

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 2021-2022 Onwards)



Programme Outcomes (POs)

PO1	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
PO2	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
PO3	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.
PO4	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
PO5	Analyze the challenges of the dynamic world with a global outlook.
PO6	Sensitized to ethical and moral issues in business to be more socially responsible.

Programme Specific Outcomes (PSOs)

PSO1	Develop conceptual and practical knowledge in the field of business and management.
PSO2	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
PSO3	Demonstrate leadership qualities to take the business/firm to greater heights.
PSO4	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
PSO5	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.
PSO6	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
SEMESTER I									
1	I	Languages	21UTA1F01	Tamil – I	6	3	25	75	100
2	II	Languages	21UEN1CE01	English – I	6	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	6	4	25	75	100
6	IV	Add on Course-I	21UCM1AO01	Professional English-I	3	4	25	75	100
7		Value Education	21UVE101	Yoga	2	2	25	75	100
Total					30	24	175	525	700
SEMESTER II									
8	I	Languages	21UTA2F02	Tamil – II	6	3	25	75	100
9	II	Languages	21UEN2CE02	English – II	6	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	3	2	40	60	100
13		Allied - II	21UBX2A02	Managerial Economics	4	4	25	75	100
14		Add-on-11	21UCM2AO02	Professional English-II	3	4	25	75	100
15	IV	Common Paper	21UES201	Environmental Studies	2	2	25	75	100
Total					30	26	215	580	800



SEMESTER – III

15	III	Core - V	21UBX3C05	Business Communication	6	4	25	75	100
16		Core - VI	21UBX3C06	Financial & Cost Accounting	6	4	25	75	100
17		Core - VII	21UBX3C07	E-Business	6	4	25	75	100
18		Allied - III	21UBX3A03	Operations Research	4	3	25	75	100
19	IV	SBEC - I	21UBX3S01	Fundamentals of Insurance	2	2	25	75	100
20		SBEC - II	21UBX3S02	Life Skill Education	2	2	25	75	100
21		SBEC - III	21UBX3SP01	Campus to Corporate - (Viva-Voce)	2	2	-	100	100
22	IV	NMEC – I For Other Department	21UBX3N01	Principles of Management	2	2	25	75	100
Total					30	23	175	625	800

SEMESTER – IV

23	III	Core - VIII	21UBX4C08	Production and Material Management	4	4	25	75	100
24		Core - IX	21UBX4C09	Management Accounting	5	4	25	75	100
25		Core - X	21UBX4C10	Business Law	5	4	25	75	100
26		Core – X1	21UBX4C11	HTML and Web Design	5	4	25	75	100
27	IV	SBEC - IV	21UBX4S03	Export and Import Documentation	2	2	25	75	100
28		SBEC – V	21UBX4S04	Practice of Public Relations	2	2	25	75	100
29		SBEC - VI	21UBX4SP02	In plant Training – (Viva -Voce)	2	2	-	100	100
30		NMEC - II	21UBX4N02	Human Resource Management	2	2	25	75	100
31		Practical -II	21UBX4P02	HTML and Web Design Practical	3	2	40	60	100
Total					30	26	215	685	900

SEMESTER – V



32	III	Core - XII	21UBX5C12	Business Policy and Strategy	5	5	25	75	100
33		Core - XIII	21UBX5C13	RDBMS and Oracle	5	4	25	75	100
34		Core - XIV	21UBX5C14	Financial Management	5	4	25	75	100
35		Core-XV	21UBX5C15	Fundamental of Research Methodology	5	4	25	75	100
36		Core- XVI	21UBX5C16	Management Information System	4	4	25	75	100
37		Practical - III	21UBX5P03	RDBMS and Oracle Practical	3	2	40	60	100
38		Electives-I	21UBX5E01	Services Marketing	3	4	25	75	100
	21UBX5E02		Industrial Relations						
	21UBX5E03		Multimedia						
	21UBX5E04		Total Quality Management						
	21UBX5E05		Data Base Management System						
Total					30	27	190	510	700
SEMESTER – VI									
39		Core – XVII	21UBX6C17	Marketing Management	5	4	25	75	100
40		Core – XVIII	21UBX6C18	Financial Institutions and Services	6	4	25	75	100
41		Core - XIX	21UBX6C19	Human Resources Management	5	4	25	75	100
42		Allied - IV	21UBX6A04	Visual Basic	5	3	25	75	100
43		Project	21UBX6PR1	Project Work	2	4	-	100	100
44		Practical - IV	21UBX6P04	Visual Basic Practical	3	2	40	60	100
45		Electives-II	21UBX6E06	Retail Marketing Management	4	3	25	75	100
	21UBX6E07		Training & Development						
	21UBX6E08		Entrepreneurial						



				development					
			20UBX6E09	Investment Management					
			20UBX6E10	Merchandising Management					
43	V			Extension Activities		1			
Total					30	25	165	535	700
Grand Total					180	151	1085	3315	4400

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: 21UBX1C01		Course Title: Principles of Management
Semester I	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 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 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 – Process of Decision Making.

UNIT – III

Organising – Meaning and Definition – Principles –Need for Organization – Classification of Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation Departmentation - Meaning – Basis and Significance of Departmentation - 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– Daniel Pink's Three Elements of Intrinsic Motivation - 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 - 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.
1. 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

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	M	M	M	S	S
CO3	M	S	S	S	M
CO4	S	M	S	S	M
CO5	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	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)				
Core – III		Course Code: 21UBX2C03		Course Title: Organizational 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 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 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. 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 – Steps in Managing Change – Counseling – 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

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	M	M	S	S	S
CO3	M	M	S	S	M
CO4	M	S	S	S	S
CO5	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: 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: 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	Total Hours	Credits	Total Marks
	4	60	4	100

Course Objectives

1. To be acquainted with the basic concepts of economics.
2. To provide knowledge on different types of markets
3. Understand the roles of managers in firms.
4. Analyze the demands and supply conditions and assess the position of a company.

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

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

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – V		Course Code: 21UBX3C05		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 – Channels 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.

UNIT – III

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Letters to the Editors – Company Correspondence – Duties of Secretary – Correspondence with Directors, Shareholders, Government Departments.

UNIT – IV

Circular – Memo – Notices – Meeting: Agenda – Munities of Meeting - Presentation – Report: Meaning - Characteristics of a Good Report – Components of a Report - Types of Report.

**UNIT – V**

Technology in Communication: E-Mail Etiquettes - Telephone Etiquettes - Video Conference – social media Etiquettes – Employment Communication: Application CV vs Resume – Group Discussion – Job Interview.

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: 21UBX3C06		Course Title: Financial and Cost Accounting
Semester III	Hours/Week	Total Hours	Credits	Total Marks
	6	90	4	100

Course Objectives

1. 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

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.

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

1. 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: 21UBX3C07		Course Title: E-Business
Semester III	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 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 Online Business: What's New- The Latest tools and strategies for online business – Opening own online business – Choosing and Equipping new business.

UNIT II:

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

UNIT III:

Building Traffic through Social Networking: Advertising Publicity: The Basics – Search Engine Optimization – E Business Platforms.

UNIT IV:

Expanding Beyond Own Web Site: Running a Business with Online Auctions – Taking Advantages of Google's Tools – Business in Social Media.

UNIT V:

E-Marketplaces: Types of e-market – e-market success – factors – unique features of e-market places and economic impact of e-market.

TEXT BOOKS

1. Greg Holden, Starting an Online Business For Dummies, 7th Edition, Wiley Publishing, 2013.
2. David Kosiur, Understanding Electronic Commerce, Published by Microsoft Press, 1997.
3. Chaffey, Dave – Digital Business and e-commerce management strategy, implementation and practice, 6th edition, Pearson publication 2014.

**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: 21UBX3A03		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: 21UBX3S01		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. Life Insurance and General Insurance business in India.
4. After the successful completion of the course the student should have a thorough 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 - IRDA Act 1999.

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 - Settlement of Claim 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**

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

S – Strong**M – Medium****L – Low**



Program: BBA (CA)				
SBEC – II		Course Code: 21UBX3S02		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.

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, Types of Thinking, Concept Formation, Reasoning.

UNIT – IV

Critical Thinking: Definition, Benefits, Process, Nature & Stages. Goal Setting: Definition, Goal Commitment. Coping with Stress: Definition, Stressors, Source of Stress, Cause of Work Place Stress.



UNIT – V

Coping Skills – Types & 99 Coping Skills. 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, (2nd 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 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: 21UBX3SP01		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 Communication



(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: 21UBX3N01		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. Liou 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: 21UBX4C08		Course Title: Production and Materials Management
Semester IV	Hours/Week 4	Total Hours 60	Credits 4	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 – functions and responsibilities of production Manager – Plant Location – Factors – Plant Layout Principles – Types – Importance – Types of Production System.

UNIT – II

Production Planning & Control – Principles – Functions PPC – Elements of 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.

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

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

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – IX		Course Code: 21UBX4C09		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. Formulate operational and capital budgets for both short- and long-term strategic planning.

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**

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

S – Strong**M – Medium****L – Low**



Program: BBA (CA)				
Core – X		Course Code: 21UBX4C10		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: 21UBX4C11		Course Title: HTML and Web Design
Semester IV	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	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 Text Based Navigation Bar - Creating a Graphical Navigation Bar - Creating an Image Map - Redirecting to Another URL - 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: 21UBX4S03		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: 21UBX4S04		Course Title: Practice of Public Relations
Semester IV	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 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 (PRO'S) – Meaning – Role – Skills & Qualities - 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 – 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: 21UBX4SP02		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 4th semester and the credits will be awarded.



Program: BBA (CA)				
NMEC – II		Course Code: 21UBX4N02		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.

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: 21UBX4P02		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



Program: BBA (CA)				
Core – XII		Course Code: 21UBX5C12		Course Title: Business Policy and Strategy
Semester V	Hours/Week 5	Total Hours 75	Credits 5	Total Marks 100

Course Objectives

This course is to help students to integrate their knowledge of the functional areas of business in to holistic view of the firm and thereby determine and execute proper business level and corporate strategies.

UNIT – I

Business Policy – Meaning – Features – Objectives of Business Policy - Classification – Process of Strategic Management – Formulation of Strategic – Vision – Mission – Objectives.

UNIT – II

Business Strategy – Meaning – Features – Importance – Strategic Management Process – SWOT Analysis — TOWS Matrix – BCG Matrix. 7'S' Approach to Quality.

UNIT – III

Major Business Policies – Personnel Policy – Production Policy – Marketing Policy – Financial Policy.

UNIT – IV

Strategic Business Unit – Grand Strategy – Meaning - Classification of Grand Strategy or Corporate Level Strategy – Stability – Growth Retrenchment – Disinvestment – Mixed Strategies.

UNIT – V

Business Ethics – Meaning – Social Responsibilities Business – Social Audit – Strategic Management In Indian Organisation.

Text Books

1. Dr. K. Arul & Dr. K. Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers, Thiruvannamalai, 2007.
2. Azha Kazmi, Business policy and strategic management, Tata McGraw Hill, 2004.



Reference Books

1. Dr. K. Arul, Dr. S. Karthick & Dr. R. Murugesan, Business Policy and Strategy, Royal Publication, Madurai, 2019.
2. P. Subba Rao, Business Policy & Strategic Management, 1999.
3. Mamoria – Mamoria – Subba Rao, Business Planning and Policy, HPH, 2017.
4. Thomas, L. Wheelen, J. David Hunger, Concepts. In Strategic Management & Business Policy, Pearson Prentice Hall, 2004.

Course outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about features – objectives of business policy and formulation of strategic.	K1 & K2
CO2	Gain the knowledge about Business strategy and SWOT analysis and 7'S' approach to quality.	K2 & K3
CO3	Understand Major Business and marketing policy.	K4
CO4	Understand about Strategic business unit with Major business strategies and disinvestment.	K5
CO5	Acquire knowledge about the social responsibilities and strategic management in Indian organisation.	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	M	S
CO4	M	S	S	S	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – XIII		Course Code: 21UBX5C13		Course Title: RDBMS and Oracle
Semester V	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. The student should develop skills and understanding in: the design methodology for databases and verifying their structural correctness.
2. To implementing databases and applications software primarily in the relational model.

UNIT –I

Introduction: Database System Applications -Purpose of Database Systems -View of Data - Database Languages -Transaction Management -Database Architecture - Database users and Administrators. Relational Model: Structure of Relational Databases -Database Design -ER Model -Overview of the Design Process - The Entity- relationship Model -Constraints -Entity Relationship Diagrams.

UNIT –II

Relational Algebra Operations - SQL: Background -Data Definition Basic Structure of SQL Queries -Set Operations -Aggregate Functions -Null Values Nested Sub- Queries -Views - Modification of the Database.

UNIT-III

Maintaining Integrity – Defining Data Integrity – Integrity Rules – Referential Integrity – Entity Integrity – Domain Integrity – User Defined Integrity – Constraints – Domain Constraints.

UNIT IV

Transaction Management: Transaction concepts - States - Serializability. Lock based concurrency control: Locks - Granting - Two-Phase Locking protocol. Time stamp based protocol: Timestamps - Timestamp ordering protocol - Dead lock handling.

UNIT –V

PL/SQL: A Programming Language: History -Fundamentals -Block Structure- Comments- Data Types - Other Data Types -Declaration -Assignment operation - Bind variables -



Substitution - Variables -Arithmetic Operators. Control Structures and Embedded SQL:
Control Structures - Nested Blocks -SQL in PL/SQL – Data Manipulation -Transaction
Control statements.

Text Books

1. "Database System Concepts", Abraham Silberschatz, Henry F.Korth, S.Sudarshan, TMH 5th Edition, 2006.
2. Database systems using oracle -Nilesh Shah, 2nd edition, Prentice Hall of India Private Limited, New Delhi, 2005.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Students should be able to: Describe the fundamental elements of relational database management systems	K1
CO2	Identify the basic concepts and various data model used in database design ER modelling concepts and architecture use and design queries using SQL	K2
CO3	Apply relational database theory and be able to describe relational algebra expression, tuple and domain relation expression fro queries.	K3 & K5
CO4	<i>Apply and relate</i> the concept of transaction, concurrency control and recovery in database	K3 & K4
CO5	They learn programming, management, and security issues of working with PL/SQL program units	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	S	S	M	S
CO2	S	S	S	M	M
CO3	S	M	M	S	M
CO4	M	S	S	S	M
CO5	S	S	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – XIV		Course Code: 21UBX5C14		Course Title: Financial Management
Semester V	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

Course Objectives

1. To familiarize oneself with the techniques used in financial management.
2. Knowledge about capital structure, cost of capital, impact of dividend decisions in the corporate world.
3. Describe the Capital Budgeting process and its importance to the firm.
4. To develop the knowledge of business finance and financial management decision.
5. To teach a sense of responsibility and a capacity for financial management.
6. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
7. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

UNIT – I

Financial Management: Definition – Objectives – Importance – Structure of Financial Management – Functions – Role of a Financial Manager.

UNIT - II

Investment Decisions: Capital Budgeting Decisions – Importance – Factors Affecting Capital Investment Decisions – Methods of Evaluating Investment Proposals: Payback – Discount PBP – NPV – Present Index – IRR – ARR (Simple Problems Only).

UNIT – III

Capital Structure: Long Term and Short-Term Sources of Finance – Capital Structure – Meaning – Theories of Capital Structure – Factors Determining Capital Structure. Dividend Policy – Forms of Dividend – Determinants of Dividend (Theory Only).

**UNIT – IV**

Financial Decisions: Cost of Capital – Concepts – Determinants of Cost of Capital – Simple and Weighted Average Cost of Capital (Simple Problems Only). Leverages - Meaning - Types – Importance (Simple Problem).

UNIT – V

Working Capital Management: Meaning – Importance – Types – Factors Determining Working Capital. Management of Cash, Motives for Holding Cash, Inventory, Techniques of Inventory Control, Accounts Receivables and Accounts Payable (Theory Only).

NOTE: Theory - 60% of Marks, Problem - 40% of Marks.

Text Books

1. M. Pandey, Financial Management, Vikas Publishing House, 2010.
2. M.Y. Khan & P.K. Jain, Financial Management, Tata McGraw Hills Publishing, 2007.

Reference Books

1. Dr. S.N. Maheswari, Elements of Financial Management, Sultan Chand & Sons, 2008.
2. Dr. R. Ramachandran & Dr. Srinivasan, Financial Management, Sri Ram Publications, 2008.
3. Dr. A. Murthy, Financial Management, Margham Publication, 2018.
4. Dr. Srivastava, Financial Management, Himalaya Publishing House, 2010.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Explain the concept of fundamental financial concepts, especially time value of money.	K1 & K2
CO2	Discuss NPV and IRR in terms of conflicting rankings and the theoretical and practical strengths of each approach.	K2 & K3
CO3	Apply to business Long-term and short-term financial decisions. Capital structure and the policy of dividends.	K2 & K3
CO4	Analyze the complexities associated with management of cost	K4 & K5



	of funds in the capital Structure.	
CO5	Learn about Management of working capital and financial analysis: management of working capital, short-term financing sources, cash management, debtors management and the management of stocks, etc.	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	S	M	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – XV		Course Code: 21UBX5C15		Course Title: Fundamental of Research Methodology
Semester V	Hours/Week 5	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. To understand the concept of research and to have an insight on mode of doing research.
2. Students can integrate the research concepts and tools to make the managerial decision problems.

UNIT – I

Research – Meaning – Objectives – Importance – Types of Research – Significance – Research Process – Research Design.

UNIT – II

Sampling – Definition – Sample Design – Advantages of Sampling – Limitations of Sampling – Steps in Sampling – Types – Probability, Non Probability Sampling – Sampling Errors.

UNIT – III

Data Collection – Meaning – Types of Data – Primary – Secondary – Qualitative – Quantitative. Tools for Collection – Questionnaire – Interview Schedule – Observation – Types of Questions. Scaling – Definition – Scale Classification Bases – Scaling Technique.

UNIT – IV

Data Preparation Process – Questionnaire Checking – Editing – Coding – Classification-Tabulation. Hypothesis – Meaning – Sources of Hypothesis – Characteristics of Hypothesis – Null Hypothesis – Alternate Hypothesis.

UNIT – V

Report Writing – Significance – Contents of a Report – Layout – Types – Qualities of a Good Report – Mechanics of Writing a Research Report.

Text Books

1. Research Methodology – Methods & Techniques, C.R. Kothari and Gaurav Garg, New Age International (P) Ltd. Publishers, 2014



2. R. Panneer Selvam, Research Methodology, PHI, 2004.

Reference Books

1. Donald R Cooper & Pamelas Schildler, Business Research Methods, TMH Publication, 2010.
2. Taylor & Sinha, Research Methodology, Ghoshal PHI publication, 2006.
3. P. Ravilochanan, Research Methodology, Maegham Publications, Chennai, 2013.
4. Dr. Pawankumaroeroi, Research Methodology, Global Academic Publishers, 2015.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental of Research and Research Process – research design.	K1 & K2
CO2	Learn about the Sampling Probability and Preparation of final accounts of companies.	K2 & K3
CO3	Gather knowledge about Data collection and Tools and Questionnaire and scaling technique.	K3 & K4
CO4	Gain knowledge regarding Data preparation process Sources of Hypothesis	K5
CO5	Learn about the Report writing and writing a research report.	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	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	S	S	M	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – XVI		Course Code: 21UBX5C16		Course Title: Management Information System
Semester V	Hours/Week 4	Total Hours 60	Credits 4	Total Marks 100

Course Objectives

1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.

UNIT – I

Introduction – Environment of Organizations – Management Information System – Information Flow – Need and Sources – Management Decisions – Importance and Role.

UNIT – II

Characteristics of Computer Information System – Importance of Computer – Role of the Computer – Types of Computer – Software – Hardware – CPU – MU – Input – Output – Application and Operations.

UNIT – III

System Classification – Concept Characteristics – Elements – Feedback Control – Boundary – Function and Operations – System Design – Function of System Analyst Assignment and Investigation – Implementation – Evaluation and Maintenance of MIS.

UNIT – IV

Transactions Processing Information Systems – Information Systems for Managers – Intelligence System – Decision Support System – Integration – Data Collection and Preparation – Database – Components – Utility of the Operation of the Database Technology.

UNIT – V

Functional Management Information Systems – Production, Marketing, Accounting, Personnel, Financial, Relationship – Impact and their Role in the Managerial Decision – Making.

Text Books

1. CSV Murthy, Managements Information System, HPH, 2010.
2. Davis & Olson, Management Information System, MGH, 2003.



Reference Books

1. R. Senapathi, MIS, Lakshmi Publications, 2013
2. Lucas, The Analysis, Design and Implementation of Information System, MGH, 1992.
3. G.M. Scott, Principles of Management Information System, MGH, 1986.
4. Dr. S. P. Rajagopalan, Management Information System, Margham Publications, 2012.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Evaluate the benefits and limitations of enterprise systems and industrial networks.	K1 & K2
CO2	Evaluate the role of information systems in today's competitive business environment.	K4
CO3	Identify the major management challenges to building and using information systems in organizations.	K4
CO4	Describe how managers make decisions in organizations.	K3
CO5	Identify the hardware components in computer system and describe the major types of software.	K1

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

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Practical - III		Course Code: 21UBX5P03		Course Title: RDBMS and Oracle Practical
Semester V	Hours/Week 3	Total Hours 60	Credits 2	Total Marks 100

1. SQL:

- (i) Creation of Data Base
- (ii) Various forms of select statement
- (iii) Multiple Queries (Sub query)
- (iv) Update operations
- (v) Alter the Data Base
- (vi) Number function, data functions, Aggregate and math's function
- (vii) Joining the Table

2. PL/SQL:

- (i) To find greatest of n numbers.
- (ii) To find the Fibonacci series.
- (iii) To check the given number is odd or even.
- (iv) To print table of number



Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Write complex SQL queries to retrieve information for business decision making from databases with many tables.	K3
CO2	Write SQL DDL to create, modify and drop objects within a relational database. Retrieve and store information in a relational database using SQL in a multi-user, web based environment.	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)				
Elective – I Group – A		Course Code: 21UBX5E01		Course Title: Service Marketing
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

Course Objectives

1. To understand the role of Service Marketing in the Society.
2. To make the students understand the uniqueness of Services Marketing.

UNIT – I

Services Marketing – Meaning – Challenges of Services Sector – Importance of Service – Nature and Types of Services – Difference between Services and Goods Marketing – Services Marketing Triangle.

UNIT – II

Environment for Services Marketing – Definition – Macro and Micro Environments – Service quality and GAP model.

UNIT – III

Market Segmentation – Definition – Basis – Methods of Service Market Segmentation – Targeting – Meaning – Strategies and Positioning – Definition – Strategies.

UNIT – IV

Services Marketing Mix – Need for Expanded Marketing Mix – Planning for Services Offer – Pricing – Definition – Methods Pricing - Promotion and Distribution of Services – Management of People.

UNIT – V

Process – Meaning and Physical Evidence - Types of Physical Evidence – Strategies for Managing Demand and Supply of Services. Service Marketing Applications – Educational Services, Hospital, Hospitality, Transportation.

Text Book

1. Rajendra Nargundkar, Services Marketing Text and Cases, Tata McGraw Hill Education Private Limited, New Delhi. 2011.



Reference Books

1. Ravishankar, Services Marketing, HPH, 2019.
2. Valarie A Zeithaml, Services Marketing, Tata McGraw Hill Education Private Limited, New Delhi. 2008.
3. Mary JO Bither, Services Marketing, Tata McGraw Hill Education Private Limited, New Delhi. 2011.
4. Christopher, H. Lovelock, Services Marketing, Pearson Education India, 1991.
5. Adrian Payne, Services Marketing, PHI, 2001.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understanding about the Nature and types of services and Difference of goods marketing vs services marketing and triangle	K1 & K2
CO2	Preparation Marketing Environment and service quality and GAP model.	K2 & K3
CO3	Gather knowledge about Market segmentation	K3 & K4
CO4	Gain knowledge regarding marketing mix	K5
CO5	Learn about the Process of managing demand and supply of services.	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	M	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	M	S	M	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – I Group – B		Course Code: 21UBX5E02		Course Title: Industrial Relations
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

Course Objectives

Students are to be acquainted with the industrial relations frame work in our country. Further, the importance of the maintenance of industrial peace and effort to reduce the incidence of strikes, lockout and industrial strike are to be emphasized.

UNIT – I

Industrial Relation System – Meaning – Objectives – Scope – Dunlop Model of Industrial Relations – Industrial Relations in India – State and Industrial Relations. Labour Policy – Tripartite Consultations– Indian Labour Conference.

UNIT – II

Industrial Disputes – Concepts – Causes of Industrial Disputes – Dynamics of Industrial Disputes – Forms of Industrial Disputes – Prevention of Industrial Disputes – Settlement of Industrial Disputes – Preventive and Settlement Machinery of Industrial Disputes in India.

UNIT – III

Collective Bargaining – Objectives – Methods – Managements for Negotiations – Union Organisation for Bargaining – Negotiation Process – Recommendation of National Commission on Labour.

UNIT – IV

Trade Unionism – Theories of Trade Unionism – Principles, Philosophy and Policies of Indian Labour– Growth of Trade Unionism in India – Management of Trade Unions – Problems of Trade Unions.

UNIT – V

Grievances – Meaning – Causes – Procedure – Disciplinary Action – Procedures for Punishment – Types of Punishment.

**Text Book**

1. Memoria, C.B., Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.

Reference Books

1. John T. Dunlop, Industrial Relations System, Henry Holt and Company, New York, 1958.
2. Flanders Allen, Trade Unions, The English Languages Book Society, London, 1963.
3. Loyd G. Reynolds, Labour Economics and Labour Relations, Prentice Hall of India Pvt. Ltd., New York, 1978.
4. Danial Quinn Mills, Labour Management Relations, McGraw Hill Books Company, NewYork, 1978.
5. S. Marry, Collective Bargaining, Asia Publishing House, Bombay, 1980.
6. R. Stagner and H. Rosen, Psychology of Unions – Management Relations, Tavistock Publication Ltd., London, 1968.
7. R.C. Saxena, Labour Problems and Social Welfare, K. Nath & Company Meerut, 1990.
8. A.M. Sharma, Aspects of Labour Welfare and Social Security, Himalaya Publishing House, Bombay, 1990.
9. C.B. Memoria, Dynamics of Industrial Relations in India, Himalaya Publishing House, Bombay, 1992.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about objectives and Industrial Relations in India and Labour Policy.	K1 & K2
CO2	Gain the knowledge about Industrial Disputes and settlement machinery of industrial disputes in India.	K2 & K3
CO3	Understand the Collective bargaining and Negotiation Process.	K4
CO4	Understand about Trade Unionism and Problems of trade unions.	K5
CO5	Acquire knowledge about the Grievances and causes.	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	M	S	S
CO3	S	S	S	S	S
CO4	S	S	M	M	S
CO5	M	M	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – I Group – C		Course Code: 21UBX5E03		Course Title: Multimedia
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

1. Student will develop multimedia skills understanding the principal players of individual players in multimedia teams in developing projects.
2. They will work with all aspects of images and will work with all aspects of sound and video.
3. Understand analog and digital conversion process.

UNIT I

Introduction: Multimedia Definition – Use Of Multimedia – Delivering Multimedia – Text: About Fonts and Faces – Using Text in Multimedia – Computers and Text – Font Editing and Design Tools – Hypermedia and Hypertext.

UNIT II

Images: Plan Approach – Organize Tools – Configure Computer Workspace – Making Still Images –Color – Image File Formats. Sound: The Power of Sound – Digital Audio – Midi Audio – Midi vs. Digital Audio – Multimedia System Sounds – Audio File Formats – Vaughan's Law of Multimedia Minimums – Adding Sound to Multimedia Project.

UNIT III

Animation: The Power of Motion – Principles of Animation – Animation by Computer – Making Animations that Work. Video: Using Video – Working with Video and Displays – Digital Video Containers – Obtaining Video Clips – Shooting and Editing Video.

UNIT IV

Making Multimedia: The Stage of Multimedia Project – The Intangible Needs – The Hardware Needs – The Software Needs – An Authoring Systems Needs. Multimedia Production Team.

UNIT V

Planning and Costing: The Process of Making Multimedia – Scheduling – Estimating – RFPs and Bid Proposals. Designing and Producing – Content and Talent: Acquiring Content –



Ownership of Content Created for Project – Acquiring Talent.

TEXT BOOKS

1. Multimedia: Making It Work, Tay Vaughan Eighth Edition, 2010.

REFERENCE BOOKS

1. Ralf Steinmetz & KlaraNahrstedt, Multimedia Computing, Communication & Applications, Pearson Education, 2002.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Identify and describe the function of the general skill sets in the multimedia industry..	K2
CO2	Identify the basic components of a multimedia project.	K1
CO3	Identify the basic hardware and software requirements for multimedia development and playback	K4
CO4	Understand various file formats for audio, video and text media.	K2
CO5	To evaluate multimedia application for its optimum performance.	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	M	M	S	S	S
CO2	M	M	M	S	M
CO3	S	S	S	M	M
CO4	S	S	S	M	M
CO5	S	S	S	M	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – I Group – D		Course Code: 21UBX5E04		Course Title: Total Quality Management (TQM)
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

Course Objective

The objective of this course is to cover not only quality management concepts.

UNIT – I

Concept of Quality –Standards–Introduction to Total Quality – Concept of Total Quality Design, Inputs, Process and Output – Quality as Business Performance – Cost of Quality. Attitude and Involvement of Top Management.

UNIT – II

Quality Management – Fundamentals – Evolution and Objectives – Planning for Quantity – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality Management.

UNIT – III

Quality Management System – ISO 9000 Series – Techniques of TQM – 5' Concepts – 7' Tools – Cause – Effect Analysis Stratification, Pareto Diagram Histogram, Control Charts (SQC) Check Sheet & Pie.

UNIT – IV

Bench Marking – Essence of Bench Marketing – Benefits and Strategic Bench Marking – Global Bench Marking – Business Process Re-engineering.

UNIT – V

Core Competence and Strategic Alliance for Ensuring Quality – Role of MNCs, In Emergence of Global Quality – Barriers to TQM.

Text Book

1. Armond V. Feigerbaum, Total Quality Control, McGraw Hill, 2014.
2. John Bark, Essence of TQM, PHI, Delhi, 2017.



Reference Books

1. Joel, E. Ross, Total Quality Management, Margham Publication, 2018.
2. S. Bhaskar, Total Quality Management, Anuradha Publications, 2011.
3. V. Jayakumar & Dr. R. Raju, Total Quality Management, Lakshmi Publications, 2010.
4. V.S. Bagad, Total Quality Management – Technical Publications, 2004.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about total Quality output and involvement of top management.	K1 & K2
CO2	Gain the knowledge about Quality Management and Statistical Process Control.	K2 & K3
CO3	Understand Quality Management System and Pareto diagram Histogram.	K4
CO4	Understand about Bench marking and Business Process Re-engineering.	K5
CO5	Acquire knowledge about the Core competence and Barriers to TQM.	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	M	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	M	S	S	S	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – I Group – E		Course Code: 21UBX5E05		Course Title: Data Base Management System
Semester V	Hours/Week 3	Total Hours 45	Credits 4	Total Marks 100

Course Objectives

To provide a comprehensive overview of various concepts and issues in database management.

UNIT – I

Introduction: Database System Applications – Purpose of Database Systems – View of Data – Database Languages – Transaction Management – Database Architecture – Database Users and Administrators. Relational Model: Structure of Relational Databases – Database Design – ER Model – Overview of the Design Process – The Entity Relationship Model – Constraints – Entity Relationship Diagrams.

UNIT – II

Relational Algebra Operations -Relational Languages: The Tuple – Relational Calculus – The Domain Relational Calculus – SQL: Background – Data Definition – Basic Structure of SQL Queries – Set Operations – Aggregate Functions – Null Values – Nested Sub-Queries – Views – Modification of the Database.

UNIT – III

PL/SQL: A Programming Language: History – Fundamentals – Block Structure Comments – Data Types – Other Data Types – Declaration – Assignment operation – Bind variables – Substitution – Variables – Arithmetic Operators. Control Structures and Embedded SQL: Control Structures – Nested Blocks – SQL in PL/SQL – Data Manipulation – Transaction Control statements.

UNIT – IV

PL/SQL Cursors and Exceptions: Cursors – Implicit & Explicit Cursors and Attributes – Cursor FOR loops – SELECT...FOR UPDATE – WHERE CURRENT OF clause – Cursor with Parameters – Cursor Variables – Exceptions – Types of Exceptions.

**UNIT – V**

PL/SQL Composite Data Types: Records. – Tables -Varrays. Named Blocks: Procedures – Functions – Packages – Triggers – Data Dictionary Views.

Text Books

1. Database System Concepts, Abraham Silberschatz, Henry F. Korth, S. Sudarshan, TMH 5th Edition, 2001.
2. Database Systems Using Oracle, Nilesh Shah, 2nd Edition, Prentice Hall of India Private Limited, New Delhi, 2005.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Students should be able to: Describe the fundamental elements of database management systems.	K1 & K2
CO2	Identify the basic concepts and various data model used in database design ER modelling concepts and architecture use and design queries using SQL.	K2
CO3	Apply relational database theory and be able to describe relational algebra expression, tuple and domain relation expression for queries.	K3
CO4	They learn programming, management, and security issues of working with PL/SQL program units.	K4 & K6
CO5	Programming topics will include the built-in packages that come with Oracle, the creation of triggers, and stored procedure features.	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	M	S
CO2	S	S	S	M	M
CO3	S	M	M	S	M
CO4	S	S	S	M	M
CO5	S	S	S	S	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – XVII		Course Code: 21UBX6C17		Course Title: Marketing Management
Semester VI	Hours/Week 5	Total Hours 90	Credits 4	Total Marks 100

Course Objectives

1. To understand the conceptual foundations of Marketing Management as a functional area of business.
2. To understand the application of marketing concepts in making strategic decisions.

UNIT – I

Marketing – Definition – Objectives – Nature - Importance – Classification – Functions of Marketing - Modern Marketing Concept. Marketing Environment – Micro Environmental Factors – Macro Environmental Factors.

UNIT – II

Consumer Behaviour – Factors Influencing Buying Behaviour – Consumer Buying Decision Process – Buying Motives. Market Segmentation – Criteria – Bases of Segmentation – Methods of Market Segmentation - Benefits – Targeting and Positioning.

UNIT – III

Marketing Mix – Elements – Product Mix – Classifications of Product – New Product Development – Product Life Cycle. Pricing Decision – Pricing Objectives – Factors Influencing Pricing – Pricing Methods – Brand Equity – Labeling – Packing – Functions.

UNIT – IV

Channels of Distribution – Types of Middlemen – Factors Influencing Channel Selection. Promotion Mix – Advertising – Objectives – Characteristics of Effective Advertising – Kinds of Advertising – Sales Promotion – Methods of Sales Promotion – Whole Seller, Retailer and Consumer.

UNIT – V

Personal Selling – Meaning – Process – Qualities of Successful Sales Person – Publicity. Recent Trend in Marketing – E-Business – Telemarketing – Online Marketing – Social

**Text Books**

1. Dr. C.B. Gupta & Dr. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, 2012.
2. N. Rajan Nair, Marketing Management, Sultan Chand & Sons, 1995.

Reference Books

1. V.S Ramasamy and S. Namakumary, Handbook of Marketing Management, Macmillan, 2010.
2. Dr. Jayasankar, Marketing, Margham Publications, 2016.
3. Rajan Saxena, Marketing Management, TMH, 2006.
4. Dr. R. Murugesan, Marketing Management, Margham Publication, 2018.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Understood about the marketing and its various environmental factors.	K1 & K2
CO2	Gained knowledge on buyer behavior and market segmentation.	K2 & K3
CO3	Students learnt about various stage in Product Life Cycle.	K3 & K4
CO4	Learn about Channels of distribution and Types of middlemen.	K5& K6
CO5	Understood about Qualities of successful sales person and Recent trend in marketing.	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	S	S	S	S
CO3	S	S	M	M	S
CO4	S	S	S	S	S
CO5	S	S	M	M	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – XVIII		Course Code: 21UBX6C18		Course Title: Financial Institutions and Services
Semester VI	Hours/Week 6	Total Hours 75	Credits 4	Total Marks 100

Course Objectives

1. To understand the role of financial institutions and Stock exchanges.
2. To know about the general understandings of Financial Institutions.

UNIT – I

Indian Financial System – Financial Service – Importance of Financial System– Functions of Financial System – Role of Financial System and Economic Development – Co-Operative Banks – Functions. Reserve Bank of India – Management – Objectives and Functions.

UNIT – II

Non – Banking Financial Intermediaries – Unit Trust of India – Mutual Funds – Types – Hire Purchase Finance Companies – Lease Finance Companies – Type of Lease – National Housing Bank – Housing Development Finance Corporation.

UNIT – III

Financial Institutions – IDBI, ICICI, IFCI, LIC, TIIC – EXIM Bank – SFCS – SIDCS – Functions and Services.

UNIT – IV

National Stock Exchange (NSE) – OTCEI – SEBI – Powers and Function of SEBI.

UNIT – V

Merchant Banking – Functions and Services, Underwriting – Types. Credit Rating Agencies – Types of Credit Rating in India.

Text Book

1. Gorden and Natarajan, Financial Institution and Services, HPH, 2009.

Reference Books

1. L.M. Bhole, Financial Institutions and Market, TMH, 2004.



2. V.A. Avadhani, Investment and Securities markets in India, HPH, 1996.
3. P.V. Kulkarni P.V., Corporate Finance, HPH, 1985.
4. M.Y. Khan, Financial Services, TMH, 2013.
5. Dr. S. Gurusamy, Financial Markets and Institutions, Vijyan Nicole, 2004.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Indian Financial system and Reserve Bank of India.	K1 & K2
CO2	Gain the knowledge about Non – Banking financial institution.	K2 & K3
CO3	Understand Financial institutions.	K4
CO4	Understand about National Stock Exchange and function of SEBI.	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

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

S – Strong

M – Medium

L – Low



Program: BBA				
Core – XIX		Course Code: 21UBX6C19		Course Title: Human Resource Management
Semester VI	Hours/Week 5	Total Hours 75	Credits 4	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. This course aims at training students in the management of human resource.
4. It includes the concept, policies, and procurement of human resources.
5. Effectively manage and plan key human resource functions within organizations.

UNIT - I

Human Resource Management – Definition –Objectives - Nature – Scope – Functions Of HRM – The Role of Human Resources Manager and Qualities Needed for HR Manager. Job Analysis – Process of Job Analysis, Job Description – Job Specification.

UNIT – II

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of Recruitment. Selection Procedure - Test and Interview – Types – Reference Check – Final Selection – Placement – Induction (Orientation).

UNIT – III

HRD – Need – Functions – Training – Meaning – Methods – On the Job Training – Off the Job Training – Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning – Concept of Quality of Work Life (QWL).

UNIT – IV

Performance Appraisal – Process – Techniques – Difference between Performance Appraisal and Job Evaluation. Job Evaluation – Process – Potential Appraisal.

UNIT – V

Promotion–Criteria – Benefits of Effective Promotion Policy, Types of Promotion. Transfer – Purpose of Transfer – Types of Transfer. Absenteeism – Causes – Measures.

**Text Book**

1. S.S. Khanka, Human Resource Management, Sulthan Chand & Sons, New Delhi, 2013.

Reference Books

1. J. Jayasankar, Human Resource Management, Margham Publications, Chennai, 2015.
2. Seema Sanghi, Human Resources Management, Macmillan Publishers India Ltd., 2011.
3. Dr. Lalitha Balakrishna & S. Srividhya, Human Resources Development, 2002.
4. Dr. K. Ramesh, Human Resource Management, Mithila Publications, 2009.
5. Kaushal Kumar, Human Resources Management, ABD Publishers, 2001.

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 and development.	K3 & K4
CO4	Development of Performance appraisals, job evaluation and Reward Systems.	K5
CO5	Develop, implement, and evaluate employee orientation, promotion and 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	S	M	S	S
CO2	S	M	M	S	S
CO3	M	S	S	M	S
CO4	M	S	S	S	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Allied -IV		Course Code: 21UBX6A04		Course Title: Visual Basic
Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	5	75	3	100

Course Objectives

1. The main goal of the course is to enable the participant to create business applications
2. The hands on exercises are focused on solving commonly encountered business problems.

UNIT – I

Introduction to Visual Basic: Programming Languages, Procedural, Object Oriented and Event Driven, Writing VB Projects, VB Environment, Writing First Project-Finding and Fixing Errors – VB Help. Controls in VB – Coding for Controls.

UNIT – II

Variables, Constants and Calculations: Data Types-Variables and Constants – Val function – Arithmetic operations – Formatting data. Decisions and conditions: If Statements – Conditions – nested If Statements – Using If Statement with option buttons and checkboxes – displaying messages – Input validation – Calling event Procedures.

UNIT – III

Menus, Sub procedures and sub functions: Menus – Common Dialog Boxes – Writing General Procedures. Multiple Forms: Multiple Forms – Standard Code Modules-Variables and Constants in Multiple-Form Projects.

UNIT – IV

List Boxes and Combo boxes - Do/Loop – For/Next Loop – Using Message box Function – Using String Function – Arrays: Control Arrays – Single Dimension Array – For Each/Next Statements – User defined data types – Multidimensional Arrays.

UNIT – V

Accessing Database Files: Visual basic and Database Files – Using Data Control – Viewing a Database File – Navigating the Database in Code – Using List Boxes and Combo boxes as Data-Bound Controls.

TEXT BOOK:

1. Julia Case Bradley and Anita C.Millspaugh, —Programming in Visual Basic 6.0, Tata



McGraw-Hill Edition, 2011.

REFERENCE BOOKS:

1. Gary Cornell, —Visual Basic 6 from the Ground up, McGraw-Hill Education, 1998
2. Mohammed Azam, —Programming with Visual Basic 6.0, 1st Edition, Vikas Publishing House Pvt. Ltd., Chennai, 2001.

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate knowledge of programming terminology and how applied using Visual Basic (e.g., variables, selection statements, repetition statements, etc	K1 & K2
CO2	Develop a Graphical User Interface (GUI) based on problem description	K3
CO3	The student will use VB.Net to build Windows applications using structured and object-based programming techniques.	K6
CO4	Students will be exposed to the following concepts and/or skills at an Introductory conceptual level: Design, formulate, and construct applications with VB.NET.	K4
CO5	Students prepare various projects by helping visual programming. Manage and analyze prepared project with programs. Interpret and report obtaining results.	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	M	M
CO2	S	M	S	M	M
CO3	S	S	S	M	M
CO4	S	M	M	S	M
CO5	S	S	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Project		Course Code: 21UBX6PR1		Course Title: Project Work Viva-Voce
Semester VI	Hours/Week 2	Total Hours 45	Credits 4	Total Marks 100

Specimen-I**TITLE**

A project report submitted to the Sri Vidya Mandir Arts & Science College (Autonomous) in partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS**

By

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission



Specimen – II

CERTIFICATE

This is to certify that the project entitled, “Title”, is a bonafide work carried out by.....Reg. No under my supervision and guidance during the academic year in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration With Computer Applications and the work is an original one and has not formed basis for the award of any degree, diploma, associate ship, fellowship of any other similar title.

GUIDE SIGNATURE

HOD SIGNATURE

Project work evaluation viva – voce examination conducted on

INTERNAL EXAMINER

EXTERNAL EXAMINER



Specimen – III

DECLARATION

I hereby declare that this project work entitled “Title” submitted to Sri Vidya Mandir Arts & Science College (Autonomous), Katteri, Uthangarai in partial fulfillment of the requirements for the award of Bachelor of Business Administration With Computer Applications is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date:
Place:

Candidate Signature



Program: BBA (CA)				
Practical - IV		Course Code: 21UBX6P04		Course Title: Visual Basic Practical
Semester VI	Hours/Week 3	Total Hours 45	Credits 2	Total Marks 100

Course Objectives

1. Develop a simple calculator application
2. Prepare a Payroll application
3. Students mark list preparation
4. Develop a Banking system.
5. Develop a sales and purchase order system with necessary report

Course Outcomes (COs)

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate knowledge of programming terminology and how applied using Visual Basic (e.g., variables, selection statements, repetition statements, etc.)	K3
CO2	Develop a Graphical User Interface (GUI) based on problem description	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)				
Elective – II Group – A		Course Code: 21UBX6E06		Course Title: Retail Marketing Management
Semester VI	Hours/Week 4	Total Hours 45	Credits 3	Total Marks 100

Course Objectives

To impart to the students an understanding the importance of consumer behaviour in marketing, its models and influence.

UNIT – I

Definition of Retail Marketing – Features of Modern Retail Marketing – Importance of Retail Marketing – Types of Retail Marketing – Retail Marketing Mix – Reasons for Studying Retailing.

UNIT – II

Functions of Retail Marketing – Buying – Kind of Buying, Assembling - Merits & Demerits – Kinds of Selling – Selling – Transporting – Merits & Demerits.

UNIT – III

Storage – Definition – Functions – Warehousing – Types of Warehousing – Risk – Types of Risk -Retail Market Information – Grading – Types of Grading – Standardization – Benefits of Standardization.

UNIT – IV

Buyer Behavior – Consumer Goods and Industrial Goods – Buyer Behavior Model – Factors Influencing Buyer Behavior – Market Segmentation – Need and Basics.

UNIT – V

Retail Sales Forecasting – Methods – Products – Classification – New Product Development Process – Product Life Cycle - Line and Product Mix Decision.

Text Book

1. Retail Marketing Management, David Gilbert, Pearson Education, 2003.

Reference Books



1. Warren J. Keejan, Global Marketing Management, Prentice Hall of India, 1999.
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastav, Retail Management, Oxford University Press, 2004.
3. Michael Levy, Barton A Weitz and Ajay Pandit, Retailing Management, McGraw Hill, 2012.
4. Swapna Pradhan, Retailing Management, Text & Cases, McGraw Hill, 2011.
5. David Gilbert, Retail Marketing Management, Pearson Education, 2003.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Modern Retail Marketing and reasons for studying retailing.	K1 & K2
CO2	Gain the knowledge about Buying, Assembling, selling and Transporting.	K2 & K3
CO3	Understand for the Storage, Warehousing and Grading, Standardization.	K4
CO4	Understand about Buyer Behavior and Targeting, Positioning.	K5
CO5	Acquire knowledge about the Forecasting and Product Life Cycle.	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	M	S	S
CO3	S	S	S	M	S
CO4	M	S	S	S	M
CO5	S	S	S	M	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – II Group – B		Course Code: 21UBX6E07		Course Title: Training and Development
Semester VI	Hours/Week 4	Total Hours 45	Credits 3	Total Marks 100

Course Objectives

The purpose of this paper is to provide and in depth understanding of the role of training and development.

UNIT – I

Concepts of Training and Development – Identifying Training Needs – Types of Training – Organisation for Training – Objectives, Structures and Functions of Training Department – Execution of Training Programmes – Evaluation of Training Programmes.

UNIT – II

Techniques of On-The-Job Training – Coaching – Apprenticeship – Job Rotation – Job Instruction – Training by Supervisors – Techniques of Off-the-Job Training, Case Studies, Role Playing Programmed Instructions, T-Group Training Simulations.

UNIT – III

Leader Central Techniques of Management Development – Lecturers, Coaching, Student Centered Techniques; Discussions - Case Studies – Conferences – Workshops – Syndicate – Brain Storming – Role Playing – Psycho Drama – Simulation – In Basket Games.

UNIT – IV

Sensitivity Training, Self – Learning Techniques, Planned Reading – Correspondence Courses – Programmed Instructions – Audio Visual Lessons – Manuals and Hand-Outs.

UNIT – V

Counseling - Assistant to Position – Under – Study – Junior Board, Committee Assignments – Relative Merits and Limitations of M.D. Techniques.

Text Book

1. M.C. Larney, William J, Management Training: Cases and Principles, Richard, D. Irwin, Illinois, 2000.

**Reference Books**

1. M.C. Gehee, William and Tahayer, Paul W. Training in Business and Industry, John Wiley & Sons, New York, 1961.
2. A.F. Sikula, Personnel Administration and Human Resources Development, John Wiley, New York, 2006.
3. R.J. Hacoan, Management Training: Aims and Methods, English Universities Press, London, 1999.
4. Ahmed, Abad, Management and Organisational Development, Rachana Prakasham, New Delhi, 2010.
5. C.B. Memoria, Personnel Management, Himalayas Publishing House, Bombay, 1994.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Concepts of training and development.	K1 & K2
CO2	Gain the knowledge about Techniques of on-the-job training and Techniques of off-the-job Training.	K2 & K3
CO3	Understand Leader central Techniques of Management Development.	K4
CO4	Understand about Sensitivity Training.	K5
CO5	Acquire knowledge about the Counseling.	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	S	M	S	S
CO3	S	M	S	M	S
CO4	M	S	S	S	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – II Group – C		Course Code: 21UBX6E08		Course Title: Entrepreneurial Development
Semester VI	Hours/Week 4	Total Hours 45	Credits 3	Total Marks 100

Course Objectives

1. To introduce basis of Entrepreneurship.
2. To familiar with concepts and process of Entrepreneurship.

UNIT – I

Entrepreneurship: Concepts, Types and Functions of Entrepreneurs – Role of Entrepreneurs in Economic Development – Entrepreneurial Development Programme – Phases of Entrepreneurial Development Programme – Influence of Environmental Factors – Training and Development of Entrepreneurs.

UNIT – II

Business Ideas: Sources of Business Ideas – Project Identification and Formulation – Classification of Project Feasibility Studies – Project Appraisal Methods – Project Design, Network Analysis, Financial Analysis.

UNIT – III

Institutions and Development of Entrepreneurs – Role Of DIC, SISI, SIDCO, NSIC, NAYE, TIIC, TCO'S, ITCOT and Entrepreneurial Guidance Bureau – Functions.

UNIT – IV

Promoting Enterprises – SSI – Steps for SSI – MSME – Role and Growth of SSI – Regulations Governing SSI – Problem of SSI in India – Incentives and Concessions for SSI Units – Sickness in SSI – Causes and Remedies.

UNIT – V

Problems of Entrepreneurs – Developing Women and Rural Entrepreneurs and Problems – Entrepreneurs' Motivation Women Entrepreneurs – Features – Types of Women Entrepreneurs – Problem and Suggest to Entrepreneurs.

**Text Books**

1. C.B. Gupta and N.P. Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2020.

Reference Books

1. Dr. K. Arul & Dr. A. Subanginidevi, Entrepreneurial Development, Shanlax Publication, Madurai, 2014.
2. Khanha, Entrepreneurial Development, Sultan Chand & Sons, New Delhi, 2018.
3. P. Saravanavel & Sumathi, Entrepreneurship Development, Margham Publishing House, 2020.
4. B.C. Tandon, Environment and Entrepreneurship, Chugh Publication, 2007.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Entrepreneurship and Entrepreneurial Development Programme.	K1 & K2
CO2	Gain the knowledge about Business ideas in project design, network analysis Financial analysis.	K2 & K3
CO3	Analyze Institutions and development of entrepreneurs.	K4
CO4	Create Promoting enterprises of SSI and MSME.	K5
CO5	Acquire knowledge about the Problems and Developing women and rural entrepreneurs.	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	M	S	S
CO3	S	S	S	M	S
CO4	S	M	S	S	M
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Elective – II Group – D		Course Code: 21UBX6E09		Course Title: Investment Management
Semester VI	Hours/Week 4	Total Hours 45	Credits 3	Total Marks 100

Course Objectives

The objective of the course is to impart special knowledge on investment management and analysis. This course throws light on the fundamental concepts of investment; types of investment, analysis and valuation of securities etc. It also enables learners to become portfolio consultants.

UNIT – I

Meaning of Investment – Nature and Scope of Investment Management – Factors Favourable for Investments – Features of an Investment Programme.

UNIT – II

Investment Avenues – Real Assets – Financial Assets – Fixed Income and Variable Income Securities – Mutual Fund – Derivatives etc.

UNIT – III

Risk – Return Concept – Return Measurement - Basic Valuation Models – Equity Valuation, Preference Share and Bond Valuation. Risk – Risk Classification – Systematic and Unsystematic Risk – Measurement of Risk.

UNIT – IV

New Issue Market and Stock Exchange – Kinds of Trading – Securities and Exchange Board of India.

UNIT – V

Sources of Investment Information – Credit Rating Agencies – CARE – CRISIL – ICRA – Credit Rating Methodology – Indices.

Text Book

1. Preetisingh, Investment Management, Himalayas Publishing House, 2015.

2. V.K. Bhalla, Investment Management, Sultan Chand & Sons, 2008.

Reference Books

1. V. Avadhani, Investment Management, Himalayas Publishing House, 2010.
2. Dr. L. Natarajan, Investment Management, Margham Publication, 2008.
3. Punithavathy Pandian, Investment Management, PHI, 2009.

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 investment management and features of an investment programme.	K1 & K2
CO2	Gain the knowledge about Investment avenues –mutual fund – derivatives etc.	K2 & K3
CO3	Understand about the Basic valuation models and systematic and unsystematic risk.	K4
CO4	Understand about New issue market and Securities and Exchange Board of India.	K5
CO5	Acquire knowledge about the Sources of Investment information and Credit rating agencies.	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	S	S	S	M	M
CO4	S	S	S	S	S
CO5	M	M	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Elective – II Group – E		Course Code: 21UBX6E10		Course Title: Merchandising Management
Semester VI	Hours/Week 4	Total Hours 45	Credits 3	Total Marks 100

Course Objectives

On successful completion of the course the students should have understood merchandising planning, learnt merchandise buying, learnt visual merchandising.

UNIT – I

Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers Merchandise Mix: Merchandise Mix, Concept of Assortment Management, Merchandise Mix of Show off.

UNIT – II

Merchandise Displays and Space Management: Concept of Merchandise Displays, Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management.

UNIT – III

Visual Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Product Positioning and Visual Merchandising.

UNIT – IV

Merchandise Planning: Concept of Merchandise Planning, Applications of Merchandise Planning, Elements of Merchandise Planning, Role of Merchandiser in Planning, Category Management and Merchandise Budgeting: Concept of Category Management, Merchandise Forecasting, Merchandise Budgeting.

UNIT – V

Merchandise Sourcing: Concept of Merchandise Sourcing, Historical Perspective of Sourcing, Stock Management and Distribution, International Sourcing, Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD), Managing



Retail Home Delivery, Measures for Retail Distribution and Replenishment, Role of IT in Retail Distribution and Replenishment.

Reference Books

1. Berman, Barry and Joel Evans, Retail Management, Pearson Education, 2013.
2. J. Cooper, Strategy Planning in Logistics and Transportation, Kogan the University Michigan, 2017.
3. Cox, Roger and Paul Brittain, Retail Management, Pitman Publication, 1993.
4. Levy & Weitz, Retailing Management, McGraw Hill, Irwin Publications, 2009.
5. Philip Kotter, Marketing Management, PHP, 2009.

Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about Concept of Retail Merchandising.	K1 & K2
CO2	Gain the knowledge about Merchandise Displays and Space Management.	K2 & K3
CO3	Understand about the Visual Merchandising.	K4
CO4	Understand about Merchandise Planning.	K5
CO5	Acquire knowledge about Merchandise Sourcing.	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	S	M	S	S
CO3	S	M	S	M	M
CO4	M	S	S	S	M
CO5	S	S	M	S	S

S – Strong

M – Medium

L – Low