



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi and Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi and Accredited by NAAC with "A" Grade)
Madagadipet, Puducherry



SCHOOL OF ARTS AND SCIENCE

BACHELOR OF BUSINESS ADMINISTRATION

ACADEMIC REGULATIONS 2020 (R-2020) CURRICULUM AND SYLLABI

COLLEGE VISION AND MISSION

Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

Mission

M1: Quality Education:

To provide comprehensive academic system that amalgamates the cutting-edge technologies with best practices.

M2: Research and Innovation:

To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

M3: Employability and Entrepreneurship:

To inculcate the employability and entrepreneurial skills through value and skill-based training.

M4: Ethical Values:

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

DEPARTMENT OF COMMERCE AND MANAGEMENT

VISION AND MISSION

Vision

To explore value-based Accounting and Management Education through innovative and flexible curriculum that enables to decipher and adapt in multidisciplinary academic and research environments and the society at large.

Mission

M1: Knowledge Sharing:

To transform lives through knowledge creation and sharing

M2: Collaborative Learning:

To leverage the resources to provide experiential learning, immersion and other collaboration opportunities.

M3: Career Development:

To provide the best professional development and career growth opportunities to the students.

M4: Consistent Improvement:

To continuously improve through stakeholder engagement, industry relations, and assurance of learning across multiple domains.

STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
1	Modern Indian Language (MIL)	6
2	English (ENG)	6
3	Discipline Specific Core Courses (DSC)	78
4	Discipline Specific Elective Courses (DSE)	16
5	Inter-Disciplinary courses (IDC)	18
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	-
8	Ability Enhancement Compulsory Courses (AECC)	6
9	Open Electives (OE)	4
10	Online Courses (OC)	2
11	Extension Activity (EA)	1
Total		149

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
1	Language (MIL)	3	3	-	-	-	-	6
2	English (ENG)	3	3	-	-	-	-	6
3	Discipline Specific Core Courses (DSC)	9	9	10	13	16	18	75
4	Discipline Specific Elective Courses (DSE)	-	-	4	4	4	4	16
5	Inter-Disciplinary Courses (IDC)	4	4	5	5	-	-	18
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	-	-	-	-	-	-	0
8	Ability Enhancement Compulsory Courses (AECC)	2	2	2	-	-	-	6
9	Open Electives (OE)	-	-	2	2	-	-	4
10	Online Courses (OC)	-	-	-	-	2	-	2
11	Extension Activity (EA)	-	1	-	-	-	-	1
Total		23	24	25	26	24	24	146

* EEC will not be included for the computation of "Total of Credits" as well as "CGPA".

For those who were admitted in AY 2020-21

SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Language - I	MIL	3	0	0	3	25	75	100
2	A20BET101	Business English - I	ENG	3	0	0	3	25	75	100
3	A20BAT101	Principles of Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT102	Principles of Management	DSC	4	0	0	4	25	75	100
5	A20BAD101	Managerial Economics	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS101	Communication Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC101	MS Office	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
							23	425	375	800

SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Language - II	MIL	3	0	0	3	25	75	100
2	A20BET202	Business English - II	ENG	3	0	0	3	25	75	100
3	A20BAT203	Cost and Management Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT204	Entrepreneurship and Innovation	DSC	4	0	0	4	25	75	100
5	A20BAD202	Commercial Law	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS202	Documentation and Presentation Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC202	Advanced Excel	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
9	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
							24	525	375	900

For those who are admitted from AY 2021-22

SEMESTER – I										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Language - I	MIL	3	0	0	3	25	75	100
2	A20BET101	Business English - I	ENG	3	0	0	3	25	75	100
3	A20BAT101	Principles of Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT102	Principles of Management	DSC	4	0	0	4	25	75	100
5	A20BAD101	Managerial Economics	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS101	Communication Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC101	MS Office	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
							23	425	375	800

SEMESTER – II										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Language - II	MIL	3	0	0	3	25	75	100
2	A20BET202	Business English - II	ENG	3	0	0	3	25	75	100
3	A20BAT203	Cost and Management Accounting	DSC	4	1	0	5	25	75	100
4	A20BAT204	Entrepreneurship and Innovation	DSC	4	0	0	4	25	75	100
5	A20BAD202	Commercial Law	IDC	4	0	0	4	25	75	100
Skill Enhancement Course										
6	A20BAS202	Documentation and Presentation Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20BAC202	Advanced Excel	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
8	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
9	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
							24	525	375	900

* Language courses are to be chosen from the list given in the Annexure I

SEMESTER – III										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT305	Marketing Management	DSC	4	0	2	5	25	75	100
2	A20BAT306	Organisational Behaviour	DSC	4	0	0	4	25	75	100
3	A20BAD303	Business Statistics	IDC	3	0	0	3	25	75	100
4	A20BAT3XX	DSE-I**	DSE	4	0	0	4	25	75	100
5	A20XXO3XX	Open Elective – I***	OE	2	0	0	2	25	75	100
Practical										
6	A20BAP307	Design Thinking	DSC	0	0	2	1	40	60	100
7	A20BAD304	Statistical Analysis using Software	IDC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20BAS303	Spreadsheet Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20BAC303	Advanced Tally	EEC	0	0	4	0	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET303	Value Education	AECC	2	0	0	2	100	0	100
							25	515	485	1000

SEMESTER – IV										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT408	Human Resource Management	DSC	4	0	2	5	25	75	100
2	A20BAT409	Banking Theory and Law	DSC	4	0	0	4	25	75	100
3	A20BAD405	Introductory Business Analytics	IDC	3	0	0	3	25	75	100
4	A20BAT4XX	DSE-II**	DSE	4	0	0	4	25	75	100
5	A20XXO4XX	Open Elective – II***	OE	2	0	0	2	25	75	100
Practical										
6	A20BAP410	Banking Practical	DSC	0	0	2	1	40	60	100
7	A20BAP411	Business Internship	DSC	0	0	6	3	40	60	100
8	A20BAD406	Business Analytics Lab	IDC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20BAS404	Computerised Accounting Project	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20BAC404	ABT (Aakash Business Tool) by IIT Bombay	EEC	0	0	4	0	100	0	100
							26	455	445	900

** Discipline Specific Electives are to be selected from the list given in Annexure I

*** Open electives offered by the Department are listed in Annexure II

SEMESTER – V										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT512	Financial Management	DSC	4	1	0	5	25	75	100
2	A20BAT513	Operations Management	DSC	4	0	0	4	25	75	100
3	A20BAT514	Business Research Methods	DSC	4	0	0	4	25	75	100
4	A20BAT5XX	DSE-III**	DSE	4	0	0	4	25	75	100
Practical										
5	A20BAP515	Reading Annual Reports	DSC	1	0	2	2	40	60	100
6	A20BAP516	Seminar	DSC	0	0	2	1	40	60	100
Skill Enhancement Course										
7	A20BAS505	Projected Financial Statements Lab	SEC	0	0	4	2	100	0	100
Online Course										
8	A20BAM50X	Online Course	OC	0	0	4	2	Successful Completion		
Employability Enhancement Course										
9	A20BAC505	Digital Marketing	EEC	0	0	4	0	100	0	100
							24	380	420	800

SEMESTER – VI										
Sl. No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20BAT617	Strategic Management	DSC	4	0	2	5	25	75	100
2	A20BAT618	Business Perspectives	DSC	4	0	0	4	25	75	100
3	A20BAT619	Enterprise Resources Planning	DSC	3	0	0	3	25	75	100
4	A20BAT6XX	DSE-IV**	DSE	4	0	0	4	25	75	100
Practical										
5	A20BAP620	ERP Practical (SAP B1)	DSC	0	0	4	2	40	60	100
6	A20BAP521	Business Research Report	DSC	1	0	4	3	40	60	100
7	A20BAP622	Advanced Seminar	DSC	0	0	2	1	40	60	100
Skill Enhancement Course										
8	A20BAS606	Interpersonal and Team Skills	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20BAC606	GST Software	EEC	0	0	4	0	100	0	100
							24	420	480	900

Annexure I**Modern Indian Languages
(For those who are admitted from AY 2021-22)**

Language I - Offered in First Semester		
Sl. No.	Course Code	Course Title
1	A20FRT101	French – I
2	A20HNT101	Hindi – I
3	A20TAT101	Tamil – I
Language II – Offered in Second Semester		
Sl. No.	Course Code	Course Title
4	A20FRT202	French – II
5	A20HNT202	Hindi – II
6	A20TAT202	Tamil – II

Annexure II**Discipline Specific Electives (DSE)**

Discipline Specific Electives (DSE-I) - Offered in Third Semester		
Sl. No.	Course Code	Course Title
1	A20BAE301	Company Law
2	A20BAE302	Indian Economy
3	A20BAE303	Total Quality Management
Discipline Specific Electives (DSE-II) - Offered in Fourth Semester		
Sl. No.	Course Code	Course Title
4	A20BAE404	Marketing Dynamics
5	A20BAE405	Services Marketing
6	A20BAE406	Supply Chain Management
Discipline Specific Electives (DSE-III) - Offered in Fifth Semester		
Sl. No.	Course Code	Course Title
7	A20BAE507	Industrial Relations and Labour Welfare
8	A20BAE508	Stress Management
9	A20BAE509	Training and Development
Discipline Specific Electives (DSE-IV) - Offered in Sixth Semester		
Sl. No.	Course Code	Course Title
10	A20BAE610	Capital Markets
11	A20BAE611	E-Commerce
12	A20BAE612	Financial Services

Annexure – III

OPEN ELECTIVE COURSES

Open Elective – I (Offered in Semester III)				
Sl. No	Course Code	Course Title	Offering Department	Permitted Departments
1	A20BTO301	Boon and Bane of Microbes	Bioscience	Chemistry, Food Science, Physics
2	A20BTO302	Microbial Technology for Entrepreneurship	Bioscience	Chemistry, Food Science, Physics
3	A20BTO303	Origin of Life	Bioscience	Chemistry, Food Science, Physics
4	A20CHO304	Food Analysis (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
5	A20CHO305	Molecules of Life (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
6	A20CHO306	Water Analysis (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
7	A20CMO307	Fundamentals of Accounting and Finance	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
8	A20CMO308	Fundamentals of Management	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
9	A20CMO309	Fundamentals of Marketing	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
10	A20CPO310	Data Structures	Computational Studies	Mathematics
11	A20CPO311	Programming in C	Computational Studies	Commerce and Management, Mathematics, Media Studies
12	A20CPO312	Programming in Python	Computational Studies	Commerce and Management, Mathematics, Media Studies
13	A20ENO313	Conversational Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO314	Fine-tune your English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics

15	A20ENO315	Interpersonal Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
16	A20MAO316	Mathematical Modelling	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
17	A20MAO317	Quantitative Aptitude - I	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
18	A20MAO318	Statistical Methods	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
19	A20VCO319	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20VCO320	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	A20VCO321	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	A20NDO322	Basic Food Groups	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
23	A20NDO323	Life Style Management	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
24	A20NDO324	Nutritive Value of Foods	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
25	A20PHO325	Astrophysics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
26	A20PHO326	Basic of Modern Communication System	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies

27	A20PHO327	Bio-Physics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
28	A20TMO328	அடிப்படைத் தமிழ்	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
29	A20TMO329	வாழ்வியல் இலக்கணம்	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
30	A20TMO330	புதுக்கவிதைப் பட்டறை	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics

Open Elective – II (Offered in Semester IV)

Sl. No.	Course Code	Course Title	Offering Department	Permitted Departments
1	A20BTO401	Fermented Food	Bioscience	Chemistry, Food Science, Physics
2	A20BTO402	Herbal Technology	Bioscience	Chemistry, Food Science, Physics
3	A20BTO403	Self-Hygiene	Bioscience	Chemistry, Food Science, Physics
4	A20CHO404	C++ Programming and its Application to Chemistry	Chemistry	Computational Studies, Mathematics, Physics
5	A20CHO405	Computational Chemistry Practical	Chemistry	Computational Studies, Mathematics, Physics
6	A20CHO406	Instrumental Methods of Analysis	Chemistry	Computational Studies, Mathematics, Physics
7	A20CMO407	Essential Legal Awareness	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
8	A20CMO408	Essentials of Insurance	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
9	A20CMO409	Practical Banking	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
10	A20CPO410	Database Management Systems	Computational Studies	Commerce and Management, Media Studies, Mathematics

11	A20CPO411	Introduction to Data Science using Python	Computational Studies	Chemistry, Commerce and Management, English, Media Studies, Mathematics, Physics
12	A20CPO412	Web Development	Computational Studies	Commerce and Management, Media Studies, Mathematics
13	A20ENO413	English for Competitive Exam	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO414	English Next-India	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	A20ENO415	Functional English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
16	A20MAO416	Discrete mathematics	Mathematics	Chemistry, Computational Studies, Physics
17	A20MAO417	Operations Research	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
18	A20MAO418	Quantitative Aptitude - II	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
19	A20VCO419	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20VCO420	Scripting for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	A20VCO421	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	A20NDO422	Food Labelling	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
23	A20NDO423	Hygiene and Sanitation	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil

24	A20NDO424	Nutrition for Adolescent	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
25	A20PHO425	Digital Electronics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
26	A20PHO426	Geo-Physics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
27	A20PHO427	Space Science	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
28	A20TMO428	சிறுகதைப் பயிற்சி	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
29	A20TMO429	செய்தி வாசிப்பு பயிற்சி	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
30	A20TMO430	நிகழ்த்துக்கலை	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics




A20TAT101

TAMIL – I
(Common to all UG programs)

L	T	P	C	Hrs
3	0	0	3	45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கருவிகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

CO1 – இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.

CO2 – நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.

CO3 – தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.

CO4 – தாய்மொழியின் சிறப்பை அறிதல்.

CO5 – இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

இக்காலக் கவிதைகள்-1

- | | | |
|--------------------|---|----------------------------------|
| 1. பாரதியார் | - | கண்ணன் என் சேவகன் |
| 2. பாரதிதாசன் | - | தமிழ்ப்பேறு |
| 3. அப்துல் ரகுமான் | - | அவதாரம் |
| 4. மீரா | - | கனவுகள் + கற்பனைகள் = காகிதங்கள் |
| 5. து.நரசிம்மன் | - | மன்னித்துவிடு மகனே |

அலகு-2

(9 Hrs)

இக்காலக் கவிதைகள்-2

- | | | |
|----------------------|---|--------------------------------|
| 1. ராஜா சந்திரசேகர் | - | கைவிடப்பட்ட குழந்தை |
| 2. அனார் | - | மேலும் சில இரத்தக் குறிப்புகள் |
| 3. சுகிர்தராணி | - | அம்மா |
| 4. நா.முத்துக்குமார் | - | தூர் |

அலகு-3

(9 Hrs)

சிறுநிலக்கியங்கள்

- | | | |
|--------------------------|---|---------------------------------------|
| 1. கலிங்கத்துப் பரணி | - | பொருதடக்கை வாள் எங்கே... (பாடல்-485) |
| 2. அழகர்கின்றனைவிடு தூது | - | இதமாய் மனிதருடனே... (பாடல்-45) |
| 3. நந்திக் கலம்பகம் | - | அம்பொன்று வில்லொடிதெல்... (பாடல்-77) |
| 4. முக்சுடற் பள்ளு | - | பாயும் மருதஞ் செழிக்கவே... (பாடல்-47) |
| 5. குற்றாலக் குறவஞ்சி | - | ஓடக் காண்பதுமே... (பாடல்-9) |

காப்பியங்கள்

மணிமேகலை-உலகறவி புக்க காதை- 'மாசுஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை'.
(28-அடிகள்)

அலகு-4

(9 Hrs)

தமிழ் இலக்கிய வரலாறு

1. சிற்றிலக்கியம்- தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை- தோற்றமும் வளர்ச்சியும்
3. சிறுகதை -தோற்றமும் வளர்ச்சியும்
4. புதினம் -தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

உரைநடைப் பகுதி

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு.
2. தஞ்சாவூர் - சஜாவின் கோபம்.
3. இரா. பச்சியப்பன் - மாடல் மற்றையவை.

அலகு 5

(9 Hrs)

மொழிப்பயிற்சி

1. கலைச்சொல்லாக்கம்
2. அகரவரிசைப்படுத்துதல்
3. மரபுத்தொடர்/பழமொழி
4. கலை விமர்சனம்
5. நேர்காணல்

உரைநடை நூல்கள்

1. சக்திவேல், சு., தமிழ் மொழி வரலாறு, மாணிக்கவாசகர் பதிப்பகம், சிதம்பரம், 1988.
2. சிற்றி பாலசுப்ரமணியம் மற்றும் நீலபத்மநாபன், புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி-1, 2, 3, சாகித்திய அகடாமி, புதுவடல்லி, 2013.
3. பாரதியார், பாரதியார் கவிதைகள், குமரன் பதிப்பகம், சென்னை, 2011.

பார்வை நூல்கள்

1. கைலாசபதி.க.தமிழ் நாவல் இலக்கியம், குமரன் பதிப்பகம், வடபழனி, 1968.
2. சுந்தரராஜன், பே.கோ. சிவபாதசுந்தரம். சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், கீரியா, சென்னை, 1989.
3. பரந்தாமனார்.அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.எச். பதிப்பகம், சென்னை, 2011.
5. வல்லிக்கண்ணன். புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>




A20FRT101	FRENCH – I	L	T	P	C	Hrs
	(Common to all UG programs from 2021-22)	3	0	0	3	45

Course Objectives

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Je m'appelle Elise. Et Vous ?

Vous Dansez ? D'accord

Monica, Yukiko et compagnie

UNITÉ - 2

Les Voisins de Sophie

Tu vas au Luxembourg ?

UNITÉ – 3

Nous Venons pour l'inscription

A Vélo, en tain, en avoin

Pardon, monsieur, le BHV s'il vous plait ?

UNITÉ - 4

Au marche

On déjeune ici ?

UNITÉ - 5

On va chez ma copine ?

Chez Susana

Text Book

Prescribed Textbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009

Reference Book : Festival 1

A20BET101	BUSINESS ENGLISH – I	L	T	P	C	Hrs
	(Common to B.Com., B.Com. CS & BBA)	3	0	0	3	45

Course Objectives

- To understand the concept, process, and importance of communication.
- To gain knowledge about the business.
- To develop skills of effective communication - both written and oral.
- To help students to acquaint with the application of communication skills in the business world
- To enhance the presentation and negotiations skills of the students

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Gather the basics and importance of communication
CO2 – Can inculcate all the methods of writing
CO3 – Draft effective business writing with brevity and lucidity
CO4 – Acquire career skills to work efficiently and collaboratively
CO5 – Present an effective oral presentation

UNIT I INTRODUCTION TO COMMUNICATION**(9 Hrs)**

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers. Written - Oral - Face-to-face - Silence - Merits and limitations of each type.

UNIT II BUSINESS LETTERS**(9 Hrs)**

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence.

UNIT III DRAFTING OF BUSINESS LETTERS**(9 Hrs)**

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters -Circular letters - Application for employment and resume - writing Report - Notices, Agenda and minutes of the Meetings – Memos.

UNIT IV ORAL COMMUNICATION**(9 Hrs)**

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor -Demonstration and Dramatization - Public address system - Grapevine -The art of listening - Principles of good listening.

UNIT V COMMUNICATION SKILLS**(9 Hrs)**

Group Decision-Making - Interviews - Speeches -Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

Text Books

1. K. K. Sinha, "Business Communication", Galgotia Publishing, 4th Edition, 2011.
2. C. S. Rayudu, "Media and Communication Management", Himalaya Publishing House, 1st Edition, 2013.




3. Hory Sankar Mukerjee, "Business Communication: Connecting at Work", Oxford University Press, 1st Edition, 2016.

Reference books

1. Rajendra Pal & J. S. Korlahalli, "Essentials of Business Communication", Sultan Chand & Sons, 3rd Edition, 2011.
2. Nirmal Singh, "Business Communication: Principles, Methods and Techniques", Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.
3. Krishna Mohan, R.C. Mohan & Virendra Singh Nirban, "Business Correspondence and Report Writing", Tata McGraw-Hill Publishing, 6th Edition, 2020.

Web References

1. <https://www.wix.com/encyclopedia/definition/oral-communication>
2. <https://writingcenter.unc.edu/tips-and-tools/business-letters/>
3. <https://www.thebalancecareers.com/communication-skills-list-2063779>
4. <https://thebusinesscommunication.com/what-is-face-to-face-conversation/>
5. https://www.tutorialspoint.com/organizational_behavior/group_decision_making.htm



A20BAT101	PRINCIPLES OF ACCOUNTING	L	T	P	C	Hrs
		4	1	0	5	75

Course Objectives

- To develop a deeper understanding of the Fundamentals of Accounting
- To appreciate the role and significance of subsidiary books in accounting system
- To learn the preparation of basic financial statements of small business entities.
- To gain knowledge about the accounting for non-profit entities.
- To develop the knowledge of accounting from incomplete records.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Explain the concepts of accounting and solve simple problems on fundamentals of accounting

CO2 – Prepare various subsidiary books including different types of cash books.

CO3 – Prepare the basic financial statements of various business entities

CO4 – Handle the accounting pertaining to Non-Profit Making Entities

CO5 – Prepare basic financial statements from incomplete accounting records.

UNIT I ACCOUNTING FUNDAMENTALS (15 Hrs)

Meaning and Scope of Accounting, Basic Accounting Concepts, and Conventions – Accounting Standards – International Financial Reporting Standards and their applicability in India – Nature and Objectives of Accounting – Distinction between Book-Keeping and Accountancy – Accounting Transactions – Double Entry Book Keeping – Maintenance of Journal, Ledger, and Trial Balance. Simple Problems on Journal and Trial Balance Preparation.

UNIT II SUBSIDIARY BOOKS (15 Hrs)

Subsidiary Books – Meaning and Importance – Types of Subsidiary Books – Purchase Book – Sales Book – Purchase Returns Book – Sales Returns Book – Bills Receivables Book – Bills Payables Book – Journal Proper – Cash Book. Types of Cash Book – Simple, Double-column, Triple-Column, Petty Cash Book. Simple Problems in Sales Book, Purchases Book, and Cash Book.

UNIT III BASIC FINANCIAL STATEMENTS (15 Hrs)

Profit and Loss Account or Income Statement – Meaning, Contents, and Preparation – Balance Sheet or Position Statement – Meaning, Contents and Preparation – Adjustments in Final Accounts (Closing Stock, Expenses and Income Outstanding, Expenses paid and Income received in advance, Depreciation, Provision for Bad and Doubtful Debts, Interest on Capital and Interest on Drawings. Preparation of Basic Financial Statements with special adjustments on (i) loss of stock claims with or without insurance, and (ii) Goods taken for personal use. Practical Problems.

UNIT IV ACCOUNTING FOR NON-PROFIT ENTITIES (15 Hrs)

Introduction – Features of not-for-profit organisations – Receipts and Payments Account - Items peculiar to not-for-profit organisations (Capital expenditure, Revenue expenditure, Deferred revenue expenditure, Capital receipt, Revenue receipt) - Income and Expenditure Account - Balance Sheet.

UNIT V ACCOUNTING FROM INCOMPLETE RECORDS (15 Hrs)

Introduction – Meaning of incomplete records – Features of incomplete records - Limitations of incomplete records - Differences between double entry system and incomplete records - Accounts from incomplete records - Ascertaining profit or loss from incomplete records through statement of affairs - Preparation of final accounts from incomplete records.

Text Books

1. K.L. Nagarajan, N. Vinayagam & P.L. Mani, "Principles of Accountancy", S. Chand & Sons, 4th Edition, 2016.
2. T.S. Grewal, "Double Entry Book-keeping", Sultan Chand & Sons, 12th Edition, 2020.
3. S.N. Maheswari, Suneel K. Maheswari & Sharad K. Maheswari, "An Introduction to Accountancy", Vikas Publishing House, 12th Edition, 2019.

Reference Books

1. Hanif & Mukherjee, "Financial Accounting", Tata McGraw Hill, 2nd Edition, 2019.
2. S.P. Jain & K.L. Narang, "Financial Accounting", Kalyani Publishers, 12th Edition, 2014.
3. P.C. Tulsian & Bharat Tulsian, "Financial Accounting", S.Chand, 2nd Edition, 2016.
4. Maheswari & Maheswari, "Financial Accounting", Vikas Publishing House, 6th Edition, 2018.

Web References

1. <https://www.civildserviceindia.com/subject/Management/notes/financialaccounting.html>
2. <https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx>
3. <https://courses.lumenlearning.com/sac-finaccounting/chapter/ledgers-journals-andaccounts/>
4. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
5. <https://efinancemanagement.com/financial-accounting/financial-statement-notes>



A20BAT102	PRINCIPLES OF MANAGEMENT (Common to B.Com. & BBA)	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To provide an in-depth understanding of Management Concepts.
- To explain purpose and types of planning as well as significance of decision-making
- To be familiar with nature and functions of organisation, departmentation and delegation.
- To understand various leadership styles and their relative merits, as well as theories of motivation.
- To evaluate the importance of coordination in harmonizing the organizational activities, and the significance of controlling in attaining the goals.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding and application of principles and functions of management.
- CO2** – Appreciate the purpose and types of planning, MBO, elements and principles of decision-making.
- CO3** – Develop skills and ability to work in groups to achieve organizational goals and understand the principles of and issues in the delegation of authority
- CO4** – Demonstrate their ability in applying theories of motivation in work situations, and also appropriate leadership style needed for the individual organisations
- CO5** – Understand the importance of coordination in management as well as controlling function.

UNIT I NATURE OF AND APPROACHES TO MANAGEMENT (12 Hrs)

Concept of Business Organization. Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organizations and their relative Merits and Demerits. Impact of Globalization on Business Organizations. Problems of Business Organizations in India. Management – Definition, Meaning and Nature – Scope and Functions- Approaches to Management – Role and Functions of Manager- Levels of Management – Management as Art or Science or Profession.

UNIT II PLANNING AND DECISION-MAKING (12 Hrs)

Planning – Meaning, Nature and Purpose of Planning - Steps in Planning – Characteristics of a Sound Plan - Types of Planning – Planning Premises – Management By Objectives (MBO). Decision Making – Characteristics – Elements of decision Making – Principles of decision making – Types of Decisions. Simple Case Studies on Planning and Decision-making.

UNIT III ORGANISING (12 Hrs)

Organization – Meaning, Nature – Principles – Functions of Organization. Different form of organization – Formal and Informal Organization. Departmentation – Nature and Types. Delegation of Authority – Importance of Delegation - Advantages of Delegation – Problems of Delegation - Span of Management – factors affecting Span of Management. Simple Case Studies on Organising and Delegation.

UNIT IV LEADING (14 Hrs)

Leadership: Concept and Styles; Trait and Situational Theory of Leadership, Introduction, Definition- Nature & Scope – Functions of a leader – Qualities of leadership – Leadership styles. Essential elements of Direction- Principles of Direction – Importance of Direction – Supervision – Meaning, Types of supervision – Motivation – Definition, Nature of motivation – Importance of Motivation – types of

Motivation- Theories of motivation – Theory 'X', 'Y', & 'Z'- Maslow's Hierarchy of needs. Communication – Objectives, Nature and Types – Barriers to Communication, and Overcoming those barriers. Simple Case Studies on Leadership, Motivation, and Communication.

UNIT V COORDINATING AND CONTROLLING

(10 Hrs)

Coordination – Meaning, Nature and Characteristics – Controlling: Meaning, Objectives of controlling – Principles of controlling – Importance of controlling, controlling techniques.

Text Books

1. C.B. Gupta, "Business Management", Sultan Chand Sons, 9th Edition, 2012.
2. L.M. Prasad, "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition, 2015.
3. Koontz O'Donnell, "Essentials of Management", Tata McGraw Hill, 7th Edition, 2007.

Reference Books

1. J.A.F. Stoner, R.E. Freeman & Daniel R. Gilbert, "Management", Pearson Education, 6th Edition, 2004.
2. Y.K. Bhushan, "Business Organisation and Management", Sultan Chand & Sons, 11th Edition, 2013.
3. P.C. Tripathi & P.N. Reddy, "Principles of Management", Tata McGraw Hill, 5th Edition, 2012.
4. Stephen P. Robbins & Mary Coulter, "Management", Prentice Hall of India, 10th Edition, 2009.

Web References

1. <https://www.studynama.com/community/threads/business-organisation-management-notes-pdf-ebook-for-b-com-first-year.2735/>
2. <http://www.gupshupstudy.com/notes/business-organization-and-management-3635>
3. <https://sol.du.ac.in/solsite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf>
4. <http://www.mbaexamnotes.com/principles-of-management.html>
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

A20BAD101	MANAGERIAL ECONOMICS (Common to B.Com. & BBA)	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To be acquainted with the basic concepts of economics.
- To identify the applications and limitations of economic laws in decision-making and problem-solving.
- To provide knowledge of different types of markets.
- To understand the related market competition concept in the real world.
- To infer the various macroeconomic factors in an economy.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Exhibit the role of a manager by making strategic business decisions considering the internal and external environments
- CO2** - Utilize the concept of demand, the elasticity of demand to identify the determinants of demand and forecast demand.
- CO3** - Assess technically the possible ways of increasing the level of production.
- CO4** - Develop knowledge of different market structures and make the price and output decisions.
- CO5** - Develop an understanding of the role of government and taxes in controlling inflation and deflation.

UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS (9 Hrs)

Introduction – Definition – Scope - Firm's Objective - Profit Maximization – Sales Maximization - Other Objectives - Role of Managerial Economist.

UNIT II DEMAND ANALYSIS AND FORECASTING (12 Hrs)

Demand - Determinants of Demand - Law of Demand - Exceptions to the Law – Demand Distinction - Elasticity of Demand - Price Elasticity - Income Elasticity - Cross Elasticity – Demand forecasting – Meaning – Methods of forecasting

UNIT III PRODUCTION FUNCTION (12 Hrs)

Production Function– Meaning – Assumption – Isoquants – MRS - Producer's Equilibrium - Laws of Production - Laws of Variable Proportion – Laws of Returns to Scale.

UNIT IV MARKET STRUCTURE AND PRICING (15 Hrs)

Market Structure and Competition - Meaning and Classification of Market - Features of Perfect Market, Monopoly, Monopolistic, Oligopoly and Duopoly - Price Discrimination - Types - Price Discrimination under Monopoly – Price and output determination under Monopoly, Monopolistic and Oligopoly Markets. Pricing a new product - Pricing over the lifecycle of a product - Profit and Profit Management - Accounting Profit and economic profit - Theories of Profit.

UNIT V MACROECONOMIC FACTORS (12 Hrs)

National income - Meaning – approaches to compute national income – Factors determining national income. Business cycle – definition- characteristics – phases – inflation – definition, and meaning – types – demand-pull inflation – cost-push inflation – effects of inflation – anti-inflationary measures - deflation - meaning – effects of deflation.

Text Books

1. R.L. Varshney & K.L. Maheswari, "Managerial Economics", Sultan Chand & Sons, 19th Edition, 2018.
2. G.S. Gupta, "Managerial Economics", McGraw Hill Education, 2nd Edition, 2017.
3. A. Koutsoyiannis, "Modern Microeconomics", Palgrave Macmillan, 2nd Edition, 2008.

Reference Books

1. Pradeep Kumar, "Managerial Economics", Kedar Nath Ram Nath & Co Publishers, 2nd Edition, 2016.
2. Luke M. Froe & Brian T. McCann, "Managerial Economics – A Problem Solving Approach", Thomson South Western, 4th Edition, 2015.
3. Yogesh Maheshwari, "Managerial Economics", PHI Learning, 1st Edition, 2012.
4. Joel Dean, "Managerial Economics", Prentice Hall of India Private Limited, 7th Edition, 2010.
5. D.N. Dwivedi, "Managerial Economics", Vikas Publishing House, 8th Edition, 2015.

Web References

1. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
2. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
3. <https://www.intelligenteconomist.com/profit-maximization-rule/>
4. ps://scholar.cu.edu.eg/?q=mahmoudarafa/files/l.3_market_structures_and_price.pdf
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

A20BAS101	COMMUNICATION SKILLS (Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A.)	L T P C Hrs 0 0 4 2 60
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Course Objectives

- To improve the skill of rapid reading and comprehending efficiently
- To decode the correspondence between sound and spelling in English
- To train students to organize, revise and edit ideas to write clearly and commendably
- To enhance the sense of social responsibility and accountability of the students
- To expound the significance of time and stress management

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Understand the pattern to communicate effectively

CO2 - Impart Speaking skills with self-confidence

CO3 - Use writing strategies to improve their drafting skills and comprehending of articles

CO4 - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently

CO5 - Expertise in Managerial skills

UNIT I COMMUNICATION SKILLS - SPEAKING **(12 Hrs)**

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS **(12 Hrs)**

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS – READING **(12 Hrs)**

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS **(12 Hrs)**

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING **(12 Hrs)**

1. Descriptive




2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

1. Syamala. V, "Effective English Communication for you", Emerald Publishers, 1st Edition, 2002.
2. Balasubramanian, "A Textbook of English Phonetics for Indian Students", Trinity Press, 1st Edition, 1981.
3. Sardana, C.K., "The Challenge of Public Relations", Har- Anand Publications, 1st Edition, 1995.

Reference Books

1. Murphy, John J, "Pulling Together: 10 Rules for High-Performance Teamwork", Simple Truths, 1st Edition, 2016.
2. Sanjay Kumar, Pusph Lata. "Communication Skills". Oxford University Press. 1st Edition, 2015.
3. Barun K. Mitra, "Personality Development and Soft skills", Oxford University Press, 1st Edition, 2016.

Web References

1. <https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. <https://zety.com/blog/how-to-introduce-yourself>
4. <http://blogs.placementindia.com/2010/04/23/exercise-to-improve-communicationskills/>
5. <http://www.businesscommunicationblog.com>

A20AET101	ENVIRONMENTAL STUDIES	L	T	P	C	Hrs
	(Common to B.A., B.Sc., B.Com., B.B.A. and B.C.A.)	2	0	0	2	30

Course Objectives

- To gain knowledge on the importance of natural resources and energy.
- To know the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To know the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understand about the various resources

CO2 – Learn about the biodiversity

CO3 – Learn the different types of pollution and to prevent the pollution

CO4 – Know about the pollution Act

CO5 – Observe various environmental issues in surroundings

UNIT I ENVIRONMENTAL SCIENCES: NATURAL RESOURCES (6 Hrs)

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 (6 Hrs)

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.

UNIT III ENVIRONMENTAL POLLUTION AND MANAGEMENT (6 Hrs)

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 Landslides. Role of individuals in prevention of pollution - pollution case studies.

UNIT IV SOCIAL ISSUES - HUMAN POPULATION (6 Hrs)

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental production 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 (6 Hrs)

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

Text Books

1. Bharucha Erach, "Textbook of Environmental Studies for Undergraduate Courses", Orient Black Swan, 2nd Edition, 2013.
2. Basu Mahua, Savarimuthu Xavier, "Fundamentals of Environmental Studies", Cambridge, 2nd Edition, 2017.
3. Agarwal, K.C. "Environmental Biology", Nidi Publications, 1st Edition, 2004.

Reference Books

1. Kumarasam, Alagappa Moses & Vasanthi, "Environmental Studies", Bharathidasan University Publications, 1st Edition, 2004.
2. Rajamannar, "Environmental Studies", EVR College Publications, 1st Edition, 2004.
3. Kalavathy, S, "Environmental Studies", Bishop Heber College Publications, 1st Edition, 2004.

Web References

1. https://aits-tpt.edu.in/wp-content/uploads/2018/08/Environmental-Studies-Lecture-notes.doc-I_Betech_-ECE-CSE-EEE-CEME_III-Sem_BR.pdf
2. <http://eagri.org/eagri50/ENVS302/pdf/lec05.pdf>
3. <https://www.youtube.com/watch?v=78prsPYm98g>
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2792934/>
5. <https://www.frontiersin.org/articles/505570>



A20BAC101	MICROSOFT OFFICE	L	T	P	C	Hrs
	(Common to B.Com., B.Com. CS & B.B.A.)	0	0	4	0	50

Course Objectives

- To work in Microsoft Word with efficiency
- To create impactful presentations
- To be conversant with operating Microsoft Excel

Course Outcomes

After completion of the course, the students will be able to

CO1 – Create and Use Word Documents with good layout

CO2 – Create and Use PowerPoint presentations on various occasions

CO3 – Work with Microsoft Excel and handle data on excel efficiently

UNIT I MICROSOFT WORD**(10 Hrs)**

- Creating, Editing, Saving and Printing text documents – Select layout
- Font and paragraph formatting – Simple character formatting
- Inserting tables, smart art, page breaks
- Using lists and styles
- Inserting blank page
- Add button to quick access tool bar – Customize the ribbon
- Formatting text – Text alignment – Paragraph spacing – Indentation
- Working with images – Using spelling and grammar check
- Header and Footer – Page orientation
- Understanding document properties
- Mail merge

UNIT II: MICROSOFT POWERPOINT**(8 Hrs)**

- Opening, viewing, creating and printing slides
- Applying auto layouts
- Adding custom animation
- Using slide transitions
- Graphical representation of data: Charts and Graphs
- Creating Professional Slides for Presentation

UNIT III EXCEL: MANAGING WORKSHEETS**(4 Hrs)**

- Import data into workbooks
- Navigate within workbooks
- Format workbooks and worksheets
- Customize options and views

UNIT IV EXCEL: DATA CELLS AND RANGES**(8 Hrs)**

- Configure content for collaboration
- Manipulate data in worksheets
- Format cells and ranges
- Define and reference named ranges
- Summarize data visualization

UNIT V EXCEL: DATA TABLES AND CHARTS**(10 Hrs)**

- Create and format tables and charts
- Modify tables and charts
- Format charts
- Filter and sort table data

UNIT VI EXCEL: FORMULAS AND FUNCTIONS**(10 Hrs)**

- Insert references
- Calculate and transform data
- Format and modify text

Text Books

1. Joan Lambert and Joyce Cox, "Microsoft Word 2013 Step by Step", Microsoft Press, 1st Edition, 2013.
2. Joyce Cox and Joan Lambert, "Microsoft PowerPoint 2013 Step by Step", Microsoft Press, 1st Edition, 2013.
3. Curtis Frye, "Microsoft Excel 2016 Step by Step", Microsoft Press, 1st Edition, 2016.

Reference Books

1. Lisa A. Bucki, John Walkenbach, Michael Alexander, Dick Kusleika, Faithe Wempen, "Microsoft Office 2013 Bible", John Wiley & Sons, 1st Edition, 2016.
2. John Walenbach, "Microsoft Excel 2016 Bible", John Wiley & Sons, 1st Edition, 2016.
3. Linda Foulkes, "Learn Microsoft Office 2019: A Comprehensive Guide to getting started with Word, PowerPoint, Excel and Access", Packt Publishers, 1st Edition, 2020.

Web References

1. <http://www.mcrhrdi.gov.in/93fc/material/Computer%20Fundamentals%20&%20Office%20Applications.pdf>
2. <https://www.youtube.com/watch?v=yV4i29Xo0iM>
3. <https://www.youtube.com/watch?v=lbc1HX8Jccw>
4. https://www.youtube.com/watch?v=RdTozKPY_OQ
5. <https://www.youtube.com/watch?v=e3MPj65hn9k>

A20TAT202

TAMIL-II
(Common to all UG Programs)

L	T	P	C	Hrs
3	0	0	3	45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பை புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1** – இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
CO2 – நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
CO3 – தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
CO4 – தாய்மொழியின் சிறப்பை அறிதல்.
CO5 – இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

1. எட்டுத்தொகை: 1.குறுந்தொகை (படல்-130) 2. நற்றிணை (பாடல்-27) 3. அகநானூறு (பாடல்-86).
2. பத்துப்பாட்டு: சிறுபாணாற்றுப்படை (அடிகள்-126-143).
3. பதினெண் கீழ்க்கணக்கு: திருக்குறள்- வெகுளாமை (அதிகாரம்-31), காதல் சிறப்புரைத்தல் (அதிகாரம்-113).

அலகு-2

(9 Hrs)

1. எட்டுத்தொகை:
 1. ஐங்குறுநூறு (பாடல்-203),
 2. கலித்தொகை- பாலைத்திணை (பாடல்-9),
 3. புறநானூறு (பாடல்-235).
2. பத்துப்பாட்டு- முல்லைப்பாட்டு (6-21).
3. பதினெண் கீழ்க்கணக்கு :
 1. நாலடியார் - நல்லார் எனத்தான் (221) .
 2. திரிகடுகம்- கோலஞ்சி வாழும் குடியும் (33).
 3. இனியவை நாற்பது- குழவி தளர்நடை (14).
 4. கார் நாற்பது- நலமிகு கார்த்திகை (26).
 5. களவழி நாற்பது-கவளங்கொள் யானை (14).

அலகு-3

(9 Hrs)

சைவம்- பன்னிரு திருமுறைகள்

- | | | |
|---------------------|---|---|
| 1. திருஞானசம்பந்தர் | - | வெயறு தோளிப்பங்கள் (இரண்டாம் திருமுறை). |
| 2. திருநாவுக்கரசர் | - | மனமெனும் தோணி (நான்காம் திருமுறை). |
| 3. சுந்தரர் | - | ஏழிசையாய் இசைப்பயனாய் (ஏழாம் திருமுறை). |
| 4. மாணிக்கவாசகர் | - | ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை). |
| 5. திருமுலர் | - | அன்பு சிவம் இரண்டு (திருமந்திரம்). |

வைணவம் - நூலாயிரத் திவ்வியப் பிரபந்தம்

- | | | |
|--------------------------|---|--------------------------------|
| 1. பேயாழ்வார் | - | திருக்கண்டேன் பொன்மேனி.... |
| 2. பெரியாழ்வார் | - | கருங்கண் தோகை மயிற் பீலி.... |
| 3. தொண்டரடிப்பொடிஆழ்வார் | - | பச்சைமாமலை போல்.... |
| 4. ஆண்டாள் | - | கருப்பூரம் நூறுமோ? கமலப்பூ.... |
| 5. திருமங்கையாழ்வார் | - | வாடினேன் வாடி வருந்தினேன்.... |

இஸ்லாமியம்

சீறாப்பூராணம்- பாடல் நின்ற நினை மானுக்குப்...5 பாடல்கள் (பாடல் எண்கள் 61-65).

கிருத்துவம்

இரட்சணிய யாத்ரீகம்- கடைதிறப்புப் படலம் -5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16).

அலகு - 4**(9 Hrs)****தமிழ் இலக்கிய வரலாறு**

1. சங்க இலக்கியங்கள் 2. நீதி இலக்கியங்கள் 3. பக்தி இலக்கியங்கள் 4. காப்பியங்கள்.

அலகு-5**(9 Hrs)****சிறுகதைகள்**

- | | | |
|-------------------------|---|------------------------------|
| 1. புதுமைபித்தன் | - | அகலிகை |
| 2. நா. விச்சமூர்த்தி | - | வேப்பமரம் |
| 3. அகிலன் | - | ஒரு வேளைச்சோறு |
| 4. ஜி.நாகராஜன் | - | பச்சக் குதிரை |
| 5. கி.ராஜநாராயணன் | - | கதவு |
| 6. சா.கந்தசாமி | - | தக்கையின் மீது நான்கு கண்கள் |
| 7. ஆண்டாள் விரியதர்ஷினி | - | மாத்திரை |
| 8. வண்ணதாசன் | - | ஒரு உல்லாசப் பயணம் |
| 9. சு. தமிழ்ச்செல்வன் | - | வெயிலோடு போய் |
| 10. பாரததேவி | - | மாப்பிள்ளை விருந்து |

பார்வை நூல்கள் :

1. அரக, வீ., இருபதாம் நூற்றாண்டு சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013.
2. அருணாச்சலம், பா., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.வி.எச். பதிப்பகம், சென்னை, 2011.
5. பசுபதி, மா. வே., செம்மொழித் தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், 2010 .

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languageelab.com>
3. <http://www.tamilweb.com>

A20FRT202	FRENCH-II (Common to all UG Programs)	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives:

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ - 2

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ - 3

Quand il est midi à Paris

Vous allez Vivre

L'avenir du Français

UNITÉ - 4

Souvenirs d'enfance

j'ai fait mes études à Lyon 2

UNITÉ - 5

Retour des Antilles

Au voleur ! Au voleur

Text Book

Prescribed Textbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book Festival 1

A20BET202	BUSINESS ENGLISH – II	L	T	P	C	Hrs
	(Common to B.Com., B.Com. CS & BBA)	3	0	0	3	45

Course Objectives

- To develop the vocabulary and use it in their day today life
- To gain knowledge about the business writing
- To develop soft skills and utilize it
- To help students to acquaint with application of communication skills in the business world
- To make user friendly communication with the modern era tools

Course Outcomes

After completion of the course, the students will be able to

CO1 – Gather the basics and importance of communication.

CO2 – Can inculcate all the methods of writing.

CO3 – Enhance their soft skills and get adapted.

CO4 – Acquire career skills to work efficiently and collaboratively.

CO5 – Communicate effectively by using new modes.

UNIT I- VOCABULARY DEVELOPMENT (9 Hrs)

Business vocabulary - Business Idioms - Business Phrases -One-word substitute -Incorrectly spelt words-confusable- Synonyms -Antonyms

UNIT II- BUSINESS WRITING (9 Hrs)

Article writing - Application - Poster - Advertisement design - HR Letters – Letters of Offer, Performance Appraisal and Termination

UNIT-III SOFT SKILLS (9 Hrs)

Introduction - Self-confidence, - Leadership Skills - Time Management - Stress Management – Team Management - Positive Attitude- Goal Setting- Career Planning-Creative Thinking – Public Speaking- Emotional Quotient.

UNIT IV-APPLICATION OF COMMUNICATION SKILLS (9 Hrs)

Presentation skills: Setting the objectives –planning – preparation – practice and rehearsal –getting ready – making the presentation – paralinguistic elements in Presentation-Types of visual aids to support presentation. Negotiation skills: Nature and Need-Factors affecting Negotiation-Process of negotiation Types of Negotiators- Tips for successful negotiation.

UNIT V- TECHNOLOGY IN COMMUNICATION (9 Hrs)

E-mail -Email etiquette- Telephone Advantages and Disadvantages – Guidelines for effective telephonic conversation – Fax- Tele conferencing -Video conferencing.

Text Books

1. Rajendra Pal & J. S. Korlahalli, "Essentials of Business Communication", Sultan Chand & Sons, 3rd Edition, 2011.
2. C.B. Gupta, "Basic Business Communication", Sultan Chand & Sons, 4th Edition, 2017.
3. Hory Sankar Mukerjee, "Business Communication: Connecting at Work", Oxford University Press, 1st Edition, 2016.

Reference Books

1. Nira Konar, "Communication Skills for Professionals", Prentice Hall of India, 2nd Edition, 2011.

2. Nirmal Singh, "Business Communication: Principles, Methods and Techniques", Deep & Deep Publications Pvt. Ltd, 1st Edition, 2008.
3. Krishna Mohan, R.C. Mohan & Virendra Singh Nirban, "Business Correspondence and Report Writing", Tata McGraw-Hill Publishing, 6th Edition, 2020.
4. Kevin Gallagher, "Skills Development for Business and Management Students", Oxford University Press., 1st Edition, 2010.

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1. <https://www.readnaturally.com/research/5-components-of-reading/vocabulary>
2. <https://businesswriting.com>
3. <https://www.teachingenglish.org.uk/article/paralinguistics>
4. <https://www.entrepreneur.com/article/236724>
5. <https://www.inc.com/guides/2010/06/email-etiquette.html>



A20BAD203

**COST AND MANAGEMENT
ACCOUNTING**

L	T	P	C	Hrs
4	1	0	5	75

Course Objectives

- To be familiar with cost classification and preparation of cost sheet
- To understand the role of marginal costing in managerial decisions
- To be familiar with standard costing and computation of variances
- To understand about various budgets and their preparation
- To know about the techniques of financial analysis

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their ability to prepare cost sheets
CO2 – Elaborate the application of marginal costing in decision-making
CO3 – Compute different types of variances.
CO4 – Prepare different types of budgets for business enterprises.
CO5 – Demonstrate an understanding of Financial Statement Analysis and its Tools.

UNIT I INTRODUCTION AND COST SHEET**(15 Hrs)**

Cost Accounting – Definition, Functions and Limitations – Distinctions between Cost Accounting and Financial Accounting. Management Accounting – Meaning, Nature and Scope – Functions, Merits and Limitations of Management Accounting – Tools and Techniques of Management Accounting – Distinction between Cost Accounting and Management Accounting.
 Cost – Classification of Cost – Elements of Cost – Cost Sheet or Statement of Cost – Tender or Quotations – Practical Problems.

UNIT II MARGINAL COSTING AND CVP ANALYSIS**(15 Hrs)**

Marginal Cost and Marginal Costing – Features, Assumptions, Advantages and Limitations of Marginal Costing. Concepts of Contribution, Profit-Volume Ratio, Margin of Safety and Angle of Incidence. Break-Even Analysis and Break-Even Chart. Cost-Volume-Profit Analysis – Decision-making using Marginal Costing: Accepting the Foreign Offer, Make or Buy Decision, Sales Mix Decision, Pricing Decision, and Key Factor Decision. Practical Problems.

UNIT III STANDARD COSTING AND VARIANCE ANALYSIS**(15 Hrs)**

Meaning of Standard, Standard Cost and Standard Costing – Distinction between Standard Costing and Historical Costing – Applicability, Advantages and Limitations of Standard Costing – Variance Analysis – Meaning and Types of Variances – Cost Variances and Sales Variances – Material and Labour Variances – Mix and Yield Variances – Practical Problems.

UNIT IV BUDGETARY CONTROL**(15 Hrs)**

Meaning of Budget, Budgeting and Budgetary Control – Distinction between Estimates, Forecasts and Budgets – Objectives, Advantages and Limitations of Budgetary Control – Distinction between Budgetary Control and Standard Costing – Classification of Budgets – Fixed and Flexible Budgeting – Preparation of Sales, Production, Purchases, Cash and Flexible Budgets – Master Budget – Budgeted Profit and Loss Account and Balance Sheet – Practical Problems.




UNIT V FINANCIAL STATEMENTS ANALYSIS**(15 Hrs)**

Financial Statements – Meaning, Nature, Advantages and Limitations. Meaning of Financial Statements Analysis – Techniques of Financial Statement Analysis – Horizontal Analysis, Vertical Analysis, Trend Analysis, and Ratio Analysis.

Ratios – Meaning and Types – Advantages and Limitations of Ratio Analysis – Classification of Ratios – Profitability Ratios, Solvency Ratios, Liquidity Ratios, Efficiency and Performance Ratios. Problems on Computation of Ratios from Financial Statements and Calculating Missing Values. (Construction of Financial Statements from Ratios is excluded). Practical Problems.

Text Books

1. Suveera Gill, "Cost and Management Accounting", Vikas Publishing House, 1st Edition, 2020.
2. S.N. Maheswari, et al., "Accounting for Management", Vikas Publishing House, 4th Edition, 2018.
3. R.S.N. Pillai & V. Bagavathi, "Cost Accounting", S. Chand Publishing, 6th Edition, 2018.

Reference Books

1. M.N. Arora, "A Textbook of Cost and Management Accounting", Vikas Publishing House, 10th Edition, 2019.
2. M.A. Sahaf, "Management Accounting: Principles and Practice", Vikas Publishing House, 3rd Edition, 2019.
3. Nand Dhameja, K.S. Sastry & Kapil Dhameja, "Finance and Accounting for Managerial Competitiveness", S.Chand Publishing, 1st Edition, 2019.
4. Mohammed Hanif, "Modern Cost and Management Accounting, McGraw Hill Education, 1st Edition, 2019.
5. Colin Drury, "Cost and Management Accounting", Cengage Learning, 5th Edition, 2015.

Web References

1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-April-2021.pdf>
3. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-April-2021.pdf>
4. <https://resource.cdn.icai.org/62026bos50397cp6.pdf>
5. <https://resource.cdn.icai.org/62034bos50397cp14.pdf>
6. <https://resource.cdn.icai.org/62035bos50397cp15.pdf>

A20BAT204	ENTREPRENEURSHIP AND INNOVATION	L	T	P	C	Hrs
	(Common to B.Com., B.Com. CS & BBA)	3	0	2	4	75

Course Objectives

- To develop the knowledge of basic concepts in the area of entrepreneurship.
- To generate innovative business ideas in the emerging industrial scenario.
- To be familiar with the key steps in the elaboration of business idea.
- To help students to develop personal creativity and entrepreneurial initiative.
- To acquire requisite knowledge and skills for becoming successful entrepreneurs.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Familiarize with the concepts of entrepreneurship.
CO2 – Analyse the business environment in order to identify business opportunities.
CO3 – Understand the institutional support to entrepreneurial development.
CO4 – Understand the ethical challenges and social responsibility in a business setting.
CO5 – Demonstrate the ability to create business plan and interpret their own business plan.

UNIT I ENTREPRENEUR AND ENTREPRENEURSHIP (15 Hrs)

Introduction - Entrepreneurship - concept, growth, characteristics, types - Functions of an entrepreneur - Entrepreneurship in India - Entrepreneurship in developing countries - Intrapreneurs - Women Entrepreneurs - problems and prospects - Rural Entrepreneurs - problems and prospects - Social Entrepreneurs.

Entrepreneurship in Practice: Field Study on Rural Entrepreneurs or Women Entrepreneurs.

UNIT II ENTREPRENEURIAL DEVELOPMENT (15 Hrs)

Factors influencing Entrepreneurship - Entrepreneurial process - development and motivation - EDP - Need, objective, relevance and role of EDP, phases of EDP - Institutions for Industrial Entrepreneurs - Small scale and Export Entrepreneurs.

Creativity and Innovation in an Entrepreneurial Organisation – Tools for Environmental Scanning: SWOT Analysis – PESTLE Analysis – Michael Porter's Approach to Industry Analysis. Environmental Screen Process – Types of Environmental Scanning – Assessment of Business Opportunities.

Entrepreneurship in Practice: Michael Porter's Industry Analysis applied to a chosen Industry or Development of a Business Plan.

UNIT III ENTREPRENEURSHIP IN ACTION (15 Hrs)

Concept and Definition of MSME - Scope, Role of Government in promoting SSI - Business idea generation techniques - Registration of Industries and licencing - Identification of business opportunities - Marketing, Financial, Technical, Legal feasibility - Locational feasibility - Government rules and regulations. Simple Case Studies on Entrepreneurial Challenges.

Entrepreneurship in Practice: Field Study on in one of the MSMEs in your locality.

UNIT IV INSTITUTIONAL FINANCE TO ENTREPRENEURS (15 Hrs)

Central Government store purchase program - National small Industrial corporation - SIDBI, IDBI, TCO, IIFT, IFCI, ICICI, IRBI, Export Import Bank, Trade Development Authority, ECGC, MDA, EDII, IRDP, DIC, SSIB, SISI, SFC, Seed capital. Start-ups and Mudra Banks.

Entrepreneurship in Practice: Field Study in District Industries Centre or Financing Institution.

UNIT V EMERGING TRENDS IN ENTREPRENEURSHIP**(15 Hrs)**

Introduction - Venture capital financing concept and features - Strategic role of venture capital - Venture capital in India - Social and Ethical responsibility of Entrepreneurs – Fillip to Indian Entrepreneurs: Make in India Scheme.

Franchising and acquisition - Marketing mix strategies - Production planning - Manpower planning and Industrial relations - Successful Entrepreneurs.

Entrepreneurship in Practice: Field Study on Successful Entrepreneurs in your locality.

Text Books

1. C.B.Gupta & N.P.Srinivasan, "Entrepreneurial Development", Sultan Chand & Sons, 1st Edition, 2013.
2. S.S. Khanka, "Entrepreneurial Development", Sultan Chand & Sons, 1st Edition, 1999.
3. E. Gordon & K. Natarajan, "Entrepreneurship Development", Himalaya Publishing house, 5th Edition, 2015.

Reference books

1. Abhijit Chatterjee & V. Sharma, "Entrepreneurship Development", Vayu Education of India, 1st Edition, 2020.
2. Vasant Desai, "Dynamics of entrepreneurial development", Wiley Eastern limited, 2nd Edition, 2016.
3. Lall, M & Sahai. S, "Entrepreneurship", Excel Book Publishers, 2nd Edition, 2013.
4. Jayshree Suresh, "Entrepreneurial Development", Margham Publications, 5th Edition, 2019.

Web References

1. <https://www.crectirupathi.com/entrepreneurialdevelopment-notes/>
2. <http://simplynotes.in/entrepreneurialdevelopment>
3. <https://lecturenotes.in/subject/35/entrepreneurship-development-ed>
4. <http://msme.gov.in/allschemes>
5. <http://www.mbaexamnotes.com/businessidea.html>

A20BAD202**COMMERCIAL LAW**

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives:

- To provide a comprehensive understanding on the general principles of contracts
- To orient students about the special contracts
- To make them familiar with the law relating to sale of goods
- To make them conversant with the provisions of Partnership and LLP Acts
- To help students to acquaint with an understanding on Negotiable Instruments

Course Outcomes:

After completion of the course, the students will be able to

CO1 – Demonstrate a clear understanding on the general principles of contracts

CO2 – Explain the special provisions with respect to specific contracts

CO3 – Be conversant with the legal provisions pertaining to sale of goods in India

CO4 – Appreciate and distinguish between Partnership and LLP with reference to Indian Law

CO5 – Show an understanding on Negotiable Instruments and their legal operations in business

UNIT I CONTRACTS LAW: GENERAL PRINCIPLES (12 Hrs)

Contract – meaning, characteristics and kinds - Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Void agreements, Discharge of a contract – modes of discharge, breach and remedies against breach of contract. Contingent contracts, Quasi – contracts.

UNIT II CONTRACTS LAW: SPECIAL CONTRACTS (10 Hrs)

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency.

UNIT III LAW OF SALE OF GOODS (12 Hrs)

Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties - Transfer of ownership in goods including sale by a non-owner. Performance of contract of sale. Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

UNIT IV LAWS OF PARTNERSHIP AND LLP (14 Hrs)

(A) Indian Partnership Act, 1932 - Nature and Characteristics of Partnership, Registration of Partnership Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Modes of Dissolution of Partnership.

(B) The Limited Liability Partnership Act, 2008 - Salient Features of LLP - Incorporation by Registration – Differences between LLP and Partnership, LLP and Company – LLP Agreement – Types of Partners in LLP and their relations – Conversion of Firm and Private Company into LLP.

UNIT V LAW OF NEGOTIABLE INSTRUMENTS (12 Hrs)

Negotiable Instruments – Meaning, Nature and Types – Promissory Note, Bill of Exchange, and Cheque. Parties to Negotiable Instruments – Holder – Holder in due course. Negotiation of Negotiable Instruments – Endorsement – Kinds of Endorsement. Dishonour and Discharge of Negotiable Instruments – Crossing and Bouncing of Cheques.

Text Books

1. Parul Gupta, "Legal Aspects of Business: Concepts and Applications", Vikas Publishing House, 2nd Edition, 2019.
2. M.C. Kuchhal, and Vivek Kuchhal, "Business Law", Vikas Publishing House, 6th Edition, 2019.

3. P.C. Tulsian and Bharat Tulsian, "Business Law", McGraw Hill Education, 3rd Edition, 2017.

Reference Books

1. N.D. Kapoor, "Elements of Mercantile Law", Sultan Chand & Sons, 38th Edition, 2020.
2. Sushma Arora, "Business Laws", Taxmann Publications, 2nd Edition, 2019.
3. Avtar Singh, "Business Law", Eastern Book Company, 4th Edition, 2018.
4. R.S.N. Pillai & Bagavathi, "Business Law", S. Chand Publishing, 3rd Edition, 2010.
5. M.C. Shukla, "A Manual of Mercantile Law", S. Chand Publishing, 9th Edition, 2010.
6. Ravinder Kumar, "Legal Aspects of Business", Cengage Learning, 4th Edition, 2016.

Web References

1. <http://14.139.60.114:8080/jspui/bitstream/123456789/738/19/Commercial%20Law.pdf>
2. <https://www.studocu.com/en-au/document/the-university-of-adelaide/commercial-law-i/lecture-notes/lecture-notes-lecture-all-lectures-commercial-law-exam-notes/654814/view>
3. <https://nexusnotes-media.s3.amazonaws.com/wp-content/uploads/edd/2014/08/Commercial-Law-Exam-Notep.pdf>
4. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-3New-29012021.pdf>
5. <https://www.icsi.edu/media/webmodules/BUSINESS%20ENVIRONMENT%20AND%20LAW.pdf>

A20BAS202**DOCUMENTATION AND
PRESENTATION SKILLS**

L	T	P	C	Hrs
0	0	4	2	60

(Common to B.Com., B.Com. CS & B.B.A.)**Course Objectives**

- To develop basic word processing skills with MS-Word.
- To understand the advanced formatting features of Microsoft Word
- To learn Create, edit, save, print presentations and Format presentations using MS-PowerPoint.
- To add value to the presentation by using the special features

Course Outcomes*After completion of the course, the students will be able to***CO1** - Use Word Processing tool to create professional and academic documents.**CO2** – Demonstrate the understanding of advanced features available in MS-Word.**CO3** - Use MS-PowerPoint to create effective and feature-rich presentations.**CO4** – Add value to the Power Print Slides by using special features**UNIT I UNDERSTANDING WORD PROCESSING****(15 Hrs)**

Formatting: Text and character formatting, Case convert, Paragraph formatting, Line spacing, Paragraph spacing, Bullets and numbering, Paragraph borders and shading, Add Headers and Footers, Control Page Layout, Add a Watermark - Document formatting: Page margins, Page size and orientation, Page breaks, Page borders - Automatic features: AutoCorrect, Create and use AutoText, AutoFormat as you type.

UNIT II: ADVANCED FORMATING IN WORD**(15 Hrs)**

Tables: Insert table, Add and delete rows and columns, Adjust row and column width and height, Merge and split cells, Text direction and alignment, Borders and shading, Table Styles, Delete a table, Table positioning - Adding symbols and hyperlinks - Find and replace: Find options, Find all occurrences, Replace text - Pictures: Insert an image, Resize an image, Wrap text around an image, Move an image - Navigation shortcuts - Work with multiple documents - Spell check and grammar - Document printing – Save a Document to Other Formats

UNIT III MAKING EFFECTIVE PRESENTATIONS**(15 Hrs)**

Creation of Presentation, Creating a Presentation Using a Template, Creating a Blank Presentation, Entering and Editing Text, Inserting And Deleting Slides in a Presentation Preparation of Slides – Viewing A Presentation, Choosing a Set Up for Presentation, Printing Slides And Handouts Slide Show, Running a Slide Show, Transition and Slide Timings, Automating a Slide Show.

UNIT IV CREATING GREAT-LOOKING SLIDES**(15 Hrs)**

Fonts and Text Formatting – Working with WordArt - Designing the Slides – Animations – Working with Slide Masters - Inserting Word Table or An Excel Worksheet, Adding Clip Art Pictures, Inserting Other Objects, Resizing and Scaling an Object Presentation of Slides – Adding Audio and Video to the Presentation – Using Hyperlinks in Presentations.

Text Books

4. Joan Lambert, Curtis Frye, "Microsoft Office 2016 Step by Step", Microsoft Press, 1st Edition, 2015.
5. Stephanie Krieger, Documents, Presentations, and Workbooks: Using Microsoft Office to Create Content That Gets Noticed- Creating Powerful Content with Microsoft Office, 1st Edition, Microsoft Press, 2011.




6. Doug Lowe, "Microsoft Power Point 2016 for Dummies", John Wiley and Sons, 1st Edition, 2016.

Reference Books

4. Miller M, "Computer Basics Absolute Beginner's Guide, Windows 10 Edition", 8th editions, QUE, 2015.
5. Echo Swinford, "My PowerPoint 2016", 1st ed, Pearson Education, 2016.
6. Dan Gookin. Word 2019 For Dummies. John Wiley and Sons.

Web References

6. <http://support.skillscommons.org/showcases/open-courseware/dev-ed/basic-computer-skills-course/>
7. https://www.dit.ie/media/ittraining/msoffice/MOAC_Word_2016_Core.pdf
8. <https://www.youtube.com/watch?reload=9&v=TxLuuNprjXg>
9. <https://www.youtube.com/watch?v=lbc1HX8Jccw>
10. <https://www.office.com/>



A20AET202	PUBLIC ADMINISTRATION (Common to B.A., B.Sc., B.Com., B.B.A. and B.C.A.)	L	T	P	C	Hrs
		2	0	0	2	30

**(Compulsory Course designed as per the directions issued by Government of India, MHRD,
Department of Higher Education (Central University Bureau)
F.No.19-6.2014-Desk U Dated 19-05-2014)**

Course Objectives

- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Understand the concepts and evolution of Public Administration.
CO2 – Be aware of what is happening in the Public Administration in the country.
CO3 – Explain the Territory Administration in the State and the Centre.
CO4 – Appreciate emerging issues in Indian Public Administration.

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION (7 Hrs)

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA (8 Hrs)

Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women’s Commission – CAG.

UNIT III STATE AND UNION TERRITORY ADMINISTRATION (8 Hrs)

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: -Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt. Governor in UT – Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION (7 Hrs)

Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms – The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

Text Books

1. Avasthi and Maheswari, “Public Administration in India” Lakshmi Narain Agarwal, Agra.
2. Ramesh K.Arora, “Public Administration: Fresh Perspective”, Alekh publishers, Jaipur.




Reference Books

1. Appleby P.H, "Policy and Administration", The University of Alabama Press, 1949.
2. Gerald.E. Caden, "Public Administration", Pablidas Publishers, California, 1982.
3. R.B. Jain, "Public Administration in India: 21st Century Challenges for Good Governance", Deep and Deep, 2002.
4. Ramesh K. Arora, "Indian Public Administration", Wishwa Prakashan, 2010.
5. Rumki Basu, "Public Administration: Concept and Theories", Sterling, 2013

Web References

1. <http://cic.gov.in/>
2. <http://www.mha.nic.in/>
3. <http://rti.gov.in/>
4. <http://www.cvc.nic.in/>
5. <https://www.india.gov.in/my-government/whos-who/lt-governors-administrators>



A20BAC202**ADVANCED EXCEL**
(Common to B.Com., B.Com. CS & B.B.A.)

L	T	P	C	Hrs
0	0	4	0	50

Course Objectives

- To manage workbook options and settings
- To understand data formatting
- To learn to create and use advanced formulas and macros
- To manage advanced charts and tables

Course Outcomes

After completion of the course, the students will be able to

CO1 – Handle various workbook options and settings

CO2 – Be conversant with managing and formatting data in excel

CO3 – Effortlessly create and use advanced formulas and macros in excel

CO4 – Create and Use Advanced Tables and Charts in excel

UNIT I MANAGE WORKBOOK OPTIONS AND SETTINGS**(6 Hrs)**

- Manage workbooks: Copy macros between workbooks – Reference data in other workbooks – Enable macros in a workbook – Manage workbook versions.
- Prepare workbooks for collaboration: Restrict editing – Protect worksheets and cell ranges – Protect worksheet structure – Configure formula calculation options – Manage comments.
- Use and configure language options: Configure editing and display languages – Use language-specific features.

UNIT II: MANAGE AND FORMAT DATA**(10 Hrs)**

- Fill cells based on existing data: Fill cells by using Flash Fill – Fill cells by using advanced Fill Series options.
- Format and validate data: Create custom number formats – Configure data validation – Group and ungroup data – Calculate data by inserting subtotals and totals – Remove duplicate records.
- Apply advanced conditional formatting and filtering: Create custom conditional formatting rules – Create conditional formatting rules that use formulas – Manage conditional formatting rules.

UNIT III CREATE ADVANCED FORMULAS AND MACROS**(18 Hrs)**

- Perform logical operations in formulas: Perform logical operations by using nested functions including the IF(), IFS(), SWITCH(), SUMIF(), AVERAGEIF(), COUNTIFS(), MAXIFS(), MINIFS(), AND(), OR(), and NOT() functions.
- Look up data by using functions: Lookup data by using VLOOKUP(), HLOOKUP(), MATCH(), and INDEX() functions.
- Use advanced date and time functions: Reference date and time by using the NOW() and TODAY() functions – Calculate dates by using the WEEKDAY() and WORKDAY() functions.
- Perform data analysis: Summarize data from multiple ranges by using the Consolidate feature – Perform what-if analysis by using Goal Seek and Scenario Manager – Forecast data by using the AND(), IF(), and NPER() functions – Calculate financial data by using the PMT() function.
- Troubleshoot formulas: Trace precedence and dependence – Monitor cells and formulas by using the Watch Window – Validate formulas by using error checking rules – Evaluate formulas.

- Create and modify simple macros: Record simple macros – Name simple macros – Edit simple macros.

UNIT IV MANAGE ADVANCED CHARTS AND TABLES

(16 Hrs)

- Create and modify advanced charts: Create and modify dual axis charts – Create and modify charts including Box & Whisker, Combo, Funnel, Histogram, Map, Sunburst, and Waterfall charts.
- Create and modify Pivot Tables: Create PivotTables – Modify field selections and options – Create slicers – Group PivotTable data – Add calculated fields – Format data.
- Create and modify PivotCharts: Create PivotCharts – Manipulate options in existing PivotCharts – Apply styles to PivotCharts – Drill down into PivotChart details.

Text Books

1. Bill Jelen, “Advanced Excel 2016 in Depth”, BPB Publications, 1st Edition, 2016.
2. Naveen Mishra, “Excel with Microsoft Excel: Comprehensive and Easy Guide to Learn Advanced MS Excel”, Penman Books, 1st Edition, 2019.
3. Ritu Arora, “Advanced Excel 2016 Training Guide”, BPB Publications, 2018.

Reference Books

1. Manisha Nigam, “Advanced Analytics with Excel 2019: Perform Data Analysis using Excel’s Most Popular Features”, BPB Publications, 1st Edition, 2020.
2. L. Winston Wayne, “Microsoft Excel 2019: Data Analysis and Business Modelling”, Prentice Hall of India, 1st Edition, 2019.
3. Ritesh Kumar, “Advanced Excel 2016”, Gyan Vandana Publication, 1st Edition, 2020.
4. Bill Jelen and Tracy Syrstad, “Microsoft Excel 2019 VBA and Macros (Business Skills)”, Microsoft Press, 1st Edition, 2019.

Web References

1. https://www.shastacoe.org/uploaded/Dept/it/training_docs/Excel/Excel_Advanced_Training_Packet.pdf
2. <https://www.uis.edu/informationtechnologyservices/wp-content/uploads/sites/106/2013/04/AdvancedFormulasandFunctions2010.pdf>
3. <https://www.youtube.com/watch?v=hRsuACY8Wdc>
4. <https://www.youtube.com/watch?v=iMbTBLj0WdY>
5. <https://www.youtube.com/watch?v=wBDp9G2zWe8>
6. <https://www.youtube.com/watch?v=d3BYVQ6xIE4>
7. <https://www.youtube.com/watch?v=3xmli1EQBIM>
8. <https://www.youtube.com/watch?v=Q1UzraY0yXg>
9. <https://www.youtube.com/watch?v=F4b-GnvRN4k>

	NATIONAL SERVICE SCHEME	L	T	P	C	Hrs
A20EAL201	(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A.)	0	0	2	1	30

Course Objectives

- To introduce about various activities carried out by national service scheme
- To gain life skills through community service
- To gain awareness about various service activities performed in higher educational institutions.
- To give exposure about the use of technology to uplift the living standards of rural community.
- To induce the feeling of oneness through harmony of self and society

Course Outcomes

After the end of the course, the students will able to

CO1 – Recognize the importance of national service in community development.

CO2 – Convert existing skills into socially relevant life skills.

CO3 – Differentiate various schemes provided by the government for the social development.

CO4 – Identify the relevant technology to solve the problems of rural community.

CO5 – Associate the importance harmony of nation with long term development.

UNIT I INTRODUCTION TO NATIONAL SERVICE SCHEME (6 Hrs)

History and objectives, NSS symbol, Regular activities, Special camping activities, Village adaptation programme, Days of National and International Importance, Hierarchy of NSS unit in college. Social survey method and Data Analysis. NSS awards and recognition. Importance of Awareness about Environment, Health, Safety, Gender issues, Government schemes for social development and inclusion policy, etc.

UNIT II LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER (6 Hrs)

Communication and rapport building, problem solving, critical thinking, effective communication skills, decision making, creative thinking, interpersonal relationship skills, self- awareness building skills, empathy, coping with stress and coping with emotions. Understanding the concept and application of core skills in social work practice, Team work, Leadership, Event organizing, resource planning and management, time management, gender equality, understanding rural community and channelizing the power of youth.

UNIT III EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS (6 Hrs)

Objective and functions of Red Ribbon Club, Swachh Bharath Abhiyan, Unnat Bharat Abhiyan, Jal Shakthi Abhiyan, Road Safety Club, Environmental club and Electoral literacy club.

UNIT IV USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA (6 Hrs)

Understanding community issues, economic development through technological development. Selection of appropriate technology, Understanding issues in agriculture, fishing, artisans, domestic animals, health and environment.

UNIT V NATIONAL INTEGRATION AND COMMUNAL HARMONY (6 Hrs)

The role of Youth organizations in national integration, NGOs, Diversity of Indian Nation, Importance of National integration communal harmony for the development of nation, Indian Constitution, Building Ethical human Relationships, Universal Human Values, Harmony of self and Harmony of nation.

Reference Books

1. Joseph, Siby K and Mahodaya Bharat, "Essays on Conflict Resolution", Institute of Gandhian Studies, Wardha, 1st Edition, 2007.
2. Barman Prateeti and Goswami Triveni, "Document on Peace Education", Akansha Publishing House, 1st Edition, 2009.
3. Sharma Anand, "Gandhian Way", Academic Foundation, 1st Edition, 2007.
4. Myers G. Davi, "Social Psychology", Tata Mc.Graw Hill Education, 1st Edition, 2007.
5. Taylor E. Shelly et al, "Social Psychology", Pearson Prentice Hall, 12th Edition, 2006.
6. Madhu, "Understanding Life Skills", Background Paper prepared for "Education for all: The leap to equality", Government of India report, 2003.
7. Sandhan, "Life Skills Education: Training Module", Society for education and development, 1st Edition, 2005.
8. Radakrishnan Nair and Sunitha Rajan, "Life Skill Education: Evidences form the field", RGNIYD publication, 1st Edition, 2012.
9. National Service Scheme Manual (Revised), Government of India, Ministry of Youth Affairs and Sports, 2018.
10. M. B. Dishad, "National Service Scheme in India: A Case study of Karnataka", Trust Publications, 1st Edition, 2001.

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1. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
2. <http://en.wikipedia.org/wiki/national-service-scheme> 19=<http://nss.nic.in/adminstruct>
3. <http://nss.nic.in/propexpan>
4. <http://nss.nic.in>
5. <http://socialworknss.org/about.html>

A20BAT305	MARKETING MANAGEMENT	L	T	P	C	Hrs
		5	0	2	6	90

Course Objectives

- To understand basic Marketing Concepts, Marketing approaches and environmental factors affecting marketing functions.
- To explain various buying motives and marketing segmentation.
- To be familiar with Product and Pricing strategies.
- To understand about various distribution channels and promotional mix.
- To evaluate the importance of recent trends in marketing.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their conceptual understanding in marketing and marketing mix.

CO2 – Develop skills and ability in market segmentation and buyer behavior.

CO3 – Understand the importance of product and pricing of a product.

CO4 – Develop their skills and ability in distribution channels and promotional techniques.

CO5 – Demonstrate their ability in recent trends in marketing.

UNIT I FUNDAMENTALS OF MARKETING (18 Hrs)

Fundamentals of Marketing - Approaches to the study of Marketing - Modern Marketing concept - Marketing Environment - Marketing and selling - Concept of Marketing mix - Marketing information system - Role of marketing in modern business.

UNIT II MARKETING SEGMENTATION AND CONSUMER BEHAVIOUR (18 Hrs)

Concepts and Benefits of Segmentation - Bases of Segmentation - Consumer Behavior-Meaning and definition - Buying motives - Buyer behavior model - Consumer buying decision process - Targeting - Positioning tools and strategies. Simple Case Studies on Market Segmentation and Consumer Behaviour.

UNIT III PRODUCT AND PRICING (18 Hrs)

Concept of Product; Consumer and Industrial Goods; Product Line and Product Mix Decisions; Product Life Cycle- Meaning and Stages; Product Planning and Development: Concept and Steps. Packaging- Role and Functions; Branding: Concept and Elements; Price: Concept and Importance, Factors Affecting Price. Pricing Strategies: Price Discrimination, Price Skimming, Penetration Pricing and Discounts. Pricing Methods: Cost Based, Competitor Based and Demand Based Pricing. Simple Case Studies on Pricing Decisions.

UNIT IV DISTRIBUTION AND PROMOTION (18 Hrs)

Promotion: Meaning and Importance, Promotion Mix: Advertising- Definition Features and Functions; Advertising Media Legal and Ethical Aspects of Advertising; Personal Selling: Meaning, Functions and Steps; Role of a Salesman in Selling Process - Characteristics of a Good Salesman; Publicity and Public Relations. Sales Promotion: Meaning, Nature and Functions; Types of Sales Promotion- Sales Promotion Techniques. Distribution: Meaning And Importance - Stages of Distribution - Product Distribution Channels: Concept and Functions of Channels; Role of Intermediaries- Retailing of Products: Formats- Unorganized and Organized; Department Stores, Supermarkets, Hyper Markets, Chain Stores, and Electronic Retailing. Simple Case Studies on Distribution and Promotion Decisions.

UNIT V RECENT TRENDS IN MARKETING (18 Hrs)

Tele Marketing - SMS Marketing - Digital Marketing - Green and grey marketing - Virtual Marketing - advantages and disadvantages - Relationship Marketing - CRM - advantages and disadvantages.

Text Books

1. R.S.N. Pillai & Bagavathi, "Marketing Management", Sultan Chand & Sons, 5th Edition, 2014.
2. C.B.Gupta & Rajan Nair, "Marketing Management", Sultan Chand & Sons, 8th Edition, 2009.
3. Rajan Saxena, "Marketing Management", Tata McGraw Hill Publishing, 5th Edition, 2014.

Reference Books

1. Philip Kotler, "Marketing Management", Prentice Hall, 9th Edition, 2008
2. J.C.Gandhi, "Marketing Management", Tata Mc Graw Hill, 5th Edition, 1985.
3. R.S.N.Pillai & Bagavathi, "Modern Marketing", S. Chand Publishing, 6th Edition, 2008.

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2. <http://www.uobabylon.edu.in>
3. <https://www.studycli.blob.windows.net>
4. <https://cms.sinhad.edu>
5. <https://www.managementstudyguide.com>

A20BAT306

L T P C Hrs



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



ORGANISATIONAL BEHAVIOUR 4 0 0 4 60

Course Objectives

- To enable the students to acquire knowledge of organizational behaviour.
- To familiarize the students with the basic concepts of individual behaviour and organizational behaviour.
- To enable the students to catch an idea about inter-personal and group behaviour.
- To acquire knowledge regarding the motivation and leadership.
- To evaluate the importance of stress management.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their conceptual understanding in marketing and marketing mix.

CO2 – Evaluate individual behaviour.

CO3 – Understand the different concepts of Group behaviour and team work.

CO4 – Critically analyses the theories of leadership and motivation.

CO5 – Understand and deal with organisational change, development and stress

UNIT I INTRODUCTION TO ORGANISATIONAL BEHAVIOUR **(12 Hrs)**

Organizational Behaviour (OB): Meaning-Features-Nature and Scope of OB-The Basic Assumptions of OB, Major Disciplines and their Contributions to OB; Concepts of Strategic Organisational Behaviour and International Organisational Behaviour.

UNIT II INDIVIDUAL BEHAVIOUR **(12 Hrs)**

Individual Behaviour: Factors Affecting Individual Behaviour-Basic Psychological Process -Personality, Determinants Of Personality - Personality Traits – Perception, Perceptual Process -Factors Affecting Perception - Learning, Theories of Learning - Social Learning- Learning Curve.

UNIT III GROUP BEHAVIOUR **(12 Hrs)**

Group: Concept of Group Dynamics - Features of Group - Types of Group Behaviour - Formal and Informal Group Behaviour - Group Norms - Group Cohesiveness. Teamwork- Types of Teams-Team Building-Team Roles- Team Norms- Team Cohesiveness. Simple Case Studies on Group Behaviour.

UNIT IV MOTIVATION, LEADERSHIP AND ORGANISATIONAL CLIMATE **(12 Hrs)**

Motivation- Concept, Theories-Maslow's, Herzberg's and McGregor's, X and Y theories; Financial and Non-Financial Motivation. Leadership - Types - Theories - Modern Approach to Leadership Theories - Leadership Styles. Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity. Simple Case Studies on Motivation, Leadership and Organisational Climate.

UNIT V STRESS MANAGEMENT **(12 Hrs)**

Stress Management - Meaning, Types of Stress - Causes of Stress Consequences of Work Stress-Conflict, Types of Conflicts - Levels of Conflict, Conflict Resolution-Organisational Development - Meaning, Need, Benefits and Limitations -Steps in OD - Organisational Changes. Simple Case Studies on Stress Management and Organisation Development.

Text Books

1. Edwin Gerlof, "Organization Theory and Design", McGraw Hill, 4th Edition, 2015.
2. Robin. S. P, "Organizational Behaviour", Pearson Education India, 5th Edition, 2013.




3. Aswathappa, "Organizational Behaviour", Himalaya Publishing House, 6th Edition, 2014.

Reference Books

1. Fred Luthans, " Organisational Behaviour", McGraw Hill Education, 5th Edition, 2008.
2. Danial C. Fieldman and Hugh Arnold," Managing Individual and Group Behaviour in organization", McGraw hill, 7th Edition, 2011.
3. Henry Mintzberg, "The Structure of Organization",Prentice Hall, 4th Edition, 2011.

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2. <http://www.simplynotes.com>
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5. <http://www.bput.ac.in>

A20BAD303

L T P C Hrs



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



Reference Books

1. Richard Levin, David S. Rubin, "Statistics for Management", Pearson Education, 8th Edition, 2017.
2. Gupta. S. P., "Statistical Methods", Sultan Chand & Sons, 46th Edition, 2021.
3. Srivatsava. T.N. and Shailaja Rego, "Statistics for Management", Tata Mc Graw Hill, 3rd Edition, 2008.
4. Gupta. S. P., Gupta. P.K and Manmohan, "Business Statistics and Operations Research", Sultan Chand & Sons, 5th Edition, 2011.
5. Hooda, R. P., "Statistics for Business and Economics", Vikas Publishing House, 5th Edition, 2013.

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1. <https://www.icaai.org/post/sm-foundation-p3-may2021onwards>
2. https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper4-Revised.pdf
3. <https://statlearning.class.stanford.edu>
4. www.mit.edu
5. <https://www.tutorialspoint.com/statistics/index.htm>



A20BAE301**COMPANY LAW**

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To understand different kinds of companies, and the steps involved in the formation of a joint stock company
- To explain the contents of memorandum and articles of association and the procedure for the alteration of its contents
- To comprehend the meaning and types of shares and share capital
- To compare different types of members and company directors, as well as their appointment procedure
- To show an understanding on different types of company meetings, and winding-up.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Express the steps involved in the formation of a joint stock company.
- CO2** – Demonstrate an understanding of vital documents for company incorporation and the alteration procedure.
- CO3** – Explain different types of shares and share capital, and the related guidelines.
- CO4** – Demonstrate complete understanding on Company Membership and Directors
- CO5** – Describe the procedure involved in the conduct of different types of company meetings and in different types of winding-up of companies.

UNIT I FORMATION OF A COMPANY**(12 Hrs)**

Definition of a company – characteristics – One Person Company; Kinds of Companies - Formation of Company – Incorporation – Documents to be filed with the Registrar – Certificate of Incorporation – Effects of Registration – Promoter; Duties and Liabilities of Promoters – Preliminary contracts.

UNIT II MEMORANDUM OF ASSOCIATION**(12 Hrs)**

Memorandum of Association – Significance - Contents – Alteration. Articles of Association – contents – Alteration, Distinction between MoA and AoA; Doctrine of constructive notice – Indoor management – Ultra Vires; Prospectus – Contents – Red herring prospectus – Shelf prospectus – misstatement in prospectus and their consequences - statement in lieu of prospectus – deemed prospectus – commencement of business – minimum subscription.

UNIT III CAPITAL OF THE COMPANY**(10 Hrs)**

Share – Meaning and Types – Shares and Stock - Share capital – meaning – kinds – certification of Shares - Calls on Shares – Forfeitures of shares – alteration of capital – reduction of capital – procedures for reduction of capital – application of premium received and prohibition on discount on shares – Right shares – guidelines for issue of fresh capital – Bonus shares. Debentures – Kinds of Debentures – Procedures for issue of debentures.

UNIT IV MEMBERSHIP AND ADMINISTRATION**(12 Hrs)**

Member and shareholder – Qualification – Cessation of membership- rights and liabilities of members – register and index of members; Directors; Board of Directors – Appointment of Directors – Selection of Independent Directors – Appointment of Additional Directors – Disqualification for appointment of directors- duties of directors – vacation of office, resignation and removal of directors; appointment of Managing Director, Whole time director or manager – rights and powers of MD – remuneration.

UNIT V MEETINGS AND WINDING UP**(14 Hrs)**

Company Meetings – Board Meetings, Committee Meetings & Shareholders Meetings. Annual General Meeting – Extra Ordinary General Meeting; Notice, Quorum, Agenda, Chairman, Businesses at the meeting, Poll, Resolution, Minutes, Proxies. Winding up of Companies: modes of winding up – Company Liquidator.

Text Books

1. Parul Gupta, "Legal Aspects of Business: Concepts and Applications", Vikas Publishing House, 2nd Edition, 2019.
2. G.K. Varshney, "Company Law and Secretarial Practice", Sahitya Bhawan Publications, 3rd Edition, 2017.
3. M.C. Kuchhal, "Modern Indian Company Law", Mahavir Publication, 28th Edition, 2019.

Reference Books

1. N.D. Kapoor, "Company Law and Secretarial Practice", Sultan Chand and Sons, 31st Edition, 2020.
2. Avtar Singh, "Company Law", Eastern Law House, 17th Edition, 2018.
3. R.S.N.Pillai and Bagavathi, "Business Law", S.Chand and Company,
4. S.K. Tuteja, "Company Secretarial Practice", Sultan Chand and Sons, 14th Edition, 2019.
5. P.P.S.Gogna, "A Text Book of Company Law", Himayala Publishing House, 7th Edition, 2019.
6. P.K.Ghosh & Dr.V.Balachandran, "Outline of Company Secretary Practice", Vikas Publishers, 3rd Edition, 2018.

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1. https://gurukpo.com/Content/B.Com/Company_law_&_Sec._Practice.pdf
2. <https://www.icsi.edu/media/webmodules/publications/FULL%20BOOK-PP-CSP-PART-A-PDF%20FILE.pdf>
3. <https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/bachelors-of-business-administration/lecture-notes/company-law-secretarial-practice-notes/3321256/view>
4. <https://www.icsi.edu/media/webmodules/CompanyLaw.pdf>
5. <https://www.icsi.edu/media/webmodules/FinalCompanyLawBook22092020.pdf>

A20BAE302	INDIAN ECONOMY (Common to B.Com., B.Com. CS & B.B.A.)	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To understand the characteristic features of Under development.
- To explain the concept of Planning and Five-year Plans.
- To make them aware of the major problems in Indian economy.
- To demonstrate the Importance of agriculture and its role.
- To understand the role of Industries and New Industrial policy.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate the conceptual understanding of Under developed economy.

CO2 – Integrate knowledge on Planning and Progress of Five-year plans.

CO3 – Know about the Major Problems in Underdeveloped economy.

CO4 – Exhibit the importance of agriculture.

CO5 – Know about the role of Industries of in economic development.

UNIT I UNDER DEVELOPMENT**(12 Hrs)**

Features of underdeveloped economy - Economic development - concepts of growth and development - Indicators of economic development - capital formation - Human and physical - Savings and investors pattern.

UNIT II PLANNING**(12 Hrs)**

Planning - Planning in India - Strategy of Indian Planning - Five-year Plans - Achievements and failures - Economic Development under five-year plans - NITI AAYOG

UNIT III POVERTY AND UNEMPLOYMENT**(12 Hrs)**

Major Problems of Indian Economy - Poverty and Inequality - Meaning and Types - causes - Poverty and Eradication Measures - Unemployment - Meaning - Types - Causes - Measures

UNIT IV AGRICULTURE**(12 Hrs)**

Agriculture - Contribution to Economic Development - Food Problem - Methods of solving - Measures to increase Agriculture Production - Land Reforms - Green Revolution.

UNIT V INDUSTRIES**(12 Hrs)**

Industries - Role of Industries in Economic Development - (large scale and small scale) - New Economic Policy 1991 - Capitalisation, Privatization, Globalization, (LPG)- Issues and Benefits.

Text Books

1. Dutt & Sundaram, "Indian Economy", S.Chand & Co., 72nd edition 2016.
2. Dr.S.Sankaran, "Indian Economy", Margham publications, 2nd edition, 2018.
3. I.C.Dhingra, "Indian Economy", Sultan Chand & Sons, 28th edition 2014.

Reference Books

1. A.C. Fernando, "Indian Economy", Pearson Education, 12th Edition, 2019.
2. B.A. Prakash, "The Indian Economy since 1991: Economic Reforms and Performance", Pearson Education, 2nd Edition, 2018.
3. Mishra & Puri, "Indian Economy: Its Development Experience", Himalaya Publishing House, 1st Edition, 2019.

4. V.K.Puri & S.K.Mishra, "Indian Economy", Himalaya Publishing house, 38th edition, 2020.
5. Ramesh Singh, "Indian Economy", Tata McGraw Hill, 12th edition, 2021.
6. Sriram Srirangam & Manish Kumar & Rohith Deo Jha, "Indian Economy Principles, Policies and progress", Pearson Education, 2nd edition, 2020.

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2. <https://gradeup.co/overview-of-indian-economy-i>
3. <https://www.jagranjosh.com/general-knowledge/indian-economy-a-complete-study-material-1464929494-1>
4. <https://athiyamanteam.com/wp-content/uploads/2020/04/Indian-Economics-Full-Pdf-EM.pdf>
5. <https://www.clearias.com/economics/>



A20BAE303	TOTAL QUALITY MANAGEMENT	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To enable the students to acquire knowledge on quality philosophies.
- To familiarize the students with the basic concepts and principles of quality management.
- To enable the students to catch an idea Statistical process control.
- To acquire knowledge regarding TQM tools.
- To evaluate the importance of quality procedures.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Understand quality concepts and philosophies of TQM.
CO2 – Apply TQM principles and concepts of continuous improvement.
CO3 – Apply and analyze the quality tools, management tools and statistical fundamentals to improve quality.
CO4 – Understand the TQM tools as a means to improve quality.
CO5 – Remember and understand the quality systems and procedures adopted.

UNIT I INTRODUCTION TO QUALITY MANAGEMENT (12 Hrs)

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT (12 Hrs)

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT III STATISTICAL PROCESS CONTROL (12 Hrs)

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability.

UNIT IV TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT (12 Hrs)

Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION (12 Hrs)

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

Text Books

1. Oakland.J.S. , "Total Quality Management", Butterworth –cinemannltd Oxford, 3rd Edition, 2003.
2. Shridhara Bhat K, " Total Quality Management – Text and Cases", Himalaya Publishers, 1st Edition, 2002.
3. V.S Bagad, "Total Quality Management", Technical Publications, 1st Edition, 2008.

Reference Books

1. Dale H. Besterfield, "Total Quality Management", Pearson Education, 3rd Edition, 2011.
2. S. Rajaram, "Total Quality Management", Dreamtech Press, 1st Edition, 2008.
3. Feigenbaum.A.V, "Total Quality Management", McGraw-Hill Professional , 4th Edition, 2008.

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2. [http://www.maetrics.com/quality management](http://www.maetrics.com/quality%20management)
3. <https://www.educba.com>
4. <https://velhightech.com>
5. <https://www.researchgate.net>



**Open Electives offered to the students of
B.C.A., B.Sc. Chemistry, Computer Science, Physics, Mathematics, Visual
Communication, Biotechnology, Nutrition and Dietetics,
B.A. English, Tamil, Journalism and Mass Communication
by the Department of Commerce and Management**

	FUNDAMENTALS OF ACCOUNTING AND FINANCE	L	T	P	C	Hrs
A20CMO307	(Common to B.A., B.Sc. and B.C.A.)	2	0	0	2	30

Course Objectives

- To understand the basic concepts of accounting and finance.
- To demonstrate the income statement.
- To be familiar with the balance sheet.
- To develop their skills in the cash flow statement.
- To explain the foundations of finance.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their conceptual understanding in accounting and finance.

CO2 – Develop skills and ability in the income statement.

CO3 – Understand the importance of balance sheet.

CO4 – Work with cash flow statement.

CO5 – Demonstrate their ability in foundations of finance.

UNIT I MEANING OF ACCOUNTING AND FINANCE**(6 Hrs)**

Business – Concept and Meaning – “Accounting is the Language of the Business” – Concept and Meaning of Accounting – Importance of Accounting in Business – Concept and Meaning of Finance – Importance of Finance in Business – Inter-relation between Accounting and Finance.

UNIT II THE INCOME STATEMENT**(6 Hrs)**

Income Statement – Meaning and Importance – Format and Structure of Income Statement – Income Statement of Corporate Entities – How to read and basically understand Income Statements.

UNIT III THE BALANCE SHEET**(6 Hrs)**

Balance Sheet – Meaning and Importance – Format and Structure of Balance Sheet – Horizontal and Vertical Forms of Balance Sheet – How to read and basically understand Balance Sheets.

UNIT IV THE CASH FLOW STATEMENT**(6 Hrs)**

Cash Flow Statement – Meaning and Importance – Format and Structure of Cash Flow Statement – Relevance of Accounting Standard 3 in preparation of Cash Flow Statements – How to read and basically understand Cash Flow Statements.

UNIT V FOUNDATIONS OF FINANCE**(6 Hrs)**

Financial Decisions – Types and Significance – Procurement of Funds – Sources of Funds: Long-Term, Intermediate, Short-Term and Spontaneous sources – Deployment of Funds – Investment of Funds in

Long-Term and Short-Term Assets – Need for both types of Investments in business – Effective use of Surplus of Funds through short-term Investments.

Text Book

1. A.S. Kannan, “Fundamentals of Accounting and Finance”, Margham Publications, 1st Edition, 2021.

Reference Books

1. Subhash Chandra Das, “Business Accounting and Financial Management”, PHI Learning, 1st Edition, 2018.
2. Jai Kumar Batra, “Accounting and Finance for Non-Finance Managers”, Sage Publications, 1st Edition, 2019.
3. Meredith, “Accounting and Financial Management for Business Decisions”, McGraw Hill Education, 1st Edition, 2008.

Web References

1. <https://smartasset.com/investing/the-difference-between-accounting-and-finance>
2. <https://corporatefinanceinstitute.com/resources/knowledge/accounting/income-statement/>
3. <https://www.freshbooks.com/hub/accounting/read-balance-sheet>
4. <https://bench.co/blog/accounting/cash-flow-statements/>
5. <https://www.vedantu.com/commerce/financing-decisions>

**Open Electives offered to the students of
B.C.A., B.Sc. Chemistry, Computer Science, Physics, Mathematics, Visual
Communication, Biotechnology, Nutrition and Dietetics,
B.A. English, Tamil, Journalism and Mass Communication
by the Department of Commerce and Management**

	FUNDAMENTALS OF MANAGEMENT	L	T	P	C	Hrs
A20CMO308	(Common to B.A., B.Sc. and B.C.A.)	2	0	0	2	30

Course Objectives

- To provide an in-depth understanding of Management Concepts.
- To explain purpose and types of planning.
- To be familiar with nature and functions of organisation and delegation.
- To understand various methods of directing and theories of motivation.
- To evaluate the importance of coordination in harmonizing the organizational activities, and the significance of controlling in attaining the goals.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding and application of principles and functions of management.
- CO2** – Appreciate the purpose and types of planning, MBO.
- CO3** – Develop skills and ability to work in groups to achieve organizational goals and understand the principles of and issues in the delegation of authority
- CO4** – Demonstrate their ability in applying theories of motivation in work situations.
- CO5** – Understand the importance of coordination in management as well as controlling function.

UNIT I NATURE OF AND APPROACHES TO MANAGEMENT (6 Hrs)

Management – Definition, Meaning and Nature – Scope and Functions- Approaches to Management – Role and Functions of Manager- Levels of Management – Management as Art or Science or Profession.

UNIT II PLANNING (6 Hrs)

Planning – Meaning, Nature and Purpose of Planning - Steps in Planning – Characteristics of a Sound Plan - Types of Planning – Planning Premises – Management By Objectives (MBO).

UNIT III ORGANISING (6 Hrs)

Organization – Meaning, Nature – Principles – Functions of Organization. Different forms of organization – Formal and Informal Organization. Delegation of Authority – Importance of Delegation - Advantages of Delegation – Problems of Delegation - Span of Management – factors affecting Span of Management.

UNIT IV DIRECTION AND MOTIVATION (6 Hrs)

Essential elements of Direction- Principles of Direction – Importance of Direction – Supervision – Meaning, Types of supervision – Motivation – Definition, Nature of motivation – Importance of Motivation – types of Motivation- Theories of motivation – Theory 'X', 'Y', & 'Z'- Maslow's Hierarchy of needs.




UNIT V COORDINATING AND CONTROLLING**(6 Hrs)**

Coordination – Meaning, Nature and Characteristics – Controlling: Meaning, Objectives of controlling – Principles of controlling – Importance of controlling, controlling techniques.

Text Books

1. C.B. Gupta, "Business Management", Sultan Chand Sons, 9th Edition, 2012.
2. L.M. Prasad, "Principles and Practice of Management", Sultan Chand & Sons, 9th Edition, 2015.
3. Koontz O'Donnell, "Essentials of Management", Tata McGraw Hill, 7th Edition, 2007.

Reference Books

1. J.A.F. Stoner, R.E. Freeman & Daniel R. Gilbert, "Management", Pearson Education, 6th Edition, 2004.
2. Y.K. Bhushan, "Business Organisation and Management", Sultan Chand & Sons, 11th Edition, 2013.
3. P.C. Tripathi & P.N. Reddy, "Principles of Management", Tata McGraw Hill, 5th Edition, 2012.
4. Stephen P. Robbins & Mary Coulter, "Management", Prentice Hall of India, 10th Edition, 2009.

Web References

1. <https://www.studynama.com/community/threads/business-organisation-management-notes-pdf-ebook-for-b-com-first-year.2735/>
2. <http://www.gupshupstudy.com/notes/business-organization-and-management-3635>
3. <https://sol.du.ac.in/solsite/Courses/UG/StudyMaterial/02/Part1/BOM/English/SM-1.pdf>
4. <http://www.mbaexamnotes.com/principles-of-management.html>
5. <https://icmai.in/upload/Students/Syllabus2016/Foundation/Paper-1New-29012021.pdf>

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Communication, Biotechnology, Nutrition and Dietetics,
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A20CMO309	FUNDAMENTALS OF MARKETING	L	T	P	C	Hrs
	(Common to B.A., B.Sc. and B.C.A.)	2	0	0	2	30

Course Objectives

- To understand basic Marketing Concepts, Marketing approaches and environmental factors affecting marketing functions.
- To explain various buying motives and marketing segmentation.
- To be familiar with Product.
- To understand about various pricing strategies.
- To evaluate the importance of promotional strategies.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding in marketing and marketing mix.
CO2 – Develop skills and ability in market segmentation and buyer behavior.
CO3 – Understand the importance of product.
CO4 – Develop their skills and ability in pricing techniques.
CO5 – Demonstrate their ability in promotion.

UNIT I FUNDAMENTALS OF MARKETING**(6 Hrs)**

Fundamentals of Marketing - Approaches to the study of Marketing - Concept of Marketing mix - Marketing information system - Role of marketing in modern business.

UNIT II MARKETING SEGMENTATION AND CONSUMER BEHAVIOUR**(6 Hrs)**

Concepts and Benefits of Segmentation - Bases of Segmentation - Consumer Behavior-Meaning and definition - Buying motives - Buyer behavior model - Consumer buying decision process

UNIT III PRODUCT**(6 Hrs)**

Concept of Product; Consumer and Industrial Goods; Product Line and Product Mix Decisions; Product Life Cycle- Meaning and Stages; Product Planning and Development: Concept and Steps. Packaging- Role and Functions; Branding: Concept and Elements;

UNIT IV PRICING**(6 Hrs)**

Price: Concept and Importance, Factors Affecting Price. Pricing Strategies: Price Discrimination, Price Skimming, Penetration Pricing and Discounts. Pricing Methods: Cost Based, Competitor Based and Demand Based Pricing.

UNIT V PROMOTION**(6 Hrs)**

Promotion: Meaning and Importance, Promotion Mix: Advertising- Definition Features and functions; Advertising Role of a Salesman in Selling Process - Characteristics of a Good Salesman; Publicity and




Public Relations. Sales Promotion: Meaning, Nature and Functions; Types of Sales Promotion- Sales Promotion Techniques.

Text Books

1. R.S.N.Pillai & Bagavathi," Modern Marketing", S.Chand & Co, 5th Edition 2000.
2. C.B.Gupta and Rajan Nair, "Marketing Management", Sultan Chand & Sons, 4th Edition 2009.
3. Rajan Saxena, "Marketing Management", Tata McGraw Hill Publishing Company Limited, 6th Edition, 2014,

Reference Books

1. Philip Kotler, "Marketing Management", Prentice Hall, 9th Edition 2008.
2. Ramaswamy & Namakumari, Marketing", Macmillan India Ltd,3rd Edition ,2010.
3. Rajan Nair & Sanjith R.Nair, "Marketing", Sulthan chand & Sons, 5th Edition, 2014.

Web References

1. <https://www.studocu.com/promotional-techniques>
2. <http://www.uobabylon.edu.in/marketing-segmentation>
3. <https://www.googleadservices.com>
4. <https://www.economicdiscussion.net/marketing-management/>
5. <https://www.businessmanagementideas.com/notes/notes-on-marketing>



A20BAP307	DESIGN THINKING (Common to B.Com., B.Com. CS & BBA)	L	T	P	C	Hrs
		0	0	2	1	30

Course Objectives

- To understand the basic concepts and importance of Design Thinking
- To elaborate Thinking Approach, Research and Analysis
- To build up Thinking in Practice

Course Outcomes

After completion of the course, the students will be able to:

CO1 – Illustrate their conceptual understanding and bring Innovation through Design

CO2 – Develop skills and ability in designing business and innovation

CO3 – Understand their ability towards wicked problem solving

UNIT I – INTRODUCTION AND PROBLEM DISCOVERY (6 Hrs)

Background - Introduction to Design Thinking and its Definition - Business uses of Design Thinking - Variety within the Design Thinking Discipline - Design Thinking Mindset- People Centered Design & Evoking the 'right Problem'.

UNIT II – DESIGN THINKING APPROACH, RESEARCH AND ANALYSIS (10 Hrs)

Fundamental Concepts - Empathy - Ethnography - Divergent Thinking - Convergent Thinking - Visual Thinking - Assumption Testing - Prototyping - Time for Learning and Validation - Design Thinking Resources - People - Place - Materials - Organizational Fit - Design Thinking Processes - Numerous Approaches - Double Diamond Process - 5-Stage school Process - Designing for Growth Process - Role of Project Management – People and context Research and Design insights and Strategy.

UNIT III – CONCEPTING AND BUILDING, DESIGN THINKING IN PRACTICE (14 Hrs)

Conceptual Designs, create a concept, Storyboarding and Rapid Prototyping; Process Stages of Designing for Growth - What Is - What If - What Wows - What Works - Design Thinking Tools and Methods - Purposeful Use of Tools and Alignment with Process - What Is: Visualization, Journey Mapping, Value Chain Analysis, Mind Mapping, Brainstorming, Concept Development - What Wows: Assumption Testing - What Wows: Rapid Prototyping - What Works: Customer Co-Creation - What Works: Learning Launch - Design Thinking Application - Design Thinking Applied to Product Development – Usability Testing, Refine and Enhance Design and Define Pitch.

Text Books

1. Bala Ramadurai, "Karmic Design Thinking", Self Publisher, 1st Edition, 2020.
2. Teun Den Dekkar, "Design Thinking", Routledge, 1st Edition, 2021.
3. Roger L. Martin, "The Design of Business: Why Design Thinking is the next competitive advantage", Harvard Business Review Press, 3rd Edition, 2009.

Reference Books

1. Michael Lewrick, Patricj Link, Larry Leifer, "The Design Thinking Toolbar: A Guide to Mastering the most popular and value innovation methods", Wiley, 1st Edition, 2020.
2. Eli Woolery, Joey Schaljo, "Design Thinking Handbook", InVision (Publisher), 1st Edition, 2019.
3. Tim Brown, "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", Harper Collins e-books, 1st Edition, 2009.

Web References

1. <https://www.interaction-design.org/literature/article/what-is-design-thinking-and-why-is-it-so-popular>
2. <https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>
3. <https://hbr.org/2018/09/why-design-thinking-works>
4. <https://mitsloan.mit.edu/ideas-made-to-matter/design-thinking-explained>
5. <https://www.invisionapp.com/inside-design/what-is-design-thinking/>
6. <https://nptel.ac.in/courses/110/106/110106124/>



A20BAD304	STATISTICAL ANALYSIS USING SOFTWARE	L	T	P	C	Hrs
	(Common to B.Com., B.Com. CS & BBA)	0	0	4	2	60

Course Objectives

- To explain how to work with SPSS.
- To understand tabulation and graphical representation of data.
- To be familiar with measures of central tendency and dispersion.
- To demonstrate the tests of significance.
- To explain the importance of ANOVA.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding in SPSS.
CO2 – Develop skills and ability in tabulation and graphical representation of data.
CO3 – Work with measures of central tendency and dispersion.
CO4 – Develop their skills and ability in tests of significance.
CO5 – Demonstrate their ability in ANOVA.

UNIT I GETTING STARTED WITH SPSS**(10 Hrs)**

Introduction to SPSS – Role of SPSS – Getting started with SPSS – Data Editor, Data View, Variable View – Input of Data in SPSS – Direct input, Import of Data from an Excel file, Preparing data file for a seamless input into SPSS.

UNIT II TABULATION AND GRAPHICAL REPRESENTATION OF DATA**(16 Hrs)**

Classification – Objectives – Frequency Distribution – Meaning – Univariate and Bivariate, Terminology pertaining to Frequency Distribution – Construction of Frequency Distribution Tables – Saving Input Data – Saving SPSS Output; Cross Tabulation – Meaning and Objectives – Doing Cross Tabulation – Lab Exercise. Bar Diagrams – Simple bar diagrams – Sub divided bar diagrams – Multiple bar diagrams; Histogram; Pie Charts – Editing the Graphs – Editing Pie Charts – Lab Exercise.

UNIT III MEASURES OF CENTRAL TENDENCY AND DISPERSION**(10 Hrs)**

Mean – Simple Mean – Weighted Mean, Median – Quartiles – Deciles – Percentiles, Mode – Geometric Mean – Harmonic Mean – Lab Exercise. Range – Standard Deviation – Variance – Skewness – kurtosis – Interpretation of Skewness and Kurtosis – Kolmogorov Smirnov Test – Lab Exercise.

UNIT IV TESTS OF SIGNIFICANCE**(14 Hrs)**

Meaning of Tests of significance – Hypothesis – Null and Alternate – one-Tailed and Two-Tailed Tests – Type I and Type II Errors – Criteria used by SPSS for deciding on the significances: (i) p-value (ii) Level of significance – Other terminologies pertaining to Tests of Significance – Sample and Population – Statistic and Parameter – Sampling Distribution – Standard Error – Difference between Standard Deviation and Standard Error – Variance – Degree of Freedom – Categorical variables – Nominal Variable and Ordinal Variable – Continuous Variable – Interval Variable and Ratio variables.

UNIT V ANALYSIS OF VARIANCE (ANOVA)**(10 Hrs)**

Meaning – Causes of Variation – Assignable causes and Chance causes – Assumptions underlying ANOVA – one-way ANOVA – Meaning and Illustrations – post Hoc Analysis – Tukey's Test – Illustrations – Two-way ANOVA – Meaning and Illustrations – Lab Exercises.




Text Books

1. H. Premraj, "SPSS: Statistical Package for Social Sciences", Margham Publications, 1st Edition, 2018.
2. IBM, "IBM SPSS Statistics 25 Brief Guide", IBM, 1st Edition, (n.d.)
3. Vijay Gupta, "SPSS for Beginners", VJ Books Inc., 1st Edition, 1999.

Reference Books

1. Andy Field, "Discovering Statistics using IBM SPSS", Sage Publications, 4th Edition, 2013.
2. Keith McCormick & Jesus Salcedo, "SPSS for Dummies", John Wiley & Sons, 3rd Edition, 2015.
3. Julie Pallant, "SPSS Survival Manual", Open University Press, 3rd Edition, 2007.

Web References

1. <https://www.spss-tutorials.com/basics/>
2. <http://www.biostat.jhsph.edu>
3. <http://www.pitt.edu>
4. <https://www.researchgate.net>
5. <https://www.otago.ac.nz>



A20BAS303**SPREADSHEET SKILLS**
(Common to B.Com., B.Com. CS & BBA)

L	T	P	C	Hrs
0	0	4	2	60

Course Objectives

- To familiarize the students with the worksheets and workbooks
- To gain competency in editing worksheets and workbooks
- To train them competently work with data in excel
- To make them competent to do page setup and aware of various printing options

Course Outcomes

Upon the successful completion of this course, the students will be able to

CO1 – Demonstrate the ability to open new worksheets, selecting and uses ranges

CO2 – Edit and Share Workbooks, and also fill data on worksheets

CO3 – Execute comfortably formulas and formatting options in worksheets

CO4 – Use Page Setup and Print Commands at ease in various situations

UNIT I WORKSHEETS AND WORKBOOKS**(15 Hrs)**

Getting to know Excel – Understanding the Excel Start Screen – The Excel Workbook Screen. The Ribbon – Using the Ribbon – Showing and Collapsing the Ribbon – Understanding the Backstage view – Accessing the Backstage view – Using Shortcut Menus – Understanding Dialog Boxes – Understanding the Quick Access Toolbar (QAT) – Adding Commands to the QAT – Understanding the Status Bar.

Creating a New Workbook – Understanding Workbooks – Using the Blank Workbook Template – Typing Text, Numbers, Dates – Understanding the Fill Handle – Typing Formulas – Easy Formulas – Saving a New Workbook on your Computer – Checking the Spelling – Making Basic Changes – Printing a Worksheet – Safely Closing a Workbook.

Selecting Ranges – Understanding Ranges – Selecting Non-Contiguous Ranges – Using Special Selection Techniques – Selecting Larger Ranges – Selecting Rows and Columns – Viewing Range Calculations – Creating an Input Range.

UNIT II EDITING WORKSHEETS AND WORKBOOKS**(15 Hrs)**

Editing a Workbook – Understanding Data Editing – Overwriting Cell Contents – Editing Longer Cells – Editing Formulas – Clearing Cells – Deleting Data – Using Undo and Redo.

Sharing Workbooks – Sharing Workbooks via the Network – Sharing via OneDrive – Saving to OneDrive – Sharing Workbooks – Adding Worksheet Comments – Navigating Worksheet Comments – Editing Worksheet Comments – Deleting Comments.

Filling Data – Understanding Filling – Filling a Series – Filling a Growth Series – Filling a Series Backwards – Filling Using Options – Creating a Custom Fill List – Modifying a Custom Fill List – Deleting a Custom Fill List – Extracting with Flash Fill – Extracting Dates and Numbers.

UNIT III WORKING WITH DATA IN EXCEL**(15 Hrs)**

Formulas & Functions – Understanding Formulas – Creating Formulas That Add – Creating Formulas That Subtract – Formulas That Multiply and Divide – Understanding Functions – Using the SUM Function to Add – Summing Non-Contiguous Ranges – Calculating an Average – Finding a Maximum Value – Finding a Minimum Value – Creating More Complex Formulas – What If Formulas – Common Error Messages.

Formula Referencing – Absolute versus Relative Referencing – Relative Formulas – Problems with Relative Formulas – Creating Absolute References – Creating Mixed References.

Font Formatting – Understanding Font Formatting – Working with Live Preview – Changing Fonts – Changing Font Size – Growing and Shrinking Fonts – Making Cells Bold – Italicizing text – Underling

text – Changing Font Colours – Changing Background Colours – Using the Format Painter – Applying Strikethrough – Subscripting the text – Superscripting the text.

Number Formatting – Applying Alternate Currencies – Applying Alternate Date Formats – Formatting Clock Time – Formatting Calculated Time.

UNIT IV PRINTING AND PAGE SET UP

(15 Hrs)

Applying Borders – Understanding Borders – Applying a Border to a Cell, to a Range – Applying a Bottom Border – Applying Top and Bottom Borders – Removing Borders – The More Borders Command – Drawing Borders – Drawing a Border Grid – Erasing Borders – Formatting the Drawing Pencil.

Printing – Understanding Printing – Previewing Before You Print – Selecting a Printer – Printing a Range – Printing an Entire Workbook – Specifying the Number of Copies – The Print Options.

Page Setup – Strategies for Printing Worksheets – Understanding Page Layout – Using Built in Margins – Setting Custom Margins – Changing Margins by Dragging – Centring on a Page – Changing Orientation – Specifying the Paper Size – Setting the Print Area – Clearing the Print Area – Inserting Page Breaks – Using Page Break Preview – Removing Page Breaks – Setting a Background – Clearing the Background – Setting Rows as Repeating Print Titles – Clearing Print Titles – Printing Gridlines – Printing Headings – Scaling to a Percentage – Fit to a Specific Number of Pages.

Text Books

1. Curtis Frye, "Microsoft Excel 2016: Step by Step", Microsoft Press, 1st Edition, 2015.
2. Mount Allison University, "Microsoft Excel Training Level 1", Available at: https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf
3. Ken Bluttman, "Excel Formulas and Functions for Dummies", John Wiley & Sons, 3rd Edition, 2013.

Reference Books

1. Paul Cornell, "Beginning Excel What-If Data Analysis Tools", Apress, 1st Edition, 2005.
2. Scott Ratliff, "Lean Excel: Top Functions", Lean Excel Books, 1st Edition, 2015.
3. John Walkenbach, "Microsoft Excel 2016 BIBLE", John Wiley & Sons, 1st Edition, 2016.

Web References

1. <https://www.guru99.com/excel-tutorials.html>
2. https://www.youtube.com/watch?v=RdTozKPY_OQ
3. <https://chandoo.org/wp/excel-basics/>
4. <https://www.excel-easy.com/basics.html>
5. <https://support.microsoft.com/en-us/office/excel-video-training-9bc05390-e94c-46af-a5b3-d7c22f6990bb>

	VALUE EDUCATION	L	T	P	C	Hrs
A20AET303	(Common to B.A., B.Sc., B.Com., B.B.A. and B.C.A.)	2	0	0	2	30

Course Objectives

- To explain the importance of value education.
- To understand the importance of family values.
- To be familiar with ethical values.
- To explain the importance of social values.
- To teach the importance of effect of international affairs on values of life.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their conceptual understanding in marketing and marketing mix.

CO2 – Realise the importance of family values.

CO3 – Understand the importance of social values.

CO4 – Think and act on social values.

CO5 – Understand the effect of international affairs on values of life.

UNIT I VALUE EDUCATION**(6 Hrs)**

Definition – Relevance to present day – Concept of Human Values – Self-introspection – Self-Esteem.

UNIT II FAMILY VALUES**(6 Hrs)**

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**(6 Hrs)**

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**(6 Hrs)**

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**(6 Hrs)**

Issue of Globalization – Modern warfare – Terrorism. Environmental issues – mutual respect of different cultures, religious and their beliefs.

Text Books

1. M. Sivakumar & S. Mugilarasi, "Value Education", Tricy Publishers, 1st Edition, 2018.
2. N. Venkataiah, "Value Education", A P H Publishing Corporation, 4th Edition, 2013.
3. Kiruba Charles & V. Arul Selvi, "Value Education", Neelkamal Publishers, 1st Edition, 2016.

Reference Books

1. S.P. Ruhela, "Human Values and Education", Sterling Publications, 1st Edition, 1986.
2. D.D. Bandiste, "Humanist Values: A Source Book", B.R. Publishing Corporation, 1st Edition, 1999.

3. M.S. Das & V.K. Gupta, "Social Values among Young Adults: A changing scenario", M.D. Publications, 1st Edition, 1995.

Web References

1. <https://www.youtube.com/watch?v=gw07USDcTBo>
2. <https://gupshups.org/value-education/>
3. <https://www.yourarticlelibrary.com/education/values-education/value-education-meaning-objectives-and-needs-india/86967>
4. <https://impoff.com/importance-of-values/>
5. <https://www.iberdrola.com/talent/value-education>



A20BAT407**HUMAN RESOURCES
MANAGEMENT**

L	T	P	C	Hrs
5	0	2	6	90

Course Objectives

- To understand basic concepts of human resource management.
- To explain the methods of recruitment and selection.
- To be familiar with human resource training.
- To understand about various methods of human resource evaluation.
- To appreciate the importance of audit and ethics in HR

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understand the importance of human resource management.

CO2 – Develop skills and ability in human resource planning.

CO3 – Understand the importance of human resource training.

CO4 – Develop their skills and ability in human resource evaluation.

CO5 – Demonstrate their understanding on human resource auditing and ethics in HR.

UNIT I INTRODUCTION**(18 Hrs)**

Introduction - Human Resource Management (HRM) - Meaning, Objectives, Nature, Scope, Role and Importance of HRM - Functions of HRM - HRM Vs. Personnel Management - Roles and Responsibilities of HR Manager.

HRM Practices: Case Studies and Practical Sessions on (i) Internal Structure of HR Department; (ii) External Factors impacting HRM; and (iii) Current Trends and Issues in HRM.

UNIT II HUMAN RESOURCE PLANNING**(18 Hrs)**

Human resource planning- Recruitment and selection - Job analysis-process of job analysis-job discretion- job specification- methods of job analysis - Conventional Vs strategic planning - job evaluation - Recruitment - source of recruitment-methods.

HRM Practices: Case Studies and Practical Sessions on: (i) The Hiring Process; (ii) Job bidding and Job Evaluation methods; (iii) Employee Turnover and Absenteeism; and (iv) Job Enrichment and Job Rotation.

UNIT III HUMAN RESOURCE TRAINING**(18 Hrs)**

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation. Career Planning: Meaning, Need, Process and Advantages of Career Planning and Development – Steps in Career Development System – Promotion – Transfer – Demotion.

HRM Practices: Case Studies and Practical Sessions on: (i) Employee Training Programs; (ii) New Hire Orientation; (iii) Employee Discipline Methods; and (iv) Training Centres in India.

UNIT IV HUMAN RESOURCE EVALUATION**(18 Hrs)**

Compensation - Job Evaluation: Meaning, Objectives, Procedure, Advantages and Problems of Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures - Performance appraisal - Need and importance- objectives - process- methods and problems of performance appraisal.

HRM Practices: Case Studies and Practical Sessions on: (i) Compensation Equity; (ii) Equal Pay Act; and (iii) Employee Engagement.

UNIT V AUDIT AND ETHICS IN HR**(18 Hrs)**

Human resource audit - nature, benefits, scope - approaches to HR audit - Mentoring - strategic HRM. Knowledge Management – Ethical Challenges in HR – Grievances Handling and Redressal. HRM Practices: Case Studies and Practical Sessions in Grievances Handling and Redressal.

Text Books

1. S.S. Khanka, "Human Resource Management: Text and Cases", S. Chand Publishing, 2nd Edition, 2019.
2. Seema Sanghi, "Human Resources Management", Vikas Publishing House, 2nd Edition, 2020.
3. K. Aswathappa, "Human Resource Management", Tata McGraw Hill, 7th Edition, 2016.

Reference Books

1. Mabey, C and Salama, G., "Strategic Human Resource Management", Blackwell Oxford, 2nd Edition, 1995.
2. Mamoria .C.B,"Human Resource Management", Himalaya Publishing House, 6th Edition, 2016.
3. Rao.V.S.P., "Human Resource Management", Pearson education, 7th Edition, 2016.
4. Bernardin, John H, "Human Resource Management", Tata McGraw Hill, 5th Edition, 2004.
5. Chandra Mohan, "Human Resource Management ", APH Publishing Corporation, 6th Edition, 2016.
6. Sharan Pande & Swapnalekha Basak, "Human Resource Management: Text & Cases", Vikas Publishing House, 2nd Edition, 2020.

Web References

1. <https://www.businessmanagementideas.com>
2. <https://www.slideshare.net>
3. <https://www.gurukpo.com>
4. <https://www.studocu.com>
5. <https://www.bbamantra.com>

A20BAT408	BANKING THEORY AND LAW (Common to B.Com., B.Com. CS & B.B.A.)	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To be familiar with types of banks and the central bank.
- To understand the banker and customer relationship.
- To be familiar with opening of bank account and types of bank account.
- To understand about various bank lending options and products.
- To know about the recent trends in banking.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their conceptual understanding of types of banks and functions of RBI.

CO2 – Elaborate the relationship between banker and customer.

CO3 – Walk through the procedure of opening bank account.

CO4 – Distinguish between different types of bank lending.

CO5 – Demonstrate an understanding of the recent trends in banking.

UNIT I BANKING THEORY**(12 Hrs)**

Indian Financial System – an Overview. Central Bank, Commercial Banks, NBFCs, PDs, FIs, Cooperative Banks, Equity and Debt Market, IRDA.

Banking Regulation – Functions and Role of RBI – Tools of Monetary Control, Regulatory Restrictions on Lending - CRR, SLR. Definition and Functions of Commercial Banks - Retail Banking – Products – Role and Functions of CIBIL.

UNIT II BANKER AND CUSTOMER**(10 Hrs)**

Banker and Customer – Meaning – Banker – Customer Relationship – Duration theory – Modern view – General and Special relationship – Special features in Banker-Customer Relationship – Lien – Secrecy – Appropriation of Payment – Right of Setoff.

UNIT III BANKING OPERATIONS: DEPOSITS**(10 Hrs)**

Opening of an Account – Types of Deposit Account – Types of Customers – Modern Deposit Schemes – Modern Customer services – Customer Grievances – Bank Ombudsman scheme. KYC – Meaning and Significance – Requirements and Benefits.

UNIT IV BANKING OPERATIONS: LENDING**(16 Hrs)**

Principles of Lending – Cardinal Principles – Working Capital, Term Loans; Credit Appraisal Techniques – Source of WC Funds and its estimation – Operating Cycle – Projected Net WC – Turnover Method, Cash Budget, Credit Monitoring and its management – Base Rate.

Priority Sector Advances – Targets, sub-targets. Agricultural Finance, Micro, Small and Medium Enterprises, Government Sponsored Schemes – SGSY, SJSRY, PMRY, SLRS.

Different modes of charging securities – Assignment, lien, set-off, hypothecation, pledge and mortgage. Non-Performing Assets – Definition, Income Recognition, Asset Classification, Provisioning Norms, CDR.

UNIT V TECHNOLOGY IMPACT ON BANKING**(12 Hrs)**

Advanced Banking Technology – E Banking – Electronic Fund Transfer (EFT) – RBI Guidelines – Benefits of Electronic Clearing systems – E –Cheques – E Money – Real Time Gross Settlement (RTGs) – Benefits to Banker and Customer – National Electronic Funds Transfer (NEFT) – Immediate Payment Service (IMPS) - Core Banking.

Text Books

1. S.N.Maheshwari, "Banking Law and Practice", Kalyani Publishers, 1st Edition, 2005.
2. B.Santhanam, "Banking and Financial System", Margham Publications, 5th Edition, 2018.
3. K.P.M. Sundharam & P.N. Varshney, "Banking Law and Practice", Sultan Chand & Sons, 18th Edition, 2014.

Reference Books

1. K.C. Shekhar & Lekshmy Shekhar, "Banking Theory and Practice", Vikas Publishing House, 21st Edition, 2018.
2. H.R. Machiraju, "Indian Financial System", Vikas Publishing House, 5th Edition, 2019.
3. Sukvinder Mishra, "Banking Law and Practice", S. Chand Publishing, 1st Edition, 2018.
4. K.P. Kandasami, S. Natarajan & S. Parameswaran, "Banking Law and Practice", S Chand Publishing, 4th Edition, 2019.
5. P.K. Srivatsava, "Banking Theory and Practice", Himalaya Publishing House, 12th Edition, 2020.

Web References

1. <https://learningsessions.in/role-of-rbi-in-indian-banking-system/>
2. <https://www.papertyari.com/jaiib/>
3. <https://www.jagranjosh.com/articles/what-are-the-roles-and-functions-of-cibil-1445327240-1>
4. <http://www.iibf.org.in/moduleabcd.asp>
5. <https://version2.in/jyoti/everythingelse/cardinal-principles-of-lending/>



A20BAD405	INTRODUCTORY	L	T	P	C	Hrs
	BUSINESS ANALYTICS	3	0	0	3	45

(Common to B.Com. & B.B.A.)

Course Objectives

- To explain introduction of business analytics.
- To understand the concept of data sampling.
- To be familiar with data collection.
- To evaluate the concept of data visualization.
- To demonstrate descriptive analysis.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding in business analytics.
CO2 – Understand the concept of data sampling.
CO3 – Demonstrate their ability in data collection.
CO4 – Develop their skills and ability in data visualization.
CO5 – Work with descriptive analysis.

UNIT I INTRODUCTION TO BUSINESS ANALYTICS (6 Hrs)

Business Analytics – Meaning and Significance – Components of Business Analytics – Business Analytics and Data Analytics – Business Analytics and Data Science – Business Analytics and Business Intelligence – How business analytics works – Types of Business Analytics.

UNIT II DATA SAMPLING (9 Hrs)

Sample – Meaning and Definition – Sampling – Meaning and Definition – Types and Methods of Sampling – Sample Size – Meaning and Significance – Methods of determining appropriate sample size – Online sampling – Issues and Precautions – Probabilistic and Non-Probabilistic Sampling – When to apply each type. Sampling Error – Meaning and Computation – Type I and Type II Errors – Measures to reduce sampling errors in research.

UNIT III DATA COLLECTION (12 Hrs)

Meaning and Types of Data – Quantitative and Qualitative Data; Primary and Secondary Data - Methods of Primary Data Collection – Survey method, Interview method, and Observation method. Questionnaire – Meaning and Importance – Issues and Precautions in Questionnaire Construction – Do's and Don'ts in Questionnaire Framing – Validating a Questionnaire – Pilot-testing – Modifying the questionnaire based on pilot study. Interview method – meaning and appropriateness – Interview Schedule – construction. Focus Group Discussions – Meaning and Procedure. Observation method – Meaning and Usefulness of Observation method in research data collection. Practical Exercises in Developing and Validating Questionnaires.

UNIT IV DATA VISUALISATION (9 Hrs)

Data Visualisation – Meaning and Importance – Presentation of Data in the form of Tables, Diagrams and Charts – Preparation of Tables from Data – Diagrams – Types and usefulness – Charts and Graphs – Types and appropriateness. Bar Diagram – Subdivided Bar Diagram – Clustered Bar Diagram – Column – Clustered Column – Histogram – Line Diagram – Pie / Doughnut – Area Diagram – Radar Diagram – Box & Whisker Diagram – Waterfall Diagram. Modern Tools and Software for Data

Visualisation – Tableau Public – Microsoft Power BI – Chartbuilder – Information is beautiful – Open Refine.

UNIT V DESCRIPTIVE ANALYTICS

(9 Hrs)

Descriptive Analytics – Meaning and Utility – Advantages of Descriptive Analytics – Tools of Descriptive Analytics: Numerical Tools and Graphical Tools. Numerical Tools – Frequency Table, Mean, Median, Mode, Quartiles, Percentiles, Range, Standard Deviation, Variance, Coefficient of Variation, Skewness and Kurtosis. Graphical Tools – Histogram, Box Plot, Probability Plot, Scatter Plot, Bar Chart and Pie Chart.

Text Books

1. U. Dinesh Kumar, "Business Analytics", Wiley Publication, 6th Edition, 2017.
2. R.N.Prasad and Seema Acharya, "Fundamentals of Business Analytics", Wiley Publishers, 2nd Edition, 2016.
3. R.Evans James, "Business Analytics", Pearson Education, 2nd Edition, 2017.

Reference Books

1. S.Christian Albright, Wayne L. Winston, "Business Analytics: Data analysis and decision making", Cengage Learning, 6th Edition, 2016.
2. Jeffrey D Camm, "Essentials of Business Analytics", South Western Publishers, 5th Edition, 2015.
3. C.R. Kothari, "Research Methodology", New Age International, 4th Edition, 2004.

Web References

1. <https://www.omnisci.com/technical-glossary/business-analytics>
2. <https://searchbusinessanalytics.techtarget.com/definition/business-analytics-BA>
3. <https://www.questionpro.com/blog/sample/>
4. <https://informationisbeautiful.net/beautifulnews/>
5. <https://opentextbc.ca/researchmethods/chapter/constructing-survey-questionnaires/>
6. https://help.xlstat.com/s/article/which-descriptive-statistics-tool-should-you-choose?language=en_US#:~:text=The%20type%20of%20statistical%20methods,as%20central%20tendencies%20and%20dispersion.

A20BAE404	MARKETING DYNAMICS	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To understand the marketplace dynamics
- To explain the product dynamics
- To comprehend brand dynamics and its implications on value building
- To compare different types of pricing strategies and their impact on customers
- To show an understanding on different types of promotions

Course Outcomes

After completion of the course, the students will be able to

CO1 – Understand and Analyze Competition and Competitor's Strength

CO2 – Demonstrate an understanding of various Product Strategies

CO3 – Explain different concepts relating to Brand Categories and Brand Drivers

CO4 – Demonstrate complete understanding on various Pricing Strategies

CO5 – Describe different promotional strategies and their implications

UNIT I MARKETPLACE DYNAMICS

(12 Hrs)

Understanding Competition – Competitor Learning – Competitor Learning Models – Competitor Strategies – Market Place Strategy – Competitor Analysis: Capabilities and Competency – Analyzing Competitor's Signals – Re-engineering Business for Competitive Advantage – Customer Value and Reengineering Process – Corporate Concepts of Reengineering Business – Competitive Focus.

UNIT II PRODUCT DYNAMICS

(10 Hrs)

Levels of Product – Product Hierarchy – International Product-line Analysis – Product Design Strategy – Product Life Cycle Management – New Product Development – Product Planning Matrix – Product Portfolio Matrix – Dimensions of Product Strategies – Product Repositioning Strategy – Product Strategy Perspectives.

UNIT III BRAND DYNAMICS

(10 Hrs)

Brand Categories – Brand Drivers in International Markets – Brand Architecture – Brand Hierarchy – Brand Architecture Process – Brand Architecture Audit – Brand Drivers – Reach on the Brand – Communication Sensitivity and Brand Personality – Cognitive Dimensions in Branding – Brand Portfolio and Advertising.

UNIT IV PRICE DYNAMICS

(14 Hrs)

Value and Skimming Pricing – Pricing with Demand Curve – Penetration Pricing – Geographical Pricing – Conspicuous Pricing – Psychological Pricing – Value-added Pricing – Complementary Product Pricing – Price Discounts – Discriminate Pricing – Promotional Pricing – Mark-up Pricing – Pricing Fundamentals – Cost-Plus Pricing – Customer Expectations-based Pricing – Pricing Models – Price-Market Relationship – Pricing Strategies Management – Price Control – Building Pricing Strategies – Non-Price Factors.

UNIT V PROMOTION DYNAMICS

(14 Hrs)

Developing Advertising Strategy – Advertising Environment – The Advertising Process – Advertising Categories – Advertising and Buyer Perception – Strategies in Advertising – Advertising Styles – Developing a Media Plan – Media Scheduling – Direct Response Advertising – Display Advertising – Brand Positioning and Advertising Evaluation – Positioning Methods – Concept of Promotion Mix – Advertising Objectives – Advertising Styles – Message Strategy – Creative-Mix – Strategies to Develop

Word-of-Mouth Advertising – Copywriting – Advertising Campaign – Institutional Advertising – Effectiveness in Advertising – Web Advertising and Promotion.

Text Books

1. K. Rajagopal, "Marketing Dynamics: Theory and Practice", New Age International, 1st Edition, 2009.
2. Suplab K. Podder, Dakshayini, Haritha and Chetana, "Business Organisation and Market Dynamics", Vision Book House, 1st Edition, 2020.

Reference Books

1. Steven P. Schnaars, "Marketing Strategy: Customers and Competition", The Free Press, 2nd Edition, 2000.
2. Brenda Clark, Cynthia Gendall Basteri, Chris Gassen and Michelle Walker, "Marketing Dynamics", G-W Publishers, 4th Edition, 2019.
3. Rajan K. Nair, "Marketing Management", Sultan Chand & Sons, 15th Edition, 2019.

Web References

1. https://www.g-wlearning.com/marketing/9781619603431/student/resources/pdf/glossary_textbook.pdf
2. <https://medium.com/@konnks666/why-is-market-dynamics-important-for-the-growth-of-business-c4403626bc89>
3. <https://www.slideshare.net/nealcabage/the-6-market-dynamics>
4. <https://www.g-wonlinetextbooks.com/marketing-dynamics-2019/>
5. <https://scholar.harvard.edu/files/pakes/files/btalk.pdf>

A20BAE405**SERVICES MARKETING**

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To familiarize the students about the concept of marketing services.
- To explain the importance of positioning the product.
- To demonstrate the importance of market segmentation.
- To understand about conflict handling in consumer services.
- To evaluate the importance of recent trends in service marketing.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Understand the concept of marketing services.
CO2 – Develop skills and ability in positioning the product.
CO3 – Understand the importance of market segmentation.
CO4 – Develop their skills in conflict handling.
CO5 – Demonstrate their ability in service marketing.

UNIT I NATURE AND SCOPE OF SERVICES**(12 Hrs)**

Introduction, meaning of services, 7Ps of service marketing, 4 I's characteristics of services, difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.

UNIT II POSITIONING OF SERVICES**(12 Hrs)**

Positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning through Pricing Strategies, Positioning through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies

UNIT III SEGMENTATION AND TARGETING SERVICES**(12 Hrs)**

Introduction, Need for segmentation of services, bases of segmentation of services, segmentation strategies in service marketing, need for targeting, Approaches to Target Marketing.

UNIT IV CONSUMER EXPECTATION IN SERVICE MARKETING**(12 Hrs)**

Introduction, Customer Expectations in Services, Service Costs Experienced by Consumer, the Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight

UNIT V EMERGING ISSUES IN SERVICE MARKETING**(12 Hrs)**

Introduction, Service Marketing in e-Commerce and e-Marketing, and Telemarketing Services, Service Marketing Research for Global Markets and Rural Markets, Innovations in Services Marketing, Ethical Aspects in Service Marketing

Text Books

1. Lovelock, C.H "Service Marketing", Prentice Hall, 6th Edition 2007.
2. Jha S.M, Service Marketing", Himalaya Publishing House, 5th Edition 2002.
3. R. Srinivasan, "Service Marketing", The Indian Context, 3rd Edition, 2012.

Reference Books

1. Valarie Zeithaml, "Services Marketing", Mary Bitner, 6th Edition 2012.

2. Rampal Gupta, "Services Marketing", Galgotia Publications, 5th Edition 2000.
3. Christopher Lovelock, "Services Marketing", Pearson Publications, 7th Edition 2011.

Web References

1. <https://backup.pondiuni.edu.in/sites/default/files/service-mgt-260214.pdf>
2. <http://rccmindore.com/wp-content/uploads/2015/06/BBA-6-Marketing-of-Services.pdf>
3. <https://collegedunia.com/courses/bachelor-of-business-administration-bba-marketing/syllabus>
4. <https://sdeuou.ac.in>
5. <https://www.studeersnel.nl>



A20BAE406	SUPPLY CHAIN MANAGEMENT	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To analyse the process and functions of supply chain management.
- To design and network in supply chain management.
- To understand the role of forecasting in supply chain management.
- To gain the role of transportation in supply chain management.
- To grasp the role of coordination in supply chain management.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Understand the process and functions of supply chain management
CO2 – Understand the design and network in supply chain management
CO3 – Competence to grasp the significance of forecasting role in supply chain management
CO4 – Appreciate the role of transportation in supply chain management
CO5 – Understand the character of coordination in supply chain management

UNIT I INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (12 Hrs)

Introduction to Supply Chain Management; Supply chain, objectives, importance, decision phases, process view, competitive and supply chain strategies, achieving strategic fit, supply chain drivers, obstacles, framework, facilities, inventory, transportation, information, sourcing, pricing.

UNIT II SUPPLY CHAIN NETWORK (12 Hrs)

Designing the Supply Chain Network; Designing the distribution network, role of distribution, factors influencing distribution, design options, e-business and its impact, distribution networks in practice, network design in the supply chain, role of network, factors affecting the network design decisions, modelling for supply chain.

UNIT III FORECASTING (12 Hrs)

Planning Demand and Supply; Role of forecasting, demand forecasting, approaches, role of IT in Planning and Managing Inventories, Safety inventory and its appropriate level, impact of supply uncertainty, aggregation and replenishment policies.

UNIT IV TRANSPORTATION (12 Hrs)

Transportation Networks and Sourcing, Role of transportation, modes and their performance, transportation infrastructure and policies, design options and their trade-offs, Tailored transportation. Sourcing, In-house or Outsource, 3rd and 4th PLs, supplier scoring and assessment.

UNIT V SUPPLY CHAIN COORDINATION (12 Hrs)

Coordination in a Supply Chain, Lack of supply chain coordination and the Bullwhip effect, obstacle to coordination, managerial levels, building partnerships and trust, continuous replenishment and vendor-managed inventories, collaborative planning, forecasting and replenishment.

Text Books

1. Sunil Chopra, Peter Meindl, and Dharam Vir Kalra. Supply chain management: strategy, planning, and operation. Pearson Education, 7th Edition, 2019.
2. Martin Christopher, Logistics and Supply Chain Management, FT Publishing International, 5th Edition, 2016.
3. Janat Shah, Supply Chain Management: Text and Cases, Pearson Education, 1st Edition, 2020.

Reference Books

1. Michael H. Hugos, Essentials of Supply Chain Management, John Wiley & Sons, 3rd edition, 2018.
2. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations & Supply Chain Management, Mc Graw Hill India, 15th Edition, 2018.
3. Ronald H. Bullou & Samir K. Srivatsava, Business Logistics/Supply Chain Management, Pearson Education, 5th Edition, 2019.

Web References

1. <https://book.akij.net/eBooks/2018/March/5ab0f141210e1/Essentials-of-Supply-Chain-Management.pdf>
2. <http://library.jgu.edu.in/content/logistics-and-supply-chain-management>
3. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf
4. https://base-logistique-services.com/storage/app/media/Chopra_Meindl_SCM.pdf
5. <https://nptel.ac.in/noc/courses/noc19/SEM1/noc19-mg22/>



**Open Electives offered to the students of
B.C.A., B.Sc. Chemistry, Computer Science, Physics, Mathematics, Visual
Communication, Biotechnology, Nutrition and Dietetics,
B.A. English, Tamil, Journalism and Mass Communication
by the Department of Commerce and Management**

A20CMO407	ESSENTIAL LEGAL AWARENESS (Common to B.A., B.Sc. and B.C.A.)	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To understand the meaning and importance of Law.
- To explain various rights to information.
- To be familiar with Consumer protection law.
- To understand about intellectual property.
- To explain the importance of Information Technology Act.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding in General law.
CO2 – Develop their ability in right of information.
CO3 – Understand the importance of consumer protection law.
CO4 – Develop their skills and ability in intellectual property.
CO5 – Demonstrate their ability in Information Technology Act.

UNIT I MEANING AND IMPORTANCE OF LAW

(6 Hrs)

Definition of Law - Functions of Law -Law, Justice and Morality -Classification of Laws: Public and Private Law, Substantive and Procedural Law, Municipal and International Law, Civil Law and Criminal Law - Judicial System in India: Hierarchy of Courts, Jurisdiction of the Courts.

UNIT II RIGHT TO INFORMATION LAW

(6 Hrs)

Importance and function of Right of Information law - important terms and concepts - The salient features - Role of Public Information Officers: PIOs and APIOs - Accepting an Information Request, Processing and Disposing.

UNIT III CONSUMER PROTECTION LAW

(6 Hrs)

Consumer Protection law - objects - rights and duties of consumers – Remedies: nature and scope of remedies; Appearance before Consumer Dispute Redressal Forums.

UNIT IV INTELLECTUAL PROPERTY

(6 Hrs)

Meaning of intellectual property – Kinds - concept of pattern - Trade Mark - right, design, patent law – Enforcement; Trade Mark Law – Enforcement; Copy Right law - Enforcement.

UNIT V INFORMATION TECHNOLOGY LAW

(6 Hrs)

Information Technology Act 2000 - The Rule of Cyberspace - Regulating Information Superhighway - Cyber Law – Policy Issues and Emerging Trends - Digital Signature – Legal implication - Data Protection

- Liability of Intermediary - Copyright and Internet - Internet and Free Speech - Domain Name Dispute
- Harmful content in Internet and Regulation of Internet.

Text Books

1. A.P.Bharadwaj, "Legal awareness and Legal reasoning", Pearson Education, 4th Edition, 2019.
2. Jatindra Kumar Das, "Human Rights Law and Practice", PHI Publishers, 2nd Edition, 2016.
3. Jain Rashee, "Human Rights Law and Practice", Universal Law Publishing Academy, 3rd Edition, 2016.

Reference Books

1. Vakul sharma, "Information Technology Law and Practice", Universal Law Publishing Company, 6th Edition, 2018.
2. P.Narayanan, "Intellectual Property Law", Eastern Law House, 2nd Edition, 2018.
3. M.Sridhar Acharyalu, "Right to Information", Allahabad Law agency, 1st Edition, 2015.

Web References

1. <https://www.icsi.edu/WebModules/Jurisprudence%20Interpretation%20and%20General%20Laws.pdf>
2. https://www.humanrightsinitiative.org/programs/ai/rti/india/national/rti_act_2005_summary.pdf
3. https://www.bits-pilani.ac.in/Uploads/MicroModule/2011-12-12--7-46-19-276_Patent_ManualOct_25th_07.pdf
4. http://niu.edu.in/slla/Notes_on_IT_Act.pdf
5. <https://www.studyrankers.com/2018/01/notes-of-ch-5-consumer-rights-class-10th-economics.html>

**Open Electives offered to the students of
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Communication, Biotechnology, Nutrition and Dietetics,
B.A. English, Tamil, Journalism and Mass Communication
by the Department of Commerce and Management**

A20CMO408	ESSENTIALS OF INSURANCE (Common to B.A., B.Sc. and B.C.A.)	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To understand basic Principles of Insurance.
- To explain various types of Insurance.
- To be familiar with Life Insurance and policies.
- To understand about the concept of Health Insurance and their classification.
- To understand about the concept of Property Insurance.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their understanding about Basic principles of Insurance.

CO2 – Develop skills and ability in Types of Insurance.

CO3 – Understand the importance of Life Insurance

CO4 – Develop their skills and ability in Health Insurance.

CO5 – Demonstrate their ability in Property Insurance.

UNIT I PRINCIPLES AND SIGNIFICANCE OF INSURANCE (6 Hrs)

Insurance – Meaning – Definition – Functions – Nature – Basic Principles – Benefits of Insurance – Individuals – Society.

UNIT II TYPES OF INSURANCE (6 Hrs)

Types of Insurance – Life – Micro – Annuities – Health – General – Motor – Marine – Commercial – Personal – Liability – Property – other Miscellaneous.

UNIT III LIFE INSURANCE (6 Hrs)

Life Insurance – Meaning – Definition – Types of Life Insurance – Classification of Products.

UNIT IV HEALTH INSURANCE (6 Hrs)

Health Insurance – Meaning – Definition – Principles of Health Insurance – Types of Health Insurance Products.

UNIT V PROPERTY INSURANCE (6 Hrs)

Property Insurance – Meaning – Definition – Types – Coverage – Other types of Business coverage's.

Text Books

1. M.N. Mishra & S.B. Mishra, "Insurance Principles and Practice", S.Chand & Company, 22nd Edition, 2020.
2. Sunil Kumar, "Fundamentals of Insurance and Risk Management", JSR Publishing House, 1st Edition, 2018.

3. Murthy. A, "Principles and Practices of Insurance", Margham Publications, 1st Edition, 2012.

Reference Books

1. Dorfman S. Mark, "Introduction to Risk Management and Insurance", Prentice Hall, 9th Edition, 2008.
2. P.K. Gupta, "Essentials of Insurance and Risk Management", Himalaya Publishing House, 1st Edition, 2017.
3. Har Govind Dayal, "The Fundamentals of Insurance: Theories, Principles and Practices", Notion Press, 1st Edition, 2017.

Web References

1. www.reserachgate.net
2. www.cep.unep.org.
3. www.icsi.edu.
4. www.coursehero.com
5. www.iii.org.



**Open Electives offered to the students of
B.C.A., B.Sc. Chemistry, Computer Science, Physics, Mathematics, Visual
Communication, Biotechnology, Nutrition and Dietetics,
B.A. English, Tamil, Journalism and Mass Communication
by the Department of Commerce and Management**

A20CMO409	PRACTICAL BANKING (Common to B.A., B.Sc. and B.C.A.)	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To understand concepts of Indian Banking system.
- To explain Bank accounts and KYC.
- To be familiar with Deposits with banks.
- To understand about borrowing from banks.
- To evaluate the importance of E-Banking.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their conceptual understanding in Indian Banking system.
CO2 – Attain knowledge in Bank accounts and KYC.
CO3 – Understand the importance of deposits with banks.
CO4 – Understand the procedure for borrowings from bank.
CO5 – Demonstrate their ability in E-Banking.

UNIT I INDIAN BANKING SYSTEM (6 Hrs)

Meaning and Definition of Bank – Types of Banks: Commercial Banks and Central Banks – Functions of Commercial Banks – Functions of Central Banks – Indian Banking System – Reserve Bank of India, Public Sector Banks, Private Sector Banks, Foreign Banks, Small Finance Banks, Payment Banks, Cooperative Banks, Non-Banking Financial Institutions.

UNIT II BANK ACCOUNTS AND KYC (6 Hrs)

Opening an Account in a Commercial Bank – Procedures and Formalities – KYC (Know Your Customer) Norms and Importance – Types of Customers – Special types: Minors, Married Women, etc.

UNIT III DEPOSITS WITH BANKS (6 Hrs)

Deposits – Meaning and Significance. Types of Deposit Accounts – Saving Deposits, Recurring Deposits, Term or Fixed Deposits, Cash Certificates, Special Deposits. Safety Lockers – Utility and Norms.

UNIT IV BORROWING FROM BANKS (6 Hrs)

Borrowings from Banks – Loans, Cash Credits and Overdrafts. Types of Loans – Secured Loans, Unsecured Loans, Term Loans, Working Capital Loans. Norms and Procedure for different types of Loans. Security for loans – Collateral Security: Meaning and Types.

UNIT V E-BANKING (6 Hrs)

Online Banking – Services provided to customers using Net Banking in India – Online Transfer of Funds – NEFT, RTGS and IMPS. Other Online Banking Services offered to customers by Banks.




Text Books

1. H.R.Gupta, "Practical Banking in India", Gyan Publishing House, 6th Edition, 2011.
2. JFG Bagshaw, "Practical Banking", Forgotten Books, 2nd Edition, 2018.
3. IIBF, "Advanced Bank Management", Macmillan Education, 2nd Edition, 2000.

Reference Books

1. IIBF, "Principles and Practices of Banking", Macmillan Education, 3rd Edition, 2015.
2. IIBF, "Legal and regulatory aspects of Banking", Macmillan Education, 3rd Edition, 2015.
3. Suresh Padmalatha and Paul Justin, "Management of Banking and financial services", Pearson Education, 4th Edition, 2017.

Web References

1. <https://chestofbooks.com/finance/Albert-S-Bolles/Practical-Banking/index.html>
2. <https://www.routledge.com/Practical-Finance-and-Banking-Guides/book-series/PFBG>
3. <https://www.abebooks.com/book-search/title/practical-banking-india/author/h-r-gupta/>
4. <https://www.icsi.edu/docs/webmodules/Publications/9.1%20Banking%20Law%20Professional.pdf>
5. https://ebooks.lpude.in/commerce/bcom/term_4/DCOM208_BANKING_THEORY_AND_PRACTICE.pdf



A20BAD406**BUSINESS ANALYTICS LAB**
(Common to B.Com. & BBA)

L	T	P	C	Hrs
0	0	4	2	60

Course Objectives

- To understand data feeding and cleaning.
- To tabulate the data and represent in graphical form.
- To be familiar with descriptive analysis.
- To understand inferential analytics.
- To evaluate the importance of inferential analytics.

Course Outcomes

After completion of the course, the students will be able to

CO1 – Demonstrate their conceptual understanding in data feeding and cleaning.

CO2 – Develop skills and ability in tabulation and graphical representation of data.

CO3 – Work with descriptive analysis.

CO4 – Develop their skills and ability in inferential analytics.

CO5 – Demonstrate their ability in inferential analytics.

UNIT I DATA FEEDING AND CLEANING**(12 Hrs)**

Sources of Data – Primary and Secondary. Cautions in feeding Primary Data – Noise in data – Data Cleaning – Need, Importance and Procedure. Secondary Data – Precautions – Adopting secondary data for the intended purpose. Practical Exercises in Data Feeding and Cleaning.

UNIT II TABULATION AND GRAPHICAL REPRESENTATION**(12 Hrs)**

Preparation of Tables from raw data – Frequency Tables: Discrete Data and Continuous Data. Diagrammatic and Graphical Representation of Data – Bar Diagram – Column Diagram – Histogram – Pie / Doughnut Diagram – Area Diagram – Pictogram – Scatter Diagram – Line Diagram. Practical Exercises in Tabulation and Graphical Representation.

UNIT III DESCRIPTIVE ANALYTICS - I**(12 Hrs)**

Description of Data – Sum, Maximum, Minimum. Computation of Measures of Central Tendency – Mean, Median, Quartiles, Deciles, Percentiles, and Mode. Combined Arithmetic Mean and Weighted Arithmetic Mean. Practical Exercises in Description of Data and Measures of Central Tendency.

UNIT IV DESCRIPTIVE ANALYTICS - II**(12 Hrs)**

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation (from Mean and from Median), Standard Deviation, Variance, and Coefficient of Variation. Measures of Skewness – Skewness and Kurtosis. Practical Exercises in Measures of Dispersion and Skewness.

UNIT V DESCRIPTIVE ANALYTICS - III**(12 Hrs)**

Correlation Analysis – Coefficient of Determination – Bivariate – Regression Analysis – Multiple Regression – Analysis of Variance (ANOVA). Practical Exercises in Correlation, Regression and ANOVA.

Text Books

1. U. Dinesh Kumar, "Business Analytics", Wiley Publication, 6th Edition, 2017.
2. R.N.Prasad and Seema Acharya, "Fundamentals of Business Analytics", Wiley Publishers, 2nd Edition, 2016.
3. R.Evans James, "Business Analytics", Pearson Education, 2nd Edition, 2017.

Reference Books

1. S.Christian Albright, Wayne L. Winston, "Business Analytics: Data analysis and decision making", Cengage Learning, 6th Edition, 2016.
2. Jeffrey D Camm, "Essentials of Business Analytics", South Western publishers, 5th Edition, 2015.
3. C.R. Kothari, "Research Methodology", New age International, 4th Edition, 2004.

Web References

1. https://michael.hahsler.net/SMU/EMIS3309/slides/Evans_Analytics2e_ppt_01.pdf
2. <https://lecturenotes.in/download/material/25984-business-analytics-and-big-data>
3. https://www.researchgate.net/publication/327578485_Business_Intelligence_and_Analytics_A_Comprensive_Overview
4. <https://www.iare.ac.in/sites/default/files/NEW%20LECHURE%20NOTES.pdf>
5. <https://www.googleadservices.com>



A20BAP410	BANKING PRACTICAL (Common to B.Com., B.Com. CS and BBA)	L	T	P	C	Hrs
		0	0	2	1	30

Course Objectives

- To understand the working of Indian Banking system.
- To explain Bank accounts and KYC.
- To be familiar with Deposits with banks.
- To understand about borrowing from banks.
- To evaluate the importance of E-Banking.

Course Outcomes

After completion of the course, the students will be able to

- CO1** – Demonstrate their practical understanding on Indian Banking system.
CO2 – Attain practical knowledge in Opening Bank accounts and KYC compliance.
CO3 – Demonstrate understanding the procedure of opening deposits with banks.
CO4 – Show practical understanding on various types of loans and their operational procedure
CO5 – Demonstrate their understanding on E-Banking Operations

UNIT I INDIAN BANKING SYSTEM (6 Hrs)

Meaning and Definition of Bank – Types of Banks: Commercial Banks and Central Banks – Functions of Commercial Banks – Functions of Central Banks – Indian Banking System – Reserve Bank of India, Public Sector Banks, Private Sector Banks, Foreign Banks, Small Finance Banks, Payment Banks, Cooperative Banks, Non-Banking Financial Institutions.

Field Work: Visit to at least 3 types of banks (among those listed in this unit)

UNIT II BANK ACCOUNTS AND KYC (6 Hrs)

Opening an Account in a Commercial Bank – Procedures and Formalities – KYC (Know Your Customer) Norms and Importance – Types of Customers – Special types: Minors, Married Women, etc.

Field Work: Gathering and Filling the forms pertaining to opening of various types of accounts and KYC compliance for different types of customers.

UNIT III DEPOSITS WITH BANKS (6 Hrs)

Deposits – Meaning and Significance. Types of Deposit Accounts – Saving Deposits, Recurring Deposits, Term or Fixed Deposits, Cash Certificates, Special Deposits. Safety Lockers – Utility and Norms.

Field Work: Gathering and Filling Forms pertaining to different types of Deposits with the banks in India (at least making deposits in and withdrawals from the Saving Account)

UNIT IV BORROWING FROM BANKS (6 Hrs)

Borrowings from Banks – Loans, Cash Credits and Overdrafts. Types of Loans – Secured Loans, Unsecured Loans, Term Loans, Working Capital Loans. Norms and Procedure for different types of Loans. Security for loans – Collateral Security: Meaning and Types.

Field Work: Gathering Forms and filling relevant documents pertaining to at least two different types of loans provided – Showing an understanding on Norms and Procedure in respect of Collateral Security.

UNIT V E-BANKING (6 Hrs)

Online Banking – Services provided to customers using Net Banking in India – Online Transfer of Funds – NEFT, RTGS and IMPS. Other Online Banking Services offered to customers by Banks.

Field Work: Showing an understanding on the operating of E-Banking and demonstrating the ability to execute at least two of the services provided to customers on virtual platform.

Text Books

1. H.R.Gupta, "Practical Banking in India", Gyan Publishing House, 6th Edition, 2011.
2. JFG Bagshaw, "Practical Banking", Forgotten Books, 2nd Edition, 2018.
3. IIBF, "Advanced Bank Management", Macmillan Education, 2nd Edition, 2000.

Reference Books

1. IIBF, "Principles and Practices of Banking", Macmillan Education, 3rd Edition, 2015.
2. IIBF, "Legal and regulatory aspects of Banking", Macmillan Education, 3rd Edition, 2015.
3. Suresh Padmalatha and Paul Justin, "Management of Banking and financial services", Pearson Education, 4th Edition, 2017.

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1. <https://chestofbooks.com/finance/Albert-S-Bolles/Practical-Banking/index.html>
2. <https://www.routledge.com/Practical-Finance-and-Banking-Guides/book-series/PFBG>
3. <https://www.abebooks.com/book-search/title/practical-banking-india/author/h-r-gupta/>
4. <https://www.icsi.edu/docs/webmodules/Publications/9.1%20Banking%20Law%20Professional.pdf>
5. https://ebooks.lpude.in/commerce/bcom/term_4/DCOM208_BANKING_THEORY_AND_PRACTICE.pdf