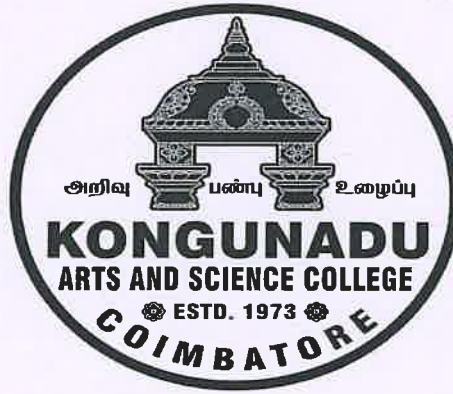


# **KONGUNADU ARTS AND SCIENCE COLLEGE**

**(AUTONOMOUS)**

**COIMBATORE-641029**



## **DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**

**CURRICULUM AND SCHEME OF EXAMINATIONS (CBCS)  
(2026-2027 and onwards)**

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**

**Vision:**

- To be a world leader in business.
- To sharpen and enrich the thinking ability of the students to become an efficient administrator.

**Mission:**

- Achieve academic excellence in Administration and Computer Applications through innovative teaching and learning processes.
- To inculcate entrepreneurial skills among students.

### **PROGRAMME OUTCOMES (PO)**

**PO1:** Provide adequate basic understandings about management education among students.

**PO2:** Inculcate entrepreneurial skills and global mindset.

**PO3:** Understand finance and other core business content.

**PO4:** To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

**PO5:** To recognize and solve business problems in an ethical manner.

**PO 6:** Model business professionalism and demonstrate effective written and oral communication skills

**PO7:** Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

**PO8:** To make the unemployed as employed and entrepreneurs by providing the necessary skills and knowledge of business and administration

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

**PSO1:** Apply the basic concepts that underlie each of the functional areas of Management (Marketing, Finance, Human Resources Management, Production and Investment Management) and business situations.

**PSO2:** Students will learn relevant financial, Cost and Management accounting career skills, that integrates career orientation and also professional development skills.

**PSO3:** Involves design and development of programs like MS-Office, Tally, Internet and Web Page Design, RDBMS and Visual Basic.

**PSO4:** Have good mathematical ability to develop algorithms and solve the logical problems and applying entrepreneurial skills augmented with a rich set of communication, teamwork and leadership skills to excel in their profession.

**PSO5:** Students will possess knowledge and understand the substantive and procedural law.

**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 2026-2027)

Semester	Part	Subject Code	Title of the Paper	Instruction hours/cycle	Exam. Marks			Duration of Exam (hours)	Credits
					CIA	ESE	TOTAL		
I	I	26TML101	Language I@	6	25	75	100	3	3
	II	26ENG101	English -I	6	25	75	100	3	3
	III	26UBA101	Core Paper 1 – Principles of Management and Organisational Behaviour	5	25	75	100	3	4
	III	26UBA1CL	Core Practical 1 – Programming Laboratory – MS Office	5	40	60	100	3	3
	III	26UBA1A1	Allied Paper 1 – Mathematics for Management - I	6	25	75	100	3	5
	IV	26EVS101	Environmental Studies **	2	-	50	50	3	2
	<b>Total</b>				<b>30</b>	-	-	550	-
II	I	26TML202	Language II@	6	25	75	100	3	3
	II	26ENG202	English –II	6	25	75	100	3	3
	III	26UBA202	Core Paper 2 – Business Economics	5	25	75	100	3	4
	III	26UBA2CM	Core Practical 2 - Programming Laboratory – Internet and Web Page Designing	5	40	60	100	3	3
	III	26UBA2A2	Allied Paper 2 - Mathematics for Management - II	6	25	75	100	3	5
	IV	26VED201	Value Education- Moral and Ethics**	2	-	50	50	3	2
	<b>Total</b>				<b>30</b>	-	-	550	-
III	I	26TML303	Language III@	6	25	75	100	3	3
	II	26ENG303	English –III	6	25	75	100	3	3
	III	26UBA303	Core Paper 3 – Marketing Management	4	25	75	100	3	3
	III	26UBA304	Core Paper 4 – Financial Accounting	4	25	75	100	3	4
	III	26UBA3AL	Allied Paper 3 - Programming Laboratory – Tally Prime	6	40	60	100	3	5
	IV	26UGC3S1	<b>Skill Based subject 1- Basics of Cyber Security</b>	2	<b>100</b>	-	<b>100</b>	3	3
	IV	26TBT301/ 26TAT301/ 26UHR3N1	Basic Tamil* / Advanced Tamil**/ Non-major elective- I**	2	-	75	75	3	2
<b>Total</b>				<b>30</b>	-	-	675	-	
IV	I	26TML404	Language IV@	6	25	75	100	3	3
	II	26ENG404	English –IV	6	25	75	100	3	3
	III	26UBA405	Core Paper 5 – Human Resource Management	4	25	75	100	3	3
	III	26UBA406	Core Paper 6 – RDBMS & ORACLE	4	25	75	100	3	4
	III	26UBA4AM	Allied Paper 4 - Programming Laboratory – RDBMS & ORACLE	6	40	60	100	3	5
	IV	26UBA 4S2	<b>Skill Based subject 2- Common Aptitude Skill (Online)</b>	2	100	-	100	3	3
	IV	26TBT402/ 26TAT402/ 26UWR4N2	Basic Tamil* / Advanced Tamil**/ Non-major elective- II**	2	-	75	75	3	2
<b>Total</b>				<b>30</b>	-	-	675	-	
V	III	26UBA507	Core Paper 7 – Research Methods for Management	6	25	75	100	3	5
	III	26UBA508	Core Paper 8 – Cost and Management Accounting	6	25	75	100	3	5
	III	26UBA509	Core Paper 9 – R Programming	4	20	55	75	3	3
	III	26UBA5CN	Core Practical 3- Programming Laboratory – R Programming	6	40	60	100	3	3
	III	26UBA5E1	Major Elective Paper 1	5	25	75	100	3	5
	III	26UBA5OP	Digital Marketing##	1	25	-	25	2	1
	IV	-	<b>EDC</b>	2	<b>100</b>	-	<b>100</b>	3	3
	-	26UBA5IT	<b>Internship Training ****</b>	Grade					
<b>Total</b>				<b>30</b>	-	-	600	-	
VI	III	26UBA610	Core Paper 10 – Financial Management	5	25	75	100	3	5
	III	26UBA611	Core Paper 11 – Visual Basic. Net Programming	5	25	75	100	3	4
	III	26UBA6CO	Core Practical 4 - Programming Laboratory – Visual Basic. Net	5	40	60	100	3	3

III	26UBA6CP	Core Practical 5 – Programming Laboratory – Power BI	5	40	60	100	3	3
III	26UBA6E2	Major Elective Paper 2	5	25	75	100	3	5
III	26UBA6Z1	Project and viva voce***	3 &&	20	80	100	-	5
IV	26UBI6S3	Skill Based subject 3- Basics of Intellectual Property Right's	2	100	-	100	3	3
<b>Total</b>			<b>30</b>	<b>-</b>	<b>-</b>	<b>700</b>	<b>-</b>	<b>-</b>
V	26NCC <sup>S</sup> / NSS/YRC /PYE/ECC/ RRC/WEC101#	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 – 26HIN/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 to staff work load.

\*\*\*\* 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)

## One Credit Self Study Course

**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. Corporate Communication
8. Consumer Affairs

**Non-Major Elective Papers**

1. Human Rights
2. Women's Rights

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

**26UBA5XL – 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 - Online 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
		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>

- 100 % CIA for Basics of Cyber Security, Common Aptitude Skills (Online), EDC and Basics of Intellectual Property Right's.
- The students should complete **Health and Wellness Programme (26UHW401)###** 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, Coursera<sup>ss</sup>, IIT Bombay Spoken Tutorial, e-Pathshala etc.**, before the completion of the **5<sup>th</sup> semester** and the course completion certificate should be submitted through the HoD to the Controller of Examinations. Appropriate credits will be given to the candidates who have successfully completed.

**<sup>ss</sup>Note:** One course to be taken from coursera 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.

**@@@Note :** Course Duration :

Duration	Extra Credits
< 10 hours	0
> =10 hours and < = 20 hours	1
> 20 hours	2

- An **Onsite Training** preferably relevant to the course may be undertaken as per the discretion of the HoD.
- Extra credits shall be awarded for innovative products/ individual paper presentations and publications in reputed national/ international proceedings and in indexed journals by the UG students for their original research contributions.
  - Product development through Technology Readiness Levels:
    - Phase 1 Level (TRL 1-3) : Basic research: 1 credits
    - Phase 2 Level (TRL 4 -6) : Development and validation : 2 credits
    - Phase 3 Level (TRL 7-9) : Deployment : 3 credits
  - National / International level paper presentation in conferences and publications of full papers in reputed Scopus/ web of Science indexed journals
    - National Level : 1 credit/ paper
    - International Level : 2 credits/ paper
    - Open access Journals are not included
- Extra credits shall be awarded to students who prefer to opt any course out of their programme on self learning mode. No internal components. 100% ESE.

### **Teaching Pedagogy**

Smart Classroom/Powerpoint presentation/Seminar/Quiz/Discussion/Flipped Classroom/Peer Learning/Experimental Learning/Blended learning

### **Flipped Classroom**

#### **Preamble:**

- Under flipped classroom model, students review foundational content before class, with class time dedicated to practice, discussion, and problem – solving where the role of the teachers will be facilitating discussions and enabling students to embark on a holistic learning perspectives

#### **Work instructions:**

- One flipped session / unit is made mandatory and the course In-charge shall identify and specify the topic to be covered in the flipped session in the lesson plan.
- Detailed session plans must be intimated to all students at least one week in advance.
- Curated content such as LORs, video lectures, animations, and other relevant digital content shall be provided to students in advance to facilitate effective preparation for the flipped classroom session.

### **Peer Learning**

#### **Preamble:**

- Peer Assisted learning enables students to learn from each other sharing knowledge in a collaborative learning environment.
- Development of leadership skills and student engagement through student to student academic support.
- Reduce drop out/failure rates of the students and create a supportive academic culture where a high performing or trained student assists peers academically.

#### **Work Instructions:**

- Course In-charge shall supervise the programme by periodically reviewing its implementation, conducting review meetings, and monitoring the progress reports.
- Course In-charge shall identify 5 to 6 fast learners based on their academic performance in internal and external examinations.
- Course In-charge shall also identify students who require additional academic support and assign 4 to 5 such students to each fast learner to facilitate peer learning.
- This team will operate remedial classes on a peer learning mode as per the following:
  - a) One session / week / course and each session shall be for 30 minutes in duration, with follow-up learning activities.
  - b) The faculty In-charge shall review attendance records and monitor the academic progress of the students.

## Blended learning

### Preamble :

- Blended learning integrates traditional in class instruction with digital tools exposing students to a myriad options for learning from subject experts across the globe
- It is provided with online learning sessions on recorded videos, lecture captured sessions (included under guided library hours), digital resources, and guided sessions facilitated by internal faculty members and external experts through Zoom meets etc.,

### Work Instructions:

- For every course, students will be motivated to attend additional webinar/online courses through any interactive learning tools such as, telepresence systems, podcasts, interactive videos etc. with minimum of 2 sessions/course and maximum of 3 sessions/course.

## Components of Continuous Internal Assessment

Components		Marks	Total
<b>Theory</b>			
CIA I	75	(75+75 = 150/10)	25
CIA II	75	15	
Objective Capacity Testing */Seminar		5	
Attendance		5	
<b>Practical</b>			
CIA Practical		25	40
Observation Notebook		10	
Attendance		5	
<b>Project</b>			
Review		15	20
Regularity		5	
<b>PART III Theory Applicable Course (CIA : 20 Marks, ESE : 55 Marks)</b>			
CIA I	55	(55+55)	20
CIA II	55	Converted to 10	
Objective Capacity Testing */Seminar		5	
Attendance		5	

### \* Objective Capacity Testing:

For the first assessment, questions shall be set from 2 ½ units (25 questions) and evaluation for 5 marks. The assessment shall be conducted through any authentic online platform, one week prior to the commencement of I CIA theory examinations.

For the second assessment, questions shall be set from 2 ½ units (25 questions) and evaluation for 5 marks. The assessment shall be conducted through any authentic online platform, one week prior to the commencement of II CIA theory examinations.

The average of the first and second assessment scores shall be considered for the final **5 marks** allocation.

## BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

**K1-Remembering;K2-Understanding;K3-Aplying;K4-Analyzing;K5-Evaluating**

### 1. ESE Theory Examination:

**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	50	60
K4			
K5	Record Work	10	

### 3. ESE Project Viva Voce:

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

### 4. ESE Part III Theory (ESE : 55 Marks Examination):

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to Q10	A (Answer all)	10 x 1 = 10	MCQ	55
K2 – K4 Q11 to Q 15	B (Either or pattern)	5 x 3 = 15	Short Answers	
K2 – K5 Q16 to Q20	C (Either or pattern)	5 x 6 = 30	Descriptive / Detailed	

### Scheme of Evaluation - Health and Wellness Programme (26UHW401)###

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

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE - 641029**

**THE MODALITIES FOR THE CONDUCT OF 100% CIA  
EXAMINATIONS**

**PREAMBLE**

As per the recommendations of the Curriculum Development Cell in its meeting held on 27.08.2021, and decision taken in the General Board of Studies meeting held on 16.03.2022, the courses Cyber Security and Information Security were introduced in the III semester for all the UG programmes and in the even semester for the PG programme respectively for the students admitted from the academic year 2022-2023 and onwards. Also, it was unanimously decided to conduct 100 % CIA examinations (No End of Semester Examinations) for these courses. The name of the Courses Cyber Security and Information Security are renamed as Basics of Cyber Security and Fundamentals of Information Security as per the decision taken in the General Board of Studies meeting held on 26.03.2026 for the students to be admitted from the academic year 2026-2027 & onwards. As per the recommendations of the Curriculum Development Cell in its meeting held on 07.03.2022, it was approved in the BOS meeting held on 19.03.2022 to conduct 100% CIA Examinations for the Extra Departmental Courses offered in the UG and PG Programmes for the students admitted from the academic year 2022-2023 and onwards. The cited decisions had been approved by the Academic council in its meeting held on 18.04.2022. As per the recommendations of the Curriculum Development Cell in its meeting held on 27.02.2024, and decision taken in the General Board of Studies meeting held on 02.05.2024, the course Basics of IPR was introduced in the VI semester for all the UG programmes for the students admitted from the academic year 2024-2025 and onwards and decided to conduct 100 % CIA examinations (NO End of Semester Examinations) for the course.

Hence, the modalities is recommended for the following:

- (i) Conduct of I & II CIA Examinations
- (ii) Question Paper Pattern
- (iii) CIA Examination Mark Breakup
- (iv) Attendance Calculation

#### CONDUCT OF I & II CIA EXAMINATIONS

1. The CIA Examinations I & II for the above said courses must be conducted along with the other courses under centralized system.
2. The students must appear I & II CIA Examinations compulsorily, since End of Semester Examinations will NOT be conducted for the above said courses.
3. If any of the student (s) could not appear for CIA Examinations for the above said courses, with reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures.

#### 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

### CIA EXAMINATION MARK BREAKUP

The CIA Examination mark breakup for the courses **Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR** is given below:

S.No.	Distribution Component	Marks
1	CIA I – 75 Marks Converted to 30	30
2	CIA II – 75 Marks Converted to 30	30
3	Seminar/Objective Capacity Testing	10
4	Seminar/Objective Capacity Testing	10
5	Attendance	05
6	Any Case Study related to Cyber Security (as a Group)	15
	<b>Total</b>	<b>100</b>

The CIA Examination mark breakup for the **Extra Departmental Courses** offered for UG/PG Programmes is given below:

S.No.	Distribution Component	Marks
1	CIA I – 75 Marks Converted to 40	40
2	CIA II – 75 Marks Converted to 40	40
3	Seminar/Objective Capacity Testing	05
4	Seminar/Objective Capacity Testing	05
5	Attendance	05
6	Others (Group Discussion, Flipped Class room, etc.,)	05
	<b>Total</b>	<b>100</b>

### ATTENDANCE CALCULATION

1. Separate attendance register must be maintained for **Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR** in the Department and the final consolidated Attendance must be submitted to the COE along with the assessment Marks.
2. The attendance must be calculated **by** using the following formula:  
$$\text{Attendance percentage} = \frac{\text{Number of Classes attended}}{\text{Number of Classes conducted}} \times 100$$
3. The students should **be** allowed to write the CIA examinations **as** per the existing norms related to attendance. The staff in charge of the respective courses have the responsibility to calculate the attendance percentage and submit the same to the Coordinator of the CIA Examination Committee during the I CIA and II CIA Examinations.
4. If the staff in charge finds that students have not put up enough attendance during the I CIA Examinations, he/she shall counsel the student(s) appropriately so that at the end of the course they have sufficient Attendance.



  
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**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
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**MODALITIES FOR THE CONDUCT OF OPEN BOOK EXAMINATION  
SYSTEM FOR THE COURSES BASICS OF CYBER SECURITY AND  
FUNDAMENTALS OF INFORMATION SECURITY FOR ALL UG AND  
PG PROGRAMMES RESPECTIVELY**

**PREAMBLE**

The Curriculum Development Cell (CDC) meeting was convened on 16.10.2025 and recommended to implement an open book examination system for the courses, Basics of Cyber Security and Fundamentals Information Security for all UG and PG programmes to improvise conceptual understanding skills, promote deep learning, enhance assessment quality and strengthen comprehensive skills, for the students to be admitted from the academic year 2026-2027 and onwards.

**1. Purpose**

To provide guidelines for conducting open book examinations that encourage critical thinking, application of knowledge, and analytical skills.

**2. Scope**

Applicable to Basics of Cyber Security and Fundamentals of Information Security courses for the undergraduate and postgraduate programmes respectively.

**3. Examination Guidelines**

**Question Paper Design**

- ❖ Questions should be Focused on higher-order thinking (analysis & evaluation)
- ❖ Avoid direct recall questions

**Communication to Students and Staff Members**

- ❖ Inform students in advance about the format, rules, and allowed resources.

- ❖ Provide **sample** questions to familiarize them **with the OBE style**.
- ❖ All the Staff members should **be familiar** about the prescribed Books **of the Basics of Cyber Security and Fundamentals of Information Security**.
- ❖ Students are permitted to carry **the** prescribed Books **(in original or xerox copy)** duly signed **by** the respective staff **in charge of** courses to the examination **Hall**.
- ❖ Invigilators **of** the respective examination halls should permit the students **with** the prescribed book **(in original or xerox copy)** and **not to** allow the students with other than the prescribed Books.



  
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**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
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**THE MODALITIES FOR THE CONDUCT OF 100% CIA PRACTICAL  
EXAMINATIONS (For EDC Courses)**

**CONDUCT OF 100% CIA PRACTICAL EXAMINATIONS**

1. The Students shall appear for TWO CIA practical examinations which are evaluated as 100% internal examinations.
2. The students must appear TWO CIA practical examinations compulsorily, since End of Semester examinations will NOT be conducted for the above said course.
3. If any of the student(s) could not appear for CIA Examinations, as per reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures and norms.

The CIA Practical Examination mark breakup for the Extra Departmental Courses (EDC) offered for the UG & PG Programme is given below:

S.No.	Component Distribution	Marks
1.	CIA Practical I - 60 marks converted to 30	30
2.	CIA Practical II - 60 marks converted to 30	30
3.	Continuous assessment of practical (Observation to be submitted*) (15 Experiments/Programs x 2 = 30 marks)	30
4.	Record	05
5.	Attendance	05
<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 student 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 Experiment/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 Experiment/Programs will not be awarded any marks whatsoever.



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**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
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**MODALITIES FOR THE CONDUCT OF 100% CIA FOR THE ONE CREDIT SELF- STUDY COURSE AND THE MARK DISTRIBUTION PATTERN FOR THE PART III THEORY PAPER OF APPLICABLE COURSE**

**PREAMBLE**

The Curriculum Development Cell (CDC) meeting was convened on 16.10.2025 and recommended to have one credit Self Study Course for applicable programmes in both UG & PG programme in the V and II semester respectively for the students to be admitted from the academic year 2026-2027 and onwards.

In order to foster independent learning, enhance academic flexibility, and encourage students to explore knowledge, the institution introduces the One Credit Self Study Course. This initiative is designed to provide students with an opportunity to pursue structured self-learning during the regular programme of study.

The one credit Self Study Course for applicable UG & PG programme in the V and II semester respectively, for the students admitted from the academic year 2026-2027 and onwards.

**I. CIA COMPONENTS FOR ONE CREDIT COURSE**

CIA shall be conducted by the department concerned.

CIA I	50 (Converted to 10)		
CIA II	50 (Converted to 10)	20	25
Case Study		5	

**QUESTION PAPER PATTERN**

Duration : 2 Hours

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to Q6	A (Answer all)	6 x 1 = 6	MCQ	50
K2 - K4 Q7 to Q 10	B (Either or pattern)	4 x 5 = 20	Short Answers	
K2 - K5 Q11 to Q 13	C (Either or pattern)	3 x 8 = 24	Descriptive / Detailed	

**2. PART III THEORY APPLICABLE COURSE**

(CIA : 20 MARKS, ESE : 55 MARKS)

CIA: 20 Marks

CIA I	55	(55+55)	20
CIA II	55	Converted to 10	
Objective Capacity Testing /Seminar		5	
Attendance		5	

ESE : 55 Marks

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	55
K2 - K4 Q11 to 15	B (Either or pattern)	5 x 3 = 15	Short Answers	
K2 - K5 Q16 to 20	C (Either or pattern)	5 x 6 = 30	Descriptive / Detailed	


  
**PRINCIPAL**
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Coimbatore - 641 029

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE – 641029**

**MODALITIES FOR THE AWARD OF APPROPRIATE EXTRA CREDIT  
TO THE STUDENTS WHO PREFER TO OPT ANY COURSE OUT OF  
THEIR PROGRAMME ON SELF LEARNING MODE**

**PREAMBLE**

The Curriculum Development Cell (CDC) meeting was convened on 16.10.2025 and recommended to motivate the students to opt any course(s) other than their core programme of study (theory papers only) through self-learning mode and extra credits can be awarded on their successful completion. However, such students availing this option shall not opt for any of the 100% CIA courses. This skill set will broaden intellectual horizons, foster holistic and integrative learning and equip diverse skill sets. This is applicable for the students to be admitted from the academic year 2026-2027 and onwards.

**1. Semester Restriction:**

Students may choose the courses offered only within their current semester. Courses beyond the semester in which they are enrolled shall not be permitted.

**2. Course Type:**

Only theory courses may be opted under this provision. Practical courses, Extra Departmental Courses (EDC), and courses assessed entirely through Continuous Internal Assessment (CIA) shall not be eligible.

**3. Evaluation Method:**

A 100% End of Semester Examination (ESE) shall be conducted for the chosen course.

**4. Marks & Scheme:**

The ESE shall be conducted in accordance with the marks prescribed for the particular course in the approved scheme, along with its corresponding credit allocation.

---

5. **Conversion of Marks:**

The marks obtained by the student in the ESE shall be converted to a scale of 100 marks for uniformity.

6. **Award of Credits:**

The credits allotted to the course in the scheme shall be transferred to the student as **Extra Credit**, provided the student secures the prescribed pass mark in the ESE.



  
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<b>Programme Code: 17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 1 – Principles of Management and Organisational Behaviour				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Employability

### 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, groupdynamics and leadership etc

### Course Outcomes (CO)

K1 to K5	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.**

**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. (2019), Principles of Management, Chennai & Himalaya publishing House Pvt 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).

**Web Page Reference Link**

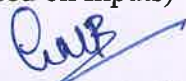
<https://uou.ac.in/sites/default/files/slm/MS-101.pdf>

**MAPPING**

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	M	M
CO2	S	H	S	H	M
CO3	S	M	H	H	M
CO4	S	M	M	H	S
CO5	S	H	S	H	M

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

Content prepared by  
(Based on Inputs)



(Mrs.J.Gayathri Manchubhashini)  
Signature of the Course in-charge



(Dr.S.Punitha Devi)  
Signature of the HOD

<b>Programme Code:17 Business Administration with Computer Applications</b>				
Core Practical 1 - Programming Laboratory - MS OFFICE				
Batch 2026 - 2027	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)

K3 to 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

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

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

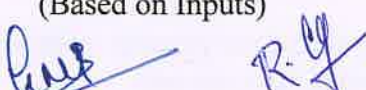

- iv. Add at least 10 records
- v. Sort the names in alphabetical order
- vi. Prepare the rank list
- vii. Find total and average

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

**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>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>	M	H	S	S	H

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

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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 2 - Business Economics				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Employability Entrepreneurship

### 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 to 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 examinations may be taken from the self study portions also.**

**Text Books**

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

**Reference Books**

1.Sundharam K.P.M, Sundaram, E.N (2022),Business Economics, New Delhi, Sultan Chand & Sons.

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

**Web Page Reference Link**

[https://backup.pondiuni.edu.in/storage/dde/dde\\_ug\\_pg\\_books/Business%20Economic s.pdf](https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Business%20Economic%20s.pdf)

**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>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

Content prepared by  
(Based on Inputs)



(Mrs.J.Gayathri Manchubhashini)  
Signature of the Course in-charge



(Dr.S.Punitha Devi)  
Signature of the HOD

<b>Programme Code:17 Business Administration with Computer Applications</b>				
Core Practical 2 – Programming Laboratory - INTERNET & WEBPAGE DESIGNING				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 3	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 to 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.

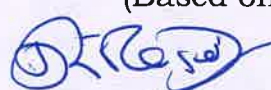

**Syllabus**

- 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, unorder 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

**MAPPING**

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
<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

<p>Content prepared by (Based on Inputs)</p> <p> (Dr.S.Punitha Devi &amp; Mrs.J.Gayathri Manchubhashini) Signature of the Course in-charge</p>	<p> (Dr.S.Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 3 – Marketing Management				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 3	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 to 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 (12 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 (12 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 (12 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 (12 Hours)

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

#### Unit V (12 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).

Sub.Code:26UBA303

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

**Text Books**

1. Philip Kotler and Kevin Lane Keller & Alexander Chernev (2022), Marketing Management, 17<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, (2020) Marketing Management, Text and Cases, 15<sup>th</sup> Edition, New Delhi, Tata McGrawhill.

**Web Page Reference Link**

<https://hpuniv.ac.in/hpuniv/upload/uploadfiles/files/mkt%20mgt.pdf>

**MAPPING**

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	M	S	H	H
CO2	M	H	S	S	H
CO3	H	M	S	S	S
CO4	M	M	S	S	S
CO5	H	H	M	M	S

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

Content prepared by  
(Based on Inputs)



(Dr. M. Sangeetha)

Signature of the Course in-charge



(Dr. S. Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 4 - Financial Accounting				
Batch 2026 – 2027	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 to K5	CO1	Remembering the accounting terms, rules, concepts and conventions.
	CO2	Understanding the accounting principles for finding out the profitability position and financial position of the concern.
	CO3	Applying the double entry system and single entry system in the organization.
	CO4	Analyzing the 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.

**Text Books**

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, (2025), Advanced Accountancy Pt. 1,Principles of Accounting, NewDelhi & Kalyani Publishers.

2.S.N Maheshwari, Suneel, K Maheshwari, Sharad K Maheshwari (2024) Financial Accounting Vikas Publishing House Private Limited.

**Web Page Reference Link**



<https://icmai.in/upload/Students/Syllabus-2012/Study Material New/Inter-Paper5-Revised.pdf> - Unit 1,2,3,4

<https://teachmint.storage.googleapis.com/public/585553595/StudyMaterial/03edff1e-b04c-4493-8267-d12b9ff3e5fe.pdf> - Unit 5

**MAPPING**

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

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

<p>Content prepared by (Based on Inputs)</p>  <p>(Dr.R.Nithya) Signature of the Course in-charge</p>	 <p>(Dr.S.Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17 Business Administration with Computer Applications</b>				
Allied Paper 3 – Programming Laboratory - Tally Prime				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 5	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 to 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.

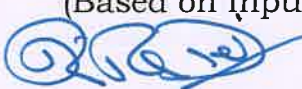

**Syllabus**

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

**MAPPING**

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

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

<p>Content prepared by (Based on Inputs)</p>  <p>(Dr.S.Punitha Devi) Signature of the Course in-charge</p>	 <p>(Dr.S.Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 5 – Human Resource Management				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 3	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 to 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 (12 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 (12 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 (12 Hours)

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

#### Unit IV (12 Hours)

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

#### Unit V (12 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 examinations may be taken from the self study portions also.

### Text Books

- 1.Aswathappa.K, (2023),Human Resources and Personnel Management Text and Cases, NewDelhi, Tata MC. Graw-Hill Publishing Ltd.
- 2.Dr.J.Jayashankar,( 2020),Human Resources Management,1<sup>st</sup> Edition, Chennai, MarghamPublications.

### Reference Books

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

### Web Page Reference Link

[https://baou.edu.in/assets/pdf/HRM%20Final%20Book\\_724.pdf](https://baou.edu.in/assets/pdf/HRM%20Final%20Book_724.pdf)

[https://e-sarthi.lpcps.org.in/uploads/Notes/9/69/503/Unit%20I/unit\\_1.pdf](https://e-sarthi.lpcps.org.in/uploads/Notes/9/69/503/Unit%20I/unit_1.pdf) - Talent Management

## MAPPING

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	H	S	M
CO2	S	M	H	S	H
CO3	S	M	M	S	M
CO4	S	S	M	M	S
CO5	S	M	M	S	M

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

Content prepared by  
(Based on Inputs)

  
(Dr.R.Nithya)

Signature of the Course in-charge



(Dr.S.Punitha Devi)  
Signature of the HOD

<b>Programme Code:17</b>	<b>Business Administration with Computer Applications</b>			
Core Paper 6 - RDBMS & ORACLE				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	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 to 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 (12 Hours)

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

#### Unit II (12 Hours)

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

#### Unit III (12 Hours)

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

#### Unit IV (12 Hours)

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

#### Unit V (12 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 examinations may be taken from the self study portions also.**

**Text Books**

- 1.Dr.Madhavi Vaidya (2025) 2<sup>nd</sup> Edition – RDBMS in – Depth, BPB Publications.
- 2.Mrs.Vidya H Bankar (2025) 1<sup>st</sup> Edition – Relational Database Management System – Techtree Educations

**Reference Books**

- 1.Michael Mclaughlin (2014) - Oracle Database 12 C Pl/SQL Programming 1<sup>st</sup> Edition McGraw Hill Education
- 2.Mrs.Shital Gujar- Takale, Abhijet D.Mankar (2025) - Relational Database Management Systems- 1<sup>st</sup> Edition Nirali Prakshan Publications.

**Web Page Reference Link**

<https://nptel.ac.in/courses/106106095/unit1>  
[https://baou.edu.in/assets/pdf/BCA-302\\_slm.pdf](https://baou.edu.in/assets/pdf/BCA-302_slm.pdf)

**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>CO1</b>	S	S	S	S	S
<b>CO2</b>	H	H	S	H	M
<b>CO3</b>	M	M	S	M	H
<b>CO4</b>	M	L	S	L	M
<b>CO5</b>	H	H	S	H	M

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

Content prepared by  
(Based on Inputs)



(Dr.M. Sangeetha)

Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Allied Paper 4 - Programming Laboratory - RDBMS AND ORACLE				
Batch 2026 - 2027	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 to 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.

**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>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

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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 7 – Research Methods for Management				
Batch 2026 – 2027	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 to 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.

#### 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(OneWay) - 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.**

**Text Books**

- 1.C.K. Kothari, (2023), Research Methodology, New Delhi, New Age International (P) Ltd
- 2.Sharma DD, (2022), Marketing Research, 2<sup>nd</sup> Edition New Delhi, Sultan Chand&Sons.

**Reference Books**

- 1.Mukul Gupta & Deepa Gupta, (2023), Research Methodology, PHI Learning Ltd.
- 2.R. Panneerselvam, (2014), Research Methodology, 2<sup>nd</sup> Edition PHI Learning Ltd.

**Web Page Reference Link**

[https://www.academia.edu/34093215/Research\\_Methodology\\_C\\_R\\_Kothari](https://www.academia.edu/34093215/Research_Methodology_C_R_Kothari)

**MAPPING**

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
<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

Content prepared by  
(Based on Inputs)



(Dr.S.Punitha Devi)

Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 8 - Cost and Management Accounting				
Batch 2026 - 2027	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 to 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 & 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 & 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 (Halsey 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 examinations may be taken from the self study portions also.**

### Text Books

Jain S. P & Narang K. L, (2023) Cost and Management Accounting, Nineteenth Revised Edition, New Delhi & Kalyani Publishers.

### Reference Books

1.T.S.Reddy & Y.Hari Prasad Reddy, Cost Accounting, Revised Sixth Edition (2025), Margham Publications, Chennai.

2.S.N.Maheswari & C.A Sharad K Maheswari, Dr.Suneel K Maheswari, Principles of Management Accounting, (2021), Sultan Chand Company Limited, New Delhi.

3.Dr. Ramasamy T, (2008), Cost Accounting, First Edition, Gold Books Publishing House.

4.Shashi K. Gupta and Dr Sharma R. K, (2022), Management Accounting, *Fifteenth* Revised Edition. New Delhi & Kalyani Publishers.

5.M.N Arora (2021) Cost Management Accounting 11<sup>th</sup> Edition Sultan Chand Company Limited.

### Web Page Reference Link

<https://www.icsi.edu/media/website/CostAndManagementAccounting.pdf>

[https://ycmou.ac.in/media/post\\_image/Management\\_Accounting.pdf](https://ycmou.ac.in/media/post_image/Management_Accounting.pdf) - Unit 3,4,5

### MAPPING



CO \ PSO	PSO 1	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

Content prepared by (Based on Inputs)  (Dr.R.Nithya) Signature of the Course in-charge	 (Dr.S.Punitha Devi) Signature of the HOD
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 9 – R Programming				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 3	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 to 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 (12 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 (12 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 (12 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 (12 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 (12 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 examinations may be taken from the self study portions also.**

**Text Books**

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

**Reference Books**

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

**Web Page Reference Link**

[https://web.itu.edu.tr/~tokerem/The\\_Book\\_of\\_R.pdf](https://web.itu.edu.tr/~tokerem/The_Book_of_R.pdf)

**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>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

Content prepared by  
(Based on Inputs)



(Dr.S.Punitha Devi)

Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Practical 3 – Programming Laboratory - R Programming				
Batch 2026 – 2027	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 to 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

### MAPPING



CO \ PSO	PSO				
	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
<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

<p>Content prepared by (Based on Inputs)</p>  <p>(Dr.S.Punitha Devi) Signature of the Course in-charge</p>	 <p>(Dr.S.Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Digital Marketing				
Batch 2026 – 2027	Hours/Week 1	Total Hours 15	Credits 1	Skill Development

### Course Objectives

- 1.To provide basic knowledge of concepts, principles, tools and techniques of digital marketing.
- 2.To Understand the various concepts in digital marketing
- 3.To know about advertising and social networking

### Course Outcomes (CO)

K1 to K5	CO1	Remembering the concept of Digital Management.
	CO2	Understanding how marketers think, conceptualize, test continuously to optimize their product search on digital platforms.
	CO3	Applying basic mobile marketing concepts and trends, develop a strategy that works for business, and optimize strategy.
	CO4	Analyzing analytics tools and reporting methods to monitor, evaluate, and optimize the performance of digital marketing strategies and campaigns
	CO5	Evaluating the recent developments in the field of digital marketing.

### Syllabus

#### Unit I (3 Hours)

Introduction , Digital Marketing meaning, scope and Importance, Types, Digital Marketing Channels, Traditional Marketing Vs Digital Marketing, Reason for choosing Digital Marketing, Opportunities and challenges in Digital Marketing,

#### Unit II (3 Hours)

Online Buyer Behaviour, Website Design, Online user experience, online site design, Integrated Internet Marketing Communications, Interactive Marketing Communication, Search Engine Optimization, Creating and Managing Campaigns

#### Unit III (3 Hours)

Digital Promotion Techniques: E-Mail marketing, Permission Marketing, Viral Marketing, Social Media Marketing, Content Marketing, Facebook Advertising, Visual Advertising Display Advertising, Mobile Advertising, Image Advertising, Video Advertising; YouTube Advertising. Concept of SNS Industry (Social Networking Site Industry)

#### Unit IV (3 Hours)

Google Analytics, Tracking Performance, Tracking Mobile marketing Performance, Web Analytics, Traffic Reports, Behaviour reports, KPIs in analytics, Tracking SMM performance

#### Unit V (3 Hours)

Web marketing strategy , Web marketing environment, Web Content, Web marketing tools

**Text Books**

1.Babu KG Raja Sabarish (Dr), Anbazhagan B (Dr), Meenakumari S Dr),(2023),Digital Marketing,Sultan Chand & Sons New Delhi.

**Reference Books**

1.V. Venkata Krishnan (2023), Digital Marketing for Beginners : A Road Map to Successful Career in Digital Marketing, Notion Press, Chennai.

2.Puneet Singh Batia (2023), Fundamentals of Digital Marketing, pearson Education

**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>CO1</b>	H	M	S	H	H
<b>CO2</b>	M	H	S	S	H
<b>CO3</b>	H	M	S	S	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	H	H	M	M	S

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

Content prepared by  
(Based on Inputs)



(Dr.R.Nithya)

Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE – 641029**

**MODALITIES FOR THE CONDUCT OF 100% CIA FOR THE ONE CREDIT SELF- STUDY COURSE AND THE MARK DISTRIBUTION PATTERN FOR THE PART III THEORY PAPER OF APPLICABLE COURSE**

**PREAMBLE**

The Curriculum Development Cell (CDC) meeting was convened on 16.10.2025 and recommended to have one credit Self Study Course for applicable programmes in both UG & PG programme in the V and II semester respectively for the students to be admitted from the academic year 2026-2027 and onwards.

In order to foster independent learning, enhance academic flexibility, and encourage students to explore knowledge, the institution introduces the One Credit Self Study Course. This initiative is designed to provide students with an opportunity to pursue structured self-learning during the regular programme of study.

The one credit Self Study Course for applicable UG & PG programme in the V and II semester respectively, for the students admitted from the academic year 2026-2027 and onwards.

**I. CIA COMPONENTS FOR ONE CREDIT COURSE**

CIA shall be conducted by the department concerned.

CIA I	50 (Converted to 10)	20	25
CIA II	50 (Converted to 10)		
Case Study		5	

**QUESTION PAPER PATTERN**

Duration : 2 Hours

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to Q6	A (Answer all)	6 x 1 = 6	MCQ	50
K2 - K4 Q7 to Q 10	B (Either or pattern)	4 x 5 = 20	Short Answers	
K2 - K5 Q11 to Q 13	C (Either or pattern)	3 x 8 = 24	Descriptive / Detailed	

**2. PART III THEORY APPLICABLE COURSE**

(CIA : 20 MARKS, ESE : 55 MARKS)

CIA: 20 Marks

CIA I	55	(55+55)	20
CIA II	55	Converted to 10	
Objective Capacity Testing /Seminar		5	
Attendance		5	

ESE : 55 Marks

**QUESTION PAPER PATTERN**

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	55
K2 - K4 Q11 to 15	B (Either or pattern)	5 x 3 = 15	Short Answers	
K2 - K5 Q16 to 20	C (Either or pattern)	5 x 6 = 30	Descriptive / Detailed	



**PRINCIPAL**  
PRINCIPAL  
Kongunadu Arts & Science College  
Coimbatore - 641 029

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 10 – Financial Management				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to K5	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) (15 Hours)

*Financial Management:* Meaning & Definition - Scope of Financial 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) (15 Hours)

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

#### Unit III (Theory Only) (15 Hours)

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

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

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

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

**Unit V (Problem & Theory) (15 Hours)**

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

**Note: Theory 60% and Problems 40%**

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

**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, (2022), Financial Management, 14<sup>th</sup> Edition, Mumbai & Himalaya publishing House.
2. Pandey I.M., (2025), Financial Management, 12<sup>th</sup> Edition Pearson Education.



**Web Page Reference Link**

[https://kimsbengaluru.edu.in/assets/pdfs/criterias/criteria-1/criteria-1.1.1/studymaterial/bba\\_avi/IV%20BBA%20FINANCIAL%20MANAGEMENT%20NOTES.pdf](https://kimsbengaluru.edu.in/assets/pdfs/criterias/criteria-1/criteria-1.1.1/studymaterial/bba_avi/IV%20BBA%20FINANCIAL%20MANAGEMENT%20NOTES.pdf)

**MAPPING**

CO \ PSO	PSO 1	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

<p>Content prepared by (Based on Inputs)</p> <p> (Dr. R. Nithya) Signature of the Course in-charge</p>	<p> (Dr. S. Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Paper 11 – Visual Basic. Net Programming				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to 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 (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

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

#### Unit IV (15 Hours)

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

*TOOLS:* Creating a menu – Customising a menu – Creating a pop-up menu – Changing menus atrun time.

#### Unit V (15 Hours)

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

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

**Text Books**

1. "Visualbasic.Net Programming In Easy Steps" – 7<sup>th</sup> Edition TIM ANDERSON-2022 – DREAMTECHPRESS.
2. Gary Cornell, (2023), Visual Basic 6 from the Ground Up, 9<sup>th</sup> Edition Tata McGraw Hill.
3. Serhan Yamacli(2019) Beginners Guide to Visual Basic.Net programming  
Jeffrey R Shapiro (2002)The complete Refernce 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.

**Web Page Reference Link**

[https://online.visualchart.com/contentmanagement/development/manuals/en/vbnet\\_programming.pdf](https://online.visualchart.com/contentmanagement/development/manuals/en/vbnet_programming.pdf)

**MAPPING**

CO \ PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<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

Content prepared by  
(Based on Inputs)



(Dr. M. Sangeetha)

Signature of the Course in-charge



(Dr. S. Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Practical 4 – Programming Laboratory - Visual Basic. Net				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 3	Skill Development

### Course Objectives

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

### Course Outcomes (CO)

K3 to 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 DAO control.
	CO4	Analyzing the significance of Visual Basic Programming for software development.
	CO5	Evaluating the various control structures to create application software.



### Syllabus

- 1.Create a program to perform arithmetic calculation.
- 2.Calculate depreciation by using check box control.
- 3.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 casestatement.
- 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.

**MAPPING**

<b>PSO</b> <b>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>	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

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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Core Practical 5 – Programming Laboratory – Power BI				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 3	Skill Development

### Course Objectives

1. To understand Business Intelligence Concepts.
2. To Gain skills in connecting to various data sources.
3. To learn how to publish reports to Power BI services.

### Course Outcomes (CO)

K3 to K5	CO1	Remembering the business Intelligence concepts and the role of Microsoft Power BI in data analysis.
	CO2	Understanding the how to create dashboards with live or streaming data.
	CO3	Applying data preprocessing techniques using Power Query to clean reshape and prepare datasets.
	CO4	Analyzing the interpret visualized data to generate meaningful insights and support decision-making.
	CO5	Evaluation of relationships between tables and design efficient data models for reporting.

### Syllabus

1. Business Data Import and Cleaning Using Power Query.
2. Creating of Basic Business Report in Power BI.
3. Customer Segmentation Using Unpivot and Grouping Techniques.
4. Dashboards with KPIs Indicators and Cards.
5. Market Analysis Using Slicers And Filters in Power BI.
6. Interactive Sales Dashboards Using Drill-Down and Bookmarks.
7. Geo Mapping of sales using map and q&a visuals.
8. Creating and Using DAX measures for financial metrics.
9. Create a multi-page dashboard with synced slicers and business visuals.
10. Report publishing and sharing with business stakeholders.

**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>CO1</b>	H	M	S	H	H
<b>CO2</b>	M	H	S	S	H
<b>CO3</b>	H	M	S	S	S
<b>CO4</b>	M	M	S	S	S
<b>CO5</b>	H	H	M	M	S

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

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Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>	<b>Business Administration with Computer Applications</b>			
Project and viva voce				
Batch 2026 – 2027	Hours/Week 3	Total Hours 45	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 to 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 semester of the course programme. The students choose the interested area of specialization namely marketing, finance, human resource , computer applications 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

<b>Project/Case study</b>		
Review	15	20
Regularity	5	

### ESE Project Viva Voce:

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

**MAPPING**

<b>CO \ PSO</b>	<b>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	S	S	H
<b>CO2</b>	S	S	S	M	M
<b>CO3</b>	S	S	S	H	M
<b>CO4</b>	S	M	S	S	H
<b>CO5</b>	S	S	S	M	M

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

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Signature of the HOD

<b>Programme Code:17 Business Administration with Computer Applications</b>				
Major Elective Paper – Global Business Management				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to 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 (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

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

#### Unit IV (15 Hours)

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

#### Unit V (15 Hours)

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

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

**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.

**Web Page Reference Link**

[https://www.academia.edu/15504875/Global\\_Business\\_Management](https://www.academia.edu/15504875/Global_Business_Management)

**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>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

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(Based on Inputs)



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Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>	<b>Business Administration with Computer Applications</b>			
Major Elective Paper – Entrepreneurial Development and Project Management				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 5	Entrepreneurship

### 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 to 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 (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

*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 (15 Hours)

*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 (15 Hours)

*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 examinations may be taken from the self study portions also.**

**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.AnilKumar, S.C.Poornima, Mini.K.Abraham, K.Jayshree, (2021), Entrepreneurship Development, New Age International Publishers.

**Web Page Reference Link**

[https://sde.uoc.ac.in/sites/default/files/sde\\_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf](https://sde.uoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf)

[https://sde.uoc.ac.in/sites/default/files/sde\\_videos/SLM-Project%20Management.pdf](https://sde.uoc.ac.in/sites/default/files/sde_videos/SLM-Project%20Management.pdf)  
- Unit 4 & 5

[https://www.sultanchandandsons.com/images/BookImages/Chapters/267\\_TC%20176%20Entrepreneurship%20and%20small%20Business%20Managment.pdf](https://www.sultanchandandsons.com/images/BookImages/Chapters/267_TC%20176%20Entrepreneurship%20and%20small%20Business%20Managment.pdf)

**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>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

Content prepared by  
(Based on Inputs)

  
(Dr.R.Nithya)

Signature of the Course in-charge



(Dr.S.Punitha Devi)  
Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Major Elective Paper – Banking and Insurance Law				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to 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 development 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 (15 Hours)

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

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

*Recent developments in Banking:* Core Banking Solution – Electronic Banking – ATM Debit / Credit Card – RTGS ( Real Time Gross Settlement) – NEFT ( National Electronic Fund Transfer) – Micro Finance – **Role and Benefits\*** – Payment banker.

#### Unit IV (15 Hours)

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

#### Unit V (15 Hours)

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

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

**Text Books**

- 1.Gordon, E. and K. Natarajan ( 2024), Banking Theory, Law and Practice, Chennai,13<sup>th</sup> Edition, 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 and Company Limited.
- 2.R.K.Sharma and Shash K Gupta ( 2016), Banking Theory, Law and Practice, New Delhi, Deepa and Deepa Publications Private Limited.

**Web Page Reference Link**

[https://docs.uoc.ac.in/website/SDE/Banking\\_on19May2016.pdf](https://docs.uoc.ac.in/website/SDE/Banking_on19May2016.pdf)

**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	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

Content prepared by  
(Based on Inputs)



(Mrs.J.Gayathri Manchubhashini)  
Signature of the Course in-charge



(Dr.S.Punitha Devi)  
Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Major Elective Paper – Logistics Management				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to 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 (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

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

#### Unit IV (15 Hours)

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

#### Unit V (15 Hours)

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

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

**Text Books**

- 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 Books**

- 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.



**Web Page Reference Link**

<https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf>

**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	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

Content prepared by (Based on Inputs)  (Dr.R.Nithya) Signature of the Course in-charge	 (Dr.S.Punitha Devi) Signature of the HOD
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Major Elective Paper – Goods and Service Tax				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to 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 (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

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

#### Unit IV (15 Hours)

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

#### Unit V (15 Hours)

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

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

**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

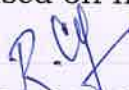

**Web Page Reference Link**

<https://www.nacin.gov.in/ZCVisakhapatnam/Images/Documents/EBooks/Handbook%20for%20GST%20Officers%20-%20Version%201.1P%20NACIN%20Vizag.pdf>

**MAPPING**

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

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

Content prepared by (Based on Inputs)  (Dr. R. Nithya) Signature of the Course in-charge	 (Dr. S. Punitha Devi) Signature of the HOD
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Major Elective Paper – Production and Materials Management				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	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 to 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 (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

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

#### Unit IV (15 Hours)

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

#### Unit V (15 Hours)

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

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

**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.T.R.Banga and SharmaS.C,(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.

**Web Page Reference Link**

<https://www.drnishikantjha.com/booksCollection/Ch%20%20POM%20TYBAF%20SEM%20V.pdf>

[https://perso.crans.org/fortuneau/ressources\\_maxnce\\_nouchet/Introduction%20to%20Materials%20Management.pdf](https://perso.crans.org/fortuneau/ressources_maxnce_nouchet/Introduction%20to%20Materials%20Management.pdf) - Material Mgt

**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>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

Content prepared by  
(Based on Inputs)



(Mrs.J.Gayathri Manchubhashini)  
Signature of the Course in-charge



(Dr.S.Punitha Devi)  
Signature of the HOD

<b>Programme Code:17 Business Administration with Computer Applications</b>				
Major Elective Paper – Corporate Communication				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 5	Skill Development

### Course Objectives

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

### Course Outcomes (CO)

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

### Syllabus

#### Unit I (15 Hours)

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

#### Unit II (15 Hours)

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

#### Unit III (15 Hours)

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

#### Unit IV (15 Hours)

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

#### Unit V (15 Hours)

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

**Text Books**

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

**Reference Books**

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

Urmila rai, Rai, S.M. (2017), Business Communication, 9<sup>th</sup> Edition, Mumbai, Himalaya Publishing House.

**Web Page Reference Link**

[https://backup.pondiuni.edu.in/storage/dde/dde\\_ug\\_pg\\_books/BBA1002BCOM1002%20Business%20commission.pdf](https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/BBA1002BCOM1002%20Business%20commission.pdf)

**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>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

## **Corporate Communication**

### **Internal Assessment: ( Maximum: 50 Marks)**

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

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

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

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

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

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

#### **Unit III: Spontaneous Speaking Skill** (Maximum: 10 Marks) The teacher can

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

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

#### **Unit IV: Presentation Skill** (Maximum: 10 Marks)

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

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

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

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

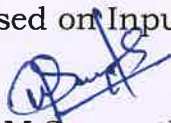
The teacher can organize Group Discussion. (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade/industry. They may be asked to find group solution through discussion and the group leader may present the same to the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

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

**External Assessment: ( Maximum: 50 Marks)**

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

Content prepared by  
(Based on Inputs)



(Dr.M.Sangeetha)

Signature of the Course in-charge



(Dr.S.Punitha Devi)

Signature of the HOD

<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Major Elective Paper – Consumer Affairs				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 5	Skill Development

**COURSE OBJECTIVES**

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

**COURSE OUTCOMES**

K1 ↑ ↓ 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****(15 Hours)**

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

**UNIT II****(15 Hours)**

The Consumer Protection Law in India - Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

**UNIT III****(15 Hours)**

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

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

**UNIT IV****(15 Hours)**

Role of Industry Regulators in Consumer Protection

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman

- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

**UNIT V****(15 Hours)**

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

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

Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified.

**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, 1986 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>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

<b>Programme Code:</b>		<b>For B.A., BBA., B.Com., BCA. and B.Sc. Degree Students</b>		
Skill Based Subject 1 - Basics of Cyber Security				
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 3	Skill Development

**COURSE OBJECTIVES**

- To provide fundamental knowledge of cyber security concepts and the digital environment.
- To create awareness about cyber threats, cybercrimes, and common online frauds.
- To develop the ability to identify risks associated with internet, mobile, and online transactions.
- To familiarize students with safe practices in email, social media, and digital communication.
- To introduce basic cyber laws, ethics, and responsible digital behavior.

**COURSE OUTCOMES**

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

<b>K Level</b>	<b>CO Code</b>	<b>Course Outcome</b>
K1 ↑ ↓ K5	CO1	Apply the fundamental concepts of cyber security and digital safety at appropriate place
	CO2	Identify various cyber threats, cybercrimes, and online frauds
	CO3	Enable safe practices while using internet, mobile, and e-commerce platforms
	CO4	Interpret security issues related to email and social media usage
	CO5	Comprehend cyber laws, ethics, and legal responses to cybercrime

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

Foundations of Cyber Security: Cyberspace and Digital Environment -Evolution of Cyber Security- Basic Concepts and terminology in Cybersecurity –Cybersecurity Threat – Defense in Depth concept in Cyber Security- Information Literacy – Types of False Information — Digital footprint — Cyber Frauds- Basic Safety Practices and Password Awareness - Multi-Factor Authentication (MFA)- Zero Trust Security Model.

**UNIT II (6 Hours)**

Cyber Crimes & Threat Landscape: Introduction to AI in Cyber Security- Cyber Crimes-Important of Cybercrime- Types of Cyber Crime- CIA Triad – Tools for Confidentiality, Integrity, Availability -Cyber Crime & Digital Evidence Indian Perspective- Recent Cyber Crime Incidents- Social Engineering Frauds- Financial Frauds using Social Media Platforms- Ransomware Attacks -Deep fake based frauds -Cryptocurrency scams -Dark Web basics - Preventive Measures for individuals and Organizations – Awareness and Safe Online Behavior- Incident Response Process.

**UNIT III (6 Hours)**

Internet, Mobile & Digital Transaction Security:Browser Security Tools – Mobile phone security and privacy settings – E-commerce concepts and risks – UPI Fraud Awareness -QR Code Scams - App permissions & Data Tracking – Malware Types and Cyber Attacks- Secure browsing and Data Theft &Public Wi-Fi Precautions – Symmetric vs Asymmetric Encryption.

**UNIT IV (6 Hours)**

Communication & Social Media Security: Basics of email usage and Communication – Email threats: Spam, Phishing, Malicious links- Fake News – Fake profiles, Cyber Bullying and Data Misuse –Computer Viruses – Antivirus and Firewall concepts – Safe sharing practices and Digital responsibility. Ethical Hacking.

**UNIT V (6 Hours)**

Cyber Laws, Ethics & Digital Responsibility: Introduction to Cyber Law – IT Act 2000 and Amendments– Data Protection Laws (India DPDP Act 2023). Intellectual Property in Digital Space-Cybercrime and legal provisions – User rights and responsibilities in cyberspace – Digital footprint and online identity – Personal data protection and privacy – Cyber ethics and responsible usage – Cyber safety awareness programs and best practices.

**Case Study:** Case studies of cyber law enforcement in India

**Work Book**

1. *Basics of Cyber Security*, prepared by Kongunadu Arts and Science College, Coimbatore

**Reference Books**

1. Data Security Council of India (DSCI), in collaboration with Seqrite, presents the second edition of the India Cyber, Threat Report 2025.
2. Green, J., Smith, A., & Brown, T. (2024). Information security management principles. Routledge.
3. Armstrong-Smith, S. (2024). Understand the cyber attacker mindset: Build a strategic security program. Kogan Page.
4. Ismail, Y., Lacy, F., & Belu, R. (Eds.). (2024). Cybersecurity: Threats, technologies, and emerging solutions. IntechOpen.
5. Rais, R., Morillo, C., Gilman, E., & Barth, D. (2023). Zero trust networks: Building secure systems in untrusted networks (2nd ed.). O'Reilly Media.
6. Shapiro, S. J. (2023). Fancy bear goes phishing: The dark history of the information age. Farrar, Straus and Giroux.
7. Tamil Nadu Fact Check Unit, Training Handbook
8. James Graham (2011), Cyber Security Essentials, CRC Press, Auerbach Publications, Taylor & Francis Group.
9. Kathryn Knerler (2022), 11 Strategies of a World-Class Cybersecurity Operations Center, MITRE Corporation.
10. Dr. Jeetendra Pande (2017), Introduction to Cyber Security, Uttarakhand Open University.
11. Rohas Nagpal (2008), Real world cyber crime cases, Cyber Crime & Digital Evidence – Indian Perspective, Asian School of Cyber Laws
12. Prof. (Dr.) Nilesh K. Modi (2021), Cyber Security Techniques, Dr. Babasaheb Ambedkar Open University.
13. Cyber Security Awareness Handbook (2020), CisoJil information Technology Limited.
14. Jeff Kosseff (2020), Cybersecurity Law, John Wiley & Sons, Inc.
15. Cyber Crime Law and Practice, The Institute of Company Secretaries of India, 2016
16. Yuri Diogenes (2018), Cybersecurity Attack and Defense Strategies, Packt Publishing.
17. Cybersecurity Handbook, Ministry of Digital Governance, National Cybersecurity Authority, June 2021.
18. Justin Hutchens (2024), The Language of Deception: Weaponizing Next Generation AI – Explores AI in social manipulation, deep fakes, and malware.
19. D.R. Halston (2025), Cyber Security Mastery Covers AI-driven attacks, cloudsecurity, and career preparation.

**Web References**

- <https://safety.google/>
- <https://safety.google/security/security-tips/>
- <https://www.simplilearn.com/tutorials/cyber-security-tutorial>
- <https://www.getcybersmart.org/for-students>
- <https://www.techbuddies.io/cyber-security-basics>
- <https://www.geeksforgeeks.org/ethical-hacking/what-is-cyber-security/>
- <https://www.drishtias.com/daily-updates/daily-news-editorials/india-s-cybersecurity-challenge-threats-and-strategies>
- <https://www.dsci.in/resource/content/india-cyber-threat-report-2025>
- <https://www.eimt.edu.eu/25-major-cyber-attacks-in-india-threats-and-strategies>
- <https://www.coursera.org/in/articles/types-of-cyber-attacks>
- <https://eventussecurty.com/cybersecurity/india/cyber-attacks/>
- [www.heimdalsecurity.com](http://www.heimdalsecurity.com)

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE - 641029**

**THE MODALITIES FOR THE CONDUCT OF 100% CIA  
EXAMINATIONS**

**PREAMBLE**

As per the recommendations of the Curriculum Development Cell in its meeting held on 27.08.2021, and decision taken in the General Board of Studies meeting held on 16.03.2022, the courses Cyber Security and Information Security were introduced in the III semester for all the UG programmes and in the even semester for the PG programme respectively for the students admitted from the academic year 2022-2023 and onwards. Also, it was unanimously decided to conduct 100 % CIA examinations (No End of Semester Examinations) for these courses. The name of the Courses Cyber Security and Information Security are renamed as Basics of Cyber Security and Fundamentals of Information Security as per the decision taken in the General Board of Studies meeting held on 26.03.2026 for the students to be admitted from the academic year 2026-2027 & onwards. As per the recommendations of the Curriculum Development Cell in its meeting held on 07.03.2022, it was approved in the BOS meeting held on 19.03.2022 to conduct 100% CIA Examinations for the Extra Departmental Courses offered in the UG and PG Programmes for the students admitted from the academic year 2022-2023 and onwards. The cited decisions had been approved by the Academic council in its meeting held on 18.04.2022. As per the recommendations of the Curriculum Development Cell in its meeting held on 27.02.2024, and decision taken in the General Board of Studies meeting held on 02.05.2024, the course Basics of IPR was introduced in the VI semester for all the UG programmes for the students admitted from the academic year 2024-2025 and onwards and decided to conduct 100 % CIA examinations (NO End of Semester Examinations) for the course.

Hence, the modalities is recommended for the following:

- (i) Conduct of I & II CIA Examinations
- (ii) Question Paper Pattern
- (iii) CIA Examination Mark Breakup
- (iv) Attendance Calculation

#### CONDUCT OF I & II CIA EXAMINATIONS

1. The CIA Examinations I & II for the above said courses must be conducted along with the other courses under centralized system.
2. The students must appear I & II CIA Examinations compulsorily, since End of Semester Examinations will NOT be conducted for the above said courses.
3. If any of the student (s) could not appear for CIA Examinations for the above said courses, with reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures.

#### 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

**CIA EXAMINATION MARK BREAKUP**

The CIA Examination mark breakup for the courses **Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR** is given below:

S.No.	Distribution Component	Marks
1	CIA I – 75 Marks Converted to 30	30
2	CIA II – 75 Marks Converted to 30	30
3	Seminar/Objective Capacity Testing	10
4	Seminar/Objective Capacity Testing	10
5	Attendance	05
6	Any Case Study related to Cyber Security (as a Group)	15
	<b>Total</b>	<b>100</b>

The CIA Examination mark breakup for the **Extra Departmental Courses** offered for UG/PG Programmes is given below:

S.No.	Distribution Component	Marks
1	CIA I – 75 Marks Converted to 40	40
2	CIA II – 75 Marks Converted to 40	40
3	Seminar/Objective Capacity Testing	05
4	Seminar/Objective Capacity Testing	05
5	Attendance	05
6	Others (Group Discussion, Flipped Class room, etc.,)	05
	<b>Total</b>	<b>100</b>

**ATTENDANCE CALCULATION**

1. Separate attendance register must be maintained for Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR in the Department and the final consolidated Attendance must be submitted to the COE along with the assessment Marks.
2. The attendance must be calculated by using the following formula:  
$$\text{Attendance percentage} = \frac{\text{Number of Classes attended}}{\text{Number of Classes conducted}} \times 100$$
3. The students should be allowed to write the CIA examinations as per the existing norms related to attendance. The staff in charge of the respective courses have the responsibility to calculate the attendance percentage and submit the same to the Coordinator of the CIA Examination Committee during the I CIA and II CIA Examinations.
4. If the staff in charge finds that students have not put up enough attendance during the I CIA Examinations, he/she shall counsel the student(s) appropriately so that at the end of the course they have sufficient Attendance.



  
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**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE - 641029**

**MODALITIES FOR THE CONDUCT OF OPEN BOOK EXAMINATION  
SYSTEM FOR THE COURSES BASICS OF CYBER SECURITY AND  
FUNDAMENTALS OF INFORMATION SECURITY FOR ALL UG AND  
PG PROGRAMMES RESPECTIVELY**

**PREAMBLE**

The Curriculum Development Cell (CDC) meeting was convened on 16.10.2025 and recommended to implement an open book examination system for the courses, Basics of Cyber Security and Fundamentals Information Security for all UG and PG programmes to improvise conceptual understanding skills, promote deep learning, enhance assessment quality and strengthen comprehensive skills, for the students to be admitted from the academic year 2026-2027 and onwards.

**1. Purpose**

To provide guidelines for conducting open book examinations that encourage critical thinking, application of knowledge, and analytical skills.

**2. Scope**

Applicable to Basics of Cyber Security and Fundamentals of Information Security courses for the undergraduate and postgraduate programmes respectively.

**3. Examination Guidelines**

**Question Paper Design**

- ❖ Questions should be Focused on higher-order thinking (analysis & evaluation)
- ❖ Avoid direct recall questions

**Communication to Students and Staff Members**

- ❖ Inform students in advance about the format, rules, and allowed resources.

- ❖ Provide **sample** questions **to** familiarize them with the OBE **style**.
- ❖ **All the** Staff members should **be** familiar about the prescribed Books **of** the Basics **of** Cyber Security and Fundamentals **of** Information Security.
- ❖ Students **are** permitted **to** carry the prescribed Books (in original or xerox copy) duly signed by the **respective** staff **in** charge **of** courses **to** the examination Hall.
- ❖ Invigilators **of** the **respective** examination halls should permit the students **with** the prescribed book (**in** original or xerox copy) and **not to allow** the students with other than the prescribed Books.



  
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<b>Programme Code:17</b>		<b>Business Administration with Computer Applications</b>		
Skill Based Subject 2 - Common Aptitude Skills (Online)				
Batch 2026 - 2027	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 to 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), Venndiagrams.

#### Unit V (6 Hours)

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

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

**Text Books**

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

**Reference Books**

Ramasamy, E.S.(2025), M.B.A –Entrance Exam, CAT, MAT and IIT etc., Sura College of Competition.

Gupta, R. (2016), Bank PO & Management Trainee, New Delhi & Ramesh publishing house.

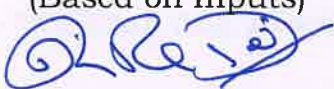
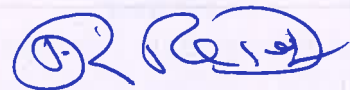
**Web Page Reference Link**

<https://blogmedia.testbook.com/blog/wp-content/uploads/2022/03/best-4000-smart-question-bank-banking-quantitative-aptitude-in-english-next-generation-smartbook-by-testbook-and-s-chand-20df496c.pdf>

**MAPPING**

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

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

Content prepared by (Based on Inputs)  (Dr.S.Punitha Devi) Signature of the Course in-charge	 (Dr.S.Punitha Devi) Signature of the HOD
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**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE - 641029**

**THE MODALITIES FOR THE CONDUCT OF 100% CIA  
EXAMINATIONS**

**PREAMBLE**

As per the recommendations of the Curriculum Development Cell in its meeting held on 27.08.2021, and decision taken in the General Board of Studies meeting held on 16.03.2022, the courses **Cyber Security and Information Security** were introduced in the III semester for all the UG programmes and in the even semester for the PG programme respectively for the students admitted from the academic year 2022-2023 and onwards. Also, it was unanimously decided to conduct 100 % CIA examinations (No End of Semester Examinations) for these courses. The name of the Courses **Cyber Security and Information Security** are renamed as **Basics of Cyber Security and Fundamentals of Information Security** as per the decision taken in the General Board of Studies meeting held on 26.03.2026 for the students to be admitted from the academic year 2026-2027 & onwards. As per the recommendations of the Curriculum Development Cell in its meeting held on 07.03.2022, it was approved in the BOS meeting held on 19.03.2022 to conduct 100% CIA Examinations for the **Extra Departmental Courses** offered in the UG and PG Programmes for the students admitted from the academic year 2022-2023 and onwards. The cited decisions had been approved by the Academic council in its meeting held on 18.04.2022. As per the recommendations of the Curriculum Development Cell in its meeting held on 27.02.2024, and decision taken in the General Board of Studies meeting held on 02.05.2024, the course **Basics of IPR** was introduced in the VI semester for all the UG programmes for the students admitted from the academic year 2024-2025 and onwards and decided to conduct 100 % CIA examinations (NO End of Semester Examinations) for the course.

Hence, the modalities is recommended for the following:

- (i) Conduct of I & II CIA Examinations
- (ii) Question Paper Pattern
- (iii) CIA Examination Mark Breakup
- (iv) Attendance Calculation

#### CONDUCT OF I & II CIA EXAMINATIONS

1. The CIA Examinations I & II for the above said courses must be conducted along with the other courses under centralized system.
2. The students must appear I & II CIA Examinations compulsorily, since **End of Semester Examinations will NOT be conducted** for the above said courses.
3. If any of the student (s) could not appear for CIA Examinations for the above said courses, with reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures.

#### CIA EXAMINATION MARK BREAKUP

The CIA Examination mark breakup for the courses **Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR** is given below:

S.No.	Distribution Component	Marks
1	CIA I – 75 Marks Converted to 30	30
2	CIA II – 75 Marks Converted to 30	30
3	Seminar/Objective Capacity Testing	10
4	Seminar/Objective Capacity Testing	10
5	Attendance	05
6	Any Case Study related to Cyber Security (as a Group)	15
	<b>Total</b>	<b>100</b>

**ATTENDANCE CALCULATION**

1. Separate attendance register must be maintained for Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR in the Department and the final consolidated Attendance must be submitted to the COE along with the assessment Marks.
2. The attendance must be calculated by using the following formula:  
$$\text{Attendance percentage} = \frac{\text{Number of Classes attended}}{\text{Number of Classes conducted}} \times 100$$
3. The students should be allowed to write the CIA examinations as per the existing norms related to attendance. The staff in charge of the respective courses have the responsibility to calculate the attendance percentage and submit the same to the Coordinator of the CIA Examination Committee during the I CIA and II CIA Examinations.
4. If the staff in charge finds that students have not put up enough attendance during the I CIA Examinations, he/she shall counsel the student(s) appropriately so that at the end of the course they have sufficient Attendance.



  
**PRINCIPAL**  
Kongunadu Arts & Science College  
Coimbatore - 641 029

Sub.Code:26UBI6S3

<b>Programme Code:</b>		<b>For B.A., BBA, B.Com, BCA and B.Sc., Degree Students</b>		
Skill Based Subject 3 - Basics of Intellectual Property Right's				
Batch 2026 - 2027	Hours/Week 2	Total Hours 30	Credits 3	Skill Development

**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	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.
	K5	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

**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.

**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.
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.

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE - 641029**

**THE MODALITIES FOR THE CONDUCT OF 100% CIA  
EXAMINATIONS**

**PREAMBLE**

As per the recommendations of the Curriculum Development Cell in its meeting held on 27.08.2021, and decision taken in the General Board of Studies meeting held on 16.03.2022, the courses **Cyber Security and Information Security** were introduced in the III semester for all the UG programmes and in the even semester for the PG programme respectively for the students admitted from the academic year 2022-2023 and onwards. Also, it was unanimously decided to conduct 100 % CIA examinations (No End of Semester Examinations) for these courses. The name of the Courses **Cyber Security and Information Security** are renamed as **Basics of Cyber Security and Fundamentals of Information Security** as per the decision taken in the General Board of Studies meeting held on 26.03.2026 for the students to be admitted from the academic year 2026-2027 & onwards. As per the recommendations of the Curriculum Development Cell in its meeting held on 07.03.2022, it was approved in the BOS meeting held on 19.03.2022 to conduct 100% CIA Examinations for the **Extra Departmental Courses** offered in the UG and PG Programmes for the students admitted from the academic year 2022-2023 and onwards. The cited decisions had been approved by the Academic council in its meeting held on 18.04.2022. As per the recommendations of the Curriculum Development Cell in its meeting held on 27.02.2024, and decision taken in the General Board of Studies meeting held on 02.05.2024, the course **Basics of IPR** was introduced in the VI semester for all the UG programmes for the students admitted from the academic year 2024-2025 and onwards and decided to conduct 100 % CIA examinations (NO End of Semester Examinations) for the course.

Hence, the modalities is recommended for the following:

- (i) Conduct of I & II CIA Examinations
- (ii) Question Paper Pattern
- (iii) CIA Examination Mark Breakup
- (iv) Attendance Calculation

#### CONDUCT OF I & II CIA EXAMINATIONS

1. The CIA Examinations I & II for the above said courses must be conducted along with the other courses under centralized system.
2. The students must appear I & II CIA Examinations compulsorily, since End of Semester Examinations will NOT be conducted for the above said courses.
3. If any of the student (s) could not appear for CIA Examinations for the above said courses, with reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures.

#### 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

Hence, the modalities is recommended for the following:

- (i) Conduct of I & II CIA Examinations
- (ii) Question Paper Pattern
- (iii) CIA Examination Mark Breakup
- (iv) Attendance Calculation

#### CONDUCT OF I & II CIA EXAMINATIONS

1. The CIA Examinations I & II for the above said courses must be conducted along with the other courses under centralized system.
2. The students must appear I & II CIA Examinations compulsorily, since End of Semester Examinations will NOT be conducted for the above said courses.
3. If any of the student (s) could not appear for CIA Examinations for the above said courses, with reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures.

#### 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

## ATTENDANCE CALCULATION

1. Separate attendance register must be maintained for Basics of Cyber Security, Fundamentals of Information Security and Basics of IPR in the Department and the final consolidated Attendance must be submitted to the COE along with the assessment Marks.
2. The attendance must be calculated by using the following formula:  
Attendance percentage = Number of Classes attended / Number of Classes conducted  $\times 100$
3. The students should be allowed to write the CIA examinations as per the existing norms related to attendance. The staff in charge of the respective courses have the responsibility to calculate the attendance percentage and submit the same to the Coordinator of the CIA Examination Committee during the I CIA and II CIA Examinations.
4. If the staff in charge finds that students have not put up enough attendance during the I CIA Examinations, he/she shall counsel the student(s) appropriately so that at the end of the course they have sufficient Attendance.



  
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<b>Programme Code:17</b>	<b>For All UG Students</b>			
EDC – Programming Laboratory - Tally Prime				
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 3	Skill 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)

K3 to 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.

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)

### MAPPING


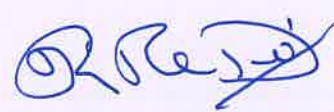
PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO					
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	H	S	S	S	H
<b>CO3</b>	M	S	S	H	M
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	H	S	S	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low

<p>Content prepared by (Based on Inputs)</p>  <p>(Mrs. Gayathri Manchubhashini J) Signature of the Course in-charge</p>	 <p>(Dr. S. Punitha Devi) Signature of the HOD</p>
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**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)  
COIMBATORE - 641029**

**THE MODALITIES FOR THE CONDUCT OF 100% CIA PRACTICAL  
EXAMINATIONS (For EDC Courses)**

**CONDUCT OF 100% CIA PRACTICAL EXAMINATIONS**

1. The Students shall appear for TWO CIA practical examinations which are evaluated as 100% internal examinations.
2. The students must appear TWO CIA practical examinations compulsorily, since End of Semester examinations will NOT be conducted for the above said course.
3. If any of the student(s) could not appear for CIA Examinations, as per reasons mentioned in the College Calendar, re-examination shall be conducted as per the existing procedures and norms.

The CIA Practical Examination mark breakup for the Extra Departmental Courses (EDC) offered for the UG & PG Programme is given below:

S.No.	Component Distribution	Marks
1.	CIA Practical I – 60 marks converted to 30	30
2.	CIA Practical II – 60 marks converted to 30	30
3.	Continuous assessment of practical (Observation to be submitted*) (15 Experiments/Programs x 2 = 30 marks)	30
4.	Record	05
5.	Attendance	05
<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 student 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 Experiment/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 Experiment/Programs will not be awarded any marks whatsoever.



*[Signature]*  
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<b>Programme Code:</b>	For B.A., BBA, B.Com, BCA and B.Sc., Degree Students		
<b>PART IV-ENVIRONMENTAL STUDIES</b>			
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 2

### COURSE OBJECTIVES

- To provide a fundamental understanding of natural resources, environmental ethics, and the impact of modern practical conservation and sustainability.
- To inculcate knowledge and create awareness about concepts, components and function of ecosystems
- To appraise on the importance of biodiversity, its values, threats, indigenous and Traditional knowledge systems, conservation strategies, and modern identification tools, and cultivate conscious responsibility and awareness for biodiversity conservation and sustainability.
- To understand the environment threats and pollution, its impacts and mitigation strategies
- To develop an understanding of disasters (natural and man-made) and its preparedness

### COURSE OUTCOMES

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

K1 ↑ ↓ K5	CO1	Formulate genetic resource conservation strategies and assess India's SDG performance through AI/ML tools.
	CO2	Evaluate and predict the impact of humans on web of life, global economy and quality
	CO3	Think critically and develop strategies for biodiversity conservation, sustenance and environmental equity through eco conscious approach
	CO4	Demonstrate values and have compassion towards complex environmental issues and take part in mitigating current environment challenges through sustainable solutions
	CO5	Apply basic safety and preparedness measures in disaster situations in society, household and workplace

### **UNIT I MULTIDISCIPLINARY NATURE OF ENVIRONMENT AND ITS SOCIAL ETHICS AND VALUES (6 HOURS)**

Introduction to environment; Historical Development of Human-environment interaction; Industrial revolution, Economic development and its impact on the environment; **Overview of resources:** Definition, Classification of natural resources – biotic and abiotic, renewable and non-renewable. **Renewable Resources:** Water Resources- Rainwater Harvesting, Reservoirs managements, AI & ML tools for water resource management. Sustainable Development goals -Agriculture and Environment. Revisiting traditional agricultural practices- Biodynamic Farming, Physical and Biological soil factors. **Non-renewable Resources-** fossil fuel, nuclear fuel, Energy Resources: Conventional and non-conventional Resources- solar, wind, clean energy- hydrogen, Biomass energy- coir pith, charcoal; Use of exotic/invasive weed biomass for alternative energy/economy. Eg: *Lantana camara*, *Eichhornia Sp*, Genetic Resources and conservation, strategies.

Sub.Code:26EVS101

**\*Activity:**(i) Analyze your department and its practices towards compliance to SDG's. List out the compliances towards SDG's with justification.

(ii) Examine your campus' current resource conservation strategies and provide recommendations to improve its sustainability and resource efficiency.

\* Students can take up any one of the above.

## UNIT II ECOSYSTEMS

(6 HOURS)

**Ecosystem-** Definition, Components (producers, consumers and decomposers) and functions- Energy flow, Food chains and its types, food web, Disturbances to food chain and food web due to anthropogenic intrusions Eg: Diclofenac Case, Ecological pyramids: types and importance of ecological pyramids, **Types of Ecosystems:** Natural ecosystem- Aquatic Ecosystem (Pond, River, Marine and Estuarine), Terrestrial Ecosystem (Forest, Grassland and Desert). Artificial Ecosystem (Crop land).

**Activity:**Develop a working model for an ecosystem through building a Terrarium or Suseum.

## UNIT III BIODIVERSITY

(6 HOURS)

**Concept of Biodiversity:** Definition, Types-Genetic, Species and Ecosystem diversity. Indigenous Knowledge Systems on Biodiversity – Traditional knowledge and legal framework for bioprospecting and Biomimicry. Biodiversity- Values, uses and threats, sustainable use of bioresources for value additions, Conservation strategies of Biodiversity- *In-situ* - National Parks, Wildlife Sanctuaries, Community Reserve and Conservation Reserves, *Ex-situ* – Zoological Park, Aquarium, Botanical garden.\***Case Study**-NilgiriTahr Conservation Project.

**Activity:(i)**Applications for plant and animal identification by software-*iNaturalist* and Merlin Bird ID. (ii) Field observation and documentation of the campus biodiversity.

## UNIT IV ENVIRONMENTAL THREATS AND POLLUTION

(6 HOURS)

**Introduction and Classification of Pollution-** physical, chemical and biological; major types of pollution- air, water, soil/land, noise, thermal, radioactive, solid waste, electronic waste (e-waste), plastic, biomedical waste.**Assessment and Monitoring:** Pollution impact assessment/health risk assessment & monitoring techniques, Biological indicators of pollution – Dissolved Oxygen (DO), Biological Oxygen Demand (BOD) and Chemical Oxygen Demand (COD). Impact of pollution and incidence of Life style disorders like Diabetes, Cardio Vascular Disease, Cancer, PCOS etc.**Waste Management** – concept of 3R (Reduce, Recycle and Reuse) and sustainability.\***Case studies:**DyeIndustrial pollution from tanneries, paper and pulp industrial effluents inNoyyal and Cauvery rivers.

**Activity:** Prepare an Audit report for:

(i) Water usage in your department/house

(ii) Magnitude of solid waste generation and its management at your department/house.

## UNIT V: DISASTER MANAGEMENT AND PREPAREDNESS

(6 HOURS)

Definition and Classification of Disaster (Natural and Man-made disasters). **Natural Disaster:** Earthquakes, Landslides, Tsunami, Floods, Volcanic eruptions, Cyclones.Wayand- landslides, Joshimath- The sinking Village, Forest fires: causes, spread, control measures. **Man-made Disasters:** Industrial and chemical accidents (Bhopal disaster, oil spills), Nuclear hazards (Chernobyl and Fukushima).Kasargod-Impact of Endosulfan spraying on cashew farms.**Preparedness and safety measures:** Early warning system, response, recovery, mitigation, vulnerability, risk, resilience and

capacity building. **Forecasting methods:** Conventional – cloud formation & wind, wave patterns, behaviours of animals & plants, Modern methods–remote sensing, drone and AI tools for impact assessment. **\*Case studies:** Chennai flood 2015, causes and control measures.

**Activity:** Prepare (i) Personal/Class emergency plan

(ii) Risk identification checklist like loose heavy furniture, poor wiring, blocked exits

(iii) A document using Mobile technology to map local resources or identify safer locations.

**Field Study:** Visit to eco parks'/conservation sites and report.

\* Case studies are not for examination purposes.

### **Text book**

1. Workbook on Environmental Science (2026), published by Kongunadu Arts and Science College, Coimbatore-641029.

### **Reference Books:**

1. Fundamentals of Ecology, Odum E.P, Odum H.T & Andrews- Saunders publications
2. Ecology, Environmental science and Conservation. Singh J.S & Gupta SR, S Chand Publishing (2017).
3. This Fissured Land: An Ecological History of India; Gadgil M & Guha R (1993), University of California Press, 1<sup>st</sup> Edition.
4. Environment (8<sup>th</sup> Ed.) by Raven PH, Gift, Bary LR, Hassenzahl DM, 2015, Wiley publishing house.
5. R. S. Ambasht, A Text Book of Plant Ecology, Students Friends & Company, 1990 - Plant ecology - 373 pages
6. A.Ravikrishnan (2019), Environmental Science and Engineering (Forth Edition) by Sri Krishna Hitech Publishing Company Pvt.Ltd, Velappanchavadi, Chennai.
7. Yadav, P. (2021). Applied and Economic Zoology. Kedar Nath Ram Nath
8. Krishnamurthy, K. V. (2023). An advanced textbook on biodiversity: Principles and practice. Oxford and IBH Publishing.
9. Anonymous (2003) Professional's The Wildlife (Protection) Act, 1972. Professional Book Publications.
10. National Disaster Management Guidelines - National Disaster Management Information and Communication System (NDMICS) (2011). A publication of the National Disaster Management Authority, Government of India. ISBN: 978-93-80440-12-5, February 2012, New Delhi.
11. Disaster Risk Management Systems Analysis: A Guide Book, Food and Agriculture Organization of the United Nations, Rome (2008). ISBN 978-92-5106056-8.

**Web Reference Sources**

1. <https://egyankosh.ac.in/bitstream/123456789/77368/1/Unit-4.pdf>
  2. <https://agritech.tnau.ac.in/pdf/sustainableagriculture.pdf>
  3. [https://www.dev-practitioners.eu/media/key\\_documents/SDGs\\_Booklet\\_Web\\_En.pdf](https://www.dev-practitioners.eu/media/key_documents/SDGs_Booklet_Web_En.pdf)
  4. <https://www.pmfias.com/environment-ecosystem-components-ecosystem/>
  5. <https://www.ugc.gov.in/oldpdf/modelcurriculum/Chapter3.pdf>
  6. [https://mjcollege.kces.in/pdf/download\\_documents/study\\_material\\_env\\_studies/ch3.pdf](https://mjcollege.kces.in/pdf/download_documents/study_material_env_studies/ch3.pdf)
  7. [https://www.deshbandhucollege.ac.in/pdf/resources/1587401626\\_BA\(H\)-Psc-Eco-Eng-BA\(P\)-II-Ecosystem.pdf](https://www.deshbandhucollege.ac.in/pdf/resources/1587401626_BA(H)-Psc-Eco-Eng-BA(P)-II-Ecosystem.pdf)
  8. <http://www.tezu.ernet.in/denvsc/IDC/biodiversity.pdf>
  9. <https://egyankosh.ac.in/bitstream/123456789/86424/1/Unit-11.pdf>
  10. <https://utkaluniversity.ac.in/wp-content/uploads/2022/05/Environmental-Pollution.pdf>
  11. [https://cdn.visionias.in/value\\_added\\_material/d6c24-disaster\\_management.pdf](https://cdn.visionias.in/value_added_material/d6c24-disaster_management.pdf)
  12. [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SCIA4001.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SCIA4001.pdf)
  13. [https://mrcet.com/downloads/MBA/Disaster%20and%20Crisis%20Management\\_Digital%20Notes.pdf](https://mrcet.com/downloads/MBA/Disaster%20and%20Crisis%20Management_Digital%20Notes.pdf)
- 

**QUESTION PAPER PATTERN**

Maximum Marks :50

Duration : 3 Hours

Answer all Questions (5×10=50 Marks)

Essay type, Either or type questions from each unit.

<b>Programme Code:</b>	For B.A., BBA, B.Com, BCA and B.Sc., Degree Students		
<b>VALUE EDUCATION – Moral and Ethics</b>			
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 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 completing the course the students:

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

### Syllabus

#### UNIT I:

**4 Hours**

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

#### UNIT II:

**6 Hours**

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

#### UNIT III:

**4 Hours**

**Warriors of our Nation:** Subhas Chandra Bose – Sardhar Vallabhbai Patel – Udham Singh – V. O. Chidambaram Pillai – Bhagat Singh – Tiruppur Kumaran – DheeranChinnamalai – ThillaiyadiValliammai – VeluNachiyar – Vanchinathan

#### UNIT IV:

**8 Hours**

**Fundamentals of Yoga:** Introduction to Yoga – Benefits of Yoga - Principles of Yoga Practice– Yoga for Health and Well Being – Yoga for Peace – Yoga for Success – Brain Yoga Benefits – The Science of Yoga - Importance of Yoga in Modern Life

#### UNIT V:

**8 Hours**

**Yoga Practices:** Warm-Up Exercises in Yoga : Neck, Shoulder, Wrist, Hip, Knee and Ankle Rotations - Basic Yoga Asanas: Tadasana, Vrikshasana, Bhujangasana, Vajrasana , Shavasana and Ardhasiddhasana–Surya Namaskar - Pranayama - Meditation and Relaxation

**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).

**Web References:**

1. <https://youtu.be/4UXFb7Cs3PU?si=6c50D1IfvxTXdX>
2. <https://youtu.be/zCaq6hbDIQw?si=kNWsrIxQXvOKfacp>
3. [https://youtu.be/\\_2GgRQJ9IbU?si=Xp\\_YEcCSR8mvMEG-](https://youtu.be/_2GgRQJ9IbU?si=Xp_YEcCSR8mvMEG-)
4. <https://youtu.be/ZkyN4Dy4kO0?si=BkctTS1W3jDS886v>
5. [https://youtu.be/TWbiDzi-rQc?si=92crHrzoNq\\_0jrU-](https://youtu.be/TWbiDzi-rQc?si=92crHrzoNq_0jrU-)

**Value Education – Moral & Ethics****Question Paper Pattern**  
**(External only)**

Duration: 3 hours

Total Marks: 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

<b>Programme Code:</b>	For B.A., BBA, B.Com, BCA and B.Sc., Degree Students		
<b>PART IV –NON MAJOR ELECTIVE –I HUMAN RIGHTS</b>			
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 2

**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 ↑ ↓ K5	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.
	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

**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

**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>

**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.

<b>Programme Code:</b>	<b>For B.A., BBA, B.Com, BCA and B.Sc., Degree Students</b>		
<b>Part IV -NON- MAJOR ELECTIVE – II WOMEN’S RIGHTS</b>			
Batch 2026 – 2027	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**

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

### Syllabus

#### Unit I (6 Hours)

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

#### Unit II (6 Hours)

**Socio-Economic Development of Women:** Family welfare measures, role of Women in economic development, representation of Women in media, status of Women land rights, Women Entrepreneurs, National policy for the empowerment of women.

#### Unit III (6 Hours)

**Women’s Rights – Access to Justice:** Crime against Women, domestic violence – physical abuse- verbal abuse – emotional abuse - economic abuse – minorities, dowry-harassment and death, code of conduct for work place, abetment of suicide.

**Unit IV (6 Hours)**

**Women Protective acts:** Protective legislation for Women in the Indian constitution- Anti dowry, SITA, 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.

**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.

ALL UG COURSES		
Title of the paper :HEALTH AND WELLNESS		
Batch 2026 – 2027	Semester IV	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	<p><b>Breaking Bad Habits (Overall Analysis)</b></p> <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	<p><b>Physical Well-being</b></p> <p><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).</p> <p><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.</p> <p><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>	

	<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><u>Suggested Activities (sample):</u></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><u>Suggested Activities(Sample):</u></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>	
<p>6</p>	<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.          Understanding another's perspective.          The fruits of compassion.</p> <p><b>3. Practising Forgiveness</b>          Discuss the concept of forgiveness and its benefits.          Forgiveness: What is it? and What it isn't?          Benefits of forgiveness.          Finding forgiveness practices.</p> <p><b>4. Celebrating Differences</b>          Appreciate the value of individual differences and foster inclusivity.          The World: A Tapestry of Differences (cultures, backgrounds, beliefs, abilities, and appearances).          Finding strength in differences (diverse perspectives and experiences lead to better problem-solving and innovation).          Celebrating differences, not ignoring them (respecting and appreciating the unique qualities).          Activities for celebrating differences (share culture, learn about others, embrace new experiences).</p> <p><b>5. Digital Detox</b>  <b>Introduce the students to:</b>          The concept of a digital detox and its benefits for social well-being.          How to disconnect from devices more often to strengthen real-world connections.</p> <p><b><u>Suggested Activities (sample):</u></b>          (Practicing Gratitude)          Provide worksheets to choose the right ways to express gratitude.          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>	
<p>7.</p>	<p><b>Intellectual Well-being</b>  <b>1. Being a lifelong Learner</b>  <b>Give students an understanding on:</b>          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>Suggested Activities (sample):</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>                  (Mindfulness and Meditation) – Conducting guided meditation every day for 10 minutes and directing the students to record the changes they observe.</p>	
<p>10</p>	<p><b>Situational Awareness (Developing Life skills)</b></p> <p><b>1. Being street smart</b></p> <p><b>Discuss:</b>                  Who are street smarts?                  Why is it important to be street smart?                  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>                  Cyber Security                  Information Literacy                  Digital Privacy                  Fraud Detection</p> <p><b><u>Suggested Activities (sample):</u></b>                  (Street Smart) Inviting professionals to demonstrate the CPR Procedure                  Conducting a quiz on Emergency Numbers</p>	
<p>11</p>	<p><b>Understanding Addiction</b></p> <p><b>Plan this session around:</b>                  Identifying the environmental cues, triggers that lead to picking up this habit.                  Knowing the impact of substance abuse – Adverse health conditions, social isolation, ruined future, hidden financial loss and damaging the family reputation.                  Seeking help to get out of this addiction.</p> <p><b><u>Suggested Activities:</u></b></p>	

	<p>Provide Worksheets to check the students' level of understanding about substance addiction and their impacts.</p> <p>Share case studies with students from real-life.</p> <p>Play/share awareness videos on addiction/de-addiction, experts talk.</p> <p>*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.</p>	
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**Closure:**

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

**Assessments:**

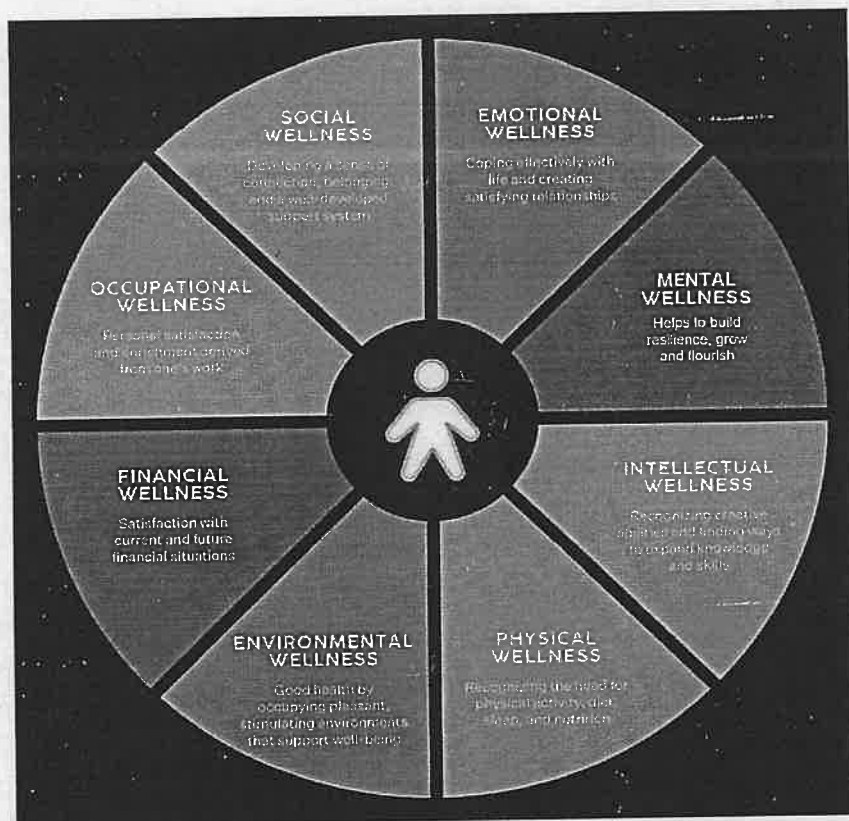
- Use Self-reflective worksheets to assess their understanding.
- Submit the worksheets to internal audit/external audit.
- Every student's activities report should be documented and the same have to be assessed by the Physical Director with the mentor. The evaluation should be for 100 marks. No examination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

**Sub. Code: 26UHW401**

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>

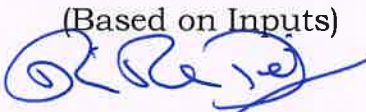

<b>Programme Code:17 For All Students</b>				
JOC - Implementation of GST in Tally Prime - PRACTICALS				
Batch 2026 - 2027	Hours/Week 2	Total Hours 30	Credits 2	Skill Development

### 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

<p>Content prepared by (Based on Inputs)</p>  <p>(Dr.S.Punitha Devi) Signature of the Course in-charge</p>	 <p>(Dr.S.Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17</b>	<b>For All Students</b>			
JOC– Online Share Trading – PRACTICALS				
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 2	Skill Development

### 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

Content prepared by (Based on Inputs)  (Dr.M.Sangeetha) Signature of the Course in-charge	 (Dr.S.Punitha Devi) Signature of the HOD
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Programme Code:17		For All Students		
JOC – Practice Workshop in Foreign Trade Procedures and Documentation				
Batch	Hours/Week	Total Hours	Credits	Skill Development
2026 – 2027	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
  - Invoice
  - Packing List
  - Certificate of Origin
  - Mate Receipt
  - Bill of Lading
  - Shipping Bill/ Airway Bill
  - Export of Goods under claim for Duty drawback
3. Documents Related to payment
  - Letter of Credit
  - Bill of Exchange
  - Bank Certificate of Payments
4. Documents Related to Foreign Exchange
  - Exchange Control Declaration (GR Form)
5. Documents Related to Insurance
  - Marine Insurance Certificate
  - Marine Insurance Declaration
  - Shipment Advice
  - Shipping Order
  - Format of Registration-Membership Certificate
  - Income Tax Return

Content prepared by (Based on Inputs)  (Dr.R.Nithya) Signature of the Course in-charge	 (Dr. S. RUNITA DEVI) Signature of the HOD
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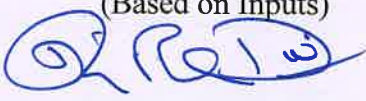

<b>Programme Code:17</b>	<b>For All Students</b>			
JOC – Advanced Excel PRACTICALS				
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 2	Skill Development

### 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

<p>Content prepared by (Based on Inputs)</p>  <p>(Dr.S.Punitha Devi) Signature of the Course in-charge</p>	 <p>(Dr.S.Punitha Devi) Signature of the HOD</p>
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<b>Programme Code:17</b>		<b>For All Students</b>		
JOC- Digital Marketing – PRACTICALS				
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 2	Skill Development

### Course Objectives

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

### 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, instgram and twitter for marketing
7. E-Mail marketing additional
8. Digital marketing final analysis and report

<p>Content prepared by (Based on Inputs)</p>  <p>(Mrs.J.Gayathri Manchubhashini) Signature of the Course in-charge</p>	 <p>(Dr.S.Punitha Devi) Signature of the HOD</p>
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