

NEHRU ARTS AND SCIENCE COLLEGE
(Autonomous)

Reaccredited by NAAC with 'A' Grade, Certified by ISO 9001:2008 & 14001:2004
Recognized by UGC with 2(f) and 12(B) & Affiliated to Bharathiar University
Nehru Gardens, T.M.Palayam, Coimbatore-641 105

DEPARTMENT OF BUSINESS ADMINISTRATION

B. B. A. (COMPUTER APPLICATIONS)
SYLLABUS



EFFECTIVE FROM 2020-21

B. B. A. (COMPUTER APPLICATIONS)

PROGRAMME OUTCOME

- PO1 Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
- PO2 Efficient team leaders, effective communicators and capable of working in multi-disciplinary environment following ethical values.
- PO3 Identify, evaluate, analyze, interpret and apply information to address problems and make decisions in a business context.
- PO4 Communicate in a business context in a clear, concise, coherent and professional manner.
- PO5 Apply business discipline knowledge in an integrative manner to business problems.
- PO6 Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations and an understanding of the law and its application to business.
- PO7 Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO8 Capable of adapting to new technologies and constantly upgrade their skills with an attitude towards lifelong learning

PROGRAMME SPECIFIC OUTCOME

- PS01 Demonstrate functional knowledge of their major specialty, an appreciation for the interrelation of the business areas, and broad-based current business knowledge
- PS02 To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
- PS03 Students will learn to use data to engage in effective decision-making in a business
- PS04 Communicate in a variety of domains, including writing, speaking, listening and reading, while respecting the impact of technology on effective communication.
- PS05 Analyze socio-political-economic environment of business organizations and Develop ethical thinking.

Bloom's Taxonomy Based Assessment Pattern

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate, K6 – Create

Theory: 55 Marks

Knowledge Level		Section	Marks	Description	Total
K2, K3	1– 5	A(Answer all the questions)	10x1=10	MCQ	55
K1	6 –10			Fill in the blanks	
K2, K3	11-15	B (Either or pattern)	5x4=20	Short Answers	
K3,K4	16–21	C (Answer 3 out of 6)	3x6=18	Descriptive/ Detailed	
K3, K4, K5	22	D (Compulsory Question)	1 x 7 = 7	Detailed	

Theory 75 Marks

Knowledge Level		Section	Marks	Description	Total
K2, K3	1– 5	A(Answer all the questions)	10x1=10	MCQ	75
K1	6 –10			Fill in the blanks	
K2, K3	11-15	B (Either or pattern)	5x5=25	Short Answers	
K3,K4	16–21	C (Answer 3 out of 6)	3x10=30	Descriptive/ Detailed	
K3, K4, K5	22	D (Compulsory Question)	1 x10 = 10	Detailed	

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Scheme of Examination BBA Computer Applications

(Applicable to the students admitted during the Academic Year 2020-2021)

Semester	Part	Courses	Name of the Course	Instruction hours/week	Duration of Examination	Examination Marks			Credits
I	I	18U1TAM101/ 18U1HIN101 / 18U1MAL101/ 20U1FRN101	Language I	5	3	25	75	100	4
	II	20U2ENG101	English I	5	3	25	75	100	4
	III	20U3BMC101	Core Paper -I Principles Of Management	5	3	25	75	100	4
	III	20U3BMC102	Core Paper -II Basics of Business and Business Environment	6	3	20	55	75	3
	III	18U3MDA101	Allied Paper- I Mathematics for Management - I	6	3	25	75	100	4
	IV	18U4ENV101	Ability Enhancement Compulsory Course: Environmental Studies	2	3	-	50	50	2
	IV	18U4HVY201	Value Education : Human Values and Yoga Practice- I	1	-	-	-	-	-
				30				525	21
II	I	18U1TAM202/ 18U1HIN202/ 18U1MAL202/ 20U1FRN202	Language - II	5	3	25	75	100	4
	II	19U2ENG202	English – II	5	3	25	75	100	4
	III	20U3BMC203	Core Paper- III Organisational Behaviour	5	3	20	55	75	3
	III	20U3BMC204	Core Paper- IV Economics for Executives	6	3	25	75	100	4
	III	18U3MDA202	Allied Paper- II Mathematics for Management – II	6	3	25	75	100	4

	IV	18U4HRC202	Ability Enhancement Compulsory Course: Human Rights and Constitution of India	2	3	-	50	50	2
	IV	18U4HVY201	Value Education: Human Values and Yoga Practice I	1	2	25	25	50	2
				30				575	23
III	III	18U3BMC305	Core Paper –V Accounting for Business	5	3	25	75	100	4
	III	20U3BMC306	Core Paper –VI Production and Material Management	3	3	20	55	75	3
	III	20U3BMC307	Core Paper -VII Principles of Marketing	4	3	25	75	100	4
	III	20U3BCC308	Core Paper -VIII Internet and web page Design- Theory	5	3	20	55	75	3
	III	19U3BCZ301	Skill Based Paper - I Computer Applications Practical- I	4	3	30	45	75	3
	III	20U3BMA303	Allied Paper -III Business Law	4	3	20	55	75	3
	IV	19U4NM3BT1 / 19U4NM3AT1 / 19U4NM3CAF / 19U4NM3GTS / 19U4NM3WRT	# @Basic Tamil - I ##Advanced Tamil - I * NME:Consumer Affairs / Gandhian Thoughts / Women's Rights	2	3		50	50	2
	IV	18U4BM3ED1/ 18U4BM3ED2	Extra Departmental Course	2	3	-	50	50	2
	IV	18U4HVY402	Value Education: Human Values and Yoga Practice II	1	-	-	-	-	-
	IV	20U4BMVALC	** Skill Enhancement – Add on course Industry Institute Linkage	-	-	-	-	-	Grade
				30				600	24
IV	III	20U3BMC410	Core Paper –X Human Resource Management	5	3	25	75	100	4
	III	19U3BMC411	Core Paper- XI Financial Management	5	3	25	75	100	4
	III	18U3BCC412	Core Paper -XII – C++ and Java Programming	4	3	25	75	100	4
	III	18U3BCP413	Core Paper –XIII Computer Applications Practical- II	6	3	30	45	75	3
	III	20U3BMA404	Allied Paper IV – Industrial Relations and Labour welfare	4	3	25	75	100	4

	IV	19U4BMZ402	Skill Based Paper-II : Business Correspondence	3	3	30	45	75	3
	IV	19U4NM4BT2 / 19U4NM4AT2 / 19U4NM4GEN	# @Basic Tamil - II ##Advanced Tamil - II General Awareness	2	3	50		50	2
	IV	18U4HVVY402	Value Education:Human Values and Yoga Practice II	1	2	25	25	50	2
	IV	20U4BMVALC	** Skill Enhancement – Add on Course Institute Industry Linkage	-	-	-	-	-	Grade
				30				650	26
V	III	19U3BMC514	Core Paper- XIV Investment Analysis and Portfolio Management	5	3	20	55	75	3
	III	18U3BMC515	Core Paper -XV Business Research Methods	5	3	20	55	75	3
	III	18U3BMC516	Core Paper -XVI Advertising and Sales Promotion	5	3	25	75	100	4
	III	18U3BCC517	Core Paper –XVII RDBMS and Oracle	3	3	20	55	75	3
	III	18U3BCP518	Core Paper -XVIII Computer Applications Practical- III	3	3	30	45	75	3
	III	18U3BME501/ 18U3BME502/ 19U3BME503/	Discipline Specific Elective- Paper I	5	3	25	75	100	4
	IV	18U4BMZ503	Skill Based Paper- III Tally	4	3	30	45	75	3
				30				575	23
VI	III	19U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management	5	3	25	75	100	4
	III	19U3BMC620	Core Paper XX Strategic Management	5	3	25	75	100	4
	III	20U3BCC621	Core Paper XXI Visual Basic	3	3	20	55	75	3
	III	18U3BCP622	Core Paper XXII Computer Applications Practical- IV	3	3	30	45	75	3
	III	19U3BME604/ 18U3BME605/ 18U3BME606/	Discipline Specific Elective- Paper II	5	3	25	75	100	4
	III	19U3BCE607/ 18U3BME608/ 18U3BMV609/	Discipline Specific Elective - Paper III	5	3	25	75	100	4
	IV	18U4BMZ604	Skill Based Course : Campus to Corporate (Viva Voce)	4	3	30	45	75	3
V	19U5EXT601	Extension Activities	-	-	50	-	50	2	
				30				675	27
Total								3600	144

Basic Tamil–Students who have not studied Tamil up to 12th standard.

##**Advanced Tamil** – Students who have studied Tamil language up to 12th standard and chose another languages under part I of the programme but would like to advance their Tamil language skills.

* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment

(CIA) \$ - Not included in Total Marks & CGPA Calculation.

** Examinations and evaluations for Value Added Courses shall be conducted by the industry, the marks shall be awarded by the Controller of Examinations.

LIST OF ELECTIVE PAPERS:

	GROUP A	GROUP B	GROUP C
Paper I / Sem V	18U3BME501: Intellectual Property Rights	18U3BME502: M-Commerce & Information Technology Services	19U3BME503: Consumer Behavior
Paper II / Sem VI	19U3BME604: Services Marketing	18U3BME605: Enterprise Resource Planning	18U3BME606: Brand Management
Paper III / Sem VI	19U3BCE607: Software and Design Techniques	18U3BME608: Customer Value Management	18U3BMV609: Project Work & Viva-Voce

Extra Departmental Course

S.No.	Subject Code	Name of the Subject
1	18U4BM3ED1	Entrepreneurship Development
2	18U4BM3ED2	Soft Skill Development

Additional Credit Course

Earning Additional credit course is not mandatory for Course Completion

Additional credits: 8

S. No.	Subject	Credit/ Course	Total Credits
1	Completion of Certificate Course	1	1
2	Hindi/ other Foreign languages	1	1
3	Self-Study Papers	1	2
4	MOOC Courses/Spoken Tutorial prescribed by the Departments	1	3
5	Representation - Sports/Social Activities/ Co- curricular/Extracurricular Activities at University/ District/ State/ National/ International levels	1	1
Total			8

Rules: The students can earn additional credits only if they complete the above during the course period (II to V Sem) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations before the commencement of the VI Semester. (Earning Additional credit course is not mandatory for Course Completion)

1. Students can complete Certification Courses for a minimum of 30 hrs (II to V Sem only) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the Department if needed.
2. Students can opt Hindi/ any Foreign Language approved by Certified Institutions to earn one credit. The certificate of Hindi must be obtained from DakshinBharat Hindi Prachar Sabha and He/ She has to enroll and complete during their course period (II to V Sem only)
3. Students can earn one credit, if they complete oneself-study paper prescribed by the Department. The Departments shall offer two Self Study Papers.

Self-Study Paper offered by the Department of Business Administration

S. No.	Semester	Course Code	Course Title
1	Semester II to V	18U3BMSS01	Customer Relationship Management
2		18U3BMSS02	Disaster Management

4. Students can earn one Credit, if they complete any one MOOC courses/ Spoken Tutorial prescribed by the Department. Students shall earn a maximum of 3 Additional Credits by completing 3 online courses.

List of Online Courses prescribed by the Department of Business Administration

1. Digital Marketing
2. Successful Negotiation and Essential Strategies and Skills
3. Mastering Data Analysis in Excel
4. Java Programming and Software Engineering Fundamentals
5. Business Foundations
6. Content Strategy for Professionals

Note: Other than the above mentioned courses, any course from recognized websites with the consent of the Head of the Department will also be accepted.

5. Award Winners in Sports/Social Activities/ Co-curricular/ Extra Curricular Activities at University/ District/ State/ National/ International levels can earn One Extra Credit by producing the Certificate.

**Chairman
Board of Studies
Department of Business Administration
Nehru Arts and Science College**

Course Code	Title		
20U3BMC101	Core Paper I Principles of Management		
Semester: I	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective

To create an understanding of the fundamental Principles of Management and various Forms of Business Organizations

Course Outcomes (COs): By the end of the course the students will be able to:

CO1	Understand the various Managerial Functions.
CO2	Enable them to understand the planning process in the organisation
CO3	Differentiate various types of organisations and make appropriate decision
CO4	Demonstrate the ability to direct and Communicate effectively
CO5	Evaluate budget and budgetary control system.

Course Content

Instructional Hours / Week: 5

Unit	Description	Text Book	Chapter
I	Definition - Managerial functions-Roles and skills of Managers	2	1
	Evolution of Management Thoughts	2	2
	Is Management is Art or Science	1	1
	An overview of functional areas of management, Levels of Management.	1	2
	Instructional Hours	15	
II	Nature and purpose of Planning – Planning process – Types of Planning.	1	3
	Nature, Importance and Types Planning premises –Tools and Techniques of Planning	1	5
	Decision Making- Steps and Process	1	6
	Instructional Hours	15	
III	Types of Organisation – Organisational Structure	2	13
	Span of Control – Use of Staff units and Committees.	2	14
	Authority and Responsibility relationships		
	Delegation: Delegation and Centralization	1	9
	Centralization and Decentralization		
	Instructional Hours	15	
IV	Directing – Nature, Significance and its principles. Leadership –	2	26

	Meaning - Styles		
	Communication - Importance of Communication Methods of Communication – Types – Barriers.	1	17
	Instructional Hours	15	
V	Meaning and Importance of Controlling – Process	1	18
	Budgetary and Non - Budgetary Control Techniques	1	9
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, New Delhi.
2. L.M.Prasad, Principles and practice of Management, 2010, Sultan Chand & Sons, New Delhi.

Reference Book(s):

1. Koontz O' Donell, Essentials of Management, 2015, Tata McGraw Hill.
2. M Prakash and Parag Diwan, Management principles and practices, 2010, Excel books, New Delhi.
3. Appannaiah & Dinakar, Managing organizations, 2017, Himalaya publishing house, Mumbai
4. James A. F. Stoner, R. Edward Freeman, Daniel R Gilbert, Management, 2011, Pearson, Noida.
5. Neeru Vasishth, Principles of Management text and cases, Taxmann publications private limited, 2014

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC102	Core Paper II Basics of Business and Business Environment		
Semester: I	Credits:3	CIA:20 Marks	ESE:55 Marks

Course Objective

To understand the overall business environment and evaluate its various components in business decision making.

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Understand the nature of business environment and its components
CO2	Develop conceptual framework of business environment and generate interest in international business.
CO3	Examine foreign investment and collaboration
CO4	Analyse the recent economic policy.
CO5	Evaluate the role of WTO & GATT.

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Business Basics: Nature and Purpose of Business Managers Characteristics of Business.	1	1
	Various types of Industry	1	3
	Forms of business Organization-Sole traders, partnership, Joint Hindu family. Firm – Joint stock Companies – Co – Operative Organisations – Public Utilities and Public Enterprises.	1	5
	Instructional Hours	18	
II	Business and Economic System – Capitalism – Socialism - Communism and mixed Economy	1	18
	Different Sectors of the economy and Role of Business in it. Different Stake holders of Business firm	1	19
	Business and Society – Social Responsibilities of business toward business groups.	1	32
	Instructional Hours	18	
III	Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing	2	5
	Traditional Business to Newer E- Business – Benefits of switching over to electronic mode – Cautions to be taken.	2	7
	Instructional Hours	18	

IV	Business Environment: Concept, Characteristics of Environment.	2	1
	Environmental Analysis – Need & Diagnosis – Potential Competitors, Rivalry – External Environment	2	1
	Economic, Political & Legal environment, technological and Socio-Cultural environment, international environment.	2	6
	Instructional Hours	18	
	Liberalization - Meaning - Privatization - Benefits & pitfalls	3	10
V	Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. Mini Case Analysis.	3	11
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. Bhushan.Y.K., **Fundamentals of Business Organisation & Management**, Sultan Chand & Sons, 2013.
2. Franchise Chernilam, **Business Environment Text and Cases**, Eastern Book Company, 2014.
3. Justin Paul, **Business Environment Text and Cases**, Tata McGraw Hill Companies, 2010
4. Sathiya. M, Sudha. T, Dr.N.Shani, Business Environment, Coimbatore Institute of Information Technology, 2020

Reference Book(s):

1. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2017
2. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.
3. Raj Aggarwal , Business Environment, Excel Books, New Delhi, 2012.
4. Veena Keshav Pailwar, Business Environment, PHI Learning, New Delhi, 2012.
5. M. Adhikary, Economic Environment of Business, Sultan Chand & Sons, 2012.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	5	2	2	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	M	L	M	H
CO2		H	M	M	L	H
CO3		H	H	L	M	L
CO4		H	M	M	M	M
CO5		H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC203	Core Paper III Organisational Behaviour		
Semester: II	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective

To enable the students to understand the impact of Individual and Group behaviour within organizations

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
CO2	Evaluate the significance of group and team in an organization.
CO3	Apply motivational theories in workplace to create an effective organisational environment
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
CO5	Asses the need of counselling and become responsible leaders

Course Content

Instructional Hours / Week:5

Unit	Description	Text Book	Chapter
I	Organizational behaviour History and Scope	1	1
	Individual differences - Intelligence tests - Measurement of Intelligence	2	2
	Personality tests - Nature, Types and it Uses	1	2
	Instructional Hours	15	
II	Employee attitude and behaviour and their significance to Employee productivity - Job analysis.	2	4
	Role of Transactional Analysis in effective Communication - Brain storming-Halo Effect	2	7
	Instructional Hours	15	
III	Job satisfaction - Meaning – factors. Morale – Meaning –	1	3,5

	Importance. Perception - Factors affecting Perception		
	Motivation – Meaning - Theories & Techniques	1	5
	Instructional Hours	15	
IV	Group Dynamics – Group formation, Group norms –Group Cohesiveness, Stress- Stress Management Techniques	1	9
	Conflict - Types of Conflict – Resolution of conflict	1	11
	Instructional Hours	15	
V	Leadership - types - theories – Trait, Managerial Grid, Fiedler’s contingency.	3	15
	Counselling - meaning - Importance of counsellor - types Of counselling - merits of counselling.		
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Stephen P. Robbins & Timothy A Judge, **Organizational Behaviour**, 17th Edition, Pearson Education Limited, 2018.
2. John R. Schermerhorn, James G. Hunt, Richard N. Osborn & Mary hi-Bien, **Organizational Behaviour**, Eleventh Edition, Wiley, 2010.
3. Knud Sinding and Christian Waldstrom, **Organisational Behaviour**, McGraw Hill, 5thEdition 2014

Reference Book(s):

1. Laurie J. Mullins, **Management and Organisational Behaviour**, Pearson Education Limited, 7th Edition 2005 England.
2. Daniel King and Scott Lawley, **Organizational Behaviour**, Oxford University Press, 2nd Edition 2016.
3. Subha Rao P, **Organisational Behaviour**, Himalaya Publishing house, 2017, Mumbai
4. Stephen P Robins, **Organisational behavior**, Pearson Education, 2018, Noida

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	5	2	2	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		M	L	L	M	H
CO2		H	M	M	M	H
CO3		H	H	L	M	H
CO4		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U4HVY201	Value Education and Yoga Practice I		
Semester: I& II	Credits: 2	CIA: 25 Marks	ESE: 25 Marks

(Common to all UG programmes)

Course Objective:

- To help the students appreciate the essential complementarity between 'values' and 'skills' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To prepare and distribute standardized Yoga teaching and training materials with reference to institute health

Course Outcome (CO):

At the end of the course, students are expected

CO 1	To inculcate in students, a sense of respect towards harnessing values of life and spirit of fulfilling social responsibilities.
CO 2	To inspire individuals to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening.
CO 3	To inculcate cultural behavioral patterns
CO 4	To understand physical body and Health concepts

Course Content

Instructional Hours / Week: 1

Unit	Description	Instructional Hours
I	Human Values -Introduction-Definition of Ethics and Values-Character and Conduct - Nature and Scope of Ethics.	6
II	Individual and Society -Theories of Society-Social Relationships and Society-Empathy: Compassion towards other being -Environmental Ethics and Nature.	6
III	Cultural Education - Purity India - Patriotism - Time management. Greatness of Womanhood - Food is medicine- Individual peace -World Peace.	6
IV	Power of Meditation- Development of mind in stages - Mental Frequencies - Methods for Concentration. Meditation Practices - Surya namaskar.	6
V	Simplified Physical Exercise – Kayakalpa Practices - Training for Potentialising the Mind.	6
Total Hours		30

Textbook:

- “Value Education”, compiled by Centre for Human Excellence, Nehru Arts and Science College.

Course designed by	Verified by	Checked by	Approved by

Course Code	Title	
18U4HRC202	Ability Enhancement Compulsory Course : Human Rights and Constitution of India	
Semester: II	Credits: 2	Max. Marks : 50

Course Objective: Understand the concept of human rights and the importance of Indian Constitution.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand the principal aspects of human rights and duties in a broad sweep.
CO2	Understand the fundamental duties and rights of Indian Citizen

Offered by:

Course Content

Instructional Hours / Week: 2

Unit	Description
I	Human Rights and Conceptual Background of Human Rights Definition, Meaning Inherent, inalienable, Universal, indivisible Values: Dignity, liberty, equality and justice.
	Instructional Hours 6
II	Philosophical and Historical Perspectives : Theories of Human Rights - Human Rights Movements- History of Human Rights Civilization
	Instructional Hours 6
III	HR for target population: Refugees, War victims, Prisoners, Custodial Violence Women and Children, Senior Citizens.
	Instructional Hours 6
IV	Human Rights and Duties in India Evolution : Independence Movement , Making of the constitution Indian Constitution : Fundamental Rights – directive Principles –Fundamental Duties.
	Instructional Hours 6
V	Enforcement and Protection Mechanism of Human Rights in India. Judiciary, National Human Rights Commission and other Commissions and Committees. Non-Governmental Organizations, Information Media and
	Instructional Hours 6
Total Hours 30	

Text Book:

1. **“Human Rights and Constitution of India”**, compiled by the Department of Social Work, Nehru Arts and Science College.

Course designed by	Verified by	Checked by	Approved by

Course Code	Title		
20U3BMC204	Core Paper IV Economics for Executives		
Semester: II	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective

To enable the application of analytical tools and microeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanisms

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
CO2	Assess technically the possible ways of increasing the level of production.
CO3	Develop knowledge on different market structures and make the price and output decisions.
CO4	Demonstrate the common pricing strategies.
CO5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Objectives of Business Firms - Profit Maximization - Micro & Macro economies – the role of markets and government – Market – Demand & Supply - Determinants – elasticity of demand & supply	1	1
	Demand Analysis - Law of Demand - Elasticity of demand	1	2
Instructional Hours		18	
II	Production Function–Factors of production- Laws of Diminishing Returns and Law of Variable Proportions.	1	5
	Cost and Revenue Curves – Break-Even Point (BEP)Analysis	1	6
Instructional Hours		18	
III	Market Structure and Prices - Pricing under Perfect competition	2	19
	Pricing under monopoly – Price discrimination-Pricing under monopolistic competition - Oligopoly	2	20,23,24
Instructional Hours		18	
IV	Pricing under Factors of Production; Wages - Marginal productivity	2	31

	theory - Interest- Keynes Liquidity preference theory		
	Theories of Profit - Dynamic theory of Profit – Risk Theory - Uncertainty theory	2	32,33
	Instructional Hours	18	
V	Government and Business - Performance of Enterprises in India	1	Public
	Price Policy in Public Utilities, Public sector – Goals – Types and classification – Evolution & Objectives of Public sector in India. Mini Case Analysis	1	19
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. S. Sankaran, **Business Economics**, Margham Publications, Chennai, 2017.
2. Sundaram. K.P & Sundaram, **E - Business Economics**, Mac Millan Press, New Delhi, 2018.

Reference Book(s):

1. DR.R.L.Varshney&K.L.Maheshwari , Sultan Chand & Sons, New Delhi 2018.
2. Markar et al, **Business Economics**, Universal Law publishing Co.Pvt, Ltd, 1st Edition.
3. D. Gopalakrishna, **Managerial Economics**, Himalaya Publishing House, Mumbai, 2013

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M

H-High; M-Medium; L-

Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC204	Core Paper IV Economics for Executives		
Semester: II	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective

To enable the application of analytical tools and microeconomic concepts to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanisms

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
CO2	Assess technically the possible ways of increasing the level of production.
CO3	Develop knowledge on different market structures and make the price and output decisions.
CO4	Demonstrate the common pricing strategies.
CO5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.

Course Content

Instructional Hours / Week:6

Unit	Description	Text Book	Chapter
I	Objectives of Business Firms - Profit Maximization - Micro & Macro economies – the role of markets and government – Market – Demand & Supply - Determinants – elasticity of demand & supply	1	1
	Demand Analysis - Law of Demand - Elasticity of demand	1	2
II	Instructional Hours	18	
	Production Function–Factors of production- Laws of Diminishing Returns and Law of Variable Proportions.	1	5
	Cost and Revenue Curves – Break-Even Point (BEP)Analysis	1	6
	Instructional Hours	18	
III	Market Structure and Prices - Pricing under Perfect competition	2	19
	Pricing under monopoly – Price discrimination-Pricing under monopolistic competition - Oligopoly	2	20,23,24
	Instructional Hours	18	
IV	Pricing under Factors of Production; Wages - Marginal productivity	2	31

	theory - Interest- Keynes Liquidity preference theory		
	Theories of Profit - Dynamic theory of Profit – Risk Theory - Uncertainty theory	2	32,33
	Instructional Hours	18	
V	Government and Business - Performance of Enterprises in India	1	Public
	Price Policy in Public Utilities, Public sector – Goals – Types and classification – Evolution & Objectives of Public sector in India. Mini Case Analysis	1	19
	Instructional Hours	18	
	Total Hours	90	

Text Book(s):

1. S. Sankaran, **Business Economics**, Margham Publications, Chennai, 2017.
2. Sundaram. K.P & Sundaram, **E - Business Economics**, Mac Millan Press, New Delhi, 2018.

Reference Book(s):

1. DR.R.L.Varshney&K.L.Maheshwari , Sultan Chand & Sons, New Delhi 2018.
2. Markar et al, **Business Economics**, Universal Law publishing Co.Pvt, Ltd, 1st Edition.
3. D. Gopalakrishna, **Managerial Economics**, Himalaya Publishing House, Mumbai, 2013

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M

H-High; M-Medium; L-

Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC203	Core Paper III Organisational Behaviour		
Semester: II	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective

To enable the students to understand the impact of Individual and Group behaviour within organizations

Course Outcomes (CO): By the end of the course the students will be able to:

CO1	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
CO2	Evaluate the significance of group and team in an organization.
CO3	Apply motivational theories in workplace to create an effective organisational environment
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
CO5	Asses the need of counselling and become responsible leaders

Course Content

Instructional Hours / Week:5

Unit	Description	Text Book	Chapter
I	Organizational behaviour History and Scope	1	1
	Individual differences - Intelligence tests - Measurement of Intelligence	2	2
	Personality tests - Nature, Types and it Uses	1	2
	Instructional Hours	15	
II	Employee attitude and behaviour and their significance to Employee productivity - Job analysis.	2	4
	Role of Transactional Analysis in effective Communication - Brain storming-Halo Effect	2	7
	Instructional Hours	15	
III	Job satisfaction - Meaning – factors. Morale – Meaning –	1	3,5

	Importance. Perception - Factors affecting Perception		
	Motivation – Meaning - Theories & Techniques	1	5
	Instructional Hours	15	
IV	Group Dynamics – Group formation, Group norms –Group Cohesiveness, Stress- Stress Management Techniques	1	9
	Conflict - Types of Conflict – Resolution of conflict	1	11
	Instructional Hours	15	
V	Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency.	3	15
	Counselling - meaning - Importance of counsellor - types Of counselling - merits of counselling.		
	Mini Case Analysis	-	-
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Stephen P. Robbins & Timothy A Judge, **Organizational Behaviour**, 17th Edition, Pearson Education Limited, 2018.
2. John R. Schermerhom, James G. Hunt, Richard N. Osborn & Mary hi-Bien, **Organizational Behaviour**, Eleventh Edition, Wiley, 2010.
3. Knud Sinding and Christian Waldstrom, **Organisational Behaviour**, McGraw Hill, 5thEdition 2014

Reference Book(s):

1. Laurie J. Mullins, **Management and Organisational Behaviour**, Pearson Education Limited, 7th Edition 2005 England.
2. Daniel King and Scott Lawley, **Organizational Behaviour**, Oxford University Press, 2nd Edition 2016.
3. Subha Rao P, **Organisational Behaviour**, Himalaya Publishing house, 2017, Mumbai
4. Stephen P Robins, **Organisational behavior**, Pearson Education, 2018, Noida

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	5	2	2	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		M	L	L	M	H
CO2		H	M	M	M	H
CO3		H	H	L	M	H
CO4		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC305	Core Paper V Accounting for Business		
Semester: III	Credits : 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

To impart working knowledge of accounting concepts, detailed procedures and documentations involved in financial accounting system.

Course Outcome: By the end of the course the students will be able to:

CO1	Prepare financial statement in accordance with appropriate standards.
CO2	Identify and analysis the reason for the difference between cash book and pass book balances.
CO3	Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet.
CO4	Determine the value of depreciable assets.
CO5	Interpreting the business implications of financial statement information.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Accounting -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping.	1	1
	Preparation of Journal -Ledger and Trial Balance-Classifications and Rectification of errors in Trial Balance.	1	2
	Instructional Hours	15	
II	Subsidiary Books - Purchase Book-Sales Book, and Purchase Return book-Sales Return Book –Cash Book- Types of Cash Book	1	5

	Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements	2	20,23,24
	Instructional Hours	15	
III	Final Accounts - Trading Account.	1	5
	Profit and Loss Account - Balance Sheet with simple- Adjustment.	1	6
	Instructional Hours	15	
IV	Depreciation – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method	2	31,32
	Instructional Hours	15	
V	Accounts from Incomplete Record - Ascertainment of Profit or Loss	1	19
	Final Accounts of Non-Profit Organization - Receipts and Payments account-Income and Expenditure Account-Balance Sheet.	1	19
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. T. S. Reddy & A. Murthy, **Financial Accounting**, Margham Publications, Chennai, 7th Revised Edition 2012.
2. Jain & Narang, **Financial Accounting**, Kalyani Publishers, Chennai, 3rd Revised Edition 2017.

Reference Book(s):

1. M. C. Shukla & T. S. Grewal, **Advanced Accounting**, Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi.
2. R.L Gupta & V. K. Gupta, **Advanced Accounting**, Sultan Chand,.13th Edition 2016, New Delhi.

E-LEARNING RESOURCES:

1. <https://www.civildserviceindia.com/subject/Management/notes/financialaccounting.html>
2. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>
6. <https://www.learncbse.in/cash-flow-statement-cbse-notes-class-12-accountancy/>
7. <https://cleartax.in/s/accounting-ratio>
8. <http://ncert.nic.in/ncerts/l/leac205.pdf>
9. <http://www.icsi.edu/portals/25/PREPARATION%20OF%20FINANCIAL%20STATEMENTS%20UNDER%20COMPANIES%20ACT%202013.pptx>
10. <http://www.icsi.edu/portals/25/PREPARATION%20OF%20FINANCIAL%20STATEMENTS%20UNDER%20COMPANIES%20ACT%202013.pptx>

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

MAPPING

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC306	Core Paper VI Production and Material Management		
Semester: III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks

Course Objective:

To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts.

Course Outcome: By the end of the course the students will be able to:

CO1	Develop an understanding of the role of production manager and also select a suitable production system.
CO2	Understand Product design and Service Process.
CO3	Analyse and decide a good location for the plant and its layout.
CO4	Demonstrate efficient planning and control of production activities.
CO5	Identify the ways and means to attain a competitive edge in the market through Quality management

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Operations Management – Definition- Scope- Systems Concept of Production- Types of Production System - Production Function - Importance - Difference between Goods and Services- Productivity	1	1 & 2
	Instructional Hours	12	
II	Production Design: Importance- Factors influencing Product Design – Characteristics – Approaches - Service Design	1	2
	Process Design: Definition; Planning, Selection; Process Strategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.	1	2
	Instructional Hours	12	
III	Plant layout: Definition; Objectives; Principles of Layout-	1	3

	Factor influencing Facility Layout-Types of Layout		
	Plant Location: Factors influencing plant location, - Steps in Location Selection- Service Location Strategy	1	4
	Instructional Hours	12	
IV	Production Planning & Control: Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning	2	2
	Inventory Management: Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques	2	3
	Instructional Hours	12	
V	Quality Management: Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality Assurance; SQC	2	3
	Modern Production Management Tools: Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series	2	3
	Instructional Hours	12	
	Total Hours	60	

Text Book(s):

1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015
2. Jay Heizer, Barry Render, Jagadeesh Rajashekhar, Operations Management, Pearson, New Delhi, 2018
3. R. Pannerselvam, Production and Operations Management, PHI Learning Pvt Ltd, New Delhi, 2012

Reference Books:

1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd.2012
2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009

E LEARNING SOURCES

1. <http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf>
2. <https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement>
3. <http://www.yourarticlelibrary.com/business/plant-layout-business/plant-layout-conceptobjectives-principles-and-types/69514>
4. <https://mymbaguide.com/notes-on-production-planning-and-control/>
5. <https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial295/inspection-9633.html>
6. <https://accountlearning.com/importance-and-advantages-of-quality-control-system/>
7. <https://accountlearning.com/quality-circles-meaning-characteristics-advantages-problems/>
8. <https://www.knowledgiate.com/nature-and-importance-of-work-study/>
9. <http://www.yourarticlelibrary.com/ergonomics/method-study/objectives-procedure-andselection-of-work-for-method-study/34500>
10. <http://www.economicdiscussion.net/engineering-economics/work-measurement-definitionobjectives-and-techniques/21707>

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC307	Core Paper VII Principles of Marketing		
Semester: III	Credits : 4	CIA : 25 Marks	ESE : 75 Marks

Course Objective:

Enable the students to acquire knowledge on principles marketing management and identify different market segments such as national and global markets.

Course Outcome: By the end of the course the students will be able to:

CO1	Identify the marketing functions, environment and segmentation for effective positioning of the products.
CO2	Understand the Consumer behaviour pattern and the global trends.
CO3	Contrast the decision – making process across industries characterized by pure Competition, monopolies, and oligopolies.
CO4	Analyse and choose the best pricing strategies to support business growth.
CO5	Formulate effective digital marketing policy.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 4**

Unit	Description	Text Book	Chapter
I	Introduction to Marketing – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies	1	1
	Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility.	1	2
	Instructional Hours	12	
II	Consumer Behaviour: Consumer purchase decision process and experience, Factors influencing consumer behaviour	1	5
	Global Markets: Economic Protectionism and considerations, Global Companies	1	6
	Instructional Hours	12	

III	Marketing Research: Scope, Research process Measuring Social Media	2	19
	Brand Building: Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth. Packaging- Characteristics of a good Package, Packaging Decision.	2	20,23,24
Instructional Hours		12	
IV	Product Management – New Product Development, Setting product strategies	2	31
	Services and Price: Designing and managing services, Developing Pricing strategies and programmes	2	32,33
Instructional Hours		12	
V	Channels of Distributions – Roles of Marketing Channels, Channel - Design Decisions.	1	19
	Promotion: Advertising, Sales Promotion, Public Relations & Social Media Introduction to digital marketing concepts. Digital Marketing: Introduction to digital marketing concepts.	1	19
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. Kerin & Hartley, **Marketing the Core**, Tata McGraw Hill, 6th Edition 2016.
2. Kotler & Keller, **Marketing Management**, Pearson Education, 15th Edition 2016.

Reference Book(s):

1. Ramaswamy & Namakumari, **Marketing Management– Indian Context**, Global Perspective, Tata McGraw Hill Education (India), 5th Edition, 2018.
2. P. Ravilochanan, **Principles of Marketing**, Vrindha Publications Pvt.Ltd, New Delhi, 2008.

E-LEARNING RESOURCES:

1. https://www.tutorialspoint.com/marketing_management/marketing_management_functionns.htm

2. <https://www.feedough.com/market-segmentation-definition-basis-types-examples/>
3. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16952-market-segmentation.html>
4. https://www.tutorialspoint.com/consumer_behavior/consumer_behavior_tutorial.pdf
5. <http://www.yourarticlelibrary.com/marketing/market-segmentation/consumerbehaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
6. <https://www.feedough.com/what-is-green-marketing-the-complete-guide/>
7. <https://businessjargons.com/product-mix.html>
8. <https://www.business.qld.gov.au/running-business/growing-business/becominginnovative/developing-products/new-products/launching-commercialising>
9. <https://www.tutor2u.net/business/reference/product-life-cycle>
10. <http://www.yourarticlelibrary.com/marketing/pricing/methods-of-pricing-costoriented-method-and-market-oriented-method/32311>
11. <https://edwardlowe.org/how-to-establish-a-promotional-mix/>

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Maximum Marks
5	5	6	3	3	3	25

Mapping

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
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Course Code	Title		
20U3BCC308	Core Paper VIII Internet and Web Page Design		
Semester: III	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to understand purpose of Internet and Web Page creation by using HTML code

Course Outcome: *By the end of the course the students will be able to:*

CO1	Able to know web design using Active Server Page basics
CO2	Evaluate ASP.Net application to navigate web pages
CO3	Ability to secure web pages using firewall applications
CO4	Understand the basics of HTML
CO5	Able to create a webpage using dream weaver and HTML 5 applications

Offered by: Business Administration

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Introduction to Web Technology: Web pages – Tiers – Concept of a Tier – Comparison of Microsoft and Java Technologies	1	1
	Web Pages – Static Web Pages – Plug-ins – Frames – Forms. Dynamic Web Pages: Need – Magic of Dynamic Web Pages – Overview of Dynamic Web Page Technologies	1	2
	Instructional Hours	15	
II	HTML: Introduction – HTML Elements – HTML syntax – Document types – html, head, title and body elements – Block level elements – Text level elements – Links – Images – Fonts – Colours – Style Sheets	1	3
	Getting started – Creating and saving an HTML document – HTML Tags- Document Layout of HTML Page – HTML elements – Some other formatting Styles – Hypertext Links.		

	Instructional Hours	15	
III	URLs – Images – HTML tables – Forms – Special Characters – Meta tags.	1	4
	Introduction to frames – html forms - HTML web based forms	1	5
	Instructional Hours	15	
IV	Lists – Ordered List – Unordered List – Nested List	1	6
	XML: Introduction to XML, Problems with HTML & SGML. Types of XML Markup. Document Type Definitions, Linking, Using Style Sheets with XML.	2	7
	Instructional Hours	15	
V	Introduction to DHTML. Advanced Netscape DHTML, Advanced Microsoft DHTML & Cross browser DHTML.	3	8
	Background attributes – text attributes – border attributes – marginal related attributes – list attributes– external style sheet.	3	8
	Instructional	15	
	Total Hours	75	

Text Book(s):

1. Internet and Web Design, ITL Education, Macmillan India Ltd.
2. HTML and XML an Introduction, NIIT, Prentice Hall of India Pvt. Ltd
3. Using HTML 4, XML & JAVA by Eric Ladd & Jim O'Donell (Platinum Edition)(PHI)

Reference Book(s):

1. Maureen Adams, Sherry Bonelli, **The Complete Reference Internet**, BPB Publications, 2000, New Delhi.
2. Dominic Selly, Andrew Troelsen and Tom Barnaby, **Expert ASP.Net 2.0**, Dream Tech Press
3. Kris richens, **Introduction to Word press You can make a blog**, Kindle Edition
4. Kogent Solutions INC, **HTML 5 in Simple Steps**, Dream Tech Press 1st Edition 2008

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMA303	Allied Paper III Business Law		
Semester: III	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

Enable the students to acquire the knowledge of legal aspect of business.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the legal aspects in different types of companies.
CO2	Apply legal principles of breach of contract in contractual dealings.
CO3	Demonstrate the contract of sale and agreement to sell.
CO4	Develop knowledge on creation of agency.
CO5	Identify the applications of Negotiable Instruments Act.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 4

Unit	Description	Text Book	Chapter
I	Introduction to Business Law - Legal aspects in different types of companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract	1	1 & 2
	Consideration - Legal rules as to Consideration – Contract without consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact.	1	3
	Instructional Hours	12	
II	Legality of Object - Unlawful and Illegal agreements - Effects of Illegality – Wagering Agreements – Agreement	1	3

	opposed to public policy - Agreements in Restraint of trade		
	Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of contract - Remedies for Breach of Contract.	1	3
	Instructional Hours	12	
III	Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties	1	1
	Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit	1	1
	Instructional Hours	12	
IV	Creation of agency - Classification of agents - Relations of principal and agent - Delegation of authority	1	3
	Relation of principal with third parties - Personal liability of agent - Termination of agency	1	3
	Instructional Hours	12	
V	Negotiable Instruments Act 1881 – Negotiable Instruments	1	5
	Essentials requirements – Endorsements – Kinds – Crossing – Types - Demand draft - Bills of Exchange.	1	5
	Instructional Hours	12	
	Total Hours	60	

Text Book(s):

1. N.D. Kapoor, **Elements of Mercantile Law**, Sultan Chands & Sons, 27th Edition 2013.

Reference Book(s):

1. Shukla. M. C, **A Manual of Mercantile Law**, Sultan Chands & Sons, 13th Edition 2017.
2. R. S. N. Pillai & Bhagavathi, **Business Law**, Sultan Chands & Sons, 2017

E-learning resources

1. <https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid>

2. <https://www.casrilanka.com/casl/images/stories/EDBA/contract%20law.pdf>
3. https://www.lawnotes.in/Indian_Contract_Act,_1872
4. <https://taxguru.in/company-law/memorandum-articles-association-companiesact2013.html>
5. http://corporatelawreporter.com/companies_act/section-29-of-companies-act-2013-public-offer-of-securities-to-be-in-dematerialised-form/
6. <https://www.caclubindia.com/articles/types-of-directors-under-companies-act-2013-25510.asp>

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	H

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U4BCZ301	Skill Based Paper-I Computer Applications Practical-I		
Semester: III	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To enable the students to understand purpose of Internet and Web Page creation by using HTML code

Course Outcome: *By the end of the course the students will be able to:*

CO1	Define the basic concept of HTML
CO2	Install a modem in system.
CO3	Examine the principle of Web page design
CO4	Develop the basics in web design
CO5	Design a webpage with connection to database

Offered by: Business Administration

Course Content

Instructional Hours/Week: 4

List of Programs

S. No	Experiment
1	Install a modem in your system.
2	Connect internet using an account in your system.
3	Search a particular topic in using internet search engines.
4	Create a new mail 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 and 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 page to display an advertisement.

1.	Develop a static HTML page for a College information.
2.	Develop a HTML page to input information to create a mail id.
3.	Develop a HTML page to conduct auction.

The following program based on database.

4.	Develop a HTML page to input student information.
5.	Develop a HTML page to display student results for a given roll number.
6.	Develop a DHTML page to sale a product to users.
7.	Develop a DHTML page to display product information for a given product id.

Total Hours: 60

Demonstration	Program Execution	TEST I	TEST II	Observation	Attendance	Total
5	5	5	5	7	3	30

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC410	Core Paper-X Human Resource Management		
Semester: IV	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to acquire knowledge of Human Resource Management.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the importance of the human resource functions to manage human resource effectively.
CO2	Identify the human recourse requirement and select suitable work force.
CO3	Evaluate the performance of human resource and develop suitable training development and career planning programs
CO4	Conduct HR Audit and Frame sound compensation policy for high employee retention
CO5	Analyze HRM in a global perspective and employ eHRM

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Human Resource Management	1	1
	Functions of HR Department – The Role of HR manager	1	2
	Organization of personnel department		
	Instructional Hours	15	
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification	1	8
	Recruitment & Selection - Meaning, Steps, Process	2	4
	Training and development – Types of training – Process.		
	Instructional Hours	15	
III	Performance Appraisal- Types –Process.	2	14
	Promotion - Meaning and Importance – Seniority Vs Merit –Demotion	2	11
	Job Evaluation and Merit Rating		
	Instructional Hours	15	

IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress	2	7
	HR Audit – Meaning , Objective & Importance	2	8
Instructional Hours		15	
V	International Human Resource Management- Challenges in Human Resource Management	3	6
	E-HRM- Empowering employees	3	6
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. Memoria C. B., **Personnel Management**, Himalaya publications, New Delhi, 2011 Edition
2. V. S. P. Rao, **Human Resource Management**, Excel publishers, New Delhi, 2016 Edition
3. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, , 2013 Edition, New Delhi
4. C.B.Gupta, Human Resource Management, Sultan Chand & Sons, 2018.

Reference Book(s):

1. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, 2013, New Delhi
2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, **Human Resource Management**, Wiley, 11th Edition, 2016

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

19U3BMC411	Core Paper – XI Financial Management		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To enable the students to learn the theories of financial management and also the working methods of Financial Management

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge on various Finance Function.
CO2	Analyze the concept of Funds Management.
CO3	Identify the determinants of dividend policy and computation of EBIT and EPS
CO4	Develop the knowledge on concept of working capital management and Receivables Management
CO5	Identify the various method of capital budgeting.

Course Content**Instructional Hours/ Week: 5**

Unit	Description	Text Book	Chapter
I	Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management	1	1
	Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function	1	1
	Instructional Hours	15	
II	Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital.	1	20
	Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios.	1	16
	Instructional Hours	15	
III	Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy	1	17
	Computation of EBS and EBIT – Computation of Operating Leverage; Financial Leverage; working capital leverage (Problem)	1	17
	Instructional Hours	15	
IV	Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital	1	22
	Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables:	1	23

	Dimensions of Receivables.		
	Instructional Hours	15	
V	Capital Budgeting: Needs and importance of capital budgeting- Process of Capital Budgeting – kinds of capital budgeting decisions	1	32
	Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem)	1	32
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Shashi.K.Gupta and Sharma.R.K, **Financial Management**, Kalyani Publisher, Ludhiana, 6th Revised Edition, 2015
2. Khan.M.Y, Jain.P.K, **Financial Management**, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017
3. Preeti Singh, Fundamentals of Financial Management, Ane Books Private ltd, 3rd Edition 2016

Reference Books:

1. Prasanna Chandra, **Financial Management Theory and Practice**, Tata McGraw hill Publishing Company Ltd, New Delhi, 9th Edition, (2017)

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCC412	Core Paper – XII C++ & Java Programming		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To enable the students to learn C++ & Java programming in windows Environment.

Course Outcome: By the end of the course the students will be able to:

CO1	Develop data types & control structures.
CO2	Identify classes & objects
CO3	Examine programming with objects
CO4	Evaluate operator overloading
CO5	Structure and module of Java Programming

Offered by: BBA (COMPUTER APPLICATION)

Course Content**Instructional Hours/ Week: 4**

Unit	Description	Text Book	Chapter
I	Introduction – Basic concepts of object oriented	1	1
	Beginning with C++	1	2
	Tokens & Expressions	1	3
	Control Structures	1	4
	Instructional Hours	12	
II	Functions in C ++	1	5
	Classes and objects	1	6
	Constructors and destructors	1	7

	Instructional Hours	12	
III	Operator Overloading and Type Conversion	1	8
	Inheritance	1	9
	Instructional Hours	12	
IV	Overview of Java language	2	3
	Constants, Variables & Data Type	2	4
	Decision Making Branching	2	6
	Looping	2	7
V	Arrays and Strings	2	6
	Interfaces	2	10
	Packages	2	11
	Instructional Hours	12	
	Total Hours	60	

Text Books:

1. E. Balagurusamy, **Object Oriented Programming with C++**, Tata McGraw Hill Ltd. 6th Edition 2006
2. E. Balagurusamy, **Programming With Java a Primer**, Tata McGraw Hill Ltd. 4th Edition 2008

Reference Book :

1. E. Balagurusamy, **OOPS using C++ & Java**, Tata McGraw Hill Education Ltd. 6th Edition.
2. Herbert Schildt, **The Complete Reference Java2**, Tata McGraw Hill Ltd. 5th Edition.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCP413	Core Paper-XIII Computer Applications Practical -II		
Semester: IV	Credits: 4	CIA: 30 Marks	ESE: 45 Marks

Course Objective :

To enable the students to learn C++ & Java programming in Windows Environment.

Course Outcome: By the end of the course the students will be able to:

CO1	Develop data types & control structures.
CO2	Identify classes & objects
CO3	Examine programming with objects
CO4	Evaluate operator overloading
CO5	Structure and module of Java Programming

Offered by: Business Administration

Course Content:

Instructional Hours/ Week: 6

S. No	Experiment
1	Write a program in C++ to find out sum and average of two numbers
2	Write a program in C++ to calculate simple interest
3	Write a program in C++ to calculate area of rectangle
4	Write a program in C++ to implement student grade system using control structure
5	Write a program in C++ to implement inline function
6	Write a program in C++ to implement the function overloading
7	Write a program in C++ to implement single inheritance
	JAVA PROGRAMMING LAB
1	Write a Java program to sort the given numbers using arrays.

2	Write a Java program to handle the division by zero operation.
3	Write a Java program to use inheritance
4	Write a Java program to find the area of a rectangle using constructor.
	Total Hours : 75

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	5	5	7	3	30

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

Course designed by	Verified by HOD	Checked by	Approved by

H - High; M-Medium; L-Low

Course Code	Title		
20U3BMA404	Allied Paper IV Industrial Relations and Labour Welfare		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge in Industrial Relations and trade unions.
CO2	Identify Industrial Disputes and government machinery
CO3	Analyze about welfare measures and Training Schemes.
CO4	Discussion of accidents and Industrial health and Hygiene.
CO5	Discussion of child labour and Differently abled labour

Offered by: Business Administration

Course Content**Instructional Hours/Week: 4**

Unit	Description	Text Book	Chapter
I	Concepts – Importance – Industrial Relations, problems in the Public Sector	1	2
	Growth of Trade Unions – Codes of conduct.	1	2
	Instructional Hours	12	
II	Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace	1	3
	Government Machinery – Conciliation – Arbitration – Adjudication.	1	4
	Instructional Hours	12	
III	Concept – Objectives – Scope – Need – Voluntary Welfare Measures	1	5
	Statutory Welfare Measures – Labour – Welfare Funds– Education and Training Schemes	1	5
	Instructional Hours	12	
IV	Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene	1	6
	Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.	1	6
	Instructional Hours	12	
V	Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour	1	7
	Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications	1	7

	Instructional Hours	12
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Text Book(s):

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010.
2. ArunMonappa, RanjeetNambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2017

Reference Book(s):

1. Srivastava, Industrial Relations and Labour laws, Vikas,
2. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U4BMZ402	Skill Based Paper- II Business Correspondence-Viva voce		
Semester: IV	Credits: 3	CIA: 30 Marks	ESE: 45 Marks

Course Objective:

To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication.

Course Outcome: By the end of the course the students will be able to:

CO1	Utilize the principles of communication for effective business operations.
CO2	Demonstrate written communication skills in appropriate business situation.
CO3	Understand the methods of Non verbal Communication.
CO4	Prepare business reports, agenda and minutes of meetings.
CO5	Acquire knowledge on Media Communication

Offered by: Business Administration

Course Content**Instructional Hours/ Week : 3**

Unit	Description	Text Book	Chapter
I	Communication: Meaning - Objectives – Importance – Channels.	1	1
	Barriers to Communication - Essentials of Effective Communication	1	5
	Instructional Hours	9 Hours	
II	Communication through letters - Layout of letter – Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution	1	3
	Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs.	1	5
	Instructional Hours	9 Hours	
III	Non-Verbal Communication - Body Language - Making Presentation	2	12
	Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes.	2	7
	Instructional Hours	9 Hours	
IV	Reports: Types, Preparation, Structure and organization of reports.	2	2
	Reports by individual and committees.	2	2
	Instructional Hours	09	
V	Press releases - Letters to Editors	2	6
	Instructional Hours	09 Hours	
	Total Hours	45	

Text Book(s):

1. Rajendra Pal & Korlahalli, **Essentials of Business Communication**, Sultan Chand & Sons, New Delhi, 13th Edition, 2011
2. Urmila and S. M Rai, **Business Communication**, Himalaya Publication House, New Delhi, 2011.

Reference Book(s):

1. Varinder Kumar & Bodh Raj, **Business Communication**, Kalyani Publishers, New Delhi, 2014
2. Kathiresan & Radha, **Office Management**, Prasanna Publishers & Distributors, 2011

Tools for Assessment (25 Marks)

Review I	Review II	Review III	Assignment	Seminar	Attendance	Total
5	5	5	5	5	5	30

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title	
19U4NM4AT2	ADVANCED TAMIL - II	
Semester : IV	Credits: 2	ESE Marks : 50

Course Objective: E}y;fspd; top mwr;rpe;jidfiscUthf;Fjy; nrk;nkhopapidr;nrk;ikg;gLj;Jjy;.

Course Outcome:mwr;rpe;jidfs; ngWjy; kw;Wk; ,yf;fztof;FKiwfisg; ngWjy;;.

Department offered by:rpwg;Gj;jkpo;; - IV (ehd;fhk; gUtk;)

Course Content

Instructional Hours/Week : 2

Unit I	Description
	<p>gjpndz; fPo;f;fzf;F E}y;fs; ----- --- jpUf;Fws;</p> <ol style="list-style-type: none"> ePj;jhHngUik mwd; typAWj;jy; md;Gilik tpUe;Njnk;gy; nra;ed;wpawpjy;
	Instructional Hours 10
rpWfij	<p>II ----- ----- 1. tz;zjhrd; - xUrpW ,irKjy; le;JrpWfijfs;</p>
	Instructional Hours 5
vOj;Jg;gpioePf;ftopfs;.....	<p>III 1. nrhw;fisr; rhpahfg; gad;gLj;Jk; Kiw</p>

2. tpidr; nrhw;fs;>ngaHr;nrhw;fs;	
Instructional Hours	5
tof;fwpjy;.....	
IV	kuG> ,ay;G>tof;F-jFjptof;Fmwpjy;
Instructional Hours	5
gilg;ghw;wy; gapw;rp.....	
V	ftpij-rpWfij-E}y; kjpg;gPLvOJy;
Instructional Hours	5
Total Hours	30

ghHitE}y;fs;

1. jpUf;Fws; -ghpNkyofHciu>kzpthrfHgjpg;gfk;>nrd;id- 018
2. tz;zjhrd; - xUrpW ,irrpWfijj;njhFg;G>re;jpahgjpg;gfk;>vz;:77> 53 Mk; tPjp>mNrhf; efH>nrd;id.
3. jkpoz;zy; - GjpaNehf;fpy; jkpo; ,yf;fjpatuyhWkPdhl;rpGj;jfepiyak;>kJiu- 001.
4. m.fp. gue;jhkdhH-ey;yjkpo; vOjNtz;Lkh? my;yepiyak;>nrd;id -600 007.
5. gtze;jpKdptH>ed;D}y; G+ypA+Hf;Nfrpfd; ciu>rhujhgjpg;gfk;>nrd;id- 040.

Course Code	Title	
19U4NM4BT2	BASIC TAMIL II	
Semester : IV	Credits: 2	CIA Marks : 50

Course Objective : mw ,yf;fpaq;fismwpKfg;gLj;jy;.

Course Outcome :mw ,yf;fpamwptngWjy; - rpWrpWfijfs; top r%fmdpTngWjy;.

Department offered by:mbg;ilj; jkpo;; - IV (ehd;fhk;gUtk;)

Course Content **Instructional Hours/Week : 2**

Unit	Description
ePjpE}y;fs; ---	----- 1 .ghujpahh; Mj;jpr;#b -Kjy; 12 thpfs; 1. nfhd;iwNte;jd; Kjy; 7 thpfs;
Instructional Hours	5
jpUf;Fws; ----- -----	flTs; tho;j;J-mfuKjyvdj; njhlq;Fk;....Fws; - (1) II thd; rpwg;G-ePhpd;wpmikahJcyF...Fws; - 1 md;Gilik - md;gpd; topaJcaph;epiy..... Fws; - 1 fy;tp-fz;Zillah; vd;gh;Fws; - 1 ,dpait \$wy; - ,dpacsthf ,d;dhj...Fws; -1
Instructional Hours	10

ePjpf;fijfs;.....	
III	Ky;yhtpd; Ntbf;iff; fijfs;>gPh;ghy; fijfs;
Instructional Hours	
5	
fpuhkpaf; fijfs;.....	
IV	1. .gukhh;j;jf;FUfijfs; 2.ehl;Lg;Gwf; fijfs; mwpKfk;
Instructional Hours	
5	
nkhopg; gapw;rp;;.....	
...	
V	1. gpwnkhopr;nrhw;fSf;Fjkpo;r;nrhy; vOJjy; 2. jd;tptuk; vOJjy; 3. vq;fs; fy;Y}hp
Instructional Hours	
5	
Total Hours	30

ghHitE}y;fs;

1. Xsitahh; Mj;jpr;#b kzpthrfh; gjpg;gfk;>Nfhak;Gj;J}h; ,uh[tPjp- 01.
2. jpUf;Fws; - ghpNkyofh; ciu>kzpthrfh; gjpg;gfk;>nrd;id -600018.
3. Ky;yhtpd; Ntbf;iffijfs; - Ky;iy gp.vy;.Kj;ijahnrd;id- 007.
4. ehl;Lg;Gwtpay; Xh; Ma;T-R.rf;jpNty; ghhpepiyak;> nrd;id-01

Course Code	Title	
19U4NM4GEN	General Awareness	
Semester: IV	Credits: 2	ESE: 50 Marks

Course Objective:

Enable the students to learn General knowledge and prepare different competitive exams.

Course Outcome:

CO1	Analysis the Verbal and Numerical Aptitude
CO2	Understood the General Science and Technology and Education
CO3	Gain Knowledge in Computer aids and Social Studies
CO4	Develop Aptitude and problem solving skills

Course Content**Instructional Hours / Week : 2**

1.	Verbal Aptitude
2.	Numerical Aptitude
3.	Abstract Reasoning
4.	Tamil and Other Literature
5.	General Science and Technology and Education
6.	Computer
7.	Economics and Commerce
8.	Social Studies
9.	Sports
10.	Current Affairs
	Total Hours : 30

Course Code	Title		
20U3BMA404	Allied Paper IV Industrial Relations and Labour Welfare		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To explore contemporary knowledge and gain a conceptual understanding of industrial relations.

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge in Industrial Relations and trade unions.
CO2	Identify Industrial Disputes and government machinery
CO3	Analyze about welfare measures and Training Schemes.
CO4	Discussion of accidents and Industrial health and Hygiene.
CO5	Discussion of child labour and Differently abled labour

Offered by: Business Administration

Course Content**Instructional Hours/Week: 4**

Unit	Description	Text Book	Chapter
I	Concepts – Importance – Industrial Relations, problems in the Public Sector	1	2
	Growth of Trade Unions – Codes of conduct.	1	2
	Instructional Hours	12	
II	Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace	1	3
	Government Machinery – Conciliation – Arbitration – Adjudication.	1	4
	Instructional Hours	12	
III	Concept – Objectives – Scope – Need – Voluntary Welfare Measures	1	5
	Statutory Welfare Measures – Labour – Welfare Funds– Education and Training Schemes	1	5
	Instructional Hours	12	
IV	Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene	1	6
	Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.	1	6
	Instructional Hours	12	
V	Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour	1	7
	Differently abled Labour –BPO & KPO Labour – Social Assistance – Social Security – Implications	1	7

	Instructional Hours	12
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Text Book(s):

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2010.
2. ArunMonappa, RanjeetNambudiri, Patturaja Selvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2017

Reference Book(s):

1. Srivastava, Industrial Relations and Labour laws, Vikas,
2. P.N.Singh, Neeraj Kumar. Employee relations Management. Pearson. 2011

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H - High; M-Medium; L-Low

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BMC410	Core Paper-X Human Resource Management		
Semester: IV	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to acquire knowledge of Human Resource Management.

Course Outcome: By the end of the course the students will be able to:

CO1	Understand the importance of the human resource functions to manage human resource effectively.
CO2	Identify the human recourse requirement and select suitable work force.
CO3	Evaluate the performance of human resource and develop suitable training development and career planning programs
CO4	Conduct HR Audit and Frame sound compensation policy for high employee retention
CO5	Analyze HRM in a global perspective and employ eHRM

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Human Resource Management	1	1
	Functions of HR Department – The Role of HR manager	1	2
	Organization of personnel department		
	Instructional Hours	15	
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification	1	8
	Recruitment & Selection - Meaning, Steps, Process	2	4
	Training and development – Types of training – Process.		
	Instructional Hours	15	
III	Performance Appraisal- Types –Process.	2	14
	Promotion - Meaning and Importance – Seniority Vs Merit –Demotion	2	11
	Job Evaluation and Merit Rating		
	Instructional Hours	15	

IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress	2	7
	HR Audit – Meaning , Objective & Importance	2	8
Instructional Hours		15	
V	International Human Resource Management- Challenges in Human Resource Management	3	6
	E-HRM- Empowering employees	3	6
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. Memoria C. B., **Personnel Management**, Himalaya publications, New Delhi, 2011 Edition
2. V. S. P. Rao, **Human Resource Management**, Excel publishers, New Delhi, 2016 Edition
3. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, , 2013 Edition, New Delhi
4. C.B.Gupta, Human Resource Management, Sultan Chand & Sons, 2018.

Reference Book(s):

1. K. Aswathappa, **Human Resource Management**, Tata McGraw Hill publication, 2013, New Delhi
2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, **Human Resource Management**, Wiley, 11th Edition, 2016

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCC412	Core Paper – XII C++ & Java Programming		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To enable the students to learn C++ & Java programming in windows Environment.

Course Outcome: By the end of the course the students will be able to:

CO1	Develop data types & control structures.
CO2	Identify classes & objects
CO3	Examine programming with objects
CO4	Evaluate operator overloading
CO5	Structure and module of Java Programming

Offered by: BBA (COMPUTER APPLICATION)

Course Content**Instructional Hours/ Week: 4**

Unit	Description	Text Book	Chapter
I	Introduction – Basic concepts of object oriented	1	1
	Beginning with C++	1	2
	Tokens & Expressions	1	3
	Control Structures	1	4
	Instructional Hours	12	
II	Functions in C ++	1	5
	Classes and objects	1	6
	Constructors and destructors	1	7

	Instructional Hours	12	
III	Operator Overloading and Type Conversion	1	8
	Inheritance	1	9
	Instructional Hours	12	
IV	Overview of Java language	2	3
	Constants, Variables & Data Type	2	4
	Decision Making Branching	2	6
	Looping	2	7
V	Arrays and Strings	2	6
	Interfaces	2	10
	Packages	2	11
	Instructional Hours	12	
	Total Hours	60	

Text Books:

1. E. Balagurusamy, **Object Oriented Programming with C++**, Tata McGraw Hill Ltd. 6th Edition 2006
2. E. Balagurusamy, **Programming With Java a Primer**, Tata McGraw Hill Ltd. 4th Edition 2008

Reference Book :

1. E. Balagurusamy, **OOPS using C++ & Java**, Tata McGraw Hill Education Ltd. 6th Edition.
2. Herbert Schildt, **The Complete Reference Java2**, Tata McGraw Hill Ltd. 5th Edition.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCP413	Core Paper-XIII Computer Applications Practical -II		
Semester: IV	Credits: 4	CIA: 30 Marks	ESE: 45 Marks

Course Objective :

To enable the students to learn C++ & Java programming in Windows Environment.

Course Outcome: By the end of the course the students will be able to:

CO1	Develop data types & control structures.
CO2	Identify classes & objects
CO3	Examine programming with objects
CO4	Evaluate operator overloading
CO5	Structure and module of Java Programming

Offered by: Business Administration

Course Content:

Instructional Hours/ Week: 6

S. No	Experiment
1	Write a program in C++ to find out sum and average of two numbers
2	Write a program in C++ to calculate simple interest
3	Write a program in C++ to calculate area of rectangle
4	Write a program in C++ to implement student grade system using control structure
5	Write a program in C++ to implement inline function
6	Write a program in C++ to implement the function overloading
7	Write a program in C++ to implement single inheritance
	JAVA PROGRAMMING LAB
1	Write a Java program to sort the given numbers using arrays.

2	Write a Java program to handle the division by zero operation.
3	Write a Java program to use inheritance
4	Write a Java program to find the area of a rectangle using constructor.
	Total Hours : 75

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	5	5	7	3	30

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

Course designed by	Verified by HOD	Checked by	Approved by

H - High; M-Medium; L-Low

Course Code	Title		
18U4HVY402	Value Education Human values and Yoga Practice II		
Semester: III & IV	Credits: 2	CIA: 25Marks	ESE: 25Marks

Course Objective

- To help the students appreciate the essential complementarity between 'values' and 'skills' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To prepare and distribute standardized Yoga teaching and training materials with reference to institute health

Course Outcome (CO):

At the end of the course, students are expected

CO 1	To become more aware of their self and their relationships and would have better reflective and discerning ability.
CO 2	It is hoped that they would be able to apply what they have learnt to their own self in different ordinary day-to-day settings in real life with higher commitment and courage.
CO 3	To enable students to lead a practical life adding value to human relations.
CO 4	To have the basic Knowledge on Simplified Physical Exercises and Asanas and Meditation

Course Content**Instructional Hours / Week: 1**

Unit	Description	Text Book	Chapter
I	Self-realization and Human Values- Self-realization and Harmony-Rules and Regulations-Rights and Duties-Good and Obligation-Integrity and Conscience. Obligation to Family- Trust and Respect -Codes of Conduct -Citizens Charter - Emotional Intelligence.	2	1,4
Instructional Hours			6
II	Impact of Modern Education and Media on Values: Impact of Science and Technology on Values; Effects of computer aided media on Values (Internet, e-mail, Chat etc.); Role of teacher in the preservation of tradition and culture;	2	5
Instructional Hours			6
III	Eradication of worries - Maintaining youthfulness - Greatness of friendship – Refinement of worries - Neutralization of anger- Intelligent quotient (IQ), Emotional quotient (EQ), Spiritual Quotient (SQ)-	2	2,3
Instructional Hours			6

IV	Standing Posture: Tadasana, Padahastasana, Virabhadrasana; Sitting posture:Ustrasana, ArdhaMatsyendrasana, Paschimottanasana.	4	4,5
Instructional Hours			6
V	Supine posture: Sarvangasana, Halasana, Chakrasana. Prone posture: Bhujangasana, shalabhasana; Dhanurasana; Balancing postures: Vrikshasana, Natarajasana, Utkatasana; Pranayama: Bhastrika, Bhramari, NadiShodhan.	4	6,9
Instructional Hours			6
Total Hours			30

Textbook(s):

1. Vethathiri Maharishi, 2011, "Value Education", Vethathiri Publication, Erode
2. Kiran, D.R. "Professional Ethics & Human Values", TATA McGraw Hill Education.
3. Thathuvagnani Vethathiri Maharishi, 2014, "Simplified Physical Exercises". Vethathiri Publications
4. Chandrasekaran, 1999. Sound Health through yoga, Prem Kalyan Publications, Madurai.

Course designed by	Verified by HoD	Checked by	Approved by

19U3BMC411	Core Paper – XI Financial Management		
Semester: IV	Credits: 4	CIA: 25 Marks	ESE: 75 Marks

Course Objective:

To enable the students to learn the theories of financial management and also the working methods of Financial Management

Course Outcome: By the end of the course the students will be able to:

CO1	Acquire knowledge on various Finance Function.
CO2	Analyze the concept of Funds Management.
CO3	Identify the determinants of dividend policy and computation of EBIT and EPS
CO4	Develop the knowledge on concept of working capital management and Receivables Management
CO5	Identify the various method of capital budgeting.

Course Content**Instructional Hours/ Week: 5**

Unit	Description	Text Book	Chapter
I	Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management	1	1
	Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function	1	1
	Instructional Hours	15	
II	Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital.	1	20
	Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios.	1	16
	Instructional Hours	15	
III	Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy	1	17
	Computation of EBS and EBIT – Computation of Operating Leverage; Financial Leverage; working capital leverage (Problem)	1	17
	Instructional Hours	15	
IV	Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital	1	22
	Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables:	1	23

	Dimensions of Receivables.		
	Instructional Hours	15	
V	Capital Budgeting: Needs and importance of capital budgeting- Process of Capital Budgeting – kinds of capital budgeting decisions	1	32
	Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem)	1	32
	Instructional Hours	15	
	Total Hours	75	

Text Book(s):

1. Shashi.K.Gupta and Sharma.R.K, **Financial Management**, Kalyani Publisher, Ludhiana, 6th Revised Edition, 2015
2. Khan.M.Y, Jain.P.K, **Financial Management**, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017
3. Preeti Singh, Fundamentals of Financial Management, Ane Books Private ltd, 3rd Edition 2016

Reference Books:

1. Prasanna Chandra, **Financial Management Theory and Practice**, Tata McGraw hill Publishing Company Ltd, New Delhi, 9th Edition, (2017)

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

PSO/CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC514	Core Paper XIV Investment Analysis and Portfolio Management		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable the students to acquire knowledge of Investment management.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Students should have understood Investment avenues and security analysis.
CO2	Students acquire the knowledge of valuation of securities
CO3	They have knowledge regarding fundamental and technical analysis of securities
CO4	Students can have understanding on portfolio management.
CO5	Students can analyze risk and predict the future market.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Concept of investment-important - alternate forms of investment	1	1
	Types of shares - important share patterns. government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real Investment in shares and debentures-comparison with other forms of investment	1	2
Instructional Hours		15	
II	Primary market: role of NIM mechanics of floating new issues	1	3
	Secondary market: function mechanics of security trading-OTCEI-NSE futures & options.	2	5
Instructional Hours		15	
III	Risk-kinds-measures of risk-returns.	2	5
	Valuation of securities - valuation of bonds – valuation preference and equality shares.	2	8
Instructional Hours		15	
	Security analysis-fundamental analysis: economic, industry and company analysis	2	8

IV	Technical analysis: Dow theory-NSE, BSE, chart patterns, risk measurement techniques	2	8
Instructional		15	
V	Efficient Market theory. Random Walk Theory-weak form-semi strong form	2	9
	Portfolio Analysis: Markowitz theory-optimum portfolio.	2	9
Instructional		15	
Total Hours		75	

Text Book(s):

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill Publication, 4th edition, 2012.
2. Reilly and Brown, Investment Analysis and Portfolio Management, 1999

Reference Book(s):

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House 2012
2. S. Kevin, Security Analysis and Portfolio Management, PHI Publications, 2015.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC515	Core Paper XV Business Research Methods		
Semester: V	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Create the research process and its different approaches.
CO2	Understand the fundamental theoretical ideas and logic of research.
CO3	Develop a thorough understanding of issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period.
CO4	Identify business opportunities and to solve questions related to industries.
CO5	Students have knowledge about marketing research.

Offered by: Business Administration

Course Content**Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Research - Definition - Importance - Advantages and Limitations – Research process - Problem	1	1
	Design of research - Types of Design	1	3
	Sampling process and selection - Sample types - Sample size and sampling errors.	1	4
Instructional Hours		15	
II	Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data	1	6
	Attitude measurement and scaling technique	1	5
	Editing, Coding, Tabulation	1	7
Instructional Hours		15	
III	Statistical Data Analysis - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only)	1	9
	Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only)	1	10
Instructional Hours		15	

IV	Interpretation and Report writing - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results	1	14
Instructional Hours		15	
V	Product research- Price research	2	17
	Motivation research	2	19
	Promotion research – Distribution research - Sales control research - Media research.	2	21
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. C. R. Kothari, **Research Methodology**, New Age International (P) limited, New Delhi, 1st Edition, 2013.
2. S. Sumathi P Saravanavel, **Marketing Research & Consumer Behavior**, Vikas Publishing, New Delhi, 1st Edition, 2009.

Reference Book(s):

1. Boyd and Westfall, **Marketing Research**, McGraw-Hill Professional Publishing, 9th Edition, New Delhi, 2009.
2. Bryman, Alan & Bell, Emma, **Business Research Methods**, (Third Edition), Oxford University Press.2015.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M

CO5	H	M	M	M	M
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H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BMC516	Core Paper XVI Advertising and Sales Promotion		
Semester: V	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

To enable the students to be aware of Advertising concepts, Sales Promotion design and techniques, Publicity and Personal selling

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop fundamental concepts of advertising in the modern marketing practices
CO2	Select an insight on media implications that enable students evolve and explore
CO3	Evaluate all aspects of sales promotion, Publicity and Sales promotion
CO4	To develop and implement media plans.
CO5	To develop knowledge in personal selling.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
I	Advertising in retailing: Advertising principles	1	1
	Steps in planning a retail advertising Campaign advertising for the retail store.	1	2
Instructional Hours		15	
II	Media and copy decisions	1	5
	Media objectives-planning and budgeting-advertising	1	6
	Evaluation creating and producing copy-copy testing.	1	7
Instructional Hours		15	
III	Retail promotional strategy	2	1
	Promotional objectives, Promotional budget	2	2
	Selecting the promotional mix	2	3
	Implementing the promotional mix.	2	3
Instructional Hours		15	
IV	Management of sales promotion- Role of sales promotion	2	4
	Types of sales promotion- Evaluating sales promotion	2	5
Instructional Hours		15	

V	Personal selling and publicity	2	6
	Publicity and special events - Role of personal selling in Retailing	2	7
	Process in personal selling.	2	8
Instructional Hours		15	
Total Hours		75	

Text Book(s):

1. S.H.H. Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books, 2008
2. Sanjay and Sahitya Bhawan, **Advertising and Sales Promotion**, SEPD Publication, 2015

Reference Book(s):

1. Chunawalla Reddy, Appannaiah, **An Introduction to Advertising and Marketing Research**, Himalaya Publishing House, 2015.
2. Ken Kaser, **Advertising and Sales Promotion**, Cengage Learning, 2013.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
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Course Code	Title		
18U3BCC517	Core Paper XVII RDBMS & Oracle		
Semester: V	Credits: 3	CIA:20Marks	ESE:55 Marks

Course Objective:

On successful completion of this course, the students must comprehend Concepts of SQL, Data manipulation, Database trigger etc.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop a good formal foundation on the relational model of data
CO2	Examine about SQL
CO3	Plan data manipulation and database Triggers
CO4	Table Creation
CO5	Transaction and query processing.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 3

Unit	Description	Text Book	Chapter
I	Data base Management System verses RDBMS	1	3
	Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types	4	3
	Data Definition Language –Creating, Altering, Dropping tables	1	1&7
	Types of Keys.	2&3	10&2
Instructional Hours		09	
II	Data Manipulation Language - Insertions, Updation, Deletion and Select command	2	5
	Transaction Control Statements-Commit, Save point, Roll back	1&3	7&1
	Constraints-Defining table and column constraints	1&3	8&2
Instructional Hours		09	
III	Built-in-functions-Single row functions -Grouping	3	4
	Character, Number, Date, Conversion function- Group functions	2	3
	Having clause-Nesting group functions	2	4
Instructional Hours		09	
	Joins–Types of joins-Set operators	2	13

IV	Views-Creating, Removing and Altering views	2	12
	Sequences-Creation, Dropping Sequence- Table Indexes	2	11
Instructional Hours		09	
V	Fundamentals of PL/SQL-Reserved words, User-defined identifiers-PL/SQL Block structure	1	15
	Cursors-Implicit, Explicit cursors- Triggers.	1	19
	Creating and using Stored Procedures and Functions	1	17
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Jose A Ramalho, **Oracle 8i**, BPB Publications, New Delhi, 2008.
2. Dr. P. S. Deshpande, **SQL & PL/SQL for Oracle log (Black book)**, Dream Tech Press, New Delhi, 2012.
3. Ramon A Mata Toledo & Pauline K Cushman, **Fundamentals of SQL Programming**, Tata McGraw Hill, New Delhi, 2002.
4. Luke Welling & Laura Thomson, **My SQL Tutorial**. Dorling Kindersley (India) Pvt Ltd, New Delhi, 2006.

Reference Book(s):

1. Ivan Bayross, **Commercial Application Development using Oracle Developer2000**, BPB Publications, New Delhi, 2nd Edition 2004.
2. Ivan Bayross, **Oracle-7: The Complete Reference**, BPB Publication, New Delhi, 2004.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U4BMZ503	Skill Based Paper III Tally - Practical		
Semester: V	Credits:3	CIA: 30 Marks	ESE: 45 Marks

Course Objective:

This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Students are able to understand the creation and alteration of a company.
CO2	Creation of Vouchers and maintenance of stock and go down creation.
CO3	They are able to know the bank reconciliation statement
CO4	They can understand the preparation of final accounts using Accounting Package

Offered by: Business Administration

Course Content

Instructional Hours / Week: 4

S. No	List of Programs
1.	Create a new company – name and other relevant details and configure the company
2.	Journalizing
3.	Posting into ledger (with and without predefined groups)
4.	Configuring, creating, displaying, altering and cancellation of Vouchers
5.	Trail balance
6.	Final accounts- trading account- profit and loss account and balance sheet
7.	Final accounts with adjustments
8.	Rectification off error
9.	Show the cash, bank and other subsidiary books of the company
10.	Show the Day Book
11.	Integrate stock and inventory details (stock groups/ categories/measurement units)
12.	Stock summary
13.	Bank reconciliation statement
14.	Enable VAT in Tally and VAT Computation report
15.	Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

1. Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.

- i. Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
- ii. He deposited Rs.1,00,000/- cash at ICICI bank.
- iii. He paid electricity bill for Rs.1,200/- by cash.
- iv. He withdrawn Rs.10,000/- cash for his personal use.
- v. He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
- vi. Computer - 10 Nos. - @20000/- each
- vii. He sold the following item to Somnath Traders in cash with 4% Vat rate.
- viii. Computer - 5 Nos. - @27500/- each
- ix. He received Rs.6,000/- as commission from Rohit by cash.
- x. He paid House Rent for Rs.5,000/- by cash.
- xi. He withdrawn Rs.25,000/- cash from ICICI Bank.
- xii. He purchased furniture for Rs.25,000/- by cash for office use. Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.

2. From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditsors:	

Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
Total	18, 00,000
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:-	
10 Refrigerators @ Rs 8000 (LG)	80,000
5 semi automatic (LG) @ 7000	35000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	100,000
Debtors: (Both 45 days Credits)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
Total	18, 00,000

Create company with address - Cochin-5

Income Tax No. PNR/ 1234000 N

VAT TIN no. K GST/ L50006

Inter state sales tax no. I/L1001

Provide other assumed details for the company

5/1/11 Purchased for cash:-

- Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase.

10/1 /11Sales made on Credits:-

QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.

Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

Demonstration	Program Execution	TEST I	TEST II	Observation	Attendance	Total
5	5	5	5	7	3	30

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCC517	Core Paper XVII RDBMS & Oracle		
Semester: V	Credits: 3	CIA:20Marks	ESE:55 Marks

Course Objective:

On successful completion of this course, the students must comprehend Concepts of SQL, Data manipulation, Database trigger etc.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop a good formal foundation on the relational model of data
CO2	Examine about SQL
CO3	Plan data manipulation and database Triggers
CO4	Table Creation
CO5	Transaction and query processing.

Offered by: Business Administration

Course Content

Instructional Hours/Week: 3

Unit	Description	Text Book	Chapter
I	Data base Management System verses RDBMS	1	3
	Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types	4	3
	Data Definition Language –Creating, Altering, Dropping tables	1	1&7
	Types of Keys.	2&3	10&2
Instructional Hours		09	
II	Data Manipulation Language - Insertions, Updation, Deletion and Select command	2	5
	Transaction Control Statements-Commit, Save point, Roll back	1&3	7&1
	Constraints-Defining table and column constraints	1&3	8&2
Instructional Hours		09	
III	Built-in-functions-Single row functions -Grouping	3	4
	Character, Number, Date, Conversion function- Group functions	2	3
	Having clause-Nesting group functions	2	4
Instructional Hours		09	
	Joins–Types of joins-Set operators	2	13

IV	Views-Creating, Removing and Altering views	2	12
	Sequences-Creation, Dropping Sequence- Table Indexes	2	11
Instructional Hours		09	
V	Fundamentals of PL/SQL-Reserved words, User-defined identifiers-PL/SQL Block structure	1	15
	Cursors-Implicit, Explicit cursors- Triggers.	1	19
	Creating and using Stored Procedures and Functions	1	17
Instructional Hours		09	
Total Hours		45	

Text Book(s):

1. Jose A Ramalho, **Oracle 8i**, BPB Publications, New Delhi, 2008.
2. Dr. P. S. Deshpande, **SQL & PL/SQL for Oracle log (Black book)**, Dream Tech Press, New Delhi, 2012.
3. Ramon A Mata Toledo & Pauline K Cushman, **Fundamentals of SQL Programming**, Tata McGraw Hill, New Delhi, 2002.
4. Luke Welling & Laura Thomson, **My SQL Tutorial**. Dorling Kindersley (India) Pvt Ltd, New Delhi, 2006.

Reference Book(s):

1. Ivan Bayross, **Commercial Application Development using Oracle Developer2000**, BPB Publications, New Delhi, 2nd Edition 2004.
2. Ivan Bayross, **Oracle-7: The Complete Reference**, BPB Publication, New Delhi, 2004.

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC619	Core Paper XIX Entrepreneurship & Small Business Management		
Semester: VI	Credits: 4	CIA:25 Marks	ESE:75 Marks

Course Objective:

Enable the students to know the concept of entrepreneurship, business management, opportunities recognition, Quality and risk management in small business organizations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Understand entrepreneurial decision making process through business model to launch a new venture.
CO2	Develop a wide range of strategic, financial and human resource planning skills necessary for the new venture planning process.
CO3	Familiarize on the concepts of Start Ups and Stand Ups
CO4	Acquaint the student with an understanding of how small business functions in a start-up phase, how it evolves, the problems inherent in growth stage and the important role the management plays
CO5	To know social and ethical values in small business management

Offered by: Business Administration

Course Content

Instructional Hours/Week: 5

Unit	Description	Text Book	Chapter
1.	Meaning of Entrepreneurship – Characteristics - functions and types of Entrepreneurship	2	2&3
	Entrepreneur – Role of Entrepreneurship in economic development.	1	2
Instructional Hours		12	
II	Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5&9
Instructional Hours		12	
III	Startups and Buyouts - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams-Organized forms.	RBI	6&7
Instructional Hours		12	

IV	Selecting a Location and Planning the Facilities - Projecting Financial Requirements - Finding Sources of Financing - Exit Strategies - Factors affecting choice of a business location.	1	27
Instructional Hours		12	
V	Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.	1	28
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. S. S. Khanka, **Entrepreneurial Development**, S. Chand & Company New Delhi, 4th Edition, 2013.
2. C. B. Gupta & N. P. Srinivasan, **Entrepreneurial Development**, Sultan Chands & Son
New Delhi, 6th Edition, 2013.

Reference Book(s):

1. S. Anil Kumar, **Small Business and Entrepreneurship**, I.K .International Publishing house Pvt Ltd, New Delhi, 2008.
2. Zimmer, Scarborough, **Effective small business management**, Hal Court College publisher 9th Edition, 2009.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	M
CO5	H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC620	Core Paper XX Strategic Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE:75 Marks

Course Objective:

Enable the students to develop the strategic thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	To expose students to various perspectives and concepts in the field of Strategic Management
CO2	The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations
CO3	To help students develop skills for applying these concepts to the solution of business problems
CO4	To help students master the analytical tools of strategic management

Offered by: Business Administration**Course Content****Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy	2	1
	Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	1	19
Instructional Hours		12	
II	Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification- Guidelines, Goals: Features-	1	
Instructional Hours		12	
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
Instructional Hours		12	

IV	Strategic Implementation: Role of top management- Process- Approaches, Resource allocation-Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage.		
Instructional Hours		12	
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems. Case Studies	3	1&14
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

Reference Book(s):

1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Proces, Content, and Implementation, Oxford University Press: USA.
2. Ritson, N. (2008). Strategic Management. Neil Ritson & Ventus Publishing.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BCC621	Core Paper XXI Visual Basic		
Semester: VI	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To facilitate the student to design, create, build, and debug Visual Basic applications and develop windows applications.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Create VB environment with tool bar, controls and components
CO2	Develop Programming steps
CO3	List Declaring variables & arrays
CO4	Choose Fundamentals of Graphics & files
CO5	SQL basics

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Getting Started – Visual Basic environment – Initial VB screen - Single document interface - Tool bars and Systems control and Components - Use of File, Edit , View , Projects , Format, Run and Debug, Tools, Window menu, Properties window,	1	1
	Image controls, Text boxes, Labels, Navigating between controls, Message Controls, Message boxes	1	4
Instructional Hours		15	
II	Steps in programming – The code window – Editing tools – Statements in VB – Assignment– and Property setting – Variable, Strings, Numbers, Constants- Displaying Information	1	5
	Controlling Program Flow – Repeating operation– Making Decisions – GOTO	1	6
	String function – RND functions –Data and Time functions – Financial functions	1	7
Instructional Hours		15	
	Control arrays - lists: One dimensional arrays –Array with more than one dimension – Using lists functions	1	10

III	and procedures – Passing by reference / Passing by values		
	Code module – Global procedure and Global variable – Documents for users defined types with statements	1	12
	Common dialog box – MDI forms	1	14
Instructional		15	
IV	Fundamentals of Graphics and files - Screen– The line and shapes–Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint picture method–Graph control	1	16
	File commands – File system controls – Sequential files – Random access files – Binary files	1	18
Instructional		15	
V	Clipboard, DDE, OLE	1	20
	Data control – Programming with data control– Monitoring changes to the databases – SQL basics–	1	22
Instructional		15	
Total Hours		75	

Text Book(s):

1. Gary Cornell, **Visual Basic 5 from the Ground Up**, Tata McGraw Hill Publishing Company Limited, New Delhi, 24th Edition Reprint 2007.
2. Gary Cornell, **Visual Basic 6 from the Ground Up**, Tata McGraw Hill Publishing Company Limited, New Delhi, 24th Edition Reprint 2007

Reference Book(s):

1. Wallace Wang, **Visual Basic 6 For Dummies**, Wiley Publisher, 1998
2. Francesco Balena, **Programming Microsoft Visual Basic 6.0**, Microsoft Press, 1999

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCP622	Core Practical XXII Computer Applications Practical-IV		
Semester: VI	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To facilitate the students to learn visual programming in windows environment – practically by using lab.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Create, build, and debug Visual Basic applications
CO2	Develop Windows applications using forms, controls, and events.
CO3	Create database table
CO4	Develop mini project
CO5	Navigation in mini projects

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3****List of Programs**

S. No	Experiment
1	Develop a VB project to check user name and password given by user.
2	Develop a VB project to add and remove items from the list box.
3	Develop a VB project to copy all items in a list box to combo box.
4	Develop a VB project to enter and display student information.
5	Develop a VB project to scroll text from left to right using timer.
6	Develop a VB project to display system date and time on screen.
7	Develop a VB project to find day of a week of a given date.
8	Develop a VB project for mini calculator function.
9	Develop a VB project for monthly calendar using flex grid.
10	Develop a VB project to view all image file in your system.

11	Develop a VB project for notepad.
12	Develop a VB project for document typing using MDI forms.
	Use Employee information for the following projects.
13	Develop a VB project to search a record in MS-Access database using data control
14	Develop a VB project to delete a record from MS-Access database using Data Control
15	Develop a VB project to perform the following operation in MS -Access database using DAO
	a) Move first record b) Move next record c) Move previous record d) Move last record
16	Develop a VB project to insert a record in MS -Access database using ADO.
17	Develop a VB project to modify a record in MS -Access database using ADO.
	Use student information for the following projects.
18	Develop a VB project to search a record in Oracle database using data control.
19	Develop a VB project to delete a record from Oracle data base data control.
20	Develop a VB project to perform the following operation in Oracle database
	Using DAO. a) Move first record b) Move next record c)Move previous
	record d) Move last record
21	Develop a VB project to insert a record in Oracle database using ADO.
22	Develop a VB project to modify a record in Oracle database using ADO
Total Hours : 75	

Demonstration	Program Execution	TEST I	TEST II	Observation	Attendance	Total
5	5	5	5	7	3	30

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U4BMZ604	Skill Based Course Campus to Corporate (Viva voce)		
Semester: VI	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To enable the students to realize the concepts of soft skills, business correspondence, group discussion, presentation.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop soft skills to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
CO2	Understand speaking and writing skills by reinforcing their listening and reading skills and habituating them
CO3	Apply the knowledge gained in the areas such as business correspondence, presentation, group discussion, and interviews
CO4	Students have knowledge about Quantitative and verbal aptitude
CO5	Identify and enumerate ways to nurture your positive attitude.

Offered by: Business Administration

Course Content**Instructional Hours/Week:4**

Unit	Description	Text Book	Chapter
I	Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette - Email etiquette - Telephone and Meeting etiquette.	1	1
	Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.	1	1
Instructional Hours		12	
II	Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
Instructional Hours		12	
	E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette	2	6

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
19U3BMC620	Core Paper XX Strategic Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE:75 Marks

Course Objective:

Enable the students to develop the strategic thinking and decision making abilities in relation to understanding the employability of various strategies in different situations.

Course Outcome: *By the end of the course the students will be able to:*

CO1	To expose students to various perspectives and concepts in the field of Strategic Management
CO2	The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations
CO3	To help students develop skills for applying these concepts to the solution of business problems
CO4	To help students master the analytical tools of strategic management

Offered by: Business Administration**Course Content****Instructional Hours/Week: 5**

Unit	Description	Text Book	Chapter
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy	2	1
	Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	1	19
Instructional Hours		12	
II	Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification- Guidelines, Goals: Features-	1	
Instructional Hours		12	
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17&18
Instructional Hours		12	

IV	Strategic Implementation: Role of top management- Process- Approaches, Resource allocation-Factors - Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.		
Instructional Hours		12	
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems. Case Studies	3	1&14
Instructional Hours		12	
Total Hours		60	

Text Book(s):

1. Strategic Management- Francis Cherunillam-Himalaya Publishing House.
2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
3. Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

Reference Book(s):

1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Proces, Content, and Implementation, Oxford University Press: USA.
2. Ritson, N. (2008). Strategic Management. Neil Ritson & Ventus Publishing.

Tools for Assessment (25 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
5	5	6	3	3	3	25

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
20U3BCC621	Core Paper XXI Visual Basic		
Semester: VI	Credits: 3	CIA:20 Marks	ESE:55 Marks

Course Objective:

To facilitate the student to design, create, build, and debug Visual Basic applications and develop windows applications.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Create VB environment with tool bar, controls and components
CO2	Develop Programming steps
CO3	List Declaring variables & arrays
CO4	Choose Fundamentals of Graphics & files
CO5	SQL basics

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3**

Unit	Description	Text Book	Chapter
I	Getting Started – Visual Basic environment – Initial VB screen - Single document interface - Tool bars and Systems control and Components - Use of File, Edit , View , Projects , Format, Run and Debug, Tools, Window menu, Properties window,	1	1
	Image controls, Text boxes, Labels, Navigating between controls, Message Controls, Message boxes	1	4
Instructional Hours		15	
II	Steps in programming – The code window – Editing tools – Statements in VB – Assignment– and Property setting – Variable, Strings, Numbers, Constants- Displaying Information	1	5
	Controlling Program Flow – Repeating operation– Making Decisions – GOTO	1	6
	String function – RND functions –Data and Time functions – Financial functions	1	7
Instructional Hours		15	
	Control arrays - lists: One dimensional arrays –Array with more than one dimension – Using lists functions	1	10

III	and procedures – Passing by reference / Passing by values		
	Code module – Global procedure and Global variable – Documents for users defined types with statements	1	12
	Common dialog box – MDI forms	1	14
Instructional		15	
IV	Fundamentals of Graphics and files - Screen– The line and shapes–Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint picture method–Graph control	1	16
	File commands – File system controls – Sequential files – Random access files – Binary files	1	18
Instructional		15	
V	Clipboard, DDE, OLE	1	20
	Data control – Programming with data control– Monitoring changes to the databases – SQL basics–	1	22
Instructional		15	
Total Hours		75	

Text Book(s):

1. Gary Cornell, **Visual Basic 5 from the Ground Up**, Tata McGraw Hill Publishing Company Limited, New Delhi, 24th Edition Reprint 2007.
2. Gary Cornell, **Visual Basic 6 from the Ground Up**, Tata McGraw Hill Publishing Company Limited, New Delhi, 24th Edition Reprint 2007

Reference Book(s):

1. Wallace Wang, **Visual Basic 6 For Dummies**, Wiley Publisher, 1998
2. Francesco Balena, **Programming Microsoft Visual Basic 6.0**, Microsoft Press, 1999

Tools for Assessment (20 Marks)

CIA I	CIA II	CIA III	Assignment	Seminar	Attendance	Total
4	4	4	2	3	3	20

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U3BCP622	Core Practical XXII Computer Applications Practical-IV		
Semester: VI	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To facilitate the students to learn visual programming in windows environment – practically by using lab.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Create, build, and debug Visual Basic applications
CO2	Develop Windows applications using forms, controls, and events.
CO3	Create database table
CO4	Develop mini project
CO5	Navigation in mini projects

Offered by: Business Administration

Course Content**Instructional Hours/Week: 3****List of Programs**

S. No	Experiment
1	Develop a VB project to check user name and password given by user.
2	Develop a VB project to add and remove items from the list box.
3	Develop a VB project to copy all items in a list box to combo box.
4	Develop a VB project to enter and display student information.
5	Develop a VB project to scroll text from left to right using timer.
6	Develop a VB project to display system date and time on screen.
7	Develop a VB project to find day of a week of a given date.
8	Develop a VB project for mini calculator function.
9	Develop a VB project for monthly calendar using flex grid.
10	Develop a VB project to view all image file in your system.

11	Develop a VB project for notepad.
12	Develop a VB project for document typing using MDI forms.
	Use Employee information for the following projects.
13	Develop a VB project to search a record in MS-Access database using data control
14	Develop a VB project to delete a record from MS-Access database using Data Control
15	Develop a VB project to perform the following operation in MS -Access database using DAO
	a) Move first record b) Move next record c) Move previous record d) Move last record
16	Develop a VB project to insert a record in MS -Access database using ADO.
17	Develop a VB project to modify a record in MS -Access database using ADO.
	Use student information for the following projects.
18	Develop a VB project to search a record in Oracle database using data control.
19	Develop a VB project to delete a record from Oracle data base data control.
20	Develop a VB project to perform the following operation in Oracle database
	Using DAO. a) Move first record b) Move next record c)Move previous
	record d) Move last record
21	Develop a VB project to insert a record in Oracle database using ADO.
22	Develop a VB project to modify a record in Oracle database using ADO
Total Hours : 75	

Demonstration	Program Execution	TEST I	TEST II	Observation	Attendance	Total
5	5	5	5	7	3	30

Course Designed by	Verified by HOD	Checked by	Approved by

Course Code	Title		
18U4BMZ604	Skill Based Course Campus to Corporate (Viva voce)		
Semester: VI	Credits: 3	CIA:30 Marks	ESE:45 Marks

Course Objective:

To enable the students to realize the concepts of soft skills, business correspondence, group discussion, presentation.

Course Outcome: *By the end of the course the students will be able to:*

CO1	Develop soft skills to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
CO2	Understand speaking and writing skills by reinforcing their listening and reading skills and habituating them
CO3	Apply the knowledge gained in the areas such as business correspondence, presentation, group discussion, and interviews
CO4	Students have knowledge about Quantitative and verbal aptitude
CO5	Identify and enumerate ways to nurture your positive attitude.

Offered by: Business Administration

Course Content**Instructional Hours/Week:4**

Unit	Description	Text Book	Chapter
I	Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette - Email etiquette - Telephone and Meeting etiquette.	1	1
	Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.	1	1
Instructional Hours		12	
II	Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
Instructional Hours		12	
	E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette	2	6

Mapping

CO	PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		H	L	L	M	H
CO2		H	M	M	M	H
CO3		H	M	M	M	H
CO4		H	M	M	M	M
CO5		H	M	M	M	M

H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by