

Bachelor of



Business  
Administration (CA)

## **SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE (Autonomous)**

[An Autonomous College Affiliated to Periyar University, Salem, Tamil Nadu]

[Accredited by NAAC with 'A' Grade with CGPA of 3.27]

[Recognized 2(f) & 12(B) Status under UGC Act of 1956]

Katteri – 636 902, Uthangarai (Tk), Krishnagiri (Dt), Tamil Nadu, India

Website: [www.svmcugi.com](http://www.svmcugi.com)

E-mail: [symbba@gmail.com](mailto:symbba@gmail.com)



## **BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS BBA (CA) CHOICE BASED CREDIT SYSTEM (CBCS)**

### **REGULATIONS AND SYLLABUS FOR**

### **BBA CA PROGRAMME (SEMESTER PATTERN)**

(For Students Admitted in the College from the Academic Year 2021-2022 Onwards)



### Programme Outcomes (POs)

<b>PO1</b>	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
<b>PO2</b>	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
<b>PO3</b>	Acquire the core competencies of business acumen, analytical & critical thinking and communication skills and employ empirical approach for effective team building, crisis management and business solutions.
<b>PO4</b>	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
<b>PO5</b>	Analyze the challenges of the dynamic world with a global outlook.
<b>PO6</b>	Sensitized to ethical and moral issues in business to be more socially responsible.

### Programme Specific Outcomes (PSOs)

<b>PSO1</b>	Develop conceptual and practical knowledge in the field of business and management.
<b>PSO2</b>	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
<b>PSO3</b>	Demonstrate leadership qualities to take the business/firm to greater heights.
<b>PSO4</b>	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
<b>PSO5</b>	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.
<b>PSO6</b>	Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience-moral, ethical and environmental values.

**SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE****(Autonomous)****Bachelor of Business Administration BBA (CA)****Course Pattern and Syllabus – CBCS****(For Students Admitted in the College from the Academic Year 2021-2022 Onwards)**

Sl. No	Part	Nature of Course	Course Code	Name of the Course	Hours / Week	Credits	Marks		
							CIA	ESE	Total
<b>SEMESTER I</b>									
1	I	Language	21UTA1F01	Tamil – I	5	3	25	75	100
2	II	Language	21UEN1CE01	Communicative English-I	5	3	25	75	100
3	III	Core - I	21UBX1C01	Principles of Management	5	4	25	75	100
4		Core - II	21UBX1C02	Introduction to Computer Technology	5	4	25	75	100
5		Allied - I	21UMX1A01	Business Mathematics and Statistics	5	4	25	75	100
6	IV	Add on Course	21UCM1AO01	Professional English-I	3	4	25	75	100
7		Value Education	21UVE101	Yoga	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>24</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER II</b>									
8	I	Languages	21UTA2F02	Tamil – II	5	3	25	75	100
9	II	Language	21UEN2CE02	Communicative English-II	5	3	25	75	100
10	III	Core - III	21UBX2C03	Organizational Behavior	5	4	25	75	100
11		Core - IV	21UBX2C04	Office Automation	4	4	25	75	100



12		Practical - I	21UBX2P01	MS – Office Practical	2	2	40	60	100
13		Allied - II	21UBX2A02	Managerial Economics	4	4	25	75	100
14		Add on Course	21UCM2AO02	Professional English-II	3	4	25	75	100
15	IV	Common Paper	21UES201	Environmental Studies	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>26</b>	<b>215</b>	<b>585</b>	<b>800</b>

**Note:**

- CBCS – Choice Based Credit system  
 CIA – Continuous Internal Assessment  
 ESE – End of Semester Examinations  
 SWAYAM – Study Webs of Active-Learning for Young Aspiring Minds  
 NPTEL – National Programme on Technology Enhanced Learning

**Major Elective Courses**

1. Financial Accounting
2. Service Marketing
3. Retail Marketing Management

**List of Extension Activities**

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



# PROGRAMME SYLLABUS



Program: BBA (CA)				
Core – I		Course Code: 21UBX1C01		Course Title: Principles of Management
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

### Course Objectives

1. To enable the students to study the evolution of Management.
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization
5. To study the system and process of effective controlling in the organization.

#### **UNIT – I**

Management – Definition – Importance – Nature – Scope and Functions – Levels of Management – Roles of a Manager – Managerial Skills – Managerial Grid – Social Responsibilities of a Manager – Evolution of Management Thoughts – Contributions of F.W. Taylor – Henry Fayol – Management Vs. Administration.

#### **UNIT – II**

Planning – Meaning and Definition - Importance – Advantage – Steps in Planning – Types of Plans – Management by Objectives (MBO) - Definition – Process – Merits – Limitations. Decision Making – Definition – Types of Decision – Techniques of Decision Making – Game Theory.

#### **UNIT – III**

Organising – Meaning and Definition – process-principles-Need for Organisation – Classification of Organisation – Process – Organizational Structure – Line, Functional, Line & Staff Organisation. – Departmentation Meaning – Basis and Significance of Departmentation– Factor Determining Span of Control-Delegation – Centralization and Decentralization.

#### **UNIT – IV**

Directing – Meaning, Elements, Nature, Importance, Principles – Leadership – Definition – Styles of Leadership – Qualities for Effective Leadership. Motivation – Meaning – Daniel Pink's Three Elements of Intrinsic Motivation Theory – Maslow's Need Hierarchy Theory -



Herzberg's Two Factor Theory and their Comparison.

### UNIT – V

Co-coordinating – Definition – Importance – Need – Principles – Approaches to Achieve Effective Co-ordination. Controlling – Meaning – Elements and Significance – Modern Trends in control Process – Control Technique – Recent Trends in Management and CSR.

### Text Books

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons, 2006.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons, 1999.

### Reference Books

1. Dingar Pagare, Business Management, Sulthan Chand & Sons, 2006.
2. Koontz and O. Donnel, Essentials of Management, McGraw Hill, 2010.
3. T.Ramasamy, Principles of Management, Macmillan India Ltd., 2005.
4. J. Jayashankar, Principal of Management, Margham Publications, 2009.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.	K1 & K2
CO2	Understand the planning process in the organization.	K2 & K3
CO3	Apply the concept of organization.	K3 & K4
CO4	Demonstrate the ability to directing, leadership and communicate effectively	K5 & k6
CO5	Evaluate isolates issues and formulate best control methods.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	M	M	S
<b>CO2</b>	M	M	M	S	S
<b>CO3</b>	M	S	S	S	M
<b>CO4</b>	S	M	S	S	M
<b>CO5</b>	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA (CA)				
Core – II		Course Code: 21UBX1C02		Course Title: Introduction to Computer Technology
Semester I	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. To know the integration and application of business information's through computers.
2. To know about analyze a problem, decide whether it can or should be solved by a computer, and provide an appropriate solution.
3. To know about the major components of applications software in the areas of Data communications, and Internet.

#### **UNIT-I**

Introduction to Computer: Definition, characteristics, Importance of computers- Generation of computers- Types of computer systems - Micro, Mini, Mainframe and Super Computers, Analog, Digital and Hybrid computers.

#### **UNIT-II**

Computer Organization: ALU, CU, Input, Output, Units. Memory units- Auxiliary Storage Devices - Magnetic Tape - Hard Disk - Floppy Disk- CD-ROM. Memory Organization - RAM, ROM, EPROM and EEPROM.

#### **UNIT-III**

Computer Software - Operating System and its functions - Programming languages. Computer Networks: Components of a Computer Network - Communication Media - Types of Networks - Network Topologies.

#### **UNIT- IV**

Internet and www. Electronic Mail: Introduction - E-mail - Domain Name and Addresses -- Searching Information and Downloading – World Wide Web(WWW).

#### **UNIT-V**

Internet of Things- Introduction – Features of IoT – History of IoT – Applications of IoT – Advantages and Disadvantages of IoT – Components of IoT – Future of Internet Technology.

**Text Books**

1. Alexis Leon and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt Ltd, 2016.
2. Peter Norton, Introduction to Computer, 2nd Edition, TMH, 2019.
3. JP Tam, Internet of Things Basics: For Beginners: Fast and Easy Way to Learn, Kindle Edition, 2020.

**Reference Books**

1. S.P. Rajagopalan, Computer Applications in Business, Vikas Publishing House Pvt. Ltd, 2018.
2. Alexis leon and mathews Leon, Fundamentals of Computer Science and Communication Engineering, Vikas Publishing House Pvt Ltd, 2016.

**Course Outcomes (COs)**

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

CO Number	CO Statement	Knowledge Level
CO1	Bridge the fundamental concepts of computers with the present level of knowledge of the students.	K2
CO2	Familiarize operating systems, programming languages, peripheral devices, networking, multimedia and internet	K1 & K2
CO3	Identify categories of programs, system software and applications. Organize and work with files and folders.	K4
CO4	Describe the usage of computers and why computers are essential components in business and Society.	K3
CO5	Solve common business problems using appropriate Information Technology applications and systems.	K5

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**



**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	M
CO2	M	S	M	S	S
CO3	S	S	M	M	M
CO4	M	S	S	M	S
CO5	S	M	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Core – III		Course Code: 21UBX2C03		Course Title: Organisational Behaviour
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

### Course Objectives

1. To understand the fundamental concepts of Organisational Behaviour
2. To help the students to develop cognizance of the importance of human behaviour.
3. To enable students to describe how people behave under different conditions and understand why people behave as they do.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

#### **UNIT – I**

Meaning – Objectives and Nature of Organizational Behaviour – Disciplines Contribution to Organizational Behaviour – Recent Trend in OB. Learning – Meaning – Factors Determining Learning – Perception – Factors Determining Perception – Hawthorne Experiments and their Implications.

#### **UNIT – II**

Individual Behaviour – Factors – Personality – Types of Personality – Determinants of Personality – Attitude- Factors Influence Formation of Attitude. Group Behaviour – Meaning – Type of Groups – Formation – Group Dynamics – Group Cohesiveness – Conflict: Types of Conflict – Resolution of Conflict.

#### **UNIT – III**

Morale – Meaning – Benefits – Measurement, Job Satisfaction – Meaning and Factors - Job Enrichment – Job Enlargement –Motivation – Financial and Non – Financial Motivation – Types of Motivation.

#### **UNIT – IV**

Organisational Culture – Meaning – Characteristics of Organisational Culture – Types of



Organisational Culture. Organisational Climate – Meaning – Determinants of Organisational Climate -Measures to Develop a Sound Organizational Climate – Types of Organisational Climate.

### UNIT – V

Organizational Change – Meaning – Nature – Causes of Change – Resistance to Change – Overcoming the Resistance – Steps in Managing Change - Counseling and Guidance – Importance of Counseling – Types of Counseling.

#### Text Books

1. LM. Prasad, Organisational Behaviour, Sulthan Chand & Sons, New Delhi, 2012.
2. Khanka, Organisational Behaviour, Sulthan Chand & Sons, New Delhi, 2010.

#### Reference Books

1. Fred Luthans, Organisational Behaviour, McGrawHill, 2002.
2. J. Jayasankar, Organisational Behaviour, Margham Publications, Chennai, 2013.
3. P. Robbins Stephen, Organisational Behaviour, Prentice Hall, New Delhi, 2009.
4. Keith Devis & John W. Newstrom, OB – Human Behaviour at Work, TMH, 1989.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Identify the study of Human Behaviour in organization.	K1 & K2
CO2	Describe the personality and its determinate of personality.	K2 & K3
CO3	Appreciate different views of how people are motivated.	K3 & K4
CO4	Understand the concept of organisational culture and climate.	K5
CO5	Identify the organization change and steps in managing change.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	S	M
<b>CO2</b>	M	M	S	S	S
<b>CO3</b>	M	M	S	S	M
<b>CO4</b>	M	S	S	S	S
<b>CO5</b>	S	S	S	M	S

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



Program: BBA (CA)				
Core - IV		Course Code: 21UBX2C04		Course Title: Office Automation
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	4	60	4	100

### Course Objectives

1. To be proficient in important Microsoft Office programs.
2. To be able to create documents for printing and sharing.
3. To be able to create and share spreadsheet and presentations.
4. To be able to Create and share Databases.

#### **UNIT I**

Introducing the 2007 Microsoft Office System: Time for Something New – A new Look – Important Systems: Using Super Tooltips – Changes in Microsoft Office Online – Safeguarding your files – Publishing files in PDF and XPS format.

#### **UNIT II**

MS–Word 2007: Exploring Word 2007- Changing the Look of Text – Changing the Look of a Document – Introduction to mail-merge.

#### **UNIT III**

MS–Excel 2007: Setting Up Workbook – Working with data and Data Table – Performing Calculations on Data – Changing Document Appearance – Chart.

#### **UNIT IV**

MS–Access 2007: Creating Database – Locating Specific Information – Restrict the type and amount of data in a field. – Specify the format of data in a field. - Update information in a table. Delete information from a table.

#### **UNIT V**

MS–PowerPoint 2007: Starting New Presentation – Working with Slide Text – Adjusting Slide Layout – Animation Schemes and Effects - Creating Organization Charts..

#### **TEXT BOOKS**

1. 2007 Microsoft® Office System Step by Step Joyce Cox, Joan Preppernau, Steve



Lambert, and Curtis Frye. Microsoft Press, 2007.

2. First Look 2007 Office System by Katherine Murray Published by Microsoft Press, A Division of Microsoft Corporation, 2007.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Students will create documents that demonstrate proficiency in the use of word processing, spreadsheet, database, and presentation applications.	K1 & K6
CO2	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.	K3 & K4
CO3	It gives you the ability to use your computer for desktop publishing.	K5
CO4	They can know about menus, toolbars, task panes, and a familiar-feeling design.	K2 & K4

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	S	M	M	S
CO3	M	S	S	M	M
CO4	M	M	S	S	S

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA (CA)				
Practical - I		Course Code: 21UBX2P01		Course Title: MS-Office Practical
Semester II	Hours/Week 3	Total Hours 45	Credits 2	Total Marks 100

### Course Objectives

1. To educate MS-office system
2. To train them to work on the comment based activities in MS-office system.

#### **MS-Word**

1. a). Starting Ms-Word, Create, Save, Print (with Options), Close and Edit ` Document.  
b). Study of Ms-Word, Menu / Tool Bars.
2. a) Create a document, Save it and edit the document as follows,
  - i. Find, Replace options
  - ii. Cut, Copy, Paste options
  - iii. Undo, Redo options
 b). Format the document using Bold, Underling and Italic.  
 c). Change Character size using the font dialog box.  
 d). Formatting Paragraph Center, Left align, and Right align.  
 e). Formatting Paragraph and line spacing using Bullets and Numbering in Paragraphs.  
 f). Creating, Hearing Paragraphs.
3. Using tab setting, enhancing the documents (Header, Footer, Page Setup Border, Opening and Closing Toolbars, Print preview)
4. Creating Tables in a document, selecting rows and columns sort the record by using tables, format painter and AutoFormat.

#### **MS-Excel**

1. (a) Create a worksheet, Move /Copy/ insert and delete rows & columns. (Usage of Cut, Paste Commands copying a single cell, Copying arrange of data, Filling up cell, Undo command, Inserting a row, column, Deleting rows and columns.)  
(b) Formatting worksheets
2. (a) Database concept – Database record file and field name – creating and sorting a



database and maintaining a database(Data Form)

(b) Using auto filter, advanced filter.

(c) Creating subtotals and grand totals – using database functions.

3. (a) Creating Charts.

4. (a) Using date, time and Math Functions.

(b) Maths Functions

### MS-PowerPoint

1. Creating a Presentation using Auto Content Wizard.

2. Different Views in PowerPoint presentation.

3. Setting Animations effects/grouping/ungrouping/cropping Power Point objects.

4. Creating an organizational chart in PowerPoint.

### MS-Access

1. Create a New Data Base and Table

2. Opening, Entering , Sorting, Deleting Records in Table

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Operate MS-Office operations	K3
CO2	Gain practical exposure on Word, Spread sheet, Power point presentation and Access	K4 & K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	S	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Allied - II		Course Code: 21UBX2A02		Course Title: Managerial Economics
Semester II	Hours/Week 4	Total Hours 60	Credits 4	Total Marks 100

### Course Objectives

1. To be acquainted with the basic concepts of economics.
2. To identify the applications and limitations of economics laws in decision – making and problem solving.
3. To provide knowledge on different types of markets
4. To help students be equipped with economic tools for business analysis.
5. Understand the roles of managers in firms.
6. Analyze the demands and supply conditions and assess the position of a company.
7. Design competition strategies, including costing, planning, product differentiation and market environment.

#### **UNIT - I**

Managerial Economics- Meaning, Objectives, Nature and Scope of Managerial Economics – Basic Economic Problems – Relationship between Micro and Macro Economics.

#### **UNIT –II**

Demand Analysis- Demand Schedule – Demand Curve-Extension and Contraction of Demand- Demand Forecasting- Different types of Demand Forecasting and Methods. Elasticity of Demand - Types - Measurement - its Importance.

#### **UNIT- III**

Factors of Production – Law of Returns – Law of Variable Proportions – Law of Returns to Scale – Economics of Large Scale Production.

#### **UNIT -IV**

Cost and Revenue Analysis – Different types of Cost and their Relations to each other – Average Cost – Marginal Cost – Various Types of Revenue Curve Short Term and Long Term – Diagrammatic Representation.

**UNIT- V**

Market Structure and Pricing – Pricing under Perfect Competition – Pricing Under Monopoly-  
Price discrimination Monopoly-Monopolistic Competition and Oligopoly Market.

**TEXT BOOKS:**

1. S.Sankaran, Business Economics, Margham Publications, Chennai, 2006.
2. M. John Kennedy, Economics for Business, HPH, 2008.

**REFERENCE BOOKS:**

1. R.L. Varshney & K.L. Maheshwari, Managerial Economics, Sultan Chand & Sons, 2010.
2. P.L Mehta, Managerial Economics, Sultan Chand & Sons, 2013.
3. R.K.Lekhi, kalyani, Managerial Economic, Kalyani Publishers, Ludhiana, 2014.
4. V.R. Palanivelu & A. Kannan, Business Economics, Himalaya Publishing Pvt Ltd, 2015.

**Course Outcomes (COs):**

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about nature and scope of economics and relationship between micro and macro-economics.	K1 & K2
CO2	Gain the knowledge about demand analysis and demand forecast.	K2 & K3
CO3	Understand factors of productions and economics of large scale of productions.	K4
CO4	Understand about cost functions and difference between short run and long run cost functions.	K5
CO5	Acquire knowledge about the market structure and pricing.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	M	M	M	S	S
<b>CO2</b>	M	S	M	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	M	S	S	M	S
<b>CO5</b>	S	S	S	S	S

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