

Sri Kaliswari College (Autonomous), Sivakasi

(Affiliated to Madurai Kamaraj University

Re-Accredited with 'A' grade (CGPA 3.30) by NAAC)



Programme Scheme, Scheme of Examination and Syllabi

(For those who join from June 2018 and afterwards)

Department of Business Administration with Computer Application

UG Programme – B.B.A (CA)

Curriculum Design and Development Cell

Annexure F

Sri Kaliswari College (Autonomous), Sivakasi

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Programme Scheme, Scheme of Examination and Syllabi

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Curriculum Design and Development Cell

UG Programme – B.B.A (CA)

HOD

**Dean of
Business Science**

**Dean of
Academic Affairs**

Principal

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
Members of Board of Studies (2018-2021)

| S. No. | Board Members | Name and Designation |
|----------------|------------------------|--|
| 1. | Chairman of the Board | Dr. P.K.Balamurugan, MBA., M.Phil., Ph.D., NET Associate Professor and Head, Department of Business Administration, Sri Kaliswari College (Autonomous), Sivakasi |
| 2. | University Nominee | Dr. K. Ravichandran, M.B.A., Ph.D Professor and Head, Department of Entrepreneurship Studies, School of Business Studies, Madurai Kamaraj University, Madurai. Contact No: 93605 05443 |
| 3. | Academic Expert 1 | Mr. G. Venkadasalpathy, M.B.A., M.Phil., Associate Professor in Business Administration, Director-Self Finance Courses, G. Venkataswamy Naidu College, Kovilpatti. Contact No: 96295 99930 |
| 4. | Academic Expert 2 | Dr. D. Ram Kumar, M.B.A., Ph.D., Assistant Professor, Department of Business Administration, Government Arts College, Paramakudi. Contact No: 98423 46237 |
| 5. | Industrial Expert | Mr. R. Sathian, M.B.A., Distributor, Hatsun Agro Products Pvt. Ltd., Sivakasi. Contact No: 97867 86433 |
| 6. | Alumnus | Mr. P. Mahesh Kumar, M.B.A., Business Development Executive, NNR Global Logistics (I) Pvt. Ltd, Cochin. Contact No: 73567 54888 |
| Members | | |
| 7. | Ms. A. Pandilakshmi | Assistant Professor in Business Administration |
| 8. | Mr. S. Ajith Kumar | Assistant Professor in Business Administration |
| 9. | Mr. S. Palpandian | Assistant Professor in Business Administration |
| 10. | Mr. P. Venkatesh Kumar | Assistant Professor in Business Administration |
| 11. | Mrs. K. Muthu Selvi | Assistant Professor in Business Administration |
| 12. | Mrs. M. Nageswari | Assistant Professor in Business Administration |
| 13. | Mrs. M. Sathya | Assistant Professor in Business Administration |

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
B.B.A (CA) (Semester) - (2018-2021)
Objectives, Outcomes, Regulation

Programme Objectives:

- To develop the junior level managers.
- To provide basic exposure to the functional areas of business.
- To develop employability of the students by providing value based enrichment courses.
- To develop the personality of students.

Programme Outcomes:

Knowledge

PO 1: Well grounded knowledge in chosen subjects.

PO 2: Updated knowledge related to the subjects.

Skills

PO 1: Acquisition of cognitive skills

PO 2: Acquisition of Life Skills for Employment.

Attitude

PO 1: Holistic Personality Development through Self-directed and lifelong learning.

PO 2: Eco Sensitivity, inclusive culture, moral uprightless and social commitment.

Programme Specific Outcomes:

- Enrich the students to gain conceptual knowledge in the functional areas of management viz., Production, Marketing, Finance and Human Resources
- Help the students to develop decision making skills, communicative skills and organizational skills
- Educate students to solve the Business related issues by applying conceptual knowledge
- Providing the opportunities to upgrade the students to be eligible to pursue higher studies.
- Making the students by developing entrepreneurial skills and employable competencies.

Regulation

Duration of the programme : Three years (equivalent to six semesters)

Eligibility:

Candidate should have passed the higher secondary examinations conducted by the board of higher secondary education, Government of Tamilnadu or any other examinations accepted by the Syndicate of the Madurai Kamaraj University as its equivalent.

Medium of Instruction : English

Age Limit:

Max age limit : 21 Years

Age Relaxation:

SC/ST/OBC/MBC/DNC & Women : 3 years age relaxation

Differently Abled Students : 5 years age relaxation

Transitory Permission:

Students joined from 2018 - 2021 may be permitted to write their examinations in this pattern up to April 2026.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Applications
Choice Based Credit System
UG Programme – B.B.A (CA)
2018 - 2021

Scheme of Examination / Question Paper Pattern

Theory Examination

The Internal and External marks should be allotted in the ratio 25:75.

Internal Marks:

- | | |
|---------------------|--|
| i. Test (3Tests) | : 15 Marks (Average of the best two tests) |
| ii. Assignment | : 5 Marks (Average of two) |
| iii. Seminar / Quiz | : 5 Marks |
| Total | : 25 Marks |

External Question Paper Pattern:

The question paper for external exam will have three parts.

Time: 3 Hours

Max. Marks: 75

Part – A (10 X 1 =10)

Question No.1 To 10 – All are Multiple Choices (2 Questions from Each Unit)

Part – B (5 X 7 =35)

Choosing Either (a) or (b) Pattern (One Question from Each Unit)

- Question No. 11. (a) or 11. (b) - From Unit I
12. (a) or 12. (b) - From Unit II
13. (a) or 13. (b) - From Unit III
14. (a) or 14. (b) - From Unit IV
15. (a) or 15. (b) - From Unit V

Part – C (3 X 10 =30)

Answer any Three out of Five questions (One Question from Each Unit)

Question No. 16 – 20.

- 16 - From Unit I
17 - From Unit II
18 - From Unit III
19 - From Unit IV
20 - From Unit V

Question Paper Setting

| Component unit | Knowledge | | | Understanding | | | Higher objective | | | Total Marks |
|-------------------|-------------------------------|----------------|----------------|---------------|----------------------------------|----------------|------------------|----------------|----------------|----------------|
| | PART A | PART B | PART C | PART A | PART B | PART C | PART A | PART B | PART C | |
| UNIT I | 1 (1) 2 (1) | | | | 11a (7) | 16 (10) | | 11b (7) | | 26 |
| UNIT II | 3 (1) 4 (1) | 12a (7) | | | | 17 (10) | | 12b (7) | | 26 |
| UNIT III | 6 (1) | 13a (7) | | | 13b (7) | | 5 (1) | | 18 (10) | 26 |
| UNIT IV | 8 (1) | | 19 (10) | | 14a (7) 14b (7) | | 7 (1) | | | 26 |
| UNIT V | 9 (1) 10 (1) | 15a (7) | | | 15b (7) | 20 (10) | | | | 26 |
| Total | 8 | 21 | 10 | | 35 | 30 | 2 | 14 | 10 | 130 |

- Knowledge based - 30%
- Understanding - 50%
- Higher Objective - 20%

Practical Examination

Internal Marks:

| | |
|-------------------------|-------------------|
| i. Average of two tests | : 30 Marks |
| ii. Record Work | : 5 Marks |
| iii. Lab Performance | : 5 Marks |
| Total | : 40 Marks |

External Marks:

| | |
|---|-------------------|
| i. Aim, Procedure / Algorithm and Program | : 25 Marks |
| ii. Results | : 20 Marks |
| iii. Viva | : 15 Marks |
| Total | : 60 Marks |

SRI KALISWARI COLLEGE (AUTONOMOUS), SIVAKASI
Department – B.B.A (CA)
Choice Based Credit System – Curriculum Structure
UG Programme
2018–2021 (Revised)

| Part | Subject | Sem I | Sem II | Sem III | Sem IV | Sem V | Sem VI | Credits |
|------------------|--|----------------|----------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---------|
| I | Tamil/Hindi/French | 6 (3) | 6 (3) | - | - | - | - | 6 |
| II | English | 6 (3) | 6 (3) | - | - | - | - | 6 |
| III | Core Course | 5 (5) 5 (5) | 5 (5) 5 (5) | 6 (4) 6 (4) 5 (4) 5 (3) | 6 (4) 6 (4) 5 (4) 5 (4) | 5 (4) 5 (5) 5 (5) 5 (5) | 5 (5) 5 (5) 5 (5) 5 (5) | 90 |
| | Allied Course | 4 (3) | 4 (3) | 4 (3) | 4 (3) | - | - | 12 |
| | Optional Course | - | - | - | 4 (3) | 4 (3) | 4 (3) | 9 |
| IV | Non-Major Elective | 2 (1) | 2 (1) | - | - | - | - | 2 |
| | Enrichment Course | 2 (1) | 2 (1) | - | - | - | - | 2 |
| | Skill Based Course | - | - | 2 (2) | - | 2 (1) 2 (1) | 2 (2) | 6 |
| | Value Based Course | - | - | 2 (1) | - | - | 2 (1) | 2 |
| | Value Education Disaster Management | - | - | - | - | 1 (1) 1 (1) | - | 2 |
| | Environmental Studies On Job Training | - | - | - | - | - (1) | 2 (1) | 2 |
| V | Extension | - | - | - | (1) | - | - | 1 |
| Hours (Per Week) | | 30 | 30 | 30 | 30 | 30 | 30 | - |
| Credits | | 21 | 21 | 21 | 23 | 27 | 27 | |
| Total | | | | | | | | 140 |

Sri Kaliswari College (Autonomous), Sivakasi
Department Of Business Administration with Computer Application
Choice Based Credit System - Curriculum Pattern
UG Programme – B.B.A (CA)
(2018 – 2021)

| Semester | Part | Course Code | Course Name | Hours | Credits |
|----------|--------------|-------------|--|-------|-----------|
| I | I | 18UBPL11 | Seyalar Panimuraigal | 6 | 3 |
| | II | 18UENL11 | General English I | 6 | 3 |
| | III | 18UBPC11 | Core Course I: Principles of Management | 5 | 5 |
| | | 18UBPC12 | Core Course II: Fundamentals of Accounting | 5 | 5 |
| | | 18UBPA11 | Allied Course I: Introduction to Computer and Office Automation – Theory | 4 | 3 |
| | IV | 18UBPN11 | Non-Major Elective Course I: Fundamentals of Management | 2 | 1 |
| | | 18UBPE11 | Enrichment Course I: Introduction to Business Organisation | 2 | 1 |
| | Total | | | | 30 |
| II | I | 18UBPL21 | Aluvalaga Melanmai | 6 | 3 |
| | II | 18UENL21 | General English II | 6 | 3 |
| | III | 18UBPC21 | Core Course III: Business Environment | 5 | 5 |
| | | 18UBPC22 | Core Course IV: Cost Accounting | 5 | 5 |
| | | 18UBPA2P | Allied Course II: Office Automation Lab | 4 | 3 |
| | IV | 18UBPN21 | Non-Major Elective Course II: Entrepreneurship Development | 2 | 1 |
| | | 18UBPE21 | Enrichment Course II: Business Communication | 2 | 1 |
| | Total | | | | 30 |

| Semester | Part | Course Code | Course Name | Hours | Credits |
|----------|--------------|----------------------------------|---|-------|-----------|
| III | III | 18UBPC31 | Core Course V: Organizational Behaviour | 6 | 4 |
| | | 18UBPC32 | Core Course VI: Business Law | 6 | 4 |
| | | 18UBPC33 | Core Course VII: Business Statistics | 5 | 4 |
| | | 18UBPC3P | Core Course VIII: DTP and Multimedia Lab | 5 | 3 |
| | | 18UBPA31 | Allied Course III: Desktop Publishing – Theory | 4 | 3 |
| | IV | 18UBPS31 | Skill Based Course I: Soft Skill for Managers – Theory | 2 | 2 |
| | | 18UBPV31 | Value Based Course I: Business Ethics | 2 | 1 |
| | Total | | | | 30 |
| IV | III | 18UBPC41 | Core Course IX: Entrepreneurship | 6 | 4 |
| | | 18UBPC42 | Core Course X: Banking and Insurance Management | 6 | 4 |
| | | 18UBPC43 | Core Course XI: Business Mathematics | 5 | 4 |
| | | 18UBPC4P | Core Course XII: Web Designing Lab | 5 | 4 |
| | | 18UBPA41 | Allied Course IV: Web Designing – Theory | 4 | 3 |
| | | 18UBPO41 18UBPO42 18UBPO43 | Major Elective Course I : 1. Consumer Affairs 2. Event Management 3. Logistics Management | 4 | 4 |
| | V | | Extension | - | 1 |
| | Total | | | | 30 |

| Semester | Part | Course Code | Course Name | Hours | Credits | |
|----------------------------------|--------------|----------------------------------|---|---|-----------|-----------|
| V | III | 18UBPC51 | Core Course XIII: VB.Net – Theory | 5 | 4 | |
| | | 18UBPC52 | Core Course XIV: Human Resource Management | 5 | 5 | |
| | | 18UBPC53 | Core Course XV: Financial Management | 5 | 5 | |
| | | 18UBPC5P | Core Course XVI: VB.Net Lab | 5 | 5 | |
| | | 18UBPO51 18UBPO52 18UBPO53 | Major Elective Course II : 1. Marketing Research 2. Industrial Relations 3. Financial Services | 4 | 3 | |
| | IV | 18UBPS51 | Skill Based Course II: Advertising Management | 2 | 1 | |
| | | 18UBPS52 | Skill Based Course III: Co-operative Management | 2 | 1 | |
| | | | 18UDMG51 | Disaster Management | 1 | 1 |
| | V | | 18UVED51 | Value Education | 1 | 1 |
| | | | 18UBPJ51 | On Job Training | - | 1 |
| | Total | | | | 30 | 27 |
| | VI | III | 18UBPC61 | Core Course XVII: Enterprise Resource Planning – Theory | 5 | 5 |
| 18UBPC62 | | | Core Course XVIII: Management Accounting | 5 | 5 | |
| 18UBPC6P | | | Core Course XIX: Enterprise Resource Planning – Lab | 5 | 5 | |
| 18UBPJ61 | | | Core Course XX: Project Viva Voce | 5 | 5 | |
| 18UBPO61 18UBPO62 18UBPO63 | | | Major Elective Course III: 1. Family Business Management 2. Travel and Tourism Management 3. Services Marketing | 4 | 3 | |
| IV | | 18UBPS6P | Skill Based Course IV: E – Commerce Lab | 2 | 2 | |
| | | 18UBPV61 | Value Based Course II: Fundamentals of Goods and Services Tax | 2 | 1 | |
| V | | | 18UESR61 | Environmental Studies | 2 | 1 |
| Total | | | | 30 | 27 | |

EXTRA CREDIT COURSE:

| Semester | Course Code | Course Name | Hours | Credits |
|-----------------|--------------------|-------------------------|--------------|----------------|
| III | 18UBPEX1 | Personality Development | 4 | 2 |
| IV | 18UBPEX2 | Soft Skills | 4 | 2 |
| Total | | | 8 | 4 |

| Semester | I | II | III | IV | V | VI | Total |
|-----------------|----------|-----------|------------|-----------|----------|-----------|--------------|
| Credits | 21 | 21 | 21 | 23 | 27 | 27 | 140 |

HOD

**Dean of
Business Science**

**Dean of
Academic Affairs**

Principal

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)
Semester I
(2018 – 2021)

Part I: செயலர் பணிமுறைகள் (18UBPL11)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 6 | Ext. Marks | : 75 |
| Duration | : 90 Hrs | Max. Marks | : 100 |

கற்றலின் நோக்கங்கள்:

- நிறுமத்தின் இலக்கணங்களையும், தன்மைகளையும் விளக்குதல்
- மாணவர்களுக்கு நிறுமக் கூட்டங்கள் மற்றும் தீர்மானங்களை பற்றி எடுத்துரைத்தல்
- நிறுமச் செயலரின் அதிகார உரிமைகள், கடமைகள் மற்றும் பொறுப்புகளை பகுத்துரைத்தல்.

கற்றலின் விளைவுகள்:

1. மாணவர்களுக்கு நிறுமத்தின் தன்மைகளை விளக்குதல்
2. மாணவர்களுக்கு நிறுமச் செயலரின் பொறுப்புகளைப் பற்றி எடுத்துரைத்தல்
3. மாணவர்களுக்கு நிறுமத்தைத் தோற்றுவித்தலில் நிறுமச் செயலரின் கடமைகள் பற்றி விளக்குதல்
4. மாணவர்களுக்கு நிறுமக் கூட்டம் நடத்தும் முறைகளை எடுத்துரைத்தல்
5. மாணவர்களுக்கு தீர்மானங்கள் நிறைவேற்றும் விதம் பற்றி விளக்குதல்

பிரிவு 1

(18 hrs)

நிறுமம் மற்றும் நிறுமச்செயலர் - நிறுமம் - இலக்கணம் - வகைகள் - நன்மைகள் மற்றும் தீமைகள். நிறுமச் செயலர் - இலக்கணம் - தகுதிநிலை - நியமனம் - நீக்கம் - உரிமைகள் - கடமைகள் - பொறுப்புகள்.

பிரிவு 2

(18 hrs)

நிறுமத்தைத் தோற்றுவித்தலும் நிறுமச் செயலரும் - நிறுமத்தை அமைப்பதற்கான முறைகள் - தோற்றுவித்தல் - பதிவுசெய்தல் - மூலதனம் திரட்டுதல் - தொழிலைத் திரட்டுதல் - தொழிலைத் தொடங்குதல் - நிறுமத்தைத் தோற்றுவித்தல் நிறுமச்செயலரின் கடமைகள் மற்றும் பொறுப்புகள்.

பிரிவு 3

(18 hrs)

நிறுமக்கூட்டங்கள் மற்றும் தீர்மானங்கள் - நிறுமக் கூட்டங்கள் - வகைகள் - இயங்குநரவைக் கூட்டம் - பங்குதாரர்களின் கூட்டம் - சட்டமுறைக்கூட்டம் - ஆண்டுப் பொதுக்கூட்டம் - அசாதாரணப் பொதுக்கூட்டம் - வகையினர் கூட்டம் - கூட்டஅழைப்பு - கூட்டம் நடத்தும் முறையில் செயலரின் பங்கு - கூட்டத்தலைவர் - நிகழ்ச்சிநிரல் - குறைவெண் - பதிலாள். தீர்மானங்கள் - வகைகள் - நிறைவேற்றும் விதம் - நிகழ்ச்சிக் குறிப்பு ஆவணங்கள் மற்றும் அறிக்கைகள் தயார் செய்தல் - செயலரின் கடமைகள்.

பிரிவு 4**(18 hrs)**

நிறுமமேலாண்மையும் நிர்வாகமும் - இயக்குநர்கள் அவை - இயக்குநர்கள் நியமனம் - அதிகாரங்களும் பணிகளும் - கடமைகள் - பொறுப்புகள் - பதவிநீக்கம் - நிர்வாக இயக்குநர் - உரிமைகள் அதிகாரங்கள் மற்றும் கடமைகள் - தனிக்கையாளர் - கணக்காளர் - சட்டஆலோசகர் - தகுதிகள் - நியமனம் - நீக்கம் - அதிகாரங்கள் - கடமைகள் மற்றும் பொறுப்புகள் - செயலரின் கடமைகள்.

பிரிவு 5**(18 hrs)**

நிறுமக்கலைப்பு - நிறுமக் கலைப்பு-பொருள் - நிறுமக் கலைப்புமுறைகள் - நிறுமக் கலைப்புமுறையின் படிநிலைகள் - கலைப்பாளர் - அதிகாரங்கள் - கடமைகள் - நிறுமக் கலைப்பும் நிறுமம் மூடப்படுதலும் - செயலரின் கடமைகள்.

பாடப் புத்தகம்:

1. முனைவர். எஸ். பீர்முகமது மற்றும் முனைவர். எஸ். ஏ. என். ஷாகலி இப்ராகிம். “செயலர் பணிமுறை”, பாஸ் பப்ளிகேசன்ஸ், மறுபதிப்பு 2016

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|----------|
| I | 1 | 1 | - | 1.1-1.19 |
| | 1 | 2 | - | 2.1-2.15 |
| II | 1 | 3 | - | 3.1-3.29 |
| III | 1 | 4 | - | 4.1-4.25 |
| | 1 | 5 | - | 5.1-5.15 |
| IV | 1 | 6 | - | 6.1-6.22 |
| V | 1 | 7 | - | 7.1-7.27 |

குறிப்பு நூல்:

1. முனைவர். ராதா, “செயலாளர் பணிமுறை” பிரசன்னா பப்ளிஷர்ஸ், சென்னை, மறுபதிப்பு 2013.
2. ராமலிங்கம் மற்றும் மனோகரன், “செயலர் பணிமுறை”, மெரிட் இந்தியா பப்ளிகேசன்ஸ், மதுரை, மறுபதிப்பு 2006.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)
Semester I
(2018 – 2021)

Core I: Principles of Management (18UBPC11)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To familiarize the learners to learn the basic principles of management.
- To learn the scientific decision making process.
- To gain knowledge of problem solving techniques.

Course Outcomes:

1. Enable the learners acquaint with the principles of management.
 2. Helps the learners to understand the various functions of management like planning, organising, staffing, directing and controlling.
 3. Assist the learners to involve in Event Management activities.
 4. Enrich the learners' managing competency, decision making skills and leadership skills.
 5. Facilitates the learners to realize the importance of communication in an organization for smooth flow of operations.
 6. Helps the learners to understand the evolution of scientific management concepts and its application in increasing productivity.
 7. Helps the learners to apply the principles of management in solving real life problems.
-

UNIT I **(15 hrs)**

Management –Nature and Features – Functions – Levels of Management – Role of a Manager – Skills of a Manager – Management Art or Science– Evolution of management thoughts – Contributions of F.W.Taylor, Henry Fayol and Elton Mayo.

UNIT II **(15 hrs)**

Planning – Nature – Principles of Planning – Steps in planning process – Types of Plans – Decision – Types of decision – Decision making process.

UNIT III **(15 hrs)**

Organizing – Steps in organizing – Organizational structure – Determinants – Principles – Formal and Informal Organization.

UNIT IV **(15 hrs)**

Staffing – Elements – Principles – Directing – Principles – Techniques (Delegation, Supervision, Orders and Instruction) – Models of Directing

UNIT V**(15 hrs)**

Controlling – Need – Controlling Process – Types of Control – Essentials of an Effective Control System – Techniques of Control (Management Audit, Responsibility Accounting, PERT and CPM).

Text Books:

1. C.B. Gupta, “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, 19th Revised Edition, 2017.
2. T. Ramasamy, “Principles of Management”, Himalaya Publishing House, Mumbai, 9th Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|--------------------------|----------------------------------|
| I | 1 | 1 | 1.4,1.5,1.11 to 1.13 | 1.7,1.8,1.17 to 1.21 |
| | | 4 | 4.8.1,4.8.2,4.8.5 | 4.16-4.22, 4.26 |
| II | 1 | 7 | 7.1,7.2,7.7 to 7.9 | 7.4,7.9 to 7.11 |
| | | 10 | 10.1,10.5,10.7 | 10.2,10.3 & 10.4, 10.7 & 10.8 |
| III | 1 | 13 | 13.1,13.3,13.4,13.6,13.7 | 13.4-13.13 |
| IV | 1 | 27 | 27.1-27.3,27.5 | 27.4- 27.5, 27.7 |
| | | 32 | 32.1,32.4,32.5 | 32.4, 32.4 – 32.9 |
| V | 1 | 40 | 40.1, 40.7,40.10 | 40.4, 40.6 – 40.9, 40.13 – 40.15 |

Reference Books:

1. P.C. Tripathi, and P.N. Reddy, “Principles of Management”, Tata McGraw- Hill Publishing House, New Delhi, 6th Edition, 2017.
2. Harold Koontz and Heinz Weihrich, “Essential of Management: An International, Innovation and Leadership Perspective”, Tata McGraw- Hill Publishing House, New Delhi, 10th Edition, 2015.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)
Semester I
(2018 – 2021)

Core II: Fundamentals of Accounting (18UBPC12)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To impart the fundamental knowledge of accounting to the learners.
- To familiarize the learners to prepare the financial statement
- To train the learners to prepare the accounts of trading and non- trading concerns

Course Outcomes:

1. To understand the basic Accounting concepts.
2. To understand the kinds of cash book.
3. To understand the practice of final accounts.
4. To understand the various methods of Depreciation.
5. To understand the features of Non Trading Organization.
6. To understand the nature of Receipts and Payments account.
7. To understand the concept of Double Entry System.

UNIT I **(15 hrs)**

Accounting - Meaning – Book Keeping – Accounting Concepts – Double entry system – Advantages - Journal, Ledger, Trial Balance.

UNIT II **(15 hrs)**

Subsidiary Book – Types – Advantages – Cash book – Kinds – Single, Double and Triple Column Cash book – Petty Cash book

UNIT III **(15 hrs)**

Final Accounts -Trading Account – Profit and Loss Account – Balance Sheet (Simple Adjustments Only)

UNIT IV **(15 hrs)**

Depreciation – Meaning and Definition – Causes – Need – Methods – Straight Line and Written Down Value method only (Simple Problem only).

UNIT V **(15 hrs)**

Non Trading Organisation – Meaning - Features – Receipt and Payment account – Income and Expenditure account – Balance Sheet.

Note: Question must be asked 60% on Problem 40 % on Theory

Text Books:

1. T.S.Grewal, “Double Entry Book-Keeping”, Sultan Chand & Sons, New Delhi, reprint 2002.
2. S.P.Jain and K.L Narang, “Financial Accounting”, Kalyani Publishers, Ludhiana, 5th Edition 2010.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------------|
| I | 1 | 1 | - | 1.2 |
| | | 2 | - | 2.1-2.3,2.7 |
| | | 3 | - | 3.7-3.11 |
| | | 4 | - | 4.1-4.7,4.12-4.19 |
| II | 1 | 5 | - | 5.1-5.19 |
| III | 1 | 10 | - | 10.8-10.34 |
| IV | 1 | 13 | - | 13.1-13.6 |
| V | 1 | 17 | - | 17.1-17.16 |

Reference Books:

1. T.S.Reddy and A.Murthy, “Financial Accounting”, Margham Publications, 6th Edition, Reprint 2014.
2. M.C.Shukla, T.S.Grewal and S.C.Gupta, “Advanced Accounts - Volume 1”, S.Chand and Company Ltd., New Delhi, 17th Edition, 2011.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)

Semester I
(2018-2021)

Allied Course I: Introduction to Computer and Office Automation – Theory
(18UBPA11)

(For those who join from June 2018 and afterwards)

Credits : 3

Hours/Week : 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To know about the Basics of computers.
- To know about the Office Automation tools.

Course Outcomes:

1. Make the learners to know about the basics of computers.
2. Help the learners to understand the memory concepts of computer.
3. Define and distinguish hardware and software components of computer system.
4. Understand the classification of computers.
5. Gain knowledge about five generations of computer system.

UNIT I

(15 hrs)

Introduction to Computers – Introduction – Characteristics of Computers – Generation of computers - Classification of Computers – Types of Personal computers – Basic functional units of a computer – Memory classifications – Input devices – Output devices.

UNIT II

(15 hrs)

Modify the structure and appearance of text – Apply paragraph formatting - Structure content manually - Apply character formatting - Create and modify lists - Apply built-in styles to text - Collaborate on documents - Mark up documents - Display and review document markup - Compare and merge documents - Control content changes.

UNIT III

(15 hrs)

Merge data with documents and labels – Understand the mail merge process - Start the mail merge process - Choose and refine the data source - Insert merge fields - Preview and complete the merge - Create individual envelopes and labels.

UNIT IV

(15 hrs)

Perform calculations on data – Name groups of data - Define Excel tables - Create formulas to calculate values - Summarize data that meets specific conditions - Set iterative calculation options and enable or disable automatic calculation - Use array formulas - Find and correct errors in calculations - Manage worksheet data - Limit data that appears on your screen - Manipulate worksheet data - Valid sets of values for ranges of cells.

UNIT V**(15 hrs)**

Create and manage slides- Add and remove slides - Divide presentations into sections - Rearrange slides and sections - Apply themes - Change slide backgrounds - Insert and manage simple graphics: Insert, move, and resize pictures - Edit and format pictures - Draw and modify shapes - Capture and insert screen clippings - Create a photo album - Add sound and movement to slides - Animate text and pictures on slides - Customize animation effects - Add audio content to slides - Add video content to slides.

Text Books:

1. Dr. P. Rizwan Ahmed, “Introduction to Information Technology”, Margham Publication, 2nd Revised Edition, 2017.
2. Joan Lambert and Curtis Frye, “Microsoft Office 2016 Step by Step”, Microsoft Press A division of Microsoft Corporation One Microsoft Way Redmond, Washington 98052-6399, 1st Edition, 2015.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|--------------------------------------|-------------------------------------|
| 1 | 2 | 2 | 2.1, 2.3, 2.5, 2.7, 2.11, 2.12, 2.15 | 2.1– 2.10, 2.17 – 2.20, 2.25 – 2.30 |
| 2 | 1 | 3 & 4 | - | 69 -108, 115 - 153 |
| 3 | 1 | 5 | - | 159 – 190 |
| 4 | 1 | 6 & 7 | - | 197 – 235, 239 - 257 |
| 5 | 1 | 10,11 &12 | - | 313 – 344, 351 - 380, 385 - 417 |

Reference Books:

1. Alex Leon & Mathews Leon, “Introduction to Computers”, Vikas Publishing, Reprint 2011.
2. Asoke K Ghosh, “Microsoft Office XP Step by Step”, Prentice - Hall of India, 1st Edition, 2001.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)

Semester I
(2018 – 2021)

Non Major Elective Course I: Fundamentals of Management (18UBPN11)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week | : 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To familiarize the learners to learn the basic fundamentals of management.
- To familiarize the learners to learn the functions of management.

Course Outcomes:

1. Make the learners realize basic practices of management.
2. Make the learners understand basic principles of management.
3. Impart the management function during the course of time.

UNIT I **(6 hrs)**

Management- Definition - Nature - Importance –Management as a science or as an Art- Levels of Management-Management Functions.

UNIT II **(6 hrs)**

Planning - Definition-Features - Importance - Types of Planning- Steps in Process of Planning.

UNIT III **(6 hrs)**

Organising –Definition – Importance - Formal Organisation - Informal Organisation.

UNIT IV **(6 hrs)**

Directing – Definition - Principles - Importance – Techniques.

UNIT V **(6 hrs)**

Controlling – Definition - Steps – Features - Types of controls.

Text Book:

1. Ramasamy. T, “Principles of Management”, Himalaya Publishing House, Mumbai, 9th Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|----------------------|
| I | 1 | 1 | - | 2 – 4, 7 – 10 |
| II | 1 | 5 | - | 70 – 72, 75 – 79 |
| III | 1 | 9 | - | 111 – 113, 117 – 121 |
| IV | 1 | 19 | - | 214 – 216 |
| V | 1 | 24 | - | 270 – 272, 278 |

Reference Books:

1. C.B. Gupta, “Management Theory and Practice”, Sultan Chand & Sons, New Delhi, 19th Revised Edition, 2017.
2. PC. Tripathi and PN. Reddy, “Principles of Management” Tata McGraw- Hill Publishing House, New Delhi, 2nd Edition, 2012.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)
Semester I
(2018 – 2021)

Enrichment Course I: Introduction to Business Organization (18UBPE11)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week | : 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To get exposure about the various forms of organization.
- To know about the procedure for starting an organization.

Course Outcomes:

1. Enable the learners to know the forms of organization.
2. Make the learners to understand the features of partnership.
3. Make the learners to realize the importance of co-operative enterprise.

UNIT I **(6 hrs)**

Meaning of Business – Concept of Business–Nature and Scope-Business Activities-Characteristics of Business-Objectives of Business-Business System-Essentials of Good Business-Industry and its Classification –Types of Manufacturing Industries.

UNIT II **(6 hrs)**

Introduction-Forms of Business Organization-Sole Proprietorship-Partnership Organization-Limited Companies - Co-operative Enterprises-Joint Sector

UNIT III **(6 hrs)**

Public Sector-Objectives-Growth and performance of public Enterprises- Private Sector- Joint Sector-Formation of Joint Sector Enterprises-Co-operative Enterprises - Processing and Industrial Co-operatives.

UNIT IV **(6 hrs)**

Concept of Non-profit Organizations-Non-profit Sector in India-Problems Faced by Non-profit Organizations -Managerial Challenges before Non-profit Organizations-Coping with Challenges - Some Prominent Non-profit Organizations India.

UNIT V **(6 hrs)**

Corporate Social Responsibility - Areas of Social Responsibility-Arguments for and Against Social Responsibility - Organizational Approach to Social Responsibility - Managing Social Responsibility

Text Book:

1. Martand and T. Telsang, "Industrial and Business Management", S. Chand & Company Ltd, reprint 2007.

| Unit | Text Book No | Chapters | Section | Page No. |
|------|--------------|----------|-----------|---------------------------|
| I | 1 | 1 | 1.1-1.10 | 3 - 9 |
| II | 1 | 2 | 2.1-2.5 | 10 - 17 |
| III | 1 | 14 | - | 238-242, 262-264, 266-268 |
| IV | 1 | 50 | 50.1-50.8 | 50.1-50.8 |
| V | 1 | 5 | 5.5 | 36 - 38 |

Reference Books:

1. Dr. Francis Cherunilam, "Business Environment Text and Cases", Himalaya Publishing House, Mumbai, 25th Edition, 2017.
2. C.B.Gupta, "Management Theory and Practice", Sultan Chand & Sons, New Delhi, 19th Revised Edition, 2017.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)
Semester II
(2018 – 2021)

Part I: அலுவலக மேலாண்மை (18UBPL21)
(For those who join from June 2018 and afterwards)

| | |
|--------------------------|-------------------------|
| Credits : 3 | Int. Marks : 25 |
| Hours / Week : 6 | Ext. Marks : 75 |
| Duration : 90 Hrs | Max. Marks : 100 |

கற்றலின் நோக்கங்கள்:

- அலுவலக அமைப்பு முறை மற்றும் செயல்முறைகள் பற்றி எடுத்துரைத்தல்.
- அலுவலகத் தகவல் தொடர்பு மற்றும் அதன் வகைகளை அறியச் செய்தல்.
- கோப்பிடுதல் முறைகளைப் பற்றி எடுத்துரைத்தல்.

கற்றலின் விளைவுகள்:

1. அலுவலகம் என்பதன் தலையாய கடமையை உணர்த்துதல்.
2. அலுவலகத்தின் அடிப்படையான அவசியங்களையும், நோக்கங்களையும் புரிதுரைத்தல்.
3. கோப்பீட்டின் பயன்பாடுகளையும் மற்றும் பயன்படுவதன் நோக்கங்களையும் கற்றுணர்த்தல்.
4. கோப்பீட்டின் பாதுகாப்பு அம்சங்களை ஆராய்தல்.
5. செய்திகளை பரிமாற்றும் விதம் மற்றும் வகைகள் பற்றிய முக்கியத்துவத்தை விளக்குதல்.

பிரிவு -1

(18 hrs)

அலுவலக மேலாண்மை - அலுவலக மேலாண்மையின் கூறுகள் - அலுவலக மேலாண்மையின் பணிகள் - அலுவலக மேலாளர் - அலுவலக மேலாளருக்கு வேண்டிய தகுதிகள்- அலுவலக மேலாளரின் பணிகளும், கடமைகளும் - அலுவலக அமைப்பு - அமைப்புக் கோட்பாடுகள் - அமைத்தலின் கட்டங்கள் - துறைகள் அமைத்தல்

பிரிவு -2

(18 hrs)

அலுவலக முறைகள் - அலுவலக முறைகளின் கோட்பாடுகள்- அலுவலக நடைமுறைகள் - அலுவலக முறைகளுக்கும் நடைமுறைகளுக்கும் உள்ள வேறுபாடுகள் - நவீன அலுவலகம் - பணிகள் மற்றும் முக்கியத்துவம் - அலுவலக இடஅமைப்பு - அலுவலக அமைப்புத் திட்டம் - நோக்கங்கள் - கோட்பாடுகள்

பிரிவு -3

(18 hrs)

கோப்பிடுதல் - பணிகள் - இயல்புகள் - மையக்கோப்பிடு முறையும் பண்முகக் கோப்பு முறையும் - கோப்புகளை வகைப்படுத்துதல் - கோப்பு முறைகள் - சுட்டகராதி - முக்கியத்துவம் - இயல்புகள் வகைகள் - அலுவலகத் தகவல் தொடர்பு - வகைகள்

பிரிவு -4

(18 hrs)

அலுவலக அஞ்சல் முறை - அஞ்சலைக் கையாளுவத்தில் உள்ள கட்டங்கள் - கடிதப் போக்குவரத்து - நன்மைகள் - கடிதம் தயாரித்தல் - கடிதம் எழுதும் முறைகள் - சுருக்கெழுத்துப் பணிகள்

பிரிவு -5

(18 hrs)

அலுவலக அறிக்கைகள் - அறிக்கைகளின் வகைகள் - அமைப்பு மற்றும் அறிக்கைகளின் செயலாக்கம் பிழை திருத்தப் பிரதி திருத்துதல் - குறியீடுகளைப் பயன்படுத்தும் முறைகள்

பாடப் புத்தகம்:

1. முனைவர். V. ராதா, “அலுவலக மேலாண்மை”, பிரசன்னா பப்ளிஷர்ஸ், சென்னை, 3 ஆம் பதிப்பு, 2004.
2. முனைவர். கு. அன்பழகன் மற்றும் இராமர், “அலுவலக மேலாண்மை”, மெரிட் இந்தியா பப்ளிக்கேசன், மதுரை 3 ஆம் பதிப்பு, 1996.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|------------------|
| I | 1 | 1 | - | 1 - 10 |
| | | 2 | - | 11 – 15, 31 - 32 |
| II | 1 | 3 | - | 34 – 37 |
| | | 4 | - | 53 - 56 |
| | | 5 | - | 58 - 68 |
| III | 1 | 9 | - | 112 – 130 |
| | | 10 | - | 131 - 141 |
| IV | 1 | 11 | - | 142-157 |
| V | 2 | 14 | - | 186 - 189 |
| | 1 | 17 | - | 207 - 209 |

குறிப்பு நூல்:

1. R.S.N. Pillai and Bagavathy, “Modern Commercial Correspondence and Office Management”, S. Chand & Sons Publication, New Delhi, Reprint 2013.

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration with Computer Application
UG Programme – B.B.A (CA)
Semester II
(2018 – 2021)

Core III: Business Environment (18UBPC21)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To provide the learners with effective knowledge on various Internal and External environments of business which have a considerable influence on the course of business.
- To give learners the fundamental knowledge of a range of business organizations, and the many factors that shape the nature of organizations operating in an increasingly complex business world.

Course Outcomes:

1. The learners will understand the nature of environment and suggest a suitable organizational arrangement for scanning the environment
2. The learners will be able to know the economic role of government and the political environment factors which influence the business.
3. The learners will be able to know the elements of demographic environment and its inspection on business.
4. The learners will familiarize with the impact of culture in business.
5. The learners will understand the technology on business and can bring the interface between technology and business.
6. The learners will be able to know the benefits and problems of MNCs to host country and home country.
7. To familiarize the learners about the code of conduct of multinational companies in India.

UNIT I **(15 hrs)**

Business Environment – Meaning – Environmental analysis – Techniques – Steps – Types of environmental forecasting – Economic environment – Nature – Structure – Economic Policies – Economic Conditions.

UNIT II **(15 hrs)**

Political and Legal Environment – Functions of state – Economic role of government – Government and legal environment – Economic roles of government in India – The Constitutional environment.

UNIT III **(15 hrs)**

Demographic and Societal Environment – Population Size – Falling birth rate and changing age structure – Migration and Ethnic aspects. Business and Society – Objectives – Importance - Business and Culture – Elements of culture – Impact of culture- Culture and Organisational Behaviour

UNIT IV**(15 hrs)**

Emerging trends in business environment technology – Technological environment – Innovation – Technological leadership and followership – Technology and Competitive advantage – Sources of technological dynamics – Time lags in technology introduction / absorption – Appropriate technology and technology adaptation – Impact of technology on Globalisation – IT and Marketing -Transfer of technology.

UNIT V**(15 hrs)**

Multi-National Corporations (MNC) – Meaning and Definition – Organizational models – Dominance of MNCs – MNCs and international trade – Merits of MNCs – Demerits – Perspectives – Code of conduct – Multinationals in India

Text Books:

1. Dr. Francis Cherunilam, “Business Environment”, Himalaya Publishing House. Mumbai – 26th Edition, 2017.
2. K. Aswathappa, “Essentials of Business Environment”, Himalaya Publishing House, 13th Revised Edition, 2017.

| Unit | Text Book No | Chapters | Section | Page No. |
|------|--------------|----------|---------|--------------------------|
| I | 1 | 1 | - | 4-13,88-91, |
| | 1 | 8 | - | 142-143, |
| | 1 | 4 | - | 75,79-83 |
| | 1 | 5 | - | 88-91,94,99,100 |
| | 1 | 7, 8 | - | 131, 146 |
| | 1 | 6 | - | 108,109 |
| II | 1 | 8 | - | 146-149 |
| | 1 | 11 | - | 208,211 – 213, 217 - 219 |
| III | 1 | 5 | - | 86- 89, |
| | 2 | 12 | - | 258, 265 - 269 |
| | 2 | 6 | - | 133-145, 149-150,152-153 |
| IV | 1 | 14 | - | 239-258,260-268 |
| V | 1 | 40 | - | 674 – 677, 679 - 685 |

Reference Books:

1. Sampat Mukherjee, “Economic Environment of Business”, New Central book Agency, 1st Edition, Kolkata.
2. Justin Paul, “Business Environment”, Tata McGraw hill publishing Company (P) Ltd, NewDelhi, 2006.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester II
(2018 – 2021)

Core IV: Cost Accounting (18UBPC22)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To familiarize the learners with the basic cost accounting concept.
- To equip the learners to know the techniques maintaining the stock level.
- To enable the learners to take decision for cost control

Course Outcomes:

1. To enable the learners to prepare the cost sheet.
 2. To enable the learners to understand the stock levels.
 3. To enable the learners to learn the Labour turnover ratio.
 4. To enable the learners to identify the method of Remuneration.
 5. To enable the learners to understand the allocation of overheads.
 6. To enable the learners to prepare the primary distribution.
 7. To enable the learners to learn the procedure for process costing.
-

UNIT I **(15 hrs)**

Cost Accounting – Objectives – Functions – Financial Accounting vs. Cost Accounting – Methods of Cost – Types of Costing – Classification- Elements of cost – Non-cost Expenses – Cost Sheet – Production Account.

UNIT II **(15 hrs)**

Material control – Objectives – Essentials – Advantages - Purchase Department – Stock Levels – Methods of pricing of material issue – FIFO, LIFO, Simple Average and Weighted average method

UNIT III **(15 hrs)**

Labour – Direct and Indirect Labour – Labour Turnover Ratio – Method of Remuneration – Time Rate System and Piece Rate System – Bonus system

UNIT IV **(15 hrs)**

Overhead – Meaning – Allocation and Apportionment – Classification – Principles of apportionment - Primary Distribution.

UNIT V**(15 hrs)**

Process Costing - Process costing Vs Job costing-Features-Advantages-Disadvantages- Procedure-Losses and gains in process-Normal loss-abnormal loss- Abnormal gain

Note: Question must be asked 60% on Problem 40 % on Theory

Text Books:

1. R.S.N. Pillai, and Bagawathi V, “Cost Accounting”, S. Chand & Company Ltd, New Delhi, 7th Edition, 2017.
2. Shukla M.C., Grewal T.S., “Cost Accounting Text and Problems” S. Chand & Company Ltd, New Delhi, Reprint 2006.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------|
| I | 1 | 1 | - | 4-8 |
| | 1 | 2 | - | 20-40 |
| II | 1 | 3 | - | 67,68 |
| | 1 | 4 | - | 82-89 |
| | 1 | 5 | - | 112-123 |
| III | 1 | 7 | - | 146,159-161 |
| | 1 | 8 | - | 164-180 |
| IV | 1 | 9 | - | 211-224 |
| V | 1 | 19 | - | 482-498 |

Reference Books:

1. S.P. Jain, and Narang K.L.,” Cost Accounting”, Kalyani Publishers, Ludhiana, 8th Edition, 2013.
2. Reddy T.S., and Hari Prasad Reddy, “Cost Accounting”, Margham Publication, Chennai, 4th Edition reprint 2012.

Sri Kaliswari College (Autonomous), Sivakasi
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UG Programme – B.B.A. (CA)

Semester II
(2018-2021)

Allied Course II: Office Automation Lab (18UBPA2P)
(For those who join from June 2018 and afterwards)

Credits : 3

Hours/Week : 4

Duration : 60 Hrs

Int. Marks : 40

Ext. Marks : 60

Max. Marks : 100

Course Objectives:

- To make the learners to prepare document, slide show.
- To make the learners to prepare excel sheet, chart display.

Course Outcomes:

1. Practice the learners how to open the word in computer.
 2. Prepare the learners to write a business letter using Word.
 3. Make the learners to create a time table using Word.
 4. Prepare the learners to write a resume using Word.
 5. Help the learners to create an prospectus using Word.
-

Text Editing and Formatting Tool

1. Preparing Business letter pad by using header & footer option.
2. Preparation of Time Table by using tables
3. Resume Preparation with Cover Letter
4. Agenda Preparation.
5. Preparing circular letter using mail merge.
6. Designing a new letter by using Drop cap, Wrapping text, Split column, change case and sort.
7. Preparation of Prospectus.
8. Menu card preparation for Hotel.

Spread Sheet Tool

9. Preparation of Students Mark Statement by using charts
10. Preparation of Employee Payroll Calculation by using tools
11. Usage of Statistical functions (Any three).

Slide Preparation Tool

12. Preparing a company advertisement.
13. Creation of Slide by using Photo Album
1. Preparing a Business presentation.

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Semester II
(2018 – 2021)

Non Major Elective II: Entrepreneurship Development (18UBPN21)
(For those who join from June 2018 and afterwards)

| | | | |
|----------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week: | 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To familiarize the learners to learn the functions of entrepreneur.
- To familiarize the learners to learn the entrepreneur role.

Course Outcomes:

- Preach the crucial role of Entrepreneur.
 - Understand them to distinguish between an Entrepreneur and a manager.
 - Realize them about real function of an entrepreneur.
-

UNIT I **(6 hrs)**

Entrepreneur- Meaning- Characteristics- Functions of Entrepreneurs- Distinguish between an Entrepreneur and a Manager- Types of entrepreneur-Women entrepreneur.

UNIT II **(6 hrs)**

Project-Meaning- Classification- Identification- Selection.

UNIT III **(6 hrs)**

Project Report –Meaning-Significance –Contents-Formulation of a Project Report.

UNIT IV **(6 hrs)**

EDP-Meaning-Need-Objectives- Course Contents and Curriculum-Phases.

UNIT V **(6 hrs)**

Institutional Support to Entrepreneurs- DIC Specialized Institutions-NISEBUD, NISIET

Text Book:

1. Dr. S.S. Khanka, “Entrepreneurial Development” S.Chand & Company Ltd., New Delhi, Reprint 2010.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|-----------------|
| I | 1 | 1,3 | - | 1-6,18-19 |
| II | 1 | 11 | - | 83-87 |
| III | 1 | 12 | - | 88-93 |
| IV | 1 | 9 | - | 61-64 |
| V | 1 | 18 | - | 163-164,166-167 |

Reference Book:

1. Gordon. E and Natarajan, “Entrepreneurship Development”, Himalaya Publishing House Pvt. Ltd., 2011.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester II
(2018 – 2021)

Enrichment Course II: Business Communication (18UBPE21)

(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week | : 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To provide the learner with a basic knowledge about the verbal and non -verbal communication.
- To develop an awareness of the layout of business letter.
- To develop and deliver effective presentations.

Course Outcomes:

1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.

UNIT I

(6 hrs)

Communication – Definition - Need - Objectives – Importance of communication to business – Process of communication – Barriers.

UNIT II

(6 hrs)

Business communication – Importance – Types of communication employed by business organizations – External communications – Advantages – Internal communication – Personal communication – Directions of communication – Downward and upward communication – Horizontal communication.

UNIT III

(6 hrs)

Layout of Business Letter – General Precautions – Letterhead / Heading – Different Models of Letterhead – Date line - Inside address – Salutation – Body – Complimentary close – Signature – Illustrations of full block form and Modified block form – Features in the layout of a Business letter – Essential features – Full Block format – Indented form – Modified block form – Optional features in a letter - Role of technology in business communication.

UNIT IV**(6 hrs)**

Offer – Meaning – Similarities and Dissimilarities between an offer and quotations – Kinds of offer – Essential features of an offer – Drafting an offer letter - Method of drafting an offer letter – Points to be remembered while drafting offer letters – Quotations- clauses relating to transit of goods – Abbreviations and terms used in offers and quotations.

UNIT V**(6 hrs)**

Reports and Report – Writing: Need of Report – Importance of a report as a tool in the management process – Kinds of reports – Classification based on length - Classification based on content – Meaning of effective reports – Guidelines to be followed to make a report effective – Project reports – Short reports - Format of a short report - Guidelines on the preparation of short report – Preparation of a long report – Layout of a long report.

Text Book:

1. Prof. N.S. Ragnathan and Prof. B. Santhanam, “Business Communication”, Margham Publications, 4th Revised edition 2015, Chennai.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|------------------------|
| I | 1 | 1 | - | 1.1 – 1.7 |
| II | 1 | 1 | - | 1.8 – 1.15 |
| III | 1 | 1 | - | 5.1 - 5.18 |
| IV | 1 | 1 | - | 9.1 – 9.13 |
| V | 1 | 1 | - | 27.1 – 27.5,27.7-27.11 |

Reference Book:

1. R.S.N. Pillai and Bagawathi, “Modern Commercial Correspondence”, S. Chand Publishing Company, New Delhi, 2010.

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Semester III
(2018 – 2021)

Core V: Organisational Behaviour (18UBPC31)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 25 |
| Hours / Week | : 6 | Ext. Marks | : 75 |
| Duration | : 90 Hrs | Max. Marks | : 100 |

Course Objectives:

- To impart the knowledge on the behaviour of individual, group and the overall organization in different aspects.
- To emphasize the value of group activities and decision making.

Course Outcomes:

1. Helps to understand the employees in a better way.
2. Enable the learners to assess the concepts of OB principles and concepts.
3. Helps to know how employees act, feel and think in an organization.
4. Motivate the learners to work in a team collectively for better productivity.
5. Help to create and sustain organizational culture.
6. Helps to change and develop the organization by applying behavioral theories.

UNIT I **(18 hrs)**

Organisational Behaviour (OB) – Introduction – Elements – Nature and Scope – Need – Disciplines of OB – Evolution – Development – OB Process – Challenges.

UNIT II **(18 hrs)**

Individual Behaviour – Introduction – Individual Differences – Human Behaviour and its Causation – Models of Man – Personality – Introduction – Determinants – Types – Theories.

UNIT III **(18 hrs)**

Perception – Process – Factors affecting perception – Attitudes – Formation – Types – Measurement of Attitude – Change of Attitude – Values – Types – Learning – Determinants – Learning theories (Classical Conditioning, Operant Conditioning, Cognitive, Social Learning) – Learning principles.

UNIT IV **(18 hrs)**

Group Dynamics – Characteristics – Reason for Joining group – Types – Stages of group formation group behaviour – Motivation – Theories of Motivation (Maslow, Herzberg two factors) – Motivational Tools – Incentives, Job Design – Leadership – Functions – Styles – Theories (Trait Theory, Behavioural Theory, Managerial Grid).

UNIT V **(18 hrs)**

Organisational Change – Introduction – Reasons for Change – Types – Planned Change – Kurt Lewi's Change model – Resistance to change – Managing resistance – Organizational Development (OD) – Introduction – Characteristics – Models of OD – OD Intervention.

Text Book:

1. S.S. Khanka, “Organisational Behaviour – Text and Cases” S. Chand & Company Ltd, New Delhi, Revised Edition, 2013.

| Unit | Text Book | Chapters | Section | Page No. |
|-------------|------------------|-----------------|----------------|---|
| I | 1 | 1, 2 | - | 3 – 11, 16 – 20 |
| II | 1 | 4,5 | - | 31 – 38, 41 – 47 |
| III | 1 | 6,7,8 | - | 58, 59 – 62, 72 – 77, 89 – 92 |
| IV | 1 | 9, 10,11 | - | 105, 107 – 114, 125 – 127,137 – 140, 208, 211 – 214 |
| V | 1 | 22 | - | 283 - 298 |

Reference Books:

1. Dr. P. Subbarao, “Management and Organisational Behaviour – (Text and Cases)”, Himalaya Publishing House, Mumbai, 2nd Edition, 2017.
2. K. Aswathappa, “Organisational Behaviour – (Text, Cases and Games)”, Himalaya Publishing House, Mumbai, 12th Edition, 2016.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester III
(2018 – 2021)

Core XVI: Marketing Management (18UBPC32)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 25 |
| Hours / Week | : 6 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To equip the learners with required skills to be a good marketing manager.
- To provide insights into the concepts, functions and techniques of marketing management.

Course Outcomes:

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives.
3. Enhance business communication skills required to work effectively with a marketing team.
4. Evaluate marketing implementation strategies.
5. Identify core concepts of marketing and the role of marketing in business and society.
6. Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.

UNIT I

(15 hrs)

Market – meaning - Marketing - Meaning, definition – Importance - Functions of marketing – Evolution of marketing concept – Changing concepts of marketing - Modern Marketing Concepts - Marketing Mix-elements

UNIT II

(15 hrs)

Market Segmentation – Meaning – Requirements of effective segmentation - Bases of segmentation - levels of segmentation - Consumer Behavior – Factor influencing consumer buying behavior – Consumer decision making process - buying motives of Consumer.

UNIT III**(15 hrs)**

Product – Meaning - Levels of product – Product Objectives and Policies – Branding: Brand name-Functions – Kinds of Brand and Brand names and Packaging: Meaning – Functions – Kinds – Essentials of good package - Product Life Cycle (PLC) - New Product Development

UNIT IV**(15 hrs)**

Pricing – Meaning- -Factors affecting price- objectives of pricing - Kinds of pricing-New Product Pricing-Channels of Distribution-Meaning-Kinds of Distribution Channels – Functions of Distribution Channels

UNIT V**(15 hrs)**

Advertising – Definition- Objectives - Kinds of advertisement-Importance of advertising- Advertising media— Choice of advertising media - Advertisement copy- - Advertising agency: Meaning and advantages - Sales Promotion-Meaning-Levels of sales promotion.

Text Book:

1. Dr. C.B. Gupta and Dr. N. Rajan Nair, “Marketing Management”, S. Chand & Sons Co., Ltd., New Delhi, 15th Revised Edition, 2012.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------------------------------|
| I | 1 | 1 | - | 1.6 – 1.17 |
| | 1 | 2 | - | 2.4-2.11 |
| | 1 | 5 | - | 5.16 – 5.18 |
| II | 1 | 5 | - | 5.2 – 5.10 |
| | 1 | 4 | - | 4.8 – 4.18 |
| III | 1 | 7 | - | 7.7 – 7.10, 7.15 – 7.20, 7.22 -7.26 |
| | 1 | 8 | - | 8.3 – 8.7, 8.8 – 8.9 |
| IV | 1 | 9 | - | 9.5, 9.7 - 9.11, 9.15 – 9.19 |
| | 1 | 10 | - | 10.4, 10.7 – 10.8, 10.29-10.45 |
| V | 1 | 13 | - | 13.2- 13.7, 13.12-13.21, 13.25 |
| | 1 | 15 | - | 15.2, 15.5 – 15.10 |

Reference Books:

1. Dr. R.L. Varshney and Dr. S.L. Gupta, “Marketing Management”, S. Chand & Sons Co. Ltd., New Delhi, 8th Revised Edition, 2015.
2. Rajan Saxena, “Marketing Management”, Tata McGraw - Hill Publishing Co., Ltd., 3rd Edition, 2006.

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Semester III
(2018 – 2021)

Core VII: Business Statistics (18UBPC33)
(For those who join from June 2018 and afterwards)

Credits : 4

Hours / Week: 5

Duration : 75 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To know the important concepts in statistics.
- To learn the sampling techniques used in a research.
- To acquire knowledge in statistical tools applied in business and research.

Course Outcomes:

1. Acquire knowledge in statistical tools applied in Business.
2. Students can get an exposure about the classification, coding and tabulation of Data.
3. Enlighten the learner's knowledge about measures of Dispersion.
4. Impart the fundamental knowledge of measures of central tendency to the learners.
5. Enrich the learners to inculcate the knowledge of measuring correlation and Regression-analysis for the research work.
6. Facilitates the learners to get a clear idea about the consumer Price Index Number methods.

UNIT I

(15 hrs)

Statistics – Importance – Functions – Data – Primary Data - Secondary Data – Classification and Coding - Tabulation – Diagrammatic and Graphic Presentation – sampling – Types of sampling.

UNIT II

(15 hrs)

Arithmetic Mean – Geometric Mean – Harmonic Mean – Median – Mode. Measures of Dispersion – Range – Quartile Deviation – Mean Deviation – Standard Deviation – Co-efficient of Variation.

UNIT III

(15 hrs)

Correlation – Methods of Measuring correlation – Scatter Diagram – Graphic method – Karl Pearson's Co-efficient of Correlation - Rank Correlation- Con-current Deviation method.

UNIT IV**(15 hrs)**

Regression Analysis – Regression line – Regression equations – Least square Method – Deviation taken from actual mean and assumed mean method.

UNIT V**(15 hrs)**

Index numbers – Meaning, Definition, Users, Types – Tests – Consumer Price Index number. Analysis of Time Series – Components, Uses – Methods of determining Trend – Semi-Average Method and Least Square Method.

Text Book:

1. R.S.N. Pillai and Bagavathi, “Statistics Theory and Practice”, S. Chand and Company Pvt. Ltd., New Delhi, 7th Revised Edition, 2009.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|----------|
| I | 1 | 1 | - | 3-7 |
| | | 2 | - | 12-17 |
| | | 4 | - | 27-34 |
| | | 5 | - | 38-44 |
| | | 6 | - | 50-73 |
| | | 7 | - | 81-93 |
| II | 1 | 8 | - | 100-118 |
| | | 9 | - | 124-202 |
| | | 10 | - | 241-308 |
| III | 1 | 12 | - | 396-443 |
| IV | 1 | 13 | - | 465-511 |
| V | 1 | 14 | - | 526-563 |

Reference Books:

1. Dr. P.N. Arora and S. Arora, “Statistics for Management”, S. Chand and Company Pvt. Ltd., New Delhi, Reprint 2016.
2. E.Narayana Nadar, “Statistics”, PHI Learning Pvt. Ltd, New Delhi, 2nd Edition, 2015.
3. D. N. Elhance, Veena Elhance and B.M. Aggarwal, “Fundamentals of Statistics”, Kitab Mahal, Allahabad, Reprint 2002.

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Semester III
(2018-2021)

Core VIII: DTP and Multimedia Lab (18UBPC3P)
(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 40 |
| Hours/Week | : 5 | Ext. Marks | : 60 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To know about the Basics of designing software.
- To know about the Basics of designs and its role in Business.

Course Outcomes:

1. Train the learners to create a Newsletter using PageMaker.
 2. Practice the learners to design an Invitation using PageMaker.
 3. Make the learners to create a Logo using CorelDraw.
 4. Train the learners to create a Business card and Banner using CorelDraw.
 5. Practice the learners to apply Tweening and Morphing technique using Flash.
 6. Make the learners to design a greeting card and apply different filters by using Photoshop.
-

PageMaker:

1. Newsletter creation using PageMaker
2. Design a Wedding Invitation using PageMaker
3. Pamphlet creation using PageMaker
4. Bill Book creation using PageMaker

CorelDraw:

5. Logo creation using CorelDraw
6. Book Cover creation using CorelDraw
7. Banner creation using CorelDraw
8. Business Card Creation using CorelDraw.

Flash:

9. Create motion along a path using flash.
10. Apply Morphing Technique using flash.
11. Spot light mask Creation using flash.

Photoshop:

12. Designing of Greeting cards using Photoshop.
13. Coloring a given black and white image using Photoshop.
14. Apply different filter to the image (Any 5 filter) using Photoshop.
15. Creation of Image cloning using Photoshop.

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Semester III
(2018-2021)

Allied Course III: Desktop Publishing – Theory (18UBPA31)

(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|--------------------|-------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours/Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks: | 100 |

Course Objectives:

- To help the learners to know about the Basics of Desktop Publishing Concepts.
- To make the learners to familiarize with desktop publishing tools & its application.

Course Outcomes:

1. Understand the various concepts in Design.
2. Enrich the knowledge of various designing.
3. Equip the knowledge with formatting text in PageMaker.
4. Help the learners to know working in PageMaker.
5. Exhibit the learners how to create master page in PageMaker.

UNIT I

(12 hrs)

Introduction – Beginning a Design – General Design Considerations – Text Organization – Beginning Common Media Publications – Newsletters – Letter Heads – Small Advertisements – Long Advertisements – Visiting Cards - Brochures – Catalogues.

UNIT II

(12 hrs)

Getting Started with PageMaker: Working in PageMaker – The PageMaker Window – Components of the sample Document – Working with Text – Saving the Publication – Closing the Publication and Quitting Pagemaker – Editing Text: Making changes in the Publication – The Story Editor – Finding a Word – Searching by Format – Closing the Story Editor – Correcting Mistakes – Formatting Text: Changing the Font, Font Size – Making the Text Bold – Italicizing the Text – Underlining the Text – Aligning the Text – Style Sheets – Importing Styles – Bullets and Numbering.

UNIT III

(12 hrs)

Master Pages – Creating Master page – Applying a Master pages – Removing a Master page – Editing a Master page – Creating a New Publication – Working with Columns – Working with Graphics and Objects: Creating Simple Graphics – Displaying the Colors Palette – Wrapping Text Around a Graphic – Importing Graphics – Resizing a Graphic – Moving a Graphic – Adding Caption to the Graphic – Cropping a Graphic - Grouping and Ungrouping Elements – Links – The Links Manager – Managing and Printing a Publication: Page Orientation – Page Numbering – Page Size – Dimensions – Margins – Table of Contents – Managing Books – Printing a Publication.

UNIT IV**(12 hrs)**

CorelDRAW Basics: Getting Started with CorelDRAW – Creating a New File - The CorelDRAW Screen – Drawing Basic Geometric Figures – Saving a File – Closing a File – Views – The View Manager – Drawing and Selecting: Getting Familiar with the Toolbox – Getting Started with the Project – Selecting an Object – Changing the Shape of an Object – Combining Two Objects – Drawing a Polygon, Curve line, Straight lines – Welding the Objects – Blending the Objects – The Artistic Media Tool – Grouping Objects.

UNIT V**(12 hrs)**

Working with Text: The Text Tool – Getting Started with the Book Cover – Formatting Text – The Text Editor – Working with Images: Bitmap and Vector Images – Importing Images – Resizing, Rotating and Skewing Images – Cropping an Image – Importing Images from a CD – Adding Special Effects to Bitmaps – Converting to Bitmap – Exporting Images to Other Applications – Page Layout and Background: Changing the Page Size, Page Layout, Page Background – Page Frame.

Text Books:

1. Vikas Gupta, “Comdex Desktop Publishing Course kit”, Dream tech Press, 1st Edition, 2005.
2. Dr.P.Rizwan Ahmed, “Introduction to Information Technology”, Margham Publications, 2nd Revised Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-----------------------------------|
| 1 | 1 | 1 | - | 18, 29-39 |
| 2 | 1 | 1- 3 | - | 100-133,138-148,152-165,170-183 |
| 3 | 1 | 4-6 | - | 201-212, 214-223, 227-245,248-261 |
| 4 | 1 | 1,2 | - | 266-287,290-306 |
| 5 | 1 | 3-5 | - | 316-319,323-347,350-364,366-377 |

Reference Books:

1. Kogent Learning Solutions Inc. “CorelDraw X5 IN SIMPLE STEPS”, Dream Tech Press, 1st Edition, 2012.
2. Ramesh Bangia, “Learning Desk Top Publishing”, Khanna Publishers, 2nd Revised Edition 2015.

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(2018 – 2021)

Skill Based Course I: Soft Skill for Managers – Theory (18UBPS31)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 2 | Int. Marks | : 25 |
| Hours / Week | : 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To understand the basic attributes of Soft Skills and helps to realize oneself.
- Helps the learners to aware about the Group Discussion and Interview techniques.

Course Outcomes:

1. The learners can understand and analyze their own strength and weakness through SWOT analysis.
2. The learners can know the acceptable body language.
3. The learners can effectively participate in Group Discussion.
4. Make the learners to use the available time in an effective way.

UNIT I **(6 hrs)**

Soft skills – Importance – Attributes – Exhibiting your skills – Identifying your skills – Improving your soft skills – Practicing soft skills.

UNIT II **(6 hrs)**

Know Thyself or Self Discovery – Introduction – Importance – Process of knowing yourself – SWOT Analysis – Benefits of SWOT Analysis – Using SWOT Analysis - SWOT Analysis Grid.

UNIT III **(6 hrs)**

Body Language – Introduction – Voluntary & Involuntary Body Language – Forms – Parts – Uses – Types – Improving your Body Language.

UNIT IV **(6 hrs)**

Group Discussion (GD) – Introduction – Characters tested in GD – Tips – Types – Skills required – Consequences – GD Etiquette – Techniques – Interview – Introduction – Types – Types of questions asked – Reasons for selecting a candidate – Reasons for rejecting a candidate – Dress code at interview.

UNIT V **(6 hrs)**

Time Management – 80:20 rule – Features of Time – Secrets of Time Management – Time Management Matrix – Effective scheduling – Difficulties in Time Management – Overcoming Procrastination

Text Book:

1. Dr. K. Alex, “Soft Skills – Know Yourself and Know the World” S. Chand & Company Pvt. Limited, New Delhi, 3rd Revised Edition, 2014.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|------------------------|
| I | 1 | 1 | - | 1 – 12 |
| II | 1 | 2 | - | 13 – 19 |
| III | 1 | 12 | - | 120 – 133 |
| IV | 1 | 14, 17 | - | 151 – 159 207 – 218 |
| V | 1 | 18 | - | 224 - 231 |

Reference Books:

1. M.S. Rao, “Soft Skills: Enhancing Employability”, I.K. International Publishing House Pvt. Ltd., New Delhi, 1st Edition, 2010.
2. Hari Mohan Prasad and Rajnish Mohan, “How to prepare for Group Discussion and Interview”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2nd Edition, 2009.

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Semester III
(2018 – 2021)

Value Based Course I: Business Ethics (18UBPV31)
(For those who join from June 2018 and afterwards)

| | | | |
|----------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week: | 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To understand the basic concepts in Business Ethics.
- To establish moral standards/norms of behavior and issues relating to various business areas.

Course Outcomes:

1. Enable the learners accustom with the Business Ethics.
2. Helps the learners to understand the professional ethical standards in Marketing and Human Resource Management.
3. Assist the learners to be familiar with the environmental ethics.

UNIT I **(6 hrs)**

Ethics – Definition – Morality and Law – Moral Standards – Ethical Theories in relation to Business.

UNIT II **(6 hrs)**

Business Ethics – Principles of professional Ethics – Code of conduct and Ethics for managers – Roots of unethical behaviour – Ethical Decision making – Characteristics of an Ethical organization – Recognizing Ethical organization.

UNIT III **(6 hrs)**

Environmental Ethics – Role of Stakeholders in Environmental Preservation – Innovative Business responses to Environmental Regulations – Environmental Audit.

UNIT IV **(6 hrs)**

Marketing Ethics – Indian Economy Context – Normative Marketing Ethics – Areas in Marketing Ethics.

UNIT V **(6 hrs)**

Ethics in Human Resource Management – Definition – Emerging challenges of HRM – HR related Ethical issues – Role of HRM in creating an ethical organization – Institutional Culture.

Text Book:

1. A. C. Fernando, “Business Ethics and Corporate Governance” Pearson India Education Services Pvt. Limited, Noida, 2nd Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|---------------------|
| I | 1 | 2 | - | 26 – 28, 30 |
| II | 1 | 1 | - | 2 – 4, 9 – 10, 14 |
| III | 1 | 4 | - | 87 – 89, 95 – 100 |
| IV | 1 | 5 | - | 131 – 135 |
| V | 1 | 6 | - | 156, 159, 162 – 165 |

Reference Books:

1. Dr. S.S. Khanka, “Business Ethics and Corporate Governance - Principles and Practices”, S. Chand and Sons, New Delhi, 1st Edition, 2014.
2. C.S.V. Murthy, “Business Ethics”, Himalaya Publishing House, New Delhi, 1st Edition, 2017.

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Core IX: Entrepreneurship (18UBPC41)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 25 |
| Hours / Week | : 6 | Ext. Marks | : 75 |
| Duration | : 90 Hrs | Max. Marks | : 100 |

Course Objectives:

- To provide knowledge about the different entrepreneurial traits.
- To familiarize the learners with the institutions that assist entrepreneurship.

Course Outcomes:

1. Know the parameters to assess opportunities and constraints for new business ideas.
2. Understand the systematic process to select and screen a business idea.
3. Design strategies for successful implementation of ideas.
4. Equip to write a business plan.
5. Analyze the internal/external factors affecting a business/organization to evaluate business opportunities.
6. Define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing.

UNIT I **(18 hrs)**

Entrepreneur- Definition- functions –Qualities - types – Entrepreneurship: Definition, Role of entrepreneurship in economic development – Entrepreneurship as a career - Rural Entrepreneurship – Meaning – Need – Problems.

UNIT II **(18 hrs)**

Entrepreneurship Development Programme (EDP) – Meaning, Need, Phases in EDP, Problems in EDP, Institutions for EDP-TCO, NIESBUD. Women Entrepreneurs- Functions - Profile - Problems – Suggestions.

UNIT III **(18 hrs)**

SSI – Definition – Steps in starting SSI unit –Registration and Licensing SSI unit. Small Enterprises - Meaning and Definition – Features and Characteristics – Scope and Objectives of Micro Enterprises – Problems.

UNIT IV**(18 hrs)**

Project Classification – Project Life Cycle - Project Identification – Steps - Project Report – Contents, Project Appraisal – Meaning – Feasibility analysis – Market, Technical, Financial, Economic, Managerial and Social

UNIT V**(18 hrs)**

Need for Institutional support- Institutional Support to Entrepreneurs: NSIC, SIDO, SSIB, SSID, SISI, DIC, Industrial Estates. Sickness in SSI unit: Definition-Symptoms – Causes – Remedial measures.

Text Books:

1. Dr. S.S. Khanka, “Entrepreneurship Development” S. Chand & Company Ltd, New Delhi, 5th Revised Edition, 2012.
2. Dr. L. Rengarajan, “Entrepreneurial Development”, Sree Renga Publications, Rajapalayam, 3rd Edition, 2008.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------------------------|
| I | 2 | 1 | - | 1, 6-7, 9-14, 25 |
| | 2 | 3 | - | 54,56-58 |
| II | 2 | 7 | - | 90,92-93,96-101 |
| | 2 | 8 | - | 110 – 113 |
| | 2 | 2 | - | 36-38, 45-48 |
| III | 2 | 16 | - | 228-233 |
| | 1 | 13 | - | 249,253-254,258 – 259,271-273 |
| IV | 2 | 9 | - | 125-127,128,130-132, |
| | 2 | 11 | - | 144-149, 153 - 158 |
| V | 1 | 21 | - | 403-414 |
| | 2 | 20 | - | 262,264-269,272- 273 |

Reference Books:

1. C.B. Gupta and N.P. Srinivasan, “Entrepreneurial Development”, Sultan Chand and Sons, New Delhi, 6th Revised Edition, 2012.
2. Madhurima Lall and Shikha Sahai, “Entrepreneurship”, Excel Books, New Delhi, 1st Edition, 2006.

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Core X: Banking and Insurance Management (18UBPC42)

(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To study the banking systems and its operations.
- To create awareness among the learners of E-banking concepts.

Course Outcomes:

1. Learners can understand and get expertise in the operations of a commercial bank.
2. Learners learn the basic principles of banking.
3. Learners can have awareness about technological banking.
4. Learners are provided with the basic concepts and principles of Insurance.
5. Learners can understand the types of insurance and its benefits.
6. Learners provide with the procedure of claims and settlements of Insurance.

UNIT I **(15 hrs)**

Banking – Origin – Banker – Customer – Types of Customer – Relationship between Banker and Customer – Termination of Relationship – Deposits – General Precautions for opening an account – Types of Deposits (Recurring Deposit Account, Savings Deposit Account, Current Deposit Account and Fixed Deposit Account) – Fixed Deposit Receipt (FDR).

UNIT II **(15 hrs)**

E- Payments (Retail Fund Transfer System) – Introduction – Electronic Clearing Services (ECS) – Special Electronic Fund Transfer (SEFT) – National Electronic Fund Transfer (NEFT) – Real Time Gross Settlement (RTGS) – Society for Worldwide Inter-bank Financial Telecommunications (SWIFT) – Money Transfer Service Scheme (MTSS) – Cheque Truncation System (CTS) – E- Cheque – E- PAY – E- Rail – Tele Banking – Mobile Phone Banking – Automatic Teller Machine (ATM) – Biometric ATM – Biometric Smart Cards.

UNIT III **(15 hrs)**

Insurance – Definition – Nature – Importance – Development of Insurance in India – Essentials of Insurance Contract – Principles of an Insurance Contract.

UNIT IV **(15 hrs)**

Classification of Insurance – Life Insurance – Introduction – Principles – Essential Features – Principal Contingencies – Supplementary Benefits – Riders – Settlement of Claims.

UNIT V**(15 hrs)**

Fire Insurance – Introduction –Principles – Policies and Claim Settlements – Marine Insurance – Types – Fundamental Principles – Warranties – Marine Losses and Claim settlement.

Text Books:

1. Prof. E. Gordon and Dr. K. Natarajan, “Banking Theory, Law and Practice” Himalaya Publishing House Pvt. Ltd, Mumbai, 26th Revised Edition, 2016.
2. S. Arunajatesan and S. Radhakrishnan, “Bank Management” Margham Publications, Chennai, 2nd Revised Edition, 2013.
3. Swarup C. Sahoo and Suresh C. Das, “Insurance Management (Text and Cases)” Himalaya Publishing House Pvt. Ltd, Mumbai, 2nd Revised Edition, 2016.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|-----------------|
| I | 1 | 1,2,4 | - | 1 – 46, 54 – 72 |
| II | 2 | 9 | - | 9.8 – 9.19 |
| III | 3 | 4 | - | 33 – 37 |
| | | 7 | - | 57 – 61 |
| IV | 3 | 4 | - | 38 |
| | | 8 | - | 75 – 82 |
| V | 3 | 19 | - | 176 – 178 |
| | | 20 | - | 181 – 187 |
| | | 22 | - | 200 – 208 |

Reference Books:

1. M.N. Mishra and S.B. Mishra, “Insurance Principles and Practices” S.Chand Publishing Company, New Delhi, 22nd Edition, 2016.
2. Dr. P.K. Srivastava, “Banking – Theory and Practice”, Himalaya Publishing House, Mumbai, 12th Edition, 2016.

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Core XI: Business Mathematics (18UBPC43)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To enlighten the learners' basic mathematical abilities.
- To make the learners to do the basic calculations for the Business applications.
- To enrich the learners' knowledge in the commercial arithmetic calculations.

Course Outcomes:

1. Understanding the basic applications of set theory by independently solving business related problems.
2. Acquire the knowledge with practical problems through set theory and venn diagram.
3. Enhance the learners to develop their knowledge in the fundamental operations of addition, subtraction, multiplication and division through exponential and logarithmic expressions.
4. Enable the learners to solve the problems in the areas of simple interest, compound interest, Bankers' loan, Bankers' discount and depreciation.
5. Enrich the learners to define the basic terms in the areas of business.
6. Gain the analytical knowledge on the business applications of matrices.

UNIT I **(15 hrs)**

Elements of Set Theory – Roster method - Rule method – Types of sets – Union - Intersection – Complements – Difference of two sets – Venn diagram – De-Morgan's Law

UNIT II **(15 hrs)**

Indices - Positive – Fractional – Operational with power function - Logarithms – definition – Exponential form – Laws of logarithms – Change of base – Common Logarithms and Natural logarithms – Characteristics and Mantissa.

UNIT III **(15 hrs)**

Commercial Arithmetic – Simple Interest – Compound Interest – Depreciation - Present value – Normal Rate – Effective rate of interest.

UNIT IV **(15 hrs)**

Discounting of Bills – Face value of bills. Banker's discount – Banker's gain – Normal due rate – Legal due rate – Calculation of period for Bankers discount and True discount - Annuity - Types – Present value – Sinking fund – Amortization of principal.

UNIT V**(15 hrs)**

Determinants – Properties – Product – Matrix – Types – Addition – Multiplication – Matrix inversion – Solving a system of linear equation using matrix inversion – Rank of Matrix – Testing consistency of equation.

Text Book:

1. Dr. M. Manoharan, Dr. C. Elango, and Prof. K.C. Eswaran, “Business Mathematics” Palani Paramount Publications, Palani, 8th Edition, 2013.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|----------|-----------|
| I | 1 | 1 | 1.1-1.22 | 8-53 |
| II | 1 | 2 | 2.1-2.8 | 54-66 |
| | 1 | 2 | 3.1-3.8 | 93-118 |
| III | 1 | 4 | 4.1-4.3 | 126-149 |
| IV | 1 | 4 | 4.4-4.7 | 149 - 184 |
| V | 1 | 8 | 8.1-8.7 | 329-430 |

Reference Book:

1. Dr. A. Rethinapandy and A. Krishnan, “Business Mathematics”, Sree vani Publications, Madurai, 1st Edition, 2010.

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Core XII: Web Designing Lab (18UBPC4P)
(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 40 |
| Hours/Week | : 5 | Ext. Marks | : 60 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To understand the various tags in HTML.
- To enrich the knowledge of Web designing.

Course Outcome:

1. Train the learners to create a bio-data using HTML tags.
2. Practice the learners to prepare a student mark list using table.
3. Make the learners to prepare a Hotel menu using Lists.
4. Train the learners to create an Application form using Forms.
5. Help the learners to reserve a railway ticket using Forms.
6. Practice the learners to create website using Frames.

HTML:

1. Bio data creation using basic HTML tags
2. Time table creation using Tables
3. Student mark list preparation using Tables
4. Hotel menu preparation using Lists
5. Application Form creation using FORMS
6. Create a Feedback Form using Forms
7. Railway ticket reservation using FORMS
8. Web site creation using Frames
9. Syllabus preparation using Frames
10. Image gallery creation using Images

JAVA SCRIPT:

11. Arithmetic operations using JavaScript
12. Odd or even number checking using JavaScript
13. Prime number checking using JavaScript
14. Create a Login form using JavaScript
15. E-Mail ID creation using JavaScript

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Allied Course IV: Web Designing – Theory (18UBPA41)

(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours/Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To know about the Basics of web designing concepts.
- To know about the Basics of internet and its role in Business.

Course Outcomes:

1. Understand the various tags in HTML.
2. Enrich the knowledge of web designing.
3. Equip the knowledge with formatting tags in HTML.
4. Inculcate the knowledge on ordering lists and Building the tables using tags in HTML.
5. Exhibit the learners how to use image tag and frame tag.

UNIT I **(12 hrs)**

Structuring Documents for the Web – Introducing HTML and XHTML – Basic Text Formatting – Presentational Elements – Phrase Elements – Adding Images Using the Element – Using Images as Links – Image Maps – Choosing the Right Image Format – Adding Flash, Video, and Audio to Your Web Pages.

UNIT II **(12 hrs)**

Lists – Core Elements and Attributes – Attribute Groups – Tables – Introducing Tables – Basic Table Elements and Attributes – Adding a <caption> to a Table – Grouping Sections of a Table – Nested Tables – Forms – Introducing Forms – Creating a Form with the <form> Element – Form Controls.

UNIT III **(12 hrs)**

Links and Navigation – Basic Links – Understanding Directories and Directory Structures – Understanding URLs – Creating Links with the <a> Element – Frames – Introducing the Frameset – When To Use Frames – The <frameset> Element – The <frame> Element – Creating Links Between Frames – Setting a Default Target Frame Using the <base> Element.

UNIT IV **(12 hrs)**

Learning JavaScript – How to Add a Script to Your Pages – The Document Object Model – Starting to Program with JavaScript – Variables – Operators.

UNIT V**(12 hrs)**

Functions – Conditional Statements – The if statement – The if..else statement – The if..else..if statement – Other variations of the if statement – Nested if statement – Switch..Case statement – Loop statements: The for loop – The while loop – The do...while loop – continue – Events – Built-in Objects – Writing JavaScript.

Text Books:

1. Jon Duckett, “Beginning HTML, XHTML, CSS, and JavaScript”, Wiley Publishing, Inc., Reprint 2010.
2. Dr.P.Rizwan Ahmed, “Introduction to Information Technology”, Margham Publication, 2nd Revised Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------------------------|
| 1 | 1 | 1&3 | - | 1-30, 79-127 |
| 2 | 1 | 1&4 | - | 30-38, 45-51, 131-160,167-195 |
| 3 | 1 | 2&6 | - | 55-78, 215-231 |
| 4 | 1 | 11 | - | 481-506 |
| 5 | 1 | 11 | - | 506-530 |

Reference Books:

1. K.L.James, “The Internet A Users Guide”, PHI Learning Private Limited, Delhi, 2nd Edition, 2010.
2. Jennifer Niederst Robbins, “Learning Web Design”, O’Reilly Media, Inc., 4th Edition, 2012.

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Optional/ Elective Course I: Consumer Affairs (18UBPO41)
(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours/Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To familiarize the learners with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights.
- To provide an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards.
- To enable the learners to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Course Outcomes:

1. The learners know about the need for consumer protection and the areas covered by consumer protection law.
2. Learners will have a clear idea on legislative controls on unconscionable conduct, misleading or deceptive conduct, false or misleading representations and other unfair practices.
3. The learners know the legal obligations of a supplier of goods or services.
4. The learners know the obligations of manufacturers and the rights of consumers to compensation.
5. The learners know the bodies available to protect the rights of the consumer and discuss their operations.

UNIT I **(12 hrs)**

Consumer – meaning, Consumer and markets – Whole sale, Retail and Online markets concept of price – Retail price including Maximum Retail Price (MRP) with Goods and Service Tax (GST)

Consumer problems – Consumer Complaints – defect in goods, spurious goods, deficiency service – unfair trade practices – Restrictive trade practices.

UNIT II **(12 hrs)**

Consumer Rights and UN Guidelines on Consumer Protection – Consumer Protection Act, 1996, Consumer Protection Bill 2018.

Consumer Protection Council – Objectives – Dispute Redressal forums – Central, State and District lands – Composition, Powers and Jurisdiction.

UNIT III**(12 hrs)**

Grievance Redressal Mechanism under the Indian Consumer Protection Law: Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

Recent Cases decided under Consumer Protection law by Supreme Court/National Commission.

UNIT IV**(12 hrs)**

Role of Industry Regulators in Consumer Protection: Banking: RBI and Banking Ombudsman - Insurance: IRDA and Insurance Ombudsman - Telecommunication: TRAI - Food Products: FSSAI - Electricity Supply: Electricity Regulatory Commission - Real Estate Regulatory Authority

UNIT V**(12 hrs)**

Contemporary Issues in Consumer Affairs: Consumer Movement in India: Evolution of Consumer Movement in India. Interest of consumer and Misleading Advertisements, National Consumer Helpline and Product testing.

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.

Text Books:

1. "The Consumer Protection Act, 1986", Universal Law Publishing, New Delhi, 2017.
2. Dr. Francis Cherunilam, "Business Environment: Text and Cases", Himalaya Publishing House, Mumbai, 26th Revised Edition, 2017.
3. Swarup C. Sahoo and Suresh C. Das, "Insurance Management: Text and Cases", Himalaya Publishing House, Mumbai, 2nd Revised Edition, 2017.

| Unit | Text Book No. | Chapter | Section | Page No. |
|------|---------------|---------|---------|-------------------------|
| I | 1 | 1 & 2 | - | 3 - 14 |
| II | 2 | 10 | - | 188 - 206 |
| III | 1 | 3 | - | 14 - 36 |
| IV | 3 | 25 & 27 | - | 220 - 229, 244 - 249 |
| V | 1 | 4 | - | 40 - 54 |

Reference Books:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi, "Consumer Affairs" - Universities Press, 2007
2. Choudhary, Ram Naresh Prasad, "Consumer Protection Law Provisions and Procedure" - Deep Publications Pvt Ltd, 2005.
3. G. Ganesan and M. Sumat, "Globalisation and Consumerism", - Regal Publications, 2012.
4. Rajyalaxmi Rao, "Consumer is King", - Universal Law Publishing Company, 2012.

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Optional/ Elective Course I: Event Management (18UBPO42)
(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To provide basic idea about attributes of Event Management.
- To make the learners to understand the application of management principles in event management.

Course Outcomes:

1. Make the learners to understand the role of Managerial functions in event management.
2. Make the learners to familiarize confluence of various factors made the event successful.
3. Make the learners to apply the marketing Practices in Event management.
4. Make the learners to evaluate the event by using appropriate techniques.
5. Make the learners to start their own event management business.

UNIT I (12 hrs)

Events-Meaning-Characteristics of Events-Importance of Events-Types of Events-Structure of Events- Key Elements of Events.

UNIT II (12 hrs)

Event Hierarchy-Categories Events-Event Variations-Event Watch –Event Planning Function-Need for Planning-Types of Planning-Principles of Planning –Steps in Planning.

UNIT III (12 hrs)

Organisational Design of Event-Elements of Organisational Design-Organisational Structure - Making the Organisation work - Authority and Power- Decentralisation -Event Staffing-Activities in Event Management - Components of an Event Process-Property Creation - Celebrity Management and endorsements-Managing Media Coverage - Controlling Events - Management of Exhibition - Managing a Sports Event.

UNIT IV (12 hrs)

Concept of market in Events-Focus of Event Marketing-Brand Building and Sales Stimulation-Brand Building –Pricing-Key Issue for Event Marketing-Global Integration in Event Marketing.

UNIT V**(12 hrs)**

Promotion in Events- Positioning of Events-Celebrity Advertising- Establishing Sensitivity in Evaluation - Measuring Performance-Critical Evaluation-Measuring Reach-Measuring Interaction.

Text Book:

1. Sita Ram Singh, "Event Management", A.P.H. Publishing Corporation, New Delhi, Reprint 2012.

| Unit | Text Book No. | Chapter | Section | Page No. |
|------|---------------|---------|-----------|----------|
| I | 1 | 1 | 1.1-1.6 | 1-16 |
| II | 1 | 2 | 2.1-2.4 | 17-45 |
| | | 3 | 3.1-3.5 | 47-83 |
| III | 1 | 4 | 4.1-4.7 | 85-96 |
| | | 5 | 5.1-5.5 | 97-122 |
| | | 6 | 6.1-6.3 | 123-162 |
| IV | 1 | 8 | 8.1-8.7 | 187-220 |
| V | 1 | 9 | 9.1-9.3 | 221-238 |
| | | 10 | 10.1-10.5 | 239-248 |

Reference Books:

1. Sandeep Sharma, "Event Planning and Management", Aadi Publications, 1st Edition, 2011.
2. Jones Meegan, "Sustainable Event Management: A Practical Guide", Routledge A Taylor Francis Group, 2nd Edition, 2014.

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Optional / Elective Course I: Logistics Management (18UBPO43)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To develop knowledge about the interconnectedness of business units and organizations (via the flow of products, money, and information) within the supply chain.
- To develop knowledge about key elements of logistics processes, such as logistics planning and strategy, customer service, procurement, transport, inventory, warehousing, and handling.

Course Outcomes:

1. Helps to analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.
2. Enable the learners to analyze the strengths and weaknesses of various transportation modes and perform cost analysis.
3. Helps to develop the strategies to find the best paths to route vehicles to deliver and collect goods at multiple stops.
4. Develop the strategies to manage inventories in an optimum way
5. Helps to know basic characterizes and costs of warehousing and materials handling activities.

UNIT I **(12 hrs)**

Logistics Management – Introduction – Competitive advantage – Philosophy – Working of Logistics – Inventory Management Policy – Integrated Logistics – Operational Objectives.

UNIT II **(12 hrs)**

Logistics Information – Introduction – Information Functionality – Principles of Designing – Logistics Information Architecture – Application of Information Technology.

UNIT III **(12 hrs)**

Transportation – Introduction – Functionality – Principles – Participants in Transport Decisions – Modal Characteristics – Intermodal Operators – Transport Economics.

UNIT IV**(12 hrs)**

Inventory – Introduction – Characteristics of Inventory – Types – Functionality – Conceptual Framework – Service Level – Inventory Categorization – Poor Inventory Management

UNIT V**(12 hrs)**

Warehousing – Introduction – Need – Evolution – Role – Principles of Warehouse Design – Types of Warehouses – Strategies – Functions.

Text Book:

1. Sathish C. Ailawadi and Rakesh P. Singh, “Logistics Management” PHI Learning Pvt. Ltd, Delhi, 2nd Edition, 2013.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|-----------------|
| I | 1 | 1 | - | 1-6, 11 – 21 |
| II | 1 | 4 | - | 34 – 47 |
| III | 1 | 8 | - | 77 – 89 |
| IV | 1 | 6 | - | 54 - 60 |
| V | 1 | 9 | - | 91 – 103 |

Reference Books:

1. K. Shridhara Bhat, “Logistics Management”, Himalaya Publishing House, Mumbai, 3rd Edition, 2018.
2. David B. Grant, “Logistics Management”, Pearson Education Limited, 1st Edition, 2012.

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Core XIII: VB.Net – Theory (18UBPC51)

(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 4 | Int. Marks | : 25 |
| Hours/Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To build the applications using vb.net and asp.net

Course Outcomes:

1. Make the learners to build the applications using vb.net.
2. Enable the learners to build the applications using asp.net.
3. Display proficiency in VB by building stand –alone applications in the .NET framework using VB.
4. Create distributed data-driven applications using the .NET framework, VB, SQL Server and ADO.NET.
5. Create web-based distributed applications using VB, ASP.NET,SQL Server and ADO.NET.
6. Utilize XML in the .NET environment to create Web Service-based applications and components.

UNIT I

(15 hrs)

Evolution of the Dot.Net Framework – Overview of the .NET Framework – VB.Net Development Environment – Visual basic .Net IDE – Start Page – Get Started – Opening a New Project – New Project Dialog box – Working with Forms – forms – Toolbox – Properties Window – Solution Explorer – Class View – Server Explorer – Output window – Task list Window – Simple Vb.Net Applications – Vb.net Language Fundamentals – Data types and variables – Operators – Control Structures.

UNIT II

(15 hrs)

Working with Visual Basic .Net – Working with Basic Controls – Label – Button – Textbox – Radio button – Check box – List box – Combo Box – Dialog boxes. New Language Features of VB.Net – Object Oriented Concepts – Classes and Objects – Creating classes – Creating methods – Creating Properties – Overloading Methods – Overriding methods – Constructors and Destructors.

UNIT III

(15 hrs)

Vb.net Features – Arrays – Procedures – Built in Functions – String Functions. Control and Events – Derived controls – Checked Listbox control – Menu control – Date and time picker control – Trackbar control – Timer control – Tool bar – Progress bar control – Picture Box.

UNIT IV**(15 hrs)**

Getting started with Asp.Net – A simple ASP.Net Application. Working with Controls in Asp.Net – Server Controls – Advantages of Server control – Adding Server Controls to the web Page – Setting Colors – Setting Fonts – Categories of server controls – Web controls – Basic web Control classes – Calendar control – Adrotator control – Validation Server Controls.

UNIT V**(15 hrs)**

Data Access in Vb.net – Accessing the Data base – Data base connection –Data Adapter Configuration – Generating Data Sets. Introduction to ADO.Net – Introduction – Data Access Technologies – Overview of ADO.Net – ADO.Net Components – ADO.Net Architecture – Design of ADO.Net – ADO.Net Objects and Architecture.

Text Books:

1. VB.Net using ADO.Net-SSI Press Handbook, India 1st Edition, 2010.
2. Dr. P. Rizwan Ahmed, “Introduction to Information Technology”, Margham Publication, 2nd Revised Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|---------------------------------|
| 1 | 1 | 1&4 | - | 23-26, 1-3, 9-19, 21-24, 91-118 |
| 2 | 1 | 2&3 | - | 65-82, 29-37 |
| 3 | 1 | 5&6 | - | 121-141, 149-164, 172-174 |
| 4 | 1 | 1&2 | - | 6-12, 27-31, 45-47,59-72 |
| 5 | 2 | 7&9 | - | 179-197, 249, 251-258, 263-281 |

Reference Books:

1. Steven Holzner, “VB.Net Programming Black book “, Paraglyph Press, Reprint 2005.
2. Asp.Net-SSI Press Handbook, India 1st Edition, 2010.

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Semester V
(2018 – 2021)

Core XIV: Human Resource Management (18UBPC52)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To know about the various functions of Human Resource Management.
- To study about Industrial relations and methods of Workers participation in Management.

Course Outcomes:

1. Demonstrate ethical and socially responsible behaviour.
2. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
3. Build effective internal and external relationships using influencing, communication and consultative skills.
4. Develop self-leadership strategies to enhance personal and professional effectiveness.
5. Develop, implement, and evaluate employee orientation, training, and development programs.
6. Evaluate the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global economy.
7. Inculcate the capabilities of coordinating the workers in a work place through workers participation in management

UNIT I

(15 hrs)

Human Resource Management – Meaning - Definition – Functions – Objectives - Human Resource Planning – Objectives – Benefits - HR Planning Process – Factors affecting HR planning.

UNIT II

(15 hrs)

Job Analysis – Process – Job Analysis Information – Techniques of Data collection for Job Analysis - Job Description - Job Specification – Recruitment – Recruitment Process – Sources of recruitment – Selection – Selection Process – Placement – Induction.

UNIT III (15 hrs)

Performance Appraisal – Methods of Performance Appraisal - Training – Needs – Methods of training – Training procedures – Job Evaluation – Objectives – Principles – Methods of Job Evaluation.

UNIT IV (15 hrs)

Wage and salary administration – Objectives - Factors affecting wage and salary Levels - Promotion – Transfer – Demotion – Career Development - Steps – Career Development actions

UNIT V (15 hrs)

Workers Participation in Management – Objectives - Forms of Workers Participation in Management – Quality of work life – Specific issues in Quality Work Life – Quality Work Life and Productivity – Workplace violence – Aspects of E- HRM.

Text books:

1. P. Subba Rao, “Personnel and Human Resource Management”, Himalaya Publishing House, 5th revised Edition, 2017.
2. S. Seetharaman and B. Venkateswara Prasad, “Human Resource Management”, SCITECH Publications, 1st Edition, 2007.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|------------|---------|---------------------------------|
| I | 1 | 1 | - | 1-2, 4-10, 14-15 |
| | 1 | 4 | - | 67-78 |
| II | 1 | 3 | - | 48-56 |
| | 1 | 5 | - | 82-92 |
| | 1 | 6 | - | 96-113 |
| III | 1 | 8 | - | 132, 137 - 146 |
| | 1 | 9 | - | 152, 155, 158 - 163 |
| | 1 | 15 | - | 210 - 220 |
| IV | 1 | 16 | - | 222 - 226 |
| | 1 | 12 | - | 186 - 194 |
| V | 1 | 29, 30, 36 | - | 393 – 396, 403 – 409, 461 - 464 |

Reference Books:

1. K. Aswathappa, “Human Resource Management: Text and Cases”, Tata Mcgraw Hill Education, 7th Edition, 2013.
2. C.B. Gupta, “Human Resource Management Text & Cases”, Sultan Chand & Sons, New Delhi, 13th Edition, 2017.
3. P.C. Tripathi, “Personnel Management & Industrial Relations”, Sultan Chand & Sons, New Delhi, 21st Revised Edition, 2013.

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Semester V
(2018 – 2021)

Core XV: Financial Management (18UBPC53)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To provide a thorough understanding of concepts and theories and develop the skills to understand, analyze and interpret financial data to make better financial decisions.

Course Outcomes:

1. Enable the learners to understand the basic concepts of financial decisions, investment, liquidity and dividend decisions.
 2. Critically evaluate the theories of capital structure adopted in the company form of organisation.
 3. Appraise the risk profile of firms and estimate the costs of capital, including debt and equity capital using financial data.
 4. Gain practical knowledge on capital budgeting and project appraisal.
 5. Understand the concepts of dividend policies expected by the shareholders and the theories of dividend policy.
 6. Gain practical knowledge on working capital management.
 7. Examine the company financial position through the analytical approach.
-

UNIT I

(15 hrs)

Financial Management – Aims of Finance function - Scope of Financial Management – Objectives of Financial Management – Financial Decisions – Functional areas of Financial Management – Functions of a finance manager.

UNIT II

(15 hrs)

Capital structure - Equity Capital - Preference Capital - Debentures - Institutional Loans - Capital Structure – Theories of Capital Structure – Net Income Approach, Net Operating Income Approach – Traditional Approach – Modigliani and Miller Approach
Financing Decision - Cost of Equity Capital - Cost of Preference Share Capital – Cost of Retained Earnings – Cost of Debentures – Overall Cost of Capital.

UNIT III

(15 hrs)

Capital Budgeting Decisions – Capital Budgeting Process - Types of Investment Decisions – Methods of Capital Budgeting - Payback Period - Discounted Payback Period - Average Rate of Return and Discounted Techniques – Net Present Value - Internal Rate of Return and Profitability Index.

UNIT IV**(15 hrs)**

Dividend Decision - Relevance of Dividends – Irrelevance of Dividends – Determinants of Dividend Policy – Bonus Shares – Stock Split.

UNIT V**(15 hrs)**

Liquidity Decision – Need - Kinds of Working Capital – Sources of Working capital - Factors determining Working Capital requirements - Statement of estimating Working Capital Requirements.

Text Book:

1. Dr. R. Ramachandran and Dr. R. Srinivasan, “Financial Management, Theory, Problems and Solutions”, Sri Ram Publications, Trichy, 16th Edition, 2013.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|--------------------------|
| I | 1 | 1 | - | 1.1 – 1.21 |
| II | 1 | 7, 9 | - | 7.1 – 7.70 9.1 – 9.26 |
| III | 1 | 5 | - | 5.1 – 5.44 |
| IV | 1 | 12 | - | 12.1 – 12.48 |
| V | 1 | 13 | - | 13.1 – 13.43 |

Reference Books:

1. M.Y. Khan and P.K.Jain, “Financial Management”, Tata McGraw Hill Education Private Limited, New Delhi, 6th reprint, 2004.
2. Dr. S.N. Maheswari, “Financial Management”, Sultan Chand and Sons, New Delhi, 13th Edition, 2007.
3. Shashi K. Gupta and R. K. Sharma, “Financial Management and Management Accounting”, Kalyani Publishers, New Delhi, Reprint 2014.

Sri Kaliswari College (Autonomous), Sivakasi
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Semester V
(2018-2021)
Core XVI: VB.Net Lab (18UBPC5P)
(For those who join after 2018)

Credits : 5

Hours/Week : 5

Duration : 75 Hrs

Int. Marks : 40

Ext. Marks : 60

Max. Marks : 100

Course Objectives:

- To understand the various tools in DOT NET.
- To enrich the knowledge of DOT NET Programs.

Course Outcomes:

1. Make the learners to perform Arithmetic Operation using .Net application.
2. Help the learners to prepare Student Mark List in VB.NET.
3. Practice the learners to calculate interest using functions in VB.NET.
4. Enable the learners to use String functions in VB.NET.
5. Inculcating the knowledge about class concepts in VB.NET.
6. Equip the learners to create home page using Master Page in ASP.NET.
7. Prepare the learners to create advertisement using Adrotator control in ASP.NET.

EXERCISES

1. Program to perform Arithmetic Operation
2. Student Mark List Preparation
3. Pay Roll calculation.
4. Interest calculation using functions
5. Program using String functions
6. Program using class concept
7. Program using inheritance Concepts
8. Home page creation using Menu control
9. Email ID validation using Validation Controls
10. Home page creation using Master Page
11. Advertisement creations using Adrotator control
12. Login page creation using Build in Login Controls
13. Program using Ado.Net
14. Table creation and manipulation using Data Grid view
15. Program using Crystal Report

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Semester V
(2018 – 2021)

Optional / Elective Course II: Marketing Research (18UBPO51)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To equip the learners to launch new products or services.
- To train the learners to enter new markets internationally or locally.
- To improve stakeholder relations.

Course Outcomes:

1. Understand the process of marketing research and its different processes.
2. Identify sources of information.
3. Understand different research methods.
4. Apply selected research methods.
5. Analyse and interpret both qualitative and quantitative data.

UNIT I

(12 hrs)

Introduction of Marketing Research – Definition - Nature and scope-Marketing Research and the user-Importance of Marketing Information system (MIS) and Decision support system (DSS) in Marketing Research- Assessing information needs-The research process-Types of research.

UNIT II

(12 hrs)

Pre requisites of collecting accurate data-Range of research data and sources of collecting data-Role of research in global marketing-International Marketing Research and business ethics- Primary Data Collection: Data collection methods for qualitative research- Qualitative research methods-Observational research method - Survey research with the aid of computer technology-Sampling and quantitative research-.

UNIT III

(12 hrs)

Secondary Source Of Data Collection- Meaning of secondary research –using secondary data-Advantages of secondary data-Limitations of secondary data-Internal sources of secondary data- External sources of secondary data-Research Process - Defining a research problem-Major seven steps in designing a research project-Assessing research proposals.

UNIT IV**(12 hrs)**

Inter-relationship between analysis and interpretation activities-Techniques for analyzing data-Simple statistical summarizing techniques-Hypothesis development and testing – Attitudes measurement and scaling- Criteria for good measurement –Types of rating scales(basic) – Marketing Information System: Meaning and definition of MIS-The purpose or need of a system for marketing information-A simple model of MIS –The concept of a marketing information system.

UNIT V**(12 hrs)**

Researching for new products - New product development process-Research for determining price-Distribution research –Advertising research-Media selection-Market segmentation and marketing research.

Text Books:

1. Suja R.Nair, “Marketing Research”, Himalaya Publishing House Pvt. Ltd, Mumbai 1st Edition, Reprint 2012.
2. Rajendra Nargundkar, “Marketing Research: Text and Cases”, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2nd Edition, Fifth reprint 2005.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|----------|
| I | 1 | 1 | - | 1-22 |
| | 1 | 2 | - | 23-50 |
| II | 1 | 3 | - | 51-66 |
| | 1 | 4 | - | 67-91 |
| III | 1 | 5 | - | 92-108 |
| | 1 | 6 | - | 109-120 |
| IV | 1 | 7 | - | 121-134 |
| | 1 | 9 | - | 178-185 |
| V | 1 | 11 | - | 208-231 |

Reference book:

1. Dr.S.Nakkiran and Dr.K.Ravichandran, “Marketing Research”, Himalaya Publishing House Pvt. Ltd, Mumbai, 3rd Edition 2001.

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Semester V
(2018 – 2021)

Optional/Elective Course II: Industrial Relations (18UBPO52)
(For those who join from June 2018 and afterwards)

Credits : 3

Hours / Week: 4

Duration : 60 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To introduce learners to the theories, institutions and practices of Industrial relations.
- To promote and develop congenial labor management relations.

Course Outcomes:

1. Analyze the three actors of industrial relations.
2. Identify the causes of grievance and need for grievance procedure.
3. Understand the implications of the Red-Hot Stove Rule.
4. Understand the different types of industrial conflicts.
5. Analyze the functions of collective bargaining.

UNIT I

(12hrs)

Industrial Relations-Meaning-Characteristics-Factors affecting Industrial Relations-Dunlop Model of Industrial relations-Importance of harmonious Industrial Relations-Principles-Theories of Industrial Relations: Unitary Theory-Conflict Theory-Social Action Theory-System Theory-Marxist Theory -Functions-Conditions for congenial Industrial relations-Approaches to Industrial relations.

UNIT II

(12hrs)

Grievance Procedure-Meaning- Characteristics- Need- Causes - Pre-requisites - Basic Elements - Errors in Interview-Evaluation. Disciplinary Procedure-Meaning-Aspects of Discipline-Objectives-The Red Hot Stove Rule-Indiscipline-Causes-Approaches-Industrial Employment (Standing Orders) Act, 1946-Discharge and Dismissal-Role of HR Manager-Principles of Effective Discipline

UNIT III

(12hrs)

Industrial Conflicts-Definition-Features-Causes of Industrial Conflicts-Types-Prevention-Settlement of Conflict

UNIT IV

(12hrs)

Collective Bargaining – Definition – Characteristics – Necessity – Importance –Forms - Essential Conditions for the success of collective bargaining – Functions – Process - Collective Bargaining in India- Recent Trends

UNIT V**(12hrs)**

International Labour Organisation (ILO) - Aims of the ILO - Principal Organs of the ILO - Principal Activities - The International Labour Code – Technical Assistance - Educational Programme - India’s Relationship with the ILO - Evaluation – Important ILO Conventions Ratified by India. Employers Organizations - Aims and Objects of Federations - Role and Functions of the Employers Organizations – Obligation to Constituents - Finances - Communications-Social Responsibilities - International Affiliations. Industrial Relations in the context of Globalisation-Changing Face of Trade Unions in a Liberalised Economy-Issues related to trade union-Conceptual Model-Labour Flexibility and Industrial Relations.

Text Books:

1. Dr. Pulapa Subba Rao, “Essentials of Human Resource Management and Industrial Relations” Himalaya Publishing House, Mumbai, 5th Edition, 2018.
2. Dr. Biswanath Ghosh, “Industrial Relations of Developing Economy” Himalaya Publishing House, Mumbai, 1st Edition, 2009.

| Unit | Text Book No | Chapters | Section | Page No. |
|-------------|---------------------|-----------------|----------------|-----------------------------|
| I | 1 | 21 | - | 479 -493 |
| | 2 | 2 | - | 16-31 |
| II | 1 | 20 | - | 463-476 |
| III | 1 | 23 | - | 520-544 |
| IV | 1 | 24 | - | 546-559 |
| V | 2 | 16,11,19 | - | 210-215,140-154, 244-260 |

Reference Books:

1. Dr. Satish Mamoria, Dr. C.B. Mamoria and Dr. Pulapa Subba Rao, “Dynamics of Industrial Relations”, Himalaya Publishing House, 16th Edition, 2016.
2. P.C. Tripathi, “Personnel Management and Industrial Relations”, Sultan Chand & Sons, New Delhi, 22nd Edition, 2013.

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(2018 - 2021)

Optional / Elective II: Financial Services (18UBPO53)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- The Course aims at providing basic knowledge about the various financial services.
- To provides adequate information about the Concept of Hire purchase and Leasing.
- The course also provides information about the Mutual fund and Credit Rating.

Course Outcomes:

1. This course provides the knowledge about financial services.
2. This course helps the students to get an exposure on the current scenario of financial system.
3. This course focuses on the qualities required for Merchant Bankers.
4. This course gives an understanding about the features of Hire Purchase Agreement.
5. This course deals with steps involved in Leasing Transaction.

UNIT I **(12 hrs)**

Financial Services - Meaning – Features – Importance – Scope – Financial Innovation – Challenges of the financial Service Sector – Current Scenario of Financial System.

UNIT II **(12 hrs)**

Merchant Banking – Introduction – Definition – Origin – Services of Merchant Banks – Merchant Bankers and Lead Managers – Qualities Required for Merchant Bankers – Guidelines for Merchant Bankers – Merchant Bankers’ Commission – Merchant Bankers in the Market making Process – Process of Merchant Bankers in India – Problems of Merchant Bankers – Scope for Merchant Banking in India.

UNIT III **(12 hrs)**

Hire Purchase - Features of Hire Purchase Agreement – Legal Position – Hire Purchase and Credit Sale – Hire Purchase and Instalment Sale – Hire Purchase and Leasing – Origin and Development – Banks and Hire Purchase Business – Banks Credit for Hire Purchase Business. Leasing - Concept of Leasing –Steps Involved in Leasing Transaction – Types of Lease – Advantages of Leasing – Disadvantages of Leasing – Legal Aspects of Leasing – Contents of a Lease Agreement.

UNIT IV**(12 hrs)**

Mutual Funds – Introduction – Scope of Mutual Fund – Definition – Origin of the Fund – Types of Funds/Classification of Funds – Importance of Mutual Funds – Risks – Facilities Available to Investors – Performance Evaluation of Mutual Funds – Shaper’s Model for Evaluation – Treynor’s Model for Evaluation – Jenson Model – Other Parameters of Performance – Investor’s Rights – General Guidelines – Selection of a Fund – Mutual Funds in India – Reasons for slow Growth.

UNIT V**(12 hrs)**

Credit Rating - Meaning of Credit Rating – Functions of Credit Rating – Origin – Credit Rating in India - Benefits of Credit Rating – Benefits to Rated Companies – Credit Rating agencies in India – New Symbols of Credit Rating – Practical Problems – Future of Credit Rating in India.

Text Books:

1. E. Gordon & K. Natarajan, “Financial Markets and Services”, Himalaya Publishing House, Mumbai, 10th Revised Edition, 2016.
2. Dr. S. Gurusamy, “Financial services & markets”, Vijay Nicole Imprints Private Limited, Chennai, Reprint 2012.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------------------|
| I | 1 | 9 | B | 246-250,258-262,265-267 |
| II | 1 | 10 | B | 270,272-286 |
| III | 1 | 11,12 | B | 289-295,297-306 |
| IV | 1 | 14 | B | 336-361,363-367 |
| V | 1 | 18 | B | 450-465 |

Reference Books:

1. Nalini Prava Tripathy, “Financial Services”, PHI Learning Limited, New Delhi, 3rd Printing, 2007.
2. M.Y.Khan, “Financial Services”, Tata Mc.Graw Hill Publishing Company Ltd., New Delhi, 4th Edition, 2008.

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(2018 – 2021)

Skill Based Course II: Advertising Management (18UBPS51)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week | : 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To provide the basic idea about Advertising and Campaign Planning.
- To provide the necessary idea to Prepare Advertising Layout.

Course Outcomes:

1. Make the learners to understand advertising to reach nook and corner.
2. Make the learners to realize the importance of advertising media that acts like a pipeline carries message to the public.
3. Make the learners to explore right Proportion of Advertising copy catches the eye movement and also mesmerism.

UNIT I **(6 hrs)**

Advertising- Meaning- Definition- Characteristics – Nature - Scope of Advertising - Advertising Media - Indoor and Outdoor Advertising- Classification of Advertising media.

UNIT II **(6 hrs)**

Classification of Advertising - Classification on the basis of Prospects- Products- Geographical Area-Demand Creation-Objectives- Response-Appeal- Advertising- Consumer Product -Industrial Product- Service- Co-operative- Purpose-Targeted Prospects- Advertising Media and Usefulness-Advertising Campaign Planning: Definition- Major Parameters involved in an Advertisement Campaign-Steps involved in Advertising Campaign Planning Process.

UNIT III **(6 hrs)**

Advertising Copy- Purpose of the Copy- Characteristics of Good Advertisement Copy –Classification of Copy- Advertising Layout-Characteristics- Essentials of Good Layout-Steps involved in Preparation of Layout.

UNIT IV **(6 hrs)**

Themes - Designing Individual Advertisements- Advertising Themes – Appeals- Study of Appeals- Appeal to Human Wants- Appeal to the Senses.

UNIT V **(6 hrs)**

Advertising Agencies – Meaning - Role of Advertising Agency - Evolution of Advertising Agencies - Importance of Advertising Agency - Types of Advertising Agency- Advertising Budget - Meaning- Differences between Forecast and Budget - Some Observations about Budgeting - Methods of Determining the Advertising Budget appropriation.

Text Book:

1. P. Saravanavel and S. Sumathi, “Advertising and Salesmanship”, Margham Publications, 2nd Edition, reprint 2015.

| Unit | Text Book No. | Chapter | Section | Page. No |
|------|---------------|---------|---------|------------|
| I | 1 | 2 | - | 2.1-2.6 |
| | | 14 | - | 14.1-14.2 |
| | | 15 | - | 15.1-15.10 |
| | | 16 | - | 16.1-16.17 |
| II | 1 | 5 | - | 5.1-5.12 |
| | | 10 | - | 10.1-10.7 |
| III | 1 | 11 | - | 11.1-11.4 |
| | | 13 | - | 13.1-13.3 |
| IV | 1 | 12 | - | 12.1-12.3 |
| V | 1 | 8 | - | 8.1-8.4 |
| | | 9 | - | 9.1—9.12 |

Reference Book:

1. Kruti Shah and Alan D’Souza, “Advertising and Promotions”, Tata McGraw – Hill Education Pvt. Ltd, 3rd Edition, Reprint 2011.

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Semester V
(2018 – 2021)

Skill Based Course III: Co-operative Management (18UBPS52)
(For those who join from June 2018 and afterwards)

| | | | |
|----------------------|-----------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 25 |
| Hours / Week: | 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To Learn Cooperative Management and its Applications in Cooperative Sectors.
- To apply the Management Principles in Cooperative Sectors.

Course Outcomes:

1. Helps the learners to understand the Principles of Cooperation.
2. Make the learners to know the structure of Cooperatives and the evaluation of performance.
3. Make the learners to know Powers and duties of the functioning in Cooperatives.

UNIT I **(6 hrs)**

Management - Concept and Features - Functions of Management - Objectives of Cooperative Management- Applications of Principles of management and Principles of Cooperation.

UNIT II **(6 hrs)**

Democratic Control- Democratic Structure – General Body - Functions- Authority – The Board and the Chief Executive –Leadership- Concepts - Types of Leaderships - Co-operative Leadership -Development of Professional Management in Co-operatives.

UNIT III **(6 hrs)**

Functional Areas of Management in Co-operatives - Production – Marketing – Financial – Personnel and Materials Management.

UNIT IV **(6 hrs)**

Evaluation of Performance of Co-operatives – Key Results Areas- Performance Evaluation – Criteria for Measuring the Operational Efficiency in Co-operatives.

UNIT V**(6 hrs)**

Co-operative Administration - Government Role in Co-operative Administration – Co-operative Departmental Set-up at Different Level – Delegation of Powers - Functional Registrars –Functions of Registrar – Cooperative Audit - Departmental Set-up of Cooperative Audit.

Text Book:

1. R.D.Agarwal, “Co-operative Management: Principles, Powers and Problems”, Himalaya Publishing House, New Delhi, 1st Edition, 2015.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|-----------------|
| I | 1 | 1 | - | 1 - 18 |
| II | 1 | 2 | - | 19 – 32 |
| III | 1 | 3 | - | 32 – 45 |
| IV | 1 | 5 | - | 62 – 81 |
| V | 1 | 7 | - | 102 – 118 |

Reference Books:

1. Dr.G.S. Kamat, “New Dimensions of Cooperative Management”, Himalaya Publishing House, New Delhi, 2nd Revised Edition, 2011.
2. S Nakkiran, “Cooperative Management: Principles and Techniques”, Deep and Deep Publication, New Delhi, 1st Edition, 2006.

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Semester V
(2018 – 2021)

Part IV: On Job Training (18UBPJ51)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|------------|-------------------|--------------|
| Credit | : 1 | Int. Marks | : 40 |
| Hours / Week | : - | Ext. Marks | : 60 |
| Duration | : - | Max. Marks | : 100 |

Course Objectives:

- Make the learners to relate the concepts studied and its real life application.
- Help the learners to know the corporate culture.

Course Outcomes:

1. Exploring the Practices of questioning and also observing capacity.
 2. Train the learners to observe the functions of the functional areas of business organization.
 3. Equip the learners to gain practical knowledge and enrich their employability skills.
-

Rules Governing Institutional Training

- Each Student should undergo 25 days institutional training in a business organization during the fourth semester summer vacation.
- Attendance certificate from the organization is to be submitted to the HOD.
- The students undergo the above training in the organization approved by the department.
- The student has to submit four copies of the report in not less than 50 pages
- The training programme shall be evaluated for a total of 100 marks out of which 40 marks shall be allotted to the training programme to be evaluated by the guide.
- The student has to appear for viva- voce. The members of the viva-voce committee are HOD and External Examiner. The maximum marks for viva- voce is 60. A minimum mark for passing in this paper is 50%.

- The training report must contain the following:
 1. Introduction
 2. Objectives of the training
 3. Organizational structure of the concern.
 4. Observations about working of the concern.
 5. Identification of the problems, if any
 6. Suggestions to solve the problem
 7. Limitations of the training
 8. Conclusion

Internal Marks : 40 Marks

External Marks : 60 Marks

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Semester VI
(2018-2021)

Core XVII: Enterprise Resource Planning – Theory (18UBPC61)

(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours/Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- To enable the learners to learn the fundamentals of ERP and its related Technologies.
- Understand the various Concepts of ERP.

Course Outcomes:

1. Make the learners to learn the fundamentals of ERP and related Technologies.
2. Understand the various concepts of ERP.
3. Make the learners to acquire the knowledge about Business functions and business process in ERP.
4. Inculcate knowledge on History of ERP & Future of ERP Packages.
5. Prepare the learners how to manage risks on ERP projects.
6. Equip the knowledge with BPR, Data Mining, Data warehousing, OLAP, and PLM & SCM.
7. Help the learners how to use advanced technology and ERP security.

UNIT I

(15 hrs)

Enterprise Resource Planning – An overview - Business functions and business processes – Integrated management information – Business modeling – Integrated data model. Introduction – History of ERP – Advantages of ERP – Future of ERP packages.

UNIT II

(15 hrs)

Basic concepts of ERP Introduction – Risk and benefits of ERP – Risk of ERP – Risk factors of ERP implementation – Process Risks – Managing Risks on ERP projects – Benefits of ERP – ERP functional modules.

UNIT III

(15 hrs)

ERP and related technologies – Introduction – Business process reengineering (BPR) – Data mining – Data warehousing – Online analytical processing (OLAP) – Product life cycle management (PLM) – Supply chain management (SCM) - Advanced technology and ERP security – Computer security – Crime and security.

UNIT IV (15 hrs)

ERP Implementation basics & process – Introduction – Technological, operational and business reasons for implementing ERP – Implementation challenges. Process – Implementation methodologies – implementation strategy – ERP implementation plan – RISK assessment – Budget – Cost – Performance measurement.

UNIT V (15 hrs)

ERP implementation life cycle – Introduction – Objectives of ERP implementation – Different phases of ERP implementation – Pre evaluation screening – Package evaluation – Project planning phase – Gap analysis – Reengineering – Customization – Implementation team training – Testing – Going live – End user – Post implementation.

Text Books:

1. Alexis Leon, “Enterprise Resource Planning”, Tata McGraw Hill Publications, New Delhi, 2nd Edition, 2008.
2. Dr.T.Sugantha Lakshmi and M.K.Harish, “Enterprise Resource Planning”, Yes Dee Publishing Pvt Ltd, India, 1st Edition, 2014.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-----------------------------|
| 1 | 1 | 1&2 | - | 3-10, 18-24 |
| 2 | 1 | 3,4&7 | - | 29-37, 41-49, 51-63, 97-104 |
| 3 | 1 | 5 | - | 71-76, 78,79,82,83 |
| 4 | 1 | 8&12 | - | 109-120, 165-172 |
| 5 | 1 | 9 | - | 124-133 |

Reference Books:

1. Mahadeo Jaiswal and Ganesh Vanapalli, “Text Book of Enterprise Resource Planning”, Macmillan India Ltd., Chennai, Reprint 2009.
2. Ellen Monk & Bret Wagner, “Concepts in Enterprise Resource Planning”, Cengage Learning Publishers, 4th Edition, 2014.

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Core XVIII: Management Accounting (18UBPC62)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 25 |
| Hours / Week | : 5 | Ext. Marks | : 75 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- Understood the concepts and application of management accounting along with the preparation.
- To learn the cost accounting concepts and applications.

Course Outcomes:

1. Understanding the basic concepts and processes used to take management related decisions.
2. Able to interpret financial statements and ratio analysis.
3. Enable the learners to analyze and evaluate the fund flow and cash flows of the organization.
4. Make the learners to get proficiency in marginal cost analysis.
5. Gain practical knowledge on budgetary control.
6. Understand the learners in the area of application of marginal costing technique.
7. Examine the financial position of a company using approaches.

UNIT I **(15 hrs)**

Management accounting – Objectives – Functions – Scope - Advantages – Disadvantages – Financial statement analysis - Comparative – Common size - Trend percentages.

UNIT II **(15 hrs)**

Ratio analysis - Mode of expression – Merits and Demerits - Classification of ratios - Solvency Ratio – Profitability Ratio – Turnover Ratio- Dupont control chart.

UNIT III **(15 hrs)**

Fund Flow statement – Objectives – Preparation of fund flow statement – Cash Flow Statement – Significance - Fund flow Vs Cash flow statement – Preparation of cash flow statement.

UNIT IV **(15 hrs)**

Marginal costing – Merits and Demerits – Differences between absorption costing and marginal costing – Fixed Cost and Variable Cost – Contribution – Break even analysis – Margin of Safety – Application of marginal costing.

UNIT V**(15 hrs)**

Budgetary control – Objectives – Steps in budgetary control – classification of budget – Budget based on Functions - Production Budget – Sales Budget - Cash Budget - Budget based on Flexibility.

Note: 80% Problems and 20% Theory.

Text Books:

1. Dr. R. Ramachandran and Dr. R. Srinivasan, “Financial Management, Theory, Problems and Solutions”, Sri Ram Publications, Trichy, 16th Reprint, 2013.
2. T.S. Reddy and Dr. Y. Hariprasad Reddy, “Management Accounting”, Margham Publications, Chennai, 1st Edition, 2000.

| Unit | Text Book No. | Chapters | Section | Page No. |
|------|---------------|----------|---------|-------------------|
| I | 1 | 1 | - | 1.1-1.8 |
| | 2 | 2 | - | 2.1-2.22 |
| II | 2 | 3 | - | 3.1-3.51 |
| | 1 | 5 | - | 5.1-5.61 |
| III | 1 | 2,3 | - | 2.1-2.50,3.1-3.32 |
| IV | 1 | 6 | - | 6.1-6.15 |
| V | 1 | 7 | - | 7.1-7.64 |

Reference Books:

1. Shashi K. Gupta and R. K. Sharma, “Financial Management and Management Accounting”, Kalyani Publishers, New Delhi, reprint 2014.
2. R.S.N.Pillai and Bagavathi, “Management Accounting”, S.Chand and Sons, New Delhi, 2nd Edition, 2000.
3. Dr.S.N.Maheswari, “Management Accounting”, Sultan Chand and Sons, New Delhi, 13th Edition, 2007.

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Core XIX: Enterprise Resource Planning – Lab (18UBPC6P)
(For those who join from June 2018 and afterwards)

| | | | |
|--------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 40 |
| Hours/Week: | 5 | Ext. Marks | : 60 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Course Objectives:

- On successful completion of this course the learners should have understand the various Concepts of Tally.

Course Outcomes:

1. Practice the learners to do inventory calculation using Tally ERP 9.
2. Train the learners to calculate interest by using Tally ERP 9.
3. Help the learners to make debit note and credit note using Tally ERP 9.
4. Make the learners to do multiple currencies using Tally ERP 9.
5. Enable the learners to create price lists using Tally ERP 9.
6. Encourage the learners to prepare a Bill wise details using Tally ERP 9.
7. Practice the learners to create a budget using Tally ERP 9.

TALLY

1. Inventory calculation
2. Cost Centre
3. Interest calculation
4. Debit note and credit note
5. Multiple currencies
6. Price lists
7. Bill wise details
8. Bill wise materials
9. Invoicing
10. Actual billed quantity
11. Budget creation
12. Create stock ledger
13. Create debtor and creditor ledger
14. Create five simple journals
15. Create trail balance

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Core XX: Project Viva Voce (18UBPJ61)
(For those who join from June 2018 and afterwards)

| | | | |
|--------------------|-----------------|-------------------|--------------|
| Credits | : 5 | Int. Marks | : 40 |
| Hours/Week: | 5 | Ext. Marks | : 60 |
| Duration | : 75 Hrs | Max. Marks | : 100 |

Rules & Regulations:

1. The project shall be undertaken by the students individually or as a team of two.
2. The Title must be confirmed and the synopsis of the project countersigned by the guide need to be submitted to the Project Coordinator for approval on or before second week of the commencement of the semester.
3. The Student should maintain an observation for their project work and give report about this to project guide on every week.
4. The Students should meet the guide before every project lab days.
5. The Students must attend all the reviews without fail and come with the corresponding needs.
6. The following list of parameters is taken into account for the evaluation of project work and viva voce. The student has to produce 3 copies of the document.

Internal (40 Marks)

| | |
|----------------------------------|------------|
| Consolidated Two Review Meetings | : 20 Marks |
| Project Documentation | : 10 Marks |
| Overall Performance | : 10 Marks |

External (60 Marks)

| | |
|--------------------------|------------|
| Project Documentation | : 10 Marks |
| Project Demo | : 20 Marks |
| Power Point Presentation | : 10 Marks |
| Viva Voce | : 20 Marks |

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Optional / Elective Course III: Family Business Management (18UBPO61)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To give an introduction about the Family Business Management.
- To know the problems of Family Business Firm.

Course Outcomes:

1. Make the learners to know the Core values of Family Business.
2. Enable the learners to know the succession options in Family Business.
3. Helps the learners to understand the types of Family Business.
4. Make the learners to develop the organisation structure for a Family Business.
5. Helps the learners to offer tips to prepare the next generation.

UNIT I **(12 hrs)**

Family Business – Characteristics – Unique resources of Family Business – Strength and Weakness – Core Values, Culture and Ethical Climate of Family Business – Family Governance – Family Governance Structure – Family Constitution – Process of Creating a Family Constitution.

UNIT II **(12 hrs)**

Succession Options – Succession Planning – Choosing the successor – Succession Challenges – Twenty Challenges for the Family Business – Management Problems in Family owned Businesses.

UNIT III **(12 hrs)**

Family Business Dynamics – Roles in the Family Business – Planning Process – Family Dynamics – Growing role of women as successor in Family Business – Succession Planning – Reasons for the failure of Family Business – Benefits and Drawbacks of Family Succession.

UNIT IV **(12 hrs)**

Types of Family Business – Types of Founders – Different types of Owners of a Family Business – Managing the developing Family Business – Organisation Structure – Concepts – Rules for avoiding conflicts in a Family Business.

UNIT V**(12 hrs)**

Next Generation Leadership Perspectives – Keys to Family Business Success –
Transition of the Family Business to Next Generation – Tips to prepare the next generation.

Text Book:

1. Prof. (Dr.)Mukesh Bhatia, “Family Business Management (Generation to Generation) from Family Business to Business Family” Regal Publications, New Delhi, 1st Edition, 2015.

| Unit | Text Book | Chapters | Section | Page No. |
|-------------|------------------|-----------------|----------------|-----------------|
| I | 1 | 1 | - | 1 – 11 |
| II | 1 | 2 | - | 13 – 28 |
| | 1 | 12 | | 176 – 179 |
| III | 1 | 3 | - | 28 – 62 |
| IV | 1 | 5 | - | 78 – 82 |
| | 1 | 6 | - | 86 – 92 |
| V | 1 | 8 | - | 119 – 131 |

Reference Book:

1. Thomas Zellweger, “Managing the Family Business – Theory and Practice”, Edward Elgar Publishing, UK, 1st Edition, 2017.

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(2018 – 2021)

Optional / Elective Course III: Travel and Tourism Management (18UBPO62)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To provide learners with the managerial skills and competencies necessary to meet the needs of the ever demanding Travel and Tourism industry.
- To create and promote forms of tourism that provide healthy interaction opportunities for tourists and locals and increase better understanding of different cultures, customs, lifestyles, traditional knowledge and believes.

Course Outcomes:

1. Understand the infrastructure and its importance of tourism.
2. Understand about the evaluation of accommodation concept in tourism and various department and sections of a hotel.
3. Know the significance of different mode of transport in tourism.
4. Know about the evaluation of travel trade around the world and India.
5. Know about travel itinerary and its various components.
6. Know about different travel documents and their importance in travel.
7. Understand the concept of marketing mix in tourism.

UNIT I **(12 hrs)**

Fundamentals of Tourism-Meaning and Definition of Tourism-Forms of Tourism-Nature of Tourism-Prerequisite of Tourism-Component of Tourism-Multi disciplinary Approach in Tourism-Tourist Motivation and related theories-Barrier for Travel

UNIT II **(12 hrs)**

Accommodation and Tourism-Introduction-Forms of tourist accommodation-Popular hotel operating chains-Functional Machinery of a hotel. Transport and tourism-Introduction-Air, Water, Rail, Road transportation and tourism

UNIT III **(12 hrs)**

Travel Trade- Introduction- Concept of travel agent and agency- Tour operator- Source of earning for travel agency and tour operator - Role and Function of travel agency and tour operator-preparation of tour itinerary - Concept of Package Tours-Responsibility and Obligation of Travel Agency-Time Calculation procedure and its importance in travel Industry

UNIT IV**(12 hrs)**

Travel Documents – Definition - Passport - VISA- Health permit - Airport Tax- Custom Regulation-Currency Regulation. Tourism Planning and Development-Concepts- Levels and Forms of Tourism planning-Significance of planning in Tourism

UNIT V**(12 hrs)**

Contemporary Travel Trends-Historical Perspective of world tourism-Regional Growth of Tourism in Different region in the world-Profile of International Tourist-Profile of Foreign Tourist-Emerging Tourism Concepts-Tourism Marketing and its Challenges-Marketing Decision and need for information-Tourist Decision Making Process

Text Book:

1. MD. Abu Barkat Ali, “Travel and Tourism Management”, PHI Learning Private Limited, New Delhi, 1st Edition, 2015.

| Unit | Text Book No | Chapters | Section | Page No. |
|-------------|---------------------|-----------------|----------------|-------------------------|
| I | 1 | 1 | - | 1-26 |
| II | 1 | 3,4 | - | 59-4-74,76,89-123 |
| III | 1 | 5 | - | 126-163 |
| IV | 1 | 6,7 | - | 164-176,180-185 |
| V | 1 | 9,10 | - | 214-225,230-233,235,239 |

Reference Books:

1. Sampad Kumar Swain and Jitendra Mohan Mishra, “Tourism: Principles and Practices”, Oxford University Press, 2011 Edition.
2. Vinay Kumar Rai and R S Pawar, “Tourism and Its Development: A Geographical Analysis”, Sonali Publications, Delhi, 2006 Edition.

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Optional / Elective Course III: Services Marketing (18UBPO63)

(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 3 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To gain knowledge on service marketing.
- To understand the role of service sector in the economy.
- To recognize the growing importance of service sector and the challenges faced by service managers.

Course Outcomes:

1. Understand the theory and concepts pertaining to Services marketing.
2. Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.
3. Understand how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers.
4. Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area.
5. Develop familiarity with the concepts of Services Marketing.

UNIT I

(12 hrs)

Services marketing – Introduction – types – nature – characteristics — difference between services and goods – classification of services - service marketing management: Marketing management process for services.

UNIT II

(12 hrs)

Managing demand and supply: Forecasting demand – Understanding demand patterns – managing capacity constraints – capacity planning - Services Marketing Mix: Elements of service marketing mix – services product: Development of new service – Stages in new service development- Service life cycle concept –Branding in services – Service positioning

UNIT III

(12 hrs)

Pricing in Services: Role of pricing – steps involved in pricing decisions – objectives of pricing – factors affecting pricing decisions – methods of pricing in services – pricing strategies - services promotion: communication process – steps in developing effective communication – service communication – promotion mix for services

UNIT IV

(12 hrs)

Physical Evidence - Essential Evidence, peripheral evidence – Physical environment - social setting – role of physical evidence - marketing strategy in services: Types of marketing in service firms – interactive marketing.

UNIT V**(12 hrs)**

Globalisation of services- challenges to global service marketers – successful global service marketing – typical international services – Globalisation and corporate culture-marketing of services – Bank marketing – Tourism marketing – Hospital marketing – Airline marketing

Text Book:

1. Vasanti Venugopal and V.N. Raghu, “Services Marketing”, Himalaya Publishing House, Mumbai, 1st Edition, 2017.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|-----------------|
| I | 1 | 1 | - | 1-13 |
| | 1 | 3 | - | 29-38 |
| II | 1 | 5 | - | 49-60 |
| | 1 | 7 | - | 77-84 |
| | 1 | 8 | - | 91-101 |
| III | 1 | 9 | - | 102-111 |
| | 1 | 10 | - | 112-123 |
| IV | 1 | 14 | - | 218-227 |
| | 1 | 16 | - | 244-257 |
| V | 1 | 19 | - | 280-288 |
| | 1 | 20 | - | 293-318 |

Reference Book:

1. Dr. K. Nirmala, Prof. H.R. Appannaiah, Dr. Anil Kumar and Dr. P.N. Reddy, “Services Marketing”, Himalaya Publishing House, Mumbai, 1st Edition, 2011.

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(2018-2021)

Skill Based Course IV: E- Commerce – Lab (18UBPS6P)
(For those who join from June 2018 and afterwards)

Credits : 2

Hours/Week: 2

Duration : 30 Hrs

Int. Marks : 40

Ext. Marks : 60

Max. Marks : 100

Course Objectives:

- On successful completion of this course the learners should have understand the various Concepts of E Commerce.

Course Outcomes:

1. Train the learners how to create a mail ID.
2. Practice the learners how to apply for online examination.
3. Make the learners how to registration for employment.

PROGRAMS

1. Browsing a web page
2. Mail ID creation
3. Applying for online examination
4. Employment registration
5. Employment renewal in online
6. Online LLR Registration
7. Reserve a railway ticket
8. Buy a product from online shopping
9. Pay EB bill in online
10. How to register on job searching websites
11. Passport registration
12. Sales a product through online

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Value Based Course – II: Fundamentals of Goods and Services Tax (18UBPV61)
(For those who join from June 2018 and afterwards)

| | | | |
|-------------------|-----------------|-------------------|--------------|
| Credits | : 2 | Int. Marks | : 25 |
| Hours/Week | : 2 | Ext. Marks | : 75 |
| Duration | : 30 Hrs | Max. Marks | : 100 |

Course Objectives:

- To know the need for integrating a single indirect tax system.
- To know the details of indirect taxes subsumed to bring GST.
- To know the concept of supply and tax input credit.

Course Outcomes:

1. We will have rudimentary knowledge in GST.
2. We could know the details of the IGST, SGST and CGST.
3. To have the thorough knowledge on GST council and its functions.
4. To know the procedures for registration through GST portal.

UNIT I **(6 hrs)**

Goods and Services Tax – Introduction – Meaning – Emergence – GST Council – Features – Objectives – Basic Scheme – Scope – Subsuming of Taxes – Principles – Benefits.

UNIT II **(6hrs)**

Types of Goods and Services Tax – Central Goods and Service Tax (CGST) – State Goods and Service Tax (SGST) – Integrated Goods and Service Tax (IGST) – Union Territory Goods and Services Tax (UGST) – features.

UNIT III **(6 hrs)**

Registration procedure of Goods and Services Tax – Time limit – Procedure – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Deemed Registration.

UNIT IV **(6 hrs)**

Procedure Relating to Levy – Scope of supply – Types of Supply – Rate of GST – Tax calculation under GST – Exempted Goods and Services.

UNIT V**(6 hrs)**

Assessment – Definition – Types – Provisional assessment, Scrutiny Assessment, Best Judgement Assessment – Summary Assessment.

Text Book:

1. Ghousia Khatoon, Naveen Kumar C. M. and Venkatesh S. N., “Goods and Services Tax”, - Himalaya Publishing House (ISO 9001:2008 CERTIFIED), First Edition: 2017

| Unit | Text Book No | Chapter | Section | Page No. |
|-------------|---------------------|----------------|----------------|-----------------------|
| I | 1 | 1 | - | 2,9,15,16,18 – 25, 27 |
| II | 1 | 1 | - | 40 |
| | | 2 | - | 74-78 |
| III | 1 | 3 | - | 142-149 |
| IV | 1 | 3 | - | 164-166, 176, 162-163 |
| V | 1 | 4 | - | 204-206 |

Reference Books:

1. Datey V. S. “Taxmann’s GST Ready Reckoner”- Taxmann Publications Pvt. Ltd, Revised and Reprint July 2017.
2. CA. Keshav R. Garg “Bharat’s GST Ready Reckoner” Bharat Law House Pvt. Ltd. First Edition 2016.

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Semester III
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Extra Credit Course I: Personality Development (18UBPEX1)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 2 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To empower the learners personality by providing conceptual background.
- To enrich the learners to change the inner behavior and attitude in their life.

Course Outcomes:

1. Helps the learners to understand their own personality.
2. To understand the level of perception of human being.
3. Helps the learners to manage them under stress.

UNIT I **(12 hrs)**

Individual Perspective – Introduction – Foundations of Individual – Models of Man.
Personality – Introduction – Determinants – Types – Traits

UNIT II **(12 hrs)**

Perception – Introduction – Perceptual process – Factors affecting perception –
Measures to improve perception.

UNIT III **(12 hrs)**

Attitude – Introduction – Sources of attitude – Barriers to change attitude –
Overcoming barriers. Values – Introduction – Importance of values – Types of values –
Sources of values.

UNIT IV **(12 hrs)**

Leadership – Introduction – Characteristics – Qualities – Functions – Types of
leadership styles.

UNIT V **(12 hrs)**

Stress – Introduction – Nature – Faces of stress – Sources – Consequences of stress –
Managing Stress

Text Book:

1. K. Aswathappa, “Organisational Behaviour – (Text, Cases and Games)”, Himalaya Publishing House, Mumbai, 12th Edition, 2016.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|--------------------------------------|
| I | 1 | 5, 7 | - | 111 – 126, 146, 151 – 154, 156 – 161 |
| II | 1 | 8 | - | 170 – 181, 191 |
| III | 1 | 10 | - | 227 – 61, 70 – 79 |
| IV | 1 | 4 | - | 169 – 182 |
| V | 1 | 8 | - | 281 – 294 |

Reference Books:

1. Dr. P. Subbarao, “Management and Organisational Behaviour – (Text and Cases)”, Himalaya Publishing House, Mumbai, 2nd Edition, 2017.
2. Dr. P.K. Balamurugan, Dr. S. Chandra Bose and Dr. R. Velmurugan “Organisational Behaviour” Sri Kaliswari College Publication, Sivakasi, 1st Edition, 2008.
3. S.S. Khanka, “Organisational Behaviour – Text and Cases” S. Chand & Company Ltd, New Delhi, reprint 2013.

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Extra Credit Course II: Soft Skills (18UBPEX2)
(For those who join from June 2018 and afterwards)

| | | | |
|---------------------|-----------------|-------------------|--------------|
| Credits | : 2 | Int. Marks | : 25 |
| Hours / Week | : 4 | Ext. Marks | : 75 |
| Duration | : 60 Hrs | Max. Marks | : 100 |

Course Objectives:

- To understand the basic attributes of Soft Skills and helps to realize self.
- To understand the basic Body Language, Manners and Etiquette in an effective way.

Course Outcomes:

1. The learners can understand and analyze their own strength and weakness through SWOT analysis.
2. The learners can know the acceptable body language.
3. The learners can learn to shape their career.

UNIT I **(12 hrs)**

Soft Skills – Introduction – Importance – Attributes – Improving your soft skills – Train yourself – Practicising soft skills.

UNIT II **(12 hrs)**

Know Thyself – Introduction – Importance – Process – SWOT Analysis – Benefits – SWOT analysis grid – Questions to complete the grid.

UNIT III **(12 hrs)**

Career Planning – Introduction – Benefits – Guidelines for choosing a career – Myths about choosing a career – Tips for successful career planning – Developing career goals – Final thoughts on career planning – Things one should know while stating career and during his career.

UNIT IV **(12 hrs)**

Body Language – Introduction – Parts – Uses – Reasons – Types – Improving Body language. Etiquette – Introduction – Modern Etiquette – Benefits – Classification – Accompanying women.

UNIT V **(12 hrs)**

Manners – Introduction – Poor Manners – Practicising Good Manners – Dealing with the challenged – Attending Funeral – Profesional Manners – Social Manners – Getting along with people – Corporate grooming tips – Mind your mobile manners – Annoying office habits.

Text Book:

1. Dr. K. Alex, “Soft Skills – Know Yourself and Know the World” S. Chand & Company Pvt. Limited, New Delhi, 3rd Revised Edition, 2014.

| Unit | Text Book No. | Chapters | Section | Page No. |
|-------------|----------------------|-----------------|----------------|----------------------|
| I | 1 | 1 | - | 1 – 12 |
| II | 1 | 2 | - | 13 – 19 |
| III | 1 | 6 | - | 60 – 69 |
| IV | 1 | 12,15 | - | 120 – 132, 166 – 172 |
| V | 1 | 15 | - | 173 – 186 |

Reference Books:

1. Vinay Mohan Sharma, “Body Language: The Art of Reading Gestures and Postures” V & S Publishers, New Delhi, Reprint 2014.
2. M.S. Rao, “Soft Skills: Enhancing Employability”, I.K. International Publishing House Pvt. Ltd., New Delhi, 1st Edition, 2010.

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Semester V
(2018 – 2021)
Part IV: Disaster Management (18UDMG51)
(For those who join from June 2018 and afterwards)

Credit : 1

Hours / Week: 1

Duration : 15 Hrs

Int. Marks : 25

Ext. Marks : 75

Max. Marks : 100

Course Objectives:

- To provide basic knowledge on Disaster and Disaster Management.
- To know the causes and types of Disaster.

Course Outcomes:

1. Make the learners to plan and prepare for the management of Disaster.
 2. Helps the learners to know the issues related with the Disaster rehabilitation.
 3. Make the learners to know the role of Government in Disaster management.
 4. Make the learners to aware of the agencies available in India for Disaster management.
-

UNIT I

(3 hrs)

Introduction – Disaster – Hazards – Causes and Impact of Disasters – Levels of Disaster – Casual factors of Disaster – Phases of a Disaster.

UNIT II

(3 hrs)

Disaster Mitigation – Risk reduction Measures – Mitigation Actions – Disaster Management Cycle – Classification of Mitigation Measures.

UNIT III

(3 hrs)

Disaster Preparedness and Planning – Objectives – Strategies – Elements of Disaster Preparedness – Principles of Disaster planning.

UNIT IV

(3 hrs)

Disaster Rehabilitation – Issues in Rehabilitation – Objectives – Approaches – Elements of a Rehabilitation Programme.

UNIT V

(3 hrs)

Framework Disaster Management in India – Features of National Policy on Disaster Management – Primary and Secondary Relief functions of Central Government – Disaster Management Act 2005 – Agencies for Disaster Management: India Red Cross Society, NIDM – Bharat Scouts and Guides, India Paramilitary Forces.

Text Book:

1. Satish Modh, "Introduction to Disaster Management" Macmillan Publishers India limited, New Delhi, 1st Edition, 2015.

| Unit | Text Book | Chapters | Section | Page No. |
|-------------|------------------|-----------------|----------------|-----------------|
| I | 1 | 2 | - | 18 – 27 |
| II | 1 | 9 | - | 216 – 225 |
| III | 1 | 11 | - | 241 – 250 |
| IV | 1 | 14 | - | 286 – 294 |
| V | 1 | 8 | - | 163 – 181 |

Reference Books:

1. Dasgupta. R, "Disaster Management and Rehabilitation", Mittal Publications, New Delhi, 1st Edition, 2010.
2. Narayanan. B, "Disaster Management", A.P.H. Publishing Corporation, New Delhi, 1st Edition, 2009.