

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]

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## **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 2020-2021 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 2020-2021 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	Languages	20UTA1F01	Tamil – I	6	3	25	75	100
2	II	Languages	20UEN1F01	English – I	6	3	25	75	100
3	III	Core - I	20UBX1C01	Principles of Management	5	4	25	75	100
4		Core - II	20UBX1C02	Introduction to Computer Technology	5	4	25	75	100
5		Allied - I	20UBX1A01	Business Mathematics and Statistics	6	4	25	75	100
6	IV	Value Education	20UVE101	Yoga	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>20</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>SEMESTER II</b>									
7	I	Languages	20UTA2F02	Tamil – II	6	3	25	75	100
8	II	Languages	20UEN2F02	English – II	6	3	25	75	100
9	III	Core - III	20UBX2C03	Organizational Behavior	5	4	25	75	100
10		Core - IV	20UBX2C04	Office Automation	4	4	25	75	100
11		Practical - I	20UBX2P01	MS – Office Practical	3	2	40	60	100
12		Allied - II	20UBX2A02	Managerial Economics	4	4	25	75	100
13	IV	Common Paper	20UES201	Environmental Studies	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>22</b>	<b>190</b>	<b>510</b>	<b>700</b>
<b>SEMESTER – III</b>									



14	III	Core - V	20UBX3C05	Business Communication	6	4	25	75	100
15		Core - VI	20UBX3C06	Financial & Cost Accounting	6	4	25	75	100
16		Core - VII	20UBX3C07	E-Business	6	4	25	75	100
17		Allied - III	20UBX3A03	Operations Research	4	3	25	75	100
18	IV	SBEC - I	20UBX3S01	Fundamentals of Insurance	2	2	25	75	100
19		SBEC - II	20UBX3S02	Life Skill Education	2	2	25	75	100
20		SBEC - III	20UBX3SP01	Campus to Corporate - (Viva-Voce)	2	2	-	100	100
21	IV	NMEC – I For Other Department	20UBX3N01	Principles of Management	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>23</b>	<b>175</b>	<b>625</b>	<b>800</b>
<b>SEMESTER – IV</b>									
22	III	Core - VIII	20UBX4C08	Production and Material Management	4	3	25	75	100
23		Core - IX	20UBX4C09	Management Accounting	5	4	25	75	100
24		Core - X	20UBX4C10	Business Law	5	4	25	75	100
25		Core – X1	20UBX4C11	HTML and Web Design	5	4	25	75	100
26	IV	SBEC - IV	20UBX4S03	Export and Import Documentation	2	2	25	75	100
27		SBEC – V	20UBX4S04	Practice of Business Relations	2	2	25	75	100
28		SBEC - VI	20UBX4SP02	In plant Training – (Viva -Voce)	2	2	-	100	100
29		NMEC - II	20UBX4N02	Human Resource Management	2	2	25	75	100
30		Practical -II	20UBX4P02	HTML and Web Design Practical	3	2	40	60	100
<b>Total</b>					<b>30</b>	<b>25</b>	<b>215</b>	<b>685</b>	<b>900</b>
<b>SEMESTER – V</b>									



31	III	Core - XII	20UBX5C12	Business Policy and Strategy	5	4	25	75	100
30		Core - XIII	20UBX5C13	RDBMS and Oracle	5	4	25	75	100
31		Core - XIV	20UBX5C14	Financial Management	5	4	25	75	100
32		Core-XV	20UBX5C15	Fundamental of Research Methodology	5	4	25	75	100
33		Core- XVI	20UBX5C16	Management Information System	4	3	25	75	100
34		Practical - III	20UBX5P03	RDBMS and Oracle Practical	3	2	40	60	100
35		Electives-I	20UBX5E01	Service Marketing	3	3	25	75	100
			20UBX5E02	Industrial Relations					
			20UBX5E03	Multimedia					
			20UBX5E04	Total Quality Management					
	20UBX5E05		Data Base Management System						
<b>Total</b>					<b>30</b>	<b>24</b>	<b>190</b>	<b>510</b>	<b>700</b>

**SEMESTER – VI**

36		Core – XVII	20UBX6C17	Marketing Management	5	4	25	75	100
37		Core – XVIII	20UBX6C18	Financial Institutions and Services	6	4	25	75	100
38		Core - XIX	20UBX6C19	Human Resources Management	5	4	25	75	100
39		Core – XX	20UBX6C20	Visual Basic	5	4	25	75	100
40		Project	20UBX6PR1	Project Work	2	4	-	100	100
41		Practical - IV	20UBX6P04	Visual Basic Practical	3	2	40	60	100
42		Electives-II	20UBX6E06	Retail Marketing Management	4	3	25	75	100
			20UBX6E07	Training & Development					
			20UBX6E08	Entrepreneurial					



				development					
			20UBX6E09	Investment Management					
			20UBX6E10	Merchandising Management					
43	V			Extension Activities		1			
<b>Total</b>					<b>30</b>	<b>26</b>	<b>165</b>	<b>535</b>	<b>700</b>
<b>Grand Total</b>					<b>180</b>	<b>140</b>	<b>1085</b>	<b>3315</b>	<b>4400</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

**Non-Major Elective Courses**

1. Principles of Management
2. Human Resources Management



### **List of Extension Activities**

1. National Cade 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: 20UBX1C01		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 – Principles of Management. 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 – Process of Decision Making.

### **UNIT – III**

Organisation – Definition - Need for Organisation – Classification of Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation. Span of Management or Control – Factor Determining Span of Control – Delegation – Centralisation and Decentralisation.

### **UNIT – IV**

Directing – Meaning, Elements, Nature, Importance, Principles – Leadership – Definition – Styles of Leadership – Qualities for Effective Leadership. Motivation – Meaning– Theories of Motivation – 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.

### 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: 20UBX1C02		Course Title: Introduction to Computer Technology
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	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 - Types of Operating System – 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 - advantages and disadvantages of Internets – Intranet – Extranet.

#### **UNIT-V**

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

**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)				
Allied – I		Course Code: 20UBX1A01		Course Title: Business Mathematics and Statistics
Semester I	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 100

### Course Objectives

1. To enable the students to acquire knowledge of business correspondence.

#### **UNIT – I**

Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only).

#### **UNIT – II**

Matrices: Fundamental ideas about Matrices and their Operational Rules – Matrix Addition and Multiplication – Inverse of Square Matrices of not more than Order Third – Solving Simultaneous Equations.

#### **UNIT – III**

Description Statistics: Meaning and Definition of Statistics – Scope and Limitations Statistical Survey – Source and Collection of Data – Classification and Tabulation – Presentation of Statistical Report.

#### **UNIT – IV**

Diagrams and Graphs – Measures of Central Tendency – Arithmetic, Geometric, Harmonic Mean – Mean – Median – Mode – Combined Mean.

#### **UNIT – V**

Measures of Variations – Absolute and Relative Measures – Range – Mean Deviation – Standard Deviation. Measures of Variations – Absolute and Relative measures – Range – Mean Deviation – Quartile Deviation – Standard Deviation. Measures of Skewness – Kurtosis – Lorenz Curve.

#### **Text Books**



1. S.P. Gupta, Statistical Methods – Sulthan Chand & Sons, 7<sup>th</sup> Edition, New Delhi, 2014.
2. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, 2016.

### Reference Books

1. R.S.N. Pillai & Mrs. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi, 2019.
2. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata McGraw-Hill, 2016.
3. Sharma, Business Statistics, Margham Publications, 5<sup>th</sup> Edition, Chennai, 2020
4. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, Sulthan Chand & Sons, New Delhi, 7<sup>th</sup> Edition, 2014.
5. RSN Pillai & V. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi, 2016.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Learn about Arithmetic Progression, Geometric Progression and Harmonic Progression.	K1 & K2
CO2	Apply Fundamental ideas about matrices and their operational rules.	K3
CO3	Understand source, collection of data and apply for practical life.	K3 & K4
CO4	Plot and interpret straight line graphs, apply them to business decision-making and discuss the significant features of non-linear graphs.	K5
CO5	Demonstrate correct usage of measures of central tendency and measures of dispersion to describe data and perform analysis of data based on the results of these measures.	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	M	S	S	M
<b>CO3</b>	M	S	S	M	S
<b>CO4</b>	M	S	S	S	M
<b>CO5</b>	M	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Core – III		Course Code: 20UBX2C03		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. Learning – Meaning – Factors Determining Learning – Perception – Factors Determining Perception – Hawthorne Experiments and their Importance.

#### **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 – Stress – Causes – Managing Stress – Motivation – Financial and Non – Financial 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 – Counseling – Importance of Counseling – Types of Counseling – Counseling Guidance.

### 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: 20UBX2C04		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: Help and Security.

#### **UNIT II**

MS–Word 2007: Exploring Word 2007- Changing the Look of Text – Changing the Look of a Document – Presenting Information in Columns and Tables.

#### **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 – Keeping Your Information Accurate.

#### **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: 20UBX2P01		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: 20UBX2A02		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**

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

### **UNIT –II**

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

### **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 – Monopolistic Competition.

### 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. Maheshhwari, 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**



Program: BBA (CA)				
Core – V		Course Code: 20UBX3C05		Course Title: Business Communication
Semester III	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 100

### Course Objectives

1. To help the students to know the importance of communication in day to day business.
2. To develop better written and oral business communication skills among the students and enable them to know the effective media of communication.
3. To enhance their writing skills in various forms of business letters and reports.
4. To provide an outline to effective Organizational Communication.

#### **UNIT – I**

Communication – Meaning – Objectives – Process – Media of Communication – Types of Communication – Barriers to Communication – Principles of Effective Communication – Methods of Modern Communication.

#### **UNIT – II**

Business Letters – Meaning – Layout of Business Letters – Types – Business Enquires and Replies – Offers and Quotations – Orders, Execution of Orders and Cancellation of Orders – Complaints and Adjustments – Collection Letters – Sales Letter – Circular Letters – Status Enquires.

#### **UNIT – III**

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Letters to the Editors – Applications for Appointment.

#### **UNIT – IV**

Company Correspondence – Duties of Secretary – Correspondence with Directors, Shareholders, Government Departments and Others – Agenda – Minutes – Meeting and its Kinds.

#### **UNIT – V**

Report – Meaning – Importance – Characteristics of a Good Report – Preparing Report –



Report by Individuals – Report by Committees – Technology in Communication: E-Mail – Internet – E-Learning – Twitter – Youtube- Facebook – Whats App.

### Text Book

1. Rajendrapal & J.S Koralahalli, Essentials of Business Communication Sulthan Chand & Sons, 2004.

### Reference Books

1. N.S. Rashunathan and B. Santhanam, Business Communication, Margham Publications, Chennai, 2016.
2. Sathya Swaroop Debasish & Bhagaban Das, Business Communication, PHI Learning Pvt. Ltd, 2012.
3. Balasubramanian, Business Communication, Vikas Publishing House, Pvt. Ltd, 2003.
4. US Rai, SM Rai, Business Communication, HPH, 2008.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Identify key principles in business communication. Discuss the importance of effective communication in business.	K1 & K2
CO2	Students gained knowledge in the communication and to draft the layout for a business letter.	K3
CO3	Understand the concept of applications for appointment.	K3 & K4
CO4	Learnt to prepare a report, agenda – minutes – meeting and it's kinds.	K5
CO5	Discuss the different types of reports and their purposes, Create an informal report and technology communication.	K6

**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	M	M	S	S
CO2	M	M	S	S	S
CO3	M	S	S	S	S
CO4	M	S	S	M	M
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Core – VI		Course Code: 20UBX3C06		Course Title: Financial and Cost Accounting
Semester III	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 100

### Course Objectives

- To enable the students to know basic principle of accounting concepts and also to the cost ascertainment of the production of goods.

#### **UNIT – I**

Accounting Meaning and Definition - Basic Accounting Concepts and Convention – Accounting Equations – Journal, Ledger, Subsidiary Books - Trial Balance.

#### **UNIT – II**

Final Accounts with Adjustments - (Simple Problems Only).

#### **UNIT- III**

Depreciation Accounting – Meaning - Advantages and Disadvantages - Types of Depreciation – Straight Line Method-Written Down Value Method - Annuity Method – Machine Hour Rate.

#### **UNIT – IV**

Cost - Meaning – Definition – Classification of Costs - Cost Accounting – Definition – Advantages – Limitations – Financial Accounting Vs. Cost Accounting – Preparation of Cost Sheet.(Simple Problem)

#### **UNIT – V**

Materials - Materials Control – Meaning – Objectives – Advantages - Methods of Stock Control – Stock levels – EOQ – Stores Ledger Pricing of Issues FIFO, LIFO, Simple Average and Weighted Average.

#### **TEXT BOOK**

- R.L Gupta, Advanced Accountancy, Sulthan Chand & Sons, New Delhi, 2001.



## REFERENCE BOOKS

1. R.L Shukla & T.S. Grewal, Advanced Accountancy Vol. – I, Sulthan Chand & Sons, New Delhi, 2017.
2. P.C. Tulsian, Advanced Accountancy, Tata McGraw Hill, 2007.
3. T.S. Grewal, Double Entry Book Keeping, Sulthan Chand & Sons, New Delhi, 2020.
4. T.S. Reddy, A. Moorthy, Cost Accounting, Margham Publication, Chennai, 2020

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Learnt to accounting rules and principles	K1 & K2
CO2	Understand Final Accounts.	K3
CO3	Identify key principles of Depreciation accounting.	K3 & K4
CO4	Preparation of Cost Sheet.	K5
CO5	Analyze Materials control technique.	K6

**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	M	S	S	S
CO2	M	M	S	S	S
CO3	M	S	M	S	M
CO4	M	S	S	S	S
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA (CA)				
Core - VII		Course Code: 20UBX3C07		Course Title: E-Business
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	6	90	4	100

### Course Objectives

1. The main objective of developing E-Business is providing a user friendly environment.
2. To provide information in Online based Marketing and give everyone a chance to Business.

#### **UNIT I:**

Launching Your Online Business: What's New- The Latest tools and strategies for your online business – Opening your own online business – Choosing and Equipping your new E - Business.

#### **UNIT II:**

Establishing and organizing your online business: Making Shopping Easy on Your E-Commerce Site – Accepting Payments – Sourcing Worldwide for Your Business

#### **UNIT III:**

Building Traffic through Social Networking: Advertising and Publicity: The Basics – Search Engine Optimization – Selling on Craigslist, Amazon.com, and Cafepress.

#### **UNIT IV:**

Expanding Beyond Your Own Web Site: Running a Business with Online Auctions – Taking Advantages of Google's Tools – Spreading the Word on Facebook, Twitter and Blogs.

#### **UNIT V:**

An Electronic Market place of buyers & sellers - Collaborating on a distribution chain -Online catalog.

#### **TEXT BOOKS**

1. Greg Holden, Starting an Online Business For Dummies, 6th Edition, Wiley Publishing, 2010.



2. David Kosiur, Understanding Electronic Commerce, Published by Microsoft Press, 1997.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate an understanding of the foundations and importance of E-Business	K2
CO2	Utilize the Internet Web resources and evaluate on-line e-business system.	K3
CO3	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.	K4
CO4	Discuss legal issues and privacy in E-Business, Assess electronic payment systems	K1
CO5	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.	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	M
CO2	M	S	S	S	S
CO3	S	M	S	S	M
CO4	S	M	S	S	S
CO5	M	M	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Allied - III		Course Code: 20UBX3A03		Course Title: Operations Research
Semester III	Hours/Week 4	Total Hours 60	Credits 3	Total Marks 100

### Course Objectives

1. Operations research is a scientific approach to problem solving for management.

#### **UNIT – I**

Operations Research – Meaning – Scope – Uses – Operations Research in India – Models in Operations Research – Limitations of Model – General Methods for Solving Operations Research Models.

#### **UNIT – II**

Linear Programming Problems – Requirements – Formulation of L.P.P. By Graphical Method – Simplex Method (Simple Problem Only).

#### **UNIT – III**

Transportation Problems – Obtaining Initial Basic Feasible Solution – Various Methods of Solving Transportation Problems.

#### **UNIT – IV**

Assignment Problems – Formulation and Solution Assignment Problems.

#### **UNIT – V**

Decision Theory – Types of Decision Making Criteria Statement of Baye's Theorem – Application of Baye's Theorem – Use of Probability – Decision Tree.

**Note:** Questions in theory and problems carry 30% and 70% of marks respectively.

#### **Text Book**

1. V.K. Kapoor, Operations Research, Sulthan Chand & Sons, New Delhi, 2012.



### Reference Books

1. Prem Kumar Gupta, Operations Research, Sultan Chand & Co, 2012.
2. P.K. Man Mohan, Operations Research – Sultan Chand & Sons, 2018.
3. N.D. Vohra, Quantitative techniques in Management, Tata McGrawHill, 2017.
4. B.M Agarwal, Quantitative Methods, New Academic Publication, 2018.
5. P.R Vital, Introduction to Operations Research, Margham Publications, Chennai, 1999.

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about the uses of operations research and general methods for solving operations research models.	K1 & K2
CO2	Gain the knowledge about Linear programming problems and simplex method.	K2 & K3
CO3	Understand Transportation problems and various methods of solving transportation problems.	K4
CO4	Understand about Assignment problems – formulation and solution assignment problems.	K5
CO5	Acquire knowledge about the Decision theory and application of Bay's theorem.	K6

**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	M	M	S	M
CO2	M	M	M	S	S
CO3	S	S	S	S	S
CO4	S	M	M	S	S
CO5	S	S	S	M	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
SBEC – I		Course Code: 20UBX3S01		Course Title: Fundamentals of Insurance
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	2	30	2	100

### Course Objectives

1. To equip students with basic foundation knowledge of insurance in order to develop a better understanding of insurance practice.
2. To apply the technical and practical skills needed in starting a career in the insurance industry.
3. To acquire knowledge to improve the selling, underwriting, investigating or assessing losses of insurance products to the public.
4. Principles of Insurance.
5. Life Insurance and General Insurance business in India.
6. After the successful completion of the course the student should have a through knowledge on Indian Banking System and Acts pertaining to it.

### **UNIT – I**

Definition of Insurance – Nature of Insurance – Principles of Insurance – Classification of Contracts of Insurance – Importance of Insurance – Functions of Insurance – Marine and Non-Marine Insurance.

### **UNIT – II**

Life Assurance – Objects of Life Assurance – Classification of Risk – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender Values and Loans – Claims – Types of Claims.

### **UNIT – III**

Marine – Insurance – Principles of Marine Insurance – Functions of Marine Insurance – Types of Marine Policies – Warranties – Kinds of Marine Losses – Importance of Marine Insurance.

**UNIT – IV**

Fire Insurance – Types of Fire Policies – Principles of Law as Applied to Fire Insurance.  
Reinsurance – Advantage of Reinsurance – Fire Waste – Hazard Types of Fire Policies.

**UNIT – V**

Miscellaneous Insurance – Meaning – Definition – Motor Insurance – Meaning – Classification of Vehicles – Kind of Policies – Burglary Insurance – Types – Personal Accident Insurance.

**Reference Books**

1. Dr. N. Premavathy, Elements of Insurance, Sri Vishnu Publications, 2009.
2. P.K.Gupta, Insurance & Risk Management, Himalaya Publications House, 2011.
3. R.S. Sharma, Insurance: Principles and Practices, Vora, Bombay, 1960.
4. M.N. Srinivasan, Principles of Insurance Law, Ramanuja Publishers, Bangalore, 1977.
5. Sharma R.S., Insurance: Principles and Practices Vora, Bombay, 1960.

**Course Outcomes (COs)**

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

CO Number	CO Statement	Knowledge Level
CO1	Apply the basic insurance knowledge and skills to his/her workplace.	K1 & K2
CO2	Applying the life assurance knowledge and skills in different scenarios.	K2 & K3
CO3	Historical factors important to today's rules and practices. Rules and conditions cover and practice from the yards perspective and the owners perspective.	K3 & K4
CO4	Learn about fire insurance and its benefits to business.	K5
CO5	Applying the Miscellaneous insurance for our life.	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	M	S	S	M
<b>CO3</b>	S	S	M	S	S
<b>CO4</b>	S	S	S	M	S
<b>CO5</b>	M	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
SBEC – II		Course Code: 20UBX3S02		Course Title: Life Skill Education
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	2	30	2	100

### Course Objectives

1. Life skills training equips people with the social and interpersonal skills that enables them to cope with the demands of everyday life.
2. The objectives of this training are to build self-confidence, encourage critical thinking, foster independence and help people to communicate more effectively.

#### UNIT – I

Life Skill: Definition and Importance of Life Skills – Livelihood Skills – Meaning, Survival Skills and Life Skills. Life Skills Education, Life Skills Approach, Life Skills Based Education.

#### UNIT – II

Self-Awareness: Definition, Types of Self. Self-Concept – Components of Self-Concepts, Body Image – Want to Look Feel Your Body, Self-Esteem – Tips – Factors Influence in Self-Esteem. Techniques Used for Self-Awareness: Johari Window, SWOT Analysis. Empathy, Sympathy & Altruism.

#### UNIT – III

Interpersonal Relationship: Definition, Forms of Interpersonal Relationship – Factors Affecting Interpersonal Relationship. Listening: Definition & Tips for Effective Listening. Thinking: Nature, Tools of Thinking, Elements of Thought. Types of Thinking, Concept Formation, Reasoning – Types of Reasoning. Critical Thinking: Definition, Benefits, Process, Nature & Stages.

#### UNIT – IV

Goal Setting: Definition, Goal Commitment. Coping with Stress: Definition, Stressors, Source of Stress, Cause of Work Place Stress. Coping Skills – Types & 99 Coping Skills.





## UNIT – V

Coping with Emotions: Definition, Characteristics and Types. Coping Strategies.

### Text Books

1. Delors, Jacques, Learning: The Treasure Within, UNESCO, Paris, 1997.
2. UNESCO, Adult Education: The Hamburg Declaration, UNESCO, Paris, 1997.
3. UNESCO, Quality Education and Life Skills: Darkar Goals, UNESCO, Paris, 2005.
4. WHO, Partners in Life Skills Education: Conclusions from a United Nations – Agency Meeting, WHO, Geneva, 1999.
5. Santrock W. John, Educational Psychology, Tata McGraw-Hill Publishing Company Ltd, (2<sup>nd</sup> Edn.) New Delhi, 2006.

### Reference Books

1. Dakar Framework for Action, Education for All: Meeting our Collective Commitments, Dakar, Senegal, 2000.
2. Kumar. J. Keval, Mass Communication in India, JAICO Publication India Pvt. Ltd, 2008.
3. Morgan and King, Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
4. P.L Rao, Enriching Human Capital through Training and Development, Excel Books, New Delhi, 2008.
5. Singh Madhu, Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality, 2003.



### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Self-Awareness, Personal Development, and Life Skills.	K1 & K2
CO2	Learn about Self-Awareness, Personal Development, and Life Skills Leadership and Communication Social Justice and Responsibility.	K2 & K3
CO3	Development of thinking and learn about Types of thinking.	K3 & K4
CO4	How to achieve the goals to identify clearly students will develop the strategies to work with others leads to achieve specific goals.	K5
CO5	Learn to manage conflict: understand and appropriately apply the skills of problem solving, conflict management and resolution while allowing for healthy disagreement.	K6

**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	M	M	S	S
CO2	M	M	S	M	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
SBEC – III		Course Code: 20UBX3SP01		Course Title: Campus to Corporate (Viva-Voce)
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To familiarize students with various communication methods that exists in business and to train them for smooth transition from campus to corporate.

#### **UNIT – I**

Overview Of Corporate – History of Corporate–Campus and Corporate – Distinction Overview of BPO Industry in India and World Enhancing The Reading Ability of Students (at a Speed of Minimum 150 Words Per Minute with Appropriate Stress, Voice Modulation and Correct Pronunciation). Students should be Exposed to the Practice of Reading News Papers viz., The Hindu, Indian Express, Business Line, Economic Times etc., and Magazines like Business World, etc.,

Enhancing the Spontaneous Writing Skill of the Students – Writing Articles on Simple to Pics given – Preparing Speeches – Preparing Reports on Various Events/Functions Held in the College.

#### **UNIT – II**

Enhancing the Spontaneous Speaking Skill of the Students – Self Introduction at various Forums and During Interviews – Effective Public Speaking (EPS) – Role Playing. Mock Interviews for Recruitment – Mock Press Meets.

#### **UNIT – III**

Enhancing the Presentation skill of the Students – Individual Seminar Presentation and Group Seminar Presentation (Students may be organized in to groups, which will prepare paper so current issues pertaining to trade, Commerce and Industry or any social issue and present the same to audience). Each group may consist of 3 or 4 students.

#### **UNIT – IV**

Enhancing the Interpersonal Communication Skill of the Students – Group Commission



(Students may be Organized in to 4 and 5 groups). All the groups may be give management problem relating to real life experiences of Trade and Industry in the Country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

### **UNIT – V**

Fundamentals of English – Constructing Sentences – Correct use of Tenses – Articles – International Phonetic Alphabet – Vowel and Consonant Sounds – Syllable Stress – in to nation – Listening – Principles of Good Listening – Accent Comprehension – Practical exercises Corporate Etiquette – Dressing and Grooming Skills – Work place Etiquette – Business Etiquette – Email Etiquette – Telephone and Meeting Etiquette – Presentation Skills. Professional Competencies: Analytical Thinking – Listening Skills – Time Management – Team Skills – Stress Management – Assertiveness – Facing Group Discussion and Interview.

### **Text Book**

1. Rajendra Pal & Korlahalll, Essentials of Business Communication, Sultan Chand & Sons, 2008.

### **Reference Books**

1. Namrata Palta, The Art of Effective Communication, Lotus Press, New Delhi, 2007.
2. S.K. Mandal, Effective Communication and Public Speaking, Jaico Publishing, 2011.
3. V. Sasikumar, P. Kiranmai Dutt, Geetha Rajeevan, A. Course in Listening and Speaking II, Cambridge University Press, 2007.



### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Overview of Campus to Corporate.	K1 & K2
CO2	Self Introduction at Various Forums and During Interviews.	K2 & K3
CO3	Individual Seminar Presentation and Group Seminar presentation.	K3 & K4
CO4	Enhancing the Interpersonal Communication Skill of the Students.	K5
CO5	Fundamentals of English and Professional Competencies.	K6

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	M	M	S	M
CO2	M	M	M	S	S
CO3	M	S	S	S	S
CO4	M	S	S	M	S
CO5	S	S	S	S	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
NMEC – I (For Other Department)		Course Code: 20UBX3N01		Course Title: Principles of Management
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To provide an insight in to the basic managerial functions.
2. To describe the various forms of structure available to an organization
3. To discuss contemporary management issues and challenges.

### UNIT – I

The Development of Management Thought – Contributions of F.W. Taylor. Henri Fayol Elton Mayo and Mary Parker Follet.

### UNIT – II

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO – MBE.

### UNIT – III

Organising – Nature – Purpose – Departmentation – Span of Control – Delegation – Centralization and Decentralization –Line and Staff – Committees. Staffing – Nature and Purpose of Staffing – Components of Staffing.

### UNIT – IV

Directing– Principles of Directing – Leadership – Motivation – Communication – Process of Communication – Barriers of Communication – Effective Communication.

### UNIT – V

Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need – Principles – Approaches to Achieve Effective Co-ordination.

### Text Book

1. L.M. Prasad, Principles of Management, Sultan Chand & Sons, 1999.

### Reference Books

1. Harold Koontz and O'Donnel, Essentials of Management, McGraw Hill, 2010.



2. Newman and Warrann, The Process of Management, Prentice-Hall, 1987.
3. Peter F. Drucker, Practice of Management, Harper & Row, New York, 1954.
4. Lious A. Allen, Management and Organisation, McGraw Hill, 1989.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts related to Business. Demonstrate the roles, skills and functions of management.	K1 & K2
CO2	Companies, large or small, can identify problems and establish overall goals for their business, but they need specific plans to make progress.	K2 & K3
CO3	Learn about organizing is the establishment of effective authority relationships among selected work, persons and work places in order for the group to work together efficiently.	K3 & K4
CO4	Students can apply directing policies that motivate the employees to contribute their maximum potential for the attainment of organizational goals.	K5
CO5	How to controlling is to check and ensure the performance of work is in accordance with the plans.	K6

**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	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	M	S	M	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Core – VIII		Course Code: 20UBX4C08		Course Title: Production and Materials Management
Semester IV	Hours/Week 4	Total Hours 60	Credits 3	Total Marks 100

### Course Objectives

1. To make the students understand the decision making process in planning, scheduling and control of production and operation functions.
2. To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.
3. To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing.

#### **UNIT – I**

Production Management – Definitions – Functions & Scope – Plant Location – Factors – Plant Layout Principles – Types – Importance – Routing – Scheduling – Dispatching – Types of Production System.

#### **UNIT – II**

Production Planning & Control – Principles – Functions PPC – Plant Maintenance – Meaning – Types of Maintenance – Fundamentals of Reengineering.

#### **UNIT – III**

Materials Management – Meaning, Definition, Importance – Functions – Integrated Materials Management – Advantages – Store Keeping – Meaning – Functions – Store Keeper – Duties – Responsibilities – Stores Ledge – Bin Card.

#### **UNIT – IV**

Management of Materials – Techniques of Materials Planning – Inventory Control – Meaning & Importance – Tools of Inventory Control – ABC, VED, FSN Analysis – EOQ.

#### **UNIT – V**

Purchasing – Procedure – Principles – Purchase Parameters – 8 R's – Vendor Rating –





Vendor Development – Store Keeping & Materials Handling – Objectives – Functions – Types of Modern Material Handling Equipment – Just in Time (JIT) – Definition – Process.

### Text Books

1. Saravanavel. P & Sumathi. S, Production & Material Management, Margham Publications, 2011.
2. Gopalakrishnan & Sundaresan, Materials Management, PHI, 2004.

### Reference Books

1. R. Paneer Selvam, Production & Material Management, Hall of India, Pvt. Ltd., 2006.
2. Opendra Kachru, Production & Material Management, Excel Books, 2007.
3. K. Aswathappa & K. Shridhara Bhat, Production & Material Management Himalaya Publishing House, 2010.
4. M.M. Varma, Materials Management, Sultan Chand & Sons, 2012.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	To be able to locate facilities, to design layout and to plan production with efficient methods.	K1 & K2
CO2	To realize the importance of materials both in product and service.	K2 & K3
CO3	Understand the scope for integrating materials management function over the logistics and supply chain operations.	K3 & K4
CO4	Identify, study, compare, and evaluate alternatives, inventory control and techniques select and relate with a good supplier.	K5
CO5	Learn about Purchasing procedure and principles.	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	S	M	M	M
<b>CO2</b>	M	M	S	S	S
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	M	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Core – IX		Course Code: 20UBX4C09		Course Title: Management Accounting
Semester IV	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. To provide an understanding of the theory and practice of management accounting decision making.
2. Assess theories and practices in the planning, controlling, and decision-making role of the managerial accountant.
3. Evaluate alternative accounting cost methods to optimize business solutions.
4. Examine financial results to develop performance measurements in accounting and information systems.
5. Formulate operational and capital budgets for both short- and long-term strategic planning.
6. Construct financial information for internal management decisions.

#### **UNIT – I**

Management Accounting: Meaning – Definition, Nature & Scope – Objectives Advantages – Limitations – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting.

#### **UNIT – II**

Fund Flow Analysis: Fund – Meaning & Definition – Preparation of Schedule of Changes in Working Capital – Fund from Operation and Fund Flow Statement.

#### **UNIT – III**

Cash Flow Analysis: Cash Flow Operation – Preparation of Cash Flow Statement – Distinctions between Cash Flow and Fund Flow Statement. (Excluded Cash Flow Statement II (As Per AS 3).

#### **UNIT – IV**

Accounting Ratios: Meaning – Utility & Limitations – Classification of Ratios – Profitability Ratio – Turnover Ratio – Financial Ratio – Construction of Balance Sheet (Simple Problems Only).

**UNIT – V**

Budget and Budgetary Control: Meaning – Objectives – Importance – Budget Vs Forecasting – Types – Materials and Production Budget – Flexible Budget – Cash Budget – Sales Budget.

**NOTE:** Questions in Theory and Problems carry 20% and 80% of marks respectively.

**Text Books**

1. Maheswari S.N., Principles of Management Accounting, Sultan Chand & Sons, 2018.
2. Dr. V.R. Palanivelu, Accounting for Management, University Science Press, New Delhi, 2016.

**Reference Books**

1. Man Mohan & Goyal, S.M., Principles of Management Accounting, Sathiya Bhawan Publishers, 1989.
2. T.S. Reddy & Y. Hariprasad Reddy, Management Accounting, Margham Publication, 2018.
3. R.S.N. Pillai and Bagavathi, Management Accounting, Sultan Chand & Sons, 1996.
4. Dr. P. Periyasamy, Financial & Management Accounting, Himalaya Publications, 2014.

**Course Outcomes (COs)**

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

CO Number	CO Statement	Knowledge Level
CO1	To gain a working knowledge of the principle and practices of management accounting.	K1 & K2
CO2	Prepare Funds Flow statements this helps in planning for long-term finances.	K2 & K3
CO3	Prepare Cash Flow and statements this helps in planning for short-term finances.	K3 & K4
CO4	Calculate various accounting ratios, reports and relevant data.	K5
CO5	Prepare a master budget and demonstrate an understanding of the relationship between the components.	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	S	S	S
<b>CO2</b>	M	M	S	S	S
<b>CO3</b>	S	S	S	S	M
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	S	S	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Core – X		Course Code: 20UBX4C10		Course Title: Business Law
Semester IV	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. Law of contract, Law of sale of goods
2. Law of Agency, Negotiable Instruments Act.

#### **UNIT – I**

Business Law – Meaning, Objectives – Sources – Law of Contract – Meaning– Types – Essential Elements of a Valid Contract – Offer & Acceptance – Meaning And Definition – Types of Offer.

#### **UNIT – II**

Capacity to Contract – Free Consent- Performance of Contract – Discharge of Contract – Remedies for Breach of Contract– Wagering Agreements.

#### **UNIT – III**

Bailment – Meaning and Definitions – Rights and Duties of Bailor and Bailee – Pledge – Meaning – Duties and Rights of Pawnee and Pawnor – Indemnity – Guarantee – Mortgage – Different Between Pledge and Mortgage.

#### **UNIT – IV**

Law of Sale of Goods – Sale and Agreements to Sale – Their Distinctions – Types of Goods – Conditions and Warranties – CAVEAT EMPTOR – Transfer of Property – Sale by Non – Owners – Performance – Remedies for Breach – Unpaid Seller – Auction Sale.

#### **UNIT – V**

Law of Agency – Creation of Agency – Classification of Agents – Duties and Rights of an Agent and Principal – Termination of an Agency.

#### **Text Book**

1. N.D. Kapoor, Business Law, Sultan Chand & Sons, 2019.



### Reference Books

1. RSN Pillai, Bagavathi, Business Law, S. Chand, 1999.
2. M.C. Shukla, Mercantile Law, S. Chand, 2007.
3. P.C. Tulsian, Business Law, TMH, 2000.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding of the Legal Environment of Business.	K1 & K2
CO2	Demonstrate recognition of the genuineness of assent in contract formation. Identify contract remedies.	K2 & K3
CO3	Learn knowledge about Bailment, pledge, indemnity, guarantee and mortgage.	K3 & K4
CO4	Analyze recognition of transactions involving the Sales of Goods Act.	K5
CO5	Learn about Law of agency and creation of agency.	K6

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	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	M
CO4	S	S	S	S	S
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core - XI		Course Code: 20UBX4C11		Course Title: HTML and Web Design
Semester IV	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. Develop skills in analyzing the usability of a web site.
2. Understand how to plan and conduct user research related to web usability.
3. Develop the critical thinking skills to design and create websites.

#### **UNIT I**

HTML Basics: Understanding HTML - Editing and Viewing HTML Files Setting Up the Document Structure – Formatting Text by Using Tags -Using Lists and Backgrounds - Creating Hyperlinks and Anchors.

#### **UNIT-II**

Style Sheets: Introduction to Style sheets - Formatting Text by Using Style Sheets - Formatting Paragraphs by Using Style Sheets.

#### **UNIT-III**

Displaying Graphics: Selecting a Graphics Format -Preparing Graphics for Web Use - Inserting - Graphics -Arranging Elements on the Page -Controlling Image Size and Padding - Hyper linking from Graphics -Utilizing Thumbnail Graphics -Including Alternate Text for Graphics.

#### **UNIT –IV**

Navigation: Creating Navigational Aids -Creating Tables -Formatting Tables.

#### **UNIT –V**

Layouts: Creating Division-Based Layouts -Creating User Forms -Using Frames for Layout - Incorporating Audio and Video.



**Text Books**

1. Microsoft Step by Step –HTML5, FaitheWempen, Microsoft Corporation by: O'Reilly Media, Inc, 2007.

**Course Outcomes (COs)**

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

CO Number	CO Statement	Knowledge Level
CO1	Use knowledge of HTML and CSS code and an HTML editor to create personal and/or business websites following current professional and/or industry standards.	K1 & K2
CO2	Use critical thinking skills to design and create websites.	K3 & K6
CO3	Use a stand-alone FTP program to upload files to a web server.	K5
CO4	Students can know how to create Forms, Frames and validations for your website.	K3
CO5	Setting up page layout, color schemes, Buttons etc.,	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	S	S	M	S	M
CO2	S	S	S	M	S
CO3	M	S	M	S	M
CO4	S	M	M	M	S
CO5	M	S	S	M	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
SBEC – IV		Course Code: 20UBX4S03		Course Title: Export and Import Documentation
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To familiarize students with the process of international and domestic trade procedures
2. To form a base of policy framework in international trading with special emphasis on India.

#### **UNIT – I**

Export & Import-Meaning and Definition- Pre – Shipment; Inspection and Procedures -EXIM Documentation – Types of Documents – Instruments and Methods of Financing Exports.

#### **UNIT – II**

Foreign Exchange Regulations and Formalities – Role of Clearing and Forwarding Agents. RBI Guidelines of Foreign Trade Regulations. Credit and Collections.

#### **UNIT – III**

Custom Clearance of Export and Import Cargo – Regulatory Documents – Bill of Lading- Methods of Bill of Lading – Export License – Bill of Exchange – Types of Bill of Exchange.

#### **UNIT – IV**

Processing of an Export Order, World Shipping, Structure, Liners and Tramps – Containerization.

#### **UNIT – V**

Import Documentation – Import Procedure, Guidelines, Key Documents used in Importing – Import Licensing and Other Incentives.

#### **Text Books**

1. Francis Cherunilam: International Trade and Export Management Mumbai, Himalaya Publishing House, 2002.



2. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000.
3. Government of India Handbook of Import – Export Procedures, New Delhi, Anupam Publishers, 2002.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Learning about export and import procedures.	K1 & K2
CO2	Gather knowledge about Foreign Exchange Regulations and Formalities.	K2 & K3
CO3	Upon completion of the course, students will be able to have clear understanding how to get Export License.	K3 & K4
CO4	Learn about the Processing of an Export Order.	K5
CO5	Understanding Import Procedure and guidelines.	K6

**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	M	M	S	S
CO2	M	M	S	S	S
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	M	M	S	S	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
SBEC – V		Course Code: 20UBX4S04		Course Title: Practice of Business Relations
Semester	Hours/Week	Total Hours	Credits	Total Marks
IV	2	30	2	100

### Course Objectives

1. Life skills training equips people with the social and interpersonal skills that enable them to cope with the demands of everyday life.
2. To help the students gain understanding of the functions and responsibilities of managers.
3. To help the students to develop cognizance of the importance of management principles.

### **UNIT – I**

Public Relations – Definition – Element of PR – Essentials of Good Public Relations – Public Relations for Commercial Organization.

### **UNIT – II**

Public Relations Officer's (PRO'S) – Meaning – Role – Responsibilities – Press Relation – Preparation of Material for the Media – News and News Reporting – Steps of News Reporting – Editorial Reviews.

### **UNIT – III**

Training – Meaning and Definition – Training of Public Relations Officers – Essential Qualification of PRO Role and Functions of PRO – PR Society of India – Indian Institute of Mass Communication – Indian Press – Trade Fair Authority of India.

### **UNIT – IV**

Book Publications in India – Role of Publishers, Distributors and Booksellers – Electronic Media - Radio – Television – House Journals – Documentary Films – Mobile Film Shows – Film Censorship – Guidelines.

### **UNIT – V**

Exhibition – Definition – Importance – Functions - Trade Fair – Importance of Trade Fair Consumer and Marketing Fair – Functions and Importance – Sponsorship Programme – Importance of Sponsorship.

**Text Book**

1. Management of Public Relations, S. Senguptha, Vikas Publishing House, 2005.

**Reference Books**

1. Lecture on Applied Public Relations, Prof. K.R. Balan, Sulthan Chand & Sons, Delhi, 2010.
2. Hand Book of PR in India, D.S. Menta, Allied Publisher (P) Ltd., New Delhi, 1968.
3. The practice of Public Relations, Frason P. Seital, Charler E Merial Publishing Company, Columbus, 2017.

**Course Outcomes (COs)**

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts related to Business.	K1 & K2
CO2	Demonstrate the roles, skills and functions of management.	K2 & K3
CO3	Understanding Essential Qualification of PRO Role and Functions of PRO.	K3 & K4
CO4	Learn about Book Publications in India.	K5
CO5	Provide an additional Fairtrade Premium which can be invested in projects that enhance social, economic and environmental development.	K6

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	M	M	S	S
CO2	M	M	S	M	S
CO3	S	S	S	S	S
CO4	M	S	S	S	M
CO5	S	S	M	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
SBEC – VI		Course Code: 20UBX4SP02		Course Title: Inplant Training – Viva-Voce
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.
2. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
3. He / She shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, hotels and hospitals, travel and tourist industries and financial institutions.
4. Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages.
5. Candidates should submit the attendance certificate from the institution for having attended the training for 2weeks.
6. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
7. Industrial training report must contain the following:
  - Cover page
  - Copy of training certificate
  - Profile of the business unit
  - Report about the work undertaken by them during the tenure of training
  - Observation about the concern
  - Findings
8. Industrial training certificate shall be forwarded to the university, one month before the commencement of the fourth semester university examinations.
9. Practical viva – voce examination will be conducted with internal & external examiners at the end of the 4<sup>th</sup> semester and the credits will be awarded.



Program: BBA (CA)				
NMEC – II		Course Code: 20UBX4N02		Course Title: Human Resource Management
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. This course aims at training students in the management of human resource.
2. It includes the concept, policies, and procurement of human resources.
3. Effectively manage and plan key human resource functions within organizations.
4. Examine current issues, trends, practices, and processes in HRM.
5. Contribute to employee performance management and organizational effectiveness.
6. Problem-solve human resource challenges.

#### **UNIT – I**

Introduction – Meaning and Definition, Nature, Scope Objectives and Importance of HRM  
Functions of HRM.

#### **UNIT – II**

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

#### **UNIT – III**

Recruitment and Selection – Different Source of Recruitment – Selection of Employee – Difference between Recruitment and Selection.

#### **UNIT – IV**

Procedures for Selection – Tests – Interviews – Types of Interview – Process of Conducting Interview – Checking of References – Final Selection.

#### **UNIT – V**

Performance Appraisal — Modern Methods – Training and Development – Importance of Training Employee – Types of Training – Methods of Training



### Text Book

1. C.B. Mamoria, Personnel Management, Humalaya Publications House, 2001.

### Reference Books

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications, 1999.
2. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi, 1997.
3. Keith Davis, Human Relations at Work, TMH, 1971.
4. Jayasankar, Human Resource Management, Margham Publications, 2015.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	To have an understanding of the basic concepts, functions and processes of human resource management.	K1 & K2
CO2	Determine appropriate, objective and effective selection criteria.	K2 & K3
CO3	To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour.	K3 & K4
CO4	Plan, prepare and conduct an effective selection process – using a range of methods as appropriate – that provides evidence against defined selection criteria.	K5
CO5	Develop, implement, and evaluate employee orientation, training, and development programs.	K6

**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	M	M	S	S
CO2	M	M	S	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	M	S	S	M	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA (CA)				
Practical - II		Course Code: 20UBX4P02		Course Title: HTML and Web Design Practical
Semester IV	Hours/Week 3	Total Hours 45	Credits 2	Total Marks 100

### Course Objectives

1. Understand how to plan and conduct user research related to web usability.
2. Develop the critical thinking skills to design and create websites.

### Programs

1. Prepare a Bio-data using HTML.
2. Create a HTML document containing a nested list showing the content page of any book.
3. Create a HTML Program for foreground and Background color. It contains Bold, Italic, underline and other tags.
4. Develop a HTML program to show a Hyperlink by using an image.
5. Display information about your institution in multiple HTML pages with photos.
6. Display mark list of students using HTML tables.
7. Write a HTML program to reload the page which contains an image that should reload automatically for every 5 seconds.

### Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Use knowledge of HTML and CSS code and an HTML editor to create personal and/or business websites following current professional and/or industry standards.	K3
CO2	Use critical thinking skills to design and create websites.	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