

Bachelor of Computer Applications (BBA)
Affiliated to Thiruvalluvar University

PROGRAMME HANDBOOK
CURRICULUM AND SYLLABUS UNDER CBCS
WITH EFFECT FROM 2022-2023



AUGUST 2023

DON BOSCO COLLEGE (CO-ED)
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PROGRAM OVERVIEW

Bachelor in Computer Application (BBA) is one of the most popular programs among the students who want to make their career in IT (Information Technology) field. The duration of the program is three years and divided into six semesters. It comprises subjects like database, networking, data structure, core programming languages like 'C', 'C++' and 'Java'. This program provides numerous opportunities to the students who are interested in the field of Computer Applications and desire to work in IT and/or IT enabled industries. It prepares students with the required knowledge to proceed for higher studies such as MCA, M.Sc. (IT), M.Sc. (Computer Science), MBA and likewise.

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 5th semester or 6th 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 6th 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 1st Semester, under Part IV of the programme. 2. Value Education - offered in 2nd Semester under Part IV of the programme. 3. Soft Skill - offered in 2nd 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 2nd 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

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.

UNI. EXAM TOTAL (ESE)	PASSING MINIMUM FOR UNI.EXAM	CIA PASSING TOTAL MINIMUM FOR CIA	TOTAL PASSING MARKS MINIMUM ALLOTTED (UNI.EXAM+CIA)
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 rd & 4 th Units of the Syllabus)	10	
4	Test-2 (First 4 Units of the Syllabus for 2 Hours duration)	-	50
5	Assignment-2 (5 th Unit of the Syllabus)	10	-

6 Test-3 (Entire Syllabus for 3 Hours duration) - 100 **TOTAL MARKS** 30 200 **Marks**

to be converted to 5 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.**

UNI. EXAM TOTAL (ESE)	PASSING MINIMUM FOR UNI.EXA M	CIA PASSING TOTAL MINIMU M FOR CIA	TOTAL PASSING MARKS MINIMUM ALLOTTE (UNI.EXAM+CI D A)
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
	TOTAL MARKS	30	75
	Marks to be converted to	10	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)

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

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)

RANGE OF MARKS	GRADE POINTS LETTER GRADE DESCR	
90-100	9.0-10.0 O	Outstanding

80-89	8.0-8.9 D+	Distinction
75-79	7.5-7.9 D	
70-74	7.0-7.4 A+	First Class
60-69	6.0-6.9 A	
50-59	5.0-5.9 B	Second Class
40-49	4.0-4.9 C	Third Class
00-39	0.0 U	Re-appear
Absent	0.0 AAA	Absent

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
1	I	I	Language	6	3	23ULT10	Tamil - I
2		II	English	6	3	23ULE10	English -I
3		III	Core Paper I	5	5	23UBA11	Principles of Management
4		III	Core Paper II	5	5	23UBA12	Accounting for Manager 1
5		III	Elective Paper I	4	3	23UEBA13	Managerial Economics
6		III	SEC -1	2	2	23USBA14	Basic of Event Management
7		IV	FC	2	2	23UFBA15	Managerial Communication

#	Sem	Part	Course Category	HW	Credit	Code	Title & link
8	II	I	Language	6	3	23ULT20	Tamil - II
9		II	English	4	3	23ULE20	English -II
11		III	Core Paper III	5	5	23UBA21	Marketing management
12		III	Core Paper IV	5	5	23UBA22	Accounting for Managers II
13		III	Elective II	6	3	23UEBA23	International Business
14		IV	SEC -2	2	2	23USBA24	Managerial Skill Development
15		IV	SEC -3	2	2	23UFBA25	Business Etiquette and Corporate Grooming

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Language I	23ULT20	Tamil - I	3	6

நோக்கம்:

- முதலொமொண்டுப் ட்ட வகுப்பு மொணவர்களுக்குத் தமிழ் பமொடைி இலக்கியங்கழை அறிமுகம் பெய்தல்
- தமிழ் இலக்கியப் வ ாக்குகழையும், இலக்கணங்கழையும் மொணவர் அறியுமொறு பெய்து அவர்கின் ழடப் ாற்றழலத் தூண்டுதல்
- தமிழ் இலக்கியம் ெொர்ந்த வ ாட்டித் வதர்வுகளுக்கு ஏற் கற் ித்தல் நழடமுழறகழை வமற்பகொள்ளுதல்

அலகு-1 தமிழ் இலக்கிய, இலக்கண வரலொறு அறிமுகம்.

1. இலக்கணம்;

அ.பதொல்கொப் ியம், இழறயனொர் கைவியல் உழர , நம் ியகப் ப ாருள், புறப்ப ாருள் பவண் ா

மொழல, நன்னூல், தண்டியலங்கொரம், யொப் ருங்கலக்கொொிழக-நூல்கள்

ஆ.பமொடைிப் யிற்ெி- ஒற்றுப் ிழை தவிர்த்தல்

- வல்லினம் மிகும் இடங்கள்

- வல்லினம் மிகொ இடங்கள்
- ஈபரொற்று வரும் இடங்கள்
- ஒரு, ஓர் வரும் இடங்கள்
- அது, அஃது வரும் இடங்கள்
- தொன், தொம் வரும் இடங்கள்

யிற்ெி : வல்லினம் மிகும் இடங்கள், மிகொ இடங்கள் தவறொக வரும்வழகயில் ஒரு த்தி பகொடுத்து

ஒற்றுப் ிழை திருத்தி எழுதச் பெய்தல்.

2. ெங்க இலக்கியம் - எட்டுத்தொழக, த்துப் ெட்டு

3. அற இலக்கியம்- திபனண்கீழ்கணக்கு நூல்கள்

4. கொப் ிய இலக்கியம் - ஐம்ப ருங் கொப் ியங்கள், ஐஞ்ெிறு கொப் ியங்கள், ெமயக் கொப் ியங்கள்

5. க்தி இலக்கியமும் (ன்னிரு திருமுழறகள், நொலொயிர திவ்வியப் ிர ந்தம் -- குத்தறிவு

அலகு-2 ெங்க இலக்கியம்

எட்டுத்தொழக ;எ

1. நற்றிழணநின்ற பெொல்லர்- முதல் ெடல்-

2. குறுந்தொழக 3 ஆம் ெடல் நிலத்தினும் ப ெிவத-

3. ஐங்குறுநூறு -பநல் ல ப ெலிக!ப ென் ப ெிது ெிறக்க !' (முதல் ெடல் வவட்டகப் த்து-)

4. கலித்தொழக -51 - சுடர்த்தொடிக் வகொய் குறிஞ்ெிக் கலி-

5. புறநொனூறு -189 பதண்கடல் வைவாகம் ப ஁ுதுழமயின்றி, நொடொ பகொன்வறொ -187 த்துப் ஁ுட்டு; 1. முல்ழலப் ஁ுட்டு (முழுவதும்)

அலகு-3 அற இலக்கியம்

1. திருக்குறள் -அறன் வலியுறுத்தல் அதிகொரம்
2. நொலடியொர்- ஁ுடல்: 131 (குஞ்செியைகும்)
3. நொன்மணிக்கடிழக-நிலத்துக்கு அணியென்ப
4. பைமொசெி நொனூறு- தம் நழட வநொக்கொர்
5. இனியழவ நொற் து- 37. இழமழய மூப்பு என்று

அலகு-4 கொப் ிய இலக்கியம்

1. செிலப் திகொரம் - வைக்குழரகொழத
2. மணிவமகழல- ஁ுத்திரம் ப ற்ற கொழத
3. ப ஁ுரியபுரொணம் - பூசெலொர் நொயனொர்புரொணம்
4. கம் ரொமொயணம்- குகப் டலம்
5. செ஁ுறொப்புரொணம் - மொனுக்குப் ிழண நின்ற டலம்
6. இவயசு கொவியம் -ஊதொ஁ுிப் ிள்ழை

அலகு-5 க்தி இலக்கியமும், குத்தறிவு இலக்கியமும்

க்தி இலக்கியம்;

1. திருநொவுக்கரெர் வதவொரம் - நொமொர்க்கும் குடியல்வலம் எனத் பதொடங்கும் ஁ுடல் மட்டும்

2. மொணிக்கவொகெர் திருவொகெம் - நமச்செவியொய வொஅழக
நொதன்தொள் வொழக முதல் செிரம்குவிவொர்
ஓங்குவிக்கும் செீவரொன் கைல் பவல்க வழர
3. ப ஁யழகயொழ்வொர்-ழவயந் தகையொ வொர்கடவல
4. பூதத்தொழ்வொர்-அன்வ தகையொ
5. வ யொழ்வொர்-திருக்கண்வடன் ப ஁ன்வமனி கண்வடன்
6. ஆண்டொள் - திருப் ஁ழவ மொர்கைத் திங்கள் (முதல் ஁டல்)
குத்தறிவு இலக்கியம்;
- திருமூலர் - திருமந்திரம் (270,271, 274, 275 285)
- ட்டினத்தொர் - திருவிழட மருதூர் (கொவட தெரிந்து - எனத்

பதொடங்கும் ஁டல்

஁.எண் ;,279, 280)

- கடுபவை செித்தர் - ஁ ஁்பெய் யொதிரு மனவம (஁டல்
முழுவதும்)
- இரொவண கொவியம் - தொய்பமொ஁ிப் டலம் - 18. ஏடுழக
யில்லொ ஁஁ில்ழல முதல் - 22.
பெந்தமிழ் வைர்த்தொர். வரை

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Language	23ULE10	English -I	3	6

Learning Objectives:

1. To enable learners to acquire self awareness and positive thinking required in various life situations.
2. To help them acquire the attribute of empathy
3. To assist them in acquiring creative and critical thinking abilities
4. To enable them to learn the basic grammar
5. To assist them in developing LSRW skills

Unit- I

SELF-AWARENESS(WHO)&POSITIVE

THINKING(UNICEF)

Life Story

1.1 Chapter 1 from MalalaYousafzai, I am Malala

1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3)

M.K.Gandhi

Poem

1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore

1.4 Love Cycle – Chinua Achebe

Unit – II

EMPATHY

Poem

2.1 Nine Gold Medals – David Roth

2.2 Alice Fell or poverty – William Wordsworth

Short Story

2.3 The School for Sympathy – E.V. Lucas

2.4 Barn Burning – William Faulkner

Unit – III

CRITICAL & CREATIVE THINKING

Poem

3.1 The Things That Haven't Been Done Before –
Edgar Guest

3.2 Stopping by the Woods on a Snowy Evening –
Robert Frost

Readers Theatre

3.3 The Magic Brocade – A Tale of China

3.4 Stories on Stage – Aaron Shepard (Three
Sideway Stories from Wayside School” by Louis
Sachar)

Unit - IV

Part of Speech

4.1 Articles

4.2 Noun

4.3 Pronoun

4.4 Verb

4.5 Adverb

4.6 Adjective

4.7 Preposition

UNIT - V

Paragraph and Essay Writing

5.1 Descriptive

5.2 Expository

5.3 Persuasive

5.4 Narrative

Reading Comprehension

Course Outcomes

1. Acquire self awareness and positive thinking required in Various life situations
2. Acquire the attribute of empathy.
3. Acquire creative and critical thinking abilities.
4. Learn basic grammar
5. Development and integrate the use of four language skills
6. i.e., listening, speaking, reading and writing.

Text books (Latest Editions)

1. Malala Yousafzai. I am Malala, Little, Brown and Company, 2013.
2. M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4. N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5. Aaron Shepard. Stories on Stage, Shepard Publications, 2017.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Core Theory	BBADSC01	Principles of Management	4	5

Course Objectives

1. To impart knowledge about evolution of management
2. To provide understanding on planning process and importance of decision making in organization
3. To learn the application of principles in organization
4. To study the effectiveness of Directing in organization
5. To study the process of effective controlling in organization and to familiarize students about significance of ethics in business

Syllabus:

Unit I - 15 Hrs

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

Unit II - 15 Hrs

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

Unit III - 15 Hrs

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

Unit IV - 15 Hrs

Direction: Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination.

Unit V - 15 Hrs

Controlling: Meaning and Importance – Control Process – Control Techniques – Budgetary and non-budgetary. Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics.

Reference Books

1. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand & Sons, 3 rd Edition.
5. Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Course Outcome:

1. Describe nature, scope, role, levels, functions and approaches of management
2. Apply planning and decision making in management
3. Identify organization structure and various organizing techniques
4. Understand Directing and Co-ordination
5. Control mechanisms and infer ethical practices of organisation.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Core Theory	DSC02	Accounting for Manager 1	4	5

Course Objectives

- To impart knowledge about basic concepts of accounting its applications
- To analyze and interpret financial reports of a company
- To understand the gross profit and net profit earned by organization
- To foster knowledge on Hire Purchase system
- To understand the procedures of Accounting under Single entry system.

Syllabus:

Unit I - 15 Hrs

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.

Unit II - 15 Hrs

Subsidiary book – Preparation of Purchase Book, Sales Book, Cash Book, Petty Cash Book – Bank Reconciliation Statement – Average Due Date.

Unit III - 15 Hrs

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

Unit IV - 15 Hrs

Hire Purchase System – Interest Calculation – Default and Repossession – Hire Purchase Trading Account – Installment System.

Unit V - 15 Hrs

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

Reference Books

1. Dr.K.Ganesan&S.UshenaBegam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Course Outcome:

- Prepare Journal, ledger, trial balance and cash book
- To understand Subsidiary book, Bank Reconciliation Statement and Average Due
- Prepare final accounts with adjustments
- To understand Hire Purchase system
- Prepare single and double entry system of accounting.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	Generic Elective	DGE01	Managerial Economics	3	4

Course Objectives

- To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
- To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
- To Understand the optimal point of cost analysis and production factors of the firm
- To describe the pricing methods and strategies that are consistent with evolving marketing needs
- To Provide insights to the various market structures in an economy.

Syllabus:

Unit I - 12 Hrs

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro and macro-economics objectives of firm.

Unit II - 12 Hrs

Demand analysis – Meaning of Demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.Theory of Consumer Behavior – Marginal utility analysis – indifference curve analysis.

Unit III - 12 Hrs

Production and Cost Analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

Unit IV - 12 Hrs

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – Methods of pricing – Dual pricing – Price discrimination.

Unit V - 15 Hrs

Market classification – Perfect Competition – Imperfect competition – Monopoly – Monopolistic Competition – Duopoly – Oligopoly.

Reference Books

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Course Outcome:

- Analyze & apply the various managerial economic concepts in individual & business decisions.
- Explain demand concepts, underlying theories and identify demand forecasting techniques.
- Employ production, cost and supply analysis for business decision making
- Identify pricing strategies
- Classify market structures under competitive scenarios.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	SEC - I	23USBA14	Basic of Event Management	2	2

Course Objectives:

- To know the basic of event management its concepts
- To make an event design
- To make a feasibility analysis for the event.
- To understand the 5 Ps of Event Marketing
- To know the financial aspects of event management and its promotion

Unit I

Introduction: Event Management – Definition, Need, Importance, Activities.

Unit II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

Unit III

Event Feasibility: Resources – Feasibility, SWOT Analysis

Unit IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

Unit V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

References Books

- Event Management By Chaudhary, Krishna, Bio-Green Publishers
- Successful Event Management By Anton Shone & Bryn Parry
- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
- Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Course Outcomes

- Understand basics of event management
- Design events
- Feasibility of organising an event
- Gain Familiarity with marketing & promotion of event
- Develop event budget

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
1	FC	23UFBA15	Managerial Communication	2	2

Course Objectives

- To educate students role & importance of communication skills
- To build their listening, reading, writing & speaking communication skills.
- To introduce the modern communication for managers.
- To understand the skills required for facing interview
- To facilitate the students to understand the concept of Communication.

Unit I

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

Unit II

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

Unit III

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

Unit IV

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

Unit V

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

References Books

- Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
- Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017

- R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
- Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
- R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

Course Outcomes

- Understand the communication process and its barriers.
- Develop business letters in different scenarios
- Develop oral communication skills & conducting interviews
- Use managerial writing for business communication
- Identify usage of modern communication tools & its significance for managers

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language - II	23ULT20	Tamil - II	3	6

நோக்கம்:

- முதலொமொண்டுப் ட்ட வகுப்பு மொணவர்களுக்குத் தமிழ் பமொடைி இலக்கியங்கழை அறிமுகம் பெய்தல்
- தமிழ் இலக்கியப் வ ாக்குகழையும், இலக்கணங்கழையும் மொணவர் அறியுமொறு பெய்து
- அவர்கின் ழடப் ாற்றழலத் தூண்டுதல் தமிழ் இலக்கியம் ெொர்ந்த வ ாட்டித் வதர்வுகளுக்கு ஏற் கற் ித்தல் நழடமுழறகழை

அலகு-1 தமிழ் இலக்கிய வரலொறு அறிமுகம்.

1. ெிற்றிலக்கியம்; குறவஞ்ெி, கலம் கம், உலொ, ரணி, ள்ளு, ிள்ழைத்தமிழ், தூது, அந்தொதி.
2. தனிப் ாடல் அறிமுகம்
3. இக்கொல இலக்கியம் ;கவிழத, ெிறுகழத,நொடகம், உழரநழட. , திரொவிட இயக்கம் வைர்த்த தமிழ்.

அலகு-2 ெற்றிலக்கியக்கமும்,தனிப் ொடலும்

ெற்றிலக்கியம்;

• கலிங்கத்து ரணி- விருந்தினரும் வறியவரு பநருங்கி யுண்ணரும் -
முதல் - வகட் ொழரக்

கொண்மின் கொண்மின் - வழர

• திருக்குற்றொலக் குறவஞ்ெரி - வானரங்கள் கனியகாடுத்து

• முக்கூடற் ள்ளு - ஆற்று பவள்ளைம் நொழை வரத்

• அ ிரொமி அந்தொதி- கழலயொத கல்வியும் குழறயொத வயதும் (தினொறு பெல்வங்கள்)

• திருவரங்கக் கலம் கம் - மறம் - ிள்ளைப் ப ருமொள் ஐயங்கொர்-வ
ெவந்த தூத பெல்லெரித்த

ஓழல பெல்லுவமொ

• தமிழ்விடு தூது முதல் த்து கண்ணிகள்

தனிப் ொடல்;

• வொன்குருவி யின்கூடு -ஒளழவயொர்

• ஆமணக்குக்கும் யொழனக்கும் ெரிவலழட; முத்திருக்கும் பகொம்
ழெக்கும் ழெரித்தண் வட -

கொை்வமகப் புலவர்

• இம் ர் வொன் எல்ழல இரொமழனவய ொடி -வீரொகவர்

• நொரொய் நொரொய் -ெத்தி முத்தப் புலவர்

அலகு-3 இக்கொல இலக்கியம்- 1

1. ாரதியொர் ாரத ெமுதொயம் வொழ்கவவ
2. ாரதிதொென் - ெிறுதழதவய பவையிற் வொ
3. நொமக்கல் கவிஞர்-கத்தியின்றி
4. தமிழ் ளை - மீன்கள் (அந்தி நிலொ ார்க்க வொ)
5. ஈவரொடு தமிழென் ன் - எட்டொவது ெீர் (வணக்கம் வள்ளுவ)

ெிறுகழதகள்;_

1. புதுழமப் ித்தன் - கடிதம்
2. பெயகொந்தன் -வொய்ச் பெொற்கள் (மொழல மயக்கம் பதொகுப்பு)
3. ஆர். சூடொமணி - அந்நியர்கள்

உழரநழட ;

1. மு வ கடிதங்கள் - தம் ிக்கு நூலில் முதல் இரண்டு கடிதங்கள்

அலகு-4 இக்கொல இலக்கியம்- 2

1. தந்ழத ப ெரியொர் - திருக்குறள்(மொநொட்டு) உழர
2. வ ரறிஞர் அண்ணொ - இரண்டொம் உலகத் தமிழ் மொநொட்டு உழர
3. கழலஞர் மு. கருணொநிதி - பதொல்கொப் ிய பூங்கொ -எழுத்து -
முதல் நூற் ெ கட்டுழர

நொடகம் / திழரத்தமிழ் :

1. வவழலக்கொொி - திழரப் டம்

- இயக்குநர்-இயக்குனர்
- ெில்லழற-ெில்லழர
- முறித்தல் – முரித்தல்
- மனம்-மனசு- மனது
- அருகில்-அருகொழமயில்
- அக்கழர- அக்கழற
- மங்கலம்- மங்கைம்.

யிற்ெி :

- ிழையொன பொற்கழை ஒரு த்தியில் பகொடுத்து அந்தப்
 ிழையொன பொற்கழைச் ெொியொக
 எழுதச் பெய்தல்
- ெிறிய த்தி ஒன்ழற ஆங்கிலத

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Language	23ULE20	English -II	3	6

Learning Objectives:

- To make students realize the importance of resilience
- To enable them to become good decision makers
- To enable them to imbibe problem-solving skills
- To enable them to use tenses appropriately
- To help them use English effectively at the work place.

UNIT - I

RESILIENCE

Poem

1.1 Don't Quit – Edgar A. Guest

1.2 Still Here – Langston Hughes

Short Story

1.3 Engine Trouble – R.K. Narayan

1.4 Rip Van Winkle – Washington Irving

UNIT -II

DECISION MAKING

Short Story

2.1 The Scribe – Kristin Hunter

2.2 The Lady or the Tiger - Frank Stockton

Poem

2.3 The Road not Taken – Robert Frost

2.4 Snake – D. H Lawrence

UNIT-III

PROBLEM SOLVING

Prose life Story

3.1 How I taught My Grandmother to Read –

Sudha Murthy

Autobiography

3.3 How frog Went to Heaven – A Tale of

Angolo

3.4 Wings of Fire (Chapters 1,2,3) by A.P.J

Abdul Kalam

UNIT - IV

Tenses

4.1 Present

4.2 Past

4.3 Future

4.4 Concord

UNIT - V

English in the Workplace

5.1 E-mail – Invitation, Enquiry, Seeking

Clarification

5.2 Circular

5.3 Memo

5.4 Minutes of the Meeting

Course Outcomes:

- Realize the importance of resilience
- Become good decision-makers
- Imbibe problem-solving skills
- Use tenses appropriately
- Use English effectively at the work place.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Core Paper- III	23UBA21	Marketing management	5	5

Course Objectives:

- To understand the marketplace
- To identify the market segmentation and the Product mix
- To select the different pricing methods and channels of distribution
- To know the communication mix and sales promotion tools
- To prepare according to the latest trends in market.

Syllabus:

UNIT-I

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

UNIT-II

Segmentation – Need And Basis of Segmentation -Targeting – Positioning

Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

UNIT-III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market

Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT-IV

A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

UNIT-V

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–

Digital Marketing: Introduction- Applications & Benefits -

Reference books:

- C.B.Gupta&Rajan Nair Marketing Management, Sultan Chand &Son 2020
- V.S. Ramaswamy& S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
- Cranfield, Marketing Management, Palgrave Macmillan.
- Harsh V Verma&Ekta Duggal, Marketing, Oxford University Press, 2017.
- Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Core Theory	DSC04	Accounting for Managers II	4	5

Course Objectives

- To provide basic understanding of cost concepts and classification.
- To develop and understand the skills in tools & techniques and critically evaluate decision making in business and Various Ratios.
- To gain insights of cash flow related to finance and the importance.
- To recognize the role of budgets and variance as a tool of planning and control.
- To understand the Marginal costing and Analysis.

Course Outcome:

- CO1 Interpret cost sheet & write comments Compare cost, management & financial accounting.
- CO2 Analyze the various ratios and compare it with standards to assess deviations.
- CO3 Evaluate cash flow related to finance and the importance.
- CO4 Estimate budget and use budgetary control.
- CO5 Evaluate marginal costing and its components.

Syllabus:

Unit I - 12 Hrs

Cost Accounting – Meaning, nature, scope and functions, need, importance and limitations - Cost concepts and classification – Cost sheets – Tenders & Quotation - Management accounting – Meaning, nature, scope and functions,

Unit II - 12 Hrs

Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis - Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios – Liquidity (Short- & Long-Term Solvency)

Unit III - 12 Hrs

Funds Flow statement and Cash Flow Statement - meaning – Definition - Objectives – Methods - Scope and Applications -

Unit IV - 12 Hrs

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, Flexible Budgets and Cash Budget.

Unit V - 12 Hrs

Marginal Costing – CVP Analysis – Break Even Analysis.

Reference Books

1. Dr.K.Ganesan& S. UshenaBegam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4. HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
5. Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019
6. Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	Generic Elective	DGE02	International Business	3	4

Learning Objectives

- CLO1 To familiarize students with basic concepts of International Business
- CLO2 To impart knowledge about theories of international trade
- CLO3 To know the concepts of foreign exchange market and foreign direct investment
- CLO4 To understand the global environment
- CLO5 To gain knowledge on the Contemporary Issues of International Business

Course Outcome:

- CO1 Discuss the Introduction of International Business.
- CO2 Explain international trade theories.
- CO3 Understand Foreign exchange market and FDI.
- CO4 Outline the Global Business Environment.
- CO5 Identify the relevance of international institutions and trading blocs.

Syllabus:

Unit I - 12 Hrs

Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

Unit II - 12 Hrs

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

Unit III - 12 Hrs

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI - Horizontal and Vertical Foreign Direct Investment.

Unit IV - 12 Hrs

Drivers in Globalization - Globalization of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

Unit V - 12 Hrs

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

Reference Books

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao International Business, (Text and Cases), Himalaya Publishing House, 2016

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
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2	NME	SEC02	Managerial Skill Development	2	2
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Learning Objectives

- CLO1 To improve the self-confidence, groom the personality and build emotional competence
- CLO2 To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- CLO3 To assess the Emotional intelligence
- CLO4 To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- CLO5 To improve professional etiquettes

Course Outcome:

- CO1 Identifies the personal qualities that are needed to sustain in the world of work.
- CO2 Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
- CO3 Acquire practical management skills that are of immediate use in management or leadership positions.
- CO4 Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
- CO5 Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

Syllabus:

Unit I - 6 Hrs

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit.

Unit II - 6 Hrs

Self Esteem: Meaning & Importance, Components of self esteem, High and low self-esteem, measuring our self esteem and its effectiveness.

Unit III - 6 Hrs

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking.

Unit IV - 6 Hrs

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

Unit V - 6 Hrs

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Reference Books

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Career by Dr. SumeetSuseelan

Sem	Paper Type	Paper Code	Paper Title	Credit	No Hr Per Week
2	SEC	SEC03	Business Etiquette and Corporate Grooming	2	2

Learning Objectives

- CLO1 To impart knowledge about basic etiquettes in professional conduct
- CLO2 To provide understanding about the workplace courtesy
- CLO3 To suggest on guidelines in managing rude and impatient clients
- CLO4 To familiarize students about significance of cultural sensitivity
- CLO5 To stress on the importance of attire

Course Outcome:

- CO1 Describe basic concepts of business etiquette and corporate grooming.
- CO2 Outline the etiquette and grooming standards followed in business environment and the significance of communication
- CO3 Create cultural awareness and moral practices in real life workplace scenarios
- CO4 Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success
- CO5 Apply the professionalism in the workplace considering diversity and courtesy

Syllabus:

Unit I - 6 Hrs

Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greetings scenarios principles of exceptional work behavior role of good manners in business- professional conduct and personal spacing.

Unit II - 6 Hrs

Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace- Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Preventing sexual harassment – conflict resolution strategies.

Unit III - 6 Hrs

Telephone Etiquette, email etiquette and Disability Etiquette, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practices

Unit IV - 6 Hrs

Diversity and Cultural Awareness at Workplace Impact of Diversity - Cultural Sensitivity - Taboos and Practices.

Unit V - 6 Hrs

Business Attire and Professionalism - dress code guidelines for appropriate business attire - grooming for success.

Reference Books

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Nina Kochhar, "At Ease with Etiquette. Jain Publisher, 2011
3. Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and Manners", Pustak Mahal Publishers, 2004
4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pacher, McGraw Hill Education