

# KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)  
COIMBATORE-641029

**BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**  
Curriculum & Scheme of Examination under CBCS  
APPLICABLE TO STUDENTS ADMITTED FROM THE ACADEMIC YEAR  
2017-2018 onwards.

Semester	Part	Subject code	Title of the Paper	Instruction Hours/Cycle	Exam. Marks			Durations of Exam (Hours)\$	Credit
					CIA	ESE	Total		
I	I	17TML1A1	Language I- Tamil I/Hindi I/French I / Malayalam I/Sanskrit I	6	25	75	100	3.00	3
	II	15ENG101	English I	6	25	75	100	3.00	3
	III	17UBA101	<b>C.P.1 Principles of Management and Organizational Behaviour</b>	5	25	75	100	3.00	4
		15UBA102	<b>C.P.2-Introduction to Information Technology</b>	5	25	75	100	3.00	4
		15UBA1A1	<b>Allied. A 1-Mathematics for Management-I</b>	6	25	75	100	3.00	5
	IV	15EVS101	<b>Environmental Studies**</b>	2	-	50	50	3.00	2
II	I	17TML2A2	Language II-Tamil II/Hindi II/French II/Malayalam II/Sanskrit II	6	25	75	100	3.00	3
	II	15ENG202	English II	6	25	75	100	3.00	3
	III	15UBA203	<b>C.P.3- Principles of Financial Accounting</b>	5	25	75	100	3.00	4
		17 UBA 204	<b>C.P.4- Business Communication</b>	2	25	75	100	3.00	4
		15 UBA2CL	<b>C.Pr.1-Programming Laboratory(PC Software)</b>	3	40	60	100	3.00	2
		15 UBA2A2	<b>Allied A 2-Mathematics for Management – II</b>	6	25	75	100	3.00	5
	IV	15VED201	<b>Value Education- Moral and Ethics**</b>	2	-	50	50	3.00	2

III	III	16UBA305	<b>C.P.5-Marketing Management</b>	5	25	75	100	3.00	4
		15UBA306	<b>C.P.6-Production and Material Management</b>	5	25	75	100	3.00	4
		16UBA307	<b>C.P.7-Financial Management</b>	5	25	75	100	3.00	4
		15UBA3CM	<b>C.Pr.2- Programming Laboratory ( Tally ERP 9)</b>	6	40	60	100	3.00	3
		16UBA3A3	<b>Allied B1-Business Economics</b>	5	25	75	100	3.00	5
	IV	17UBA3S1	<b>Skill Based Subject 1- Common Aptitude Skills (Online)</b>	2	25	75	100	3.00	3
		15TBT301 / 15TAT301 / 15UHR3N1	<b>Basic Tamil**/Advanced Tamil**/Non Major elective**-Human Rights.</b>	2	-	75	75	3.00	2
	IV	15UBA 408	<b>C.P.8-Human Resource Management</b>	6	25	75	100	3.00	5
		17UBA409	<b>C.P.9-Global Business Management</b>	6	25	75	100	3.00	5
		15UBA410	<b>C.P.10- Internet and Web Page Designing</b>	4	25	75	100	3.00	4
		15UBA4CN	<b>C.Pr.3-Programming Laboratory(Internet and Web Page Designing)</b>	4	40	60	100	3.00	2
		15UBA4AL	<b>Allied Pr.1-Functional English for Executives</b>	6	50	50	100	3.00	5
	IV	15UBA4S2	<b>Skill Based Subject2- Marketing of Services</b>	2	25	75	100	3.00	3
		15TBT402 / 15TAT402 / 15UWR4N2	<b>Basic Tamil*/ Advanced Tamil**/ Non major elective**- Women's Rights</b>	2	-	75	75	3.00	2

V	III	17UBA511	<b>C.P.11-Research Methods for Management</b>	6	25	75	100	3.00	4
		16UBA512	<b>C.P.12-Cost and Management Accounting</b>	6	25	75	100	3.00	4
		15UBA513	<b>C.P.13-RDBMS&amp; ORACLE</b>	5	25	75	100	3.00	4
		15UBA5CO	<b>C.Pr.4-Programming Laboratory (RDBMS &amp; ORACLE)</b>	5	40	60	100	3.00	2
		15UBA51T	<b>Institutional Training##</b>	GRADE					
		15UBA 5E1	<b>Elective Paper 1</b>	6	25	75	100	3.00	5
VI	IV	16UBA5S3	<b>Skill Based Subject 3-Goods and Service Tax</b>	2	25	75	100	3.00	3
	III	16UBA 614	<b>C.P.14 – Business Law</b>	6	25	75	100	3.00	4
		16UBA615	<b>C.P.15- VISUAL BASIC</b>	5	25	75	100	3.00	4
		16UBA6CP	<b>C.Pr.5-Programming Laboratory (VISUAL BASIC)</b>	5	40	60	100	3.00	2
		15UBA 6E2	<b>Elective Paper 2</b>	6	25	75	100	3.00	5
		16UBA6S4	<b>Skill Based Subject 4-Management Information System.</b>	2	25	75	100	3.00	3
	IV	15UBA 6Z1	<b>Project work &amp; viva-voce***</b>	6	20	80#	100	3.00	4
	V	\$\$	<b>EXTENSION ACTIVITIES(NSS/NCC/PYE/YRC)*</b>	-	50	-	50	-	1

\$\$ NCC-15NCC101, NSS-15NSS101, YRC-15YRC101, PYE-15PYE101.

@Hindi-15H1N101/202, French-15FRN101/202, Malayalam-15MLM101/202, Sanskrit-15SAN101/202

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

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# Record 60 Marks. Viva Voce-20 Marks.

- The internal and external Examiner shall jointly evaluate the Project Report and conduct the Viva-Voce. # 20 Marks is assigned for Internals and for External-Project Record Carries 60 marks, Viva-voce Carries 20 marks.

**Note:** In core/ allied subjects, no. of papers both theory and practical are included Wherever applicable.

However, the total credits and marks for core/allied subjects remains the same as stated below.

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/Project	2100	77
		Allied	400	20
		Electives	200	10
4.	IV	Basic Tamil/Advanced Tamil(or)Non-Major Elective	150	4
		Skill Based Subject	400	12
		Environmental studies	50	2
		Value Education	50	2
5.	V	Extension Activities	50	1
<b>Total</b>			<b>3800</b>	<b>140</b>

CBCS- choice based credit system. NSS-National service scheme.

Lan- Language.

YRC-Youth Red Cross

SBS- Skill based subject.

ESE-End of semester Examination.

NCC-National based subject.

PYE-Sports.

- 25% CIA is applicable to all subjects under Part I, Part II, Part III, and skill based subjects under Part IV and the proportion of marks for the lab is in the ratio of 40:60(INTERNAL/EXTERNAL).
- There is no CIA for the subjects under part IV except skill based subjects.
- Extension activities like NCC/NSS/ PYE /YRC are conducted after the college hours.
- ##Institutional training for a period of one month (30days) in various industrial establishments is to be completed in fourth semester vacation followed by submission of report in the fifth semester and awarded marks by the respective faculty after conducting the Internal viva-voce.
- Project work\*\*\*, which is compulsory, carries 100 marks. A student should select a topic for project work in the beginning of the sixth semester and should submit the project report (dissertation) at the end of sixth semester. There is a viva-voce for the project work. Internal and External examiner shall jointly evaluate the project report and conduct the viva-voce.

#### Major Electives:

1. Entrepreneurial development and project management.
2. Product and strategy management.
3. Investment and portfolio management.
4. Retail Management.

### 1. Break up Marks for CIA of Theory

CIA Exam	-	15
Assignment	-	5
Attendance	-	5
Total		<u>25</u>

### 2. Components of Practical

Break up marks for CIA of Practical

CIA Practical Exam	-	25
Observation Notebook	-	10
Attendance	-	5
Total		<u>40</u>

### 3. Break up of mark for ESE Practical:

Practical: The question paper pattern should be furnished as given below for each practical syllabus as it is followed by the department concerned.

Experiment	50 marks
Record	10 marks
<b>Total</b>	<b>60 marks</b>

The breakup of marks and question paper pattern prescribed for theory and practical are for the core subjects only. For other subjects like allied, elective and general subjects, if marks changed, the College hand book may be referred and mentioned under each syllabus accordingly.

### 3. Components for Project

CIA / ESE	Particulars	Project Out of 100 Marks (UG)
<b>CIA</b>	Project Review	15
	Regularity	5
	<b>Total Internal Marks</b>	<b>20</b>
<b>*ESE</b>	Project Report Present	60
	Viva Voce	20
	<b>Total External Marks</b>	<b>80</b>
<b>Total Marks (CIA + ESE)</b>		<b>100</b>

\* Project report and Viva voce will be evaluated jointly by both the Project Supervisor (faculty of the Department) and an External Examiner.

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**END SEMESTER EXAMINATIONS QUESTION PAPERS PATTERN**

(For the candidates admitted from the Academic year 2014-15)

Max Marks: 75

**SECTION – A**

10 X 1 = 10 Marks

10 Questions (Choose the best answer: Two Questions from each unit with four choices)

**SECTION – B**

5 X 5 = 25 Marks

5 Questions either / or type (one question from each unit)

**SECTION – C**

5 x 8 = 40 Marks

5 Questions either / or type (one question from each unit)

**C.P.1- PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR**

**Total Hours: 75**

**Credit points: 4**

**Objective:** To impart knowledge on Management Principles

**UNIT-I (15 Hours)**

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

**UNIT-II (15 Hours)**

**Planning-Meaning -Purpose of planning -Steps in Planning -Types of Planning\*-** Organizing - Types of Organization- Organization Design & Structure - Decision Making- Types & Process of decision-making - Span of Control – Line and Staff functions - MBO- features.

**UNIT-III (15 Hours)**

**Delegation of Authority-** Centralization & Decentralization - Staffing - Sources of Recruitment & Selection Process – Directing – Nature & Purpose of Directing – Principles of Directing. Controlling - Meaning & Importance - Control Process - Budgetary and Non-Budgetary Controls.

**ORGANIZATIONAL BEHAVIOUR**

**UNIT-IV (15 Hours)**

Importance, Nature and scope of Organizational Behaviour – Organizational psychology - Individual Differences – Perception – Factors affecting Perception – Personality – Nature, Types and Uses- Motivation – Theories.

**UNIT-V (15 Hours)**

**Job Satisfaction-** Nature – Morale – Relationship between Morale and Productivity- Group Dynamics – work force diversity – Conflicts – Types – Managing Conflicts – Organizational Culture and Climate and Development.

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

**Text Books:**

1. T. Ramasamy – Principles of Management, Himalaya Publishing House, Delhi 2013.
2. S.S.Khanka – Organisational Behaviour – Sultan Chand & Sons – Delhi, 2008.

**Reference books:**

1. L.M.Prasad - Principles & practices of Management – Sultan Chand & Sons – Delhi, 2007.
2. Gupta.C.B - Management Theory & Practice - McGraw Hill- Delhi, 2003
3. L.M.Prasad- Organisational Behaviour - McGraw Hill- Delhi, 2004

**C.P.2 – INTRODUCTION TO INFORMATION TECHNOLOGY**

**Total Hours: 75**

**Credit points: 4**

**Objective:** To impart knowledge on Information Technology

**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- 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.**

**Text Book:**

1. Alexis and Mathews Leon – Introduction to Computers – LeonTechworld, Chennai - 2004
2. V. B. Kirubanand, Computer Applications and Information Technology, R. K. Publishers, Coimbatore.

**REFERENCE BOOKS:**

1. Roger Hunt and John Shelley – Computers and Common sense – PHI, NewDelhi,1997
2. Richard W Bright man – Micro Computers – Galgotia publication, Delhi - 2001
3. Computer network – Andrews,T



**UBA-03  
SEMESTER-II**

**15UBA203**

**C.P. 3 – PRINCIPLES OF FINANCIAL ACCOUNTING**

**Total Hours : 75**

**Credit points:4**

**Objective:** To impart knowledge on Financial Accounting

**UNIT –I (15 Hours)**

**Accounting Concepts and Conventions** - Journal - ledger-Subsidiary Books-  
Cash Book-Petty Cash Book - Types of Accounts

**UNIT-II (15 Hours)**

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

**UNIT-III (15 Hours)**

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

**UNIT-IV (15 Hours)**

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

**UNIT-V (15 Hours)**

**Accounting for Consignment** including Normal and Abnormal Loss – Accounting for Joint Venture.

**[Theory 20% and Problems 80%]**

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

**Text Book:**

Financial Accounting-Reddy T S & Murthy A-Margaham Publishers,Chennai, 2007

**REFERENCE BOOKS:**

Advanced Accountancy-Jain S P & K L Narang-Kalyani Publishers,Ludhiana 2007

**UBA-04  
SEMESTER-II**

**17UBA204**

**C.P.4 - BUSINESS COMMUNICATION**

**Total Hours : 30**

**Credit Points: 4**

**Objective:** To Enhance the Knowledge in Business Communication.

**UNIT-I (6 Hours)**

Introduction to business communication-Essential, 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 a letter business enquiries-Offers and Quotations- Order: Execution of Orders, Cancellation of Orders, Claims- Adjustments and settlement of accounts-Letters of complaints.

**UNIT-III (6 Hours)**

Collection letters –Status enquiry letters-Bank Correspondence-Tenders-Letter to the editor. Correspondence of Company Secretary with shareholders and directors-preparation of Agenda and Minutes.

**UNIT-IV(6 Hours)**

Communication through reports: Essentials- Importance-contents-Reports by individuals-Committees-Application for appointment-Reference and appointment orders.

**UNIT-V (6 Hours)**

Internal Communication: Short speeches-Memo-Circulars-Notice. Communication media - Merits of various devices-Intercom, Telegrams, Telex and telephone-Fax-Internet.

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

**TEXT BOOK:**

1.Veera Karoli,Business Communication,2011

**REFERENCE BOOKS:**

1. Krishna Mohan, Developing Communication Skills, Tata Mc Graw Hill Delhi, Edition 1
2. Rajendra Pal & JS.Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, Edition 8 2003

**UBA-05  
SEMESTER-II**

**15UBA2CL**

**C. Pr. 1 – PROGRAMMING LABORATORY (PC SOFTWARE)**  
**Total Hours :45** **Credit points: 2**

**PRACTICAL LIST**

**MS WORD**

1. Creating a paragraph and perform the following 1.Font size 2.Bold 3. Italics 4. Underline 5. Line spacing 6. Changing the background color& text color 7. Header & Footer 8. Alignment
2. Create a document and perform the following operations: 1. Change the text into 2 columns 2. Check spelling and grammar 3. Bullets and numbering 4. Find and Replace.
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. Create interview letters of 5 persons 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 Si &CI 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 test mark in one sheet, 10 students II test mark in second sheet.
13. Copy the names to third sheet and the maximum marks.

## **MS POWER POINT**

14. Create a PowerPoint presentation for Inaugural function with at least 3 slides
15. Create an Organisation chart with minimum three levels using PowerPoint
16. Create a PowerPoint presentation for advertisement for advertisement campaign with 3 slides
17. Create a PowerPoint presentation to sell your college for a campus interview

## **MS ACCESS**

18. Create a database and maintain the address of your classmates with the following constraints:
  1. Roll number should be primary key
  2. Name should not be empty
  3. Maintain at least 10 records
  4. Recall information according to Place and City.
19. Create an item table with the following design and structure: item no.  
Item name, rate, quantity and Net price
  1. Find the net price of all records
  2. Display only the item no, item name for the net price > 10000
  3. To increase the rate by 10% for all records
  4. Display all the details for item name="nut" & quantity >10
20. Create a table of students mark list with name, subjects total and average
  1. Add at least 10 records
  2. Sort the names in alphabetical order
  3. Prepare the rank list
  4. Find total and average
21. Create a data entry form using wizard for a stores bin card
22. Create a report for payroll database using report wizard
23. Create a mailing list using label wizard

**UBA-06  
SEMESTER-III**

**16UBA305**

**C.P.5- MARKETING MANAGEMENT**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Marketing Management

**UNIT – I (15 Hours)**

Definition of Marketing – 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 – Meaning to Buyer & Supplier – objectives and importance of pricing - Factors Influencing pricing decisions – Kind of pricing – Factors affecting changes in price.

**UNIT – IV (15 Hours)**

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

**UNIT – V (15 Hours)**

Promotion: 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 examination may be taken from the self study portions also.**

**Text Book:**

1.Philip Kotler – Marketing Management. Prentice- Hall Of India Pvt Ltd, New Delhi.2007

**REFERENCE BOOKS:**

1. Rajan Nair – Marketing Management. - Tata McGrawhill Delhi,2002
- 2.Cundiff and Still – Fundamentals of Modern Marketing, Prentice- Hall Of India Pvt Ltd, New Delhi,2004
- 3.Bagavathi and Pillai – Modern Marketing Management. Sultan Chand and Co Ltd, N.D.2004

**C.P.6 - PRODUCTION AND MATERIALS MANAGEMENT**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Production and Materials management

**UNIT – I (15 Hours)**

Production Management – 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 – Importance – Principles – Criteria for Selection of Material Handling Equipment - Classification of Material Handling Equipment – Chart and Diagrams – Time Study – Definition – Motion Study – Principles – Work Measurement.

**UNIT – III (15 Hours)**

Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – **Purchasing – Procedure – Principles** \*-Import Substitution – Vendor Rating – Vendor Development.

**UNIT – IV (15 Hours)**

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

**UNIT – V (15 Hours)**

Quality Control – Types of Inspection – Centralized and Decentralized. TQM: Meaning – Objectives – Elements – Benefits. Bench Marking: Meaning – Objectives- Advantages – ISO: Features – **Advantages – Procedure for Obtaining ISO\***- Six Sigma

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

**TEXT BOOKS:**

1. O.P. Kanna: Industrial Engineering & Management - Dhanpatraj & Co. Delhi, 2000.

**REFERENCE BOOKS:**

1. Banga and Sharma: Production Management. Tata McGrawhill, Delhi, 2002
2. M.M. Varma: Materials Management. Tata McGrawhill, Delhi, 2004.
3. Gopala Krishnana: Materials Management. Tata McGrawhill, Delhi, 2004.

**UBA-08**  
**SEMESTER-III**  
**C.P.7 - FINANCIAL MANAGEMENT**

**16UBA307**

**Total Hours : 75**

**Credit points: 4**

**Objective:** To impart knowledge on Financial Management

**UNIT – I (Theory Only) (15 Hours)**

**Finance** –Concept of Finance – Financial Management - Meaning, Definition and 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 – 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 – 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 and Problems may be in the ratio of 60% and 40% marks.

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

**TEXT BOOK:**

I.M. Pandey – Financial Management – Vikas Publication House Ltd, Delhi, 2002

**REFERENCE BOOKS:**

1.P.V. Kulkarni – Financial Management. Tata McGrawhill, Delhi,2004.

2.Khan and Jain – Financial Management - A Conceptual Approach - Tata McGrawhill, Delhi,2004

**C.Pr.2- PROGRAMMING LABORATORY ( TALLY ERP 9)**

**Total Hours: 90**

**Credit points: 3**

1. Create a company with relevant details.
2. Create groups and sub-groups
3. Create ledgers in single ledger mode and multi ledger mode
4. Enter transactions using accounting vouchers
5. Prepare various day books
6. Prepare a Trial Balance
7. Prepare simple Final Accounts (without adjustment)
8. Prepare final accounts of a concern (with adjustment)
9. Prepare Subsidiary books
10. Prepare Bank Reconciliation Statement (BRS)
11. Create Inventory masters – Stock items, Stock groups, Units of measure and find Stock summary
12. Create a Memo voucher
13. Print a cheque
14. Calculate simple Interest
15. Calculate foreign exchange gain/loss



**UBA-10**  
**SEMESTER-IV** **16UBA408**  
**C.P. 8 - HUMAN RESOURCE MANAGEMENT**

**Total Hours : 90**

**Credit points: 5**

**Objective:** To impart knowledge on Human Resource Management

**UNIT-I (18 Hours)**

Introduction to HRM – 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\***

**UNIT-II (18 Hours)**

Job Analysis – Job Specification – Job Description – Job Evaluation - Recruitment – Selection – Induction and Placement — Wage and Salary Administration- Incentive Compensation- Merits and Demerits of Incentive Compensation- Kinds of Incentive Compensation Plan.

**UNIT-III (18 Hours)**

Concept of HRD – Training- meaning, importance and scope – Types of Training- QWL – Grid training – Survey feedback – Organizational Development – OD Process- OD Intervention – Difference Between Organizational Development and Organizational change.

**UNIT IV(18 Hours)**

Performance Appraisal –Objectives– Methods- Merits and Demerits- Limitations. Potential Appraisal- Career planning and Development – Assessment centers.

**UNIT – V (18 Hours)**

Work Culture-Team Building-E-HRM, E-Recruitment, Green Recruiting, Time Management– HRM on Multinational Corporation- Impact of Globalization in HRM.

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

**TEXT BOOK:**

1. Dr.J.Jayashankar-Human Resources Management,Margham Publications,2014

**REFERENCE BOOKS:**

1. Tripathy . P.C. – Personnel Management and Industrial Relations -Sultan Chand Sons Delhi,2004
2. Chabra, Singh- Personnel Management and Industrial Relations - Dhanpad Rai & Co ,Delhi,1997

**UBA-11**  
**SEMESTER- IV**                      **17UBA409**  
**C.P. 9 - GLOBAL BUSINESS MANAGEMENT**

**Total Hours: 90**

**Credit Points: 5**

**Objective:** To impart knowledge on Global Business Management

**UNIT- I (18 Hours)**

International Environment: External Environment – Macro Environment – Environment Change – Techniques for Environment analysis. The global scenario – political and economic development. **The Indian scenario-economic and competitive environment- demographic and social environment\***.

**UNIT-II (18 Hours)**

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

**UNIT-III (18 Hours)**

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

**UNIT-IV (18 Hours)**

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

**UNIT-V (18Hours)**

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.**

**TEXT BOOK:**

1. Export Management : Balagopal - Tata Mc Grawhill Mumbai, 2004
2. Business Environment : Francis Cherunilam - Himalaya Publishing House, Mumbai, 2003

**REFERENCE BOOKS:**

1. Global Business Management: P.Boominathan - Thakur Publications.2013.
2. Business Environment: Aswathapa - Himalaya Publishers Papers, 2007
- 3.International Marketing: Francis Cherunilam - Himalaya Publishing House Mumbai, 2004

**UBA-12**  
**SEMESTER-IV**  
**C.P. 10 - INTERNET & WEB PAGE DESIGNING**  
**15UBA410**

**Total Hours: 60**

**Credit Points: 4**

**Objective:** To impart knowledge on Internet & Web Page Designing

**UNIT-I (12 Hours)**

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

**UNIT-II (12 Hours)**

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

**UNIT-III (12 Hours)**

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

**UNIT-IV(12 Hours)**

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

**UNIT-V(12 Hours)**

Introduction to DHTML – cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attribute – list attributes – class – external style sheets. Java Script: Introduction – control structures – Simple functions & Programs.

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

**TEXT BOOK:**

1. Web Enabled Commercial Application Development using HTML, DHTML, Java Script, Peri CGI, Ivan Bayross, BPB Publications – 2000.

**REFERENCE BOOK**

Internet Complete, Maureen Adams, Sherry Bonelli, BPB Publications, 1998.

**UBA-13**

**SEMESTER-IV**

**15UBA4CN**

**C.Pr. 3 PROGRAMMING LABORATORY  
(INTERNET AND WEB PAGE DESIGNING)**

**Total Hours: 60**

**Credit Points: 2**

**LIST OF PROGRAMS**

1. Install a modem in your system.
2. Connect Internet using an account in your system.
3. Search a particular topic using Internet search engines.
4. Create a news email id using any available service providers.
5. Send an email to another person's email id.
6. Send an email to more than one user at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using Internet.
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.

The following information is based on database

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

**UBA-14  
SEMESTER V**

**17UBA511**

**C.P.11-RESEARCH METHODS FOR MANAGEMENT**

**Total Hours : 90**

**Credit Points: 4**

**Objective:** To impart knowledge on Research Methods for Management

**UNIT-I (18 Hours)**

Meaning of Research – 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(18 Hours)**

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 111(18 Hours)**

**Data collection – methods –tools** –questionnaire – interview schedule – kind of  
data – measurement & types of scaling – Attitude Measurement- Scaling – technique –  
Editing , Coding, Tabulation.

**UNIT-IV(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(18 Hours)**

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

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

**TEXT BOOK:**

1. C.K. Kothari – Research Methodology, Wishwa Makasan New Delhi 2004
2. Sharma DD – Marketing Research - Sultan Chand&Sons, New Delhi, 2006

**REFERENCE BOOKS**

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

**C.P.12-COST AND MANAGEMENT ACCOUNTING**

**Total Hours : 90**

**Credit Points: 4**

**Objective:** To impart knowledge on Cost and Management Accounting

**UNIT – I (Problems and Theory) (18 Hours)**

Cost accounting: meaning – **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 - Meaning – 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 (18 Hours)**

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

**Theory and problem may be in the ratio of 20:80.**

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

**TEXT BOOK:**

1. Cost and Management Accounting – S. P Jain & K. L Narang, Fourteenth Revised Edition, Kalyani Publishers.

**REFERENCE BOOKS:**

1. Cost Accounting – Dr T. Ramasamy, Gold Books Publishing House, First Edition 2008.
2. Management Accounting – Shashi K. Gupta and Dr R. K Sharma, Thirteenth Revised Edition, Kalyani Publishers.

**UBA-16**  
**SEMESTER- V**  
**C.P.13-RDBMS AND ORACLE**

**15UBA513**

**Total Hours : 75**

**Credit Points: 4**

**Objective:** To impart knowledge on RDBMS and Oracle

**UNIT-I (15 Hours)**

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

**UNIT: II (15 Hours)**

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

**UNIT-III (15 Hours)**

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

**UNIT-IV (15 Hours)**

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

**UNIT-V (15 Hours)**

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

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

**TEXT BOOK:**

1. Oracle 7 The complete Reference – Ivan Bayross
2. Leon, Oracle 7 Application Development Hand Book, Mc Graw Hills, Delhi

**REFERENCE BOOKS:**

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

**C.Pr.4 –PROGRAMMING LABORATORY (RDBMS AND ORACLE)  
LIST OF PROGRAMS**

**Total Hours : 75**

**Credit Points: 2**

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.



**UBA-18  
SEMESTER- VI  
C.P.14 - BUSINESS LAW**

**16UBA614**

**Total Hours: 90**

**Credit Points: 4**

**Objective:** To Enhance the Knowledge in Business Law

**UNIT-1(20 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 (20 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 (15 Hours)**

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

**UNIT-IV (15 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(20 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.**

**TEXT BOOKS**

1. N.D. Kapoor, Elements of Mercantile law, 2002 Sultan Chand & Sumi New Delhi.

**REFERENCE BOOKS**

1. Chandra, Mercantile law, Tata Mc Graw Hill, Delhi.
2. Saravanavel, Mercantile law, Tata Mc Graw Hill, Delhi.

**UBA-19  
SEMESTER- VI  
C.P.15-VISUAL BASIC**

**16UBA615**

**Total Hours: 75**

**Credit Points: 4**

**Objective:** To impart knowledge on Visual Basic

**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: Function Procedures and Sub Procedures\***.

**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 – record set – types of record set – creating, modifying, deleting, finding records – data report – data environment – report designer – connection object – command object – selection of the data report designer – data report controls.

**\* Self-Study And Questions For Examinations May Be Taken From The Self Study Portions Also.**

**Text Books:**

1. Visual Basic 6 from the Ground Up, Gary Cornell, Tata McGraw Hill,2009.
2. Visual basic 6 Programming guide – Mohammed Azam, Vikash publishing house pvt ltd Newdelhi,2006.

**Reference Books:**

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

**C.Pr.5- PROGRAMMING LABORATORY (VISUAL BASIC)**

**LIST OF PROGRAMS**

**Total Hours : 75**

**Credit Points: 2**

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

**UBA-21****SEMESTER – VI****15UBA6Z1****Total Hours : 90****Credit Points: 4**

<b>CIA / ESE</b>	<b>Particulars</b>	<b>Project Out of 100 Marks (UG)</b>
<b>CIA</b>	Project Review	15
	Regularity	5
	<b>Total Internal Marks</b>	<b>20</b>
<b>*ESE</b>	Project Report Present	60
	Viva Voce	20
	<b>Total External Marks</b>	<b>80</b>
<b>Total Marks (CIA + ESE)</b>		<b>100</b>

\* Project report and Viva voce will be evaluated jointly by both the Project Supervisor (faculty of the Department) and an External Examiner.

## **ALLIED PAPERS**

**UBA-22**

**SEMESTER I**

**15UBA1A1**

**Allied.A.1. MATHEMATICS FOR MANAGEMENT – I**

**Total Hours : 90**

**Credit Points: 5**

**Objective:** To impart knowledge on Mathematics for Management – I

**UNIT -I (20 Hours)**

Set Theory - Arithmetic and Geographic Series - Simple and Compound Interest  
- Present values - Discounting of Bills - True Discount - Banker's Gain

**UNIT -II (15 Hours)**

Matrix: Basic Concept - Addition & Multiplication of Matrices – Inverse of a Matrix – Rank of Matrix - Solution of Simultaneous Linear Equation

**UNIT -III (18 Hours)**

Meaning and Scope of statistics - Sources of data – Collection of data – Primary and secondary data – Method of Primary and Secondary data collection – Classification and Tabulation – Presentation of data by diagram – Bar diagram and Pie diagram – Graphical Representation – Frequency distribution.

**UNIT –IV (20 Hours)**

Measures of central tendency – Arithmetic mean, Median, Mode, **Geometric and Harmonic Mean\***, Measures of variations – standard, mean and quartile deviations – simple correlation – scatter diagram – Karl Pearson's co-efficient of correlation – rank correlation – regression lines.

**UNIT –V (17 Hours)**

Analysis of time series: Methods of measuring – trend and seasonal variation – index number – unweighted indices – consumers' price and cost of living indices.

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

**Text Books:**

1. Statistics Methods by Gupta S.P 2003, Sultan Chand & Co New Delhi Business Mathematics by Navaneetham.P M C Grew Hill New Delhi

**REFERENCE BOOK**

- 1.Statistics by R.S.N. Pillai 2003, Sultan Chand & Co New Delhi.

**UBA-23**

**SEMESTER II**

**15UBA2A2**

**Allied.A.2. MATHEMATICS FOR MANAGEMENT – II**

**Total Hours : 90**

**Credit Points: 5**

**Objective:** To impart knowledge on Mathematics for Management – II

**UNIT –I (20 Hours)**

Introduction to Operations Research – Mathematical Formulation of a Problem – Graphical solution Method – General Linear Programming problem – **Canonical and standard forms of LPP\*** - Simplex Method

**UNIT –II (18 Hours)**

Transportation – Assignment Problems Mathematical Formulation of the problem – Finding Initial Basic Feasible Solution – Moving towards Optimal solution Mathematical Formulation of an Assignment Problem – Solving assignment problem using Hungarian method.

**UNIT –III (17 Hours)**

Game theory: Introduction – Two Persons Zero Sum Game – The Maximum – Minimax Principle – Games without saddle points – mixed Strategies – Solution of 2x2 Rectangular Games – Graphical method

**UNIT –IV(20 Hours)**

Replacement problems: Introduction – Replacement of Equipment that deteriorates gradually – Replace of Equipment that fails suddenly Queuing Theory: Introducing – Characteristic of Queuing system – Symbols and Notations – Problems in (M/M/1)

**UNIT –V(15 Hours)**

Network Scheduling by PERT/CPM - Introduction – Network and Basic Components – Critical path methods – PERT – PERT calculations

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

**TEXT BOOK:**

1. Operation Research by P.K.Gupta, Manmohan and Kanti Swarup 2005, Pearson education New Delhi

**UBA-24  
SEMESTER-III**

**16UBA3A3**

**Allied.B.1. BUSINESS ECONOMICS**

**Total Hours : 75**

**Credit Points: 5**

**Objective:** To impart knowledge on Business Economics

**UNIT –I (20 Hours)**

Meaning and definition of Economics-nature and scope of economics-economic models and their uses-objectives of business firm-social responsibilities of business.

**UNIT –II (20 Hours)**

Meaning of demand-determinants of demand-demand schedule-Law of demand-Types-**Elasticity of demand-Types\***-methods of measuring price elasticity of demand.

**UNIT –III (20 Hours)**

Factors of production-production function-Law of production-Law of variable proportions-Laws of returns to scale-Isoquants-**Economies of scale\***-Cost & revenue curves-Breakeven analysis-assumption-advantages-limitations.

**UNIT –IV (15 Hours)**

Market structures-meaning-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\***

**UNIT –V (15 Hours)**

Equilibrium of firm-Oligopoly-features-kinked demand curve-price leadership- Trade Cycles.

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

**TEXT BOOK:**

1. Sankaran . S, “Business Economics “,McGraw Hill- Delhi 2003, Margham publications Chennai.

**REFERENCE BOOK:**

3. Sundaram & Sundaram, “Business Economics”, McGraw Hill-Delhi, 2003
4. Sundaram K.P.M, “Business Economics”, Sultan Chand & Sons-Delhi, 2003



**Allied C.pr.1 – FUNCTIONAL ENGLISH FOR EXECUTIVES**

**Total Hours :90**

**Credit Points: 5**

**Objective:** To Enhance the Practical Knowledge in Communication English.

**UNIT-1 (20 Hours)**

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

**UNIT-II (15 Hours)**

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

**UNIT-III (20 Hours)**

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

**UNIT-IV (15 Hours)**

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

**UNIT-V (20 Hours)**

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

**TEXT BOOK:**

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

**REFERENCE BOOKS:**

1.Essentials of Business communication – Rajendrapal & JS Korlahilli, Sultan & Sons New Delhi 2003.

2.Business communication ,Ramachandran ,K.K.Lakshmi ,K.K.Karthick, Macmillan Ltd New Delhi 2003.

## **SKILL BASED SUBJECT**

**UBA-26**  
**SKILL BASED SUBJECT**  
**SEMESTER III**

**17UBA3S1**

**Paper. 1. COMMON APTITUDE SKILLS (ONLINE)**

**Total Hours : 30**

**Credit Points: 3**

**Objective:** To Enhance the Practical Knowledge in

**UNIT-I (6 Hours)**

Verbal and Communication Skills: Reading comprehension- verbal reasoning – syllogisms – antonyms and synonyms – fill in the blanks.

**UNIT-II (6 Hours)**

Quantitative Aptitude: Number system – HCF & LCM – Percentage – Probability –Time & Distance work.

**UNIT-III (6 Hours)**

Logical Reasoning: Problem on ages – Clocks, Odd man out – Coding decoding – Blood relation.

**UNIT-IV (6 Hours)**

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

**UNIT-V (6 Hours)**

General Awareness: Famous awards and prizes – Books and authors – Sports news – Corporate news – Social issues.

**TEXT BOOK:**

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

**REFERENCE BOOK:**

- 1.Quantitative Apptitude: R.S. Agarwal., S.Chand & Company Ltd New Delhi 2005.
2. Bank PO & Management Trainee R.Gupta's Ramesh publishing house New Delhi2009

**UBA-27**  
**SKILL BASED SUBJECT**  
**SEMESTER- IV**

**15UBA4S2**

**Paper. 2. MARKETING OF SERVICES**

**Total Hours : 30**

**Credit Points: 3**

**Objective:** To Enhance the Knowledge in Marketing of Services

**UNIT-I (6 Hours)**

Introduction – services – concepts – goods and services – features of marketing services – significance of service marketing – emerging key services.

**UNIT-II (6 Hours)**

Service quality – measurement of service quality management – dimensions of total quality management.

**UNIT-III (6 Hours)**

Management of people – management of technologies- controlling quality – effects of total quality management – quality circle.

**UNIT-IV (6 Hours)**

Marketing of financial and insurance service – marketing of telecommunication service – concept – **marketing of services – users of the services – service marketing mix\***.

**UNIT-V (6 Hours)**

Marketing of travel and tourism products – marketing of hospitality and education service – concept – marketing of services – formulation of marketing mix – other professional services.

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

**TEXT BOOK:**

1.Service Marketing : Christopher Lovelock, Jochen Wirtz-Jayanta Chatterjee, Himalaya Publications, 2004

**REFERENCE BOOK:**

- 1.Service Marketing : Dr. S. Shahjahan, Galhotra publishers Pvt Ltd New Delhi, 2006
- 2.Service Marketing : Rajendra Nargundkar, Tata Mc Graw Hill New Delhi 2004
- 3.Service Marketing : Valarie A. Zeitham, Mary Jo Bitner, Himalaya Publications, 2004

**UBA-28**  
**SKILL BASED SUBJECT**  
**SEMESTER- V** **16UBA5S3**  
**Paper. 3. GOODS AND SERVICES TAX**

**Total Hours: 30**

**Credit Points: 3**

**Objective:**

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

**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 - GST law – Taxes subsumed under Goods and Service Tax – Benefits of GST – Types of Supplies under GST in India.

**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 – 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.**

**TEXT BOOK:**

1. Indirect Taxation – Dr V. Balachandran, Sultan Chand & Sons, Fourteenth Edition Feb 2010.

**REFERENCE BOOKS:**

1. Business Taxation : Dingare Pagare Mc Graw Hill New Delhi, 2005
2. Business Taxation – Dr V. Radha and Dr R Parameshwaran, Revised Edition 2007.

**UBA-29**  
**SKILL BASED SUBJECT**  
**SEMESTER- VI**

**16UBA6S4**

**Paper. 4. MANAGEMENT INFORMATION SYSTEM**

**Total Hours : 30**

**Credit Points: 3**

**Objective:** To Enhance the Knowledge in Management Information System

**UNIT-I (6 Hours)**

Foundation concepts –components of information system – resources – activities. Types of information system- operation support system – management support system – other classification – success and failure with IT- Strategic uses of information technology.

**UNIT-II (6 Hours)**

Functional business systems – marketing – manufacturing – human resource accounting. Customer Relationship Management(CRM) – Enterprise Resource Planning(ERP) – Supply Chain Management.

E-commerce: Meaning- Definition - Applications and business models.

**UNIT-III (6 Hours)**

Decision support systems – sensitivity analysis – EIS – KMS – Artificial intelligence technologies in business – expert systems.

**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.**

**TEXT BOOK:**

Management Information Systems- Kenneth C Laudon 2007 Prentice Hall New Delhi

**REFERENCE:**

1. Management Information Systems- James A O Brien. 2001 Himalaya Publishers House Mumbai.
2. E-Commerce – Kenneth C Laudon, Carol Guercio Traver
3. Management Information Systems for the Information Age – Hagg, Cummings, McCubbrey. 2004, Tata, New Delhi
4. Decision Support & Data Warehouse Systems – Efrem G. Mallach 2000, Tata. New Delhi

## **ELECTIVE PAPERS**



**UBA 30  
ELECTIVE PAPER**

**ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT**

**Total Hours: 90**

**Credit Points: 5**

**Objective:** To Enhance the Knowledge in Entrepreneurial Development and Project Management

**UNIT-1(15 Hours)**

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

**UNIT-II (20 Hours)**

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

**UNIT-III (15 Hours)**

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

**UNIT-IV (20 Hours)**

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

**UNIT-V (20 Hours)**

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

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

**TEXT BOOK:**

1. Entrepreneurial Development : S.S.Khanka, S Chand & Co. Ltd., New Delhi, 2004
2. Entrepreneurial Development : C.B.Gupta & N.P. Srinivasan, Mc Graw Hill. New Delhi, 2004

**REFERENCE BOOK:**

1. Project Management : S.Choudry, Himalaya Publications, 2003
2. Project Management : Denis Lock

## **UBA 31**

### **ELECTIVE PAPER PRODUCT AND STRATEGY MANAGEMENT**

**Total Hours: 90**

**Credit Points: 5**

**Objective:** To Enhance the Knowledge in Product Strategy and Management

#### **UNIT-1(20 Hours)**

Marketing organization-Product focused organization-Product Management-Charges affecting Product Management. Marketing Planning-Planning Process – Approaches to planning –steps in Planning Process-companies of marketing plan. Market opportunity – Product Market Selection- Corporate Marketing planning-corporate strategies – **Factors affecting corporate stratifies – Types of corporate Strategies – Consolidation Strategies\***

#### **UNIT-II (15 Hours)**

Developing product strategy- Elements of Product Strategy. Product mix strategy- Product portfolio model-BCG. Product strategy over the life cycle-New product development process-situation analysis-defining the relevant market-describing the product market structure –Market structure analysis.

#### **UNIT-III (20 Hours)**

Target Market and competitive analysis-Market segmentation- Forms and profile segmentation-Evolution of Market Attractiveness-Aggregate Market Factors-Category Factors- Market Measurement basic types-absolute and relative market potential- Sales forecasting.

#### **UNIT-IV(20 Hours)**

Profitability analysis-Measuring Product profitability-Implications of profitability analysis-Special profitability issues for retailers. Productivity analysis-Traditional methods-Problems in productivity analysis-Marketing Strategies and programs- Primary demand strategies – selective strategies.

#### **UNIT-V(15 Hours)**

Pricing decision-Roll of marketing strategy in planning-Psychological aspect of price. Advertising decision-setting advertising objectives and budgets

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

#### **TEXT BOOK:**

1.. Marketing Management Strategies and Programs- Joseph.P.guitinan

#### **REFERENCE BOOKS:**

1. Product Management-Donald.R.Lehman

2.Marketing Management – Philip Kotler, Kevin Lane Keller, Prentice Hall of India Pvt. Ltd., New Delhi, 2007

**UBA 32  
ELECTIVE PAPER**

**INVESTMENT AND PORTFOLIO MANAGEMENT**

**Total Hours: 90**

**Credit Points: 5**

**Objective:** To Enhance the Knowledge in Investment and Portfolio Management

**UNIT-1(15 Hours)**

What is investment? Classification of investment-difference between gambling. Speculation and investment – Business and speculation – definition of investment management – prerequisites of investment decision makers.

**UNIT-II (20 Hours)**

**Stock exchanges role and importance- membership of stock exchange\* -** SEBI guidelines – Derivates – stock exchanges in India. Stock change terms – cleared and non cleared securities- stock exchange bulls and bears – Brokers, jobbers – impact of certain economic indicator on stock market.

**UNIT-III (18 Hours)**

Investment in company share – importance of company shares- How to apply for shares – How to buy and sell shares? – Procedures in DMAT accounting.

**UNIT-IV (17 Hours)**

Insurance – type of insurance policy – Tax benefit of insurance and other benefits – Investment ppf schemes. Investment in Mutual Fund.

**UNIT-V (20 Hours)**

Investment in real estate, gold and silver – implications and advantages. Investment in NBFC'S – merits and demerits.

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

**TEXT BOOK:**

1. Personnel Investment and Management – Yasyasway

**REFERENCE BOOKS:**

1. Investment Management-Preetisingh 2004, S.T. Chand & Sons New Delhi
2. Investment Analysis and Portfolio Management – Chandra

## **UBA 33**

### **ELECTIVE PAPER**

#### **RETAIL MARKETING MANAGEMENT**

**Total Hours : 90**

**Credit Points: 5**

**Objective:** To Enhance the Knowledge in Retail Marketing

##### **UNIT-1(20 Hours)**

Study of retailing – retail definition – retailing and marketing – definition and concept of marketing – difference between making and selling – marketing management task.

##### **UNIT II (17 Hours)**

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

##### **UNIT III (18 Hours)**

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

##### **UNIT IV (20 Hours)**

Definition and 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 – definition – international retail structure – typologies of international expansion.

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

##### **TEXT BOOK:**

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

##### **REFERENCE BOOKS**

1. Retail Marketing Management: David Gilbert, 2004, Pearson Education

## **GENERAL PAPERS**

**UBA 34**  
**Part IV – I Semester**

**ENVIRONMENTAL STUDIES**

**Total Hours : 30**

**Credit points: 2**

**Objectives:**

- To inculcate knowledge and create awareness about ecological and environmental concepts, issues and solutions to environmental problems.
- To shape students into good “ecocitizens”, thereby catering to global environmental needs.

**UNIT I MULTIDISCIPLINARY NATURE OF ENVIRONMENT (6 hours)**

- 1.1 Definition : scope and importance
- 1.2 **Need for public awareness\***
- 1.3 Natural resources
  - 1.3.1 Types of resources
    - Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

**UNIT II ECOSYSTEMS (6 hours)**

- 2.1 Concept of an ecosystem
- 2.2 Structure and functions of an ecosystem
- 2.3 Producers, consumers and decomposers
- 2.4 Energy flow in the ecosystem
- 2.5 Ecological succession
- 2.6 Food chains, food web and ecological pyramids
- 2.7 **Structure and function of the following ecosystem\***
  - Forest Ecosystem – Grassland Ecosystem – Desert Ecosystem – Aquatic Ecosystem.

**UNIT III BIODIVERSITY AND ITS CONSERVATION (6 hours)**

- 3.1 Introduction – Definition – Genetic – Species and ecosystem diversity
- 3.2 Biogeographical classification of India
- 3.3 **Value of biodiversity\***
- 3.4 Biodiversity at global, national and local levels \

- 3.5 India as a mega – diversity Nation
- 3.6 Hot spot of biodiversity
- 3.7 Threats to biodiversity
- 3.8 Endangered and endemic species of India
- 3.9 Conservation of Biodiversity
  - insitu* Conservation of Biodiversity – *exsitu* Conservation of Biodiversity

#### **UNIT IV ENVIRONMENTAL POLLUTION (6 hours)**

- 4.1 Definition
- 4.2 Causes, effects and control measures of: Air Pollution – Water Pollution – Soil Pollution – Marine Pollution – Noise Pollution – Thermal Pollution – Nuclear Pollution.
- 4.3 Solid Waste Management's: causes, effects, control measures of urban and industrial wastes.
- 4.4 Role of individual in prevention of pollution\*.**
- 4.5 Pollution case studies – domestic waste water, effluent from paper mill and dyeing, cement pollution.
- 4.6 Disaster Management – Flood, Drought, Earthquake, Tsunami, Cyclone and Landslide.

#### **UNIT V SOCIAL ISSUES AND THE ENVIRONMENT (6 hours)**

- 5.1 Sustainable Development
- 5.2 Urban problems related to energy
- 5.3 Water Conservation : Rain Water Harvesting and Watershed Management
- 5.4 Resettlement and rehabilitation of people, its problems and concerns, case studies – Narmatha Valley Project.
- 5.5 Environmental ethics, issues and possible solutions.
- 5.6 Climatic change, global warming, ozone layer depletion, acid rain, nuclear accidents and holocaust, case studies – Hiroshima and Nagasaki, Chernobyl.
- 5.7 Consumerism and waste products
- 5.8 Environmental Protection Act
- 5.9 Air Pollution Act (Prevention and Control)
- 5.10 Water Pollution Act (Prevention and Control)
- 5.11 Wild Life Protection Act

- 5.12 Forest Conservation Act
- 5.13 Issues involved in enforcement of environmental legislation
- 5.14 Public awareness\***
- 5.15 Human population and the environment
  - 5.15.1 Population Growth and Distribution
  - 5.15.2 Population Explosion – Family Welfare Programme\***
  - 5.15.3 Environment and Human Health
  - 5.15.4 Human Rights\***
  - 5.15.5 Value Education\***
  - 5.15.6 HIV / AIDS\***
  - 5.15.7 Women and Child Welfare
  - 5.15.8 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.

**References**

1. Purohit Shammi Agarwal, A text Book of Environmental Sciences, Publisher Mrs. Saraswati Prohit, Student Edition, 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.



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**Question Paper Pattern**  
**(External only)**

Duration: 3 hours

Total Marks : 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

**PART IV-- II SEMESTER**  
**VALUE EDUCATION – MORAL AND ETHICS**  
**(2016 – 2017 Onwards)**

**Total hours: 30**

**Credit points: 2**

**UNIT I**

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

**UNIT II**

Swami Vivekananda-A Biography

**UNIT III**

The Parliament of Religious - Teachings of Swami Vivekananda.

**UNIT IV**

Steps for Human Excellence.

**UNIT V**

Meditation

**Text Book:**

Value Based Education - Moral and Ethics – Published by Kongunadu Arts and Science College(Autonomous), Coimbatore, First Edition, 2014.

**References :**

Easy steps to yoga by Swami Sivananda, A drive life Society Publication, 2000.

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**Question Paper Pattern**

**(External only)**

Duration: 3 hours

Total Marks: 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

## **NON-MAJOR ELECTIVE**

## **UBA 36**

Part IV – III Semester

### **NON MAJOR ELECTIVE 1**

#### **“HUMAN RIGHTS”**

**Total Hours: 30**

**Credit Points: 2**

#### **Objectives:**

- To impart knowledge of human values, ethics and human rights to the students.
- To reinforce positive personality traits and enhance physical, mental, social ethical and spiritual well-being of the students.

#### **UNIT – I: Concept of Human Values, Value Education towards Personal Development (6 hours)**

Aim of education and value education; Evolution of value-oriented education; Concept of human values; types of values; Components of value education.

#### **Personal Development:**

Self-analysis and introspection; sensitization towards gender equality, physically challenged, intellectually-challenged. Respect to – age, experience, maturity, family members, neighbors, co-workers.

#### **Character Formation towards Positive Personality:**

Truthfulness, Constructivity, Sacrifice, Sincerity, Self-control, Altruism, Tolerance, Scientific vision.

#### **UNIT II: (6 Hours) Value Education towards National and Global Development. National and International Values:**

Constitutional or national values – Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social values – Pity and probity, self control, universal brotherhood. Professional values – knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious values – tolerance – wisdom, character. Aesthetic values – Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

#### **UNIT III: (6 Hours) Impact of Global Development on Ethics and Values**

Conflict of cross-culture influences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern challenges of adolescent emotions and behavior, sex and spirituality, comparison and competition; positive and negative thoughts. Adolescent emotions, arrogance, anger, sexual instability, selfishness, defiance

#### **UNIT IV: (6 Hours) Therapeutic measures**

Control of the mind thought

- Simplified physical exercise
- Meditation – objectives, types, effects on body, mind and soul
- Yoga – objectives, types Asanas
- Activities:
  1. Moralization of desires.
  2. Neutralization of anger
  3. Eradication of worries
  4. Benefits of blessings

#### **UNIT V: (6 Hours) Human rights**

1. Concept of Human rights – Indian and international Perspectives
  - a. Evolution of human rights.
  - b. Definitions under Indian and international documents.
2. Broad classification of human rights and relevant constitutional provisions.
  - a. Right of life, Liberty and dignity.
  - b. Right to equality.
  - c. Right against Exploitation.
  - d. Cultural and educational rights.
  - e. Economical rights
  - f. Political rights
  - g. Social rights
  - h. Right to information.
3. Human rights of women and children.
  - a. Social practice and constitutional safeguards
    - i. Female Foeticide and infanticide.
    - ii. Physical assault and harassment.
    - iii. Domestic violence.
    - iv. Conditions of working women.
4. Institutions for implementation
  - a. Human right commission
  - b. Judiciary
5. Violations by state
  - a. Violation by state
  - b. Violation by individuals
  - c. Nuclear weapons and terrorism
  - d. Safeguards

**\* Self-study (Questions may be asked from these topics also)**

**Prescribed Book:** Human Rights, Compiled by Bharathiar University, Coimbatore - 46

**UBA 37**  
**Part IV – IV Semester**  
**NON MAJOR ELECTIVE II**  
**“WOMEN RIGHTS”**

**Total Hours: 30**

**Credit Points: 2**

**OBJECTIVES**

- To impart specific and up-to-date information about national and international laws related to the welfare of women.
- To create awareness about crimes against women, legal rights of women in the country and access to justice.

**UNIT I (6 Hours)**

**Laws, Legal systems and change.** Definition- constitutional law, CEDAW and international Human rights- rights- Law and norms- Laws and social context- constitutional and legal Framework.

**UNIT II (6 Hours)**

**Political of land and gender in India.** Introduction- faces of poverty- land as productive resources- locating identities- women's claims to land- Right to property – case studies.

**UNIT III (6 Hours)**

**Women's Rights: access to justice** - Introduction- criminal law- crime against women-Domestic violence- **Dowry related Harassment and Dowry Deaths**- Molestation- Sexual Abuse and Rape- Loopholes in practice—Law enforcement Agency.

**UNIT IV (6 Hours)**

**Women's Rights** - Violence against Women- Domestic Violence- The protection of women from domestic violence as 2005- the marriage validation Act, 1982- The Hindu Widow Re- marriage Act. 1856- Dowry prohibition Act, 1961.

**UNIT V (6 Hours)**

**Special women welfare laws** - Sexual harassment at work places- Rape and indecent Representation- The Sexual Representation (Prohibition) Act, 1986- Immoral Trafficking- The immoral Traffic (Prevention) Act, 1956- Acts enacted for women development and empowerment- Role of Rape crisis centers.

**\* Self-study(Questions may be asked from these topics also)**

**Prescribed Book :**

Women's Rights Compiled by Kongunadu Arts and Science College, Coimbatore-29.

**REFERENCE:**

1. Nitya rao “ Good Women do not inherit land” social science press and orient Blackswan 2008
2. International solidarity network “knowing our rights” An imprint of kali for women 2006.
3. P.d. ksushil “women Right” Bookwell publication 2007
4. Aruna Goal”Violence Protective Measure for Women Development and Empowerment” Dee[ and Deep Publications Pvt,2004
5. Monica Chawla” Gender Justice”Deep and Deep Publications Pvt. Ltd 2006
6. Preeti Mishra”Domestic Violence Against Women” Deep and Deep Pulication Pvt. 2007
7. Clair M.Renzetti, Jeffrey L. Edleson, Raquel Kennedy Bergen, Source Book on “Violence Against Women” Sage Publications 2001.

**NON-MAJOR ELECTIVES I & II****QUESTION PAPER PATTERN****Duration : 3 Hours****Max. Marks: 75****Answer ALL Questions****SECTION A****(5 x 5 = 25 marks)**

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

**SECTION B****(5 x 10 = 50 marks)**

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