

Syllabus- BBA

BAL101	TAMIL – I					L	T	P	C		
	Total Contact Hours – 45					3	0	0	3		
	Prerequisite course – +2 Level Tamil										
	Course Coordinator Name& Department : முனைவர்.ம.சித்ரா கண்ணு & தமிழ்த்துறை										
COURSE OBJECTIVES :- இருபதாம் நூற்றாண்டு இலக்கியம் மற்றும் மொழி வரலாற்றை அறியச் செய்தல்											
COURSE OUTCOMES (COs)											
CO1	இருபதாம் நூற்றாண்டு கவிதை இலக்கியத்தைப் பற்றி அறிவர்										
CO2	இருபதாம் நூற்றாண்டு கட்டுரை இலக்கியத்தைப் பற்றி அறிவர்										
CO3	இருபதாம் நூற்றாண்டு சிறுகதை இலக்கியத்தைப் பற்றி அறிவர்										
CO4	இக்கால இலக்கிய வரலாறு பற்றி அறிவர்										
CO5	மொழி வரலாறு – செம்மொழி பற்றி அறிவர்										
CO6	தற்கால இலக்கியத்தில் ஆழ்ந்த அறிவைப் பெறுவர்										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M						H	M	M
	CO2	H	M								
	CO3	H	M								
	CO4	H	M								
	CO5	H	M								
	CO6	H	M								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
		✓									
4	Approval	Academic Council Meeting									

அலகு -1 இருபதாம் நூற்றாண்டு கவிதைகள்

9

1. பாரதியார் - யாமறிந்த மொழிகளிலே
2. பாரதிதாசன் - நீங்களே சொல்லுங்கள்!
3. கண்ணதாசன் - அழகை
4. பெருஞ்சித்திரனார் - தமிழா நீ எங்கே?
5. தமிழ் ஒளி - (I) வள்ளைப்பாட்டு (II) பட்டமரம்
6. அப்துல் ரகுமான் - கல்லின் காயம்

அலகு -2 உரைநடை (I) 4 கட்டுரைகள்

9

1. மனிதனும் அழகும் - திரு.வி.க.2. வீட்டிற்கோர் புத்தகசாலை-அறிஞர் அண்ணா
3. பொறியியல் தமிழ் - நா. மால் முருகன்
4. தேசியமறை திருக்குறள் - வ.சுப.மாணிக்கம்

அலகு -3 உரைநடை (II) சிறுகதை - 4 கதைகள் 9

1. நட்சத்திரக் குழந்தைகள் - பி.எஸ்.இராமையா2. விடியுமா-கு.ப.ராசகோபாலன்
3. குருபீடம் - ஜெயகாந்தன்4. கடவுளும் கந்தசாமிப் பிள்ளையும்-புதுமைப்பித்தன்

அலகு -4 இக்கால இலக்கிய வரலாறு 9

1. இருபதாம் நூற்றாண்டு கவிதை இலக்கிய வரலாறு
2. இருபதாம் நூற்றாண்டு உரைநடை இலக்கிய வரலாறு
3. இருபதாம் நூற்றாண்டு சிறுகதை இலக்கிய வரலாறு

அலகு -5 மொழி வரலாறு 9

1. தமிழ்மொழி வரலாறு 2. உலகச் செம்மொழிகளின் வரலாறு
3. தமிழுக்கும் உலகச் செம்மொழிகளுக்குமான உறவு வரலாறு

பாடநூல்

1. இருபதாம் நூற்றாண்டு கவிதை, உரைநடை, சிறுகதை(அலகு-3) பாரத் பல்கலைக்கழக வெளியீடு

பார்வை நூல்கள்

1. சு. ஆனந்தன், "தமிழ் இலக்கிய வரலாறு", பாரி நிலையம், 2012
2. ஞானப்பிரகாசர், "தமிழ் அமைப்புற்றவரலாறு", வியாபார ஐக்கிய சங்கம், 2012
3. ஞா.தேவநேயன், "தமிழ் வரலாறு", பூம்புகார் பதிப்பகம், 2009
4. ஞா.தேவநேயன், "முதல் தாய்மொழி", பூம்புகார் பதிப்பகம், 2008
5. ஞா.தேவநேயன், "சுட்டு விளக்கம்", பூம்புகார் பதிப்பகம், 2006

Course Coordinator

HOD

ENGLISH I		L	T	P	C
BEH101	Total Contact Hours – 60	4	0	0	4
	Prerequisite course – + 2 level English				
	Course Coordinator Name & Dept: Mrs. SHEEBA - English				
	COURSE OBJECTIVES:- :- To use English effectively for study purpose and enable the learner to communicate appropriately in real life situation.				
COURSE OUTCOMES (COs)					
CO1	Remember and recall the words according to the given context.				
CO2	Understand the necessity of grammar in Communication				
CO3	Apply the plots and themes discussed				
CO4	Analyze the various characters involved				
CO5	Evaluate the characters and summarizes the prescribed literature				

CO6	Create essays by evaluating the literary techniques and devices used.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PSO2	PS O3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	L								
	CO4	H	L								
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)
		✓									
4	Approval	Academic Council Meeting									

UNIT I –POETRY

12

Lucy Gray William Wordsworth – Author biography – Summary – Critical Analysis - Ulysses Alfred Lord Tennyson– Author biography – Summary – Critical Analysis - The Road Not Taken – Robert Frost – Author biography – Summary – Critical Analysis

UNIT II – ONE ACT PLAYS

12

The Boy Comes Home - A.A.Milne – Author biography – Summary – Critical Analysis - The Referee - W.H.Andrews and Geoffrey Dearmer – Author biography – Summary – Critical Analysis

UNIT III- SHORT STORIES

12

The Unicorn in the Garden – James Thurber – Author biography – Summary – Critical Analysis - The Avenger – Anton Chekov – Author biography – Summary – Critical Analysis - The Gift of the Magi - O.Henry – Author biography – Summary – Critical Analysis

UNIT IV –PROSE B

12

Six Thinking Hats - Edward de Bono– Author biography – Summary – Critical Analysis - My Early Days Abdul Kalam – Author biography – Summary – Critical Analysis- I Have a Dream Martin Luther King– Author biography – Summary – Critical Analysis.

UNIT V – GRAMMAR

12

Introduction to Basics of Communication Definitions, Types Listening Speaking Reading Writing

TEXT BOOKS:

1. Six Thinking Hats by Edward de Bono, Little Brown and Company, 1985
2. My Early Days by Abdul Kalam, October 7, 2013

REFERENCE BOOKS:

1. English for Communication by Board of Editors, Emerald
2. Roche Marc, "Advanced English Writing Skills: Master class for English Language, Roche Publishing ESL, 2019
3. Strings of Gold (Part- II) Edited by Prof. Jasbir Jain (MacMillan), 2007

Course Coordinator**HOD**

BBA101	FINANCIAL ACCOUNTING				L	T	P	C
	Total Contact Hours – 45				4	0	0	4
	Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies							
	Course Coordinator Name &Department:- Dr.D Arun Kumar /BBA							
COURSE OBJECTIVES: -								
<ul style="list-style-type: none"> • To familiarize the students with the basic fundamentals of accounting. • To impart knowledge on final accounts of sole trading concern. • To enable the students on the concept of income & expenditure and receipts and payments. 								
COURSE OUTCOMES (COs)								
CO1	List the basic fundamentals of accounting							
CO2	Give on own words about sole trading concern.							
CO3	Use the concept of income and expenditure and receipts and payments							
CO4	Identify the concept of depreciation accounting							
CO5	Measure the practical aspects of single entry.							

CO6		Construct financial statements and their purposes.									
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	P	P	P
2	CO1	H	M						S	S	S
	CO2	M	M	L					O	O	O
	CO3	L	H		M	H			1	2	3
	CO4	H	L				M		M	H	L
	CO5	H	H								
	CO6	H	M					L			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT – I
INTRODUCTION TO ACCOUNTING

9

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions -Objectives of Accounting - **Accounting Transactions** - Double En try Book keeping - Journal, Ledger, Preparation of Trial Balance.

UNIT – II
FINAL ACCOUNTS OF SOLE TRADING

9

Preparation of Final Accounts of a Sole Trading Concern – Simple Adjustments

UNIT III
RECEIPTS AND PAYMENTS

9

Preparation of Receipts and Payments Account, Income & Expenditure Account.

UNIT – IV
DEPRECIATION

9

Depreciation - Meaning, **Causes**, Types - Straight Line Method - Written Down Value Method (Change in Method excluded) .

UNIT – V**SINGLE ENTRY SYSTEM****9**

Single Entry - Meaning, **Features, Defects**, Differences between Single Entry and Double Entry System – Statement of Affairs Method .

NOTE; theory 40%, problems 60%

TEXT BOOKS

1. R.L. Gupta & V.K. Gupta - Advanced Accounting, Sultan Chand, New Delhi.
2. T.S. Reddy & Murthy - Financial Accounting, Margham Publications, Chennai.

REFERENCE BOOKS

1. Shukla & Grewal - Advanced Accounting, S. Chand, New Delhi.
2. Jain & Narang - Financial Accounting
3. P.C. Tulsian - Financial Accounting

CourseCoordinator**HOD**

		PRINCIPLES OF MANAGEMENT			
		L	T	P	C
BBA102	Total Contact Hours – 45	4	0	0	4
	Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies				
	Course Coordinator Name &Department:- Dr.D Arun Kumar /BBA				
	COURSE OBJECTIVES: -				
<ul style="list-style-type: none"> • To familiarize the students with the basic fundamentals of accounting. • To impart knowledge on final accounts of sole trading concern. • To enable the students on the concept of income & expenditure and receipts and payments. 					
COURSE OUTCOMES (COs)					
CO1	List the basic fundamentals of accounting				
CO2	Give on own words about sole trading concern.				
CO3	Use the concept of income and expenditure and receipts and payments				
CO4	Identify the concept of depreciation accounting				
CO5	Measure the practical aspects of single entry.				

CO6		Construct financial statements and their purposes.									
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS	P	P
2	CO1	H	M						O 1	S O 2	S O 3
	CO2	M	M	L							
	CO3	L	H		M	H					
	CO4	H	L				M				
	CO5	H	H								
	CO6	H	M					L	M	H	L
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/Internship(PR)
							✓				
4	Approval	Academic Council Meeting									

UNIT I

INTRODUCTION

9

Management- definition-nature – the management process- difference between administration and management – Henry fayol’s principles of management.

UNIT II

PLANNING

9

Planning – definition – characteristics – elements – of a good planning – planning process – benefits and limitations of planning.

UNIT III

STAFFING

9

Organising – definition – Authority and responsibility – Delegation – Centralisation and Decentralisation.

UNIT IV

DIRECTION AND CONTROLLING

9

Staffing – definition – steps in staffing process – man power planning – recruitment – selection –

training – performance appraisal.

UNIT V

DIRECTION AND CONTROLLING

9

direction and controlling – characteristics of direction – importance of direction – characteristics of control – importance of control – control process.

TEXT BOOKS

1. Gupta . C.B. business management, sultan chand & sons
2. koontz herold and heinz weirich, mc graw hill book company.

REFERENCE BOOKS

1. Prasad . L.principles of management, sultan chand & sons.
2. Stoner. A.F. and Freeman. R. E., Management, Prentice hall of India

CourseCoordinator

HOD

		BUSINESS ECONOMICS			
		L	T	P	C
BBA103	Total Contact Hours – 60	3	1	0	3
		Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies			
		Course Coordinator Name &Department:- Mr.K.Vignesh/ BBA			
	COURSE OBJECTIVES: <ul style="list-style-type: none">• To learn the basic economic theories and concepts to businessdecisions.• To familiarize the students with the basic concept ofmicroeconomics.• To make student understand the demand and supply analysis in businessapplications				
	COURSE OUTCOMES (COs)				
CO1		List the basics of economic theories and concepts of business decisions.			
CO2		Explain demand analysis for the market.			
CO3		Illustrate the breakeven analysis and market competition of the firm.			
CO4		Correlate the economic fluctuations of the firm.			

CO5		Assess national income and per capita income of the country.									
CO6		Synthesize price and output decisions of firms under various market structure.									
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	P S O 1	P S O 2	P O S 3
2	CO1	L	L	H							
	CO2	H	L								
	CO3		L				L				
	CO4	L	M		M	M					
	CO5	L	L					H			
CO6	L	L									
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/Internship (PR)
						✓					
4	Approval	Academic Council Meeting									

UNIT I

INTRODUCTION

9

Introduction to economics – Definition – scope and importance of economics – basic concepts of wealth, wants, utility, supply and demand – concept of cost and types of costs.

UNIT II

DEMAND

9

meaning of demand – law of demand- determinants and distinctions of demand – elasticity of demand – demand forecasting – theory of supply and demand – factors of production – demand analysis for company's products.

UNIT III

BREAK EVEN ANALYSIS AND MARKET COMPETITION

9

Break even analysis – Market competitions – Monopoly – Monopolistic competition, Oligopoly – Pricing objectives and Methods.

**UNIT IV
ECONOMIC FLUCTUATION AND BUSINESS**

9

Economic fluctuations and business – business cycle – **business policy** – inflation and deflation with reference to India.

**UNIT V
NATIONAL INCOME**

9

National Income – National product and National Income – Per capita Income Problem – **Factors influencing National Income** – Economic welfare.

TEXT BOOKS

1. S. Shankaran, Managerial Economics – Margham publications-ch-17
2. P.L. Mehta, Managerial Economics – Analysis, problems & cases- sultan chand & sons.
3. Cauvery.R : Managerial Economics, S.Chand & Co.,

REFERENCE BOOKS

1. Managerial Economics, Geetika, Piyali Ghosh, Purba RoyChoudhury
2. Principle of Microeconomics, Gregory Mankiw, Cenagage Learning Publications
3. Economics, Samuleson and Nordhaus, TMH Publishers Ltd. NewDelhi

CourseCoordinator

HOD

		BUSINESS COMMUNICATION				L	T	P	C
		BBA103		Total Contact Hours – 60				3	0
		Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies							
		Course Coordinator Name &Department:- Dr.A.GEETHA / BBA							
		COURSE OBJECTIVES:							
		<ul style="list-style-type: none"> • To provide an overview of BusinessCommunication. • To provide an outline to effective OrganizationalCommunication. • To educate modern forms of Businesscommunication. 							
		COURSE OUTCOMES (COs)							
CO1		Identify the process and importance of communication.							
CO2		Use of knowledge on effective communication.							
CO3		Utilize communication skills for the business							
CO4		Develop skills on preparing the business letters.							

CO5		Score to gain grip on the media of communication.									
CO6		Set up effective business correspondence with brevity and clarity.									
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO1	PSO3
2	CO1	H	L	M					H	L	M
	CO2	L	L								
	CO3	H	L			M					
	CO4	L	M				H				
	CO5	L	1					L			
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)		Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/Internship (PR)
						✓					
4	Approval	Academic Council Meeting									

UNIT I

INTRODUCTION TO COMMUNICATION

9

Nature of communication – Definition- purpose – Importance of Communication - Factors contributing to the importance of communication – process of communication – Barriers to communications.

UNIT II

TYPES OF COMMUNICATION

9

Introduction – classification – verbal communication – written- oral – Nonverbal communication – Directions – Dimensions of communication – formal and informal communication

UNIT III

INTERPERSONAL PERCEPTION

9

Interpersonal perception – selective attention – listening barriers to listening – attending and conducting interviews – participating in discussions – debates and conferences – presentation skills.

	CO3	H	M							H	M	M
	CO4	H	M									
	CO5	H	M									
	CO6	H	M									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other			Project/Term Paper/ Seminar/ Internship (PR)
		✓										
4	Approval			Academic Council Meeting								

அலகு1

அழகர்கிள்ளைவிடுதாது

- 1 - 20

முக்கூடற்பள்ளு - நாட்டுவளம்

- 21,22,25,26,35

திருக்குற்றாலக்குறவஞ்சி- குறத்திமலைவளம்கூறுதல்

- 1 - 5

9

அலகு2

அற்புதத்திருவந்தாதி

- 1 - 5

திருஞானசம்பந்தர் - தேவாரம் - திருவெண்காட்டுப்பதிகம்

- 1 - 10

மாணிக்கவாசகர் - திருவாசகம் - திருச்சாழல்

- 1 - 10

9

அலகு3

பெரியாழ்வார் - முதல்திருமொழி

- 1 - 10

ஆண்டாள் - திருப்பாவை -

- 1 - 10

தொண்டரடிப்பொடிஆழ்வார் - திருமாலை

- 1 - 5

9

அலகு4

ஆசியஜோதி - கருணைக்கடல் - அறவுரைகூறுதல்

- 1 - 10

பராபரக்கண்ணி - குணங்குடிமஸ்தான்சாகிபு

- 1 - 20

இயேசுகாவியம் - பாடுகளின்பாதை- கண்ணதாசன்

9

அலகு5

சிற்றிலக்கியவரலாறு ,சமயஇலக்கியவரலாறு

9

பாட நூல்கள்

1. கதிர்முருகு, "அழகர்கிள்ளைவிடுதாது", சாரதாபதிப்பகம், 2011
2. சோ.கந்தசாமி"பன்னிருதிருமுறை", உலகத்தமிழாராய்ச்சிநிறுவனம், 2008
3. கண்ணதாசன், "இயேசுகாவியம்", கண்ணதாசன்பதிப்பகம், 2014

பார்வைநூல்கள்

1. கதிர்முருகு, "முக்கூடந்பள்ளுமூலமும்உரையும்", சாரதாபதிப்பகம், 2017
2. புலியூர்க்கேசிகன், "திருக்குற்றாலக்குறவஞ்சி", செண்பகாபதிப்பகம், 2010
3. தமிழமுதன், "அற்புத்ததிருவந்தாதி", பாரிநிலையம், 2011
4. த.கோவேந்தன், "நாலாயிரத்திவ்யப்பிரபந்தம்உரை", சாரதாபதிப்பகம், 2015
5. கமலாமுருகன், "ஆசியஜோதிமூலமும்உரையும்", சாரதாபதிப்பகம், 2012
6. கமலாமுருகன், "பராபரக்கண்ணிமூலமும்உரையும்", சாரதாபதிப்பகம், 2013
7. சு.ஆனந்தன், "தமிழ்இலக்கியவரலாறு", பாரிநிலையம், 2018

Course Coordinator

HOD

BEH201	ENGLISH II							L	T	P	C
	Total Contact Hours – 60							4	0	0	4
	Prerequisite course – + 2 level English										
	Course Coordinator Name & Dept.: Mr.S.KUMARESAN - English										
COURSE OBJECTIVES:- To have a better understanding of the English language skills and its implementation it in day to day life activities.											
COURSE OUTCOMES (COs)											
CO1	Remember and recall the concepts of English language										
CO2	Understand the necessity of grammar in Communication										
CO3	Apply the plots and themes discussed										
CO4	Analyze the various characters involved										
CO5	Evaluate the characters and summarize the prescribed literature										
CO6	Create essays by evaluating the literary techniques and devices used.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PS O3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	L								
	CO4	H	L								
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	

		✓								
4	Approval	Academic Council Meeting								

UNIT 1: PROSE

12

The Refugee – K.A. Abbas – Author biography – Summary – Critical Analysis.- The Lion and the Lamb – Leonard Clark – Author biography – Summary – Critical Analysis.

UNIT 2: POEMS

12

1. The Solitary Reaper – William Wordsworth – Author biography – Summary – Critical Analysis.- Gift – Alice Walker – Author biography – Summary – Critical Analysis.

UNIT 3: SHORT STORIES

12

The Fortune-Teller – Karel Capek – Author biography – Summary – Critical Analysis - The Postmaster – Rabindranath Tagore – Author biography – Summary – Critical Analysis.

UNIT 4: ONE-ACT PLAYS

12

The Death Trap – Saki (H.H. Munro) – Author biography – Summary – Critical Analysis -. The Dear Departed: A Comedy in One-Act – Stanley Houghton – Author biography – Summary – Critical Analysis.

UNIT 5: COMMUNICATIVE GRAMMAR

12

Seeking and giving information – statements and questions 2. Being informal – phrasal verbs 3. Expressing ability, possibility, etc – Modals and other devices

TEXT BOOKS:

1. The Death Trap by Saki, The Novels and Plays of Saki, 2001
2. Pooja Khanna, “English Communication”, S.CHAND Publishing, 2016
3. Rabindranath Tagore, “The Postmaster”, Penguin India, 2000

REFERENCE BOOKS:

1. K.A.Abbas Suresh Kohli, “An Evening in Calcutta”, HarperCollins, 2015
2. Stanley Houghton, “Five one act plays”, Alpha Edition, 2019
3. Edited Prof. Jasbir Jain, “Strings of Gold (Part- II)”, MacMillan, 2016

Course Coordinator

HOD

BBA201	FINANCIAL ACCOUNTING II					L	T	P	C		
	Total Contact Hours – 45					4	0	0	4		
	Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Dr.D Arun Kumar /BBA										
COURSE OBJECTIVES: -											
<ol style="list-style-type: none"> To understand the concept, process and importance Of branch accounts. To develop skills of effective allocation of expenses. To help students to acquaint the hire purchase trading account.. To peep students on preparing the partnership accounts. To gain knowledge of realisation of assets and liabilities 											
COURSE OUTCOMES (COs)											
CO1	Can learn the basics concept, process and importance of dependent branches										
CO2	Can develop knowledge on effective Inter departmental transfer at cost or selling price.										
CO3	Able to gain knowledge on the Hire purchase and installment.										
CO4	Can build up knowledge on preparing the partnership accounts..										
CO5	Able to gain knowledge on the Application of Indian Partnership Act1932)-Insolvency of all partners.										
CO6	Can learn the basics concept, process and importance of dependent branches										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	P	P	P
2	CO1	H	M						S	S	S
	CO2	M	M	L					O	O	O
	CO3	L	H		M	H			1	2	3
	CO4	H	L				M		M	H	L
	CO5	H	H								
	CO6	H	M					L			

3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)
					✓					
4	Approval	Academic Council Meeting								

UNIT – I

BRANCH ACCOUNTS

9

Branch Accounts: - Dependent branches - Stock and debtors system - Distinction between wholesale profit and retail profit

UNIT – II

DEPARTMENTAL ACCOUNTS

9

Departmental Accounts: - Basis for allocation of expenses - **Inter departmental transfer at cost or selling price**-Treatment of expenses which cannot be allocated.

UNIT – III

HIRE PURCHASE

9

Hire purchase and installment - **Default and repossession** - Hire purchase trading account. Installment purchase system.

UNIT – IV

ADMISSION OF A PARTNER

9

Admission of a partner - Retirement of a partner - Death of a partner.

UNIT – V

DISSOLUTION OF PARTNERS

9

Dissolution of a partnership - Insolvency of a partner (Application of Indian Partnership Act1932)-**Insolvency of all partners** - Gradual realisation of assets and piecemeal distribution.

Note: Theory 40%, Problems 60%

TEXT BOOKS

1. R. L. Gupta & V. K. Gupta - Advanced Accounting, Sultan Chand, New Delhi.
2. T. S. Reddy & Murthy - Financial Accounting, Margham Publications, Chennai.
3. Shukla & Grewal - Advanced Accounting, S. Chand, New Delhi.

REFERENCE BOOKS

1. Jain & Narang - Financial Accounting
2. P.C. Tulsian - Financial Accounting
3. S. Parthasarathy and A. Jaffarulla, Kalyani Publishers, Financial Accounting.
4. R.L. Gupta & Radhaswamy - Advanced Accounting, Volume 1

CourseCoordinator

HOD

BBA202		BUSINESS STATISTICS					L	T	P	C	
		Total Contact Hours – 45					4	0	-	4	
Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies											
Course Coordinator Name &Department:- Dr.D.Arun Kumar / BBA											
<p>COURSE OBJECTIVES:-</p> <ul style="list-style-type: none"> • To provide theoretical appreciation and use of science of statistics to make better business decisions. • Produce appropriate graphical and numerical descriptive statistics for different types of data. • To expertise with statistical tools and techniques for social science research 											
COURSE OUTCOMES (COs)											
CO1	Define theoretical appreciation.										
CO2	Interpret with statistical tools and techniques for social research.										
CO3	Use frequency distribution to make decision.										
CO4	Analyze the business data by using statistical techniques.										
CO5	Choose statistical tools for research.										
CO6	Manage to make use of science of statistics to take business decisions.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O 1	P S O 2 H	P S O 3 L
2	CO1	M	M						M	H	L
	CO2	H	H		H	M					
	CO3	L	M				H				
	CO4	M	H								
	CO5	H	H					L			
	CO6	L	M								

3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)
					✓					
4	Approval	Academic Council Meeting								

UNIT – I

INTRODUCTION

9

Introduction - Classification and tabulation of statistical data - Diagrammatic and graphical representation of data.

UNIT – II

MEASURES OF CENTRAL TENDENCY

9

Measures of Central tendency - Mean, median and mode - Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation - Measures of Skewness.

UNIT – III

CORRELATION

9

Correlation - Karl Pearson's Coefficient of Correlation-Spearman's Rank Correlation-Regression Lines and Coefficients.

UNIT – IV

THEORETICAL DISTRIBUTION

9

Theoretical Distribution – Binomial, Normal and Poisson Distribution

UNIT – V

TIME SERIES ANALYSIS

9

Time Series Analysis - Trend - Seasonal Variation.

Note: Theory - 40% and Problems - 60%

TEXT BOOKS

1. Statistical Methods - S.P. Gupta, Sultan Chand and Sons.

REFERENCE BOOKS

1. Introduction to Operations Research - Dr. P.R. Vittal, Margham Publications.
2. Business statistics R.S.N. Pillai & Bagavathi.

CourseCoordinator

HOD

		HUMAN RESOURCE MANAGEMENT					L	T	P	C	
BBA203	Total Contact Hours – 60						3	-	-	3	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:-D.K.Sowmiya Lakshmi / BBA										
	COURSE OBJECTIVES:-										
<ul style="list-style-type: none"> • Students gained knowledge in the present day human resources development practice. • Facilitate and communicate the human resources component of the organization's business plan. • Students possess good organizational skills, should be able to coordinate all the individuals as a team and make them work together. 											
COURSE OUTCOMES (COs)											
CO1	Recall the functions, process and task of human resource management										
CO2	Determine the linkage between human resource strategies and corporate strategies.										
CO3	Operationalize recruitment and selection process.										
CO4	Evaluate the training needs, apply the right training method										
CO5	Appraise the employees by performance appraisal.										
CO6	Formulate Employee participation and Relations										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O 1	P S O 2 H	P S O 3 L
2	CO1	H	M		H				M	H	L
	CO2	L	H			M					
	CO3	M	L								
	CO4	L	M			L	H				
	CO5	H	H					M			
	CO6	L	H		H						

3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)
						✓				
4	Approval	Academic Council Meeting								

UNIT I

INTRODUCTION OF HUMAN RESOUCE MANAGEMENT

9

Definition – Importance of Human Resources – Objectives of Human Resources Management – Qualities of Personnel Managers – Evolution and growth of Personnel Management in India.

UNIT II

HUMAN RESOURCE PLANNING

9

Human Resource Planning – Importance and factors influencing HRP – Job analysis – Job Description and Job Specification.

UNIT III

RECRUITMENT, SELECTION, TRAINING & DEVELOPMENT

9

Purposes, Types and methods of recruitment and selection – Source of recruitment and Selection – Placement, Induction – Training and Development – Objectives and Importance of training and Development – Methods / Techniques of training.

UNIT IV

PERFORMANCE EVALUATION

9

Performance appraisal concept – Ranking, rating scales, critical incident method – MBO as a method of appraisal, job evaluation, criteria for promotions and job enrichment

UNIT V

WAGES AND SALARY

9

Wages and Salary Administration – Meaning, Calculation of Wages, Salary and Perquisites – Compensation packages – Rewards and Incentives – Financial and non-financial Incentives

TEXT BOOKS

1. L.M. Prasad – Human Resource Management – S. Chand & Sons – 2007.
2. C.B. Mamoria, S.V. Gankar – Personnel Management – Himalaya Pub. – 2012.

REFERENCE BOOKS

3. Gary Dessler – Human Resource Management – Prentice Hall – 8th Edition – 2010.
4. S.S. Khanka – Human Resource Management – S. Chand Ltd. – 2010.

CourseCoordinator

HOD

BBA204	MARKETING MANAGEMENT					L	T	P	C		
	Total Contact Hours –60					3	-	-	3		
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Dr. A. Geetha / BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> Gain solid understanding of key marketing concepts and skills. Gather, analyze, and draw conclusions from market and environmental data. Build an effective marketing plan to promote a company's product and/or service 											
COURSE OUTCOMES (COs)											
CO1	Define about the marketing concept.										
CO2	Recognize the buyer behavior and segmenting the Market										
CO3	Practice various methods of sales forecasting.										
CO4	Predict the market based on segmentation, targeting and positioning										
CO5	Evaluate the rural markets and the contemporary issues in marketing										
CO6	Formulate promotion mix and distribution to make business decisions										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O 1	P S 2	P S 3
2	CO1	L	H	H							
	CO2	M	H								
	CO3	H	H			L					
	CO4	L	M				M				
	CO5	L	M								
	CO6	H	M					M			

3. P. K. Agarwal , Pragati Prakashan, 2011

CourseCoordinator

HOD

BCI204	Environmental Sciences					L	T	P	C		
	Total Contact Hours – 30					2	0	0	2		
	Prerequisite course –Higher Secondary studies										
	Course Coordinator Name & Department:- – Dr. G. Gurumoorthy / Chemistry										
COURSE OBJECTIVES :-											
To make the students learn about the science from the basic and understood all theoretical background with all concepts thoroughly to protect the habitat of biotic and abiotic ecosystem.											
COURSE OUTCOMES (COs)											
CO1	Remember the fundamental concept of environmental impact and importance of natural Resources										
CO2	Understand about the Ecosystem, Biodiversity and its conservation										
CO3	Understand the various environmental pollution, effects and prevention.										
CO4	Apply the environmental legislations and environmental production act.										
CO5	Apply the human rights, value education, environment and human health: women and child welfare, public awareness										
CO6	Analyze the local area, local polluted site and local simple ecosystem.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	L	H			H		H		
	CO2	H	L	H			H				
	CO3	H	L	H			H				
	CO4	H	L	H			H				
	CO5	H	L	H			H				
	CO6	H	L	H			H				

3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)
		✓								
4	Approval	Academic Council Meeting								

Unit – I: Introduction to Environmental Sciences: Natural Resources: 6

Environmental sciences – relevance – significance – public awareness – forest resources – water resources – mineral resources – food resources – conflicts over resource sharing – exploitation – land use pattern – environmental impact – fertilizer – pesticide Problems - case studies.

Unit – II: Exosystem, Biodiversity and its conservation: 6

Ecosystem – concept – structure and function – producers, consumers and decomposers – food chain – food web – ecological pyramids – energy flow – forest, grassland, desert and aquatic ecosystem – definition – genetic, species and ecosystem diversity – biodiversity – definition – genetic, species and ecosystem diversity – values and uses of biodiversity – biodiversity at global, national (india) and local levels – hotspots, threats to biodiversity – conservation of biodiversity – insitu and ex-situ.

Unit – III: Environmental Pollution and Management 6

Environmental pollution – causes – effects and control measures of air, water , marine, soil, solid waste. Thermal, nuclear pollution and disaster management – floods, earth quake, cyclone and land slides, role of individuals in prevention of pollution – pollution case studies.

Unit – IV: Social issues – Human population: 6

Urban issues – energy – water conservation – environmental ethics – global warming – resettlement and rehabilitation issues – environmental legislations – environmental production act. 1986 – air, water, wildlife and forest B.C.A.: syllabus (CBCS) conservation act - population growth and explosion – human rights and value education – environmental health – HIV/AIDS – role of it in environment and human health – women and child welfare – public awareness – case studies.

Unit – V: Field Work:

Visit to a local area / local polluted site / local simple ecosystem – report submission.

Text book:

1. K. Kumarasamy, A. Alagappa Moses and M. Vesanthy, 2004, Environmental Studies, Bharathidasan University Pub, 1, Trichy.
2. Rajamannar, 2004, Environmental Studies, EVR College Pub, Trichy.
3. S. Kalavathy, (ED.) 2004, Environmental Studies, Bishop Heber College Pub., Trichy.

Reference book:

1. Rajamannar, 2004, Environmental Studies, EVR College Pub, Trichy.
2. S. Kalavathy, (ED.) 2004, Environmental Studies, Bishop Heber College Pub. Trichy.
3. G. TylerMiller, Scott Spoolman, 2018, Environmental science, 16th edition.

Course Coordinator**HOD**

BBC206	VALUE EDUCATION				L	T	P	C
	Total Contact Hours – 30				2	0	0	2
	Prerequisite course – Higher Secondary level							
	Course Coordinator Name & Department:- Ms. G. Vinothini, Commerce							
COURSE OBJECTIVES:-								
<ul style="list-style-type: none"> • To enable the students to understand the Social values. • To provide knowledge on the features for life. • To acquire the knowledge on Human rights. • To impart the knowledge on Environment and Ecological balance. • To educate the knowledge on Social evils. 								
COURSE OUTCOMES (COs)								
CO1	List out the Formation and Essential Elements of Contract.							
CO2	Determine the Self esteem, duties and responsibilities of individuals, Social values							
CO3	Apply to create peace and non violence and Dr. APJ Abdul Kalam’s ten points for Enlightened citizenship							
CO4	Determine the Environment and Ecological balance							
CO5	Measure the Knowledge on Environmental conservations and enrichment							
CO6	Formulate the awareness on Corruption, crime, terrorism, Alcoholism, Drug addiction, Dowry							

Mapping of Course Outcomes with Program outcomes (POs) (L/M/H indicates strength of correlation) H-High M-Medium L-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PSO 3
2	CO1	H	H	H					H		
	CO2	H	M	H							
	CO3	H	M	H							
	CO4	M	H	H							
	CO5	H	M	H							
	CO6	M	M	H							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
		✓							✓		
4	Approval	Academic Council Meeting									

UNIT I

6

Value education: Definition- relevance to present day – concept of human values – self introspection – Self esteem- duties and responsibilities of individuals- Social values- role of media in value building.

UNIT II

6

Salient features for life: Truth, commitment,, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity and inclusiveness, Team work- positive creative thinking.

UNIT III

6

Human rights: Universal declaration of Human rights- human rights violation – National integration – peace and non violence – Dr. APJ Abdul Kalam’s ten points for enlightened citizenship

UNIT IV

6

Environment and Ecological balance: Interdependent of all being – living and non living – the binding of man and nature – Environmental conservations and enrichment.

UNIT V

6

Social evils : Corruption – cyber crime, terrorism, Alcoholism, Drug addiction, Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

TEXT BOOK

1. N. Arumugam, S. Mohana, Lr. Palkani- value based education- Saras Publication, 2009
2. DN Ghose, Value Education- dominant publishers, 2005
3. M.G. Chitakra, Education and Human values, A.P.H Publishing Corporation. New Delhi

REFERENCE BOOKS

- 1) For Life, for the future: Reserves and Remains – UNESCO Publications.
- 2) Values, A Vedanta kesari presentations, Sri Ramakrishna Math, Chennai

Course Coordinator**HOD****SEMESTER III**

		TAMIL – III				L	T	P	C		
BAL301		Total Contact Hours – 45				3	0	0	3		
		Prerequisite course – TAMIL –II									
		Course Coordinator Name & Department : முனைவர்.ம.சித்ரா கண்ணு & தமிழ்த்துறை									
COURSE OBJECTIVES :- காப்பிய இலக்கியம் மற்றும் நீதி இலக்கியத்தை அறியச் செய்தல்											
COURSE OUTCOMES (COs)											
CO1	ஐம்பெரும் காப்பியங்களைப் பற்றி அறிவர்										
CO2	பிற்கால காப்பியங்களைப் பற்றி அறிவர்										
CO3	முக்கால நீதி இலக்கியங்களைப் பற்றி அறிவர்										
CO4	பிற்கால நீதி இலக்கியங்களைப் பற்றி அறிவர்										
CO5	காப்பிய மற்றும் நீதி இலக்கிய வரலாற்றைப் பற்றி அறிவர்										
CO6	காப்பியம் மற்றும் நீதி இலக்கியங்களில் தெளிவான அறிவைப் பெறுவர்										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M						H	M	M
	CO2	H	M								
	CO3	H	M								
	CO4	H	M								
	CO5	H	M								
	CO6	H	M								

3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)
		✓								
4	Approval	Academic Council Meeting								

அலகு1

சிலப்பதிகாரம்-இளங்கோவடிகள்- அடைக்கலக்காதை - 115-148, 201-219
மணிமேகலை- சீத்தலைச்சாத்தனார்-ஆபுத்திரன் திறம் அறிவித்தகாதை-1 - 115
சீவகசிந்தாமணி- திருத்தக்கத்தேவர்- குணமாலையார்இலம்பகம்- 851 - 860

9

அலகு2

கம்பராமாயணம்- கம்பர்- அயோத்தியகாண்டம்- கங்கைப்படலம் - 10
தேம்பாவணி- வீரமாமுனிவர்- நாட்டுப்படலம் - 10
சீராப்புராணம்-உமறுப்புலவர்--மானுக்குப்பிணைநின்றபடலம்- 1- 10

9

அலகு3

திருக்குறள் - திருவள்ளுவர் - கல்வி - 1 - 10
நாலடியார் - பொருட்பால் - நட்பாராய்தல் - 1 - 10
இனியவைநாற்பது - பூதஞ்சேந்தனார் - 1 - 10

9

அலகு4

மூதுரை-அவ்வையார்- 1- 10 நன்னெறி- சிவப்பிரகாசர் - 8,12,18,24,39
புதியஆத்திசூடி - பாரதியார் - 1- 25

9

அலகு5

காப்பியஇலக்கியவரலாறு , நீதிஇலக்கியவரலாறு

9

பாட நூல்கள்

1. ந.மு.வேங்கடசாமிநாட்டார், "சிலப்பதிகாரம்", ராமையாபதிப்பகம், 2010
2. வீரமாமுனிவர், "தேம்பாவணிமூலமும்உரையும்", சாரதாபதிப்பகம், 2014
3. கலைஞர் மு.கருணாநிதி, "திருக்குறள்கலைஞர்உரை", திருமகள்நிலையம், 2010

பார்வைநூல்கள்:

1. புலியூர்க்கேசிகன், "மணிமேகலைமூலமும்உரையும்", சாரதாபதிப்பகம், 2017
2. ஆசிரியர்குழு, "சீவகசிந்தாமணிமூலமும்உரையும்", சாரதாபதிப்பகம், 2015
3. சு.ஆனந்தன், "தமிழ்இலக்கியவரலாறு", பாரிநிலையம், 2018

4	Approval	Academic Council Meeting
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UNIT 1 - LISTENING SKILLS **12**

Types of Listening (Theory / Definition) - Tips for Effective Listening -Academic Listening (Lectures) - Listening to Radio and Television

UNIT 2 - TELEPHONE SKILLS **12**

Basics of Telephone communication -How to handle calls- telephone manners -Leaving a message - Making requests -Greeting and Leave Taking over phone (etiquette) - Handling the situations especially trouble shooting Teleconference - handling Tele interviews for Call Centers

UNIT 3 - WRITING SKILLS **12**

Standard Business letter - Report writing- Email drafting and Etiquettes - Preparing Agenda and writing minutes for meetings - Making notes on Business conversations

UNIT 4 - CAREER SKILLS **12**

Applying for job -Cover letters -Resume and Effective Profiling - Interviews - Group discussions

UNIT 5 – PERSONAL SKILLS **12**

Empathy (Understanding third person’s point of view) -Intrapersonal skills -Interpersonal skills- Problem solving

TEXT BOOKS:

1. Improve Your IELTS Listening and Speaking Skill by Barry Cusack, 2007
2. Roche Marc, “Advanced English Writing Skills: Master class for English Language, Roche Publishing ESL, 2019

REFERENCE BOOKS:

1. Frederick H. Wentz, “A Workbook to Develop Skills For Employment”, Create space Independent Pub,2012
2. S. P. Dhanavel, “English and Soft Skills”, Orient Black Swan, First edition, 2010
3. English for Communication by Board of Editors, Emerald

BBA301	MANAGEMENT ACCOUNTING					L	T	P	C			
	Total Contact Hours – 45					3	1	-	4			
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies											
	Course Coordinator Name & Department:- Ms.A.Jhony / BBA											
COURSE OBJECTIVES:-												
<ul style="list-style-type: none"> To familiarize the students with the basic fundamentals of Management accounting. To impart knowledge on Managerial concepts & accounts of sole trading concern. To enable the students on the concept of income & expenditure and receipts and payments. 												
COURSE OUTCOMES (COs)												
CO1	Identify the place and role of management accounting in decision making.											
CO2	Discuss to analyse and interpret the financial statement.											
CO3	Illustrate to analyse and forecasting with the help of their statement.											
CO4	Determine the concept of planning, controlling and reporting the details to the management.											
CO5	Compare cash and fund flow statement they can prepare cash flow statement.											
CO6	Prepare the financial position of the company.											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3	
2	CO1	H	M	H				M	H	M	L	
	CO2	L	H									
	CO3	H	M			M						
	CO4	H	L				L					
	CO5	L	H					H				
	CO6	M	M									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)		
					✓							
4	Approval	Academic Council Meeting										

UNIT I	
INTRODUCTION	9
Management Accounting – Meaning, scope, importance and limitations Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.	
UNIT II	
ANALYSIS AND INTERPRETATION	9
Analysis and Interpretation of Financial Statements – Nature, objectives, tools – Methods – Comparative Statements, Common Size statement and trend analysis.	
UNIT III	
RATIO ANALYSIS	9
Ratio Analysis – Interpretation, benefits and limitations - Classification of ratios – Liquidity, Profitability, turnover, capital structure and leverage.	
UNIT IV	
FUND FLOW ANALYSIS	9
Fund flow analysis – preparation of schedule of changes in working capital and fund flow statement.	
UNIT V	
CASH FLOW ANALYSIS	9
Cash flow analysis – preparation of cash flow statement – distinctions between cash and fund flow statement.	
NOTE: Theory 40%and Problems 60%.	

TEXT BOOKS :

1. Maheswari S.N. Principles of Management Accounting – Sultan Chand.
2. Man Mohan & Goyal, S.M., Principles of Management Accounting – Sathiya.
3. Reddy T.S., & Hariprasad Reddy. Y, Management Accounting, Margham Publication.

REFERENCE BOOKS:

1. R.S.N. Pillai and Bagavathi, Management Accounting – Sultan Chand.
2. Dr. P. Periyasamy, Financial & Management Accounting – Himalaya Publications.

CourseCoordinator

HOD

BBA302	ORGANISATIONAL BEHAVIOUR						L	T	P	C	
	Total Contact Hours – 60						4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name & Department:- Ms.D.K.Sowmiyalakshmi / BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To make the students with the basics of Organizational Behavior. To improve the knowledge on Organizational concepts & Behavioral science of Corporate Environment. To enable the students on the concept of Behavioral methods. 											
COURSE OUTCOMES (COs)											
CO1	Recognise the development of the field of organizational behaviour and explain the micro and macro approaches.										
CO2	Discriminate the different models used to explain individual behaviour related to motivation and rewards.										
CO3	Apply and identify the processes used in developing communication and resolving conflicts.										
CO4	Detect the group dynamics and demonstrate skilled required for working in groups										
CO5	Select the organizational culture and describe and to examine various organizational design.										
CO6	Design the development of the field of organizational behaviour and explain the micro and macro approaches.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	H	H			H			H	L	M
	CO2	H	H				L				
	CO3	L	M					H			
	CO4	H	M	M							
	CO5	M	M								
	CO6	H	H								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT – I

INTRODUCTION

9

Introduction of Organizational Behavior: Foundations of Individual Behavior – Personality, Perception, Learning, Values and Attitudes.

UNIT- II

MOTIVATION

9

Motivation – **Early Theories**, Contemporary theories, Motivation at work – Designing Motivating Jobs.

UNIT-III

GROUP DISCUSSION

9

Group Dynamics – Group Behavior, Communication and **Group Decision Making**, Intergroup relations.

UNIT- IV

LEADERSHIP

9

Leadership – trait, Behavioral and **contingency theories**: Power and Policies; Trait, Behavioral Analysis(T.A.); Work Stress.

UNIT-V

STRUCTURE AND DESIGN

9

Organizational Structure and Design; Organizational Change and development; Organizational culture and Climate. **Organizational Conflict; Causes, Types of Conflict**, Management Conflict.

TEXT BOOKS:

1. R.S. Dwivdi, Human Relations & organizational behavior, Mc Millan India ltd.5th edition.

REFERERNC E BOOKS :

1. Stephen P. Robbins. Organisational behavior 9th edition, Pearson education, New Delhi.2010
2. L., M. Prasad, Organisational Behaviour. Sultan Chand & sons

CourseCoordinator

HOD

BBA303	BUSINESS MATHEMATICS							L	T	P	C
	Total Contact Hours – 45							3	-	-	3
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Ms.D.K.Sowmiyalakshmi / BBA										
COURSE OBJECTIVES:-											
<ol style="list-style-type: none"> To provide basic knowledge of mathematics and its application. To introduce mathematics so that they can be used in the field of commerce and industry. To acquaint the students with wide applications of mathematical techniques to commerce, economics and practical situation. To train the students to calculate payroll wages and commissions. To enrich the students' knowledge regarding interest and annuity. 											
COURSE OUTCOMES (COs)											
CO1	Can be gained knowledge of mathematics and its application.										
CO2	Will be experienced in applying mathematics in the field of commerce and industry.										
CO3	Can get enough knowledge on application of mathematical techniques in practical situation.										
CO4	Will be trained in calculation of payroll wages and commissions.										
CO5	Can get enough knowledge regarding interest and annuity.										
CO6											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	H	H			H			H	L	M
	CO2	H	H				L				
	CO3	L	M					H			
	CO4	H	M	M							
	CO5	M	M								
	CO6	H	H								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)	
						✓					
	Approval	Academic Council Meeting									

UNIT – I	
SET THEORY	9
Theory of Sets - Set Theory - Definition, Elements and Types of Sets, Operations on Sets, Relations and Functions of Sets	
UNIT – II	
ALGEBRA	9
Algebra - Ration, Proportion and Variations	
UNIT – III	
PERMUTATION AND COMBINATION	9
Permutation and Combination, Binominal Theorem, Exponential and Logarithmic Series - Arithmetic, Geometric and Harmonic Progressions	
UNIT- IV	
DIFFERENTIAL CALCULUS	9
Differential Calculus - Differentiation - Meaning-, Rules; Maxima and Minima of Univariate Functions; Application of Maxima and Minima in business	
UNIT-V	
ANNUITY	9
Interest and Annuity - Banker's Discount - Binary Number System - Matrices - Meaning and Operations- Matrix inversion - Solutions to Linear Equations - Payroll, Wages and Commission	

Note: Theory - 40% and Problems - 60%

TEXT BOOKS:

1. Business Mathematics - P.R.Vittal, Margham Publications, 2012
2. Business Mathematics - D.C.Sancheti and V.K.Kapoor, Sultan Chand & Sons, 2012

REFERENCE BOOKS:

1. Business Mathematics - B.M.Agarwal, Sultan Chand & Sons, 2010
2. Business Mathematics - R.S.Soni, Ane Books Pvt Ltd, 2012.

CourseCoordinator

HOD

BBA304	BUSINESS LAW						L	T	P	C	
	Total Contact Hours – 45						3	-	-	3	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Dr.A.Geetha/ BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To make the students with the basics Businesslaw To innovate the knowledge on legal concepts in BusinessEnvironment. To enable the students on the concept of legalmethods. 											
COURSE OUTCOMES (COs)											
CO1	Define the knowledge on fundamental principles of business laws.										
CO2	Discuss the sensitized on the law of contract.										
CO3	Illustrate enough knowledge on legal rules as to contracts and sale of goods.										
CO4	Analyse legal aspects relating to business.										
CO5	Appraise enough knowledge on agreements.										
CO6	Arrange steps to know the customer related laws.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	P S O 1	P S O 2	P S O 3
2	CO1	H						M	H	M	F
	CO2	H	H				H				
	CO3		M	L							
	CO4	H				M					
	CO5	M	M					H			
	CO6		H								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT I
LAW OF CONTRACT 9
Indian contract act - Formation and Essential Elements of Contract
- Types of Contract and Agreements - offer and acceptance – considerations- Lawful Object and Free Consent

UNIT II
AGREEMENTS 9
Capacity - flaw in consent, void agreements –Essential Elements –wagering agreements- illegal agreements

UNIT III
DISCHARGE OF CONTRACT 9
Performance – tender –Essentials of a Valid Tender- Types of Tenders Discharge of Contract – Breach of Contract and Remedies – Quasi Contracts

UNIT IV
CONTRACT OF AGENCY 9
Contract Of Agency – Essentials For A Valid Agency- Types Of Agency- Duties And Rights Of An Agent - Termination Of An Agency.

UNIT V
SALE OF GOODS ACT 9
Sale of goods act –sale and agreement to sell - formation - caveat emptor - implied conditions and warranty - rights of unpaid seller.

TEXT BOOKS

1. N.D.Kapoor, Business Law, Sultan Chand&Sons, New Delhi, 2008.
2. P.C.Tulsian, Business Law, Tata Mc Graw-Hill Publishing Co.Ltd, New Delhi, 2005.

REFERENCE BOOKS

1. P.Saravanel &S.Sumathi, Legal System in Business, Himalaya Publishing House, Mumbai, 2004.
2. M.C.Kuchal,Mercantile Law, Vikas Publication,2009
3. R.S.N. Pillai and Bagavathi, Business Law S.chand & co Ltd New Delhi, 2009.

CourseCoordinator

HOD

BAL002	BASIC TAMIL – I						L	T	P	C		
	Total Contact Hours – 45						3	0	0	3		
	Prerequisite course – +2 Level Tamil											
	Course Coordinator Name & Department :- ஸ்ரீதேவி&தமிழ்த்துறை											
COURSE OBJECTIVES :- தமிழ்மொழியின் அடிப்படைக்கூறுகள் பற்றி அறியச் செய்தல்												
COURSE OUTCOMES (COs)												
CO1	தமிழ் எழுத்துக்களை அறிவர்											
CO2	தமிழ் எழுத்துக்களில் உள்ள வேறுபாடுகளை அறிவர்											
CO3	சொல்லமைப்பு பற்றி அறிவர்											
CO4	சொற்களை உருவாக்கும் அறிவைப் பெறுவர்											
CO5	சொற்களை தொடராக மாற்றும் திறனைப் பெறுவர்											
CO6	எழுத்துக்கள், சொற்கள், தொடர்கள் பற்றி தெளிவான அறிவைப் பெறுவர்											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	M	H						M	H	M	
	CO2	M	H									
	CO3	M	H									
	CO4	M	H									
	CO5	M	H									
	CO6	M	H									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
							✓					
4	Approval	Academic Council Meeting										

அலகு -1

9

தமிழ் எழுத்து அறிமுகம் - உயிரெழுத்து - மெய்யெழுத்து - பெயர், முறை, வடிவம், ஒலி அளவு (மாத்திரை) - சுட்டு வினா எழுத்துக்கள் - எழுத்துக்களை கண்டறியும் பயிற்சி

அலகு - 2

12

உயிர்மெய் எழுத்துக்கள் - எண்ணிக்கை, பெயர், முறை , வடிவம், ஒலி அளவு (மாத்திரை) - எழுத்துக்களை அகரவரிசைப்படுத்துதல் - எழுத்து வேறுபாடு அறியும் பயிற்சி

அலகு - 3

12

சொல்லமைப்பு - ஒரேழுத்துச் சொற்கள், பல எழுத்துச் சொற்கள் - சொல்வகை - பெயர் வினை - சொற்பொருள் வேறுபாடு அறிதல் - சொற்களை உருவாக்கும் பயிற்சி

அலகு - 4

12

தொடர் அமைப்பு - சொற்கள் தொடராக அமையும் முறை - தொடர் வேறுபாடு - செய்தித் தொடர், வினாத் தொடர், உணர்ச்சித் தொடர், ஏவல் தொடர்- சொற்களை தொடரில் பயன்படுத்தும் பயிற்சி

பாட நூல்கள்

1. ஆறுமுகநாவலர், "தமிழ் இலக்கணம்", பாரிநிலையம், 2012
2. கழகப்புலவர்குழுவினர், "நன்னூல்-எழுத்ததிகாரம்", கழகவெளியீடு, 1996
3. கழகப்புலவர்குழுவினர், "நன்னூல்-சொல்லதிகாரம்", கழகவெளியீடு, 1996

பார்வைநூல்கள்

1. பவணந்திமுனிவர், "நன்னூல் -எழுத்ததிகாரம்", முல்லைநிலையம், 1994
2. சோம.இளவரசு, "நன்னூல்சொல்லதிகாரம்", : மெய்யப்பன்பதிப்பகம், 2012
3. கூழங்கைத்தம்பிரான், "நன்னூல்", உலகத்தமிழாராய்ச்சிநிறுவனம், 1998

Course Coordinator

HOD

BCA3E1		SPECIAL TAMIL – I				L	T	P	C		
		Total Contact Hours – 45				3	0	0	3		
		Prerequisite course – Tamil Under Part 1									
		Course Coordinator Name & Department : முனைவர்.ம.சித்ராகண்ணு & தமிழ்த்துறை									
COURSE OBJECTIVES :- பண்டைத்தமிழரின்நாகரிகமும்பண்பாடும்பற்றி அறியச்செய்தல்											
COURSE OUTCOMES (COs)											
CO1	தமிழரின்அரசியல், தொழில், சமூகஅமைப்புபற்றி அறிவர்										
CO2	தமிழர்திருமணமுறை, குடும்பவாழ்வுபற்றி அறிவர்										
CO3	தமிழரின்உணவு, உடை, உறைவிடம்பற்றி அறிவர்										
CO4	தமிழரின்கல்வி, வானியல், விளையாட்டு, மகளிர், விழாக்கள்பற்றி அறிவர்										
CO5	சங்ககாலமருத்துவம், கட்டடக்கலைப்பற்றி அறிவர்										
CO6	சங்ககாலத்தமிழரின்நாகரிகம்பண்பாடுபற்றி தெளிவான அறிவைப் பெறும் அறிவர்										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M			H						

	CO2	M			H				H	M	M
	CO3	M			H						
	CO4	M			H						
	CO5	M			H						
	CO6	M			H						
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
							✓				
4	Approval	Academic Council Meeting									

அலகு1

9

நாகரிகமும்பண்பாடும் -சங்ககாலத்துஅரசியல்நிலை- சங்ககாலத்தொழிற்பிரிவினரும்சமூகஅமைப்பும்

அலகு2

9

பண்டைத்தமிழர்திருமணமுறை ,நல்லறம் - குடும்பவாழ்வுபற்றியதமிழர்கொள்கை -
பண்டையத்தமிழரின்உணவு, உடை, உறையுள்

அலகு3

9

பண்டைத்தமிழரின்கல்விநிலை - பண்டைத்தமிழரின்வானியல்அறிவு -
பண்டைத்தமிழரின்விளையாட்டுப்பொழுதுபோக்கும்

அலகு4

9

மகளிர் நிலை - சங்கத் தமிழரின் சமய வாழ்வு - சங்ககால விழாக்கள்

அலகு5

9

இந்திய நாகரீகத்தில் தமிழ்ப் பண்பாட்டுக்கூறுகள் - மருத்துவக் கலை - தமிழகக் கோயில் கட்டிடக்கலை வளர்ச்சி

பாடநூல்கள்

1. அ.தட்சிணாமூர்த்தி, "தமிழர்நாகரிகமும்பண்பாடும்",ஐந்திணைப்பதிப்பகம், 2010
- 2.பாவாணர், "பண்டைத்தமிழர்நாகரிகமும்பண்பாடும்", பூம்புகார்பதிப்பகம், 2012
- 3.கே.கே.பிள்ளை, "தமிழகவரலாறுமக்களும்பண்பாடும்", மணிவாசகர் பதிப்பகம், 2012

பார்வைநூல்கள்

1. நா. வானமாமலை, "தமிழர்பண்பாடும் தத்துவமும்", அலைகள் வெளியீட்டகம், 2011
2. பேரின்பன், "தமிழர்வரலாறு: சிலகேள்விகளும் தேடல்களும்", அலைகள் வெளியீட்டகம், 2011
3. மா.இராசமாணிக்கனார், "தமிழகவரலாறும் தமிழர்பண்பாடும்", செண்பகாபதிப்பகம், 2012

Course Coordinator

HOD

SEMESTER IV

BAL401	TAMIL – IV						L	T	P	C		
	Total Contact Hours – 45						3	0	0	3		
	Prerequisite course – TAMIL –III											
	Course Coordinator Name & Department : முனைவர்.ம.சித்ரா கண்ணு & தமிழ்த்துறை											
COURSE OBJECTIVES :- சங்க இலக்கியத்தைப் பற்றி அறியச் செய்தல்												
COURSE OUTCOMES (COs)												
CO1	எட்டுத்தொகையில் நற்றிணை, குறுந்தொகை, கலித்தொகை இலக்கியங்களை அறிவர்											
CO2	எட்டுத்தொகையில் புறநானூறு, பதிற்றுப்பத்து இலக்கியங்களை அறிவர்											
CO3	பத்துப்பாட்டு இலக்கியத்தில் பொருநராற்றுப்படை, பெரும்பாணாற்றுப்படை பற்றி அறிவர்											
CO4	பத்துப்பாட்டில் நெடுநல்வாடை, பட்டினப்பாலை, முல்லைப்பாட்டு பற்றி அறிவர்											
CO5	எட்டுத்தொகை, பத்துப்பாட்டு இலக்கிய வரலாற்றை அறிவர்											
CO6	சங்க இலக்கியத்தைப் பற்றிய உயரிய சிந்தனையைப் பெறுவர்											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	H	M						H	M	M	
	CO2	H	M									
	CO3	H	M									
	CO4	H	M									
	CO5	H	M									
	CO6	H	M									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
		✓										
4	Approval	Academic Council Meeting										

அலகு1		9
நற்றிணை	- 10, 110, 129	
குறுந்தொகை	- 8, 25, 32	
கலித்தொகை	- 6, 37, 51	
அலகு2		9
புறநானூறு	- 89, 109, 204	
பதிற்றுப்பத்து	- 42,46,49(5ம்பத்து)	
அலகு3		9
பொருநராற்றுப்படை	- 151 - 213	
பெரும்பாணாற்றுப்படை	- 5 - 15,	
	- 170 - 184	
அலகு4		9
நெடுநல்வாடை	- 1 - 25	
பட்டினப்பாலை	- 106 - 158	
முல்லைப்பாட்டு	- 1 - 28	
அலகு5		9
எட்டுத்தொகைவரலாறு- பத்துப்பாட்டுவரலாறு		

பாட நூல்கள்

1. வேங்கடராமன், "நற்றிணைமூலமும்உரையும்", உ.வே.சாநூல்நிலையம்,2013
2. புலியூர்க்கேசிகள், "குறுந்தொகைமூலமும்உரையும்", சாரதாபதிப்பகம், 2010
3. புலியூர்க்கேசிகள், "கலித்தொகைமூலமும்உரையும்", சாரதாபதிப்பகம், 2015

பார்வைநூல்கள்

1. புலியூர்க்கேசிகள், "புறநானூறுமூலமும்உரையும்", சாரதாபதிப்பகம், 2010
2. ஓளவைச.துரைசாமிப்பிள்ளை, "பதிற்றுப்பத்துஉரை", சாரதாபதிப்பகம், 2008
3. கதிர்முருகு, "பத்துப்பாட்டுமூலமும்உரையும்", சாரதாபதிப்பகம், 2010
4. ச.வே.சுப்ரமணியம், "சங்கஇலக்கியம்", மணிவாசகர்பதிப்பகம், 2006

Course Coordinator

HOD

BEH401	ENGLISH- IV							L	T	P	C
	Total Contact Hours – 60							4	0	0	4
	Prerequisite course – + 2 level English										
	Course Coordinator Name & Dept. :Ms.E.REKHA - English										
COURSE OBJECTIVES:- To focus on the balanced development of the English language communication skills.											
COURSE OUTCOMES (COs)											
CO1	Remember the basic concepts of English literature										
CO2	Understand the importance of the English language.										
CO3	Apply the themes and values by comprehending the given text.										
CO4	Analyse the grammar and the literary texts.										
CO5	Evaluate the characters and the genre prescribed.										
CO6	Create comprehensive essays efficiently.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PSO2	PS O3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	L								
	CO4	H	L								
	CO5	H	L								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Eng Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
		✓									
4	Approval	Academic Council Meeting									

UNIT 1 - PROSE**12**

Lalajee – Jim Corbett – Author Biography – Plot – Theme - Summary - Critical analysis; **Face of Judas** – Bonnie Chamberlin - Author Biography – Plot – Theme - Summary - Critical analysis.

UNIT 2 - POETRY**12**

Laugh and Be Merry – **John Masefield** – Author Biography - Theme – Poetic devices – Annotations - Summary – Critical analysis; **Matilda** - **Hilaire Belloc**- Author Biography - Theme – Poetic devices – Annotations - Summary – Critical analysis.

UNIT 3: SHORT STORIES**12**

Hunchback Sundari – **C.Raja Gopalachari** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis; **The Eyes Are Not There** - **Ruskin Bond**- Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis.

UNIT 4: ONE-ACT PLAYS**12**

Macbeth Soliloquy – **Out, Out, Brief Candle** - **Shakespeare** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis; **Julius Ceasar** - **Anthony’s Funeral Speech** – Author Biography - Plot – Theme - Character sketch – Summary – Critical analysis.

UNIT 5: FUNCTIONAL ENGLISH**12**

Wh – Questions - Pattern – Active and Passive voice – usage of passive voice – structure of passive verb; Modal verbs – Tenses.

TEXT BOOKS:

1. Corbett, “My India”, Rupa Publications India Pvt. Ltd., 2018
2. Stories of Innocent by C.Rajagopalachari, Bharathiya Vidya Bhavan, 2009

REFERENCE BOOKS:

1. Shakespeare – The Complete Work; Wilco Publishing House, Mumbai, India. 2005
2. Hilaire Belloc, “Matilda”, Random House UK, 1994
3. Shakespeare, “Macbeth”, Macmillan Publisher, 2014

Course Coordinator**HOD**

	BUSINESS TAXATION	L	T	P	C	
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BBA401	Total Contact Hours – 45							4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies											
	Course Coordinator Name & Department:- Mr.K.Vignesh/BBA											
COURSE OBJECTIVES:-												
<ul style="list-style-type: none"> To understand some basic introduction and objectives of taxation. To understand the taxation structure in India. To know legal frame work of tax laws and there operations. 												
COURSE OUTCOMES (COs)												
CO1	Identify the canons and tax system in India											
CO2	Discuss the canons of taxation											
CO3	Practice the concept of income, assesses, gross total income.											
CO4	Analyse the assessment procedure for advance tax and TDS											
CO5	Compare the Central Sales Tax and Central Sales Tax.											
CO6	Prepare the provisions and sources of service tax.											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3	
2	CO1	L		M				H	L	M	L	
	CO2	L	M				H					
	CO3		L									
	CO4	M			L			M				
	CO5		M									
	CO6	L	L			M		L				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)		
					✓							
4	Approval	Academic Council Meeting										

Objectives of Taxation – Canons of Taxation – Tax system in India – Direct and Indirect Taxes – Meaning and Types

UNIT – II
CENTRAL EXCISE DUTY **9**

Central Excise Duty – Classification – Levy and Collection of Excise duty – Clearance of excisable goods- Exemption from excise duty

UNIT – III
CUSTOMS DUTY **9**

The Customs duty – Levy and Collection of customs duty – Organisation of the customs department – Officers of the customs – Powers – Exemption from duty – customs duty drawback.

UNIT - IV
CENTRAL SALES TAX ACT **9**

Central Sales Tax Act – Levy and Collection of CST -Important Definitions - Sales Purchase in the course of export or import- Liability of Tax – Registration of dealers – Goods of Special Importance.

UNIT- V
VALUE ADDED TAX **9**

Value added tax – objectives – Levy of VAT – Carrying over of Tax credit – Registration – TIN – Returns – Assessment of VAT Liability – Declaration form – Service Tax – Tax on different services – Rate of Service Tax.

TEXT BOOKS:

1. Ahuja Girish, Gupta Ravi, Practical Approach to Income Tax, (2011-12), Bharat Law House Pvt. Ltd., New Delhi. ...
2. Dr. Vinod K. Singhanian & Dr. Monica Singhanian, “Students' Guide To Income Tax”, 44 Th Edition 2011-12

REFERENCE BOOKS

3. R. Mohan Lavi, Service Tax - Concept, Practice and Procedure, Bharat Law House, 2010
4. Business Taxation - T.S. Reddy & Dr. Y. Hariprasad Reddy, Margham Publications.

Course Coordinator

HOD

	INTERNATIONAL BUSINESS	L	T	P	C
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BBA402	Total Contact Hours – 60							4	-	-	4
	Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Mr.K.Vignesh/BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To provide basic knowledge on International Business. To provide students with the knowledge, skills, and abilities on global business level To understand the global economic, political, cultural and social environment within which firms operate. 											
COURSE OUTCOMES (COs)											
CO1	Define knowledge of International Business.										
CO2	Describe the experienced in study on Political and economic environment.										
CO3	Generalise the knowledge in development of idea of International trade theory.										
CO4	Evaluate the concept of Regional Economic Integration.										
CO5	Estimate the leading to the development of International Monetary System.										
CO6	Construct the foreign direct investment in welfare of the society.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	H	H	L			M		H	M	L
	CO2	M						M			
	CO3		M								
	CO4	M	M			H					
	CO5	L					M				
	CO6		L	M				L			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship(PR)		
					✓						
4	Approval	Academic Council Meeting									

UNIT I

INTRODUCTION**9**

Introduction to International business – Internationalization stages – International Business Environment – Theories of Multinational Business – Nature and working – competitive advantage – Multi National Corporations – Globalization of World Economy

UNIT II**MARKET SELECTION****9**

Global Strategic management and Business ethics – Market Selection – Process – Determinant of Market Selection – Market Profile – Market Segment Selection – Market Entry Strategies

UNIT III**PRODUCT DECISION****9**

International Product Decision – New Product Development – Alternative Product Strategies – Globalization vs. Localization

UNIT IV**PRICING****9**

International Pricing – Pricing Methods/Approaches – Transfer pricing – Dumping International Logistics – Promotion Strategies

UNIT V**FDI****9**

Theories of International investments – Foreign Investments – Types – Factors affecting international Investment – Foreign Direct Investment – India's Position

TEXT BOOKS:

1. Subba Rao P, Interantional Business, Himalayan Publishing House
2. Cherunilam Francis, International Business, Wheeler Publishing Co.

REFERENCE BOOKS:

3. Philip CATERON, International Business, Toppan Company Ltd.

CourseCoordinator**HOD**

BBA403	PRODUCTION & OPERATION MANAGEMENT						L	T	P	C	
	Total Contact Hours – 60						3	-	-	3	
	Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Mr.K.Vignesh/BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To provide basic knowledge on Productionmanagement. To demonstrate an understanding of the manager's understanding in planning, organizing, directing, andcontrolling To meet organizational objectives for productiveoperations. 											
COURSE OUTCOMES (COs)											
CO1	Define the concept of Production management.										
CO2	Explain the experience in study on Production system.										
CO3	Generalise the development of idea of Plant location and Layout.										
CO4	Analyse the Process and capacity planning.										
CO5	Measure leading to the development of Maintenance management.										
CO6	Manage the latest technology in the production process.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	H	H						H	M	L
	CO2	H		M		L		H			
	CO3		H								
	CO4	L									
	CO5		M				M				
	CO6	M			H			L			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/ Seminar/ Internship(PR)		
					✓						
4	Approval	Academic Council Meeting									

UNIT I

INTRODUCTION

9

Production system – Introduction- production- productivity- Production management- Objectives- functions- scope- relationship with other functional areas.

UNIT II

PLANNING

9

Production Planning and control;- Routing and scheduling - dispatching – maintenance management – types of maintenance – breakdown – preventive =- routine – maintenance scheduling.

UNIT III

PLANT LOCATION

9

Plant location - Introduction – need for selecting a suitable location – plant location problems - Advantages of Urban, semi-urban and rural locations- systems view of locations – factors influencing plant locations. Plant Layout – plant layout problems – objectives- principles of plant layout – factors influencing layout – Types of layout.

UNIT IV

WORK STUDY

9

Work and method study – Importance of work study – work study procedures – time study – human considerations in work study – introduction to method study – objectives of method study – steps involved in method study. Work measurement – objectives of work measurement.

UNIT V

QUALITY MANAGEMENT

9

Total quality management concept – statistical quality control for acceptance sampling and process control – concept of OCC Curve – Concept of Type I and Type II error – Quality movement – quality circles – ISO quality certificates and types .

TEXT BOOKS:

1. Production & Operations Management- Everest E Adam & Ebert – PHI- Publication .
2. Operations Management (Theory & Problems)- Joseph G Monks- McGraw Hill Intl.
3. Production and operations Management – S.N.Chary- TMH Publications

REFERENCEBOOKS:

1. Production And Operations Management – Pannerselvam,PHI
2. SEMESTER Chunawalla And Patil-Production And Operations Management,Himalaya

CourseCoordinator

HOD

BBA404	INDUSTRIAL RELATIONS AND LABOUR LAWS					L	T	P	C		
	Total Contact Hours – 45					3	-	-	3		
	Prerequisite course –Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Mr.K.Vignesh /BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To know the development and the judicial setup of LabourLaws. To learn the salient features of welfare and wageLegislations. To learnthelawsrelatingtoIndustrialRelations,SocialSecurityandWorkingconditions. 											
COURSE OUTCOMES (COs)											
CO1	Define the application of psychology to industrial relation.										
CO2	Explain the experienced for settling disputes.										
CO3	Generalise the knowledge in development of idea of social justice										
CO4	Develop the trained in joint consultation.										
CO5	Measure the leading to the development of trade unions- structure and governing of trade unions.										
CO6	Formulate the process of Industrial disputes										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	M	M					H	M	L	H
	CO2	H		H		M					
	CO3						L				
	CO4	L	H								
	CO5	M									
	CO6		H			H		M			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Project/Term Paper/Seminar/ Internship(PR)		
						✓					
4	Approval	Academic Council Meeting									

UNIT I

THE CHANGING CONCEPTS

9

Industrial Relations: The changing concepts of industrial relations- factors affecting employee stability, Application of psychology to industrial relation.

UNIT II

HARMONY AND CONFLICTS

9

Industrial harmony and conflicts: Harmonious relation in industry- importance and means; Causes of industrial disputes, machinery for settling disputes- negotiation, conciliation, mediation- arbitration and adjudication - strikes, lockouts, layoff and retrenchment codes of discipline- grievance procedure.

UNIT III

LABOUR RELATIONS

9

Labour relation: Changing concept of management labour relation; Statute laws, tripartite conventions- development of idea of social justice- limitation of management prerogatives increasing labour responsibility in productivity.

UNIT IV

JOINT CONSULTATIONS

9

Joint Consultation: Principal types- attitude of trade unions and management; joint consultation in India.

UNIT V

GROWTH OF TRADE UNIONS

9

Trade unions: Trade union and their growth, economic, social and political conditions- leading to the development of trade unions- structure and governing of trade unions.

TEXT BOOKS:

1. Mamoria C.B and Sathish Mamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi.
2. Dwivedi.R.S Human Relations & Organisational Behaviour, Macmillan India Ltd., New Delhi.

REFERENCE BOOKS

3. Pylee.M.V and Simon George , Industrial Relations and Personnel Management ,Vikas Publishing House (P) Ltd.,New Delhi.
4. N.G.Nair,Lata Nair,Personnel Management and Industrial Relations,S.Chand.
5. Srivastava,Industrial Relations and Labour Laws,Vikas.

CourseCoordinator

HOD

BAL004	BASIC TAMIL – II						L	T	P	C		
	Total Contact Hours – 45						3	0	0	3		
	Prerequisite course – Basic Tamil – I											
	Course Coordinator Name & Department :- ஸ்ரீதேவி&தமிழ்த்துறை											
COURSE OBJECTIVES :- தமிழ்மொழியின் அடிப்படைக்கூறுகள் பற்றி அறியச் செய்தல்												
COURSE OUTCOMES (COs)												
CO1	தமிழ்மொழியின் சொல்வகை, திணை, பால்பாகுபாடு பற்றி அறிவர்											
CO2	அடுக்குத்தொடர், இரட்டைக்கிளவி, ண, ன, ர, ற, ள, ழ வேறுபாடு பற்றி அறிவர்											
CO3	பத்திகளை சுருக்கியும், விரிவாக்கி எழுதும் அறிவைப் பெறுவர்											
CO4	சொற்களையாண்டு உரையாடுவது பற்றி பெறுவர்											
CO5	கட்டுரை, கடிதம் எழுதும் அறிவைப் பெறுவர்											
CO6	தமிழ்மொழியில் சரளமாக பேசும் திறனைப் பெறுவர்											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low												
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	
2	CO1	M	H						M	H	M	
	CO2	M	H									
	CO3	M	H									
	CO4	M	H									
	CO5	M	H									
	CO6	M	H									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)		
							✓					
4	Approval	Academic Council Meeting										

அலகு -1

- 1.1 தமிழ் மொழி அறிமுகம்
- 1.2 சொல் வகைகள்
- 1.3 திணை, பால் பாகுபாடு

12

அலகு - 2

- 2.1 அடுக்குத் தொடர், இரட்டைக் கிளவி

12

- 2.2 ஒரு ஓர் வேறுபாடு
2.3 ண,ன,ர,ற,ள,ழ வேறுபாடு

அலகு – 3

12

- 3.1 பத்தியிலிருந்து வினாக்களுக்குரிய விடைகளை கண்டறியும் பயிற்சி
3.2 சுருக்கி வரைதல்
3.3 விரிவாக்கி எழுதுதல்

அலகு – 4

9

- 4.1 உரையாடல்
4.2 கட்டுரை
4.3 மடல் வரைதல்

பாட நூல்கள்

1. மருதூர் அரங்கராசன், "தவறின்றித் தமிழ் எழுத", ஐந்திணைப்பதிப்பகம், 2012
2. ஞா.தேவநேயப்பாவாணர், "உயர்தரக் கட்டுரை இலக்கணம்", கௌராபதிப்பகம், 2013
3. க. கயிலாயநாதன், "தமிழ் மொழி விளக்கம்", முல்லைநிலையம், 2006

பார்வை நூல்கள்

1. பாரதிதாசன், "தவறின்றித்தமிழ்எழுத", நாம்தமிழ்ப்பதிப்பகம், 2013
2. ஆசிரியர்குழு, "கடிதம்வரைதல்", லியோபப்ளிகேஷன்ஸ், 2013
3. பாவாணர், "கட்டுரைவரைவதுஎப்படி?", தமிழ்மண்பதிப்பகம், 2012

Course Coordinator

HOD

BCA4E1		SPECIAL TAMIL – II	L	T	P	C
		Total Contact Hours – 45	3	0	0	3
		Prerequisite course – SPECIAL TAMIL – I				
		Course Coordinator Name & Department : முனைவர்.ம.சித்ரா கண்ணு & தமிழ்த்துறை				
COURSE OBJECTIVES :- நாட்டுப்புறவாழ்வியலைபற்றி அறியச்செய்தல்						
COURSE OUTCOMES (COs)						
CO1	தாலாட்டுமற்றும் குழந்தைப்பாடல்கள் பற்றி அறிவர்					
CO2	தொழிற்பாடல், காதல்பாடல், கொண்டாட்டப்பாடல்கள் பற்றி அறிவர்					
CO3	சங்ககாலமக்களின் விடுகதை, நம்பிக்கை, சடங்குகள் பற்றி அறிவர்					
CO4	பழமொழிகள், நாட்டுப்புறமருத்துவம், சமயவழிபாடுகள் பற்றி அறிவர்					
CO5	நாட்டுப்புற இலக்கிய வரலாறு பற்றி அறிவர்					
CO6	வாய்மொழி இலக்கியம் மூலம் சங்ககாலமக்களின் வாழ்வியலை அறிவர்					
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low						

1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	H	M						H	M	M
	CO2	H	M								
	CO3	H	M								
	CO4	H	M								
	CO5	H	M								
	CO6	H	M								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
							✓				
4	Approval	Academic Council Meeting									

அலகு1

தாலாட்டுப்பாடல்- குழந்தைப்பாடல்- விளையாட்டுப்பாடல்

9

அலகு2

தொழிற்பாடல்கள் - காதல்பாடல்கள்- கொண்டாட்டப்பாடல்கள்

அலகு3

விடுகதைகள் - நம்பிக்கைகள் -சடங்குகள்

9

அலகு4

பழமொழிகள் -நாட்டுப்புறமருத்துவம் - சமயவழிபாடுகள்

9

அலகு5

நாட்டுப்புற இலக்கிய வரலாறு

9

பாடநூல்கள்

1. சு.சக்திவேல், "நாட்டுப்புறஇயல்ஆய்வு", மணிவாசகர்பதிப்பகம், 2015
2. சு.சண்முகசுந்தரம், "நாட்டுப்புறஇலக்கியவரலாறு", காவ்யாபதிப்பகம், 2017
3. நா. வானமாமலை, "தமிழர்நாட்டுப்பாடல்கள்", நியூசெஞ்சுரிபுக்ஹவுஸ், 2014

பார்வைநூல்கள்

1. ஆறு.இராமநாதன், "நாட்டுப்புறபாடல்வகைகள்", புலமைவெளியீடு, 1982

2. சரசுவதிவேணுகோபால், "தமிழகநாட்டுப்புறவியல்", தாமரைவெளியீடு, 1981
3. கழனிபூரன், "நாட்டுப்புறவியல்கட்டுரைகள்", காவ்யாபதிப்பகம், 2014

Course Coordinator

HOD

BCA001		COMPUTER APPLICATION					L	T	P	C	
		Total Contact Hours – 30					2	0	0	2	
		Prerequisite course – Higher Secondary Level									
		Course Coordinator Name & Department :- N.Mathimagal& BCA									
COURSE OBJECTIVES:-											
The learner will have the knowledge about the basic operations of a computer system, computer applications software, input, and output and storage devices.											
COURSE OUTCOMES (COs)											
CO1	Define the Characteristics, History, Classification, Personal Computers and Applications.										
CO2	Demonstrate understanding of the basic operations of a computer system.										
CO3	Explain the principles of operations of computer systems used in a particular application, specifically in terms of the systems' hardware and software components.										
CO4	Discuss the various types of Processors, Input and Output devices, OS & DOS command.										
CO5	Identify the suitable Storage Devices and Software's to solve the problem.										
CO6	Use computer applications software to solve problems.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO2	PS O3
2	CO1	H	L						H		
	CO2	H	L								
	CO3	H	-								
	CO4	H	L								
	CO5	M	-								
	CO6	H	L								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professiona l Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)	
									✓		
4	Approval	Academic Council Meeting									

COMPUTER APPLICATION

UNIT-I:-

Brief History of Development of Computers ,Computer System Concept, Computer System Characteristics ,Capabilities and Limitations, Types of Computers-.,Personal Computer (PCs) - IBM PCs, Types of PCs- Desktop, Laptop, Notebook, Palmtop, etc. Basic Components of a Computer System - Control Unit, ALU, Input/Output semiconductor Memory.Storage fundamentals - Primary Vs Secondary memory.

UNIT-II:-

Input Devices :Keyboard, Mouse, Joystick, Scanners, Digital Camera, MICR,OCR, OMR, , Light pen, Touch Screen. Output Devices Monitors - Characteristics and types of monitor, Size, Resolution, Refresh Rate, Dot Pitch, Video Standard - VGA, SVGA, XGA etc. Printers - Daisy wheel, Dot Matrix, Inkjet, Laser. Plotter, Sound Card and Speakers.

UNIT-III:-

Various Storage Devices - Magnetic Disks, Hard Disk Drives, Floppy, Disks, Optical Disks, Computer Software ,Need, Types of Software's - System software, Application software System Software - Operating System, compiler ,Assemblers, Interpreter .

TEXT & REFERENCE BOOKS:-

- 1. COMPUTERS TODAY BY S.K. BASANDRA, GALGOTIA PUBLICATIONS.**
- 2. FUNDAMENTALS OF INFORMATION TECHNOLOGY BY ALEXIS LEON & MATHEWS LEON, VIKAS PUBLISHING HOUSE, NEW DELHI.**
- 3. DOS QUICK REFERENCE BY RAJEEV MATHUR, GALGOTIA PUBLICATIONS.**

Course Coordinator

HOD

SEMESTER V

BBA501	RETAIL MARKETING	L	T	P	C
	Total Contact Hours – 30	4	0	0	4
	Prerequisite course – Higher Secondary Level				

Course Coordinator Name & Department:- Ms. J. Saranya, Commerce											
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To familiarize the functions and types of Retailing. To impart knowledge on Retail consumer behavior and its types. To expose the student on promoting sales, public relation and advertising. 											
COURSE OUTCOMES (COs)											
CO1	Recall the Characteristics - Functions of retailing - Types of Retailing										
CO2	Express the - Retail Consumer buying behavior and types										
CO3	Schedule the Retail Organization Structure										
CO4	Categorize to Factors affecting store lay out										
CO5	Assess the Sales promotion - Advertising										
CO6	Point out the Retail Marketing Mix										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
2	CO1	M	H						H		
	CO2		H	H		M					
	CO3	H					M				
	CO4		H								
	CO5	H	H	M							
	CO6	H	M					M			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)	
					✓						
4	Approval	Academic Council Meeting									

**UNIT I
IMPORTANCE OF RETAILING**

9

Retailing – Definition & Importance – Indian vs Global Scenario – Types of Retailing – Store Retailing – Non Store Retailing – Types of retail formats – Franchising in retailing.

UNIT II**MARKETING MIX****9**

Retail Marketing mix - Retail consumer buying behaviour – types – factors influencing - buying behaviour – Segmentation – positioning

UNIT III**ORGANISATIONAL STRUCTURE****9**

Retail organization structure – Major functional areas – careers in retailing Retail Location – Factors affecting retail location decision.

UNIT IV**STORE DESIGN****9**

Store design – Interiors & exteriors - Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade

UNIT V**COMMUNICATION MIX****9**

Retail Communication mix – Sales promotion – Advertising - Public relation – Personal Selling – Steps in planning retail communication

TEXT BOOKS:

1. Retailing Management – Swapna Pradhan Tata McGraw-Hill Publishing Company Limited. 2012
2. Retail Marketing Management – Swapna Pradhan. Tata McGraw-Hill Publishing Company Limited.

REFERERNC E BOOKS:

1. Retail Management – Gibson Vedamani 2010 - Jaico Publishing House, Mumbai
2. Channel Management & Retail Management – Meenal Dhotre Himalaya Publishing House,

CourseCoordinator**HOD**

BBA502	ENTREPRENEURIAL DEVELOPMENT	L	T	P	C	
	Total Contact Hours – 45	4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies					

Course Coordinator Name & Department:- Mr.K.Vignesh /BBA											
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To comprehend the conceptual and applied knowledge about entrepreneurship to students. Improve their knowledge base about entrepreneurship trends and opportunities. Develop their skills as an entrepreneur, innovator, and leader. 											
COURSE OUTCOMES (COs)											
CO1	Define the role of entrepreneurship in economic development										
CO2	Determine the entrepreneurial traits in small scale industries										
CO3	Generalise the guidelines to formulate project reports for planning commission										
CO4	Analyse the major competencies and developing competencies for Entrepreneur development										
CO5	Measure the government support and taxation benefits to small scale industries										
CO6	Construct the corrective measures for Industrial sickness										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO1	PSO2	PSO3
2	CO1	L						L	M	L	H
	CO2		M				L				
	CO3	L		L			M				
	CO4		L					H			
	CO5	M	M				H				
	CO6	L		H				H			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)	
											✓
4	Approval	Academic Council Meeting									

UNIT-I

ENTREPRENEUR AND ENTERPRISE

9

Meaning Of Entrepreneur – Entrepreneur And Enterprise – Entrepreneur And Manager – Entrepreneur And Intrapreneur – Qualities (Traits) Of True Entrepreneur – Characteristics Of

Entrepreneur – Types Of Entrepreneur – Function Of An Entrepreneur – Roles Of Entrepreneur
In The Economic Development

UNIT-II

PROJECT IDENTIFICATION

9

Establishing an Enterprise – Project Identification – Section of the Product – Project Formulation
– Assessment of Project Feasibility – Preparation Of Project Report – Selection Of Site
(Location)

UNIT-III

TYPES OF ORGANIZATION

9

Selection Of Types Of Organization – Sole Proprietorship- Partnership Joint Stock Company –
Factors Influencing The Choice Of Organization – Sources Of Project Finance – Sources Of
Long Term Finance – Sources Of Short Term Finance.

UNIT – IV

INCENTIVES AND SUBSIDIES

Incentives And Subsidies – Meaning Of Incentives And Subsidies – Need And Problems –
Incentives For Development Of Backward Area – Incentives Of SSI Units In Backward Areas –
Taxation Benefits To SSI Units – Subsidies And Incentives In Tamil Nadu.

UNIT – V

RURAL ENTREPRENEURSHIP AND WOMEN ENTREPRENEURSHIP

9

Women Entrepreneurs – Concept – Functions And Role – Problems Of Women Entrepreneurs –
Suggestions For Development Of Women Entrepreneurs – Rural Entrepreneurship – Need –
Problems – How To Develop Rural Entrepreneurship.

TEXT BOOKS:

1. C.B. Gupta, Entrepreneurship Development in India – Sultan Chand
2. S.S. Khanka, Entrepreneurship Development, S. Chand & Co., New Delhi.
3. Gupta C. B and Srinivasan N. P Entrepreneurship Development, Sultan Chand & Sons,
New Delhi

REFERENCE BOOKS:

1. P. Sarvanavel, E Entrepreneurship Development, Ess Pee Kay Publishing House
2. Jaswer Singh Saini, Entrepreneurship Development, Deep and Deep Publication, New
Delhi
3. Jayashree Suresh, Entrepreneurship Development- Margham Publication, Chennai

CourseCoordinator

HOD

BBA503		RESEARCH METHODOLOGY						L	T	P	C		
		Total Contact Hours – 45						4	-	-	4		
		Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies											
		Course Coordinator Name &Department:- K.Vignesh /BBA											
COURSE OBJECTIVES:-													
<ul style="list-style-type: none"> To understand some basic concepts of research and its methodologies. To enable the Students should be able to identify the overall process of designing a research study from its inception to its report. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem. 													
COURSE OUTCOMES (COs)													
CO1	Identify the purpose of research and research problem												
CO2	Determine the types and guidelines for editing												
CO3	Illustrate the structure and components of research report												
CO4	Distinguish between sampling and sampling errors.												
CO5	Validate the nature of research design.												
CO6	Develop a good research report												
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low													
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3		
2	CO1	H					M		M	H	L		
	CO2		M					L					
	CO3	L		H		M							
	CO4		L										
	CO5	H	M				L						
	CO6		M		L			H					
C at eg o r y	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)			Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)		
						✓							
4	Approval	Academic Council Meeting											

UNIT – I INTRODUCTION

Definition of Research, Qualities of Researcher, Components of Research Problem, Various

steps in Scientific Research, Types of Research; Hypothesis Testing Research -Purpose-
Research Design – Survey Research – Case Study Research.

UNIT – II

DATA COLLECTION

Sources of Data: Primary Data, Secondary Data; Procedure Questionnaire

UNIT III: SAMPLING

Sampling Merits and Demerits – Experiments – Kinds – Procedure; Control Observation –
Merits – Demerits – Kinds – Procedure – Sampling Errors – Type – I Error – Type – II Error.

UNIT IV

DATA ANALYSIS

Editing- types of editing- guidelines for editing-coding-classification- tabulation-graphs.

UNIT-V

RESEARCH REPORT

Structure and Components of Research Report, Types of Report, Good Research Report.

REFERENCE BOOKS:

1. R. Panneerselvam - Research Methodology - Prentice Hall of India, New Delhi, - 2010.
2. C.R. Kothari Research Methodology: Methods & Techniques – ND: Wiley Eastern Ltd. – 2011.

CourseCoordinator

HOD

BBA504		BUSINESS ETHICS						L	T	P	C			
		Total Contact Hours – 45						3	-	-	3			
		Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies												
		Course Coordinator Name &Department:- K.Vignesh /BBA												
COURSE OBJECTIVES:-														
<ol style="list-style-type: none"> To understand the importance and nature of business ethics. To enable the student to manage ethics in different organizational culture. To facilitate the students to know about the ethical values in the environment. To develop the knowledge about corporate governance. To enable the students to understand the strategies and qualities of work life. 														
COURSE OUTCOMES (COs)														
CO1		Can able to understand the importance and nature of business ethics.												
CO2		Can manage ethics in different organizational culture.												
CO3		Understand the ethical values in the environment.												
CO4		Can able to understand the corporate governance and corporate social responsibility.												
CO5		Understand the strategies and qualities of work life.												
CO6														
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low														
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3			
2	CO1	H					M		M	H	L			
	CO2		M					L						
	CO3	L		H		M								
	CO4		L											
	CO5	H	M				L							
	CO6		M		L			H						
C at eg o r y	Humanities & Social Studies (HS)	Basic Sciences (BS)		Engg Sciences (ES)		Professional Core (PC)		Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)		
							✓							
4	Approval	Academic Council Meeting												

UNIT-I**BUSINESS ETHICS****9**

Meaning – Definition – Nature – Importance – Ground Rules – myths – Methodology – Characteristics of Managerial Ethics.

UNIT-II**ETHICS MANAGEMENT****9**

Ethical Dilemma – Ethical Decision Making – Ethical Reasoning – Ethical issues – Ethics Management – Key roles and responsibilities – Ethics Management Programmes – Benefits of Managing Ethics in Work Place – Organisation Ethics Development System (OEDS) – Organisational culture – Ethics Tools: Code of ethics – Guidelines for developing code of ethics – Value based leadership.

UNIT-III**ETHICAL VALUES****9**

Work Ethics – Work Culture – Ethical Theories – Ethical Values- Environmental Ethics – Consumer Protection.

UNIT-IV**CORPORATE GOVERNANCE****9**

Meaning – Code of Corporate Governance – Audit Committee – Corporate Excellence – Role of Independent Directors – Protection of Stakeholders – Corporate Social Responsibility – Changing Roles of Corporate Boards with changing times – Corporate Governance for Market capitalism.

UNIT-V**INDIAN ETHOS IN MANAGEMENT****9**

Principles-Wisdom Management – Quality of Work Life – Strategies for Work Life Balance.

TEXT BOOKS

1. Bhatia, S.K., Business Ethics and Corporate Governance.
2. Bowie Norman, Business Ethics, Prentice Hall.
3. Chakraborty, S.K., Management by Values, Oxford Univ. Press.

REFERENCE BOOKS:

1. Balasubramanian, R., Corporate Governance, IIM Bangalore.
2. Laura P. Hartman, Perspectives in Business Ethics, Tata Mc Graw Hill.

CourseCoordinator**HOD**

BBA505	ORGANISATIONAL DEVELOPMENT						L	T	P	C	
	Total Contact Hours – 60						4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:- Mr.K.Vignesh/BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> To understand some basic introduction and growth and relevance of OD. To familiarise the concepts and techniques of OD. To make the students face organisational problems and contribute creative solutions to the organisational problems. 											
COURSE OUTCOMES (COs)											
CO1	Measure the socialization processes in organizational culture.										
CO2	Apply learning dynamics in organisations										
CO3	Design the socio-technical system and quality circles in total quality management.										
CO4	Analyse the types of Interventions in designing OD										
CO5	Compare the organizational restructuring and transformation										
CO6	Design the process and approaches of organizational development										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O1	PS O2	PSO3
2	CO1	H	M	L			H	L	H	M	L
	CO2							L			
	CO3		M				M				
	CO4	M	L			H		M			
	CO5										
	CO6	M	M				H	M			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
					✓						
4	Approval	Academic Council Meeting									

UNIT I
INTRODUCTION **9**

Introduction to Organization Development - Growth and relevance of OD- Diagnoses for OD, Foundations Process of OD- Approaches to OD

UNIT II
DESIGNING **9**

Designing OD Interventions - Characteristics of OD Interventions, Overview of types of Interventions, - Interpersonal and Group Process Approaches- Organization Process Approaches- HRM Interventions- Performance Management- Career Planning & Development Interventions

UNIT III
RESTRUCTURING **9**

Strategic and Techno Structural Interventions -Organizational Restructuring, Organizational transformation, work design and redesign, Socio-technical systems, Quality circles, Employee Involvement, Total Quality Management

UNIT IV
ORGANISATION CULTURE **9**

Organization Culture- A Sociological Perspective, Socialization Processes -Effectiveness of OD Interventions: Evaluation and Institutionalization of OD Interventions – Importance, Process and Difficulties Involved- Role of an OD Consultant- Dealing with Consultant – Client Relationships, Ethical Issues in OD

UNIT V
EFFECTIVENESS **9**

Learning Organization and Organizational Effectiveness -Significance of Learning Organization to Organizational effectiveness- Establishing Learning Dynamics in Organizations- Building a Learning Organization

TEXT BOOKS:

1. PC Sekar - Asia Pacific Management Review, 2009
2. Cummings, G Thomas and Worley, G Christopher - “Organization Development and Change” – Thomson Publications – 2005

REFERENCE BOOKS :

1. French L, Wendell and Bell, H, Cecil - “Organization Development – behavioral Science Interventions for Organizational Improvement” - Prentice Hall, New Delhi - 2005.
2. Pareek, Udai - “Training Instruments in HRD and OD” - Tata McGraw Hill, New Delhi – 2004

CourseCoordinator

HOD

BBA506	COMPANY LAW						L	T	P	C	
	Total Contact Hours – 45						4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name & Department:- Dr.A.Geetha/BBA										
COURSE OBJECTIVES:-											
<ul style="list-style-type: none"> • Ability to apply concepts, principles and theories to understand simple company laws. • To create awareness of the global business laws and its impacts on businesses. • To demonstrate an understanding of the key characteristics of businesses run as sole traders 											
COURSE OUTCOMES (COs)											
CO1	Identify the concept of doctrine of ultra virus										
CO2	Discuss the process involved in formation of a company										
CO3	Illustrate the rights, liabilities and termination of members.										
CO4	Distinguish between private companies and public companies										
CO5	Comparative study on debentures and shares.										
CO6	Prepare the nature and consequences of winding up of a company										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O1	PS O2	PSO3
2	CO1	H	M				M	M	M	L	H
	CO2		L								
	CO3	L	L				L				
	CO4				H						
	CO5	M	H					H			
	CO6	L				M	L				
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
						✓					
4	Approval	Academic Council Meeting									

UNIT – I

JOINT STOCK COMPANIES

9

Meaning and definition of joint stock companies – characteristics – lifting on corporate veil – kinds of companies – privileges enjoyed by private companies – difference between private and public companies.

UNIT – II

FORMATION OF COMPANIES

9

Formation of company – role of promoters – incorporation – memorandum of association – its contents – alteration – doctrine of ultra vires – articles of association – contents – doctrine of indoor management – constructive notice – certificate of incorporation – certificate commencement of business.

UNIT – III

PROSPECTUS

9

Prospectus – contents – statement – in – lieu – of prospectus – misstatement in prospectus – its consequences – shares – kinds – debentures – kinds – allotment of shares – transfer of shares – differences between shares, debentures and stock.

UNIT- IV

COMPANY MANAGEMENT

9

Company management – appointment – rights, duties and liabilities of managerial personnel – meetings – its requisites – agenda – notice – quorum – voting – types of resolutions – membership – rights and liabilities of members – termination of membership.

UNIT-V

WINDING UP OF COMPANY

9

Winding up of a company – types of winding up – compulsory winding up – voluntary winding up – liquidator – his powers, duties and liabilities – statement of affairs – committee of inspection – consequences of winding up.

TEXT BOOKS

1. N.D. Kapoor, Company Law, Sultan chand & Sons.
2. S.M. Shukla, RN Saxena, Indian Company Law, SBD Publishers.

REFERENCE BOOKS

1. Shukla M.C., Commercial Law, S. Chand.
2. P.C. Tulsian, Business Law, TMH
3. Ashok K. Bagriyal, Company Law, Vikas Publishing House Pvt., Ltd

CourseCoordinator

HOD

BSC003	COMPUTER PROGRAMMING					L	T	P	C	
	Total Contact Hours – 30					2	0	0	2	
	Prerequisite course – Higher Secondary Level									
	Course Coordinator Name & Department :- Ms.K.HemaLakshmi/ CS									
COURSE OBJECTIVES :- Learners will be familiar with the programming language C, Algorithm, and Design the flowchart and implement the programs using the concept such as Functions, Pointers and Strings.										
COURSE OUTCOMES (COs)										
CO1	Apply and Write the clear, structure and Looping of elementary C programs.									
CO2	Explain algorithmic thinking and apply it to programming.									
CO3	Describe problem-solving techniques.									
CO4	Ability to use C with Various operators Expressions and Decision making control.									
CO5	Write Code using Arrays with single dimensions, Two dimensions and Multidimensional and Various Strings operations									
CO6	Examine programs using Functions, Pointers, Structures and Union									
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low										
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
2	CO1	H	-						H	
	CO2	H	L							
	CO3	H	L							
	CO4	H	-							
	CO5	M	L							
	CO6	H	-							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship (PR)
									✓	
4	Approval	Academic Council Meeting								

UNIT-1:-

INTRODUCTION:-

Generation and Classification of Computers – Basic organization of a Computer – Number System – Binary – Decimal – Conversion – Problems. Need for logical Analysis and thinking algorithm – Pseudo code – Flow Chart.

UNIT-2:-

PROGRAMMING BASICS:-

Problem formulation – Problem solving – introduction to “C” programming – Fundamentals – structure of C Program – compilation and linking processes – Constants, Variables – Data Types – Expressions using operators in C- Managing input and output operations – Decision making and Branching – Looping Statements – Solving simple scientific and statistical problems.

UNIT -3:-

ARRAYS, STRINGS, FUNCTIONS AND STRUCTUES:-

Arrays – Initialization – Declaration – One Dimensional and Two Dimensional Arrays – String – String Operations – String Arrays. Simple programs – sorting – searching – matrix operations. Function – definition of function – declaration of function – Recursion – pointers – pointer and arrays – example problems – need for structure data type – structure definition – structure declaration – structure within a structure – union - storage classes, pre-processor directives.

Text Books:-

1. Anita Goel and Ajay Mittal, “Computer Fundamentals and programming in C”, Dorling Kindersley (India) Pvt Ltd., Pearson Education in South Asia 2011.
2. Pradip Dey, Manas Ghosh, “fundamentals of computing and programming in c”, First edition, Oxford University Press, 2009.
3. Yashavant P. Kanethar, “Let Us C”, BPB Publications, 2011.

Reference Books:-

1. Byron S Gottfried, “ Programming with C”, Schaum’s Outlines, Second Edition, Tata McGraw-Hill 2006.
2. Dromey R.G., How to Solve it by Computer”, Pearson Education, Fourth Reprint, 2007.
3. Kernighan., B.W and Ritchie, D.M, “ The C Programming Language”, Second Edition, Pearson Education, 2006.

Course Coordinator

HOD

BCA006		WEB DESIGNING						L	T	P	C
		Total Contact Hours – 30						2	0	0	2
		Prerequisite course – Higher Secondary Level									
		Course Coordinator Name & Department:- V.Ramya& BCA									
COURSE OBJECTIVES: - To gain knowledge in basic web designing concepts.											
COURSE OUTCOMES (COs)											
CO1	Definethe web basics and server side scripting.										
CO2	Execute the HTML coding and linking process.										
CO3	Analyze the hyperlinks and special characters.										
CO4	Relatethe Embedded Style Sheets & Linking External Style Sheets.										
CO5	Use the backgrounds and user style sheets.										
CO6	Test real time application using web designing concept.										
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PS O1	PS O2	PS O3
2	CO1	H	L							H	
	CO2	M	L								
	CO3	H	-								
	CO4	H	-								
	CO5	H	-								
	CO6	H	-								
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/ Internship(PR)	
									✓		
4	Approval	Academic Council Meeting									

WEB DESIGNING

UNIT -1

Introduction, Syllabus, Calendar, Terminology, Files and Folders, Purchasing Domain/Hosting, Remote Hosting, FTP, HTML basics, Starting a Website, HTML Coding

UNIT-2

Terminology, Starting a Website, HTML Coding

UNIT-3

HTML Coding, Wireframe, Website Design/Development, FTP, Basics of CSS Coding, CSS Coding, Internal CSS

Reference Books:-\

1. **Blanck, Peter.** *eQuality: The Struggle for Web Accessibility by Persons with Cognitive*
2. *Disabilities*, Cambridge Disability Law and Policy Series, 2015.
3. **Burgstahle, Sheryl.** *Universal Design in Higher Education: From Principles to Practice*, Harvard Education Press, 2008.
4. **Byrne, Jim.** *60 hot to touch Accessible Web Design tips – the tips no web developer can live without!*, Jim Byrne, 2006, (ISBN: 978-1-4116-6729-7).
5. **Chisholm, and May.** *Universal Design for Web Applications: Web Applications That Reach Everyone*, O'Reilly Media, 2008.
6. **Clark, Joe.** *Building Accessible Websites*, New Riders Publishing, 2002.

CourseCoordinator

HOD

SEMESTER VI

BBA601	FINANCIAL SERVICES							L	T	P	C				
	Total Contact Hours – 60							4	-	-	4				
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies														
	Course Coordinator Name & Department:-Dr.D.Arun Kumar/BBA														
COURSE OBJECTIVES:-															
<ul style="list-style-type: none"> To ascertain the concept of merchant banking in financial services. To get knowledge about financial services in India as Indian Financial System, Financial Markets To provide ideas about Banking and Insurance Sector in India and Recent Trends in Accounting and Finance. 															
COURSE OUTCOMES (COs)															
CO1	Identify the financial institutions in service sector														
CO2	Describe the types and features of factoring agreement.														
CO3	Practice the SEBI guidelines for investor services.														
CO4	Determine the different types of Insurance..														
CO5	Compare the features of factoring and bills discounting														
CO6	Manage the SWAP analysis in financial service sector.														
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low															
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O1	PSO2	PSO3				
2	CO1	M	L	L		M	H		H	L	M				
	CO2		H					M							
	CO3	H	L				L								
	CO4		L	M											
	CO5	H	M			M									
	CO6	M	L					M							
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/Seminar/					
					✓										
4	Approval	Academic Council Meeting													

UNIT – I

IMPORTANCE 9

Meaning and importance of financial services - Types of financial services - Financial Services and economic environment - **Players in Financial Services Sector.**

UNIT – II

MERCHANT BANKING 9

Merchant Banking - Functions - **Issue Management** - Managing of new issues - Underwriting - Capital market - Stock Exchange - Role of SEBI.

UNIT – III

LEASING AND HIRE PURCHASE 9

Leasing and Hire purchase - Concepts and features - Types of lease Accounts.

UNIT – IV

FACTORING 9

Factoring - Functions of Factor - **Consumer finance** - Venture capital - **Mutual Funds** - Credit Rating.

UNIT – V

INSURANCE 9

Insurance - Different types - Life, marine, fire, motor, health, pension plan, annuity, rural Insurance. Insurance laws and regulations (A brief introduction to IRDA Act and Insurance Act, 1938).

TEXT BOOKS:

1. Indian Banking - Parameswaran - S. Chand and Co
2. .Financial Services - PK Jain, MY Khan - 2012 - Tata McGraw-Hill

REFERERNC E BOOKS

1. Financial Services - B. Santhanam Margham Publishers). .
2. Indian Financial System - H.R.. Machiraju., Vikas Publishers

CourseCoordinator

HOD

BBA602	MANAGEMENT INFORMATION SYSTEMS						L	T	P	C	
	Total Contact Hours – 45						4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name &Department:-Dr.D.Arun Kumar/BBA										
COURSE OBJECTIVES:-											
<ol style="list-style-type: none"> To provide Meaning and importance of Management information system To know about system approach. To familiarize with the Functional Areas of Business . To provide basic knowledge on Financial and Accounting Information systems. To understand Successful E-Commerce 											
COURSE OUTCOMES (COs)											
CO1	The ability to recognise, understand, Frame work for MIS Organization and Management										
CO2	Able to understand Limitations of MIS.										
CO3	The students will be able to identify different Manufacturing Information Systems.										
CO4	To understand at the – Research and Development Information Systems										
CO5	Able to Application of E-Commerce in India – Successful E-Commerce –Mobile Commerce – E-Governance .										
CO6											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O1	PSO2	PSO 3
2	CO1	M	L	L		M	H		H	L	M
	CO2		H					M			
	CO3	H	L				L				
	CO4		L	M							
	CO5	H	M			M					
	CO6	M	L					M			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/	
					✓						
4	Approval	Academic Council Meeting									

UNIT I

MANAGEMENT INFORMATION SYSTEMS

9

Introduction of MIS – Definition of MIS – Frame work for MIS Organization and Management Triangle – Information needs and its Economics

UNIT II

SYSTEM APPROACH

9

System approach – Meaning and Objective of MIS – Disadvantages of IS – Approaches of MIS Development – Constraints in Developing an MIS – MIS and use of Computer – Limitations of MIS.

UNIT III

FUNCTIONAL AREAS OF BUSINESS

9

Introduction – Functional Areas of Business – Manufacturing Information Systems – Marketing Information Systems – Quality Information Systems

UNIT IV

INFORMATION SYSTEM IN BUSINESS

9

Financial and Accounting Information Systems – Research and Development Information Systems – Human Resource Information Systems – Geographical Information Systems.

UNIT V

APPLIATION OF INFORMATION TECHNOLOGY IN BUSINESS

9

Introduction – E Business – Application of E-Commerce in India – Successful E-Commerce – Mobile Commerce –E-Governance

TEXT BOOKS:

1. R Bhagwat, MK Sharma Emerald Group Publishing Limited.
2. Sharon J.Gerson and Steven M. Gerson – “Technical Writing – Process and Product” - Pearson Education - 3rd edition – 2004.
3. Robert L.Shurter - Effective Letters in Business – McGraw Hill Ryerson Ltd. - 3rd Edition - 1983.

REFERENCE BOOKS:

4. McGraith – Basic Managerial Skills for all - Prentice Hall of India – 6th edition – 2002.
5. Kenneth C. Laudon and Jane Price Loudon - Management Information systems: managing the Digital firm - Pearson Education Asia – 6th Edition – 2012

CourseCoordinator

HOD

BBA603	SERVICE TAX						L	T	P	C	
	Total Contact Hours – 45						4	-	-	4	
	Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies										
	Course Coordinator Name & Department:-Dr.D.Arun Kumar/BBA										
COURSE OBJECTIVES:-											
<ol style="list-style-type: none"> To provide history of service tax in India To know about VAT concepts and general principles. To familiarize with the taxable events and related provisions . To provide basic knowledge on Provisions relating to service tax <ol style="list-style-type: none"> To understand the Charge of service tax and taxable services 											
COURSE OUTCOMES (COs)											
CO1	The ability to understand the features and benefits of service tax-basis of charge of service tax										
CO2	Able to Calculation of VAT liability including input tax.										
CO3	The students will be able to identify constitutional; aspects, taxable events and related provisions.										
CO4	To understand at the – registration procedures										
CO5	Able to Application of Payment of service tax and filling of returns ce .										
CO6											
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low											
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PS O1	PSO2	PSO 3
2	CO1	M	L	L		M	H		H	L	M
	CO2		H					M			
	CO3	H	L				L				
	CO4		L	M							
	CO5	H	M			M					
	CO6	M	L					M			
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/	
						✓					
4	Approval	Academic Council Meeting									

UNIT I**INTRODUCTION****9**

Introduction –history of service tax in India-constitutional authority-features and benefits of service tax-basis of charge of service tax

UNIT II**CONCEPTS****9**

VAT concepts and general principles- Calculation of VAT liability including input tax credits- Small dealers and composition

UNIT III**PROCEDURES****9**

VAT procedures-Introduction to excise duty, custom duty central sales tax and VAT – constitutional; aspects, taxable events and related provisions

UNIT IV**SERVICE TAX****9**

Provisions relating to service tax- registration procedures-service receiver liable to pay service tax

UNIT V**TAXABLE SERVICES****9**

Charge of service tax and taxable services - Payment of service tax and filling of returns.

TEXT BOOKS:

1. Government of India guidelines.
2. B.B Lal - Income Tax - Pearson Education – 2012.

REFERERNC E BOOKS :

1. RG Saha and DrUsha Devi - Income Tax - Himalaya Publishing House - 1st Edition - 2013.
2. DR B Mariyappa, DR K Ramachandra, Dr B Chandrasekhar - Income Tax - Himalaya Publishing - 2nd Edition - 2011.

CourseCoordinator**HOD**

BBA604		PROJECT MANAGEMENT						L	T	P	C		
		Total Contact Hours – 45						3	-	-	3		
		Prerequisite course – Business Administration/Commerce Studied in Higher Secondary Studies											
		Course Coordinator Name & Department:-Mr.P.Srinivasan/BBA											
COURSE OBJECTIVES:-													
<ul style="list-style-type: none"> To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation. To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting. To Analyze the learning and understand techniques for Project planning, scheduling and Execution Control. 													
COURSE OUTCOMES (COs)													
CO1	Discuss the concept of project management information system												
CO2	Identify the selection of the project feasibility study												
CO3	Illustrate the project evaluation and review techniques												
CO4	Analyse the Network analysis – PERT and CPM												
CO5	Estimate the project close out and termination follow up												
CO6	Plan the project proposal in joint project planning session												
Mapping of Course Outcomes with Program outcomes (POs) (1/2/3 indicates strength of correlation) 3-High, 2-Medium, 1-Low													
1	COs/Pos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	POS 3		
2	CO1	M	L	H				H	M	L	H		
	CO2		H				H						
	CO3	H	L										
	CO4					M	L						
	CO5	H						L					
	CO6	M	L	L									
3	Category	Humanities & Social Studies (HS)	Basic Sciences (BS)	Engg Sciences (ES)	Professional Core (PC)	Core Elective (CE)	Non-Major Elective (NE)	Open Elective (OE)	Any other	Project/Term Paper/ Seminar/ Internship(PR)			
					✓								
4	Approval	Academic Council Meeting											

UNIT I

INTRODUCTION TO PROJECT

9

Definition of a Project, Sequence of Activities, Unique activities, Complex Activities, Connected Activities, One Goal, Specified Time, Within Budget, According to Specification.

UNIT II

PROJECT MANAGEMENT AND PROJECT LIFE CYCLE

9

Principles of Project Management: Defining, Planning, Executing, Controlling, and Closing;
Project Management Life Cycle: Phases of Project Management, Levels of Project Management;

UNIT III

NETWORK ANALYSIS –PERT-CPM

9

Introduction to Project Evaluation and Review Technique -Introduction to Critical Path Method, Procedures.

UNIT IV

SCHEDULES BASED ON RESOURCE AVAILABILITY

9

Resources, Leveling Resources, Acceptability Leveled Schedule, Resource Leveling Strategies, Work Packages: Purpose of a Work Package, Format of a Work Package.

UNIT V

JOINT PROJECT PLANNING SESSION

9

Planning the Sessions, Attendees, Facilities, equipment, Complete Planning Agenda, deliverables, and Project Proposal.

TEXT BOOKS:

1. Effective Project Management- Robert K. Wysocki, Robert Beck. Jr and David B. Crane; - John Wiley & Sons
2. Project Planning and Control with CPM and PERT-Dr. B.C. Punamia & K.K.Khandelwal; - Laxmi Publications, New Delhi

REFERENCE BOOKS:

3. Course in PERT & CPM - R.C.Gupta, - DhanpatRai and Sons, New Delhi

CourseCoordinator

HOD