KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

COIMBATORE – 641 029

DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

CURRICULUM AND SCHEME OF EXAMINATIONS (CBCS)

(2019 - 2020 and onwards)

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Coimbatore – 641029

Vision:

Developing the total personality of every student in a holistic way by adhering to the principles of **Swami Vivekananda** and **Mahatma Gandhi**.

Mission:

- Imparting holistic and man-making education with emphasis on character, culture and value - moral and ethical.
- Designing the curriculum and offering courses that transform its students into value added skilled human resources.
- Constantly updating academic and management practices towards total quality management and promotion of quality in all spheres.
- Extending the best student support services by making them comprehensive and by evolving a curriculum relevant to student community and society at large.
- Taking steps to make education affordable and accessible by extending scholarships to the meritorious and economically disadvantaged students.
- Moulding the teachers in such a way that they become the role models in promoting Higher Education.

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)

PO 1: Provide adequate basic understandings about management education among students.

PO 2: Inculcate entrepreneurial skills and global mindset.

PO 3: Understand finance and other core business content.

PO 4: To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

PO 5: To recognize and solve business problems in an ethical manner.

PO6: Model business professionalism and demonstrate effective written and oral communication skills.

PO 7: Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

PO 8: 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.

CURRICULUM AND SCHEME OF EXAMINATIONS (CBCS)

(APPILCABLE TO STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2019-2020 AND ONWARDS)

Semester	Part	Subject code	Title of the Paper	Instruction Hours/Cycle	Exam. Marks			Durations of Exam (Hours)$	Credit
					CIA	ESE	Total		
I	I	19TML1A1@	Language I-Tamil I / Hindi I/French I / Malayalam I/Sanskrit I	6	25	75	100	3.00	3
	II	19ENG101	English I	6	25	75	100	3.00	3
	III	19UBA101	C.P.1 Principles of Management and Organizational Behavior	5	25	75	100	3.00	4
		19UBA102	C.P.2-Introduction to Information Technology	5	25	75	100	3.00	4
		19UBA1A1	Allied. A 1-Mathematics for Management-I	6	25	75	100	3.00	5
	IV	19EVS101	**Environmental Studies****	2	-	50	50	3.00	2
			Total	**30**			**550**		**21**
II	I	19TML2A2@	Language II-Tamil II / Hindi II/French II / Malayalam II/Sanskrit II	6	25	75	100	3.00	3
	II	19ENG202	English II	6	25	75	100	3.00	3
	III	19UBA203	C.P.3- Principles of Financial Accounting	5	25	75	100	3.00	5
		19UBA 204	C.P.4- Business Communication	2	25	75	100	3.00	3
		19UBA2CL	C.Pr.1-Programming Laboratory(MSOFFICE 2010)	3	40	60	100	3.00	2
		19UBA2A2	Allied A 2-Mathematics for Management – II	6	25	75	100	3.00	5
	IV	19VED201	**Value Education- Moral and Ethics****	2	-	50	50	3.00	2
			Total	**30**			**650**		**23**

III	III	19UBA305	**C.P.5**-Marketing Management	5	25	75	100	3.00	4
		19UBA306	**C.P.6**-Production and Materials Management	5	25	75	100	3.00	4
		19UBA307	**C.P.7**-Financial Management	5	25	75	100	3.00	4
		19UBA3CM	**C.Pr.2**- Programming Laboratory (Tally ERP 9)	6	40	60	100	3.00	3
		19UBA3A3	**Allied B1**-Business Economics	5	25	75	100	3.00	5
	IV	19UBA3S1	**Skill Based Subject 1**-Common Aptitude Skills (Online) - I	2	25	75	100	3.00	3
		19TBT301/ 19TAT301/ 19UHR3N1	**Basic Tamil*/Advanced Tamil**/Non Major elective - 1**Human Rights**	2	-	75	75	3.00	2
			Total	**30**			**675**		**25**
IV	III	19UBA 408	**C.P.8**-Human Resource Management	6	25	75	100	3.00	5
		19UBA409	**C.P.9**-Global Business Management	6	25	75	100	3.00	5
		19UBA410	**C.P.10-** Internet and Web Page Designing	4	25	75	100	3.00	4
		19UBA4CN	**C.Pr.3**-Programming Laboratory(Internet and Web Page Designing	4	40	60	100	3.00	2
		19UBA4AL	**Allied Pr.1**-Functional English for Executives	6	50	50	100	3.00	5
	IV	19UBA4S2	**Skill Based Subject 2**-Common Aptitude Skills (Online) - II	2	25	75	100	3.00	3
		19TBT402/ 19TAT402/ 19UWR4N2	**Basic Tamil*/ Advanced Tamil**/ Non major elective – 2 -** Women's Rights**	2	-	75	75	3.00	2
			Total	**30**			**675**		**26**

V	III	19UBA511	**C.P.11** - Research Methods for Management	6	25	75	100	3.00	4
		19UBA512	**C.P.12**-Cost and Management Accounting	6	25	75	100	3.00	4
		19UBA513	**C.P.13**-RDBMS& ORACLE	5	25	75	100	3.00	4
		19UBA5CO	**C.Pr.4**-Programming Laboratory (RDBMS & ORACLE)	5	40	60	100	3.00	2
		19UBA5E1	**Major Elective Paper I**	6	25	75	100	3.00	5
	IV	-	**EDC**	2	25	75	100	3.00	3
	-	19UBA5IT	**Internship Training******				Grade		
			Total	**30**			**600**		**22**
VI	III	19UBA614	**C.P.14** – Business Law	6	25	75	100	3.00	4
		19UBA615	**C.P.15**- VISUAL BASIC	5	25	75	100	3.00	4
		19UBA6CP	**C.Pr.5**-Programming Laboratory (VISUAL BASIC)	5	40	60	100	3.00	2
		19UBA6E2	**Major Elective Paper II**	6	25	75	100	3.00	5
		19UBA6Z1	Project work & viva-voce***	6	20	80	100	3.00	4
	IV	19UBA6S3	**Skill Based Subject 3** - Management Information System.	2	25	75	100	3.00	3
	V	19NCC/NSS/ YRC/PYE/EC C/RRC/WEC 101#	**EXTENSION ACTIVITIES**	-	50	-	50	-	1
			Total	**30**			**650**		**23**
			Grand Total	**180**			**3800**	**-**	**140**

Note:

CBCS - Choice Based Credit System

CIA   - Continuous Internal Assessment

ESE   - End of Semester Examinations

@ Hindi /Malayalam / French/ Sanskrit – 19HIN/MLM/FRN/SAN101 -202

* No End of Semester Examinations (ESE). 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

**** The students shall undergo an Internship training/field work for a minimum period of 2 weeks at the

end of the <u>fourth</u> semester during summer vacation and submit the report in the <u>fifth</u> semester. The report

will be evaluated for 100 marks along with the internal viva voce by the respective faculty. According to their marks, the grades will be awarded as given below.

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

Major Elective Papers

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

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

Non-Major Elective Papers

1. Human Rights
2. Women's Rights

Extra Departmental Course (EDC):

19UBA5XL – Programming Laboratory - Tally ERP 9

List of Extension Activities:

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

Job Oriented Courses (JOC)

JOC - 1 – 19UBA0JL - Digital Marketing – PRACTICALS

JOC – 2 – 19UBA0JM - Implementation of GST in Tally ERP 9 - PRACTICALS

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

Tally Table:

S.No.	Part	Subject	Marks	Credits
1.	I	Language – Tamil/Hindi/Malayalam/French/Sanskrit	200	6
2.	II	English	200	6
3.	III	Core – Theory/Practical	2000	73
		Allied	400	20
		Electives/Project	300	14
4.	IV	Basic Tamil/Advanced Tamil/Non-major elective	150	4
		Skill Based Subjects	300	9
		EDC	100	3
		Environmental studies	50	2
		Value Education	50	2
5.	V	Extension Activities	50	1
Total			**3800**	**140**

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

> The students are advised to complete a **SWAYAM-MOOC** before the completion of the 5th semester and the course complete certificate should be submitted to the HOD. Two credits will be given to the candidates who have successfully completed.

> A **Field Trip** preferably relevant to the course should be undertaken every year.

Components of Continuous Internal Assessment

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

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

K1-Remember; **K2**-Understanding; **K3**-Apply; **K4**-Analyze; **K5**-Evaluate

1. Theory Examination - Part I, II & III
(i) CIA I & II and ESE: 75 Marks

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	
K2 Q11 to 15	B (Either or pattern)	5 x 5 = 25	Short Answers	75
K3 & K4 Q16 to 20	C (Either or pattern)	5 x 8 = 40	Descriptive / Detailed	

(ii) CIA I & II and ESE: 55 Marks

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	
K2 Q11 to 15	B (Either or pattern)	5 x 3 = 15	Short Answers	55
K3 & K4 Q16 to 20	C (Either or pattern)	5 x 6 = 30	Descriptive / Detailed	

2. Practical Examination:

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

3. Project Viva Voce:

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

Programme Code : 17		Business Administration With Computer Application		
Course Code: 19UBA101		Core Paper 1 - Principles of Management and Organisational Behaviour		
Batch 2019-2020	Semester I	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To familiarize the students with concepts of Principles of Management and Organisational Behaviour.

2. To know the dimensions of the planning, organizing, leading and controlling etc.,

3. To understood the concept of personality, perception, motivation, job satisfaction, morale, group dynamics and leadership etc

Course Outcomes (CO)

K1	CO1	Remembering the fundamentals of Management and Organizational Behaviour.
K2	CO2	Understanding the functions of management and organizational psychology.
K3	CO3	Applying the SWOT of business management and resolving conflicts in organization.
K4	CO4	Evaluating organizational decision with consideration of the political, legal and ethical aspects of business.

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 & Hawthrone 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*.** *Decision Making:* Meaning & Definition - Nature – Process – Types of decisions. *Organizing*: Meaning & Definition - Types of Organization - Organization Design & Structure.

Unit III   **(15 Hours)**

Delegation of Authority: Meaning and definition – Importance – Sources of Authority - Centralization & Decentralization. *Directing*: Meaning and definition – Nature & Purpose of Directing – Principles of Directing. *Controlling*: Meaning and definition - Importance – Stops in Control Process.

Unit IV   **(15 Hours)**

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

Unit V   **(15 Hours)**

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

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

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment

Text Books

1. Jayashankar, J, (2009), Principles of Management, 1ˢᵗ Edition, Chennai & Margham Publication.

2. Aswathappa, K, (2017), Organizational Behavior, 10ᵗʰ Edition, Mumbai & Himalaya Publishing House Private Limited.

Reference books

1. DR. Ramasamy, T. (2017), Principles of Management, Chennai & Himalaya publishing House Pvt Ltd.

2. Prasad, L.M, (2014), Organisational Behaviour, New Delhi & McGraw Hill.

MAPPING

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

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

19UBA102

Programme Code : 17		Business Administration With Computer Application		
Course Code: 19UBA102		Core Paper 2 - Introduction to Information Technology		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	I	5	75	4

Course Objectives

1. To provide the overall view of various concepts of Information Technology.

2.To enable the students for identify the computer systems and applications of computers in various area.

3.To evaluate the data and information and flow chart of components of computer systems.

Course Outcomes (CO)

K1	CO1	Remembering the basic concept of computer
K2	CO2	Understanding the growth and development of computer.
K3	CO3	Applying the knowledge on Electronic Data Interchange.
K4	CO4	Analyzing the components of computer and uses of network.

Syllabus

Unit I (15 Hours)

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

Unit II (15 Hours)

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

Unit III (15 Hours)

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

Unit IV   **(15 Hours)**

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

Unit V   **(15 Hours)**

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/ Poster Presentation

Text Books

1. Alexis and Mathews Leon, (2008), Introduction to Computers, Chennai & Leon Techworld.

2. Kirubanand, V.B. (2007), Computer applications and Information Technology, Coimbatore, R.K.Publishers.

Reference Books

1. V.Rajaraman,(2013), Introduction to Information Technology, Asoke K.Ghosh, PHI learning private Limited.

2. Richard W Bright Man, (2008), Micro Computers, New Delhi, Galgotia Publication.

MAPPING

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

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

19UBA203

Programme Code : 17		Business Administration With Computer Application		
Course Code: 19UBA203		Core Paper 3 - Principles of Financial Accounting		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	II	5	75	4

Course Objectives

1. To enrich the students' knowledge in fundamentals of accounting.

2. To study about the procedures for the preparation of various books of accounts.

3. To know about applications of accounts in various business organizations.

Course Outcomes (CO)

K1	CO1	Remembering the accounting terms, rules, concepts and conventions.
K2	CO2	Understanding the accounting principles for finding out the profitability position and financial position of the concern.
K3	CO3	Applying the double entry system and single entry system in the organization.
K4	CO4	Analyzing the application of accounts in various fields.

Syllabus

Unit I   **(15 Hours)**

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

Unit II   **(15 Hours)**

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

Unit III   **(15 Hours)**

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

19UBA203

Unit IV (15 Hours)

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

Unit V (15 Hours)

Accounting for Consignment: Including Normal and Abnormal Loss.

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

Note: [Theory 20% and Problems 80%]

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

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Report Analysis/ Work Book

Text Book

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

Reference Books

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

MAPPING

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

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

Programme Code : 17		Business Administration With Computer Application		
Course Code: 19UBA204		Core Paper 4 - Business Communication		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	II	2	30	4

Course Objectives

1. To enhance the Knowledge in Business Communication.

2. To develop the skill of writing business letters.

3. To understand the concepts and principles of business communication

Course Outcomes (CO)

K1	CO1	Recollecting the overall concept of business communication.
K2	CO2	Understanding the uses of communication through letters writing and report writing etc,.
K3	CO3	Applying the skills for preparation of agenda and minutes.
K4	CO4	Analyzing the student's communication skill in the present situation.

Syllabus

Unit I (6 Hours)

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

Unit II (6 Hours)

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

Unit III (6 Hours)

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

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

Unit IV (6 Hours)

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

Unit V (6 Hours)

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

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

Teaching Methods

Powerpoint presentation/Seminar/Quiz/Discussion/Assignment

Text Books

1. Rajendra Pal & J S.Korlahalli, (2014), Essentials of Business Communication, New Delhi, Sultan Chand & Sons.

2. Jan Zimmerman & Deborah NG, (2017),Social Media Marketing, Wiley Publisher.

Reference Books

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

MAPPING

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

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

19UBA2CL

Programme Code : 17		Business Administration With Computer Application		
Course Code: 19UBA2CL		Core Practical 1 - Programming Laboratory (MS OFFICE 2010)		
Batch 2019-2020	Semester II	Hours / Week 3	Total Hours 45	Credits 2

Course Objectives

1. To enhance the knowledge on MS Office.

2. To know about preparation of documents and various statements for the business.

3. To develop students for presentation of information and database management.

Course Outcomes (CO)

K3	CO1	Applying various functions of Ms-Office application software's.
K4	CO2	Analyzing the various features for document preparation.
K5	CO3	Evaluating basic knowledge in creation of various databases.

Syllabus

MS WORD

1. Creating a paragraph and perform the following:

    (i) Font size   (ii)Bold

    (iii) Italics   (iv) Underline

    (v) Line spacing   (vi) Changing the background color& text color

    (vii) Header & Footer   (viii) Alignment.

    (ix) Bullets and numbering   (x) Find and Replace

2. Design the front page of a Newspaper in MS Word.

3. Create a department time table in MS word.

4. Create a job application letter enclosing your Bio-data in MS Word.

5. Demonstrate the concept of OLE by linking an Excel Worksheet into a word document.

6. Send job application to any 5 companies using Mail Merge.

MS EXCEL

7. Create a Work sheet for monthly sales report for 5 companies. Find quarterly and monthly sales of each company.

8. Create a Worksheet line chart showing the sales turnover of 5 different companies over the period of 10 years

9. Create a worksheet for pie chart showing composition of the total cost of a company.

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

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

12. 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

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

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

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

MS ACCESS

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

    i.   Roll number should be primary key

    ii.   Name should not be empty

    iii. Maintain at least 10 records

    iv.   Recall information according to Place and City.

17. 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

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

    i.   Add at least 10 records

    ii.   Sort the names in alphabetical order

    iii. Prepare the rank list

    iv.   Find total and average

19. Create a data entry form using wizard for a stores bin car

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

19BA2CL

Teaching Methods

PowerPoint presentation/Seminar

MAPPING

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

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

19UBA305

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA305		Core Paper 5 – Marketing Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	5	75	4

Course Objectives

1. To endow student with the knowledge of Marketing Management.

2. To understand the buying motives, buying process and Product life cycle.

3. To understood factors influencing pricing decisions and channel selection, and problems.

Course Outcomes (CO)

K1	CO1	Remembering the basic of Marketing Management.
K2	CO2	Understanding t about new product designing and branding.
K3	CO3	Applying the knowledge of physical distribution and types of channel.
K4	CO4	Analyzing the factors influencing the pricing decisions.

Syllabus

Unit I (15 Hours)

Marketing: Meaning and definition – Marketing Management - Marketing Concept – Meaning, Importance – Functions of Marketing – Role of Marketing in Modern Management. **Buyer Behavior*** – Buying Motives – Buying Process**.**

Unit II (15 Hours)

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

Unit III (15 Hours)

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

19UBA305

Unit IV (15 Hours)

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

Unit V (15 Hours)

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

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

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

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text Books

1. Philip Kotler and Kevin Lane Keller,(2017), Marketing Management, 14th Global Edition,

New Delhi, Hall of India Pvt Ltd.

 Reference Books

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

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

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA306		Core Paper 6 – Production and Materials Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	5	75	4

Course Objectives

1. To enhance knowledge on basic principles of production and materials management.

2. To know the functions of Production Management.

3. To understand the effective Management of materials.

Course Outcomes (CO)

K1	CO1	Recollecting basic concepts of production and materials Management
K2	CO2	Understanding various principles and practices involved in production and materials management
K3	CO3	Applying the knowledge's learnt in plant location, plant layout and material handling selection for effective production.
K4	CO4	Analyzing difficulties in setting a plant layout and handling materials by production department.

Syllabus

Unit I   **(15 Hours)**

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

Unit II   **(15 Hours)**

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

Unit III   **(15 Hours)**

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

Unit IV   **(15 Hours)**

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

Unit V   **(15 Hours)**

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text Books

1. Kanna, P,(2010), Industrial Engineering & Management, Dhanpatraj Rai Publication, New Delhi.

2.M.M. Varma, (2012,) Materials Management, Sultan Chand & Sons, New Delhi.

Reference Books

1.Banga and Sharma,(2017),Industrial Engineering & Management. 1st Edition, Hanna Publishers, Delhi.

2. Dr.Sarojkumar,Rajkumarsingh(2016),Production and Materials Management, Thakur Publishers, Chennai.

3.Gopala Krishnana,(2015) Materials Management. 2nd Edition, Prentice Hall India Learning Private Limited,Delhi.

MAPPING

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

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

19UBA307

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA307		Core Paper 7 – Financial Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	5	75	4

Course Objectives

1. To enlighten the student on the Financial Management.

2. To enable the students to develop awareness on the various sources of finance.

3. To understand the importance of finance, types of investment, and techniques used for capital budgeting.

Course Outcomes (CO)

K1	CO1	Remembering the concepts and tools of finance.
K2	CO2	Finding the difference between the long term finance and short term finance, owned capital and debt capital.
K3	CO3	Applying traditional and modern methods used in capital budgeting.
K4	CO4	Analyzing the role of a financial manager in taking financial decisions with the help of various techniques.

Syllabus

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

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

Unit II (Problem & Theory Questions) **(15 Hours)**

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

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

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

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

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

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

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

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

Note: [Theory 60% and Problems 40%]

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

Teaching Methods

Powerpoint Presentation/Group Discussion/Seminar/Quiz

Text Books

1. Shashi K. Gupta and Sharma R.K., (2016), Financial Management, New Delhi & Kalyani Publishers.

2. Khan M.Y and Jain P.K, (2017), Financial Management, Text, Problems and Cases, Tenth Reprint, New Delhi & Tata Mc Graw Hill Education Pvt Ltd.

Reference Books

1. Kulkarni P.V, SatyaPrasad B.G, (2015), Financial Management, Twelfth Edition, Mumbai & Himalaya publishing House.

2. Pandey I.M., (2016), Financial Management, Delhi & Vikas Publication House Ltd.

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA3CM		Core Practical 2 – Programming Laboratory (Tally ERP 9)		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	6	90	3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.

2. To know about the application of accounts in various fields.

3. To match the theoretical background of accounting concepts with practical work.

Course Outcomes (CO)

K3	CO1	Applying the knowledge in main features of Tally ERP.9 software.
K4	CO2	Analyzing the concepts in preparing final accounts.
K5	CO3	Evaluating the accounting information using various tools.

Syllabus

1. Create a company with relevant details and display various ledger accounts. .

2. Create groups and sub-groups.

3. Create various accounting vouchers and display various day book

4. Display a cash book

5. Prepare Subsidiary books

6. Prepare a Trial Balance

7. Prepare simple Final Accounts

8. Prepare Bank Reconciliation Statement (BRS)

9. Create Inventory masters – Stock items, Stock groups, Units of measure and find Stock summary

10. Calculate Payroll Accounting in Tally

11. Computation of ratio analysis

12. Calculate simple Interest

13. Prepare bill wise details

14. Print a cheque.

15. Calculate foreign exchange gain/loss

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA408		Core Paper 8 – Human Resource Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	IV	6	90	5

Course Objectives

1. To expose the students to the human resource management.

2. To know the various functions of human resource management, and process of HRP.

3. To develop the skills on Training, performance appraisal and QWL.

Course Outcomes (CO)

K1	CO1	Recollecting the basic concept of human resource management in organization.
K2	CO2	Understanding the idea about training and development needed to the human resource in the organization.
K3	CO3	Applying the knowledge in different strategies, approaches used in the resolution of conflict.
K4	CO4	Analyzing the key issues related to administering the human elements.

Syllabus

Unit I   **(18 Hours)**

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

Unit II   **(18 Hours)**

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

Unit III   **(18 Hours)**

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

19UBA408

Unit IV   **(18 Hours)**

Wage and Salary Administration: Meaning & definition – Methods of wage payment. Incentive Compensation - Meaning & definition - Kinds of Incentive Compensation Plan. Performance Appraisal – Meaning & definition - Objectives – Methods.

Unit V   **(18 Hours)**

Career Planning & Development: Meaning & definition – Features – Objectives – Importance – Methods - Stages in Career Planning

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

Teaching Methods

Powerpoint presentation/Seminar/Quiz/Discussion/Assignment

Text Books

1.Aswathappa.K, (2013),Human Resources and Personnel Management Text and Cases, New Delhi, Tata MC. Graw-Hill Publishing Ltd.

2.Dr.J.Jayashankar,(2014),Human Resources Management,1st Edition, Chennai, Margham Publications.

Reference Books

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

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA409		Core Paper 9 – Global Business Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	IV	6	90	5

Course Objectives

1. To impart knowledge on Global Business Management.

2. The students should have able to acquire Globalization and MNCs in India.

3. To get the idea about the WTO and export procedures in GBM.

Course Outcomes (CO)

K1	CO1	Remembering the overall concept of Global Business Management.
K2	CO2	Understanding the various documentation procedures in the global trade.
K3	CO3	Applying the knowledge in the process of exports and import trade.
K4	CO4	Analyzing the recent trends and practices prevalent in the global trade.

Syllabus

Unit I (18 Hours)

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

Unit II (18 Hours)

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

Unit III (18 Hours)

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

19UBA409

Unit IV (18 Hours)

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

Unit V (18 Hours)

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text Books

1. Balagopal.M, (2004), Export Management, Mumbai, Tata MC Grawhill.

2. Francis Cherunilam,(2017), Business Environment , Himalaya Publishing House.

Reference Books

1. P.Boominathan,(2013), Global Business Management,Thakur Publications.

2. Aswathapa, (2016), Business Environment, Himalaya Publishers.

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA410		Core Paper 10 – Internet and Web Page Designing		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	IV	4	60	4

Course Objectives

1. To enrich the students' knowledge in Internet & Web Page Designing.

2. To describe the basic knowledge about Network.

3. To understand about the creation of web page effectively.

Course Outcomes (CO)

K1	CO1	Remembering the fundamental knowledge of internet and web designing.
K2	CO2	Understanding the importance of Internet and web designing.
K3	CO3	Implementing the concept using HTML.
K4	CO4	Executing and develop webpage designing skill in real business world.

Syllabus

Unit I (12 Hours)

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

Unit II (12 Hours)

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

Unit III (12 Hours)

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

Unit IV (12 Hours)

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

19UBA410

Unit V **(12 Hours)**

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

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

Teaching Methods

Powerpoint presentation/Seminar/Discussion/Assignment

Text Books

1.Ivan Bayross, (2009), Web Enabled Commercial Application Development using HTML,DHTML,Javascript, BPB Publications.

2. Tanweer Alam, (2013),Web Designing and Development, 1st Edition, Khanna Book Publishing.

Reference Books

1. Bansal, S.K,(2012), Internet and web page designing, APH Publishing Corporation.

2.Maureen Adams & Sherry Bonelli, (1998),Internet Complete, New Delhi,BPB Publications.

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA4CN		Core Practical 3 – Programming Laboratory (INTERNET & WEBPAGE DESIGNING)		
Batch 2019-2020	Semester IV	Hours / Week 4	Total Hours 60	Credits 2

Course Objectives

1. To impart practical knowledge in Internet & Web page designing.

2. To know about the search engines & web browsers.

3. To have a practical knowledge about E-Mail.

Course Outcomes (CO)

K3	CO1	Applying the practical knowledge in using internet.
K4	CO2	Analyzing the HTML coding for designing the web page.
K5	CO3	Evaluating and develop webpage designing skill in real business world

Syllabus

1. Install a modem and Connect Internet in your system.

2. Search a particular topic using Internet search engines.

3. Create a new email id using any available service providers.

4. Create and send an official e-mail with and without attachment.

5. Send a greeting to more than one user at the same time.

6. Online Purchase and Settlement.

7. E-Ticket Reservation (Bus, Railways, Airways, etc).

8. Online Electricity Bill and Insurance Premium Payment.

9. Develop a HTML page to check username and password.

10. Develop a HTML page to add or remove item from list box.

11. Develop a HTML page to link other web page.

12. Develop a HTML page to scroll text from left to right.

13. Develop a HTML to display an advertisement.

14. Develop a static HTML page for college information.

15. Develop a HTML page to input information to create a mail id.

16. Develop a HTML page to conduct auction.

17. Develop a HTML page to input student information.

18. Develop a HTML to display student results for a given roll number.

19. Develop a HTML to display employee payroll statement.

20. Develop a HTML page to display product information for a given product id

Teaching Methods

PowerPoint Presentation /Assignment

MAPPING

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

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

19UBA511

Programme Code: 17		Business Administration With Computer Application		
Course Code: 18UBA511		Core Paper 11 – Research Methods for Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	V	6	90	4

Course Objectives

1. To impart the knowledge on research methods for management.

2. The students are understood about the concept of between survey and observation.

3. To get the idea about the processing and analyzing of data.

Course Outcomes (CO)

K1	CO1	Remembering the overall concept of research.
K2	CO2	Understanding the research problem and techniques involved in good research design.
K3	CO3	Applying the data collection methods & tools..
K4	CO4	Analyzing the various test of hypothesis.

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)**

Data collection: Meaning & definition - Methods of data – Tools **–** questionnaire – interview schedule –measurement & types of scaling – Attitude Measurement- Scaling – technique – Editing , Coding, Tabulation.

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) - Interpretation.

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

Report writing: Steps in writing report – layout of report - Principles of report writing – graphical representation of results.

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text Books

1. C.K. Kothari, (2018), Research Methodology, New Delhi, Wishwa Makasan.

2. Sharma DD, (2006), Marketing Research, New Delhi, Sultan Chand&Sons.

Reference Books

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

2. R. Panneerselvam, (2013), Research Methodology, 11th Edition & Asoke K Ghosh.

MAPPING

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

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

19UBA512

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA512		Core Paper 12 - Cost and Management Accounting		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	V	6	90	4

Course Objectives

1. To impart the knowledge of aspects of Cost and Management Accounting.

2. To motivate the students to find the different types of Cost.

3. To understand the various tools apply in Management Accounting

Course Outcomes (CO)

K1	CO1	Remembering the basics of Cost and Management accounting.
K2	CO2	Understanding the flow of funds in the business.
K3	CO3	Applying the cost and management techniques in real business.
K4	CO4	Analyzing the principles used in process of cost & Management Accounting relevant for managerial decision making.

Syllabus

Unit I (Problems and Theory)   (18 Hours)

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

Unit II (Problems and Theory)   (18 Hours)

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

Unit III (Problems Only)   (18 Hours)

Fund flow statement – Cash flow statement.

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

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

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

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

Note: [Theory 20% and Problems 80%]

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

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

Text book

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

Reference Books

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

2. Shashi K. Gupta and Dr Sharma R. K, (2014), Management Accounting, Thirteenth Revised Edition. New Delhi & Kalyani Publishers.

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 18UBA513		Core Paper 13 - RDBMS & ORACLE		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	V	5	75	4

Course Objectives

1. To develop and manage the relational database design.

2. To state the difference between DBMS & RDBMS.

3. To describe Embedded & dynamic SQL.

Course Outcomes (CO)

K1	CO1	Remembering the basic concepts of database Management system.
K2	CO2	Understanding the database from SQL statement.
K3	CO3	Applying various data models which describe the structure of database
K4	CO4	Analyzing the program through SQL commands.

Syllabus

Unit I   **(15 Hours)**

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

Unit II   **(15 Hours)**

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

Unit III   **(15 Hours)**

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

Unit IV   **(15 Hours)**

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

19UBA513

Unit V	**(15 Hours)**

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

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

Teaching Methods

Powerpoint presentation/Seminar/Discussion/Assignment

Text Books

1. Ivan Bayross, The Complete Reference.

2. Leon, (2014), Oracle 7 Application Development Hand Book, New Delhi.

Reference Books

1.David Loctman, Developing Personal Oracle for Windows 95 Applicable

2.Bay Ross,(2000),Commercial Application Development using Oracle Developer, Chennai,BPB Publications.

3.Ivan Bay Ross, Oracle 7 The complete reference, Chennai, BPB Publications.

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA5CO		Core Practical 4 - Programming Laboratory (RDBMS AND ORACLE)		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	V	5	75	2

Course Objectives

1. To impart practical knowledge about SQL.

2. To create tables using commands in SQL.

3. To teach how the database is used in SQL.

Course Outcomes (CO)

K3	CO1	Applying the various SQL commands in table creation.
K4	CO2	Analyzing about the usage of different data constraints.
K5	CO3	Evaluating the program through SQL commands.

Syllabus

1. Designing a database for student information.

2. Insert records for student database tables.

3. Alter a field size in the student database table.

4. Delete a field in the student database table.

5. Select records with roll number, name, class, and subject with all mark details.

6. Prepare a list of all students who are having arrears.

7. Find the percentage of mark of a student.

8. Find the pass percentage of a student in student database.

9. Prepare semester mark sheet for a given student roll number.

10. Design a database for employee information.

11. Insert records for employee database tables.

12. Select records with employee, id, name, department, designation with all salary details.

13. Prepare a list of employees who getting net pay more than 10000.

14. List all employees with total allowances and total deductions.

15. List all employees with their net pay.

16. Design a database for bank information.

17. Insert records for bank database tables.

18. Create a view for an employee with their deposit information.

19. Write a stored function to find net balance of a customer.

20. Write a PL/SQL procedure to deposit amount to bank database.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA614		Core Paper 14 – Business Law		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	VI	6	90	4

Course Objectives

1. To familiarize the fundamental concepts of Business Law.

2. To provide students with an understanding of provisions relating to law.

3. To know the essential of law of partnership and negotiable Instruments.

Course Outcomes (CO)

K1	CO1	Remembering the overall concept of Business law.
K2	CO2	Understanding the different elements of contract, sale of goods, companies, partnership and negotiable instrument.
K3	CO3	Applying the provision of various laws.
K4	CO4	Analyzing the application of various laws in a business.

Syllabus

Unit I   **(18 Hours)**

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

Unit II   **(18 Hours)**

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

Unit III   **(18 Hours)**

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

Unit IV **(18 Hours)**

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

Unit V **(18 Hours)**

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text Books

1.Kapoor N.D, Business law,(2015), New Delhi, Sultan Chand & Sons.

2.Pillai R.S.N & Bagavathi.B,(2013), Business law, Sultan Chand & Sons.

Reference Books

1.Gulshan S.S & Kapoor G.K.(2018), Business law, NewDelhi, Newage International Pvt Ltd.

2. Tulsian P.C. (2017), Business Law, NewDelhi, Tata MC Graw Hill Pvt Ltd.

MAPPING

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

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

19UBA615

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA615		Core Paper 15 – Visual Basic		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	VI	5	75	4

Course Objectives

1. To introduce the concepts of Visual Basic Programming.

2. To design, create, build & debug VB applications.

3. To explore Visual Basic Integrated Development Environment (IDE).

Course Outcomes (CO)

K1	CO1	Remembering the overall concept of Visual Basic Programming.
K2	CO2	Understanding the various control used in VB Form.
K3	CO3	Applying the procedures and functions to create application software.
K4	CO4	Analyzing the Data Access Objects and generate data reports.

Syllabus

Unit I   **(15 Hours)**

VB Fundamentals: Getting started – The Visual Basic Environment – Customizing a Form – First Step in Programming: The Code Window, Variables, Data types, Constants, Strings, Numbers, Statements in Visual Basic: The Comment and the End Statement

Unit II   **(15 Hours)**

First Steps in Building the User Interface: The Tool Box – Creating Controls – The Name Property – Properties of Command Button – Simple Event Procedures for Command Buttons – Access Keys – Image Controls – Text Boxes – Labels – Navigating between Controls – Message Boxes – The Grid – Picture Box – Rich Text Box.

Unit III   **(15 Hours)**

Controlling program flow – determinate loops – indeterminate loops – making decisions – select case – nested if and then statements – GO TO statement . Built – In Functions: String Functions – Numeric Functions – Date and Time Functions – Financial Functions – **Functions and Procedures ***.

19UBA615

Unit IV (15 Hours)

Organizing Information via Controls: Control Arrays – List and Combo Boxes – Flex Grid Controls – Frames – option buttons – check boxes – scroll bars – timers – Image List control – List View control – progress bar control – slider control – status bar control – Menus –MDI Forms.

Unit V (15 Hours)

Data controls: Data Access Objects (DAO) Accessing and implementing databases –OLE (Object Linking and Embendding) Overview - ADODC (ActiveX data control) – Building Own ActiveX controls.

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

Teaching Methods

Powerpoint presentation/Seminar/Quiz/Discussion/Assignment

Text Books

1.Gary Cornell, (2017),Visual Basic 6 from the Ground Up, Tata McGraw Hill.

2.Mohammed Azam,(2006), Visual basic 6 Programming guide, Newdelhi, Vikash publishing house pvt ltd.

Reference Books

1. Gary Cornell ,(2009),Visual Basic for Windows, Tata McGraw Hill.

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA6CP		Core Practical 5 – Programming Laboratory (VISUAL BASIC)		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	VI	5	75	2

Course Objectives

1. To develop the application software using Visual Basic.

2. To understand the fundamental design concepts of application using VB.

3. To perform financial statements using VB controls

Course Outcomes (CO)

K3	CO1	Applying the integration of back end with front end tool using DAO control.
K4	CO2	Analyzing the significance of Visual Basic Programming for software development.
K5	CO3	Evaluating the various control structures to create application software.

Syllabus

1. Create a program to perform arithmetic calculation

2. Calculate depreciation by using check box control

3. Create final accounts by using menu editor

4. Create a program in visual basic by converting numbers into words by using select case statement

5. Manipulate string functions

6. Design a sample calculator using control arrays

7. Create s single document interface by using rich text box

8. Create a student database by using data control

9. Prepare capital budgeting by using option button

10. Create a program to add items into list box

11. Design a form to display Product Life Cycle using slider control

12. Design the form to display tree view and list of folders and files from a directory of an organization.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

MAPPING

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

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

19UBA6Z1

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA6Z1		Project Work & Viva Voce		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	VI	6	90	4

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)

K3	CO1	Applying the theoretical knowledge in various functional areas.
K4	CO2	Analyzing the data which is related to the objectives of the study.
K5	CO3	Evaluating the results with the help of various tools.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

MAPPING

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

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

SELF ALLIED PAPERS

19UBA3A3

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA3A3		Allied B1 – Business Economics		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	5	75	5

Course Objectives

1. To impart knowledge on Business Economics.

2. To make the students understand basic principles & Concepts used in Business economy.

3. To provide an insight into the impact of business economy.

Course Outcomes (CO)

K1	CO1	Remembering the overall concepts of Business Economics.
K2	CO2	Understanding the Law of demand & Production.
K3	CO3	Applying the economic models and their uses.
K4	CO4	Analyzing the price and output determination.

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.

19UBA3A3

Unit IV (15 Hours)

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

Unit V (15 Hours)

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

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

Teaching Methods

Powerpoint presentation/Seminar/Quiz/Discussion/Assignment

Text Books

1.Sankaran.S, (2003), Business Economics, NewDelhi, Margham publications.

Reference Book

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

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

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA4AL		Allied Practical 1 – Functional English for Executives		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	IV	6	90	5

Course Objectives

1.To Enhance the practical knowledge in communication.

2.To develop the reading and writing skill of the students.

3. To familiarize the students with presentations and interpersonal communication skill.

Course Outcomes (CO)

K3	CO1	Applying reading & writing skill on various events / functions.
K4	CO2	Analyzing the current issues pertaining to trade ,commerce and industry or any social issue.
K5	CO3	Evaluating communication skill of the students in a group discussion.

Syllabus

Unit I (20 Hours)

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

Unit II (15 Hours)

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

Unit III (20 Hours)

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

19UBA4AL

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 ,commece and industry or any social issue and present the same to audience . Each group may of 3 or 4 students.)

Unit V   **(20 Hours)**

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

Teaching Methods

Powerpoint presentation/Seminar/Discussion/Assignment

Text Books

1. Ramesh & pattern shetti,(2000), Business communication , Effective English components, New Delhi, R&Chand & co.

Reference Books

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

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

MAPPING

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

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

FUNCTIONAL ENGLISH FOR EXECUTIVES

Internal Assessment: (Maximum: 50 Marks)

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

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

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

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

- The teacher can ask the students to write

- Letters, assuming any business/ administrative context

- Reports on industry visit, seminar/function attended, etc.

- Short essays or write-ups on given topics

- Any other item that the teacher deems fit

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

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

The teacher can

- Ask the students to speak on a given topic

- Assume that they are organizing/attending a function and the students have to play the following roles
    - ✓ Welcoming the gathering
    - ✓ Delivering the presidential address
    - ✓ Proposing the "Master of Ceremony" role
    - ✓ Delivering a special address on a given topic

- Conduct mock interviews for recruitment/mock press meets.

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

Unit IV: Presentation Skill (Maximum: 10 Marks)

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

LCD/OHP/BLACK board can be used by the students (based on availability). Marks can be awarded based on the theme-orientation and clarity of presentation.

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

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

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

External Assessment: (Maximum: 50 Marks)

- The University may appoint external examiners from among the senior most management teachers (not English teachers) of various colleges affiliated to Bharathiar University.

- Bothe the internal and external examiners can jointly set a question paper which will be consisting of the topics for **ANY TWO** of the following events.
  - ✓ GD: 25 Marks
  - ✓ Effective Public Speaking: 25 Marks
  - ✓ Seminar Presentation: 25 Marks

- The performance is to be jointly assessed by both the examiners and the marks are to be awarded.

- This may be treated as a practical examination.

ELECTIVE PAPERS

Programme Code: 17		Business Administration With Computer Application		
Elective Paper – Goods and Services Tax				
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	V	2	30	3

Course Objectives

1.To know about the basic concept of taxation.

2.To know about the important reform undertaken by the Government in the field of indirect taxes.

3.To understood the details and implications of GST on the business.

Course Outcomes (CO)

K1	CO1	Remembering the overall concepts of Taxation.
K2	CO2	Understanding the role of GST on the business.
K3	CO3	Applying the Registration procedures under GST.
K4	CO4	Analyzing Input tax credit under GST Regime.

Syllabus

Unit I   **(6 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   **(6 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   **(6 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 (6 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 (6 Hours)

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

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

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment

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

Reference Books:

1. Datey v.s, (2017), GST, Taxman publications (pvt) ltd, New Delhi.

2. S.S.Gupta, (2017),GST Law and Practice, Taxman Publications Pvt. Ltd, New Delhi

MAPPING

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

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

Programme Code: 17	Business Administration With Computer Application		
Elective Paper – Retail Management			
Batch	Hours / Week	Total Hours	Credits
2019-2020	6	90	5

Course Objectives

1. To enhance the knowledge in retail marketing.

2. To understand marketing management task.

3. To assess the knowledge about the retail property development.

Course Outcomes (CO)

K1	CO1	Remembering the overall concept of Retail Marketing Management.
K2	CO2	Understanding the various theories of consumer behavior
K3	CO3	Applying the knowledge in geographic location decisions.
K4	CO4	Analyzing the movement of international retailing.

Syllabus

Unit I (20 Hours)

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

Unit II (17 Hours)

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

Unit III (18 Hours)

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

Unit IV   **(20 Hours)**

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

Unit V   **(15 Hours)**

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text Books

1.Shewan.M.A, (2008), Retail Management, New Delhi, Prentice Hal of India (P) LTD.

2.Gibson G.Vedamani, (2016) Retail Management, Mumbai, Jaico Publishing House.

Reference Books

1.David Gilbert, (2014), Retail Marketing Management, Chennai, Pearson Education Publishing House.

2.Swepna Pradhan.S (2013), Retail Marketing Management, New Delhi, MC Graw Hill Education India Private Ltd.

MAPPING

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

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

Programme Code: 17	Business Administration With Computer Application		
Elective Paper – Banking and Insurance Law			
Batch	Hours / Week	Total Hours	Credits
2019-2020	6	90	5

Course Objectives

1. To enhance the Knowledge in Banking and Insurance law.

2. To make the students to understand the role banking and insurance sector.

3. To know the concepts of insurable risk.

Course Outcomes (CO)

K1	CO1	Remembering the overall concept of law relating to banking and insurance
K2	CO2	Understanding the functions of bankers.
K3	CO3	Applying the concept of statutory protection for paying and collection banker.
K4	CO4	Analyzing the various principles of insurance and its classification.

Syllabus

Unit I (15 Hours)

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

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

Unit II (20 Hours)

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

Cheque – Material alteration – crossing – endorsement.

Unit III (18 Hours)

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

Unit IV (17 Hours)

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

Unit V (20 Hours)

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

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

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

Text book

1. Gordon, E. and K. Natarajan (2014), Banking Theory, Law and Practice, Chennai, Himalaya Publishing House.

2. Bodla, B.S., M.C.Garg and K.P.Singh (2011), Insurance Fundamentals, New Delhi, Deepa and Deepa Publications Private Limited

Reference books

1. Jagroop Singh and Sarita (2012), Banking and Insurance Law, New Delhi, Sultan Sons and Company Limited.

2. Sharma and Shash K Gupta (2013), Banking Theory, Law and Practice, New Delhi, Deepa and Deepa Publications Private Limited.

MAPPING

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

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

Programme Code: 17	Business Administration With Computer Application
Elective Paper – Logistical Management	

Batch	Hours / Week	Total Hours	Credits
2019-2020	6	90	5

Course Objectives

1. To Enhance the Knowledge in Product Strategy and Management.

2. To understand the concept of market plan.

3. To know about target market, market segmentation, profitability analysis and pricing decision.

Course Outcomes (CO)

K1	CO1	Remembering the overall concepts of logistic.
K2	CO2	Understanding the concept of transportation & warehousing.
K3	CO3	Applying knowledge in logistic information system.
K4	CO4	Analyzing future management of logistic.

Syllabus

Unit I (20 Hours)

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

Unit II (15 Hours)

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

Unit III (20 Hours)

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

Unit IV   **(20 Hours)**

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

Unit V   **(15 Hours)**

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text book

1. Vinod V. Sople, (2012), Logistics Management, Kindle Edition, Pearson Publisher.

2. K.K. Khanna, (2015), Physical Distribution - Himalaya Publishing House Pvt. Ltd.

Reference Book

1. Bowersox J. Donald,(1996) Logistical management. McGraw-Hill Higher Education.

2.Kapoor, (2003), Basics of Distribution Management, Prentice Hall India Learning Private Limited Publisher.

MAPPING

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

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

Programme Code: 17	Business Administration With Computer Application		
Elective Paper – Customer Relationship Management			
Batch	Hours / Week	Total Hours	Credits
2019-2020	6	90	5

Course Objectives

1. To Enhance the Knowledge in Customer Relationship Management.

2. To understand the concept of customer life cycle.

3. To know about Sales Force Automation.

Course Outcomes (CO)

K1	CO1	Remembering the overall concepts of CRM.
K2	CO2	Understanding the concept of relationship marketing.
K3	CO3	Applying knowledge in Vendor selection.
K4	CO4	Analyzing the customer relationship technologies.

Syllabus

Unit I   **(18 Hours)**

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

Unit II   **(18 Hours)**

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

Unit III   **(18 Hours)**

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

Unit IV   **(18 Hours)**

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

Unit V (18 Hours)

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

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

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment

Text book

1.S. Shajahan, (1997), Relationship Marketing, McGraw Hill.

2.Paul Green Berg, (2002), CRM, Tata McGraw Hill.

Reference Book

1.Philip Kotler(2005), Marketing Management, Prentice Hall.

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

MAPPING

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

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

Programme Code: 17	Business Administration With Computer Application
Elective Paper – Consumer Affairs	

Batch	Hours / Week	Total Hours	Credits
2019-2020	06	90	5

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer
2. To make the students to understand the social framework of consumer rights and legal framework of protecting consumer rights.
3. To provide an understanding of the procedure for redressal of consumer complaints

Course Outcomes (COs)

K1	CO1	Remember the conceptual framework on consumer and markets.
K2	CO2	Understand the important provisions of the consumer protection act
K3	CO3	Apply grievance redressal mechanism and leading case studies
K4	CO 4	Analyse the business firms' interface with consumers and the consumer related regulatory and business environment

Syllabus

Unit I CONCEPTUAL FRAMEWORK

Consumer and Markets: Concept of Consumer- Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets-E-Commerce with reference to Indian Market- Concept of Price in Retail and Wholesale- Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws- Legal Metrology.

Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances -complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

Unit II   THE CONSUMER PROTECTION LAW IN INDIA

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

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

Unit III GRIEVANCE REDRESSAL MECHANISM UNDER THE INDIAN CONSUMER PROTECTION LAW

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

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

Unit IV ROLE OF INDUSTRY REGULATORS IN CONSUMER PROTECTION

i. Banking: RBI and Banking Ombudsman

ii. Insurance: IRDA and Insurance Ombudsman

iii. Telecommunication: TRAI

iv. Food Products: FSSAI

iv. Electricity Supply: Electricity Regulatory Commission

v. Real Estate Regulatory Authority

Unit V CONTEMPORARY ISSUES IN CONSUMER AFFAIRS

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

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

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

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

Teaching Methods

Powerpoint presentation/ Seminar/Quiz/Discussion/Assignment

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. G.
3. 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
8. Empowering Consumers e-book, www.consumeraffairs.nic.in
9. ebook, www.bis.org
10. The Consumer Protection Act, 1986 and its later versions.

Articles

1. Misra Suresh,(Aug 2017) " Is the Indian Consumer protected? One india one people
2. Raman Mittal, Sonkar Sumit and Parineet Kaur(2016) regulating unfair trade practices : an analysis of the past and present Indian legislative models, Journal of consumer policy.
3. Chakravarthy.S, (2014) MRTP Act metamorphoses into competition Act. CUTS Institute for regulation and competition position paper. Available online at www.cuts-international.org/doc01.doc.
4. Kapoor Sheetal (2013) "Banking and the Consumer" Akademos (ISSN 2231-0584)
5. Bhatt K.N, Misra Suresh and Chadah Sapna(2010). Consumer, Consumerism and Consumer Protection, Abhijeet publications
6. Kapoor Sheetal(2010) "Advertising – An essential part of Consumer's life-Its legal and ethical aspects", Consumer protection and trade practices journal, October 2010.
7. Verma, D.P.S.(2002) Regulating misleading advertisements, legal provisions and institutional framework. Vikalpa.Vol.26.No.2.pp.51-57.

Periodicals

1. Consumer protection judgements (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: International Journal on Consumer law and practice, National Law School of India University, Bengaluru
3. 'Consumer Voice', published by VOICE Society, New Delhi.

Websites

1. www.ncdrc.nic.in
2. www.consumeraffairs.nic.in www.iso.org
3. www.bis.org.in
4. www.consumereducation.in
5. www.consumervoice.in
6. www.fssai.gov.in
7. www.cercindia.org

Mapping

PSO CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S

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

SKILL BASED SUBJECT

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA3S1		Skill Based Subject 1-Common Aptitude Skills (Online) - I		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	2	30	3

Course Objectives

1.To Enhance the practical knowledge in Verbal and Communication Skills

2.To develop the quantitative aptitude skills.

3. To familiarize the students with general awareness.

Course Outcomes (CO)

K3	CO1	Applying the verbal and communication skills in various competitive exams.
K4	CO2	Analyzing the table & interpretation of data.
K5	CO3	Evaluating the skills in various social issues.

Syllabus

Unit I **(6 Hours)**

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

Unit II **(6 Hours)**

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

Unit III **(6 Hours)**

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

Unit IV **(6 Hours)**

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

Unit V **(6 Hours)**

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

Text book

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

Reference books

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

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

MAPPING

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

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

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA4S2		Skill Based Subject 2 -Common Aptitude Skills (Online) - II		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	2	30	3

Course Objectives

1.To Enhance the practical knowledge in English Language Skills.

2.To develop the quantitative aptitude skills.

3. To familiarize the students with Computerl awareness.

Course Outcomes (CO)

K3	CO1	Applying the English Language skills in various competitive exams.
K4	CO2	Analyzing the Quantitative data.
K5	CO3	Evaluating the skills in various National and International Organisations.

Syllabus

Unit I   (6 Hours)

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

Unit II   (6 Hours)

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

Unit III   (6 Hours)

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

Unit IV   (6 Hours)

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

Unit V   (6 Hours)

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

19UBA4S2

Text book

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

Reference books

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

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

MAPPING

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

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

Programme Code: 17	Business Administration With Computer Application			
Course Code: 19UBA6S3	Skill Based Subject 3 – Management Information System			
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	VI	2	30	3

Course Objectives

1.To Enhance the Knowledge in Management Information System

2.To understand the basic idea of Computer Based Information System and MIS Support for the management

3.To develop the skill related to E-Commerce.

Course Outcomes (CO)

K1	CO1	Remembering the concept of Management Information System.
K2	CO2	Understanding the various ethical and social issues in using Information system
K3	CO3	Applying the E-Commerce models.
K4	CO4	Analyzing the information system in various functional areas.

Syllabus

Unit I   **(6 Hours)**

Information System: Meaning and Definition - Features – Needs – Difference between data and information - Types of information system - Advantages and Disadvantages - Strategic uses of information technology.

Unit II   **(6 Hours)**

Specific Functions: Personal Informational System (PIS) – Meaning – Definition – Models - Advantages and disadvantages. Financial Information System (FIS) – Meaning – Definition – Models – Functions. Marketing Informational System (MIS) – Meaning – Definition – Models - Applications.

Unit III   **(6 Hours)**

E-commerce: Meaning and Definition - Applications and business models – Electronic Payment Systme.

Decision support systems: Meaning and Definition – EIS – KMS – Artificial intelligence technologies in business.

19UBA 6S3

Unit IV **(6 Hours)**

Introduction to data communication. Developing business / IT solutions – systems development life cycle.

Unit V **(6 Hours)**

Basic concept of line configuration – **transmission mode*** - Categories on networks – internet works.

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

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

Text book

1.Kenneth C Laudon,(2018),Management Information Systems, New Delhi, Prentice Hall India Learning Private Limited.

2. James A O Brien,(2017),Management Information Systems, 10th Edition. Mumbai: Himalaya Publishers House.

Reference books

1. Kenneth C Laudon, (2017), E-Commerce, 10th Edition, Pearson Education India.

2. Efrem G. Mallach. (2000), Decision Support & Data Warehouse Systems, New Delhi, Tata McGraw Hill Higher Education.

MAPPING

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

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

EXTRA DEPARTMENT COURSE

19UBA5XL

Programme Code: 17		Business Administration With Computer Application		
Course Code: 19UBA5XL		EDC – Programming Laboratory (Tally ERP 9)		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	v	2	30	3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.

2. To know about the application of accounts in various fields.

3. To get benefits and to enrich the knowledge of students in various disciplines.

Course Outcomes (CO)

K3	CO1	Applying the knowledge in main features of Tally ERP.9 software.
K4	CO2	Analyzing the concepts in preparing final accounts.
K5	CO3	Evaluating the accounting information using various tools.

Syllabus

1. Create a company with relevant details and display various ledger accounts.

2. Create groups and sub-groups.

3. Create various accounting vouchers and display various day book

4. Display a cash book

5. Prepare Subsidiary books

6. Prepare a Trial Balance

7. Prepare simple Final Accounts

8. Prepare Bank Reconciliation Statement (BRS)

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment

MAPPING

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

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

NON-MAJOR ELECTIVES

Programme Code: 17		Business Administration With Computer Application		
Course Code 19EVS101		PART IV – ENVIRONMENTAL STUDIES		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	I	2	30	2

Objectives

- To inculcate knowledge and create awareness about ecological and environmental concepts, issues and solutions to environmental problems.

- To shape students into good "eco citizens" thereby catering to global environmental needs.

UNIT - I   MULTIDISCIPLINARY NATURE OF ENVIRONMENT   (6 hours)

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

UNIT -II   ECOSYSTEMS   (6 hours)

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

UNIT -III   BIODIVERSITY AND ITS CONSERVATION   (6hours)

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

UNIT -IV ENVIRONMENTAL POLLUTION   (6 hours)

Definition - Causes, effects and control measures of Air Pollution – Water Pollution – Soil Pollution – Marine Pollution – Noise Pollution – Thermal Pollution – Nuclear Pollution –

Solid Waste Management Causes, effects, control measures of urban and industrial wastes – Role of individual in prevention of pollution – Pollution case studies – domestic waste water, effluent from paper mill and dyeing, cement pollution – Disaster Management – Food, Drought, Earthquake, Tsunami, Cyclone and Landslide.

UNIT -V   SOCIAL ISSUES AND THE ENVIRONMENT   (6 hours)

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

Self Study (Questions may be asked from these topics also)

TEXT BOOK

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

REFERENCE BOOKS

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

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

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

19VED201

Programme Code: 17		Business Administration With Computer Application		
Course Code 19EVS101		PART-IV VALUE EDUCATION : MORAL AND ETHICS		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	II	2	30	2

OBJECTIVES

➢ To impart the value education in every walk of life.

➢ To make them understand the relationship between Moral and Ethics.

➢ To impart the right attitude by practicing self introspection.

➢ To make them realize about their hidden power within them.

➢ To develop a knowledge for the steps of upliftment.

➢ To know about their goal of life.

➢ To make them understand the importance of yoga and meditation.

➢ To realize what is the real peace.

➢ To understand what are the ways to contribute peace to the whole world.

➢ To goad youth to reach excellence and reap success.

UNIT - I   **(6 hours)**

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

UNIT - II   **(6 hours)**

Swami Vivekananda – A Biography.

UNIT - III   **(6 hours)**

The Parliament of Religions – Teachings of Swami Vivekananda.

UNIT - IV   **(6 hours)**

Steps for Human Excellence.

UNIT - V   **(6 hours)**

Yoga & Meditation.

19VED201

TEXT BOOK

1. Value Base Education – Moral and Ethics – Published by Kongunadu Arts and Science College (Autonomous), First Edition, 2015.

REFERENCE BOOK

1. Easy steps to Yoga by Swami Vivekananda, A Divine Life Society Publication, 2000.

Question paper pattern

(External only)

Duration 3 hrs   **Total Marks 50**

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

19UHR3N1

Programme Code: 17	Business Administration With Computer Application
Course Code 19UHR3N1	PART IV -NON MAJOR ELECTIVE –I HUMAN RIGHTS

Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	2	30	2

Objectives

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

UNIT – I

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

UNIT – II

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

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

UNIT – III

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

UNIT – IV

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

UNIT – V

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

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

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

Question Paper Pattern
(External only)

Duration: 3 hrs   Max: 75 marks

Section A   (5x5=25)

Short notes

Either – Or/ Type - Question from each unit

Section B   (5X10=50)

Essay type

Either – Or/ Type - Question from each unit

19UWR4N2

Programme Code: 17		Business Administration With Computer Application		
Course Code 19UWR4N2		**NON MAJOR ELECTIVE-II WOMEN'S RIGHTS**		
Batch	**Semester**	**Hours / Week**	**Total Hours**	**Credits**
2019-2020	IV	2	30	2

OBJECTIVES

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

UNIT 1

Women Studies:

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

UNIT II

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

Womens' 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

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

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.

Book for study : 1. Women's Rights (2019) Published by Kongunadu Arts & Science College, Coimbatore – 641 029

References

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

(External Only)

Duration: 3 hrs   **Max: 75 Marks**

Section A (5 x 5=25)

Short notes

Either – or / type – question from each unit.

Section B (5 x 10=50)

Essay type

Either – or / type – question from each unit.

JOB ORIENTED COURSES (JOC)

Course Code: 19UBA0JL	JOC – 1 – Digital Marketing - PRACTICALS	
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge in digital marketing.

2. To develop a plan for marketing a product of business online.

3. To get practical knowledge in integrate social media tools into a marketing communication strategy.

Syllabus

1. Website Planning and Structure

2. Facebook Marketing for Business

3. Google Adwords and PPC Advertising

4. YouTube and Video Marketing

5. E-mail Marketing for Business

6. Google Plus for Business

7. . Google Analytics and Webmaster Tool

8. Search Engine Optimization (SEO)

Course Code:	JOC – 2 - Implementation of GST in Tally ERP 9 - -	
19UBA0JM	PRACTICALS	
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of GST in Tally ERP 9.

2. To help for preparation of various reports.

3. To get idea about how to implementation of GST suitable for accounting.

Syllabus

1. Create a Company and enable GST features in Tally ERP 9

2. Create necessary ledger accounts

3. Inventory masters – Stock groups, Stock units and Stock items

4. Accounting vouchers

5. Prepare a day book

6. Prepare a Trial Balance

7. Prepare Cash book

8. Prepare GST reports

CARREER ORIENTED PROGRAMME

DEPARTMENT OF BUSINESS ADMISTRATION WITH COMPUTER APPILICATION

CARREER ORIENTED PROGRAMME SPONSERED BY UNIVERSITY GRANTS COMMISSION (UGC) AT THE FIRST DEGREE LEVEL

CERTIFICATE (I YEAR) COURSE IN MARKETING MANAGEMENT

SCHEME OF EXAMINATION

SL NO	SUBJECT CODE	SUBJECTS	LECTURE HOURS	CIA*	ESE*	TOTAL	EXAM HOURS	CREDIT POINTS
1	**18UBA0F1**	**Paper I –** Marketing Principles, Advertising & Consumer Behaviour	60	25	75	100	3	4
2	**18UBA0F2**	**Paper II –** Product Industry: textile/Fashion Marketing	60	25	75	100	3	4
3	**18UBA0F3**	**Paper – III** Services Industry – Hospitality Marketing	60	25	75	100	3	4
4	**18UBA0F4**	**TRAINING**	120			100	-	8
TOTAL			**300**	**75**	**225**	**400**		**20**

*CIA – Continuous Internal Assessment
ESE – End of Semester Examination

19UBA0F1

PAPER – I – MARKETING PRINCIPLES, ADVERTISING & CONSUMER BEHAVIOUR		
Hours / Week	Total Hours	Credits
4	60	4

Course Objectives

1. To enhance the knowledge in marketing.

2. To understand importance of advertising.

3. To assess the knowledge about the consumer behaviour.

Unit – I

Marketing – meaning – significance – classification of markets – Marketing Concepts – Marketing Functions – Functions of Marketing Manager – Market Analysis – Market Segmentation – Marketing Planning – Steps in Planning Competitive Advantages – Nature, Sources Analyzing Competitors, Competitive Strategies – Competitive of differentiation of offering.

Unit – II

Organizing Marketing Programmes: - Models of Market Organizations – Factors influencing choice of organization pattern – Implementing Marketing Programme. Evaluating and Controlling Marketing Performance – Role and Scope of Marketing Control – Relevance of Marketing in India.

Unit – III

Advertising, Meaning – Importance – Objectives – Media – Forms of Media – Press, Newspaper, Trade Journal, Magazines – Outdoor Advertising, Neon signs, Direct Mail Advertising, Cinema and Theatre Programme, Radio and Television Advertising, Exhibition, Trade Fair, Transport Advertising.

Advertising Agencies – Advertising Budget – Advertising appeals – Advertising organizations – Social Effects of Advertising copy – objectives, Essentials, Types-Elements of Copy Writing – Identification Marks – Advertising Layout – Typography Printing Process – Lithography – Printing Plates – Reproduction Paper and Cloth Size of Advertising – Repeat Advertising – Advertising Campaign – Steps in Campaign Planning.

18UBA0F1

Unit – IV

Sales force Management – Importance –Sales force Decision – Sales force Size – Recruitment and Selection – Training – Methods – Motivating Sales – Fixing Sales Territories – Promotional instruments – Personal Selling – Objectives – Salesmanship – Process of personal Selling – Types of Salesman.

Unit – V

Customer Service – Introduction – Service – Relations – Negligence – Poor Service –Customer Types – Customer Handling – Role – Techniques – Validation – Identification – Behavioral Style – Loss of Customer – Good Service – Customer Dealing.

INDUSTRIAL TRAINING / CASE STUDY

19UBA0F2

PAPER – II PRODUCT INDUSTRY : TEXTILES/ FASHION MARKETING		
Hours / Week	Total Hours	Credits
4	60	4

Course Objectives

1. To enhance the knowledge in textiles.

2. To understand various industrial structure and functions.

3. To assess the knowledge about the communication skills.

Unit – I

Textiles / Fashion Industry: Organization Structure, Textile Spinning and Weaving Mills.

Unit – II

Garment Industry – Structure and Functions – Clothing Industry – Boutique – Structure – Textiles and Materials.

Unit – III

Fashion Market: Structure – Designer Wear – Street Fashion.

Unit – IV

Textiles / Fashion Selling: Introduction – Fashion Advertising – Fashion Conference – Fashion Journalism – Window Display – Fashion Shows – Direct Sell Window.

Unit – V

Communication Skills: Defining Communication – Communication Process – Models of Communication – Process – Types of Communication – Tips for Effective Communication Skills.

INDUSTRIAL TRAINING / CASE STUDY

PAPER – III – SERVICE INDUSTRY – HOSPITALITY MARKETING		
Hours / Week	Total Hours	Credits
4	60	4

Course Objectives

1. To enhance the knowledge in textiles.

2. To understand various industrial structure and functions.

3. To assess the knowledge about the communication skills.

Unit – I

Tourism Industry: Basic Concepts in Tourism – Patterns of Tourism – Sectors in Tourism Industry – International, National and Regional Organizations for Tourism.

Unit – II

Customer Service Relating to Hospitality Marketing – Need for Customer Support – Potential Customer and their needs – Creating good Customer Relations – Types of Customers – Methods for Responding to Customers – Customer Handling Techniques.

Unit – III

Travel Selling: Planning Itineraries – Marketing and Selling with Travel Geography – Virtual tours – Travel Formalities – Basic Concepts of Travel Agency Management – Selling Tours – Tour Brouchers – Qualities and Skills Required for Tourism Marketing.

Unit – IV

Hotel Industry: Basic Concepts of Hotel Industry – Types of Hotels – Hotel Organizations – History of Hotel Concepts – Relationship Between Hotel and Hospitality Industry.

Unit – V

Selling Hotel Accommodation: Hotel Structure and functions – Amenities and Competitiveness among Hotels Room Booking and Accounting – Activities of Hotel Marketing Professionals – Qualities and Skills Required for Hotel marketing Professionals.

INDUSTRIAL TRAINING / CASE STUDY

DREPARTMENT OF BUSINESS ADMISTRATION WITH COMPUTER APPILICATION

CARREER ORIENTED PROGRAMME SPONSERED BY UNIVERSITY GRANTS COMMISSION (UGC) AT THE FIRST DEGREE LEVEL.

DIPLOMA(II YEAR) COURSE IN MARKETING MANAGEMENT

SCHEME OF EXAMINATION

SL NO	SUBJECT CODE	SUBJECTS	LECTURE HOURS	CIA*	ESE*	TOTAL	EXAM HOURS	CREDIT POINTS
1	**18UBA0F5**	**Paper I –**International Marketing and Marketing Organisation	60	25	75	100	3	4
2	**18UBA0F6**	**Paper II –** Product Marketing	60	25	75	100	3	4
3	**18UBA0F7**	**Paper – III** Services Marketing	60	25	75	100	3	4
4	**18UBA0F8**	**TRAINING**	120			100	-	8
		TOTAL	**300**	**75**	**225**	**400**		**20**

*CIA – Continuous Internal Assessment

ESE – End of Semester Examination

PAPER – I – INTERNATIONAL MARKETING AND MARKETING ORGANISATION		
Hours / Week	Total Hours	Credits
4	60	4

Course Objectives

1. To enhance the knowledge in exporting.

2. To understand various qualitative methods.

3. To assess the knowledge about the international brand strategy.

Unit – I

Introduction to Exporting – Challenges to Overcome – International Marketing Concepts – Marketing Mix – The Marketing Process – The International Marketing Plan – E-Marketing.

Unit – II

Introduction – Quantitative Analysis – Qualitative Methods – Market Research Study – Market Profitability.

Unit – III

Segmentation in the International market – Targeting Strategies: Concentrated strategy – Differentiated strategy, Product specialization, Market specialization and Full market coverage.

Unit – IV

International Brand strategy – Positioning in the international markets – Strategies of Positioning.

Unit – V

Competitive strategy and International competitiveness – Global Strategy – Strategic audit – Five forces model – SWOT Analysis – Value Chain Analysis.

19UBA0F6

PAPER – II – PRODUCT MARKETING		
Hours / Week	Total Hours	Credits
4	60	4

Course Objectives

1. To enhance the knowledge in exporting.

2. To understand various qualitative methods.

3. To assess the knowledge about the international brand strategy.

Unit – I

Durables / Non durables – Industry structure consumer preference – Pricing and Competitive Advantage.

Unit – II

 Marketing strategy – Advertising options – Nature and Scope.

 Unit – III

 Soaps, Detergents

Unit – IV

 Food and Beverages Marketing.

Unit – V

 Marketing of FMGC – TV – Refrigerators, DVD's, Washing Machines, and Electronic Appliances.

19UBA0F7

PAPER – III – SERVICES MARKETING		
Hours / Week	Total Hours	Credits
4	60	4

Course Objectives

1. To enhance the knowledge in services marketing.

2. To understand various service sectors.

3. To assess the knowledge about the total quality management.

Unit – I The foundation of services Marketing

Introduction – services: the concept – goods and services: a comparative analysis – salient features of marketing services – Services Marketing : the concept – Why marketing of services? – Significance of services marketing – the behavioral profile of users – marketing information systems – emerging key services.

Unit – II Management of services

Concepts of marketing mix – Capacity planning – capacity scheduling – internal marketing.

Unit – III Total quality management

Service quality – measurement of service quality – total quality management – dimensions of total quality management – management of people – management of technologies – controlling quality – effects of total quality management – quality circle.

Unit – IV Bank Marketing

Bank marketing – The Concept – Justification for marketing the banking services – marketing the banking services – The users of banking services – Marketing information systems for banks – Market segmentation – Marketing mix for the banking services – Bank Marketing in the Indian perspective.

Unit – V – Insurance Marketing

Insurance Marketing – The Concept – the Users of insurance services – Behavioural profile of users – Market Segmentation – Marketing Information System – The formulation of marketing mix for insurance Organizations.

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QUESTION PAPER MODEL FOR PRACTICALS

Record	**10**
Algorithm	**15**
Programme	**40**
Output	**10**
Total Marks	**75**
CIA	**25**
Maximum Marks	**100**