## SCHEME OF EXAMINATIONS – CBCS Pattern

### B.B.A (Bachelor of Business Administration)

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**B.B.A (Bachelor of Business Administration)**

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**TOTAL** | - | - | - | 3500 |

^ Refer the detailed note on this curricular aspect
@ No University Examinations. Only Continuous Internal Assessment (CIA)
* No University Examination – Refer the detailed note on this curricular component.
# No Continuous Internal Assessment (CIA). Only University Examinations.

**List of Elective papers** *(Colleges can choose any one of the paper as electives)*

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Project Work & Viva-Voce
Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
### B.B.A – C.A (Computer Applications)

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### B.B.A – C.A (Computer Applications)

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| TOTAL | - | - | - | - | 3500 | 140 |

^ Refer the detailed note on this curricular aspect
@ No University Examinations. Only Continuous Internal Assessment (CIA)
* No University Examination – Refer the detailed note on this curricular component.
# No Continuous Internal Assessment (CIA). Only University Examinations.

#### List of Elective papers (Colleges can choose any one of the paper as electives)

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| Elective – III | A | E - Commerce                     |
|               | B | Project Work & Viva-Voce         |
|               | C | Financial Services               |
|               | D | Multimedia                       |

Project Work & Viva-Voce
Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment )
## B.B.A –International Business

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### B.B.A –International Business

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^ Refer the detailed note on this curricular aspect  
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# No Continuous Internal Assessment (CIA). Only University Examinations.

#### List of Elective Papers (Colleges can choose any one of the paper as electives)

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Project Work & Viva-Voce  
Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment)
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^ Refer the detailed note on this curricular aspect
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* No University Examination – Refer the detailed note on this curricular component.
# No Continuous Internal Assessment (CIA). Only University Examinations.

| List of Elective papers (Colleges can choose any one of the paper as electives) |
|-------------------------------|-----------------------------|
| Elective – I                  | A Insurance Principles and Practice |
|                               | B Franchise Operations Management |
|                               | C Customer Relationship Management |
|                               | D Brand Management |
| Elective – II                 | A Strategic Management |
|                               | B Managing Consumer Services |
|                               | C Industrial Relations and Labour Laws |
|                               | D Consumer Behaviour |
| Elective - III                | A E-Commerce |
|                               | B Project Work & Viva-Voce |
|                               | C Merchandising Management |
|                               | D Global Business Management |

Project Work & Viva-Voce
Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce-50 marks (External) : (25 marks for Internal Assessment & 75 marks for External Assessment )
NOTE:
BBA., BBA(CA)., BBA(RM)., and BBA (IB).
The following changes had been carried out to the previous year’s scheme of examination for the students admitted from the academic year 2016-17 and onwards.

The syllabus of Management Process reframed and rechristened as Principles of Management (For all courses)
A new subject – Basics of Business and Business Environment introduced in place of Business Communication (For all courses)
The existing syllabus of Human Resource Management got revamped (For all courses)
Institutional Training is introduced at the end of IV Semester for a minimum period of four weeks with a total credit of two (For all courses) and a detailed note on this core curricular component is appended.
The subject Economics for Executive reintroduced in the II Semester and practical reshuffled. Also new elective subjects Introduction to ERP and Visual Basic (Theory) added for BBA(CA).
The paper Cost and Management Accounting swapped with Financial Management (For all courses)
The syllabus of Entrepreneurship and Project Management reframed and rechristened as Entrepreneurship and Small Business Management (For all courses)
The paper Advertising and Sales Promotion swapped with Taxation Law and Practice (For BBA & BBA(CA))
The paper International Strategic Management swapped with Taxation Law and Practice (For BBA(IB))
The paper International Strategic Management swapped with Taxation Law and Practice (For BBA(IB))
The practical on Financial Accounting Package (Tally) introduced in place of International Financial Management for BBA(IB).
The paper Retail Operations, Systems & Inventory swapped with Taxation Law & Practice. The paper Entrepreneurship and Small Business Management introduced in place of Global Business Management – which got shifted to Elective. Two more electives viz. Franchise Operations Management and Managing Consumer Services added. (For BBA(RM)).
The papers Human Resource Management, Management Information System and Financial Management replaced the erstwhile specialised papers. (For BBA(RM)).
Bachelor of Business Administration (BBA) All streams
Skill Based Subjects I – IV from III to VI semester

\[\text{Curriculum Framework}\]

Need for the course
In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is to ensure adequate communicative power to empower the youth in all their spheres. The newly introduced subjects are communicative skill-set builders. Only with the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects can achieve the stated objectives.

Course framework

<table>
<thead>
<tr>
<th>Sem</th>
<th>Subject Titles</th>
<th>Skill Components to be addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>Communication Skills I</td>
<td>Listening and Speaking skill development</td>
</tr>
<tr>
<td>IV</td>
<td>Communication Skills II</td>
<td>Reading and Writing skill development</td>
</tr>
<tr>
<td>V</td>
<td>Campus to Corporate</td>
<td>Etiquettes; Attire-related niceties; quantitative aptitude building; and e-communicative skills</td>
</tr>
<tr>
<td>VI</td>
<td>Soft Skills for Business</td>
<td>Presentation, negotiation, team-working skills; Resume preparation; and facing interviews &amp; GDs.</td>
</tr>
</tbody>
</table>

Course Objectives
To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skill-set
To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

Learning Outcomes
To hone their speaking and writing skills by reinforcing their listening and reading skills and habituating them
To assist in developing their personality
To help the students in developing their communication skills through effective use of English
To augment the areas such as business correspondence, presentation, group discussion, and interviews
To focus on to a chosen career path
Course Content: Skill based paper - I  Semester III

COMMUNICATION SKILLS - I  —  Listening and Speaking Skills

Listening –
- Write an essay on the ART OF LISTENING in your own words;
- List the qualities for a good listener;
- Illustrate the difference between hearing and listening;
- Enumerate the types of listeners;
- List and comprehend the common barriers to the Listening Process;
- Identify measures to improve your listening and list them (Practice too);
- Listening exercises – Listen from movie clips, news items, (with sub-titles), Business News Channels such as Bloomberg, UTV, CNN IBN, India Today, NDTV 24x7, NDTV Profit, News9, NewsX, Times Now…
- Listen to inspiring speeches by great personalities;
- Listen to audios with accompanying *.pdf files from BBC’s Learning English.
http://www.bbc.co.uk/worldservice/learningenglish/language/uptodate)
- Learn English via Listening using YouTube videos
  (https://www.youtube.com/watch?v=P1axyuVU57c)
- Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

Speaking –
- Write an essay on the ART OF SPEAKING in your own words;
- Appreciate the importance of vocabulary and build the same;
- Use Oxford – 3000 key words in different sentences (OUP.com);
- Read a passage from the newspaper and compare with that of the news broadcast from TV;
- Make a presentation to the class on a topic of your choice for ten minutes and handle Q&A. List in the SDRN the toughest question that was asked;
- Role play and simulated games with more speaking; Anecdotes and Stories; Conversational practice (situations)): 1. At the college, 2. At the post office, 3. At the railway reservation counter, 4. At cinema hall;
- Vary your volume, watch your tone and record your voice for replay in the preferred group (use smart mobile phones for practice);
- Record your speech and present to classmates; do the same presentation without recording – now list the uses of non-verbal communicative cues.
Course Content: Skill based paper - II Semester IV  
COMMUNICATION SKILLS - II  –  Reading and Writing Skills

Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution -Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

Reading: Newspaper reading on daily basis – Practice louder reading and other members in listening mode – Purpose of Reading; Types of Reading; Techniques for Effective Reading – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books.

Application Writing – Difference between resume and curriculum vitae, styles and layouts of a resume – Contents of Good Resume – Guidelines for Writing Resume – Different Types of Resumes designing covering letter – Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters


Collection of financial statements of any one organization for two consecutive years and prepare comparative statements. Also list out its assets and Liabilities.

Industry Review Project: Take an industry and a few firms operating in your area. Make an introduction to the industry and list the profile of the companies in that industry. Also give a comparative analysis by giving the market share, annual growth rate, etc.

Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-inslips, purchase of DDs, RTGS/NEFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government

Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently

List the environmental issues of an industry of your choice operating in your region

Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.
Course Content: Skill based paper - III  Semester V

Campus to Corporate

To train the learners for smooth transition from their campus to corporate for employment…

Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-communication: Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – E-mail Etiquette – Overcoming Problems in E-mail Communication – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

Aptitude Appetizer: Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative & non-verbal reasoning areas in competitive exams for employment and/or higher studies

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.
**Course Content: Skill based paper - IV  Semester VI**

**Soft Skills for Business**

Presentation skills – effective presentation of an idea or concept – use of MS-Powerpoint or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive --

Facing interviews – How to prepare – how to presents – Manners and etiquettes to be maintained during an interview; sample questions (FAQ’s) commonly asked during interview

Conduct a vox pop – make a brief report – present to the group

Non verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)
Evaluation Method

There shall be a university-approved comprehensive viva-voce examination at the end of each semester to orally and individually test the learners’ extent of attainment in the various metrics specified for each subject of the curriculum.

Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.

Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.

SDRN shall also be evaluated jointly with an external examiner during the viva-voce examination.

During every semester, the student shall maintain the SDRN in which a minimum of (20) twenty exercises /activities are to be recorded in consultation with the class teacher with dates of starting and completion.

This SDRN has to be submitted to the internal faculty for evaluation at least 15 days before the end of each semester.

For class-room based common exercises and group-tasks, teacher may distribute the soft-copy to all the students and evaluation may be individualized with high order critical questions.

The individual tasks recorded in the SDRN shall be unique and the concerned subject teacher needs to certify for the work’s originality. University appointed external also need to ensure the originality of the recorded works in the SDRN during viva-voce exam.

The soft copies of video/ audio-related tasks used in the SDRNs need to be recorded in a convenient medium such as CD/DVD for verification purposes and appended to the SDRN.

Students shall be encouraged to use their lap-tops for listening exercises.

Language / Communication lab, if available in the college/campus, may be used to practice the activities suggested for practical skill test.

The viva-voce examination with University-appointed external examiner contains a group-administered paper-pencil test and an individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.

The total mark of 75 for the skill-based subjects shall be divided between internal and external evaluations and it is 30 and 45 marks respectively; the course teacher shall continuously and comprehensively evaluate the students with the following sub-distribution of marks:

- Class involvement and proactive participation 10
- Originality in the practical exercises and regularity 10
- Skill Development Record Note (SDRN) maintenance 10
The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Metrics to be evaluated and the weightage for each component</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Skills I</td>
<td>Listening: Play an audio file and evaluate the comprehension by posing critical questions</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Speaking: Present a topic and face questions; enact role plays such as newscaster; make announcements. Use of (portable) PA system</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>General conversational abilities [situation-oriented]; Story telling</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SDRN's originality and maintenance</td>
<td>15</td>
</tr>
<tr>
<td>Communication Skills II</td>
<td>Reading: Extent of vocabulary built, the volume of materials read, active vocabulary in current use A passage may be assigned for reading and evaluated on the basis of reading with intonation, pauses and the tone &amp; tenor required for the textual matter</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Writing: The students shall write at least 250 words on their own words on on-the-spot topics given [jointly by internal and external examiners] and evaluate the same for the presence of skills in this domain such as vocabulary, grammar, idea flow</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>SDRN's originality and maintenance</td>
<td>15</td>
</tr>
<tr>
<td>Campus to Corporate</td>
<td>Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc)</td>
<td>10</td>
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<tr>
<td></td>
<td>Use of ICT in daily life – frequency and extent of usage (Validate the same)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Dress codes and attire aspects</td>
<td>10</td>
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<tr>
<td></td>
<td>Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SDRN’s originality and maintenance</td>
<td>15</td>
</tr>
<tr>
<td>Soft Skills for Business</td>
<td>Presentation, Negotiation and Team-working skills</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>SDRN’s originality and maintenance</td>
<td>15</td>
</tr>
</tbody>
</table>
Suggestive means of Course Delivery for Skill based papers

The class teacher need to be highly self-motivated to ensure the practice (less of preaching)

The course teacher, instead of having a single prescribed text book, has wider option in choosing the material and needed to assume the role of a facilitator in building the skill set

Exercises and practice assignments need to be unique and current; and the faculty need to ensure original work / contribution of the individual students

To give more of individual and group tasks / assignments focused on communicative skill-set building

Allow use of IT gadgets to assist skill building (voice recorder in a mobile phone, replay in lap-tops / PA systems, internet)

Field visits, exploration, observation can be extensively used to augment skill-building

Encourage newspaper reading (learner can chose the area of interest such as sports, business, politics, regional, etc.,) in the class room; corroborate the same with TV news /debate listening; compare headlines of different newspapers of the main news;

Audio/video clippings from BBC (Learn English series) and Oxford’s BEC course materials can be deployed wherever possible.

Teacher to shift from hard-copy to soft-copy orientation in disseminating common information;

Have fun games, instant quizzes, vocabulary-building word games, encourage Sudoku solvers, word jumbles;

Allow as many teams and leaders to function and constantly motivate with suitable exercises and foster a competitive spirit among the teams;

Encourage using the bulletin and notice boards to popualrise / disseminate information and ideas;

Allow students to discuss and debate on current issues and matters of interest to them by positioning as a facilitator;

Assist in recording the skill enhancing activities in a useful manner in the SDRN and ensure constant monitoring of the same for originality;

The list of activities suggested in the following four sub-areas are only suggestive; the faculty can assume freedom in redesigning / rejigging rearranging the exercises / practice problems/assignments. However, ensure the course objectives are fulfilled and desired learning outcomes are exhibited by the learners.
A note
Various activities/practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

SUGGESTED BOOKS FOR REFERENCE

- **Study Guides Basic Business Communication: Skills for Empowering the Internet Generation** by Lesikar & Flatley.
- **Business Communication: The Real World and Your Career.** By Senguin
- **Business Communication: Process and Product** by Mary Ellen Guffey and Dana Loewy
- **Contemporary English Grammar, Structure and Composition** By David Green - Macmillan
- **Creative English communication** by N. Krishna swami and T. Shriraman
- **Good English in Business** A P H Publishers.
- **Getting from College to Career: Your Essential Guide to Succeeding in the Real World** by Lindsey Pollak
- **Soft Skills Enhancing Employability: Connecting Campus With Corporate** by M.S. Rao. I.K. International
- **Effective Communication and Soft Skills** by Bhatnagar
- **Spoken English – A self-learning Guide to Conversation Practice** (Audio) by V. Sasikumar, P.V.Dhamija.
- **Sparkplug to Creative Communication** (eBook) by Bittleston, John
- **Let's Talk: Negotiation & Communication at the Workplace** by Mukta Mahajani
- **The Power of Focus for College Students** by Luc D’Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)
- **The Power of Focus for College Students** by Trump Donald (Westland - 2006)
- **Enhancing Employability @ Soft Skills** by Verma
- **Personality Development and Soft Skills** by Barun K Mitra
* INSTITUTIONAL TRAINING

Curricular note on Skill enhancing core paper with internal evaluation for 50 marks (2 Credits) for ALL streams of BBA.

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/ collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral-bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors’ details, number of employees and their brief profile, share capital & Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HoD shall be made during the beginning of fifth semester for a max of 50 marks and report the same to the university. Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting and ITR submission) 15 marks
- Comprehensive understanding of the industry and the company through an oral test 25 marks
- Structure and neatness of ITR 10 marks
PRINCIPLES OF MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

**Goal:** To enable the students to learn principles, concepts and functions of management.

**Objective:** On successful completion of this course, the students should have understood
Principles & functions of Management
Process of decision making
Modern trends in management process.

**UNIT - I**
Overview of Management: Definition - Managerial functions-roles and skills of managers–
Evolution of Management thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter
F. Drucker to the management thought.Management: a science or an art?-An overview
offunctional areas of management – Levelsof Management.

**UNIT –II**
**Planning:** Nature and purpose – planning process – types of planning –types of plan-Planning
premises– Planning Tools and Techniques – Decision making steps and process.

**UNIT -III**
**Organising:** Types of organization – Organisational structure – span of control – use of staff
units and committees. Authority and responsibility relationships – Delegation: Delegation and
centralisation. Centralization and decentralization – **Staffing:** Sources of recruitment - Selection
process - training.

**UNIT - IV**
**Directing:** Nature and purpose of Directing.- Principles – Motivation - Introduction to theories
of Motivation – Leadership: Styles – Communication - Importance of Communication –
Methods of Communication – Types – Barriers.

**UNIT - V**
**Controlling:** Meaning and importance of controls – control process – Budgetary and non-
Budgetary Control Techniques – Requisites of an effective control system – Relationship
between planning and controlling – Need for co-ordination.

**REFERENCE BOOKS**
- Principles of Management – L.M. Prasad
- Business Management – DinkarPagare
- Essentials of Management – Koontz, H. & Weihrich, H.
COURSE DESCRIPTION: The Basics of Business & Business Environment course is an introduction to what a business is, how it operates, its interrelationship with environment and how it is managed.

COURSE OBJECTIVES:
To know the depth of the meaning conveyed by the word ‘Business’
To appreciate the associated services sector and emerging newer models
To analyze the affect of economic conditions on business performance
To survey the sources of financing for businesses


RECOMMENDED BOOKS:
Del, Global Business Foundation Skill Students Handbook

Nikita Sanghvi,
Business Environment and Entrepreneurship

Laura Dias, Amit Shah
Introduction to Business
M A T H E M A T I C S  F O R  M A N A G E M E N T -  I
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

Objective: On successful completion of this course, the students should have understood Set operations, matrix and Mathematics of Finance Statistical tools and their applications

UNIT - I
Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication
-Inversion of square matrices of not more than 3rd order solving system of simultaneous linear equations.

UNIT-II
Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)

UNIT-III

UNIT-IV
Measures of Variation : Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Questions in theory and problems carry 20% and 80% marks respectively
Problems need to be simple keeping students’ non-mathematical background

REFERENCE BOOKS
1. Navaneethan P. - Business Mathematics
2. Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
3. P.R. Vittal - Business Mathematics and Statistics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. Gupta S.P. - Statistical Methods
ORGANISATIONAL BEHAVIOUR
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of organisational behaviour

Objective: On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I
Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

UNIT - III
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

UNIT – IV

UNIT - V
Leadership - types - theories – Trait, Managerial Grid, Fiedder’s contingency. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS
Keith Davis - Human Behaviour at Work
Ghos - Industrial Psychology
Fred Luthans - Organisational Behaviour
L.M. Prasad - Organisational Behaviour
Boominathan B - Organisational Behaviour
Goal: To enable the students to learn principles and concepts of Business Economics
Objective: On successful completion of this course, the students should have understood
The objectives of business firms
Factors of production and BEP Analysis
Types of competitions and price administration
Government measures to control monopoly

UNIT - I
Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis -
Law of Demand - Elasticity of demand.

UNIT - II
Production function - Factors of production - Laws of diminishing returns and Law of variable
proportions - Cost and Revenue Curves – Break-even-point (BEP) analysis.

UNIT – III
Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly -
Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT – IV
Pricing under factors of production; wages - Marginal productivity theory - Interest - Keyne's
Liquidity Preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty
theory.

UNIT - V
Government and Business - Performance of public enterprises in India - Price policy in public
utilities, Public sector – Goals – Types and classification – Evolution and objectives of public
sector in India

REFERENCE BOOKS
Sankaran - Business Economics
Markar et al - Business Economics
Sundaram K.P & Sundaram E - Business Economics
MATHEMATICS FOR MANAGEMENT- II
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to learn the techniques of Operation Research and their applications in business management.

Objective: On successful completion of this course, the students should have understood Operations Research models such as LPP, Transportation, network PERT, CPM

UNIT I:
Linear programming - Mathematical Formulation - Application in management decision making (Graphical method only)

UNIT II:

UNIT III:
Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - m x 2 and 2 x n games.Solving games by Dominance Property.

UNIT IV:

UNIT V:
PERT – Time scale analysis- Critical path- probability of completion of project.
Replacement models – Introduction- Replacement of items that deteriorates gradually (value of money does not change with time).

Note: Theory and problem shall be distributed as 20% and 80% respectively.
Problems shall be simple so that non-maths students can also solve it.

REFERENCE BOOKS:
KantiSwarup, P.K.Gupta and Man Mohan – Operations Research
P.R. Vittal - Operations Research
S.P.Gupta - Statistical methods.
FINANCIAL ACCOUNTING
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of Accounting principles and practice
Objective: On successful completion of this course, the students should have understood
The basic accounting concepts
Double entry book keeping system and various books of accounts
Preparation of final accounts, etc.

UNIT - I
Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of
Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary
and purchase return books.

UNIT - II
Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation
statement – problems.

UNIT - III
Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple
adjustments.

UNIT - IV
Accounting for non-trading institutions-Income & Expenditure Account- Receipts and
Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation –
problems (straight line method and written down value method only)

UNIT - V
Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
PRODUCTION AND MATERIALS MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of production processes and Materials Management

Objective: On successful completion of this course, the students should have understood Principles, functions and process of Production Management

Effective management of materials

UNIT-I

UNIT-II
Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

UNIT-III

UNIT-IV

UNIT-V

TEXT BOOKS:
1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management
MARKETING MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of principles of marketing management

Objective: On successful completion of this course, the students should have understood
Principles of marketing management, market segmentation
Product life cycle, pricing, branding,.....

UNIT - I
Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

REFERENCE BOOKS:
1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
4. Nanda Kumar - Marketing Management
PC SOFTWARE (MS-OFFICE) – PRACTICAL
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Broad areas for practical

MS WORD
Introduction to MSWord — Shortcuts — Document types — Working with Documents — Opening Files – New & Existing — Saving Files — Formatting page and Setting Margins — Converting files to different formats - Importing - Exporting - Sending files to others

Editing text documents — Inserting — Deleting — Cut, Copy, paste — Undo, Redo — Find, Search, Replace

Formatting Documents — Setting Font Styles — Font selection – style, size, color etc., — Typeface – Bold Italic, underline — Case settings — Highlighting — Special symbols

Setting Paragraph style — Alignments — Indents — Line space — Margins — Bullets and Numbering

Setting Page Style — Formatting — Border & Shading — Columns — Header & footer — Setting Footnotes

Inserting Clip arts, pictures, and other files — Page Numbering, data & Time, Author etc.,

Creating Tables — Table settings — Borders — Alignments — Insertion, deletion — Merging — Splitting — Sorting

Drawing Pictures — formatting & Editing pictures

Tools — Word Completion — Spell Checks — Mail merge (Setting up the mail merge — Creating a main document — Building the data source — Placing the merge fields)

Printing Documents

MS EXCEL

Introduction — Spreadsheet & its Applications — Opening spreadsheet — Shortcuts

Working with Spreadsheets — Opening a File — Saving Files — Converting files to different formats — Importing, Exporting and Sending files to others

Entering and Editing Data — Entering Data — Find, Search & Replace — Filling continuous rows, columns — Inserting - Data, cells, column, rows & sheets

Computing data — Setting Formula — Finding total in a column or row — Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) — Using other Formulas

Formatting Spreadsheets — Formatting — Cell, row, column & Sheet — Alignment, Font, Border & shading — Highlighting values — Hiding/Locking Cells

Worksheet — Sheet Name — Row & Column Headers — Row Height, Column Width

Formatting — worksheet — Sheet Formatting & style - background, color, Borders & shading — Anchoring objects — Formatting layout for Graphics, Clipart etc.,

Creating Charts — Selecting charts — Formatting charts, label, scaling etc., and Printing worksheet

MS ACCESS

Introduction — Database concepts — Tables — Queries — Forms — Reports

Opening and saving database files — Creating Tables— Table Design — Indexing — Entering data — Importing data

Creating Queries — SQL statements — Setting relationship — Using wizards

Creating Forms for data entry and printing reports
MS POWER POINT

Introduction — Opening new Presentation — Different presentation templates — Setting backgrounds — Selecting presentation layouts
Creating a presentation — Setting presentation style — Adding Text to the presentation
Formatting a presentation — Adding style — Color and gradient fills — Arranging objects —
Adding Header & Footer — Slide Background — Slide layout
Adding Graphics to the presentation — Inserting pictures, movies, tables, etc into the presentation — Drawing Pictures using Draw
Adding effects to the presentation — Setting Animation & transition effects — Adding audio and video
Printing Handouts and generating standalone presentation viewer

Fingering either through typewriter or through computer keyboard (typing tutors) is a must and the internal faculty is requested to ensure the same in order to enhance productivity.

Note: Question paper for practical purposes need to be designed keeping three hours of practical duration and the broad areas as given hereunder. The composition of the question should be equitably loaded with at least one exercise in MS Word and the other one from any of the other three components MS Excel, PowerPoint and Access. The questions are to be exhaustive and trying to test the skill level acquired by the students. A few model questions are appended for guide lining purposes.
Model QP Questions
Set the paper size to A4, the Top, Bottom, Left, Right margins set to 2 cm — Set the line spacing to one and half — Insert a header that reads “Microsoft Word Test”, and a footer that reads “PC Quotation” — Set the font type of the entire document to Arial and the font size to 12 — Read the following passage and type the required letter:

Research laboratory head needs the following items to be purchased from M/S Raj InfoTech Ltd, a) Samsung make TFT 17” Monitor, qty 15, Rs 10000/- each as per quotation   b) Hard Disk (SATA) 160 GB, qty 15, Rs 6000/- each   c) Logitech Make Web Cam, qty 15, Rs 1000/- each. In this quotation M/S Raj InfoTech Ltd has ensured 5 % discount on total bill amount. The sales tax is 2%. Full payment is made at the time of placing the order. All the items should a carry a warranty of three years from the date of purchase order. — Prepare purchase order containing item details, condition mentioned.

Type the following matter and carry out the below-listed tasks on the same

The Fairy Tales we deserve: The Disney Stories that enchant us today are drawn from ancient, worldwide folk tradition. Some folklorists believe that “Cinderella” in its most basic form—neglected youngest child is tested, found worthy, rewarded with mate—dates back to the Old Stone Age.

Cinderella: Folk versions of “Cinderella” were related in hundreds of societies. In these stories, the "test" for the unfortunate child is different. Our familiar Cinderella is beautiful and has tiny feet. By contrast, the Japanese Cinderella gets her Prince by writing a prize-winning poem.

Other fairytales include:
- Little Red Riding Hood
- Three Little Pigs
- Beauty and the Beast

Split paragraph two into two columns
Insert a border around paragraph one
Indent the first line of paragraph three with tab spacing set at 1cm
Change the font colour of the third paragraph to Red
Change the font to Comic Sans Ms, outline bold, 16 point
The history of the concept of "engineering" stems from the earliest times when humans began to make clever inventions, such as the pulley, lever, or wheel, etc. The exact etymology of the word engineer, however, is a person occupationally connected with the study, design, and implementation of engines. The word "engine", derives from the Latin ingenium (c. 1250), meaning "innate quality, especially mental power, hence a clever invention." Hence, an engineer, essentially, is someone who makes useful or practical inventions.

From another perspective, a now obsolete meaning of engineer, dating from 1325, is "a constructor of military engines". Engineering was originally divided into military engineering, which included construction of fortifications as well as military engines, and civil engineering, non-military construction of such as bridges.

The first electrical engineer is considered to be William Gilbert, with his 1600 publication of De Magnete, who was the originator of the term "electricity".

Tasks to be performed:
1. Type the heading “Engineering” at the top of the Document. Use wordart to do this.
2. Justify all the text.
3. Format the last paragraph so that they have a hanging indent.
4. Place a border around the full page.
5. Format the document with 1.5 Line Spacing.
6. Change the Heading to upper case.
7. Change the page layout to landscape.
8. Count the number of words and place it in a text box at the bottom of the page.
9. Insert an appropriate picture somewhere on this document.
10. Find all instances of the word “engineer” and replace it with “designer”.

Perform following calculation in MS-Excel.

<table>
<thead>
<tr>
<th>Places</th>
<th>Target</th>
<th>Production</th>
<th>Achievement</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coimbatore</td>
<td>4800</td>
<td>6000</td>
<td>125%</td>
<td>??</td>
</tr>
<tr>
<td>Erode</td>
<td>5000</td>
<td>4500</td>
<td>??</td>
<td>??</td>
</tr>
<tr>
<td>Pollachi</td>
<td>5000</td>
<td>5000</td>
<td>??</td>
<td>??</td>
</tr>
<tr>
<td>Ooty</td>
<td>4933.33</td>
<td>5166.67</td>
<td>??</td>
<td>??</td>
</tr>
</tbody>
</table>

Tasks need to be done are:
1. Calculate grade. (A+ for more than 100% achievement; A for 100% achievement and B for below 100% achievement); and
2. Create a bar chart to show the target and production of three places under observation.

5) Tab setting exercise

Type the following matter by setting tab buttons for effective presentation.

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Location</th>
<th>Rating</th>
<th>Rate</th>
<th>Dist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday In</td>
<td>Bristol</td>
<td>***</td>
<td>5.20</td>
<td>12</td>
</tr>
<tr>
<td>The Hilton</td>
<td>London</td>
<td>*****</td>
<td>17.83</td>
<td>8</td>
</tr>
<tr>
<td>The Gloucester</td>
<td>Bath</td>
<td>*****</td>
<td>183.01</td>
<td>257</td>
</tr>
<tr>
<td>The Hostel</td>
<td>Cambridge</td>
<td>*</td>
<td>2.35</td>
<td>0</td>
</tr>
<tr>
<td>Wellington’s</td>
<td>Coventry</td>
<td>***</td>
<td>0.20</td>
<td>48</td>
</tr>
</tbody>
</table>
1. 6) Use **indents** to create the document as shown below.

<table>
<thead>
<tr>
<th>Course E3542 Effective Training Matters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aims</strong></td>
</tr>
<tr>
<td><strong>Who should attend?</strong></td>
</tr>
<tr>
<td><strong>Purpose of the Course</strong></td>
</tr>
<tr>
<td><strong>Course Structure</strong></td>
</tr>
<tr>
<td><strong>Course Content</strong></td>
</tr>
</tbody>
</table>
BUSINESS LAW
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of legal aspects of business
Objective: On successful completion of this course, the students should have understood
Law of contract, Law of sale of goods
Law of Agency, Negotiable Instruments Act,….

UNIT - I LAW OF CONTRACT
Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express
and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts -
Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to
acceptance - to create legal relation - Capacity of parties to create contract.

UNIT - II
Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions -
Contract without consideration - Consent - Coercion - undue influence – misrepresentation -
fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements -
Effects of illegality - Wagering Agreements.

UNIT - III
Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void
agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract -
Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell –
Hire purchase agreement - Sale and bailment.

UNIT – IV
Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods -
Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions -
Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale -
Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in
transit - Unpaid Vendor's rights.

UNIT - V
Creation of agency - Classification of agents - relations of principal and agent - delegation of
authority - relation of principal with third parties - personal liability of agent - Termination of
agency.

REFERENCE
1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La
5. K.P.Kandasami - Banking Law & Practice
HUMAN RESOURCE MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

**Goal:** To enable the students to acquire knowledge of Human Resource Management

**Objective:** On successful completion of this course, the students should have understood Functions of HR/Personnel Department
Manpower planning, performance appraisal,…
Salary administration, Labour Welfare, Industrial Relations,…

**UNIT - I**
Human Resource Management - meaning, nature, scope and objective – Functions of HRM - The Role & status of HR manager - Organisation of HR department – Strategic HRM

**UNIT - II**

**UNIT - III**
Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Alternative to Recruitment – Definition and Importance of Selection, Stages involved in Selection Process – Types of Selection Tests and Types of Interviews

**UNIT - IV**
Meaning and benefits of Induction, Content of an Induction Program –Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion

**UNIT - V**

**REFERENCE BOOKS:**
2. VSP. Rao - Human Resource Management
3. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints
FINANCIAL MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

**Goal:** To enable the students to acquire knowledge of Financial Management

**Objective:** On successful completion of this course, the students should have understood Finance Functions, Cost of capital, Capital structure,… Capital Budgeting, Working capital management,…

**UNIT - I (Theory only)**

**UNIT - II (Theory only)**
Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

**UNIT - III (Theory only)**

**UNIT - IV (Theory only)**

**UNIT - V (Problems only)**
Budgeting and preparation of various budgets (Problems in purchase, sales, production, cash and flexible budgets). Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80% Marks, Problems carry 20% Marks)

**REFERENCE BOOKS**
1. P.V. Kulkarni - Financial Management
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting
Practical examination exercises
Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges. At the end of this practical course, the learner is expected to have operational skills in doing financial accounting tasks using computer – company creation, transaction updation and report generation related tasks.

Create a new company – name and other relevant details and configure the company
Journalizing
Posting into ledger (with and without predefined groups)
Configuring, creating, displaying, altering and cancellation of Vouchers
Trail balance
Final accounts- trading account- profit and loss account and balance sheet
Final accounts with adjustments
Rectification off error
Show the cash, bank and other subsidiary books of the company.
Show the Day Book.
Integrate stock and inventory details (stock groups/ categories/measurement units)
Stock summary
Bank reconciliation statement
Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
Integrate pay-roll system

Note
A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.
1) Create a Company as “Vasavi Industries Ltd.” in Tally with inventory management. Pass the following Entries :-
(i) Siva started “Vasavi Industries Ltd.” by bringing Capital Rs.3,00,000/- Cash.
(ii) He deposited Rs.1,00,000/- cash at ICICI bank.
(iii) He paid electricity bill for Rs.1,200/- by cash.
(iv) He withdrawn Rs.10,000/- cash for his personal use.
(v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate.
   (a) Computer - 10 Nos. - @20000/- each
(vi) He sold the following item to Somnath Traders in cash with 4% Vat rate. (a)
   Computer - 5 Nos. - @27500/- each
(vii) He received Rs.6,000/- as commission from Rohit by cash.
(viii) He paid House Rent for Rs.5,000/- by cash.
(ix) He withdrawn Rs.25,000/- cash from ICICI Bank.
(x) He purchased furniture for Rs.25,000/- by cash for office use.
Show the Trial Balance and Balance Sheet of “Vasavi Industries Ltd.”
Show the Vat Computation report of the above company.
Show the Cash Book & Bank Book of the company.
Show the Day Book.

2) From the following prepare accounts in Tally.
Balance sheet of Dream Home Appliances as on 1-1-2011
Capital 10,00,000
Reserves 600,000
Creditors:
Bismi Ltd. Bill no P/100,
28-12-10 – 30 days credit 2,00,000
Total 18,00,000
Land and Building 5,00,000
Furniture and Equipments 2,00,000
Stock: 10 Refrigerators @ Rs 8000 (LG) 80,000
Washing machine:
5 semi automatic (LG) @ 7000 35000
5 fully automatic (LG) @ 14000 70,000
10 T.V sets sony @ Rs 10,000 100,000
Debtors: (Both 45 days credit)
KEEN Bill No. S/1001 dt. 30/12/10 50,000
Best Home Bill No. S/2010 dt. 22/12/10 60,000
Bank current account with SBT 600,000
Cash in hand 105,000
Total 18,00,000
Create company with address - Cochin-5
Income Tax No. PNR/1234000 N
VAT TIN no. K GST/ L50006
Inter state sales tax no. I/L1001
Provide other assumed details for the company
5/1/11 Purchased for cash :-
3 Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque
VAT paid 12.5% and carriages-Rs 750 for the above purchase.
10/1/11 Sales made on credit:-
QRS 5 Fridges @ Rs 11,500 S/1100 - 30 days credit. at 2% discount, VAT 12.5%.
Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report
MANAGEMENT INFORMATION SYSTEM
For BBA/BBA(CA)/BBA(RM)

Goal: To enable the students to acquire knowledge of MIS

Objective: On successful completion of this course, the students should have understood
Computer based information system
MIS support for the functions of management

UNIT I
Introduction to Information Systems - definition - features - steps in implementation of
MIS - Need for information-information system for decision making- MIS as competitive
advantages – MIS structures.

UNIT II
MIS - Strategic information system - MIS support for planning - organising - controlling
- MIS for specific functions - personnel, finance, marketing, inventory and production.

UNIT III
Computer Hardware - Description of electronic computers – CPU operations -
Classification of computers - main - mini - workstations - micro computers - Super
computers - personal computers. Computer Software - types of software - data
representation in computers. Introduction to client-server.

UNIT IV
Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input -
digital scanners - voice input devices - sensors. Output devices - impact printers - non-
impact printers - video display terminals - plotters - voice output devices. Secondary
storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.

UNIT V
Telecommunication revolution - Introduction to Email, internet, intranet and
teleconferencing, www architecture, Introduction to E-Commerce - models B_B and
B_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and
credit cards.

REFERENCES
Management Information System - Murdick and Ross
Management Information System- A contemporary perspective - Kenneth Laudon &
Jane Laudon
Management Information System - Gordon B Davis
Management Information System - James O brien
Computer applications in business - Subramanian K
UNIT – I

UNIT – II
Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.

UNIT – III
Agricultural resources; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.

UNIT – IV
Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources: Production of coal, petroleum, natural gas, hydral and nuclear power.

UNIT – V
Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.

BOOKS RECOMMENDED
1. Economic and commercial geography - K.K. Khana & V.K. Gupta
2. An appraisal of resources - S.K. Sadhukhan
3. Economic geography - J.W. Alexander
4. Geography of resources - Dr.B.S. Negikadanath & Ramnath
TAXATION – LAW AND PRACTICE
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of principles of Taxation
Objective: On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes Calculation of Tax, Tax Authorities, Procedures

UNIT – I

UNIT – II
Computation of income under salary and house property. (problems to be included).

UNIT – III
Computation of income under profits and gains of business - profession (problems be included).-- Income tax Authorities – duties and their powers.

UNIT – IV
Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V
Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty -- distinction between advalorum and specific duties. Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED
1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrothra - Income Tax Law & Practice
3. Gour & Narang - Income Tax Law & Practice
4. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation
COST AND MANAGEMENT ACCOUNTING
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of Accounting for managerial decisions

Objective: On successful completion of this course, the students should have understood Cost sheet, Material issues, Labour cost...
Financial statement analysis, Budgeting, ...

UNIT I (Theory questions only)
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

UNIT II (Problems and theory questions)
Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (Problems only)

UNIT IV (Problems only)
Fund flow analysis-cash flow analysis (problems only)

UNIT V (Problems and theory questions)
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

(Theory carries 20 marks and problems carry 80 marks)

REFERENCE BOOKS:
1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna & K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting
RESEARCH METHODS FOR MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Goal: To enable the students to acquire knowledge of Research

Objective: On successful completion of this course, the students should have understood

- Research methods and sampling techniques
- Analysis and interpretation of data, Application of research

UNIT -I
Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II
Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III
Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV
Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V
Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:
1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology
ADVERTISING AND SALES PROMOTION
For BBA/BBA(CA)/

Goal: To enable the students to acquire knowledge of sales promotional measures

Objective: On successful completion of this course, the students should have understood Advertising, Ad media, Ad agencies,
Sales force management, promotional strategies…

UNIT - I

UNIT II

UNIT III
Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising-advertising campaign- steps in campaign planning.

UNIT IV

UNIT V

REFERENCE BOOKS:
1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
INSURANCE PRINCIPLES AND PRACTICE
For BBA/BBA(CA)(Elective)/BBA(IB)(Elective)/BBA(RM)(Elective)

Goal: To enable the students to acquire knowledge of Insurance Business
Objective: On successful completion of this course, the students should have understood
  Principles of Insurance
  Life Insurance and General Insurance business in India

UNIT-I

UNIT-II
Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.

UNIT-III
General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement – Co- insurance. Underwriting policy; Role of Actuary; Renewal procedure; Claims – Surveyors and loss assessors. Reinsurance - Function of General Insurance Corporation of India.

UNIT-IV
Fire insurance - various types of fire policy ; coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery. Marine Insurance - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

UNIT-V

TEXT BOOK
  M.N.Mishra : Insurance Principles and Practices

Reference Books
  Kothari & Bahl : Principles and Practices of Insurance
  Davis . W. Gregg : Life and Health insurance handbook
  John Magee & David Bicklhaup: General Insurance
  Insurance Institute of India – Study Materials IC 01, 02 & 11.
UNIT – I

UNIT – II
Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

UNIT – III

UNIT – IV

UNIT – V

1. (Unit 1,2) - Internet compete Maureen Adams, Sherry Bonelli BPB Publications – 1998.
2. (Unit 3,4,5) - Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI. Ivan Bayross BPB Publications – 2000.
INTERNET AND WEB PAGE DESIGN PROGRAMMING LABORATORY

(Practical)
For BBA(CA)

List of Programs

1. Install a modem in your system.
2. Connect internet using an account in your system.
3. Search a particular topic in using internet search engines.
4. Create a new mail id using any available service providers.
5. Send an email to another person’s email id.
6. Send an email to more than one users at the same time.
7. Send an email to a person with an attachment.
8. Send a greeting to a person using internet.
9. Develop a HTML page to check username and password.
10. Develop a HTML page to add and remove item from list box.
11. Develop a HTML page to link other web page.
12. Develop a HTML page to scroll text from left to right.
13. Develop a HTML page to display an advertisement.
14. Develop a static HTML page for a college information.
15. Develop a HTML page to input information to create a mail id.
16. Develop a HTML page to conduct auction.

**The following programs based on database.**
17. Develop a HTML page to input student information.
18. Develop a HTML page to display student results for a given roll number.
19. Develop a DHTML page to sale a product to users.
20. Develop a DHTML page to display product information for a given product id.
UNIT - I
International Marketing – Basic concepts – orientation- importance – Problems – Internationalo Vs domestic marketing global marketing – evolution of global marketing..

UNIT - II

UNIT - III
Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT - IV
Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT - V
Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:
1. Marketing Management – Philip Kotler (Eleventh edition)
5. International Marketing – Philio R Cateora
INTERNATIONAL STRATEGIC MANAGEMENT
For /BBA(IB)

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

BOOKS RECOMMENDED
International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay
Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
Corporate Strategic Management, RM Srivastava & Divya, Nigam Pragati prakashan, Meerut.
Business Policy & strategic management, Agarwal, Ban erjeed Nair, Pragati Prakashan, Meerut.
UNIT I:
Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT II:
Operations management in SCM: Type of manufacturing systems-lean manufacturing -mass customization - outsourcing-service operations management - managing supply and demand.

UNIT III:
Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT IV:

UNIT V:
Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

TEXT BOOKS:

REFERENCE BOOKS:
Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003.
UNIT I
Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysis” – Characteristics of the trading areas

UNIT II
Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management

UNIT III

UNIT IV
Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme

UNIT V
Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation.

TEXT BOOK
James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005

REFERENCE BOOK

PORTFOLIO ANALYSIS AND MANAGEMENT
ELECTIVE: For BBA

Unit – I : Portfolio Analysis : Risk and Return
Introduction; Portfolio and Security Returns; Risk; Portfolio Risk; When diversification Does not help; when diversification can eliminate risk; the insurance principle; borrowing and lending.

Unit – II : Portfolio choice : utility theory and indifference curves
Introduction; utility functions; linear utility function and risk; concave utility function and risk; indifference curves.

Unit – III : Markowitz : Portfolio Selection Model
Introduction; Markowitz Model; the mean variance criterion; corner portfolios; Dents in the efficient set dominance principle; Modifications to the Efficient Frontier; Critique.

Unit – IV : Sharpe : The Single Index Model
Introduction Characteristics lines; portfolio characteristic Lines; constructing the optimal portfolio.

Unit – V : Capital Asset Pricing Model
Introduction, Assumptions, the Security Market Line, CAPM Vs. Market Model; Realism of the Capital Asset pricing model.

BOOKS FOR REFERENCE :
1. Portfolio Management - S.K.Baura
2. Investment Analysis and Portfolio Management – Reilly
3. Security analysis and Portfolio management - Fischer and Jordan
MODERN OFFICE MANAGEMENT
Elective: For BBA/BBA(CA)

Unit –I
Office Management and organization

Unit- II
Office Environment & Communication

Unit –III
Office correspondence & Record management

Unit –IV
Office systems & Procedures

Unit –V
Office Personnel relations

Reference Books:
1. Modern office management – Dr. I.M.SAHAI –Sathiya Bhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.
COMPANY LAW AND SECRETARIAL PRACTICE
Elective: For BBA

Goal: To enlighten the students’ knowledge on Companies Act.

Objectives: After the successful completion of the course the student should have a thorough knowledge on Formation of Company, Documents required and Acts pertaining to it.

UNIT-I

UNIT-II

UNIT-III
Winding up – Meaning, Modes of Winding up – Compulsory Winding up by the court – voluntary Winding up – Types of Voluntary Winding up – members voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).

UNIT-IV
Company Secretary – Who is a secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a statutory officer, (2) As a Coordinator, (3) As an Administrative Officer.

UNIT-V
Kinds of Company meetings – Board of Directors Meeting – Statutory meeting – Annual General meeting – Extra ordinary General meeting - Duties of a Company Secretary to all the company meetings – Drafting of Correspondence – Relating to the meetings – Notices – Agenda – Chairman’s speech – Writing of Minutes.

Books for reference:
M.C.Shukla and S.S.Gulshan----Principles of Company Law----S.Chand & Co.,
M.C.Shukla and S.S.Gulshan---- S.Chand & Co.,
N.D.Kapoor----Company Law----Sultan Chand & Sons
M.C.Kuchhal---- Secretarial Practice----Vikas Publications
CUSTOMER RELATIONSHIP MANAGEMENT

ELECTIVE: For BBA/BBA(IB)/BBA(RM)

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:
- Understood Relationship Marketing
- Learnt Sales Force Automation
- Learnt Database Marketing

UNIT – I
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:
Philip Kotler, Marketing Management, Prentice Hall, 2005
SOFTWARE DESIGN TECHNIQUE
Elective: For BBA(CA)

Subject Description: This subject deals with Software Designing concepts like Analysis, Design, Implementation, and Testing.

Goal: Knowledge on how to do a software project with in-depth analysis.

Objective: To inculcate knowledge on Software Designing concepts in turn gives a roadmap to design a new software project.


TEXT BOOK:
1. SOFTWARE ENGINEERING CONCEPTS – Richard Fairley, 1997, TMH.
   (UNIT-I: 1.1-1.3,2.3-2.4 UNIT-II: 3.1-3.4 UNIT III: 4.1-4.2,5.1-5.2
   UNIT-IV: 6.1-6.4 UNIT-V: 8.1-8.2, 8.5-8.6)

REFERENCE BOOKS:
3. SOFTWARE ENGINEERING – Stephen Schach, 7th edition, TMH.
INTRODUCTION TO ERP  
Elective: For BBA(CA)

Aims: The course shall provide an overview of Enterprise Resource Planning (ERP) software systems and their role within an organization. It shall also introduce key concepts integrated information systems and shall explain why such systems are valuable to businesses. It shall illustrate how fragmented information systems fail to support business decision and how integrated information systems shall help a company prosper by providing business managers with accurate, consistent, and current data.

UNIT I  

UNIT II  

UNIT III  

UNIT IV  

UNIT V  

TEXT BOOKS:  

REFERENCES:  
INTERNATIONAL BUSINESS ENVIRONMENT

Elective: For BBA(IB)

UNIT – I
Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V

BOOKS FOR REFERENCE:
1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution : Katyal, Timmy & Satake.
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Elective: For BBA(IB)

UNIT - I

UNIT - II

UNIT – III

UNIT – IV
Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V

BOOKS RECOMMENDED
1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - Bowersox Closs
FRANCHISE OPERATIONS MANAGEMENT
Elective: For BBA(RM)

Course Objectives: a) Determine critical success factors for managing a franchise, b) Leverage emerging trends in the franchise industry, and c) Gain insight and analytical skills required to succeed in franchising

UNIT 1:

UNIT 2:

UNIT 3:

UNIT 4:

UNIT 5:

Recommended Course Materials
Fairbourne, J. Gibson, S.W., Micro Franchising: Creating wealth at the bottom of the Pyramid. Edward Elgar Publishing
BRAND MANAGEMENT
Elective: For BBA(RM)

UNIT I:
Brand-history of branding-importance of branding-strategic brand management process-brand image-branding challenges and opportunities.

UNIT II:
Brand positioning-brand equity-sources-building a strong brand-brand building implications-identifying brand positioning-positioning guidelines-defining brand values-internal branding.

UNIT III:
Planning and implementing brand marketing-choosing brand elements-criteria-options and tactics for brand elements-new perspective on marketing-co-branding-guidelines-licensing guidelines.

UNIT IV:
Measuring and interpreting brand performance-brand value chain-brand tracking studies-establishing effective brand equity management systems-capturing market performance-comparative methods.

UNIT V:
Implementing brand strategies-brand product matrix-breadth and depth of branding strategy-brand hierarchy-designing a long term brand strategy-brand extensions-advantages and disadvantages-reinforcing brands-adjusting brand portfolios.

TEXT BOOKS:
Kelvin Lane Keller-Strategic Brand Management-Prentice Hall India, 2003.

REFERENCE BOOKS:
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
For BBA/BBA(CA)/BBA(IB)/BBA(RM)

Learning Outcomes – Upon successful completion of this course, you will be able to:
analyze the entrepreneurial process through which business ideas are evaluated;
identify the characteristics of successful entrepreneurs;
identify and describe strategies for supporting entrepreneurship;
distinguish between business ideas and opportunities;
explain how to write a formalized business plan, and perform this task;
explain how to write a marketing plan, and perform this task;
identify and describe team-building dynamics.

UNIT I
Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship –
Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behaviour –
Innovation and Entrepreneur – Role of entrepreneurship in economic development

UNIT II
Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship
Institutional support to entrepreneurs.

UNIT III
Introduction to Small Business: Evolution & Development– Meaning – concepts –
categories – characteristics of small business – role, importance and responsibilities of
small business. Business Ideas – Sources and incubating; Technical Assistance for small
business – Preparation of Feasibility Reports, Legal Formalities and Documentation.

UNIT IV
Business Plan – Outline – components – Marketing strategy for small business – Market
Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing
plan – Marketing Assistance through governmental channels – Risk Analysis – Break
even analysis

UNIT V
Start-up costs – The financial Plan – Source of finance for new ventures – small business
– Institutional finance supporting SSIs – Bounties to SSIs – Venture Capital – basic start-
up problems.

Recommended Books
Entrepreneurial Development:  S.S.Khanka
Entrepreneurial Development:  C.B.Gupta & N.P. Srinivasan
Fundamentals of Entrepreneurship And Small Business Management Vasant Desai
Essentials of Entrepreneurship and Small Business Management, Norman M.
Scarborough, Jeffrey R. Cornwell
Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small Town India with
Big-Time Dreams, Rashmi Bansal
INVESTMENT MANAGEMENT
For BBA

Goal: To enable the students to acquire knowledge of Investment management

Objective: On successful completion of this course, the students should have understood
Investment avenues
Security analysis,…

UNIT I
Concept of investment - importance. Features of Investment, Speculation - Forms of
investment - Bank deposits, Post office schemes, Government Securities, Mutual fund
schemes, Provident funds, Company deposits - Real estate, Gold & silver.

UNIT II
Investment Instruments-Capital market instruments, Money market instruments,
Primary market - Role of NIM, methods of floating new issues.

UNIT III
Secondary market-functions, Bombay Stock Exchange, National Stock Exchange –
trading practices , security market indicators. Return - Risk – kinds. Role of SEBI.

UNIT IV
Security analysis- Fundamental analysis: economic, industry and company analysis.
Technical
Analysis, Dow Theory, types of Charts, important chart patterns.

UNIT V
Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong
form. Portfolio Analysis:
Markowitz theory –Portfolio management

REFERENCE BOOKS:
1. Preethi Singh- Investment Management
2. Bhalla G.S-. Investment Management
3. Francis Cherunilam- Investment Management
4. Dr. Avadhani- Investment Management
**SERVICES MARKETING**

*For BBA/BBA(CA)*

**Objective:** Pure product-based firms too understand the value of intangible services embedded onto their products. The course aims at making students to understand and appreciate the growing importance of services in every organization.

**Unit I:** Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services

**Unit II:** Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees’ and Customers’ Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.

**Unit III:** Service quality — Understanding customer expectations and perceptions — Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services —

**Unit IV:** Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services

**Unit V:** Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.

**Suggested Readings**

- R. Srinivasan – Services Marketing - The Indian Context, 3rd Ed.(2012) PHI Learning
UNIT – I
RDBMS-Data base Management System verses RDBMS – Normalization (1NF, 2NF, 3NF)-Introduction to Oracle-Data types-Data Definition Language – Creating, altering, dropping tables-Types of Keys.

UNIT – II
Data Manipulation Language— Insertions, updation, deletion and select command – Transaction control statements- commit, save point, roll back-. Constraints- Defining table and column constraints.

UNIT – III
Built-in-functions-single row functions-Character, number, date, conversion function-group functions-Grouping data-Having clause-Nesting group functions.

UNIT – IV
Joins- Types of joins-Set operators-. Views-Creating, removing and altering views Sequences-Creation, dropping sequence. Table Indexes.

UNIT – V
Fundamentals of PL/SQL- reserved words, user-defined identifiers- PL/SQL Block structure- Cursors-Implicit, Explicit cursors -Creating and using stored procedures and Functions. Triggers.
Reference Books :

Reference Books :
Developing Personal Oracle for windows 95 Application – David Loctman.
Ivan Bayaross – Oracle – 7 the complete reference.
RDBMS AND ORACLE PROGRAMMING – PRACTICAL
For BBA(CA)

List of Programs

1. Design a database for student information.
2. Insert records for student database table.
3. Alter a field size in the student database table.
4. Delete a field in the student students database table.
5. Select records with roll number, name, class, subject with all mark details.
6. Prepare a list of all student who are having arrears.
7. Find the percentage of marks of a student.
8. Find the pass percentage of a subject in student database.
9. Prepare semester mark sheet for a given student roll number.
10. Design a database for employee information.
11. Insert records for employee database table.
12. Select records with employee id, name, department, designation with all salary details.
13. Prepare a list of employees who are getting net pay more than 10000.
14. List all employees with total allowances and total deductions.
15. List all employees with their net pay.
17. Insert records for bank database table.
18. Create a view for an employee with their deposit information.
19. Write a stored function to find net balance of a customer.
20. Write a PL/SQL procedure to deposit amount to bank database.
FOREIGN EXCHANGE MANAGEMENT
For BBA(IB)

UNIT - I
Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II
Foreign exchange transactions-spot, forward and swap transactions- exchange quotations- foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III
Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV
Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT – V
Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED
Foreign exchange & Risk Management : C. Jeevanandam
International Financial : Prakash G.Apte
International Financial Management : V.K. Bhalla
International Financial Management : V. Sharan
International Financial Management : Eun / Resnick
FOREIGN TRADE PROCEDURE & DOCUMENTATION
For BBA(IB)

UNIT - I

UNIT – II
EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ’s – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III
Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

UNIT – V
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED :
1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan
UNIT I:
Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT II:
Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

UNIT III:
Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

UNIT IV:
Management of sales promotion: Role of sales promotion-types of sales promotion-evaluating sales promotion.

UNIT V:
Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

TEXT BOOKS:

REFERENCE BOOKS:
Dr. Barani Kumar, Advertising & Sales Promotion. 2015
CHANNEL MANAGEMENT
For BBA(RM)

UNIT I:
Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

UNIT II:
Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

UNIT III:
Channel development and marketing: Negotiations in marketing-negotiation strategy-channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

UNIT IV:
Issues in retail channel management: Channel dynamics-impact of information age-information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

UNIT V:
Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services. Retail organizations-independent retailers-chain retailers-leased departments-franchises-integrated and consumer co-operatives.

TEXT BOOKS:

REFERENCE BOOKS:
Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.
BANKING LAW AND PRACTICE
Elective: For BBA

Goal: To enlighten the students’ knowledge on Banking Regulation Acts.
Objectives: After the successful completion of the course the student should have a
through knowledge on Indian Banking System and Acts pertaining to it.

Unit – I
Definition of banker and customer – Relationships between banker and customer –
special feature of RBI, Banking regulation Act 1949. RBI credit control Measure –
Secrecy of customer Account.

Unit – II
Opening of account – special types of customer – types of deposit – Bank Pass book –
collection of banker – banker lien.

Unit – III
Cheque – features essentials of valid cheque – crossing – making and endorsement –
payment of cheques statutory protection duties to paying banker and collective banker -
refusal of payment cheques Duties holder & holder id due course.

Unit – IV
Loan and advances by commercial bank lending policies of commercial bank - Forms of
securities – lien pledge hypothecation and advance against the documents of title to
goods – mortgage.

Unit – V
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill
Traveling cheque, credit card, Teller system.

Books for Reference:
1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons.,
New Delhi.
5. Reddy & Appannah : Banking Theory and Practice
6. Natarajan & Gordon : Banking Theory and Practice
INDUSTRIAL RELATIONS AND LABOUR LAWS
Elective :For B.B.A(CA)/B.B.A(IB)/B.B.A(RM)

Objectives:
On successful completion of this course, the students should have understood Legislations relating to Industrial Disputes and Labour welfare

UNIT I
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

UNIT III

UNIT IV
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948

REFERENCES:
Personnel Management & Industrial Relation -P.C.Tripathi
Dynamics of Personnel Management - C.B.Mamoria
B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws - Vijay Nicole Imprints Pvt. Ltd.
N.D. Kapoor - Mercandile Law - Sultanand & Sons
STRATEGIC MANAGEMENT
Elective: For BBA/BBA(CA)/BBA(RM)

UNIT-I

UNIT-II

UNIT-III

UNIT-IV
Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitive advantage.

UNIT-V
Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

Reference Books:
CONSUMER BEHAVIOUR
Elective: For BBA/BBA(IB)/BBA(RM)

Subject Description: This course presents the basics of consumer behaviour

Goals: To enable the students to learn the basics of consumer behaviour

Objectives: On successful completion of the course the students should have:
Understood consumer motivation and perception
Learnt consumer learning and attitude
Learnt consumer decision making

UNIT - I
Introduction - Consumer Behaviour — definition - scope of consumer behaviour —
Discipline of consumer behaviour — Customer Value Satisfaction — Retention —
Marketing ethics.

UNIT – II
Consumer research — Paradigms — The process of consumer research - consumer
motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III
Consumer Learning — Behavioural learning theories — Measures of consumer learning
— Consumer attitude — formation — Strategies for attitude change

UNIT – IV
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross
Cultural Customers Behaviour Strategies.

UNIT-V
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer
decision making — A Model of Consumer Decision Making

REFERENCE BOOKS:
Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of
Barry Berman and Joel R Evans — Retail Management — A Strategic Approach-

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico
SYSTEMS ANALYSIS AND DESIGN
Elective: For BBA(CA)

UNIT I
The system concept – characteristics of a system – elements of a system – types of system – the system development life cycle- consideration for candidate system – the role of a system analyst- real life example for systems.

UNIT II
Systems analysis – systems planning and the initial investigation – need - determine the requirements- background analysis – fact finding techniques and analysis – information gathering – review of literature – procedures – forms- onsite observation- interviews and questionnaires and types.

UNIT III

UNIT IV
System design –process and stage of system design –methodologies-structured and form driven methodology –process control –data validation – i/o and form design – file organization and database design – sequential and indexed sequential organizations data base objectives-logical and physical data normalization.

UNIT V
System implementation – system testing and quality assurance-nature of test data –test plan -levels of test quality assurance-implementation and software maintenance – hardware and software selection –system security –applications.

TEXT BOOK

Reference book
VISUAL BASIC (Theory)
For BBA(CA)(Elective)

Goal: To enable the students to learn Visual programming in windows Environment.

Objective: On successful completion of this course, the students should have understood VB environment with tool bars, controls and components.

Programming steps
Declaring variables & arrays
Fundamentals of Graphics & Files
Data bases & SQL

UNIT - I
Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit, view, projects, format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – II

UNIT – III
Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference / passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms.

UNIT – IV

UNIT – V
Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell Tata McGraw hill Publishing
FOREIGN TRADE LAWS
Elective: For BBA(IB)

UNIT- I

UNIT – II

UNIT – III

UNIT – IV
Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

BOOKS RECOMMENDED
Mercantile Law, N.D. Kapoor
Mercantile Law, M.C. Kuchal
3 INTERNATIONAL MARKETING analysis and strategy, Sak Onkviset and Shaw.
New Exim Policy, Nabhis Publications.
SHIPPING AND PORT MANAGEMENT
Elective: For BBA(IB)

UNIT – I
Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

UNIT – III

UNIT – IV

UNIT – V
India’s maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

BOOKS RECOMMENDED
1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India’s shipping, Nayar.
MANAGING CONSUMER SERVICES
Elective: For BBA(RM)

Aims: To prepare for enlightened management and to have creative entrepreneurial opportunities. To develop an understanding of the "state of the art" of service management thinking. To appreciate the organizational significance of managing the service encounters to achieve internal and external customer satisfaction. To study "breakthrough" services in order to understand the operations of successful service firms.

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS:
REFERENCES:
1. Colin Shaw and John Ivens, Building Great Customer Experiences. ISBN 1403939497

E-COMMERCE
Elective: For BBA/BBA(CA)/BBA(IB)/BBA(RM)

UNIT – I
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ecz– Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E– marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

UNIT – III

UNIT – IV

UNIT – V
Reference Books :-
FINANCIAL SERVICES
Elective: For BBA/BBA(CA)/BBA(IB)

Objectives:
On successful completion of the course the students should have:

To learn the various financial services provided by NBFCs.
To understand the modes of raising capital from domestic and foreign market.
To evaluate feasibility of projects on hire purchase and leasing.
To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

UNIT I
Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

UNIT III
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV
Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V
Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES:
M.Y.Khan, Indian Financial Systems.
R.M.Srivastava, Indian Financial System.
Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
T.Sundar Rajan, Merchant Banking.
L.M.Bhole, Financial Institution & Markets.
Habel J.Johnson, Financial Institution & Markets.
Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.
GLOBAL BUSINESS MANAGEMENT

ELECTIVE: For BBA/BBA(IB)/BBA(RM)

UNIT -I
Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and nontraditional products-brief background of import trade-future.

UNIT -II

UNIT -III

UNIT -IV
Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.

UNIT -V

Recommended Books:
1. TAS Balagopal Export Management
2. Francis Cherunilam International Trade and Export Management
3. S K Varghese Foreign Exchange and Financing of Foreign Trade
4. Y R Ullal Export Management
5. P. Boominathan - Global business Management-Thakur Publishers
MULTIMEDIA
Elective: For BBA(CA)

Goal: To learn about multiple media and their technologies.
Objective: To inculcate knowledge on media, text, image, text, audio & video.

Unit-I:

Unit-II:

Unit-III:

Unit-IV:

Unit-V:
Video: Analog video camera – transmission of video signals – video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

Text Book:

Reference Books:
2. Comdex multimedia and web design – vikas Gupta, dreamtech paess, 2007
MERCHANDISING MANAGEMENT
Elective: For BBA(RM)

Subject Description: This course presents the basics of merchandising
Goals: To enable the students to learn the basics of merchandising management
Objectives: On successful completion of the course the students should have:
Understood merchandising planning
Learnt merchandise buying
Learnt visual merchandising

UNIT-I
Merchandising — meaning — concept — factors affecting merchandising function —
merchandise manager functions — merchandise mix — components of merchandise
management — merchandise strategies

UNIT –II
Merchandise Planning — steps involved — merchandise control — assortment planning
— merchandising stages

UNIT – III
Merchandise buying — types — sources of supply — identifying and contracting -
evaluating sources- branding strategies — category management

UNIT –IV
Merchandise performance — retail pricing — merchandise allocation — analyzing
merchandise performance — methods.

UNIT-V
Visual Merchandising — types of display — display planning — methods of display —
Ww4iyand interior display — space management — planning lay out

REFERENCE BOOKS:
Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second
Edition, 2005
Gillespie Hecht and Lebowitz — Retail Business Management, Mc Graw Hill Book
James ROgden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005
Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico