness activities such as basic exercises, cardiovascular exercises, strength training exercises, flexibility exercises, so on and so forth. (Include theoretical explanations and outdoor activity). <b>2. Nutrition</b> Facilitate students to reflect on their eating habits, their body type, and to test their knowledge on nutrition, its sources and the benefits. <b>3. Yoga &amp; Meditation</b> Discuss the benefits of Yoga and Meditation for one's overall health. Demonstrate different yoga postures and their benefits on the body through visuals (pictures or videos)	



	<p><b>4. Brain Health</b></p> <p>Discuss the importance of brain health for daily life.</p> <p>Habits that affect brain health (irregular sleep, eating, screen time).</p> <p>Habits that help for healthy brains (reading, proper sleep, exercises).</p> <p>Benefits of breathing exercises and meditation for healthy lungs.</p> <p><b>5. Healthy Lungs</b></p> <p>Discuss the importance of lung health for daily life.</p> <p>Habits that affect lung health (smoking, lack of exercises).</p> <p>Benefits of breathing exercises for healthy lungs.</p> <p><b>6. Hygiene and Grooming</b></p> <p>Discuss the importance of hygienic habits for good oral, vision, hearing and skin health.</p> <p>Discuss the positive effects of grooming on one's confidence level and professional growth.</p> <p><b><u>Suggested Activities (sample):</u></b></p> <p><b>Nutrition:</b></p> <p>Invite a nutritionist to talk among the students on the importance of nutrition to the body or show similar videos shared by experts on social media. Organize a 'Stove less/fireless cooking competition' for students where they are expected to prepare a nutritious dish and explain the nutritive values in parallel.</p>	
5	<p><b>Emotional Well-being</b></p> <p><b>1. Stress Management</b></p> <p>Trigger a conversation or provide self-reflective worksheets to identify the stress factors in daily life and their impact on students' performance.</p> <p>Introduce different relaxation techniques like deep breathing, progressive muscle relaxation, or guided imagery.</p> <p>(use audio recordings or visuals to guide them through these techniques).</p> <p>After practicing the techniques, have them reflect on how these methods can help manage stress in daily life.</p> <p><b>2. Importance of saying 'NO'.</b></p>	



	<p>Explain the students that saying 'NO' is important for their Physical and mental well-being, Academic Performance, Growth and Future, Confidence, Self-respect, Strong and Healthy Relationships, building reputation for self and their family (avoid earning a bad name).</p> <p>Factors that prevent them from saying 'NO'.</p> <p>How to practice saying 'NO'.</p> <p><b>3. Body Positivity and self-acceptance</b></p> <p>Discuss the following with the students.</p> <ul style="list-style-type: none"> <li>• What is body positivity and self-acceptance?</li> <li>• Why is it important?</li> <li>• Be kind to yourself.</li> <li>• Understand that everyone's unique.</li> </ul> <p><b><u>Suggested Activities(Sample):</u></b></p> <p>(Importance of saying 'NO')</p> <p>Provide worksheets to self-reflect on...</p> <p>...how they feel when others say 'no' to them</p> <p>...the situations where they should say 'no'</p> <p>Challenge students to write a song or rap about the importance of saying no and how to do it effectively.</p> <p>Students can perform their creations for the class.</p>	
6	<p><b>Social Well-Being</b></p> <p><b>1. Practicing Gratitude</b></p> <p>Discuss the importance of practicing gratitude for building relationships with family, friends, relatives, mentors and colleagues.</p> <p>Discuss how one can show gratitude through words and deeds.</p> <p>Explain how practicing gratitude can create 'ripple effect'.</p> <p><b>2. Cultivating Kindness and Compassion</b></p> <p>Define and differentiate between kindness and compassion.</p> <p>Explore practices that cultivate these positive emotions.</p> <p>Self-Compassion as the Foundation.</p>	



	<p>The power of small gestures.</p> <p>Understanding another's perspective.</p> <p>The fruits of compassion.</p> <p><b>3. Practising Forgiveness</b></p> <p>Discuss the concept of forgiveness and its benefits.</p> <p>Forgiveness: What is it? and What it isn't?</p> <p>Benefits of forgiveness.</p> <p>Finding forgiveness practices.</p> <p><b>4. Celebrating Differences</b></p> <p>Appreciate the value of individual differences and foster inclusivity.</p> <p>The World: A Tapestry of Differences (cultures, backgrounds, beliefs, abilities, and appearances).</p> <p>Finding strength in differences (diverse perspectives and experiences lead to better problem-solving and innovation).</p> <p>Celebrating differences, not ignoring them (respecting and appreciating the unique qualities).</p> <p>Activities for celebrating differences (share culture, learn about others, embrace new experiences).</p> <p><b>5. Digital Detox</b></p> <p><b>Introduce the students to:</b></p> <p>The concept of a digital detox and its benefits for social well-being.</p> <p>How to disconnect from devices more often to strengthen real-world connections.</p> <p><b><u>Suggested Activities (sample):</u></b></p> <p>(Practicing Gratitude)</p> <p>Provide worksheets to choose the right ways to express gratitude.</p> <p>Celebrate 'gratitude day' in the college and encourage the students to honour the house keeping staff in some way to express gratitude for their service.</p>	
7.	<p><b>Intellectual Well-being</b></p> <p><b>1. Being a lifelong Learner</b></p> <p><b>Give students an understanding on:</b></p> <p>The relevance of intellectual well-being in this 21<sup>st</sup> century to meet</p>	



	<p>the expectations in personal and professional well-being</p> <p>The Importance of enhancing problem-solving skills</p> <p>Cultivating habits to enhance the intellectual well-being (using the library extensively, participating in extra-curricular activities, reading newspaper etc.)</p> <p><b>2. Digital Literacy</b></p> <p><b>Discuss:</b></p> <p>The key aspects of digital literacy and its importance in today's world.</p> <p>It is more than just liking and sharing on social media.</p> <p>The four major components of digital literacy (critical thinking, communication, problem-solving, digital citizenship).</p> <p>Why is digital literacy important?</p> <p>Boosting one's digital skills.</p> <p><b>3. Transfer of Learning</b></p> <p>Connections between different subjects – How knowledge gained in one area can be applied to others.</p> <p><b><u>Suggested Activities(sample):</u></b></p> <p>Intellectual Well-being.</p> <p>Provide worksheets to students for teaching them how to boost intellectual well-being.</p> <p>Ask the students to identify a long-standing problem in their locality, and come up with a solution and present it in the classroom. Also organize an event like 'Idea Expo' to display the designs, ideas, and suggestions, to motivate the students to improve their intellectual well-being.</p>	
8	<p><b>Environmental Well-being</b></p> <p>1.The Importance of initiating a change in the environment.</p> <p><b>The session could be around:</b></p> <p>Defining Environmental well-being (physical, chemical, biological, social, and psychosocial factors) – People's behaviour, crime, pollution, political activities, infra-structure, family situation etc.</p> <p>Suggesting different ways of initiating changes in the environment (taking responsibility, creating awareness, volunteering,</p>	



	<p>approaching administration).</p> <p><b><u>Suggested Activities (sample):</u></b></p> <p>Providing worksheets to self-reflect on how the environment affects their life, and the ways to initiate a change.</p> <p>Dedicate a bulletin board or wall space (or chart work) in the classroom for students to share their ideas for improving environmental well-being.</p> <p>Creating a volunteers' club in the college and carrying out monthly activities like campus cleaning, awareness campaigns against noise pollution, (loud speakers in public places), addressing anti-social behaviour on the campus or in their locality.</p>	
9	<p><b>Mental Well-being</b></p> <p><b>1. Importance of self-reflection</b></p> <p><b>Discuss:</b></p> <p>Steps involved in achieving mental well-being (self-reflection, self-awareness, applying actions, achieving mental well-being).</p> <p>Different ways to achieve mental well-being (finding purpose, coping with stress, moral compass, connecting for a common cause).</p> <p>The role of journaling in mental well-being.</p> <p><b>2. Mindfulness and Meditation Practices</b></p> <p>Benefits of practicing mindful habits and meditation for overall well-being.</p> <p><b>1. Connecting with nature</b></p> <p>Practising to be in the present moment – Nature walk, feeling the sun, listening to the natural sounds.</p> <p>Exploring with intention – Hiking, gardening to observe the nature.</p> <p>Reflecting on the emotions, and feeling kindled by nature.</p> <p><b>2. Serving people</b></p> <p>Identifying the needs of others.</p> <p>Helping others.</p> <p>Volunteering your time, skills and listening ear.</p> <p>Finding joy in giving.</p> <p><b>3. Creative Expressions</b></p>	



	<p>Indulging in writing poems, stories, music making/listening, creating visual arts to connect with inner selves.</p> <p><b><u>Suggested Activities(Sample):</u></b></p> <p>(Mindfulness and Meditation) – Conducting guided meditation every day for 10 minutes and directing the students to record the changes they observe.</p>	
10	<p><b>Situational Awareness (Developing Life skills)</b></p> <p><b>1. Being street smart</b></p> <p><b>Discuss:</b></p> <p>Who are street smart?</p> <p>Why is it important to be street smart?</p> <p>Characteristics of a street smart person: Importance of acquiring life skills to become street smart – (General First-aid procedure, CPR Procedure, Handling emergency situations like fire, flood etc).</p> <p><b>2. Digital Awareness</b></p> <p><b>Discuss:</b></p> <p>Cyber Security</p> <p>Information Literacy</p> <p>Digital Privacy</p> <p>Fraud Detection</p> <p><b><u>Suggested Activities</u></b> (sample):</p> <p>(Street Smart) Inviting professionals to demonstrate the CPR Procedure</p> <p>Conducting a quiz on Emergency Numbers</p>	
11	<p><b>Understanding Addiction</b></p> <p><b>Plan this session around:</b></p> <p>Identifying the environmental cues, triggers that lead to picking up this habit.</p> <p>Knowing the impact of substance abuse – Adverse health conditions, social isolation, ruined future, hidden financial loss and damaging the family reputation.</p> <p>Seeking help to get out of this addiction.</p> <p><b><u>Suggested Activities:</u></b></p>	



	Provide Worksheets to check the students' level of understanding about substance addiction and their impacts. Share case studies with students from real-life. Play/share awareness videos on addiction/de-addiction, experts talk. *Conduct awareness programmes on Drugs and its ill effects. (Arrange Experts from the concerned government departments and NGOs working in drug addiction issues) and maintain the documents of the program.	
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**Closure:**

Each student should submit a Handwritten Summary of their Learnings & Action Plan for the future.

**Assessments:**

- Use Self-reflective worksheets to assess their understanding.
- Submit the worksheets to internal audit/external audit.
- Every student's activities report should be documented and the same have to be assessed by the Physical Director with the mentor. The evaluation should be for 100 marks. No examination is required.

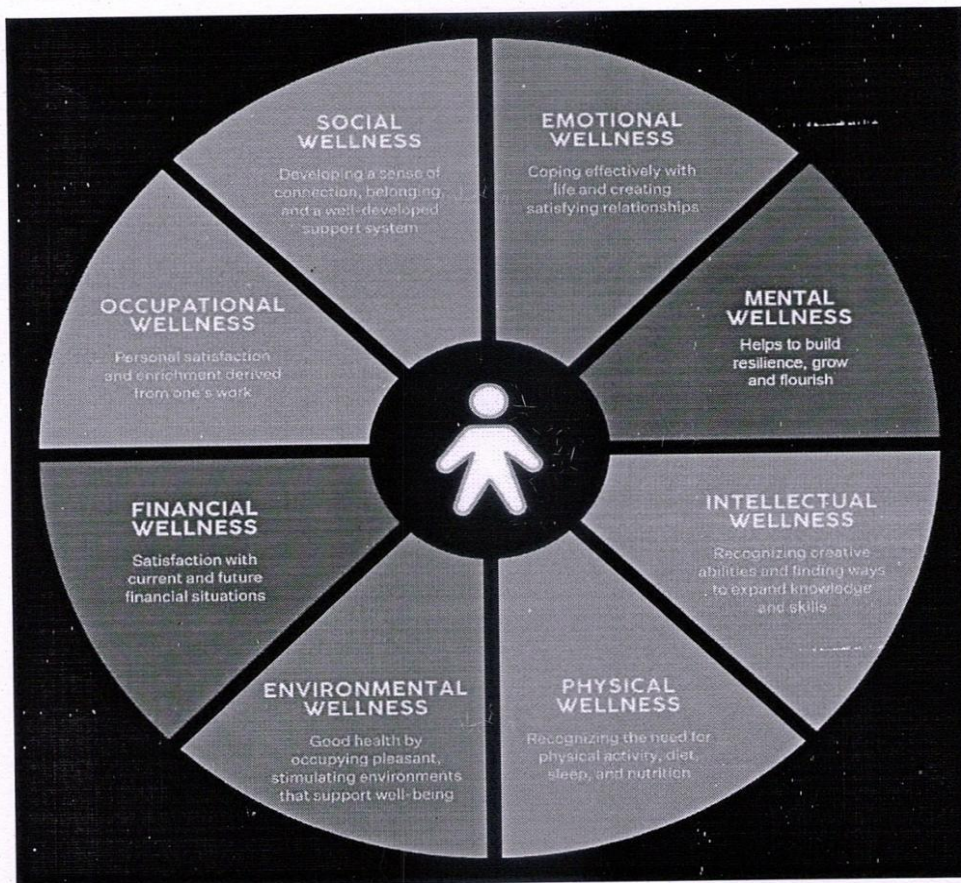
**Scheme of Evaluation**

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
Total		100



**References/Resource Materials:**

The course acknowledges that individual needs for references and resources may vary. However, here are some general reference materials and resources that may be helpful:

**1. The Well-Being Wheel:**

**2. Facilities & Spaces:** Some activities may require access to specific facilities, resources or spaces. Students may need to coordinate with the college administration to reserve these as required.

**3. Online Resources:**

1. United Nations Sustainable Development Goals - Goal 3 - Good Health & Well-Being: <https://www.un.org/sustainabledevelopment/health/>
2. Mindfulness and Meditation: Stanford Health Library offers mindfulness and meditation resources: <https://healthlibrary.stanford.edu/books-resources/mindfulness-meditation.html>



3. Breaking Bad Habits: James Clear provides a guide on how to build good habits and break bad ones: <https://jamesclear.com/habits>
4. 6 Ways to Keep Your Brain Sharp  
<https://www.lorman.com/blog/post/how-to-keep-your-brain-sharp>
5. What Is Social Wellbeing? 12+ Activities for Social Wellness  
<https://positivepsychology.com/social-wellbeing/>
6. How Does Your Environment Affect Your Mental Health?  
<https://www.verywellmind.com/how-your-environment-affects-your-mental-health-5093687>
7. How to say no to others (and why you shouldn't feel guilty)  
<https://www.betterup.com/blog/how-to-say-no>

## UBA 95

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

### Course Objectives

1. To enrich students' practical knowledge about the role of GST in Tally Prime.
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 Prime
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 96

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 97

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

Title of the Paper: JOC 5: Digital Marketing – PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

### **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 communicationstrategy.

### **Syllabus**

1. Create a digital marketing web page
2. Conducting the Search Engine Optimization(SEO) and Search Engine Marketing (SEM)
3. Using Google Analytist to analyse website performance.
4. Creating promotional banner through Canva
5. Facebook promotion using banners
6. Creating Youtube channels, instagram and twitter for marketing
7. E-Mail marketing additional
8. Digital marketing final analysis and report