

**Bachelor of Computer Applications (BBA)**  
**Affiliated to Thiruvalluvar University**

**PROGRAMME HANDBOOK**  
**CURRICULUM AND SYLLABUS UNDER CBCS**  
**WITH EFFECT FROM 2020-2021**



**AUGUST 2020**

**DON BOSCO COLLEGE (CO-ED)**  
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## **UNIVERSITY REGULATIONS - DEFINITIONS**

**PROGRAM** - “Programme” means a course of study leading to the award of a degree in a discipline.

**PROGRAM DURATION** - It shall extend over a period of three years comprising six semesters with two semesters in one academic year.

**COURSE** - “Course” refers to a paper / practical / subject offered under the degree programme. Each Course is to be designed with lectures / tutorials/Laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

**CREDITS** - The weightage given to each course of study (subject) by the experts of the Board of Studies concerned. The total minimum credits required for completing a UG program is 140.

**CHOICE BASED** - All Undergraduate Programs offered by Thiruvalluvar University are under Choice Based Credit System. This is to enhance the quality and mobility of the students within and between the Universities in the country and abroad.

**ELIGIBILITY FOR ADMISSION** - Candidate seeking admission to the first year of the UG Degree Course should have passed the Higher Secondary Course Examination (Academic or Vocational) Conducted by the Govt. of Tamil Nadu with Mathematics as a subject or any other Examination accepted as equivalent thereto by the Syndicate subject to such other conditions as may be prescribed.

## **PATTERN OF STUDY**

The pattern of study for all UG Programs in Thiruvalluvar University consists of the following:

**PART-I:** Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu.

The subject is offered during the **first two semesters** with one examination at the end of each semester (2 courses: 2 x 4 = 8 credits).

**PART-II:** English - The subject shall be offered during the **first two semesters** with one examination at the end of each semester (2 courses: 2 x 4 = 8 credits).

## **PART-III**

(i) **Core Subjects** - Core papers including practicals wherever applicable are offered as prescribed in the scheme of examination, by the Board of Studies of respective subjects. There are 13 Core papers, 8 core practical papers, 4 allied and 3 electives constituting 80 credits for theory and 22 for practicals.

(ii) **Allied Subjects** - Allied papers including practicals wherever applicable are offered as prescribed in the scheme of Examination by the Boards of Studies of different subjects. There shall be 4 papers, **one each** in I, II, III and IV semester, for all UG Courses except for Science courses with practicals. For all the 4 semesters, the total number of credits for Allied courses shall be 20 only.

(iii) **Electives Courses** - Three elective courses with (3x3=) 9 credits are to be offered, one in the V Semester and two in the VI Semester. Elective subjects are selected from the list of electives prescribed by the Board of Studies concerned, as given below. Colleges can choose any one of the papers, given below, as an elective for a particular semester whether 5<sup>th</sup> semester or 6<sup>th</sup> semester. Elective paper for a particular semester once chosen by a particular college, should not be changed without getting prior permission and approval of the University.

## **PART-IV**

i) **Basic Tamil / Advanced Tamil (OR) Non-major Elective** - Those who have not studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Tamil comprising two courses with 2 credits each (2x2=4 credits). The course content of which shall be equivalent to that prescribed for the 6<sup>th</sup> standard by the Board of Secondary Education and they shall be offered in the **third and fourth semesters**. (OR)

b. Those who have studied Tamil up to XII std and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising two courses with 2 credits each (2x2=4 credits) in the **third and fourth semesters**. (OR) c. Others who do not come under the

above a/b categories can choose the offered **non-major electives** consisting of two courses with (2x2=) 4 credits, in the **third and fourth semesters**.

**ii) Skill Based Subjects** All the UG Programs shall offer four courses of **skill based subjects one each** in III, IV, V & VI semester with 3 credits each (4x3= 12 credits) for which examination shall be conducted at the end of the respective semesters.

**iii) Foundation Courses** - There are 3 Foundation Courses offered.

1. Environmental Studies - offered in 1<sup>st</sup> Semester, under Part IV of the programme. 2. Value Education - offered in 2<sup>nd</sup> Semester under Part IV of the programme. 3. Soft Skill - offered in 2<sup>nd</sup> Semester under Part IV of the programme

**(a) Environmental Studies** - All UG Programs shall offer a course in Environmental Studies subject and it shall be offered in the **first semester as** one paper with 2 credits. Examination shall be conducted at the end of the first semester.

**(b) Value Education** - All UG Programs shall offer a course in “Value Education” and it shall be offered in the **second semester as** one paper with 2 credits. Examination shall be conducted at the end of second semester.

**(c) Soft Skill** - All the UG Programs shall offer a course in “Soft Skill” subject and it shall be offered in the **Second Semester by the Department of English**, as one paper with 1 credit. Examination shall be conducted at the end of the 2<sup>nd</sup> semester.

The assessment for the course in **Part IV**, namely (i)(a) alone, shall be only through CIA and not through external (University) examination for the total marks prescribed.

The assessment for the courses in **Part IV** namely (i)(b) & (i)(c) and (ii), (iii)(a), (iii)(b) and (iii)(c), shall be through CIA as well as external (University) examination for the total marks prescribed.

## **PART V**

**Extension Activities** - Proper relevant records shall be maintained by the respective departments and if necessary it may be verified by the university authority at any time. The extension activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. This grading shall be incorporated in the mark sheet to be issued at the end of the semester for which students shall pay the fee for one theory paper. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

**Marks to be awarded as follows:**

1. 20% of marks for Regularity of attendance.
2. 60% of marks for Active Participation in classes/camps/games/special Camps/Programmes in the college/ District / State/ University activities.
3. 10% of marks for Exemplary awards/Certificates/Prizes
4. 10% of marks for Other Social components such as Blood Donations, Fine Arts, etc

**PASSING MINIMUM**

1.A candidate shall be declared to have passed the whole examination, if the candidate passes in all the theory papers and practicals wherever prescribed as per the scheme of examinations by earning 140 credits in Part I, II, III, IV and V. He / She shall also fulfill the extension activity prescribed by earning 1 credit to qualify for the degree.

2.A candidate should get **not less than 40% in the University (external)** Examination,

compulsorily, in any course of Part I, II, III & IV papers. Also the candidate who secures **not less than 40%** marks in the external as well as internal (CIA) examinations put together in any course of Part I, II, III & IV shall be declared to have successfully passed the examination in the subject in theory as well as practicals.

**DISTRIBUTION**

**Table - 1(A):** The following are the distribution of marks for external and internal for University (external) examination and continuous internal assessment and passing minimum marks for theory papers of UG Programs.

<b>UNI. EXAM TOTAL (ESE)</b>	<b>PASSING MINIMUM FOR UNLEXAM</b>	<b>CIA PASSING TOTAL MINIMUM FOR CIA</b>	<b>TOTAL PASSING MARKS MINIMUM ALLOTTED (UNI.EXAM+CIA)</b>
75	30	25 0 100+40	

Note: ESE - End Semester Examination

**Table - 1(B):** The following are the Distribution of marks for Continuous Internal Assessment in the theory papers of UG Programs.

S.No	For Theory - UG courses Distribution of Marks	
	Assignments	Tests
1	Assignment-1 (First 2 Units of the Syllabus) 10	-
2	Test-1 (First 2 Units of the Syllabus for 1 Hour duration) -	50
3	Assignment-2 (3 <sup>rd</sup> & 4 <sup>th</sup> Units of the Syllabus) 10	
4	Test-2 (First 4 Units of the Syllabus for 2 Hours duration) -	50
5	Assignment-2 ( 5 <sup>th</sup> Unit of the Syllabus) 10	-
6	Test-3 (Entire Syllabus for 3 Hours duration) - <b>TOTAL MARKS</b>  30 Marks to be converted to 5	100  200  20

**Total Maximum Marks for CIA 25**

**Table – 2(A):** The following are the distribution of marks for University (external) examinations and continuous internal assessments and passing minimum marks for the **practical courses of UG Programs.**

<b>UNI. EXAM TOTAL (ESE)</b>	<b>PASSING MINIMUM FOR UNI. EXAM</b>	<b>CIA PASSING TOTAL MINIMUM FOR CIA</b>	<b>TOTAL PASSING MARKS MINIMUM ALLOTTED (UNI. EXAM+CIA)</b>
75	30	25 0 100+40	

**Table – 2(B):** The following are the distribution of marks for the Continuous Internal Assessment in UG practical courses.

S.No.	For Practical - UG courses Distribution of Marks	
	Assignments	Tests
1	Regular maintenance of the Observation note book-1 (Up to the end of I-Semester)	10
2	Test-1 (Up to the end of I-Semester for 2 Hours duration) -	25
3	Regular maintenance of the Observation note book-2 (Up to the end of II-Semester)	10

4	Test-2 (Up to the end of II-Semester for 2 Hours duration) -	25
5	Regular maintenance & proper completion of the Record note book	10

6	Test-3 (Entire Syllabus following University examination pattern)	25
	<b>TOTAL MARKS 30</b>	75
	<b>Marks to be converted to 10</b>	15

**Total Maximum Marks for CIA 25**

**QUESTION PAPER PATTERN**

The following question paper patterns shall be followed for CBCS pattern syllabi for the candidates admitted from the academic year 2017-2018 onwards.

**External Maximum 75 Marks – wherever applicable (Ext.75 + Int.25 = Total. 100)**

<b>Section A</b>	Very short answer questions 10X 2=20 10 questions – 2 from each unit
<b>Section B</b>	Short answer questions of either / or type (like 1a (or) 1b) 5X5=25 5 questions – 1 from each unit
<b>Section C</b>	Essay-type questions / Problem ( Answer any 3 out of 5) 3X10=30 5 questions – 1 from each unit

**NOTE:** In Section “C” one of the questions shall be application oriented or a problem, wherever applicable.

**GRADING**

Once the marks of the CIA and end-semester examinations for each of the courses are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade, grade point as per the details given below:



**Conversion of Marks to Grade Points and Letter Grade (Performance in a Course/Paper)**

<b>RANGE OF MARKS</b>	<b>GRADE POINTS LETTER</b>	<b>GRADE DESCRIPTION</b>
<b>90-100</b>	<b>9.0-10.0 O</b>	Outstanding
<b>80-89</b>	<b>8.0-8.9 D+</b>	Distinction
<b>75-79</b>	<b>7.5-7.9 D</b>	
<b>70-74</b>	<b>7.0-7.4 A+</b>	First Class

<b>60-69</b>	<b>6.0-6.9 A</b> First Class
<b>50-59</b>	<b>5.0-5.9 B</b> Second Class
<b>40-49</b>	<b>4.0-4.9 C</b> Third Class
<b>00-39</b>	<b>0.0 U</b> Re-appear
<b>Absent</b>	<b>0.0 AAA</b> Absent

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
1	I	I	Language	6	4	CLT10	<b>Error! Reference source not found.</b>
2		II	English	6	4	CLE10	<b>Error! Reference source not found.- I</b>
3		III	Core Theory	5	3	CBA11	<b>Error! Reference source not found.</b>
4		III	Core Theory	5	3	CBA12	<b>Error! Reference source not found.</b>
5		III	Allied -1	6	3	CABA13A	<b>Error! Reference source not found.</b>
6		III	PE	6	3	CPE10	<b>Error! Reference source not found.</b>
7		IV	EVS	2	2	CES10	<b>Error! Reference source not found.</b>

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
8	II	I	Language	6	4	CLT20	<b>Error! Reference source not found.</b>
9		II	English	4	4	FLE20	<b>Error! Reference source not found.</b>
10		III	Core Theory	4	3	CBA21	<b>Error! Reference source not found.</b>
11		III	Core Theory	5	3	CBA22	<b>Error! Reference source not found.</b>
12		III	Allied 1	6	5	CABA23B	<b>Error! Reference source not found.</b>
13		III	PE	6	3	CPE20	<b>Error! Reference source not found.</b>
14		IV	VE	2	2	CGA20	<b>Error! Reference source not found.</b>
15		IV	Soft Skill	2	1	CSS20	<b>Error! Reference source not found.</b>

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
16	III	III	Core Theory	5	4	CBA31	<b>Error! Reference source not found.</b>
17		III	Core Theory	5	4	CBA32	<b>Error! Reference source not found.</b>
18		III	Core Theory	5	4	CBA33	<b>Error! Reference source not found.</b>
19		III	Core Theory	4	4	CBA34	<b>Error! Reference source not found.</b>
20		III	Allied 2	6	3	CABA35B	<b>Error! Reference source not found.</b>
21		IV	SBS	3	2	CSBA36	<b>Error! Reference source not found.</b>
22		IV	NME	2	2	CNCS37	<b>Error! Reference source not found.</b>

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
23	IV	III	Core Theory	5	4	CBA41	<b>Error! Reference source not found.</b>
24		III	Core Theory	5	4	CBA42	<b>Error! Reference source not found.</b>
25		III	Core Theory	5	4	CBA43	<b>Error! Reference source not found.</b>
26		III	Core Theory	4	4	CBA44	<b>Error! Reference source not found.</b>
27		III	Allied 2	6	5	CABA45C	<b>Error! Reference source not found.</b>
28		IV	SBS	3	2	CSBA46	<b>Error! Reference source not found.</b>
29		IV	NME	2	2	CNCS47	<b>Error! Reference source not found.</b>

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
30	v	III	Core Theory	6	4	CBA51	<b>Error! Reference source not found.</b>
31		III	Core Theory	6	4	CBA52	<b>Error! Reference source not found.</b>
32		III	Core Theory	5	4	CBA53	<b>Error! Reference source not found.</b>
33		III	Core Theory	5	4	CBA54	<b>Error! Reference source not found.</b>
34		III	Elective	5	3	CEBA55A	<b>Error! Reference source not found.</b>
35		III	SBS	3	2	CSBA56	<b>Error! Reference source not found.</b>

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
36	VI	III	Core Theory	6	5	CBA61	<b>Error! Reference source not found.</b>
37		III	Core Theory	6	5	CBA62	<b>Error! Reference source not found.</b>
38		III	Core	5	5	CPBA66	<b>Error! Reference source not found.</b>
39		III	Elective	5	3	CEBA63C	<b>Error! Reference source not found.</b>
40		III	Elective	5	3	CEBA64C	<b>Error! Reference source not found.</b>
41		IV	SBS	3	2	CSBA65	<b>Error! Reference source not found.</b>

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Language	CIT10	Tamil- 1	4	6

நோக்கங்கள்:

தமிழின் புதுக்கவிதைகள் உள்ளடக்கிய படைப்பிலக்கியங்களை இப்பாடம் அறிமுகம் செய்கிறது தமிழ் இலக்கியத்தில் தேர்தெடுக்கப்பட்ட மிக முக்கியமான செய்யுட்கள், கவிதைகள், கதைகள். உரைநடை ஆகியவற்றைக்கொண்டு இப்பாடம் கட்டமைக்கப்பட்டுள்ளது. மாணாக்கரின் இலக்கியத் தேடலை உருவாக்குவதும், தற்சார்புடைய அறிவைமேம்படுத்துவதும் இப்பாடத்தின் நோக்கமாகும்.

விளைவு:

- மாணவர்கள் கவிதை கற்பதின் வாயிலாக அவர்கள் கவிதை எழுத கற்றுக்கொள்கிறார்கள்
- உரைநடை கற்பதின் வாயிலாக வாசிக்கக் கற்றுக்கொள்கிறார்கள்
- நாடகம் வாசிப்பதினால் மாணவர்கள் மனம் மொழி மெய் மூலமாக தங்கள் திறன்களை வெளிப்படுகின்றனர்
- சிறுகதை படிப்பதினால் மாணவர்கள் வாசிக்கும் பழக்கத்தினை பெறுகின்றார்கள்
- மொழித்திறன் பயிற்சி பெறுவதின் மூலமாக மாணவர்கள் மொழியை பிழையின்றி பேசவும் எழுதவும் கற்றுக்கொள்கிறார்கள்.



## அலகு - 1 கவிதை

1. பாரதியார் - உறுதிவேண்டும், புதுமைப்பெண்
2. பாரதிதாசன் - புரட்சிக்கவி “பேரன்பு கொண்டவரே” என்ற பாடல் முதல் “கவிஞனுக்கும் காதலிக்கும்” என்ற பாடல் வரை.
3. கவிமணி - ஆசியஜோதி - புத்தரும் ஏழைச் சிறுவனும்
4. கண்ணதாசன் - நீ மணி, நான் ஒலி!
5. கவிஞர் அறிவுமதி - நட்புக் காலம்
6. வைரமுத்து - தமிழுக்கு நிறமுண்டு - கூடு
7. மு. மேத்தா - வாழை மரத்தின் சபதம்
8. செ. அன்னகாமு - நாட்டுப்புறப் பாடல்கள் - தாலாட்டு, ஒப்பாரி
9. அப்துல் ரகுமான் - கனவு நாயகன் - அப்துல் கலாம்

## அலகு - 2 உரைநடை

1. உள்ளுணர்வு கனவாக வெளிப்படுகிறது - எம்.எஸ். உதயமூர்த்தி
2. வீழ்ந்த ஆலமரம் - கல்கி
3. ஏழாவது அறிவு (போரின்றி வெற்றி மட்டும்) - வெ. இறையன்பு

## அலகு - 3 நாடகம்

1. மாங்கல்யப் பிச்சை - டி.என். சுகி. சுப்பிரமணியம்
2. சாபம் விமோசனம் - மு. இராமசாமி

## அலகு - 4 சிறுகதை

1. வளையாத பனைகள் - இரா. நந்தகோபால்
2. ஒரு சிறு இசை - வண்ணதாசன்

### அலகு - 5 மொழித்திறன்

1. அகர வரிசைப்படுத்தல்
2. ண-ன-ந, ல-ள-ழ, ர-ற வேறுபாடு அறிதல்
3. தன் விவரக் குறிப்பு தயாரித்தல்
4. கலைச் சொல்லாக்கம்
5. ஒற்றுப்பிழை, தொடர்ப்பிழை நீக்கி எழுதுதல்

இலக்கிய வரலாறு

பாடப்பகுதியை ஒட்டிய இலக்கிய வரலாறு : 20-ஆம் நூற்றாண்டுக் கவிஞர்களும்

கவிதைகளும், உரைநடை, நாடகம், சிறுகதை

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>1</b>	<b>Language 1</b>	<b>CLE10</b>	<b>Communicative English-I</b>	<b>3</b>	<b>6</b>

### **Course Objectives:**

To understand English better and to improve communication both verbal and written in English language. It helps the students quickly improve the communicative skill.

### **UNIT 1-PROSE**

1. My greatest Olympic Prize -Jesse Owens
2. The Tree Speaks – Rajagopalachari.C
3. Snake in the Garden – R.K.Narayan
4. Futurology - Aldous Huxley
- UNIT 2 -POETRY
5. The River - Parthasarathy
6. Ode to Nightingale – John Keats
7. “O Captain, My Captain - Walt Whitman
8. Paper Boat – Rabindranath Tagore

### **UNIT 3 -SHORT STORY AND ONE ACT PLAY**

1. A Day’s Wait – Ernest Miller Hemingway
2. Little Girls Wiser Than Men - Tolstoy One act play
3. The Bishop’s Candlestick – MormanMckinnel

### **UNIT- 4 GRAMMARS AND COMPOSITION**

1. Correct usage of Words

2. Vocabulary – Synonyms & Antonyms
3. Abbreviations
4. English for Excellence – Parts of Speech -Modern Avenue
5. Functional English: Creative Writing College Grammar
6. Letter of Application Writing a Resume

## **UNIT-5 COMMUNICATION SKILLS**

1. Listening Conversation
2. Agreeing and Disagreeing
3. Seeking and giving permission
4. Greetings
5. Introducing oneself to others

### Course Outcome

- After completing this unit students learn new words as well the meaning
- After completing this unit students can taste the poetry and the message students can enhance their four skills
- After completing this unit students learn new words and prefixes and suffixes and learn the grammar for enhancing their language skill
- To read and comprehend a short prose passage
- To learn the meanings of the new words and their usage given in the glossary
- To learn to form new words, antonyms and synonyms using prefixes and suffixes
- To master the essential rules of spelling and grammar
- To learn to write short paragraphs, letters and dialogues

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>1</b>	<b>Core Theory</b>	<b>CBA11</b>	<b>Principles of Management</b>	<b>3</b>	<b>5</b>

### **Course Objectives**

1. To familiarize the students with basic concepts of management.
2. To acquire skills to become a good manager.
3. To plan effectively and to make right decisions.
4. To understand the theories of management.
5. To understand the functions of management.

### **Syllabus:**

#### **Unit-1 Teaching Hours: 15**

Management - Definition - Importance - Nature and Scope of Management - Objectives of management - Process - Levels of Management - Role and function of a Manager – Administration vs Management - Management as an Art or Science - Management as a Profession - Contributions of Henry Fayol and F W Taylor to Management.

#### **Unit-2 Teaching Hours: 15**

Planning – Definition- Nature - Importance - Steps in Planning – Limitations of Planning features of good plan- obstacles to effective planning- types- Objectives - Policies - Procedures - and Methods - Decision making – definition - Process of decision making - Types of managerial decision- key to success in decision making.

#### **Unit-3 Teaching Hours: 15**

Organizing – Meaning of organization- elements of organization – Process of organizing

Importance - Types of Organization structure - Span of Control –meaning- theory of Graicunas- factors determine span of management- Principles of Organization Departmentation Committee - formal organization- Informal Organization.

#### **Unit-4 Teaching Hours: 15**

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing - Sources of recruitment - Selection process - Training - Directing - Nature and purpose of Directing – Motivation (Maslow’s Need Hierarchy Theory , Hertzberg Theory, X and Y Theory) – Social responsibilities of business.

#### **Unit-5 Teaching Hours: 15**

Co-ordination – nature and characteristics - Need of co-ordination - Types - Techniques - Distinction between Co-ordination and Co-operation – Controlling – meaning- nature and purpose of control- need and importance of Controls - Control Process- problems in control process.

#### **Text books**

1. P.C. Tripathi & P.N. Reddy , Principles of Management , Tata McGraw-Hill, New Delhi.
2. Dr. C.D.Balaji, Principles of Management, Margham Publications, Chennai
3. Dr.J. Jayasankar , Principles of Management , Margham Publications, Chennai
4. Dr. C.B.Gupta Business Management, Sultan Chand & Sons, New Delhi
5. Dr.M.Sakthivel Murugan, Management Principles and Practices, New Age International Pvt Ltd.
6. Vijay Kumar Kaul, Principles and Practices of Management, S. Chand Publishing, New Delhi.
7. R.S.N.Pillai, S. Kala, Principles and Practice of Management, S. Chand, New Delhi 8. D.Wigol,Business Management, S.Chand,New Delhi.
8. Dinkar Pagare-Principles of Management, Sultan Chand and Sons,New Delhi.
9. Harold Koontz, Heinz Weihrich- Essentials of Management Tata Mc Graw Hill, Publishing Co.Ltd,New Delhi.

## **Course Outcomes**

1. The student will be able to understand the concept of management.
2. The student will be able to plan and make decisions.
3. The student will be able to differentiate organization structure and know the functioning of the business unit.
4. The student will be able to motivate employees, delegate work, and differentiate between power and authority.
5. The student will be able to coordinate and control activities in an organization.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>1</b>	<b>Core Theory</b>	<b>CBA12</b>	<b>Business Mathematics and Statistics</b>	<b>3</b>	<b>5</b>

### **Course Objectives**

1. To familiarize students with the basic concepts in Business Mathematics and Statistics
2. To make students understand various measures of central tendency.
3. To know principles of construction of Dispersion
4. To be able to choose rational options in practical decision making
5. To have rules for Differentiation

### **Syllabus:**

#### **Unit-1 Teaching Hours: 15**

Statistics – Definition – scope and Limitation – Presentation of data- Simple Bar Diagram, Multiple Bar Diagram ,Component Bar Diagram ,Percentage Bar Diagram ,Pictogram Diagrammatic and graphical Representation of Data- Frequency Polygon, Frequency Curve, Cumulative Frequency Curve.

#### **Unit-2 Teaching Hours: 15**

Measure of central tendency – Arithmetic Mean ,Weighted Arithmetic Mean –Frequency Distribution ,Properties of AM Combination Mean ,Geometric Mean ,Harmonic Mean - Median and Mode ,Quartile and Deciles .

#### **Unit-3 Teaching Hours: 15**

Measure of Dispersion – Range, Merit and Demerit - Mean Deviation – Quartile Deviation - Standard Deviation – Relative Measure- Coefficient Variation



#### **Unit-4 Teaching Hours: 15**

Mathematics for Finance – Simple and compound Interest, Effective rate of interest – Annuities, Leasehold estate, Free Hold Estate, Amortization, Immediate Annuity, Present value of an immediate annuity - Discounts and mathematics present values.

#### **Unit-5 Teaching Hours: 15**

Basic calculus – Rules for Differentiation, Introduction, Function, Properties of limits – Continuity -Derivative of trigonometric function, Product Rule, Quotient Rule, Function. Proportion of Theory and Problem: 20:80

#### **Text Books**

1. Dr. P.R. Vittal, Business Mathematics and Statistics ,Margham Publications,Chennai,2013
2. S P Rajagopalan, R Sattanathan - Business Mathematics,Vijay Nicole Imprints (p) Ltd,2013
3. Prof. A. V. Rayarikar , P. G. Dixit,Business Mathematics and Statistics, Nirali Prakshan Publishers,2019
4. J.K. Sharma Business Statistics,Pearson Publication.
5. PA.Naviitham , Business Mathematics and Statistics, Jai Publishers, Trichy, April 2013
6. D.Joseph Anbarasu, Business Statistics,Vijay Nicole Imprints Private Limited, Chennai,2015.
7. B L Agarwal Basic Statistics, New Age International Private Limited,New Delhi,4<sup>th</sup> Edition ,2006.
8. T. Veerarajan, Fundamentals of Mathematical Statistics,Yes Dee Publishing Pvt Ltd,Chennai,2017.
9. R.S.N Pillai, Bagavathi, Statistics Theory and Practice, S. Chand Company Limited New Delhi,7<sup>th</sup> Edition 2008.
10. P. A.Naviitham , Business Statistics & Operations Research, Jai Publishers, Trichy.

## **Course Outcomes**

1. After the study of unit-1, the student will be able to apply basic terms of statistical data solving practical problems in the field of business.
2. After the study of unit-2, the student will be able to explain basic methods of Measure of central tendency.
3. After the study of unit-3, the student will be able to solve problems in the areas of simple and compound interest account, use of compound interest.
4. After the study of unit-4, the student will be able to discuss the effects of various types and methods of interest account.
5. After the study of unit-5, the student will be able to Connect acquired knowledge and skills with practical problems.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>1</b>	<b>Allied -I</b>	<b>CABA13A</b>	<b>Business Organization</b>	<b>3</b>	<b>6</b>

### **Course Objectives**

1. The course aims to provide the basic concept with regard to business enterprises 2. To obtain knowledge of business and its functional areas.
2. To understand in detail the types of Business.
3. To study the factors that influences the location
4. To obtain in depth understanding of the Stock Exchanges its functions, and to gain knowledge about Trade Associations and Chamber of Commerce

### **Syllabus:**

#### **Unit-I Teaching Hours: 18**

Business - Meaning - Types of Business and Profession - Organization - Meaning and Importance of Business Organization.

#### **Unit-II Teaching Hours: 18**

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

#### **Unit-III Teaching Hours: 18**

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

#### **Unit-IV Teaching Hours: 18**

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

## **Unit-V Teaching Hours: 18**

Trade Associations and Chamber of Commerce – Objectives - Functions – Differences between Trade Association and Chamber of Commerce.

### **Text Books:**

1. Sundar K, Business Organization, Vijay Nicole Imprints Pvt. Ltd. Chennai.
2. G. Prasad, C.D. Balaji, Business Organization, Margham Publications, Chennai
3. Tapas Ranjan Saha, Business Organisation and Management , Vijay Nicole Imprints Pvt Ltd, Chennai
4. Gupta C B –Modern Business Organisation, National Publishing House,
5. Vasudevan and Radhaswami , Business Organization, S. Chand & Company, New Delhi.
6. Kathiresan, Dr.Radha Business Organization, Prasanna Publishers and Distributors,
7. P.C. Tulsian, Business Organisation and Management, Pearson Education, New Delhi
8. Subhanjali Chopra, Vandana Munjal, Rishika Nayyar, Business Organisation and Management, J.S.R. Publishing House.
9. Dr. Padmakar Asthana, Dr. I.M. Sahai, Business Organisation and management, Sahitya Bhawan Publications , Agra.
10. P.N.Reddy, Principles of Business Organisation and Management, S. Chand, Delhi.

### **Course Outcome**

1. After the study of Unit-1, the student understands the basic fundamentals of the business organization.
2. After the study of Unit-2, the student attains the knowledge of various forms and types of the business organization.
3. After the study of Unit-3, the student understands the main working aspects of organizations.
4. After the study of Unit-4, the student acquires an in depth understanding of the Stock Exchanges and its functions.
5. After the study of Unit-5, the student gain knowledge about Trade Associations and

Chamber of commerce

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>1</b>	<b>PE</b>	<b>CPE10</b>	<i>Professional English-I</i>	<b>3</b>	<b>5</b>

**Course Objectives:**

To develop the language skills of students by offering adequate practice in professional contexts. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students

To focus on developing students' knowledge of domain specific registers and the required language skills.

To develop strategic competence that will help in efficient communication

To sharpen students' critical thinking skills and make students culturally aware of the target situation.

**UNIT 1:**

COMMUNICATION

Listening: Listening to audio text and answering questions - Listening to Instructions

Speaking: Pair work and small group work. Reading: Comprehension passages – Differentiate between facts and opinion Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

**UNIT 2:**

DESCRIPTION

Listening: Listening to process description. -Drawing a flow chart. Speaking: Role play (formal context) Reading: Skimming/Scanning- Reading passages on products, equipment and gadgets. Writing: Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing. Vocabulary: Register specific

-Incorporated into the LSRW tasks.

### **UNIT 3:**

#### **NEGOTIATION STRATEGIES**

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)

Reading: Longer Reading text. Writing: Essay Writing (250 words) Vocabulary: Register specific - Incorporated into the LSRW tasks.

### **UNIT 4:**

#### **PRESENTATION SKILLS**

Listening: Listening to lectures. Speaking: Short talks. Reading: Reading Comprehension passages Writing: Writing Recommendations Interpreting Visuals inputs Vocabulary: Register specific - Incorporated into the LSRW tasks

### **UNIT 5:**

#### **CRITICAL THINKING SKILLS**

Listening: Listening comprehension- Listening for information. Speaking: Making presentations (with PPT- practice). Reading: Comprehension passages –Note making. Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills) Writing: Problem and Solution essay– Creative writing –Summary writing Vocabulary: Register specific - Incorporated into the LSRW tasks

### **Course Outcomes:**

1. Recognize their own ability in using the language for speaking with confidence in an intelligible and acceptable manner
2. Understand the importance of reading for life
3. Read independently unfamiliar texts with comprehension
4. Understand the importance of writing in academic life

5. Write simple sentences without committing error of spelling or grammar

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>1</b>	<b>EVS</b>	<b>BSS20</b>	<b>Environmental Studies</b>	<b>1</b>	<b>2</b>

#### **UNIT-I: INTRODUCTION TO ENVIRONMENTAL SCIENCES:**

##### **NATURAL RESOURCES:**

Environmental Sciences - Relevance - Significance - Public awareness – Forest resources Water resources - Mineral resources - Food resources - conflicts over resource sharing - Exploitation - Land use pattern - Environmental impact - fertilizer - Pesticide Problems - case studies.

#### **UNIT-II: ECOSYSTEM, BIODIVERSITY AND ITS CONSERVATION:**

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - genetic, species and ecosystem diversity - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - Hotspots, threats to biodiversity - conservation of biodiversity - Insitu & Exsitu.2

#### **UNIT-III: ENVIRONMENTAL POLLUTION AND MANAGEMENT**

Environmental Pollution - Causes - Effects and control measures of Air, Water, Marine, soil, solid waste, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution - pollution case studies.

#### **UNIT-IV: SOCIAL ISSUES - HUMAN POPULATION**

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations – Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act – Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS Role of IT in Environment and Human Health - Women and child welfare - Public awareness - Case studies.

## **UNIT-V: FIELD WORK**

Visit to a local area / local polluted site / local simple ecosystem - Report submission

### **References**

1. Kumarasamy, k., a.alagappa moses and m.vasanthy, 2004. Environmental studies, bharathidsan university pub, 1, trichy
2. Rajamannar, 2004, environemntal studies, evr college pub, Trichy
3. Kalavathy,s. (ed.) 2004, environmental studies, bishop heber college Pub., trichy



Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language	CLT20	Tamil- II	4	6

### நோக்கங்கள்:

மாணவர்கள் வாழ்க்கையில் அறநெறியுடன் வாழ்வதற்கும் மனதை ஒருமுகப்படுத்துவதற்கும் பக்தி இலக்கியங்களும் சிற்றிலக்கியங்களும் மாணவர்களுக்கு பயன்படுகிறது. பக்தி இலக்கியத்தின் வாயிலாக புராணங்களின் முக்கியத்துவத்தையும் தெய்வங்களின் பெருமைகளையும் மாணவர்கள் அறிந்துக்கொள்கிறார்கள். கடவுளர்களையும் அரசர்களையும் பேரரிலக்கியங்கள் பேசிய காலங்களில் சிற்றிலக்கியங்கள் எளிய மக்களின் வாழ்க்கை முறையை பற்றிபேசுகிறது என்பதை மாணவர்கள் அறிந்துக்கொள்கிறார்கள்.

### விளைவு:

- மாணவர்கள் வாழ்க்கையில் அறம், ஒழுக்கம் சார்ந்த செயல்பாடுகளில் தங்களை இணைத்துக்கொள்வதற்கு பக்தி மார்க்கம் துணைப் புரிகின்றது.
- மாணவர்கள் நாயன்மார்களை கற்பதினால் சிவனுடைய பெருமைகளை அறிந்துக்கொள்கின்றனர்.
- மாணவர்கள் ஆழ்வார்களை படிப்பதனால் திருமால் பெருமைகளை தெரிந்துக்கொள்கின்றனர்.
- மாணவர்கள் சிற்றிலக்கியங்களை வாசிப்பதினால் 96

வகையான சிற்றிலக்கியங்களைப் பற்றி புரிந்துக்கொள்கின்றனர்.

- மொழித்திறன் பயிற்சி பெறுவதின் வாயிலாக மாணவர்கள் பொதுக்கட்டுரைகள் எழுதுவதற்குப் பயிற்சிப்பெறுகிறார்கள்

### **அலகு - 1**

அ. திருஞானசம்பந்தர் - தேவாரம் - திருவீழிமிழலை - வாசிதீரவே (முழுவதும்)

ஆ. மாணிக்கவாசகர் - திருவாசகம் - பிடித்த பத்து (அம்மையே, அருளுடை, ஒப்புனக்கு, பாசவேர், பால்நினைந்து)

இ. திருமூலர் - திருமந்திரம் - (உடம்பினை முன்னம், யாவர்க்குமாம், ஒன்றே குலமும், உள்ளம் பெருங்கோயில், ஆர்க்கும்)

### **அலகு - 2**

அ. ஆண்டாள் - திருப்பாவை (முதல் 5 பாடல்கள்)

ஆ. தொண்டரடிப்

பொடியாழ்வார் - திருப்பள்ளியெழுச்சி (முதல் 5 பாடல்கள்)

இ. குலசேகராழ்வார் - பெருமாள் திருமொழி, 4-ஆம் திருமொழி, ஊனேறு செல்வம் ... (முதல் 5 பாடல்கள்)

### **அலகு - 3**

அ. தமிழ்விடுதூது - கண்ணி 69 முதல் 90 வரை

ஆ. திருக்கயிலாய ஞான உலா - 1 முதல் 10 கண்ணிகள் வரை

இ. தஞ்சைவாணன் கோவை - 1 முதல் 5 பாடல்கள்

### **அலகு - 4**

அ. இராமலிங்க அடிகள் - திருவருட்பா - பிள்ளைச் சிறுவிண்ணப்பம்

ஆ. எச்.ஏ. கிருஷ்ணப்பிள்ளை - இரட்சண்ய யாத்திரிகம் -

குமாரப்பருவம் -

இரட்சணிய சரிதப் படலம்

இ. குணங்குடி மஸ்தான்சாகிபு - மஸ்தான் சாகிபு பாடல்கள் -  
பராபரக் கண்ணி

(1-40 கண்ணிகள்)

ஈ. முத்தொள்ளாயிரம் - 9 பாடல்கள்

**அலகு - 5**

அ. நேர்காணல்

ஆ. பொதுக்கட்டுரைகள்

ஊழு1 தேவாரம்- திருவீழிமிழலை, திருவாசகம். புடித்த பத்து,  
மாணிக்க வாசகர், திருமந்திரம், திருமூலர்

ஊழு2 திருப்பாவை- ஆண்டாள், திருப்ள்ளியெழுச்சி -  
தொண்டரடிபொடி ஆழ்வார். பெருமாள் திருமொழி - நான்காம்  
திருமொழி, குலசேகராழ்வார்

ஊழு3 தமிழ்விடுதாது, திருக்கைலாய ஞான உலா,  
தஞ்சைவாணன் கோவை

ஊழு4 திருவருட்பா. பிள்ளைச்சிறு விண்ணப்பம், இராமலிங்க  
அடிகள், இரட்சணிய யாத்திரிகம் - இரட்சணிய சரிதப் படலம், எச.  
ஏ. கிருட்டிணப்பிள்ளை, மஸ்தான் சாகிபு பாடல்கள்,  
பராபரக்கண்ணி குணங்குடி மஸ்தான் சாகிபு பாடல்கள்.  
முத்தொள்ளாயிரம்

ஊழு5 நேர்காணல், பொதுக்கட்டுரைகள்

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>2</b>	<b>Language II</b>	<b>CLE 20</b>	Communicative English	<b>3</b>	<b>6</b>

### **Overview**

1. To understand English better and to improve communication both verbal and written in English language.
2. To analyze and understand different literary forms like drama, poetry, short-story and one-act play.
3. To learn and understand the elements of grammar.

### **UNIT – 1 PROSE**

1. Ant and Grasshopper - Somerset Maugham
2. Early Influences - A.P.J. Abdul Kalam
3. Forgetting – Robert Lynd
4. The Unity of Indian Culture – Humayan Kabir

### **UNIT -2 POETRY**

1. The Soul's Prayer. - Sarojini Naidu
2. The Lotus - Toru Dutt
3. Nutting – William Wordsworth
4. Ozymandias- P.B.Shelley

### **UNIT-3 SHORT STORY AND ONE ACT PLAY**

1. The Doll's House - Katherine Mansfield

2. Karma - Kushwant Singh

One Act Play

1. Hijack -Charles Wills

#### **UNIT -4 Vocabularies**

1. Functional Grammar

2. Functional English

#### **UNIT-5 COMMUNICATION SKILLS**

1. Making Request

2. Offering Help

3. Inviting Someone

4. Asking Permission

#### **REFERENCES**

1. Resources-1, Prescribed by Thiruvalluvar University

Course outcome

1. Students will learn new words as well its meaning and the students can gain an introductory

knowledge of the issues explored in influential works.

2. Students can understand the basic terminology and practical elements of poetry.

3. Students will learn to practice oral and storytelling skills by sharing a story with the class and

also finalize the draft for the module story and perform it.

4. Student will be able to learn to form new words, antonyms and synonyms using prefixes and suffixes.

5. Student will learn to make new dialogues, letters (formal & informal) and to write short paragraphs.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>2</b>	<b>Core Theory</b>	<b>CBA21</b>	<b>Business Environment</b>	<b>3</b>	<b>5</b>

### **Course Objectives**

1. To know the factors that affect the business environment
2. To help understand how the Political Environment has an influence on Business organization.
3. To understand the various factors influencing Business Organisation.
4. To know how Economic Environment influence Business Organisation
5. To know how Financial Environment play a significant role in Business

### **Syllabus:**

#### **UNIT-I TeachingHours: 15**

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

#### **UNIT-II Teaching Hours: 15**

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

### **UNIT-III Teaching Hours: 15**

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

### **UNIT-IV Teaching Hours: 15**

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

### **UNIT-V Teaching Hours: 15**

Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non Banking Financial Companies NBFC's

### **Text books**

1. Dr. S. Sankaran - Business Environment, Margham Publications, Chennai.
2. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, Mumbai.
3. Joshi - Business Environment- Kalyani Publishers, Chennai.
4. Namitha Gopal –Business Environment –Vijay Nicole Imprints, Chennai. 5. Dr. V. C. Sinha, Business Environment, SBPD Publications.
5. Rosy Joshi, Sangam Kapoo Priya Mahajan –Business Environment, Kalyani Publishers.
6. The Business Environment, , McGraw Hill Higher Education
7. Ivan Worthing, The Business Environment : A Global Perspective , Pearson . 9.

Brinkman-Navarro-Harper, Business Environment (English, Paperback, 10. Francis Cherunilam, Business Environment

### **Course Outcomes**

1. After the study of unit-1, the student will be able to know the factors that affect the business environment
2. After the study of unit-2, the student will be able to understand how the Political Environment influences Business Organisation.
3. After the study of unit-3, the student will be able to understand how Social Environment impact society
4. After the study of unit-4, the student will be able to know how Economic Environment impact Business
5. After the study of unit-5, the student will be able to know how Financial Environment, and Financial institutions help Business Organizations



Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Core Theory	CBA22	Mathematics & Statistics -II	3	5

### Course Objectives

1. To enable the students to understand the the basic concepts in Business Mathematics and Statistic
2. To make students understand various tools and techniques using Matrix.
3. To know the principles of Correlation and Regression
4. To be able to choose rational options in the Time Series.
5. To develop skills in analysis of Index Number and weighted Index Numbers.

### Syllabus:

#### Unit-I Teaching Hours: 15

Matrix Theory, Equal Matrices ,Diagonal Matrix ,Scalar Matrix, UnitMatrix ,Null Matrix, Row Matrix, Column Matrix, Matrix Operation – Operation on Determinants – Inverse of a Square Matrix (not more than 3)

#### Unit-II Teaching Hours: 15

Solving Simultaneous Equation using matrix Method, Simulation Linear Equations, General properties of matrices, Method of Reduction

#### Unit-III Teaching Hours: 15

Correlation .Karl Pearson’s Correlation ,Positive Correlation ,Negative Correlation ,No Correlation ,Simple Correlation – Scatter Diagram – Numerical Value of the Correlation Coefficient - Concurrent Deviation method – Rank Correlation – Properties of Correlation

Coefficient ,Limitation -Uses of Correlation in Business Regression – Regression Lines – Regression coefficients – Uses of Regression in Business Problems.

#### **Unit-IV Teaching Hours: 15**

Time Series – Component of time Series, Secular trend, Seasonal Variation, Cyclical Variation, Irregular Variation – Measurement of Trend, Graphic Method – Semi Average method – Moving Average method –Method of Least Squares – Measurement of Seasonal Variations – Simple Average Method – Ratio to Moving Average Method

#### **Unit-V Teaching Hours: 15**

Index Number – Weighted and UN weighted Index Numbers – Cost of Living Index Number – Average of Relative Price Indices-Quality Index Number- Test on index Numbers- Time reversal test, Factors reversal test- Circular test. Proportion of Theory and Problem: 20:80

#### **Text Books**

1. Dr. P.R. Vittal Business Mathematics and Statistic, Margham Publications,Chennai ,2013
2. S P Rajagopalan, R Sattanathan - Business Mathematics,Vijay Nicole Imprints (P) Ltd,2013
3. Prof. A. V. Rayarikar , P. G. Dixit Business Mathematics And Statistics Nirali Prakshan Publishers,2019
4. Agarwal B.M. Business Mathematics & Statistics.
5. D.C. Sancheti , V.K.Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi,2007
6. C.B.Gupta, Vijay Gupta An introduction to statistical methods , Vikas Publishing House Pvt.Ltd, 23<sup>rd</sup> edition 2004,2015, New Delhi
7. G.C.Beri ,Business Statistics, Mc Graw Hill Education Private Limited, Chennai 3<sup>rd</sup> edition, 2016
8. Mukesh kumar ,Anand Chauhan ,Business Mathematics Scientific International Pvt.Ltd , New Delhi-2017.

9. S.P.Rajagopalan , R.Sattanathan, Business Statistics and Operations Research 3<sup>rd</sup>Edition, Vijay Nicole Imprints Pvt Ltd ,2014.
10. S.K.Kapoor, Elements of Practical Statistics, Oxford and IBH Publishing Corporation Pvt.Ltd, New Delhi 2008

### **Course Outcomes**

1. After the study of unit-1, the student will be able to Identify statistical tools needed to solve various business problems.
2. After the study of unit-2, the student will be able to Solve Simultaneous Equations using matrix Method.
3. After the study of unit-3, the student will be able to apply Correlation & regression.
4. After studying unit-4, the student will be able to develop Time Series
5. After studying unit-5, Students can Use Index Number , Weighted and Unweighted Index Numbers in practical application .

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>2</b>	<b>Allied - I</b>	<b>CABA23B</b>	<b>Principles of Banking System</b>	<b>5</b>	<b>6</b>

### **Course Objectives**

1. To know how banking system functions within the financial system
2. To know the concept of Social Responsibility of Banks
3. To understand the role of Reserve Bank of India
4. To know the functions of modern Commercial Banks
5. To know all about financial services

### **Syllabus:**

#### **UNIT-I Teaching hours: 18**

Introduction - Origin of Banks - Definition of Bank - Types of Bank - Banking Systems – UnitBank - Merits of UnitBank - Demerits of UnitBanks - Branch Bank - Its merits and demerits - Financial System - Components of financial system

#### **UNIT-II Teaching hours: 18**

Concept of Social Responsibility of Banks - Role of banks in Primary, Secondary and Territory sector - Mixed Banking - Retail Banking - Wholesale Banking - Universal Banking.

### **UNIT-III Teaching hours: 18**

Reserve bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank

### **UNIT-IV Teaching hours: 18**

Functions of Modern Commercial Banks - Savings account - Current account - Difference between savings account and current account - Fixed Deposit - Recurring Deposit - Granting of Loan - Clean Loan - Second loan - Overdraft -Cash Credit.

### **UNIT-V Teaching hours: 18**

Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E-business - E Commerce - E-banking - Automatic Teller Machines.

### **Text Books**

1. Santhanam -Banking and Financial System, Margham Publications, Chennai.
2. S.N.Maheshwari -Banking Law Theory and Practice , Kalyani Publishers, Chennai.
3. Sundharam & Varshney- Banking Theory Law and Practice – Sultan Chand & Sons, New Delhi
4. Gurusamy -Banking Theory Law and Practices — Vijay Nicole Imprints (P) Ltd, Chennai.
5. K.P. Kandesami, S. Natarajan, R. Parameswaran, Banking Law and Practice, S. Chand, Delhi.
6. Moorad Choudary, The Principles of Banking, Wiley
7. G.S. Popli, Anuradha Jain, Principles & systems of banking, PHI Learning Pvt Ltd.
8. Ashok Kumar Das, Principles of Banking for today's bankers

9. Dr. V.C. Sinha, Indian Banking System, sold by SBPD Publishing House.
10. Ruchika Gahlot, Principles of Indian Banking, Lakshmi Publications.

### **Course Outcome**

1. After the study of unit-1, student will have a complete knowledge on the origin of Banks
2. After the study of unit-2, student will be able to know the Concept of Social Responsibility of Banks
3. After the study of unit-3, student will be able to understand the roles of various banks
4. After the study of unit-4, student will be able to understand the Functions of Modern Commercial Banks
5. After the study of unit-5, student will understand the various financial services in the Indian economy

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	PE	CPE20	Professional English-II	3	6

### Course Objectives

- To develop the language skills of students by offering adequate practice in professional contexts. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
- To focus on developing students' knowledge of domain specific registers and the required language skills.
- To develop strategic competence that will help in efficient communication
- To sharpen students' critical thinking skills and make students culturally aware of the target situation.

### Syllabus

#### UNIT 1:

#### COMMUNICATION

1. Listening: Listening to instructions
2. Speaking: Telephone etiquette and Official phone conversations
3. Reading short passages (3 passages, one from each – Physics, Chemistry, Mathematics/Computer Science)
5. Writing: Letters and Emails in professional context
6. Grammar in Context:
  - Wh and yes or no,

- Q tags
- Imperatives

7, Vocabulary in Context: Word formation -.

i) Creating antonyms using Prefixes

ii) Intensifying prefixes (E. g inflammable)

Changing words using suffixes

A) Noun Endings

B) Adjective Endings

C) Verb Endings

## **UNIT 2:**

### DESCRIPTION

Listening – Listening to process description

Speaking - Role play

Formal: With faculty and mentors in academic environment, workplace communication

Informal: With peers in academic environment, workplace communication

Reading –Reading passages on products, equipment and gadgets

Writing – Writing sentence definitions (e.g. computer) and extended definitions (e.g. artificial intelligence)

Picture Description – Description of Natural Phenomena

Grammar in Context: Connectives and linkers.



Vocabulary – Synonyms (register) - Compare & contrast expressions.

### **UNIT 3:**

#### **NEGOTIATION STRATEGIES**

Listening - Listening to interviews of specialists / inventors in fields (Subject specific)

Speaking – Brainstorming. (mind mapping). Small group discussions (subject specific)

Reading – longer Reading text. (Comprehensive passages)

Writing – Essay Writing (250 words essay on topics related to subject area, like pollution, use of pesticides in cultivation, merits and demerits of devices like mobile phones, merits and demerits of technology in development)

Grammar in Context: Active voice & Passive voice – If conditional -

Collocations –Phrasal verbs

### **UNIT 4:**

#### **PRESENTATION SKILLS**

Listening - Listening to presentation. Listening to lectures. Watching – documentaries (discovery / history channel)

Speaking –Short speech

- Making formal presentations (PPT)

Reading – Reading a written speech by eminent personalities in the relevant field /Short poems / Short biography.

Writing - Writing Recommendations

Interpreting visuals - charts / tables/flow diagrams/charts

Grammar in Context – Modals

Vocabulary (register) - Single word substitution

## **UNIT 5:**

### **CRITICAL THINKING SKILLS**

Listening - Listening to advertisements/news and brief documentary films (with subtitles)

Speaking – Simple problems and suggesting solutions.

Reading: Motivational stories on Professional Competence, Professional Ethics and Life Skills (subject-specific)

Writing Studying problem and finding solutions- (Essay in 200 words)

Grammar-Make simple sentences

Vocabulary -Fixed expressions

### **Course Outcomes:**

1. Recognize their own ability in using the language for speaking with confidence in an intelligible and acceptable manner
2. Understand the importance of reading for life
3. Read independently unfamiliar texts with comprehension
4. Understand the importance of writing in academic life
5. Write simple sentences without committing error of spelling or grammar

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Value education	BGA20	Value education	2	2

### UNIT-I

Value Education - Definition - relevance to present day - Concept of Human Values - self introspection - Self-esteem.

**UNIT-II** Family values - Components, structure and responsibilities of family - Neutralization of anger - Adjustability - Threats of family life - Status of women in family and society - Caring for needy and elderly - Time allotment for sharing ideas and concerns.

**UNIT-III** Ethical values - Professional ethics - Mass media ethics - Advertising ethics - Influence of ethics on family life - psychology of children and youth - Leadership qualities - Personality development.

**UNIT-IV** Social values - Faith, service and secularism - Social sense and commitment - Students and Politics - Social awareness, Consumer awareness, Consumer rights and responsibilities - Redressal mechanisms

**UNIT-V** Effect of international affairs on values of life/ Issue of Globalization - Modern warfare - Terrorism, Environmental issues - mutual respect of different cultures, religions and their beliefs

### Reference Books

1. T. Anchukandam and J. Kuttainimathathil (Ed) Grow Free Live Free, KrisituJyoti Publications, Bangalore (1995)
2. Mani Jacob (Ed) Resource Book for Value Education, Institute for Value Education, New Delhi 2002 .

**Course Outcome:**

- 1: Internalize and apply human values for enhanced self-esteem.
- 2: Understand family dynamics, gender roles, and effective communication.
- 3: Develop ethical and professional competence, including media ethics.
- 4: Exhibit social awareness, commitment to values, and engage in societal issues.
- 5: Grasp global perspectives, showing cultural sensitivity in a global society.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>2</b>	<b>Soft Skill</b>	<b>BSS20</b>	<b>Soft skills</b>	<b>2</b>	<b>1</b>

**Course Objective:** The course aims to provide the basic concept and knowledge with regard to Learning, Writing and Interpersonal Skills

**Learning Objectives:**

- Students can acquire a knowledge in Writing and Reading
- Students can obtain information from reading and transcoding
- Students can improve knowledge in responding to the day-to day communication
- Students can be familiar in basic and general grammars
- At the end of the course can be aware the importance of career and development.

**UNIT I**

1.1 Skills in Listening and Writing

1.2. Skills in Reading and Understanding

**UNIT II**

2.1 Skills to Read and Respond to Instructions

2.2 Skills of Interpretation and Transcoding Information

**UNIT III**

3.1 Skills in Seeking and Responding to Information

3.2 Skills of Day-to-Day communication

## **UNIT IV**

4.1 Grammatical skills and Spelling rules

4.2 Career skills

## **UNIT V**

5.1 Skills of formal and in-formal rules

5.2 Skills of non-verbal communication

### **Course Outcome:**

- 1: Proficient listening and writing skills.
- 2: Advanced reading and comprehension abilities.
- 3: Strong day-to-day communication skills.
- 4: Strong day-to-day communication skills.
- 5: Mastery in formal and informal expressions, including non-verbal communication.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
3	Core Theory	CBA31	Production and Materials Management	4	5

### Course Objectives

1. To enable the students to understand the various process of production in Organisation
2. To enable the students to be aware of techniques of Production Management
3. To familiarize students with quality control techniques used to effectively carry out Production.
4. To sensitize students on the materials management functions - planning, purchasing, store handling and vendor rating
5. To understand the inventory control techniques.

### Syllabus:

#### UNIT– I Teaching hours: 15

Production System - Introduction - Production - Productivity - Production Management - Objectives of Production Management - Functions and scope of production management - Relationship of production with other functional areas.

#### UNIT– II Teaching hours: 15

Production Planning and Control - Routing and Scheduling - Dispatching - Maintenance management - Types of maintenance - Breakdown - Preventive - Routine - Maintenance Scheduling. Plant Location - Introduction - Need for selecting a suitable location - Plant Location problem - Advantage of Urban, suburban and rural locations - Systems view of location - Factors influencing plant location. Plant layout - Plant layout problem - Objectives - Principles of plant layout - Factors influencing plant layout - Types of layout.

### **UNIT– III Teaching hours: 15**

Work and Method Study - Importance of work study - Work study procedures - Time study - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.

### **UNIT– IV Teaching hours: 15**

Materials - Meaning - Types - Materials Management - Definition and Functions - Importance of materials Management - Inventory control - Function of inventory - Importance - Tools of Inventory Control - ABC - VED - FSN analysis - Purchase Management - Purchasing - Procedure - Dynamic purchasing - Principles - Store planning.

### **UNIT– V Teaching hours: 15**

Store Keeping and Materials Handling - Objectives - Function of store keeping - Store responsibilities - Location of store house - Centralized store room - Equipment - Security measures - Protection and prevention of stores - Fire and other Hazards - Bin card - Stock Cards. Vendor rating - Vendor development - Purchase Department - Responsibility - Buyer - Seller relationship - Value analysis.

### **Text Books**

1. Saravanavel P and Sumathi S, Production and Materials Management, Margham Publications,Chennai.
2. Paneerselvam - Production and Operations Management - Prentice - Hall of India,New Delhi,
3. Aswathappa,K - Production and Operations Management-Himalaya Publishing House,Mumbai



4. Chunnawalla and Patel - Production and Materials Management, Himalaya Publishing House, Mumbai
5. Gopalakrishnan - Materials Management - Prentice - Hall of India.

### **Course Outcome**

1. After the study of unit-1, students will be able to understand the concept of operations and relationship between operations and other business functions.
2. After the study of unit-2, students will be able to analyze and evaluate various production and scheduling techniques, and to identify appropriate locations for factories.
3. After the study of unit-3, students will be able to implement work and method study procedures.
4. After the study of unit-4, students will be able to plan and implement suitable materials planning principles and practices in operations.
5. After the study of unit-5, students will be able to plan and implement store keeping and material handling and rating vendors.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>3</b>	<b>Core Theory</b>	<b>CBA32</b>	<b>Financial Accounting</b>	<b>4</b>	<b>5</b>

### **Course Objectives**

1. To familiar the students with basic accounting principles
2. To understand and prepare trial balance
3. To prepare balance sheet
4. To learn single and double entry method
5. To learn various types of shares and debentures.

### **Syllabus:**

#### **UNIT- I Teaching hours:15**

Financial Accounting- Meaning and Definition - Accounting Concepts - Accounting Conventions - Objectives of Accounting - Rules of Accounting -Principles of Double Entry System - Bookkeeping- Journal - Ledger - Subsidiary Books - Purchases Book, Sales Book, Returns Book and Cash Books.

#### **UNIT- II Teaching hours:15**

Trial Balance - Meaning and Definition - Method of Trial Balance-Depreciation - Need for Depreciation - Causes of Depreciation - Objectives of Depreciation - Straight Line And Diminishing Balance Methods Of Charging Depreciation Only.

#### **UNIT- III Teaching hours:15**

Final Accounts - Introduction - Preparation Trading Accounting - Profit and Loss Account and Balance Sheet.

#### **UNIT- IV Teaching hours:15**

Single Entry System - Definition - Salient Features - Limitations - Difference Between Double Entry and Single Entry Systems - Ascertainment of Profit - Net Worth Method Only.

#### **UNIT- V Teaching hours:15**

Company Accounts - Meaning of shares - Types of Shares-Issue, Forfeiture and Reissue of Shares - Debentures - Issue of Debentures Only.

(Weightage of Marks: Problems - 80%, Theory - 20%)

#### **Text Books**

1. T.S. Reddy & A. Murthy - Financial Accounting , Margham Publishers,Chennai.
2. Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers
3. Maheswari.S.N - Financial and Management Accounting, Sultan Chand, New Delhi.
4. Bhattacharya- Financial Accounting for Business Managers. PHI Learning
5. Prof.Jawarlal,Dr.Seema Srivastava-Financial Accounting,Sultan Chand,New Delhi.
6. Umamaheswari, Dr.Vasanthi,Financial Accounting,Charulatha Publications,Chennai.
7. Dr.F.Elayaraja,Dr.S.Prabu, Financial Accounting,Charulatha Publications,Chennai
8. N.Ramachandran,Ramkumar Financial Accounting for ManagementMC GRAW Hills  
New Delhi.
9. Dr.Nisikant Jha,Introduction to Financial Accounting Himalaya Publishing House
10. S.Manikandan Financial Accounting Scitech Publications, Chennai.

## **Course Outcomes**

1. After the study of Unit-1, the student is able to know the basic concepts of accounting, principles, convention, rules of accounting and various books of accounting.
2. After the study of Unit-2, the student is able to know the trial balance method, depreciation and their needs and various methods of charging depreciation.
3. After the study of Unit-3, the student is able to know the preparation of financial accounting, procedure for preparation of trading and profit and loss accounts and balance sheet.
4. After the study of Unit-4, the student is able to know the need for preparation of the single entry system and their uses.
5. After the study of Unit-5, the student is able to know the meaning of shares and its type.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>3</b>	<b>Core Theory</b>	<b>CBA33</b>	<b>Human Resource Management</b>	<b>4</b>	<b>5</b>

### **Course Objectives**

1. To understand the concepts and basic functions of Human Resource Management.
2. To learn the process of employee recruitment and selection.
3. To acquire knowledge in the training needs and methods.
4. To understand the need and methods of performance appraisal.
5. To analyse the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.

### **Syllabus:**

#### **UNIT– I Teaching hours: 15**

Definition of HRM - Objectives of HRM - Nature and scope of HRM - Principles of HRM - Difference between Personnel Management and HRM - Duties and Responsibilities of HR Managers - Qualities of HR managers - role of HR managers - importance of HRM - challenges of HRM - Evolution and Growth of HRM - Environment of HRM - Strategic HRM.

#### **UNIT– II Teaching hours: 15**

Human Resource Planning - Features of HR planning - objectives - factors influencing HR planning - Recruitment - Principle of recruitment - objectives - steps involved in recruitment process - Sources of recruitment - Selection - definition - importance - process of Selection - Use of various tests - Interview techniques in selection - objectives - types - limitations - guidelines - Recruitment vs selection - Induction.

### **UNIT– III Teaching hours: 15**

Employee Training and Development - Definition - Objectives - need and importance - Identification of Training needs - essentials of good training program - characteristics Process of training - Training Methods - on the job training methods - off the job training methods Executive development - advantages of training to employees - Techniques - effectiveness of training and development programs.

### **UNIT– IV Teaching hours: 15**

Performance Appraisal - Definition - Features - Objectives - Advantages - limitations - characteristics of an effective performance appraisal systems - Need for Performance Appraisal - Process - Methods - Traditional and modern methods of performance appraisal - merit rating - concepts and methods - BARS - Compensation.

### **UNIT– V Teaching hours: 15**

Transfer objectives - types - merits - demerits - characteristics of an effective transfer policy - Promotion and termination of services - Purpose of promotion - factors influencing promotion - types of promotion - Open and closed system of promotion - advantages, importance of promotion - demotion - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

### **TEXT BOOKS**

1. Dr. J. Jayasankar - Human Resource Management - Margham Publications, Chennai.
2. Dr. C.D. Balaji - Human Resource Management - Margham Publications, Chennai.
3. Aswathappa K - Human Resource and Personnel Management, Himalaya Publishing House.Mumbai.
4. Gupta C B - Human Resource Management - Sultan Chand & Sons.
5. Sundar & Srinivasan J - Essentials of Human Resource Management - Vijay Nicole Imprints
6. Murugesan G - Human Resource Management - Lakshmi Publications Pvt. Ltd
7. Gary Dessler, Biju Varkkey – Human Resource Management – Pearson Education, Delhi

8. K.Aswathappa, Human Resource Management – Text and Cases – Mc Graw Hill Co, New Delhi
9. Durai Human Resource Management-Pearson Education, New Delhi
10. VSP Rao Human Resource Management,Excel Books New Delhi.

### **Course Outcome**

1. After the study of Unit1, the student understands the concepts and basic functions of Human Resource Management.
2. After the study of Unit2, the student learns the process of employee recruitment and selection.
3. After the study of Unit3, the student acquires knowledge in identifying the training needs and methods.
4. After the study of Unit4, the student understands the need and methods of performance appraisal.
5. After the study of Unit5, the student can analyze the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>3</b>	<b>Core Theory</b>	<b>CBA34</b>	<b>Managerial Economics</b>	<b>4</b>	<b>4</b>

### **Course Objectives**

1. To acquaint the students with principles of economics in managerial decision making.
2. To understand the basic concepts of managerial economics and its applications.
3. To understand the basic concepts of demand, supply, and equilibrium and their determinants.
4. To know the meaning and price output decisions of perfectly competitive firm both short and long run.
5. To understand the concepts of monopolistic and oligopolistic competition.

### **Syllabus:**

#### **UNIT– I Teaching hours: 12**

Nature and Scope of Managerial Economics - Definition of Economics - Important concept of Economics - Basic Economic problem - Relationship between Micro and Macro-economic - Managerial Economics - Nature and Scope - Objectives of the Firm.

#### **UNIT– II Teaching hours: 12**

Theory of Consumer behavior - Managerial Utility Analysis indifference curve and analysis Meaning of Demand - Law of Demand - Types of Demand - Determinants of demand - Elasticity of Demand - Demand Forecasting.

#### **UNIT– III Teaching hours: 12**



Production and Cost Analysis - Law of returns to scale and Economies of scale - Cost analysis - different cost concepts - Cost - output relationship - Short run and long run - Revenue curves of firms - Supply Analysis.

**UNIT- IV Teaching hours: 12**

Pricing Methods and Strategies - Objectives - Factors - General Considerations of Pricing - Methods of pricing - Role of Government - Dual pricing - price Discrimination.

**UNIT- V Teaching hours: 12**

Market forms - Market structure - Basis of Market classification - Output determination - Perfect Competition - Monopoly - Monopolistic Competition - Duopoly - Oligopoly.

**Text Books**

1. Dr. S. Sankaran - Managerial Economics - Margham Publications
2. Varshney RL and Maheshwari KL - Managerial Economics. Sultan Chand & sons
3. Aryamala T - Managerial Economics - Vijay Nicole Imprints Private Limited
4. Mankar: Business Economics, Macmilan Ltd.
5. Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India
6. Jinghan M.L - Micro Economics, Vrinda Publications (P) Ltd. (Theory)
7. Prof.D.Mustafa Managerial Economics,AITBS Publishers, New Delhi.
8. M.L. Jhingan,J.K.Stephen, Managerial Economics , Vrinda Publications (P) Ltd, New Delhi.
9. D.D.Chaturvedi, S.L Gupta, Managerial Economics International Book House, (P) Ltd, New Delhi.
10. V.L Mote,Samuel Paul, G.S.Gupta ,Managerial Economics MC Graw Hill Publications New Delhi

## **Course Outcome**

1. After the study of Unit1, the student understands the concepts and relationship between Micro and Macro Economics
2. After the study of Unit2, the student can analyse the market supply and demand on market dynamics.
3. After the study of Unit3, the student acquires knowledge on production and cost analysis.
4. After the study of Unit4, the student will understand pricing methods.
5. After the study of Unit5, the student will have knowledge about market structure.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>3</b>	<b>Allied -2</b>	<b>CABA35B</b>	<b>Services Marketing</b>	<b>3</b>	<b>6</b>

### **Course Objectives**

1. To have thorough understanding of services marketing,
2. To acquire the knowledge of services strategies
3. To understand the service rendered to customers.
4. To identify and fill the service gaps.
5. To understand the challenges in managing and delivering the quality services.

### **UNIT– I Teaching hours:18 MARKETING SERVICES**

Introduction Growth of the service sector.The concept of services. Characteristics of services - classification of services - designing of the service - blueprinting, using technology in developing human resources, building service aspirations.

### **UNIT– II Teaching hours:18 MARKETING MIX IN SERVICE MARKETING**

The seven Ps: Product decision, pricing strategies and tactics placing or distribution methods for services, promotion of services and. Additional dimension in services marketing - people, physical

evidence and process.

### **UNIT– III Teaching hours: 18 EFFECTIVE MANAGEMENT OF SERVICE MARKETING**

Managing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal orientation of service strategy

### **UNIT– IV Teaching hours: 18 DELIVERING QUALITY SERVICES**

The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers - the promise versus delivery gap - developing appropriate and effective communication about service quality.

### **UNIT– V Teaching hours: 18 MARKETING OF SERVICES**

Marketing of services - Financial - Bank Marketing - Mutual Funds Marketing - Health - Hospital services - Hospitality - hotel services marketing - tourism marketing - airlines services marketing - travel services marketing - railway services marketing - Educational Services - training services marketing - agricultural extension services marketing.

#### **Text Books**

1. Dr. L. Natarajan, Services Marketing -.Margham Publications, Chennai
2. Balaji. B -Services Marketing & Management. S.Chand, New Delhi
3. Valerie Zeithaml - Services Marketing - Tata McGraw-Hill Pub.
4. Wirtz Jochan, Services Marketing, People, Tech, Strategy, Pearson.
5. Lovelock, Chatterjee.S.M, Pearson Education, India.
6. Zeihthaml, Services Marketing, SE Indian Education.
7. Rao, Services Marketing, Pearson.

8. Dr. Tarvi Gupta, Dr. Smita Mishra, Dr. Mamta Rani - Services Marketing, Nithya Publications.
9. Vinnie Jauhari Kirti Dutta, Services Marketing, Oxford University Press.
10. Mathur, Services Marketing, New Age International Pvt.Ltd Publishers.

### **Course Outcome**

1. After studied Unit1, the student will have thorough understanding of marketing services,
2. After studied Unit2, the student acquires knowledge of services strategies including service product and delivery
3. After studying Unit3, the student gains a Customer Service oriented mindset.
4. After studying Unit4, the student learns to Identify and fill the service gaps.
5. After studying Unit5, the student acquires an in -depth understanding of the challenges in managing and delivering the quality services.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>3</b>	<b>Skill Based Subject</b>	<b>CSBA36</b>	<b>Business Communication</b>	<b>2</b>	<b>3</b>

### **Course Objectives**

1. To understand the concepts and basic functions of Communication.
2. To identify the various levels of organizational communication and its process.
3. To train the students draft effective business correspondence.
4. To draft effective business correspondence with clarity.
5. To have knowledge of the various traditional and modern equipment used for communication.

### **Syllabus:**

#### **UNIT– I Teaching hours: 9**

Meaning and importance of Business Communication - Methods of Communication - Types of Communication - Communication Process - Objectives of Communication - Principles of Effective Communication.

#### **UNIT- II Teaching hours: 9**

Business letters - Structure of a letter - Qualities of a good business letter - Business enquiries - Offer and Quotations - Orders - Execution of orders - Cancellation of orders - Letters of Complaints - Collection letters.

#### **UNIT– III Teaching hours:9**

Circular Letters - Bank correspondence - Insurance correspondence - Letters to the Editor - Application for Situations.

#### **UNIT– IV Teaching hours:9**

Correspondence of a Company Secretary - Preparation of Agenda and Minutes - Annual Reports.

### **UNIT– V Teaching hours:9**

Communication media - Telephone, Telex, Fax, Internet, E-Mail, Video Conferencing and Cell Phones.

### **Text Books**

1. N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
2. Sundar K- Business Communication, Vijay Nicole Imprints (P) Ltd.,
3. Rajendra Pal and Korlehalli - Essentials of Business Communication
4. Pillai and Bagawathi - Commercial correspondence and office management.
5. N.S. Pandurangan, B. Santhanam - Business Communication.
6. Lesikar, Flatley, Rentz, Lentz, Pande – Business Communication, Mc GrawHill ,New Delhi.
7. C.B.Gupta - Business Communication, Sultan Chand and Sons, New Delhi.
8. Jain Mukherji – Effective Business Communication, Mc GrawHill ,New Delhi.
9. Dr.N.Premavathi – Business Communication Correspondence, Sri Vishnu Publications, Chennai.
10. Chaturvedi- Business Communication. Pearson Education, New Delhi.

### **Course Outcome**

1. After the study of Unit1, the student understands the concepts and basic functions of Communication.
2. After the study of Unit2, the student will be able to distinguish among various levels of organizational communication and its process.
3. After the study of Unit3, the student will be trained in effective business writing.
4. After the study of Unit4, the student will draft effective business correspondence and reports.
5. After the study of Unit5, the student understands the various traditional and modern equipment used for communication.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>3</b>	<b>NME</b>	<b>CNCS37</b>	<b>Introduction to information technology</b>	<b>2</b>	<b>2</b>

### **COURSE OBJECTIVES:**

The subject aims to build the concepts regarding:

- Major components of Computer System and its working principles.
- Role of an Operating System and basic terminologies of networks.
- How the Information Technology aids for the Current Scenario.
- To understand the Computer Software.
- To understand internet applications

### **UNIT-I**

Introduction: Characteristics of Computers-Technological Evolution of Computers-The Computer Generations-Categories of Computer. Data and Information: Introduction-Types of

Data-A Simple Model of a Computer-Data Processing Using a Computer-Desktop Computer.

Acquisition of Number and Textual Data: Introduction- Input Units-Internal Representation of

Numeric Data-Representation of Characters in Computers-Error-Detecting Codes.



## **UNIT-II**

Data Storage: Introduction-Memory Cell-Physical Devices Used as Memory Cells-Random

Access Memory-Read Only Memory- Secondary Memory- Floppy Disk Drive- Compact Disk

Read Only Memory (CDROM)-Archival Memory. Central Processing Unit: The Structure of a

Central Processing Unit-Specification of a CPU-Interconnection of CPU with Memory and I/O

Units.

## **UNIT-III**

Computer Networks: Introduction-Local Area Network (LAN)- Applications of LAN-Wide

Area Network (WAN)-The Future of Internet Technology. Output Devices: Introduction-Video

Display Devices-Flat Panel Displays-Printers.

## **UNIT-IV**

Computer Software: Introduction-Operating System-Programming Languages-A Classification

of Programming Languages. Data Organization: Introduction-Organizing a Database-Structure

of a Database- Database Management System-Example of Database Design.

## **UNIT-V**

Some Internet Applications: Introduction- E-mail- Information Browsing Service- The World

Wide Web- Information Retrieval from the World WideWeb-Other Facilities Provided by

Browsers - Audio on the Internet.Societal Impacts of Information Technology:

Careers in Information Technology.

## **TEXTBOOKS:**

1. Rajaraman, V. 2008. Introduction to Information Technology. [Sixth Printing].

Prentice Hall of India Pvt. Limited, New Delhi. (UNIT I to V)

2. Nagpal, D.P. 2010. Computer Fundamentals. [First Edition, Revised]. S. Chand

& Company Ltd, New Delhi. (UNIT I (Introduction: Characteristics of

Computers to Categories of Computer))

## **REFERENCE BOOKS:**

1. ITL Education Solution Limited. 2009. Introduction to Computer Science. [Fourth

Impression]. Pearson Education, New Delhi.

2. Alexis Leon and Mathews Leon. 1999. Fundamentals of Information

Technology. [First Edition]. Leon TECHWorld, New Delhi.

### **COURSE OUT COMES:**

- Students understand Major components of Computer System and its working principles.
- Students learn and understand the Role of an Operating System and basic terminologies of  
of
- networks.
- Students understand how the Information Technology aids for the Current Scenario.
- Students understand the Computer Software.
- Students understand internet applications

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>4</b>	<b>Core Theory</b>	<b>CBA41</b>	<b>Organizational Behavior</b>	<b>4</b>	<b>5</b>

### **Course Objectives**

1. To understand the significance of Organizational Behavior.
2. To learn the dynamics of groups in the organization.
3. To understand the importance of leadership and motivation in organizations
4. To know how organizational culture, organizational climate and conflicts influence the functioning of an organization
5. To know the importance of management of change in organizations.

### **Syllabus:**

#### **UNIT– I Teaching Hours: 15**

Organizational behavior - meaning - Nature - importance - Role - historical development of organizational behavior - organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance.

#### **UNIT– II Teaching Hours: 15**

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.

#### **UNIT– III Teaching Hours: 15**

Leadership concept - characteristics - leadership theories - leadership styles - managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance -

motivators - financial and Non-financial - theories of motivation.Morale - Meaning - Characteristics - Determinants of Morale.

#### **UNIT– IV Teaching Hours: 15**

Organizational culture - Definition - Determinants of Organizational culture - Characteristics - Types - Functions.Organisational Climate - Definition - Determinants of Organisational Climate - Distinction between Organisational Culture and Organisational Climate. Organisational Effectiveness - Definition - factors influencing Organisational Effectiveness - Approaches to Organisational Effectiveness. Organisational Conflict - Definition - Features - Sources of Conflict - Different stages of conflict - Measures to stimulate conflicts.

#### **UNIT– V Teaching Hours: 15**

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - organizational development - meaning and process.

#### **Text books**

1. Dr. C.D. Balaji - Organisational Behaviour - Margham Publications, Chennai.
2. J. Jayasankar - Organizational Behavior, Margham Publications, Chennai.
3. Aswathappa. K. - Organizational Behavior - HPH, Bombay.
4. K.Sundar and J.Srinivasan - Elements of Organisational Behaviour - Vijay Nicole Imprints Private Limited, Chennai.
5. S.S. Khanka - Organizational Behavior. S.Chand, New Delhi.
6. Dr.P.K.Ghosh, Partho Ghosh - Organisation Behaviour - Laxmi publications Pvt. Ltd.
7. Richard L Hughes, Robert , Gordon – Leadership Enhancing the Lessons of Experience, Tata Mc Graw Hill, New Delhi.
8. Stephen Robbins and Timothy Judge, Essentials of Organizational Behavior.
9. Amy C. Edmondson -The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth

10. Lee G. Bolman and Terrence E. Deal-Reframing Organizations: Artistry, Choice, and Leadership

**Course Outcome**

1. After the study of Unit- 1, students will be able to know the importance of organizational behavior.
2. After the study of Unit- 2, students will be able to know the dynamics of groups in organizations.
3. After the study of Unit- 3, students will be able to understand the leadership concept.
4. After the study of Unit- 4, students will be able to understand the significance of organizational culture in functioning an organization.
5. After the study of Unit- 5, student will be able to learn concept of change and its significance in organizations

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>4</b>	<b>Core Theory</b>	<b>CBA42</b>	<b>Taxation</b>	<b>4</b>	<b>5</b>

### **Course Objectives**

1. To acquaint the students with basic principles of underlying provisions of direct and indirect laws
2. To develop a broad understanding of tax laws and accepted tax practices.
3. To enable students to appreciate the wider economic, social, administrative compliance and political context within which taxes are imposed.
4. To instill an awareness on students that taxes can and often do constitute significant cost to business and households and therefore can have a major impact in economic and other decision making.
5. To provide specialised and updated knowledge in the area of GST in a systematic manner enhancing analytical and problem solving skills for decision making.

### **Syllabus:**

#### **UNIT- I Teaching hours: 15**

Introduction about Indirect Tax - Constitutional Validity of Indirect Tax Laws- Indirect Tax Structure in India - Canons of Taxation - Difference Between Direct and Indirect Taxation - Merits and Demerits.

## **UNIT- II Teaching hours: 15**

The Central Excise Act, 1944 - Definitions of various terms relating to the Central Excise Act. - Categories of Central Excise Duties - Levy and Collection of Excise Duty - Offences and Penalties - Adjudication of Confiscation and Penalties - Administrative Set up of Excise Department

## **UNIT- III Teaching hours: 15**

Customs Duties - Definitions - Goods - Imported goods - Export goods - Levy of Customs duty - Exemptions from customs Duty - Prohibitions on importation and exportation of goods - Baggage Rules.

## **UNIT- IV Teaching hours: 15**

Authorities of Customs - Appointment of officers of customs - Appointment of Customs Ports, Airports - Refund of Customs Duty and Excise Authorities Powers - Imposition of Fines and Penalties.

## **UNIT- V Teaching hours: 15**

Goods and Services Tax (GST) - introduction - GST Need for GST in India - Salient Features - Objectives - Advantages and disadvantages - SGST and CGST - VAT and GST: A Comparison

### **Text Books**

1. Dinkar Pagare, Business Taxation, Sultan Chand & Sons, New Delhi.
2. Balachandran V, Indirect Taxation, Sultan Chand & Sons, New Delhi
3. Govindan M.S, Indirect Taxes Made Easy, Sitaraman & Co, Chennai.
4. Datey V.S, Indirect Taxes, Taxman Publications, New Delhi.



5. Jayakumar.A, Indirect taxes, Learntech Press, Trichy.
6. T.S.Reddy, Y.HariPrasad, Business Taxation, Margham Publications, Chennai.
7. Dr. H.C. Mehrotra, Prof. V.P.Agarwal, Good and Service Tax, Sahitya Bhawan Publications.
8. Dr.Hariharan, Income Tax, Vijay Nicole Publications, Chennai.
9. Johnson, Linda.M Essentials of Federal Income Taxation for individuals and Business, Cch Inc.
10. Arun Kumar Chandak, Vinay Malani, Puri ,,s Taxes in India, Agarwal Law House, New Delhi.

### **Course Outcomes**

1. After the study of Unit-1 students will be able to understand the concept of indirect tax and to know the current taxation structure prevailing in India.
2. After the study of Unit-2 students will be able to understand the concepts of central sales taxes in India and to know the categories of collection taxes and offense and penalties for not paying sales taxes.
3. After the study of Unit-3 student will be able to understand the concepts of custom duties
4. After the study of Unit-4 student will be able to understand the Authorities of customs and excise officers
5. After the study of Unit-5 student will be able to understand the concept of goods and service tax

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>4</b>	<b>Core Theory</b>	<b>CBA43</b>	<b>Management Accounting</b>	<b>4</b>	<b>5</b>

### **Course Objectives**

1. To familiarize the students with basic management accounting concepts and gain knowledge in marginal costing.
2. To apply the financial perspective of accounting for cost. Identify problems associated with relying on financial accounting information for internal decision making.
3. To organize cost information according to the decision-making needs of the organization.
4. To know the meaning of marginal costing techniques for the decision making process.
5. To know the distinction between cash flow and fund flow statement, finally to know the method for preparing the cash flow statement.

### **Syllabus:**

#### **UNIT– I Teaching hours: 15**

Management Accounting - Definition - Objectives and functions - Advantages and limitations - Distinction between Financial Accounting and Management Accounting - Meaning of Financial statements - Tools of Financial Statement Analysis - Comparative Financial Statements - Common Size Financial Statements - Trend Percentages.

**UNIT– II Teaching hours: 15**

Ratio Analysis: Meaning - Definition - Significance - Limitations - Classification - Liquidity Ratios (Short Term Solvency Ratios) and Long term Solvency Ratios.

**UNIT– III Teaching hours: 15**

Budget and Budgetary Control - Objectives - uses - limitations - preparation of production, sales, purchase, cash and flexible budget.

**UNIT- IV Teaching hours: 15**

Fund Flow Analysis: Meaning - Definition - Uses of Fund Flow Statement - Limitations of Fund Flow Statement - Preparation of Fund Flow Statement - marginal costing - definition - advantages and disadvantages - marginal cost statement - contribution - cost - volume profit analysis - P/V ratio - BEP - margin of safety.

**UNIT- V Teaching hours: 15**

Cash flow Analysis: Meaning - Definition - Uses of Cash Flow Statement - Limitations of Cash Flow statement - Distinction between Fund Flow Statement and Cash Flow Statement - Preparation of Cash Flow Statement.

(Weightage of Marks: Problems - 80%, Theory - 20%)

**Text Books**

1. T.S. Reddy & Hari Prasad Reddy - Management Accounting - Margham Publications, Chennai.
2. Murthy A and Gurusamy S - Management Accounting :Theory and Practice - Vijay Nicole Imprints Private Limited, Chennai.
3. Manmohan & Goyal - Management Accounting - Saithya Bhavan, Agra.
4. R.S. Pillai & Bhagavathi - Management Accounting - S. Chand & Co. Ltd, New Delhi.
5. S.N. Maheswari - Management Accounting - Sultan Chand & Sons, New Delhi.

### **Course Outcome**

1. After the study of Unit- 1, students will acquire the basic knowledge required for application of tools for decision making.
2. After the study of Unit- 2, students can describe the fundamental concepts of ratio analysis and uses of ratios.
3. After the study of Unit- 3, students will be able to know the budgets and budgetary control and prepare the budgets.
4. After the study of Unit- 4, students are able to know the concept of fund flow management and its objectives. To know the various methods to find out the profit and to select the projects.
5. After the study of Unit- 5, the student is able to know the meaning of the cash flow statement and its significance.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Core Theory	CBA44	Operation Research	4	4

### Course Objectives

1. To familiarize students with the basic concepts in Operation Research
2. To make students understand various tools and techniques like LPP Transportation.
3. To know principles of construction of mathematical models situations and Mathematical analysis methods of operation research
4. To be able to choose rational options in practical decision making problems using standard mathematical models of operations research
5. To have skills in analysis of operations research objectives mathematical methods.

### Syllabus:

#### Unit-I Teaching Hours: 12

Operation Research - origin - Definition - Various model and Modeling - Application and Scope - Merits and demerits. Linear Programming Characteristics - Formulation Graphical Method. Solution to Graphical method Alternative method of solving LPP - (Simple Problems).

#### Unit-II Teaching Hours: 12

Assignment Problems - Definition, Type of assignment problems, formulation and solutions Assignment Problems. Transportation model Introduction, Definition, Types of transportation problem, methods to solve transportation problem - Degeneracy - Methods of finding initial Basic Feasible Solution - Simple Problems.

**Unit-III Teaching Hours: 12**

Game Theory - Introduction, terminologies of game theory, game with mixed and pure strategies, Values of Game - Optimum Strategy - with Saddle Point, without saddle point - dominance property (rule), graphical method of solving game.

**Unit-IV Teaching Hours: 12**

Sequencing - Introduction, sequencing problems, processing n jobs to two machines, processing n jobs to three machines, processing two jobs through m machine, processing n jobs through m machine. Replacement models - Introduction, individual replacement policy, group replacement policy, miscellaneous replacement problems (basic problems).

**Unit-V Teaching Hours: 12**

Networking - Introduction, critical path method (CPM), Problem Evaluation and Review Technique (PERT), Construction of network diagram - Slack critical path, basic difference PERT and CPM (basic problems)

Proportion of Theory and Problem: 30:70

**Text books**

1. Dr. P.R. Vittal Operations research - Margham Publications, Chennai.
2. Gurusamy S - Elements of operation Research - Vijay Nochole Imprints (P) Ltd.
3. Prem kumar Gupta & D.S.Hira, Operations research - S. Chand & Company, New Delhi.
4. R. Paneerselvam, Operations research - PHI Learning Pvt. Ltd.
5. J.K. Sharma, Operations research - Laxmi Publications Pvt.Ltd.
6. Dr. P.R. Vittal & V.Malini - Operations research - Margham Publications-Chennai 2017

7. Er Prem Kumar Gupta & Dr.D.S.Hira, Problems in Operation Research, S.Chand & Company Limited, New Delhi -2020
8. Prof.V.Sundaresan, Prof.K.S.Ganapathy Subramanian & K.Ganesan Resource Management Techniques, AR Publication,Chennai 2007
9. N.Ramanathan , Operations Research ,Vijay Nicole Imprints Pvt. Ltd, Chennai ,2008
10. Frederick S.Hillier, Gerald J.Leeberman, Bodhibrata Nag, Preefam Basu,Introduction to Operation Research, MC Graw hill Education Pvt. Ltd, 9<sup>th</sup> Edition ,2013

### **Course Outcomes**

1. After studied unit-1, the student will be able to Identify and develop operation research models from the verbal description of the real system
2. After studied unit-2, the student will be able to knowledge and understanding the characteristics
3. After studied unit-3, the student will be able to Understand the mathematical tools that are needed to solve optimization problems
4. After studied unit-4, the student will be able Use mathematical tools to solve the proposed model
5. After studying unit-5, the student will be able to develop the report that describes the and the solving and techniques, analyze the result and propose recommendations.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
4	Allied -2	CABA45C	Hotel Management	5	6

### Course Objectives

1. To provide students with a detailed knowledge on the origin, history and operations of the hospitality industry.
2. To make students to understand the various departments that are operating in the hotels
3. To make students familiar about various job positions, duties and responsibilities of staffs
4. To familiarize students about various equipment's, machineries software applications that are existing in the hotel industries
5. To provide insight into hotel products, guest needs, pricing, marketing, promotion, overall Control.
6. To make students to understand about licensing laws, governments regulations, food and Beverage dispensing rules and procedures

### Syllabus:

#### Unit-I Teaching Hours: 18

Hotel industry - introduction and evolution - classification of hotels - types of accommodation - intermediary accommodation, grouping of accommodation – Development of Hotel Industry in India - industry define - early history of hotel industry - Hotel Industry vs. Tourism Industry.



## **UNIT– II Teaching Hours: 18**

Characteristics of hotels - Major and minor departments in the hotels and its activities. Duties and responsibilities of various department staffs - Major and minor equipment's and tools in various departments, its usage and operations

## **UNIT– III Teaching Hours: 18**

Types of hotel guests and their needs - Selection of hotel-Room rates - Hotel brochures and tariffs - Property Management systems - Reservation Management system – Revenue Management system - Guest account Management system - General Management system – Back office and system

## **UNIT– IV Teaching Hours: 18**

Marketing functions at its relevance to Hotel Industry - Model of consumer market – Personal characteristics affecting consumer behaviour - Buyers decision process - Defining Customer Value and Satisfaction - Relationship Marketing - Retaining Customers - sales - purchasing - storage system - industry levels - ordering levels - costing - recipe costing - menu pricing - hotel security.

## **UNIT– V Teaching Hours: 18**

License - permission from authorities - Labor Department - City corporations - police – State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospects of Hotel Industry.

### **Text Book:**

1. Sudhir Andrews, Hotel Front Office Training Manual.
2. Sudhir Andrews, Hotel Food and Beverage Service Training Manual
3. Sudhir Andrews, Hotel House Keeping Training Manual
4. J M S Negi – S.Chand, Professional Hotel Management, New Delhi.
5. Jatashankar R.Tewari, Hotel Front Office- Operation and Management - Oxford University Press India 2016, Mumbai
6. Branson & Lennox, Hotel Housekeeping Management.

7. Jagmohan Negi, Gaurav Manohar- Hospitality Management Current Trends and Practices- University Science Press Laxmi Publications, New Delhi.
8. R.K. Malhotra- Encyclopedia of Hotel Management and Tourism Services- Tourism Marketing, Anmol Publications Pvt.Ltd, New Delhi.
9. Karma, Krishnan.K, Robert, Cmill, S.Kaushal- Hospitality Operation Management, Wheeler Publishing, New Delhi.

### **Course Outcomes**

1. After the completion of Unit1, students will be able to understand the historical background of the hospitality industry.
2. After completion of the Unit2, students will be able to understand the Major and the minor departments in the hotels
3. At the end of the Unite 3 students shall be able to understand the different types of guests and their needs
4. At the end of the Unit4 the students will be able to get acquainted with the underlying principles and concepts of marketing and their relevance in hospitality industry
5. After the completion of the Unit5 students shall be able to understand the licensing laws and regulations of the hospitality indust

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>4</b>	<b>Skill Based Subject</b>	<b>CSBA46</b>	<b>Entrepreneurship Development</b>	<b>2</b>	<b>3</b>

### **Course Objectives**

1. To understand the meaning of the term Entrepreneurship
2. To know the history of the concept and identify the changing trends in the business.
3. To know the problems of entrepreneurs with the focus on women/rural/ and small scale entrepreneurs.
4. To understand the role placed by the government in promotion and development of entrepreneurs and prepare project report.
5. To motivate students to become entrepreneurs.

### **Syllabus:**

#### **Unit-1: Teaching Hours: 9**

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs - Entrepreneurial Scene in India - Factors influencing Entrepreneurship – Functions of an Entrepreneur

#### **Unit-2: Teaching Hours: 9**

Entrepreneurial growth - Role played by government and Non-Government agencies in promoting Entrepreneurship - Entrepreneurship Development Programmes - SISI, TIIC, SIDBI, DIC, NSIC, IDBI, IFCI Problems of Entrepreneurs: Women entrepreneurs - Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs.

**Unit-3: Teaching Hours: 9**

How to enter into Market? - Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility – Technical Feasibility - Legal Feasibility.

**Unit-4: Teaching Hours: 9**

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

**Unit-5: Teaching Hours: 9**

Procedure for starting an enterprise – factors involved in selecting new Unit- Franchising and Acquisition – Qualities of successful Entrepreneurs –Case Study.

**Text Book:**

1. Jayashree Suresh, Entrepreneur Development, Margham Publications, Chennai
2. Khanka - Entrepreneurial Development - S.Chand, New Delhi.
3. Raj Shankar –Essentials of Entrepreneurship – Vijay Nicole Imprints Pvt. Ltd, Chennai

4. P.Saravanel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai - 1997.
5. Monica Loss, F.L.Bascunan Entrepreneurship Development Global Academic Publishers and Distributors.
6. Dr.D.Kesavan, N.Vivek Entrepreneurial Development Notion Press.
7. Janani, Sujeetha, Asokhan, Priyadharshini, "A Text book on Entrepreneurship Development and Management in Extension, Write and Print Publications.
8. Robert Hisrich, Michael Peter, Deen Shepherd- Entrepreneurship MC Graw Hill, New Delhi.
9. A.K. Lal, Entrepreneurship Development and Management, Snap deal
10. M.C.Garg. Entrepreneurial Development Free Books Centre.Net

### **Course Out Comes**

1. After the study of unit-1, the student will be able to understand the enterprise, entrepreneur and entrepreneurship.
2. After the study of unit-2, the student will be able to get the complete picture of government programs available for entrepreneurs.
3. After the study of unit-3, the student will be able to understand and prepare a business plan and make a presentation.
4. After the study of unit-4, the student will be able to write a project report for starting an entrepreneur.
5. After the study of unit-5, the student will be able to assess the qualities of an entrepreneur and learn to be a successful entrepreneur.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>4</b>	<b>NME</b>	<b>CNCS47</b>	<b>Introduction to internet technology</b>	<b>2</b>	<b>2</b>

### **COURSE OBJECTIVS**

The subject aims to build the concepts regarding:

- Fundamentals of Internet, Connectivity and its Resource Requirements.
- To understand the Internet Technology and its applications
- To Understand WWW and Web Browsers.
- Mailing system and applications of Internet.
- To Understand relay chat

## **UNIT-I**

Introduction to internet: What is Internet? Evolution and History of Internet- Growth of Internet-Owners of Internet- Internet Services- How does the Internet Works?-Anatomy of Internet-Internet Addressing-Internet vs Intranet-Impact of Internet- Governance of Internet.

## **UNIT-II**

Internet Technology and Protocol: ISO-OSI Reference Model-Internet Connectivity: Getting Connected- Different Types of Connections- Levels of Internet Connectivity- Internet Service Provider. Internet Tools and Multimedia: Current Trends on Internet-Multimedia and Animation.

### **UNIT-III**

WWW and Web Browser: WWW-Evolution of Web-Basic Elements of WWW-Web

Browsers- Search Engines- Search Criteria. Web Publishing: Web Publishing- Web Page

Design.

### **UNIT-IV**

Email: E-Mail Basics- E-Mail System-E-Mail Protocol-E-Mail Addresses-Structure of an EMail Message-E-Mail Clients&Servers- MailingList-E-MailSecurity.

### **UNIT-V**

Usenet and Internet Relay Chat: What is Usenet?-Newsgroup Hierarchies-What is a

Newsreader?- How do you Read Newsgroups?- Who Administers Usenet?- Common News

reading Tasks- How to Read Articles from Network News?- Relationship between Netnews

and E-Mail-What is IRC?-Channels-Nicknames- Microsoft NetMeeting. Internet and Web

Security: Overview of Internet SecurityAspects and Need of Security-E-Mail Threats and Secure E-mail-Web Security and

Privacy Concepts-Firewall.

### **TEXTBOOK:**

1. ISRD Group. 2012. Internet Technology andWebDesign. [Fourth reprint]. Tata



McGraw-Hill Education Private Limited., New Delhi.

**REFERENCE BOOKS:**

1. Deitel, H.M. Dietel, P.J. and Goldberg A.B. 2008. Internet & Worldwide Web- How to Program. [Third Edition]. PHL, New Delhi.
2. Comdex. 2000. Teach yourself computers and the internet visually. [First Edition]. IDG Book India (p) Ltd.
3. Ramachandran, T.M. Nambissan. 2003. An Overview of internet and web development. [First Edition]. T M-Dhruv Publications.

**COURSE OUT COMES :**

- Students understand the Fundamentals of Internet, Connectivity and its Resource Requirements.
- Students understand the Internet Technology and its applications

- Students Understand the basis of WWW and Web Browsers.
- Students learn how to Mailing system and applications of Internet.
- Students Understand relay chat that is how to read e- contents.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>5</b>	<b>Core Theory</b>	<b>CBA51</b>	<b>Marketing Management</b>	<b>4</b>	<b>6</b>

### **Course Objectives**

1. To enable the students to understand the fundamentals of marketing and formulate marketing plan including marketing objectives, marketing mix, and marketing environment.

2. To impart the students information about consumer behavior to inform marketing strategy and tactics.
3. To determine the strategy for developing product life cycle and product portfolio structure that are consistent with evolving market needs.
4. To develop pricing strategy that will be taken into account perceived value, competitive pressures and corporate objectives.
5. To develop strategy for the efficient distribution of product and services.
6. To prepare and deliver sales presentation and to develop messaging for marketing communication.
1. After the study of unit-5, the student will be able to use the appropriate promotional tools for the promotion of products/ services.

**Syllabus:**

**UNIT– I Teaching hours: 18**

Definition - Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product or Services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

**UNIT– II Teaching hours: 18**

Buyer Behavior - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior. Market segmentation - Need and basis of Segmentation - Marketing strategy - Targeting - Positioning.

### **UNIT– III Teaching hours: 18**

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Classifications - Consumer goods - Industrial goods - New product development - process - Product Life Cycle - Product line and product mix decisions - Branding - Packaging.

### **UNIT– IV Teaching hours: 18**

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies - Channel of distribution - importance - Various kinds of marketing channels - Factors considered in selecting Channel of Distribution.

### **UNIT- V Teaching hours: 18**

Promotion Mix - Advertising - role of advertising - advertising objectives - advertising media- characteristics - media selection and evaluation - effectiveness of advertising - Personal Selling - types - task of sales person - principles of personal selling - elements of selling process - Sales Promotion - planning for sales promotion - sales promotion tools - Public Relations - characteristics and tools of PR - Direct marketing - key features of direct marketing - direct marketing media - limitations - online marketing - objectives - viral marketing - website evaluation - limitation of online media.

#### **Text Book:**

1. J. Jayasankar - Marketing - Margham Publications, Chennai.
2. Essentials of Marketing - Sundar K, Vijay Nicole Imprints Pvt. Ltd.
3. Rajan Nair - Marketing - Sultan & Chand, New Delhi.
4. Ramaswamy and Namakumari - Marketing Management, Laxmi Publications Pvt. Ltd
5. Adrian Palmer - Introduction to Marketing theory and practice- Oxford University Press- Indian edition, New Delhi.

6. Philip Kotler- Marketing Management, Pearson Publications, New Delhi.
7. Kruti Shah, Alan D'Souza-Advertising and Promotion IMC perspective, Tata MC Graw Hill Education Pvt.Ltd, New Delhi.
8. Dr.C.B.Gupta, Dr.N.Rajan Nair- Marketing Management Sultan Chand and Sons, New Delhi
9. R.S.N.Pillai, Bagavathi- Modern Marketing-S.Chand and Sons, New Delhi.
10. Jain, Neha Singhal- Principles of Marketing-Cengage Delhi Publications.

### **Course outcome**

1. After the study of unit-1, the student will be able to identify the primary marketing activities of an Organisation.
2. After the study of unit-2, the student will be able to use marketing information and research to develop marketing strategies for targeting customers.
3. After the study of unit-3, the student will be able to create and analyse product positioning, brand building process, with appropriate product portfolio structure which contributes to the success of products or services.
4. After the study of unit-4, the student will be able to understand the price elasticity and how it can be used to set price for a product. The student will be able to evaluate how to use distribution channels to market the products / services effectively.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>5</b>	<b>Core Theory</b>	<b>CBA52</b>	<b>Business Law</b>	<b>4</b>	<b>6</b>

### **Course Objectives**

1. To demonstrate understanding and recognition of the requirements of the contract agreement, contract consideration and capacity and genuineness of assent in contract formation.
2. To identify the fundamental legal principles behind performance of a contract.
3. To demonstrate an understanding of the legal knowledge of business transactions.
4. To expose the students to legislation relating to sales.
5. To understand commercial contracts transactions and payment methods.
6. To understand international sales and international payment methods.
7. To enable the students familiarize themselves with all aspects of business law establishing a background in business law.

### **Syllabus:**

#### **UNIT– I Teaching hours: 18**

Formation and essential elements of contract - Types of contract and agreements - rules as to offer, acceptance and consideration - capacity to contract - lawful object and free consent.

**UNIT- II Teaching hours: 18**

Performance of contract - Discharge of contract - Breach of contract and remedies - Quasi contract.

**UNIT– III Teaching hours: 18**

Guarantee - features and distinctions - Bailment and pledge - features difference - Rights and duties of bailer and Bailee.

**UNIT– IV Teaching hours: 18**

Contract of agency - definition and meaning - Rights of Principal and agent - relation of Principal with third parties - personal liability of agent - termination of agency.

**UNIT– V Teaching hours: 18**

Sale of goods Act 1930 - definition - sale vs. agreement to sell - express and implied conditions and Caveat and exceptions - Rights of an unpaid seller.

**Text Book:**

1. Dr. J. Jayasankar - Business Law- Margham Publications
2. N.D. Kapoor- Business law- Sultan & Sons

3. Balachandran V and Thothadri S -Business Law - Vijay Nicole Imprints (P) Ltd
4. Dr.M.R.Sreenivasan-Business Law- Margham Publications,Chennai
5. Sheth-Business Law- Pearson Education- New Delhi
6. Kavitha Krishnamurthi-Business Law-Global Academic Publishers- New Delhi.
7. B.S.Moshal, Business and Industrial Law, Ane Books India New Delhi.
8. Daniel V. Davidson, Business Law- Principles and Cases in Legal Environment.
9. G.K. Varshney, Business Law, Sahitya Bhawan Publications.
10. M.C. Kuchhal, Vivek Kuchhal, Business Law, Vikas Publications

### **Course Outcome**

1. After the study of unit-1, the student will be able to understand the fundamental legal principles in developing various contracts.
2. After the study of unit-2, the student will be able to understand the commercial laws in the business world.
3. After the study of unit-3, the student will be able to identify the common forms of business associations and elements of Corporate Governance.
4. After the study of unit-4, the student will be able to understand the legality and statute of frauds in contracts.
5. After the study of unit-5, the student will be able to develop insights regarding the laws and transactions related to sales of goods.



<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
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5	Core Theory	CBA53	Research Methodology	4	5
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### Course Objectives

1. To familiarize students with basic of research and the research process.
2. To enable the students in conducting research work and formulating research hypothesis.
3. To create a basic knowledge on sampling techniques.
4. To have a basic awareness on tools of data collection and its applications.
5. To impart the knowledge on measurement and scaling techniques as well as quantitative data analysis.

### Syllabus:

#### UNIT– I Teaching Hours: 15

Definition of research - meaning - objectives - types of research - research process - qualities of a researcher - criteria of good research - problems encountered in research

#### UNIT- II Teaching Hours: 15

Defining research problem - research design - features of good research design - types of research design factors affecting research design - hypothesis - meaning - definition - need for hypothesis - formulation of hypothesis - types of hypothesis - test of hypothesis- type I and type II error

### **UNIT– III Teaching Hours: 15**

Sampling techniques - types of sampling - merits and demerits

### **UNIT- IV Teaching Hours:15**

Collection of primary and secondary data - interview techniques - survey and interview – methods - merits and demerits – questionnaire - pre requisites of using questionnaire - structured and unstructured questionnaire - types of secondary data

### **UNIT– V Teaching Hours: 15**

Measurement and scaling techniques

### **Text Book:**

1. C. R. Kothari Research Methodology Methods and Technique 3<sup>rd</sup> Edition New Age International Publishers New Delhi.
2. P.Ravilochannan Research Methods - Margham Publications, Chennai
3. Prof. Deepak Chawla- Research Methodology 2<sup>nd</sup> Edition, Vikas Publishing House
4. Bill Taylor, Sinha, Ghoshal, Research Methodology, Eastern Economy Edition, Prentice- Hall of India, New Delhi.
5. T.V.S.Arun Murthy, T.V.S.Padmaja, A Text book on Research Methodology, Scitech Publications(I) Pvt.Ltd., Chennai.

6. P.Saravanel-Research Methodology-Kitab Mahal-Allahabad
7. Dr.Pawan Kumar Oberoi- Research Methodology-GAPD,New Delhi.
8. Dr. Kirti Gupta, Research Methodology, Nirali Prakashan.
9. Dr. Chaitali Ghosh, Dr. Mamtesh Singh, Research Methodology, Rastogi Publications.
10. Thangamani Ramalingam, S.N. Senthil Kumar, Essentials of Research Methodology- Jaypee Brothers.

### **Course Outcome**

1. After studied unit-1, the student will be able to understand the basic framework of research process
2. After studied unit-2, the student will be able to develop an understanding of various research designs and techniques.
3. After studied unit-3, the student will be able to identify various sources of sampling techniques.
4. After studied unit-4, the student will be able to identify various sources of information for data collection.
5. After studied unit-5, the student will be able to conduct a research and prepare a report.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>5</b>	<b>Core Theory</b>	<b>CBA54</b>	<b>Computer Application in Business</b>	<b>4</b>	<b>5</b>

### **Course Objectives**

1. To acquaint the students with special applications of IT in business.

2. To familiarize students regarding IT application in documents handling and various other computer applications in business.
3. To help students to know the usage of MS word its benefits in business
4. To help students to know the usage of Excel in reporting and research
5. To help students to know the process of designing presentations using ppt.

**Syllabus:**

**UNIT– I Teaching hours:15**

Information Technology Basics - Information definition, Meaning of Data and information

- Difference between data and information - Prerequisites of Information - need for Information - components of information  
Technology - Role of Information Technology inBusiness. Various business application software: Windows operating system, Open source software, Tally, SPSS - Emergence of computers and evolution of computers.

**UNIT– II Teaching hours:15**

Word processing with MS Word: Features, Starting Ms word - MS word environment - working with word documents - working with tools - MS word working with tables - Shortcut keys - checking spelling and grammar - printing a document - Format options.

**UNIT– III Teaching hours:15**

Spreadsheets and Ms Excel: meaning, Features, Starting MS Excel - Ms Excel environment- Working with Excel workbook - Purpose or uses of excel - working with worksheet: creating, opening, Data management- Formulas and functions - Charting: Meaning and types of charts - Inserting charts - printing in Excel. Excel for data analysis

#### **UNIT– IV Teaching hours:15**

MS power point: Meaning of PPT, features of PPT Making presentation with MS powerpoint - uses of power point - starting MS powerpoint - MS power point environment - working with powerpoint - PPT tools - working with different views - designing presentation - Animation options of PPT - preview and printing in powerpoint.

#### **UNIT– V Teaching hours:15**

Electronic Commerce - meaning features, Types - Advantages and disadvantages - Electronic data interchange (EDI) - How EDI works - EDI benefits - EDI limitations - SMART card - SMART card applications. Recent trends: Business intelligence, cloud computing, quantum computing, Banking platforms: FICO, FINACLE - CIBIL: Meaning, Features and uses

#### **Text Book:**

1. Leon & Leon - Computer Application in Business - Vijay Nicole Imprints Pvt.Ltd
2. Dr.P. RizwanAhmed - Computer Application in Business with Tally - MarghamPublications
3. Mohan Kumar - Computer Application in Business - Vijay Nicole Imprints Pvt.Ltd.

4. Ananthi Sheshasayee - Computer Application in Business - MarghamPublications.
5. Prof. Satish Jain, M.Geetha, Kratika, MS Office 2010 Training Guide, BPB Publications.
6. Ravi Kalakota, Andrew B. Whinston, Frontiers of Electronic Commerce, Pearson.
7. Dr.K. Abirami Devi, Dr. M. Alagammal, E-Commerce, Margham Publications, Chennai

### **Course Outcomes**

1. After the study of unit-1, the student will know about the emergence of computers and various software solution used for business
2. After the study of unit-2, the student will be learn to use MS word and its functions
3. After the study of unit-3, the students will learn the application of Excel in problem solving and decision
4. After the study of unit-4, the student will be familiar with uses of PPT and also learn to design presentations
5. After the study of unit-5, the student will know about the emerging trends of computer applications in business



<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>5</b>	<b>Elective</b>	<b>CEBA55A</b>	<b>Industrial Relations and Labor Law</b>	<b>3</b>	<b>5</b>

### **Course Objectives**

1. To understand and apply the concept of industrial relations and the system in which it operates.
2. To understand the various process and procedures connected with collective bargaining workers participation, grievance Redressed and employee discipline and dispute resolution.
3. To know the development and judicial set up of Labor laws.
4. To learn the laws relating to industrial relations, social security, factories act and working conditions.
5. To learn the salient features of welfare and wage legislations and the present state of industrial relations and its laws in India.

### **Syllabus:**

**UNIT- I Teaching hours :15**

Industrial Relations - Meaning And Definition - Role - Importance - Trade Unions - Importance of Trade Union- Industrial disputes - types - and their Resolutions.

**UNIT- II Teaching hours :15**

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

**UNIT- III Teaching hours :15**

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

**UNIT- IV Teaching hours :15**

Factories Act: Meaning, Definition - importance of factories act -need -provision relating to Welfare - Safety - Health Measures.

## **UNIT- V Teaching hours :15**

Workmen's Compensation Act - meaning and definition and International Labor Organization- importance of ILO- - Role and Function of ILO

### **Text Books**

1. Sreenivasan M.R - Industrial Relations & Labor legislations
2. Aswathappa K - Human Resource and Personnel Management
3. Subba Rao P - Human Resource Management and Industrial Relations
4. Monoppa - Industrial Relations
5. Srivastava SC- Industrial Relations and Labour Laws –Vikas Publishing Pvt.Ltd.Noida
6. S.D.Punekar, S.B.Deodhar,Saraswathi Sankaran-Labour Welfare,Trade Unionism and Industrial Relations-Himalaya Publishing House-Mumbai.
7. Dr. Satish Kumar Saha, Dr. Anju Agarwal, Industrial Relations and Labour Laws, SBPD Publications.
8. C.S. Venkata Ratnam, Industrial Relations, Oxford University Press.
9. Dr.Jose Mamman, Prof. Bose Tom, Industrial Relations and Labour Laws, Takur Publications Pvt Ltd.
10. Dr. Ajit Kumar Ghosh, Industrial Relations Text and Cases, Manas Publications.

### **Course Outcomes**

1. After the study of unit-1 student will be able to understand the importance of industrial relation and know the role of trade union and the industrial disputes and their resolutions.
2. After the study of unit-2 the student will be able to understand the meaning of participative management and its structure and know the different committee and find the pre requisite for successful participation in collective bargaining systems.
3. After the study of unit-3 the student will understand the meaning of industrial unrest and the reasons for employee dissatisfaction and disciplinary action. The student also understand the various method of strike and prevention.
4. After the study of unit-4 the student is able to understand the Indian factories Act and provisions regarding welfare, safety and health of workers.
5. After the study of unit-5 the students is able to understand the concepts of workmen's compensation act and its provisions and also know the international labour organisation role and its various functions.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>5</b>	<b>Skill Based Subject</b>	<b>CSBA56</b>	<b>E-Business</b>	<b>2</b>	<b>3</b>

### **Course Objectives**

1. To understand the concept of doing business through electronics and appreciating its difference with traditional business
2. To help them know the Infrastructural requirement to conduct Business
3. To learn the methodology of performing various business functions using electronics
4. To familiarize students with the EDI role in business and the importance of Web in Business
5. To introduce various payment methods of electronic banking and how the Government uses electronic mode to reach the public.

UNIT- I Teaching Hours : 9 E- Business Introduction

Fundamentals of E-commerce and E-business: Meaning, Definitions, Features and benefits - E- business Components: People, Hardware, Software, Network and organization - E-business Advantages and disadvantages - E-Commerce Framework - Comparison between Traditional vs. E-Business Applications - Major Categories of E-Commerce - B2C, B2B, C2B and C2C Applications.

## UNIT- II Teaching Hours : 9 Communication Network & Security

Overview of Communication Network - Types of Networks - Wireless Networks - Wireless Internet Access ISDN - Dial-Up - Broadband - Wi-Fi. OSI Models - Network Security and Firewalls: Meaning and features of network security - Protocols - Types of Protocols - Client Server Network Security - Firewalls and Network Security. Security measures of internet payment system: Authentication, public key cryptography, digital signatures,

## UNIT- III Teaching Hours : 9 E-Business Application

e-Business applications - Fintech (Financial Technology): Meaning, Features of Fintech, Importance of Fintech, Emergence of Fintech, Areas of Fintech - Regtech (regulatory Technology) Meaning and importance in India - E-marketing: Meaning, Types of E-marketing - E-CRM: Meaning, Features and Process. E-retailing: Meaning, Features, Advantages and disadvantages of E-tailing, Trends in E-retailing - Electronics Application in HR

## UNIT- IV Teaching Hours : 9 WEB AND EDI

World Wide Web basics: Meaning of WWW, Features of a Web - Web application components - Electronic Data Interchange (EDI) - meaning, Importance of EDI, Advantages and benefits of EDI system - EDI Applications in Business - Meaning of Benefits and features of Intranet - Intranet Application in Business. Cyber crime: cases in India and Indian regulations

## UNIT- V Teaching Hours : 9 E-Payment Systems & Electronic Governance

Electronic banking: Mobile banking meaning and features - Online Payment - Payments Cards - Electronic Cash - Electronic Cheques - Electronic Wallets - Debit Cards- Credit Cards - Smart Cards - Stored Value Cards - E-Governance: Meaning, Features and importance - application of Electronics in Governance - E-tax, E-seva, E-certificates - Advantages and disadvantages of electronic governance.

**Text Book:**

1. Dr. P.RizwanAhmed , E-Business & E-Commerce, MarghamPublications
2. Dr.K.Abirami Devi and Dr. M. Algammai , E-Commerce -MarghamPublications
3. Srinivasa Vallabhan SV, E-Commerce,Vijay Nicole Imprints Pvt.Ltd.
4. Mamta Bhusry , E-Commerce, Laxmi Publications Pvt.Ltd.
5. U.S.Pandey, Rahul Srivastava, Saurabh Shukla, E-Commerce and its applications, S.Chand, NewDelhi.
6. Kalakota , Robinson – E-Business2.0 – Pearson Education –New Delhi.
7. L.T.Joseph - E-commerce A managerial perspective - Prentice Hall publications , 2000

**Course out Comes**

1. After the study of unit-1, the student will be able to define appreciate the difference between traditional and electronic business
2. After the study of unit-2, the student will know basic infrastructure required to build an E- Business and secure it
3. After the study of unit-3, the student will be equipped with using electronic as a tool to perform business effectively
4. After the study of unit-4, the student will be familiar with electronic data interchange and how it helps in transactions besides learning the importance of the Web.
5. After the study of unit-5, the student will be able to use various electronic governance media and tools.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>6</b>	<b>Core Theory</b>	<b>CBA61</b>	<b>Strategic Management</b>	<b>5</b>	<b>6</b>

### **Course Objectives**

1. To know the importance of strategic management in an organization.
2. To learn corporate strategy, strategic planning, formulation of strategy, project life cycle and SWOT analysis.
3. To know generic strategic alternatives, horizontal and vertical diversification.
4. To understand the external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of an organizational structure and corporate development
5. To learn the implementation of strategy, organizational climate, planning and control of implementation.



## **Syllabus:**

### **UNIT– I Teaching Hours :18**

The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities.

### **UNIT– II Teaching Hours : 18**

Corporate strategy - nature and scope - characteristic of corporate strategy - process of strategic planning - formulation of strategy - project life cycle - Portfolio analysis - SWOT.

### **UNIT– III Teaching Hours : 18**

Generic strategic alternatives - Michael Porter's generic strategies - Grand strategies/ Directional Strategy - horizontal, vertical diversification - active and passive alternatives.

### **UNIT- IV Teaching Hours : 18**

External growth strategy - merger acquisition - amalgamation - joint venture - problems organizational structure and corporate development - line and staff function - evaluation of organization structure - management of change.

### **UNIT– V Teaching Hours : 18**

Strategy Implementation and control - elements of strategy - interrelationship between strategy formulation and implementation - issues in strategy implementation - Strategic Business Unit(SBU) and core competencies - leadership and strategic implementation - strategic change

- steps to initiate strategic change - Kurt Lewin change process - strategic control - types of strategic control - organizational climate - planning and control of implementation.

### **Text books**

1. Dr. C.B. Mamoria & Dr. Satish Mamoria, Business Planning and Policy (1987) Himalaya Publishing House, Mumbai.
2. Dr. S.Sankaran -Strategic Management,Margham Publications
3. S.C. Bhattacharya - Strategic Management Concepts & Cases - S.Chand & Co
4. Dr.M. Jeyarathnam – Strategic Management – Himalaya Publishing House, New Delhi.
5. Charles. W. L. Hill, Gareth R. Jones – An Integrated Approach to Strategic Management- Cengage Learning , New Delhi.
6. Rustagi P R – Strategic Financial Management – Sultan Chand Publishers NewDelhi.
7. S.P. Singh – Strategic Management, AITBS Publishers,Delhi.
8. L.M.Prasad - Strategic Management, Sultan Chand Publishers NewDelhi

## **Course Outcome**

1. After the study of unit-1, students will be able to understand objectives, mission and vision. Appreciate strategic analysis of corporate goals and its capabilities.
2. After the study of unit-2, students will be able to understand the corporate strategy, process of strategic planning, formulation of strategy, project life cycle, portfolio analysis and SWOT analysis.
3. After the study of unit-3, students will be able to learn generic strategic alternatives - horizontal and vertical diversification.
4. After the study of unit-4, students will be able to understand external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of organizational structure and the management of change.
5. After the study of unit-5, students will be able to learn the implementation of strategy, elements of strategy, significance of leadership and organizational climate, planning and control of implementation.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>6</b>	<b>Core Theory</b>	<b>CBA62</b>	<b>International Business</b>	<b>5</b>	<b>6</b>

### **Course Objectives**

1. To enable the students to understand the meaning and importance of globalization and international business
2. To familiarize them with various modes of entering global markets.
3. To help them understand how trade policies are used and how trade is restricted
4. To impart the students with regional economic integrations.
5. To examine the international monetary, strategy & marketing environment.

### **Syllabus:**

#### **UNIT- I Teaching hours: 18 INTRODUCTION TO INTERNATIONAL BUSINESS**

International Business: Meaning, Objectives - Domestic Vs International Business - understanding LPG (Liberalization, Privatisation and Globalisation - Globalisation: Definition, Features and drivers of globalisation - Impediments in International Business, International Business Environment - Political, Legal system, Cultural, Economic, Government.

#### **UNIT- II Teaching hours: 18 ENTRY MODES**

Modes of International Business - Exports & Imports - Licensing - Franchising - Management Contracts - Joint Ventures - Turnkey Projects - Wholly - owned Subsidiaries - Strategic Alliances - Mergers & Acquisitions - Contract Manufacturing - International Trade theories : Mercantilism, Comparative Advantage Theory - Absolute advantage theory, Heckscher - Ohlin Theory, Product Life cycle theory

### **UNIT- III Teaching hours: 18 TRADE POLICIES and WTO**

Trade policies: Meaning of trade restrictions, Reasons for trade restrictions tools - Various Trade Restriction tools or policies: Tariffs, Import quota, Voluntary export restraints, Local content requirement, Administrative policies and Anti-dumping policies - GATT ( General agreement on tariff and trade: Meaning, Emergence of GATT, Objectives of GATT - Emergence of WTO (World trade organization: Functions, Objective

### **UNIT- IV Teaching hours: 18 REGIONAL ECONOMIC INTEGRATION**

Regional Economic Integration: Meaning, Objectives - Levels of EconomicIntegration - NAFTA - Features & Impact - ASEAN - Vision, Free Trade Areas & Economic Community - SAARC - Objectives- Principles - Potential Areas of Cooperation - Problems - Role of India - BRICS - Objectives - Focus of BRICS - Target Sectors for BRICSTrade.

### **UNIT- V Teaching hours: 18 FOREIGN DIRECT INVESTMENT AND MNCS**

Foreign Direct Investments: Meaning, Features - Growth of FDI - FDI Sources - Forms of making FDI: Greenfield, Horizontal and vertical - Why Organizations go for FDI? - FDI & Host Nation Advantages and Drawbacks - FDI & Home Nation Advantages - MNC & MNE: Meaning, Features - Types of MNCs: Polycentric, Ethnocentric, region-centric and global centric.

### **Text books**

1. K. Aswathappa, International Business, Tata Mc-Graw Hill,2012
2. Francis Cherunilam, International Business Environment, Himalaya Publishing House Pvt. Ltd., 2015
3. Sanjay Misra, P.K. Yadav, International Business : Text & Cases, PHI Learning, New Delhi,2009
4. John Daniels, International Business : Environments & Operations, Pearson Education,2009
5. Francis Cherunilam, International Business- Text & Cases, PHI Learning.
6. Helen Deresky, International, Textbooks.com
7. John Wild, International Business, Textbooks.com
8. Thingan, International Economics, Vrinda Publications, Pvt Ltd, New Delhi.
9. Subba Rao.P, International Business Text and cases, HPH Mumbai.

### **Course Outcome**

1. After the study of unit-1, the student will be able to define and explain the importance of globalization and international business
2. After the study of unit-2, the student will know the options used and various modes of entering global markets.
3. After the study of unit-3, the student will understand how governments use trade policies to restrict movement of goods abroad
4. After the study of unit-4, the student will be familiar with how various regional co operational organizations work and their functions.

5. After the study of unit-5, the student will be able make decisions of setting up MNCs and know how to invest abroad to establish

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>6</b>	<b>Elective</b>	<b>CEBA63C</b>	<b>Investment Management</b>	<b>3</b>	<b>5</b>

### **Course Objectives**

1. To impart skill on the fundamentals of Investment and Security Analysis.
2. To identify the risk and returns involved in managing investment.
3. To understand different investment alternatives in the market
4. To understand how securities are traded in the market
5. To be able to analyze and price different securities

### **Syllabus:**

#### **UNIT– I Teaching Hours : 15**

Investment - Meaning - Objectives - Investment Vs. Speculation - Investment Process - Investment information - Management of Investment.



**UNIT– II Teaching Hours : 15**

Investment Alternatives - Meaning - variable Income Securities - Fixed Income Securities - Tax Sheltered Saving Schemes -Mutual Funds -Real Assets - Modern Investment -Arts and Techniques.

**UNIT– III Teaching Hours : 15**

Risks and Returns - Meaning - Systematic Risks - UnsystematicRisks - Risk Measurement - Capital Returns and Revenue Returns - Computation of Expected Risks and Returns.

**UNIT– IV Teaching Hours : 15**

Investment Valuation - Time Value for Money - Bond Valuation - Yield to Maturity - Equity Valuation - capital asset pricing model.

**UNIT– V Teaching Hours : 15**

Investment Analysis - Fundamental Analysis -Economic Analysis - Industry Analysis - Company Analysis - Financial Analysis.

## **Text books**

1. Dr. L. Natarajan - Investment Management - Margham Publications
2. V.K.Bhala, Investment Management, S. Chand Publishing.
3. Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints Pvt Ltd, Chennai.
4. Geoffrey Hirt and Stanley Block, Fundamentals of Investment Management, Mc Graw Hill
5. Ramanna Vishwanath, Chandra Sekhar Krishnamurthi, Investment Management: A Modern Guide to Social Security Analysis and Stock Selection, Springer.
6. Robert Strong, Practical Investment Management, South Western Publishers.
7. Rustagi.R.P, Investment Management Theory and Practice, Sultan Chand and Sons, New Delhi.
8. Ranganathan, Madhumathi, Investment Analysis and Portfolio Management, Pearson India.
9. Mageswari, Yogesh, Investment Management, PHI Learning.
10. Peter L. Bernstein, Aswath Damodaran, Investment Management, Wiley Frontiers.

## **Course Outcome**

1. After the study of unit-1, the student will be able to understand the various alternatives available for investment
2. After the study of unit-2, the student will be able to measure risk and return.
3. After the study of unit-3, the student will be able to find the relationship between risk and return.
4. After the study of unit-4, the student will be able to value the equity and bonds
5. After the study of unit-5, the student will be able to gain knowledge of the various strategies followed by investment practitioners.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>6</b>	<b>Elective</b>	<b>CEBA64C</b>	<b>Advertising and Sales Management</b>	<b>3</b>	<b>5</b>

## **Course Objectives**

1. To enable the students to learn the fundamentals of advertising and its strategies.
2. To analyze the creative strategies used in different advertising campaigns and be able to apply the basic principles in designing advertising programs for a given brand or product.
3. To introduce the students to the concepts of media planning and measuring effectiveness of different media.
4. To identify the importance of sales management and salesman oriented promotion techniques.
5. To study the various techniques of sales promotion.

## **Syllabus:**

### **Unit-1 Teaching Hours: 15**

Definition - concept and functions of advertising - types of advertising - evolution and steps in development of advertising - social, economic and legal implications of advertising.

### **Unit-2 Teaching Hours: 15**

Advertising design - types of advertising appeals - structure of advertisement copy - message strategies - advertising effectiveness - AIDA Model.

### **Unit-3 Teaching Hours: 15**

Media planning - importance of media - media plan - media objectives - reach and frequency of advertisement - cost of advertisement related to sales - media strategy and scheduling - effectiveness

### **Unit-4 Teaching Hours: 15**

Sales management - definition- objectives - functions of salesman - qualities and skills of salesmen - personal selling - management of sales territories and Quotas.

### **Unit-5 Teaching Hours: 15**

Scope and role of sales promotion - definition - objectives of sales promotion - Importance and functions of sales promotion- techniques in sales promotion - online sales promotion.

### **Text books**

1. S. Raj Kumar, V. Rajagopalan Sales and Advertisement Management - - S. Chand and Co
2. G.R. Basotia, N.K.Sharma, Advertising and Sales Management - Mangal Deep Jaipur
3. Chunawallah K.C Sethia, Advertising-Himalaya Publishing House, New Delhi
4. R.S.N.Pillai and Bagavathi, Modern Marketing- (Principles and Practices) S.Chand & Co, New Delhi.

5. S.H. H. Kazmi and Sathish K. Batra Advertising and Sales Promotion, Excel Book India.
6. Still, Cundiff, Goroni – Sales Management, Pearson Education New Delhi.
7. Sanjay Gupta, Pooja Nasa, Advertisement Management,SBPD.
8. Batra Myer, Aaber, Advertisement Management, Pearson India.
9. Mahendra Kumar Padhy, Advertisement Management and Theory And Practice Laxmi Publishers
10. Dr. Martin Khan, C.B and Advertising Management New Age International Pvt.,Ltd.,

### **Course out Comes**

1. After the study of unit-1, the student will be able to set up advertising objectives and know the legal implications of advertising.
2. After the study of unit-2, the student will be able to design a copy of the advertisement.
3. After the study of unit-3, the student will be able to select the appropriate media for promotion.
4. After the study of unit-4, the student will be able to know the functions of salesmen.
5. After the study of unit-5, the student will be able to discover and demonstrate various sales promotion techniques and their advantages.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
6	Skill Based Subject	CSBA65	Creativity and Innovation Management	2	3

### Course Objectives

1. To learn What is

Creativity

2. To understand the various Thinking Hats Methods
3. To enable practice of Creativity Exercises
4. To understand creative problem-solving techniques: Analogies - Lateral Thinking .
5. To learn the differences between various Creativity Techniques.

### Syllabus:

**UNIT– I Teaching hours: 9**

What is Creativity - Individual and Group Creativity - Convergent Thinking - Divergent Thinking and Generation of Creative Ideas?

**UNIT- II Teaching hours: 9**

Thinking Hats Methods - Redefinition Techniques - Random Stimulus - Generation of Creative Ideas in Groups - Brainstorming - Reverse Brainstorming - Synaptic - Morphological Method.

**UNIT– III Teaching hours: 9**

Creativity Exercises - Mental Gym - The Way the Mind Works - Difference Between Lateral and Vertical Thinking - Attitudes Towards Lateral Thinking - Basic Nature of Lateral Thinking - Techniques - The Generation of Alternatives - Challenging Assumptions.

**UNIT- IV Teaching hours: 9**

Innovation - Suspended judgment - Analogies - Lateral Thinking - What is a Problem - Defined Problems - Creative Problem Solving - Models of Techniques of Creative Problem Solving

**UNIT- V Teaching hours: 9**



Comparison of Creativity Techniques - Mental Gym Quiz - Blocks of Creativity - Fears and Disabilities - Energy for your Creativity - Creative - Making Your Environment More Creative - The Creative Life Quiz - Case Study

### **Text books**

1. Dr.P.Rizwan Ahmed,Creativity and Innovation Management,Margham Publications, Chennai
2. Rastogi - Managing Creativity for Corporate Excellence - McMillan
3. Pradip NCTE and Khandwalla - Lifelong Creativity - Tata Mc Graw Hill.
4. Arvind Kumar Bhat – Innovation and Entrepreneurship, Lakshmi Publications Pvt. Ltd.
5. Ashwini Kumar Singh – Creativity and Innovation – Notion Press.
6. Madan Birla – Unleashing Creativity and Innovation, Wiley India
7. Jonathan Littman, Wiley, Tom Kelley, The Art of Innovation, Profile Books.
8. Managing Creativity- Harvard Business School.
9. Dr.M.Adithan – Management of Innovation and Creativity, Atlantic Publishers and Distributors Pvt. Ltd.

### **Course Outcome**

1. After the study of unit-1, the student will be able to define Creativity .
2. After the study of unit-2, the student will be able to think creativity .
3. After the study of unit-3, the student will be able to practice Creativity Exercises.
4. After the study of unit-4, the student will be able to learn Innovation.
5. After the study of unit-5, the student will be able to compare various creativity techniques.

<b>Sem</b>	<b>Paper Type</b>	<b>Paper Code</b>	<b>Paper Title</b>	<b>Credit</b>	<b>No Hr Per Week</b>
<b>6</b>	<b>Core Paper</b>	<b>CPBA66</b>	<b>Research Project</b>	<b>5</b>	<b>5</b>

### **Course Objectives**

1. To help students to apply the concepts studied in the institution.
2. To gain 'on the field' experience and identify present problems faced by the industry
3. To help students gain career development skills
4. To gain practical exposure that will bridge the gap of industrial expectation.

### **INDIVIDUAL / GROUP PROJECT WORK**

Each candidate has to undergo Project work for not less than 15 days in any organization, market, industry or institutions in the areas of Business and management during the 6<sup>th</sup> Semester and has to submit the report for the same in the end of the 6<sup>th</sup> Semester.

### **Guidelines For Project Work**

- Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics)
- The project report should be neatly presented in not more than 80 pages.
- Paper size should be A4 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings)

- The candidate should submit the periodical report of the project to the supervisor.
- TWO reviews would be conducted before the viva-voce. (
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

### **EVALUATION SCHEME**

Internal- 20 Marks (10 marks each for reviews)

Project Evaluation - 50 marks Viva voce

- 30 marks Total Marks - 100

Important NOTE: If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper and the candidate can appear for Viva-voce next year.