KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

COIMBATORE – 641 029

DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

CURRICULUM AND SCHEME OF EXAMINATIONS (CBCS)

(2023 - 2024 and onwards)

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Coimbatore – 641029

DEPARTMENT OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS

Vision:

- ➢ To be a world leader in business.
- ➢ To sharpen and enrich the thinking ability of the students to become an efficient administrator.

Mission:

- ➢ Achieve academic excellence in Administration and Computer Applications through innovative teaching and learning processes.
- ➢ To inculcate entrepreneurial skills among students.

PROGRAMME OUTCOMES (PO)

PO 1: Provide adequate basic understandings about management education among students.

PO 2: Inculcate entrepreneurial skills and global mindset.

PO 3: Understand finance and other core business content.

PO 4: To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

PO 5: To recognize and solve business problems in an ethical manner.

PO 6: Model business professionalism and demonstrate effective written and

Oral communication skills

PO7: Students will exhibit critical thinking skills to address diverse business challenges and opportunities.

PO 8: To make the unemployed as employed and entrepreneurs by providing the necessary skills and knowledge of business and administration

PROGRAMME SPECIFIC OUTCOMES(PSO)

PSO1: Apply the basic concepts that underlie each of the functional areas of Management (Marketing, Finance, Human Resources Management, Production and Investment Management) and business situations.

PSO2: Students will learn relevant financial, Cost and Management accounting career skills, that integrates career orientation and also professional development skills.

PSO3: Involves design and development of programs like MS-Office, Tally, Internet and Web Page Design, RDBMS and Visual Basic.

PSO4: Have good mathematical ability to develop algorithms and solve the logical problems and applying entrepreneurial skills augmented with a rich set of communication, teamwork and leadership skills to excel in their profession.

PSO5: Students will possess knowledge and understand the substantive and procedural law.

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
COIMBATORE – 641 029
BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS
Curriculum and Scheme of Examination under CBCS
(Applicable to the students admitted during the Academic Year 2023-2024)

Semester	Part	Subject Code	Title of the Paper	Instruction hours/cycle	Exam. Marks			Duration of Exam (hours)	Credits
					CIA	ESE	TOTAL		
I	I	23TML101	Language I@ -Tamil I / Hindi I/French I / Malayalam I/Sanskrit I	6	25	75	100	3	3
	II	23ENG101	English -I	6	25	75	100	3	3
	III	23UBA101	Core Paper 1 - Principles of Management and Organizational Behavior	5	25	75	100	3	4
	III	23UBA1CL	Core Practical 1 - Programming Laboratory(MS Office)	5	40	60	100	3	3
	III	23UBA1A1	Allied Paper 1 - Mathematics for Management-I	6	25	75	100	3	5
	IV	23EVS101	Environmental Studies **	2	-	50	50	3	2
			Total	**30**	**-**	**-**	**550**	**-**	**20**
II	I	23TML202	Language II@ - Tamil II /Hindi II/French II / Malayalam II/Sanskrit II	6	25	75	100	3	3
	II	23ENG202	English –II	6	25	75	100	3	3
	III	23UBA202	Core Paper 2 - Principles of Financial Accounting	4	25	75	100	3	4
	III	23UBA203	Core Paper 3 - Business Communication	2	25	75	100	3	2
		23UBA2CM	Core Practical 2 - Programming Laboratory (Tally ERP 9)	4	40	60	100	3	2
	III	23UBA2A2	Allied Paper 2 Mathematics for Management – II	6	25	75	100		5
	IV	23VED201	Value Education- Moral and Ethics**	2	-	50	50	3	2
			Total	**30**	**-**	**-**	**650**	**-**	**21**
III	I	23TML303	Language III@ - Tamil III /Hindi III/French III / Malayalam III/Sanskrit III	6	25	75	100	3	3
	II	23ENG303	English –III	6	25	75	100	3	3
	III	23UBA304	Core Paper 4 – Marketing Management	5	25	75	100	3	4
	III	23UBA305	Core Paper 5 - Internet and WebPage Designing	4	25	75	100	3	4
	III	23UBA3AL	Allied Practical 3 - Programming Laboratory (Internet and WebPage Designing)	5	40	60	100	3	5
	IV	23UGC3S1	Skill Based subject 1- Cyber Security	2	100	-	100	3	3
	IV	23TBT301/ 23TAT301/ 23UHR3N1	Basic Tamil* / Advanced Tamil**/Non-major elective- I**	2	-	75	75	3	2
			Total	**30**	**-**	**-**	**675**	**-**	**24**
IV	I	23TML404	Language IV@ - Tamil IV /Hindi IV/French IV / Malayalam IV/Sanskrit IV	6	25	75	100	3	3
	II	23ENG404	English –IV	6	25	75	100	3	3
	III	23UBA406	Core Paper 6 - Human Resource Management	5	25	75	100	3	4
	III	23UBA407	Core Paper 7 - RDBMS& ORACLE	4	25	75	100	3	4
	III	23UBA4AM	Allied Practical 4 - Programming Laboratory (RDBMS & ORACLE)	5	25	75	100	3	5
	IV	23UBA4S2	**Skill Based subject 2-** Common Aptitude Skills (Online) - I	2	25	75	100	3	3

IV	23TBT402/ 23TAT402/ 23UWR4N2	Basic Tamil* / Advanced Tamil**/ Non-major elective-II**	2	-	75	75	3	2
		Total	**30**	**-**	**-**	**675**	**-**	**24**
V	III	23UBA508	Core Paper 8 - Research Methods for Management	6	25	75	100	3	5
	III	23UBA509	Core Paper 9 - Cost and Management Accounting	6	25	75	100	3	5
	III	23UBA510	Core Paper 10 – R Programming	5	25	75	100	3	4
	III	23UBA5CN	Core Practical 3 - R Programming Lab	6	40	60	100	3	3
	III	23UBA5E1	Major Elective 1	5	25	75	100	3	5
	IV	-	**EDC**	2	100	-	100	3	3
	-	**23UBA5IT**	**Internship Training ******				Grade		
			Total	**30**	**-**	**-**	**600**	**-**	**25**
VI	III	23UBA611	Core Paper 11 - Financial Management	6	25	75	100	3	5
	III	23UBA612	Core Paper 12 - Visual Basic.Net Programming	6	25	75	100	3	4
	III	23UBA6CO	Core Practical 4 - Programming Laboratory (Visual Basic.Net Programming)	6	40	60	100	3	3
	III	23UBA6E2	Major Elective 2	6	25	75	100	3	5
	III	23UBA6Z1	Project Work***	4	20	80	100	-	5
	IV	23UBA6SL	Skill Based subject 3- Programming Laboratory (Digital Marketing)	2	40	60	100	3	3
			Total	**30**	**-**	**-**	**600**	**-**	**25**
V		23NCC$/NSS/ YRC/PYE/EC C/RRC/WEC1 01#	Cocurricular Activities*	-	50	-	50	-	1
			Grand Total	**-**	**-**	**-**	**3800**	**-**	**140**

Note :

CBCS – Choice Based Credit system, CIA– Continuous Internal Assessment, ESE– End of Semester Examinations

$ For those students who opt NCC under Cocurricular activities will be studying the prescribed syllabi of the UGC which will include Theory, Practical & Camp components. Such students who qualify the prescribed requirements will earn an additional 24 credits.

@ Hindi/Malayalam/ French/ Sanskrit – 23HIN/MLM/FRN/SAN101 - 404

* - No End-of-Semester Examinations. Only Continuous Internal Assessment (CIA)

**- No Continuous Internal Assessment (CIA). Only End-of-Semester Examinations (ESE)

*** Project Report – 60 marks; Viva voce – 20 marks; Internal-20 marks. 4 hours allotted for project will not be allocated for staff workload.

**** The students shall undergo Internship training / field work for a minimum period of 14 working days at the end of the fourth semester during summer vacation and submit the report in the fifth semester which will be evaluated for 100 marks by the concerned guide and followed by an Internal Viva voce by the respective faculty or HOD as decided by the department. According to their marks, the grades will be awarded as given below.

Marks %	Grade
85 – 100	O
70 – 84	D
60 – 69	A
50 – 59	B
40 – 49	C
< 40	U (Reappear)

Major Elective Papers (2 papers are to be chosen from the following 6 papers)

1. Global Business Management
2. Entrepreneurial Development and Project Management
3. Banking and Insurance Law
4. Logistics Management
5. Goods and Service Tax
6. Production and Materials Management
7. Consumer Affairs

Non-Major Elective Papers

1. Human Rights
2. Women's Rights

Sub. Code & Title of the Extra Departmental Course (EDC) :

23UBA5XL - Programming Laboratory - Tally ERP 9

List of Cocurricular Activities:

1. National Cadet Corps (NCC)
2. National Service Scheme (NSS)
3. Youth Red Cross (YRC)
4. Physical Education (PYE)
5. Eco Club (ECC)
6. Red Ribbon Club (RRC)
7. Women Empowerment Cell (WEC)

Job Oriented Courses (JOC)

JOC – 1 - Implementation of GST in Tally ERP 9 – PRACTICALS
JOC – 2 - On-line Share Trading – PRACTICALS
JOC – 3 - Practice Workshop in Foreign Trade Procedures and Documentation
JOC – 4 - Advanced Excel – PRACTICALS

Note: In core/ allied subjects, no. of papers both theory and practical are included wherever applicable. However, the total credits and marks for core/allied subjects remain the same as stated below.

Tally Table:

S.No.	Part	Subject	Marks	Credits
1.	I	Language – Tamil/Hindi/Malayalam/ French/ Sanskrit	400	12
2.	II	English	400	12
3.	III	Core – Theory/Practical	1600	60
	III	Allied	400	20
		Electives/Project	300	15
4.	IV	Basic Tamil / Advanced Tamil (OR) Non-major electives	150	4
		Skill Based subject	300	9
		EDC	100	3
		Environmental Studies	50	2
		Value Education	50	2
5.	V	Cocurricular Activities	50	1
		Total	**3800**	**140**

- 25 % CIA is applicable to all subjects except JOC, COP and SWAYAM courses which are considered as extra credit courses.
- 100 % CIA for Cyber Security and EDC paper.
- The students to complete any **MOOC On learning platforms like SWAYAM, NPTEL, Course era, IIT Bombay Spoken Tutorial etc.,** before the completion of the 5th semester and the course completion certificate should be submitted through the HOD to the Controller of Examinations. Extra credits will be given to the candidates who have successfully completed.
- An **Onsite Training** preferably relevant to the course may be undertaken as per the discretion of the HOD.
- Students who successfully complete **Naan Mudhalvan** courses in 3rd and 5th semester will be given 2 extra credits for each course. They are asked to submit the marks to Controller of Examinations through and undersigned by the HOD.

Semester	Naan Mudhalvan Course Title
III	E- Commerce Laws, Regulations & E payment Systems
V	Investment Analysis & Portfolio Management

Components of Continuous Internal Assessment

Components		Marks	Total
Theory			
CIA I	75	(75+75) Converted to 15	25
CIA II	75		
Assignment/Seminar		5	
Attendance		5	
Practical			
CIA Practical		25	40
Observation Notebook		10	
Attendance		5	
Project/Case study			
Review		15	20
Regularity		5	

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

K1-Remembering; **K2**-Understanding; **K3**-Applying; **K4**-Analyzing; **K5**-Evaluating

1.Theory Examination:

(i) CIA I & II and ESE: 75 Marks

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	
K1 – K5 Q11 to 15	B (Either or pattern)	5 x 5 = 25	Short Answers	75
K2 – K5 Q16 to 20	C (Either or pattern)	5 x 8 = 40	Descriptive / Detailed	

2. ESE Practical Examination:

Knowledge Level	Section	Marks	Total
K3	Experiments	50	
K4			60
K5	Record Work	10	

3. ESE Project Viva Voce:

Knowledge Level	Section	Marks	Total
K3	Project Report	60	
K4			80
K5	Viva voce	20	

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 1 – Principles of Management and Organisational Behaviour				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	I	5	75	4

Course Objectives

1. To familiarize the students with concepts of Principles of Management and Organisational Behaviour.

2. To know the dimensions of the planning, organizing, leading and controlling etc.,

3. To understood the concept of personality, perception, motivation, job satisfaction, morale, group dynamics and leadership etc

Course Outcomes (CO)

	CO1	Remembering the Principles of Management and Organizational Behaviour.
K1 – K5	CO2	Understanding the functions of management and organizational psychology.
	CO3	Applying the fundamentals concepts of business management and resolving conflicts in organization.
	CO4	Analyzing the process of Management and Organizational Behaviour.
	CO5	Evaluating the use of theories in the practice of Management and disciplines.

Syllabus

Unit I   **(15 Hours)**

Management: Meaning & Definition - Nature and scope of Management - Management as an Art or Science - History and Development of Management - Contributions of Henry Fayol, F.W.Taylor, Peter F. Drucker & Hawthrone Experiments - Roles & Responsibilities of Manager - Functions of Management.

Unit II   **(15 Hours)**

*Planning***: *Meaning & Definition - Purpose of planning - Steps in planning process – Types of Planning*.** . *Organizing*: Meaning & Definition - Types of Organization - Organization Design & Structure.

UBA 7

Unit III   **(15 Hours)**

Directing: Meaning and definition – Nature & Purpose of Directing – Principles of Directing. *Controlling*: Meaning and definition - Importance – Steps in Control Process.

Co-ordination: Meaning & Definition – Needs – Techniques of Co-ordinating.

Unit IV   **(15 Hours)**

Organizational Behaviour: Meaning and Definition – Nature - Disciplines contributed to Organisational Behaviour – **Importance of Hawthorne Experiments*.** Perception – Factors affecting perception. Personality – Nature & types.

Unit V   **(15 Hours)**

Organizational Climate and Development: Need for Organization Development – Limitations – Steps in OD – OD interventions.

* Self study and questions for examinations may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Role Play/Smart Class Room

Text Books

1. Jayashankar, J, (2009), Principles of Management, 1st Edition, Chennai & Margham Publication.
2. Aswathappa, K, (2017), Organizational Behavior, 10th Edition, Mumbai & Himalaya Publishing House Private Limited.

Reference books

1. DR. Ramasamy, T. (2017), Principles of Management, Chennai & Himalaya publishing House Pvt Ltd.
2. Prasad, L.M, (2014), Organisational Behaviour, New Delhi & McGraw Hill.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	M	M
CO2	S	H	S	H	M
CO3	S	M	H	H	M
CO4	S	M	M	H	S
CO5	S	H	S	H	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Practical 1 - Programming Laboratory (MS OFFICE)				
Batch 2023-2024	Semester I	Hours/Week 5	Total Hours 75	Credits 3

Course Objectives

1. To enhance the knowledge on MS Office.

2. To know about preparation of documents and various statements for the business.

3. To develop students for presentation of information and database management.

Course Outcomes (CO)

	CO1	Remember basic concepts of computer
K1 – K5	CO2	Understanding the keywords of computer
	CO3	Applying various functions of MS-Office application software's.
	CO4	Analyzing the various features for document preparation.
	CO5	Evaluating basic knowledge in creation of various databases.

Syllabus

MS Word

1. Creating a paragraph and perform the following:

    (i) Font size   (ii)Bold

    (iii) Italics   (iv) Underline

    (v) Line spacing   (vi) Changing the background color& text color

    (vii) Header & Footer   (viii) Alignment.

    (ix) Bullets and numbering   (x) Find and Replace

    (xi) Divide the content into two or three columns.

2. Create a table using various cell alignment.

3. Send the letter to any five companies using Mail-Merge.

4. Demonstrate the concept of OLE by linking an Excel Worksheet into a word document.

MS EXCEL

5. Create a Work sheet for monthly sales report for 5 companies. Find quarterly and monthly salesof each company using line chart.

6. Create a worksheet for pie chart showing composition of the total cost of a company.

7.Create a worksheet to calculate Simple interest &Compound interest for the principle amount varying from 1000-10000 for varying interest.

8.Create a worksheet that contains 10 students. Find sum, average, mean, median and mode.

9.Create a worksheet containing marks of 10 students I CIA Exam mark in one sheet, II CIA Exammark in second sheet and calculate maximum marks in third sheet.

MS POWER POINT

10. Create a PowerPoint presentation show about our college with at least 3 slides.

11. Create an Organisation chart for a Company and College with minimum three levels using PowerPoint.

12. Create a PowerPoint presentation for advertisement campaign with 3 slides – deletion andinsertion.

MS ACCESS

13. Create a database and maintain the address of your classmates with the following constraints:

    i.   Roll number should be primary key

    ii.   Name should not be empty

    iii.   Maintain at least 10 records

    iv.   Recall information according to Place and City.

14. Create an item table with the following design and structure: Item Number, Item Name, Rate,Quantity and Net Price

    i.   Find the net price of all records

    ii.   Display only the item no, item name for the net price > 10000

    iii.   To increase the rate by 10% for all records

15. Create a table of students mark list with name, subjects total and average

    i.   Add at least 10 records

    ii.   Sort the names in alphabetical order

    iii.   Prepare the rank list

    iv.   Find total and average

16. Create a report for payroll database using report wizard & label wizard.

Teaching Methods

PowerPoint presentation/Seminar/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	H	S	S	H
CO2	H	H	S	S	H
CO3	M	M	S	H	H
CO4	H	H	S	S	H
CO5	H	H	S	S	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 2 - Principles of Financial Accounting				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	II	4	60	4

Course Objectives

1. To enrich the students' knowledge in fundamentals of accounting.

2. To study about the procedures for the preparation of various books of accounts.

3. To know about applications of accounts in various business organizations.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the accounting terms, rules, concepts and conventions.
	CO2	Understanding the accounting principles for finding out the profitability position and financial position of the concern.
	CO3	Applying the double entry system and single entry system in the organization.
	CO4	Analyzing the application of accounts in various fields.
	CO5	Evaluating the preparation of financial statement in appropriate standards.

Syllabus

Unit I   **(12 Hours)**

Accounting: Meaning and Definition - Types of Accounts – Rules for Accounting - Accounting Concepts and Conventions - Journal - Ledger - Subsidiary Books - Cash Book - Petty Cash Book.

Unit II   **(12 Hours)**

Trial Balance – Errors and their Rectifications. *Final Accounts:* Trading – Profit & Loss Account and Balance Sheet with Simple Adjustment. Bank Reconciliation Statement.

Unit III   **(12 Hours)**

Depreciation: Straight Line Method - Written Down Value Method – Annuity Method - **Reserves and Provisions***.

Sub.Code:23UBA202

Unit IV   **(12 Hours)**

   Accounting for Non- trading Institutions: Income & Expenditure Accounts – Receipts & Payments Account – Balance Sheet of Non-Trading Institutions.

Unit V   **(12 Hours)**

   Accounting for Consignment: Including Normal and Abnormal Loss.

   Accounting for Joint Venture: Separate set of books is kept - Separate set of books is not kept.

Note: ☐Theory 20% and Problems 80%☐

*Self study and questions for examinations may be taken from the self study portions

also.Teaching Methods

PowerPoint Presentation//Smart Class Room /Group Discussion/Assignment/ Report Analysis/Work Book

Text Book

1. Reddy T S & Murthy A, (2013), Financial Accounting, 7th Edition, Chennai & MargahamPublishers.

Reference Books

1. S.P. Jain, J.L. Narang, (2016), Advanced Accountancy Pt. 1,Principles of Accounting, NewDelhi & Kalyani Publishers.

MAPPING

PSO CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	M	M	H
CO2	H	S	H	M	H
CO3	M	S	H	S	M
CO4	H	S	H	H	H
CO5	M	S	H	S	M

S – Strong   **H** – High   **M** – Medium **L** – Low

Sub.Code:23UBA203

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 3 - Business Communication				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	II	2	30	2

Course Objectives

1. To enhance the Knowledge in Business Communication.

2. To develop the skill of writing business letters.

3. To understand the concepts and principles of business communication

Course Outcomes (CO)

	CO1	Recollecting the overall concept of business communication.
	CO2	Understanding the prerequisites to business communications
K1 – K5	CO3	Applying the skills in effective organizational communication.
	CO4	Analyzing the communication skill in the present situation.
	CO5	Evaluating the strategies of effective business writing.

Syllabus

Unit I   **(6 Hours)**

Business communication: Meaning & Definition - Importance of Business Communication - Principles of communication - Methods of Communication - **Types of communication - Attributes of effective communication - Barriers of communication*.**

Unit II   **(6 Hours)**

Communication through letters: Layout of letters - Business Enquiries - Offers and Quotations – Order Letter: Execution of Orders, Cancellation of Orders – Claim Letter – Adjustments Letter - Settlement of accounts - Letters of complaints - Collection letters - Status enquiry letters.

Unit III   **(6 Hours)**

Bank Correspondence: Bank Correspondence – Parties involved in Bank correspondence – Types of Bank Correspondence.

Correspondence of Company Secretary: Company Secretary – Correspondence with shareholders - Correspondence with directors - Correspondence with others. Preparation of Agenda and Minutes.

Unit IV **(6 Hours)**

Communication through reports: Essentials – Importance - contents -Reports by individuals – Committees.

Unit V **(6 Hours)**

Internal Communication: Short speeches – Memo – Circulars - Notice. Social media -Meaning & Definition - Merits & demerits of Social Media..

*Self study and questions for examinations may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Quiz/Discussion/Assignment//Smart Class Room

Text Books

1. Rajendra Pal & J S.Korlahalli, (2014), Essentials of Business Communication, New Delhi, Sultan Chand & Sons.

2. Jan Zimmerman & Deborah NG, (2017),Social Media Marketing, Wiley Publisher.

Reference Books

1.Veera Karoli, (2015), Business Communication, Lucknow, Thakur publishers.

MAPPING

PSO / CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	H	H	S	M
CO2	M	H	H	S	M
CO3	H	S	M	S	M
CO4	H	M	M	S	S
CO5	M	H	H	S	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 15

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Practical 2 – Programming Laboratory (Tally ERP 9)				
Batch 2023-2024	Semester II	Hours/Week 4	Total Hours 60	Credits 2

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.

2. To know about the application of accounts in various fields.

3. To match the theoretical background of accounting concepts with practical work.

Course Outcomes (CO)

	CO1	Remembering the basic keywords of Tally ERP 9
K1 – K5	CO2	Understanding the overall concepts of Tally EQP 9
	CO3	Applying the knowledge in main features of Tally ERP.9 software.
	CO4	Analyzing the concepts in preparing final accounts.
	CO5	Evaluating the accounting information using various tools.

Syllabus

1. Create a company with relevant details and display various ledger accounts. .

2. Create groups and sub-groups.

3. Create various accounting vouchers and display various day book

4. Display a cash book

5. Prepare Subsidiary books

6. Prepare a Trial Balance

7. Prepare simple Final Accounts

8. Prepare Bank Reconciliation Statement (BRS)

9. Create Inventory masters – Stock items, Stock groups, Units of measure and find Stock summary

10. Calculate Payroll Accounting in Tally

11. Computation of ratio analysis

12. Calculate simple Interest

13. Prepare bill wise details

14. Print a cheque.

15. Calculate foreign exchange gain/loss

UBA 16

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	H	S	S	S	H
CO3	M	S	S	H	M
CO4	H	S	S	S	H
CO5	S	S	S	S	S

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA304

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 4 – Marketing Management				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	III	5	75	4

Course Objectives

1. To endow student with the knowledge of Marketing Management.

2. To understand the buying motives, buying process and Product life cycle.

3. To understood factors influencing pricing decisions and channel selection, and problems.

Course Outcomes (CO)

	CO1	Remembering the concept of Marketing Management.
K1-K5	CO2	Understanding the knowledge in the functional area of marketing management.
	CO3	Applying the theoretical marketing concepts to the practical situation.
	CO4	Analyzing the dynamics of marketing in business.
	CO5	Evaluating the recent developments in the field of marketing management.

Syllabus

Unit I   **(15 Hours)**

Marketing: Meaning and definition – Functions of Marketing - Marketing Concept – Marketing Management –– Meaning, Importance ––Marketing Mix –– Meaning and definition–– Elements of the marketing Mix –– Forces affecting marketing mix. **Buying Behavior*** – Buying Motives – Buying Process**.**

Unit II   **(15 Hours)**

Product: Meaning and definition – Product Characteristics – Consumer Goods – Industrial Goods – Production Policy. Product Life Cycle – Product Mix – Modification & Elimination – Packaging – **Developing New Products*.** Branding – Importance**.**

Unit III   **(15 Hours)**

Pricing: Meaning and definition – Buyer & Supplier – Objectives and importance of pricing - Factors Influencing pricing decisions – Kind of pricing – Factors affecting changes in price.

Unit IV   **(15 Hours)**

Physical Distribution: Meaning and Definition – Function – Importance - Types of Channel – Channel Selection & Problems.

UBA 18

Unit V **(15 Hours)**

Promotion: Meaning and Definition - Promotion mix - Promotion tools. *Advertising:* Meaning and Definition – Importance - Types - Kinds of Media.

Personal Selling: Meaning and Definition – Nature - Importance and process, Direct Marketing Sales Promotion (push versus pull study).

*Self study and questions for examinations may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room

Text Books

1. Philip Kotler and Kevin Lane Keller,(2017), Marketing Management, 14th Global Edition, New Delhi, Hall of India Pvt Ltd.

Reference Books

1. Pillai, R.S.N and V.Bagavathi,(2013),Modern Marketing Principles and Practices, 4th Edition, New Delhi, Sultan Chand and Co Ltd.

2. Rajan Nair,N. and C.B.Gupta,(2014) Marketing Management, Text and Cases, 15th Edition, NewDelhi, Tata McGrawhill.

MAPPING

PSO / CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	H
CO2	S	M	M	S	S
CO3	S	S	M	H	S
CO4	S	M	M	M	M
CO5	S	M	M	S	S

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 19

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 5 – Internet and Web Page Designing				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	III	4	60	4

Course Objectives

1. To enrich the students' knowledge in Internet & Web Page Designing.

2. To describe the basic knowledge about Network.

3. To understand about the creation of web page effectively.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the fundamental knowledge of internet and web designing.
	CO2	Understanding the importance of Internet and web designing.
	CO3	Implementing the concept using HTML.
	CO4	Executing and develop webpage designing skill in real business world.
	CO5	Evaluating the usability of a website.

Syllabus

Unit I   (12 Hours)

Internet basics – Internet Address – Domain Names – Browsers – Search Engines –connecting to the internet – **Installing and configuring a modem – creating a connection profile** – changing the default connection*.

Unit II   (12 Hours)

Working with E-mail – running on email program – sending, reading, replying, deleting andexiting mail – sending files via email – attaching a signature – managing an address book.

Unit III   (12 Hours)

Introduction to HTML – information file creation – web server – web client/browser – HTML – commands – title – footer – paragraph breaks – line breaks – heading style – text style – spacing – centering – font size and color.

Unit IV   **(12 Hours)**

List – types of list – adding graphics to HTML document – Using width, Height, alignment and alternative attributes – tables – header rows – data rows – caption tags – cells spacing – BG color – rows span – column span attributes – links – internal and external document references – Images as hyperlinks.

Unit V   **(12 Hours)**

Introduction to DHTML – Cascading Style Sheets – Cascading Style Sheets in DHTML - color and background attributes – text attributes – border attributes – marginal related attribute – list attributes – class – external style sheets. Java Script – Control Structures – Simple functions & Programs.

*Self study and questions for examination may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room

Text Books

1.Ivan Bayross, (2017), Web Enabled Commercial Application Development using HTML,DHTML,Javascript, BPB Publications.

2. Tanweer Alam, (2013),Web Designing and Development, 1st Edition, Khanna Book Publishing.

Reference Books

1. Bansal, S.K,(2012), Internet and web page designing, APH Publishing Corporation.

2.Maureen Adams & Sherry Bonelli, (1998),Internet Complete, New Delhi,BPB Publications.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	S	H	H
CO2	S	S	S	S	M
CO3	H	H	S	S	H
CO4	M	S	S	H	M
CO5	H	H	S	S	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA3AL

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Allied Practical 3 – Programming Laboratory (INTERNET & WEBPAGE DESIGNING				
Batch 2023-2024	Semester III	Hours/Week 5	Total Hours 75	Credits 5

Course Objectives

1. To impart practical knowledge in Internet & Web page designing.

2. To know about the search engines & web browsers.

3. To have a practical knowledge about E-Mail.

Course Outcomes (CO)

	CO1	Remembering the various terms of internet and webpage designing
K1 - K5	CO2	Understanding the usage of internet and webpage designing
	CO3	Applying the practical knowledge in using internet.
	CO4	Analyzing the HTML coding for designing the web page.
	CO5	Evaluating and develop webpage designing skill in real business world

Syllabus

1. Install a modem and Connect Internet in your system.

2. Search a particular topic using Internet search engines.

3. Create a new email id using any available service providers.

4. Create and send an official e-mail with and without attachment.

5. Send a greeting to more than one user at the same time.

6. Online Purchase and Settlement.

7. E-Ticket Reservation (Bus, Railways, Airways, etc).

8. Online Electricity Bill and Insurance Premium Payment.

9. Develop a HTML page to check username and password.

10. Develop a HTML page to add or remove item from list box.

11. Develop a HTML page to link other web page.

12. Develop a HTML page to scroll text from left to right.

13. Develop a HTML to display an advertisement.

14. Develop a static HTML page for college information.

15. Develop a HTML page to input information to create a mail id.

16. Develop a HTML page to conduct auction.

Sub.Code:23UBA3AL

17.Develop a HTML page to input student information.

18. Develop a HTML to display student results for a given roll number.

19.Develop a HTML to display employee payroll statement.

20.Develop a HTML page to display product information for a given product id

Teaching Methods

PowerPoint Presentation /Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong　　**H** – High　　**M** – Medium　　**L** – Low

Sub.Code:23UBA406

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 6 – Human Resource Management				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	IV	5	75	4

Course Objectives

1. To expose the students to the human resource management.

2. To know the various functions of human resource management, and process of HRP.

3. To develop the skills on Training, performance appraisal and QWL.

Course Outcomes (CO)

K1 – K5	CO1	Recollecting the basic concept of human resource management in organization.
	CO2	Understanding the role of HRM in an organisation.
	CO3	Applying the knowledge in managing the needs of employees.
	CO4	Analyzing the key issues related to administering the human elements.
	CO5	Evaluating the knowledge of HR concepts to take correct business decision.

Syllabus

Unit I   **(15 Hours)**

Human Resource Management: Meaning & definition - Functions- Difference Between Personnel Management and HRM - Nature and Scope – functions and role of Human Resource manager - **Human Resource Planning- Importance – objectives of HRP – Process of HRP – Barriers to HRP***

Unit II   **(15 Hours)**

Job Analysis & Evaluation: Job Analysis – Techniques – Advantages. Job Description – Specimen of Job Description Statement. Job Specification –Specimen of Job Specification Statement. Job Evaluation – Methods - Advantages.

Unit III   **(15 Hours)**

Staffing: Recruitment - Meaning & definition – Sources of Recruitment - E-HRM – E -Recruitment. Selection - Meaning & definiton – Importance of selection – Selection process – E-Selection.

Unit IV   **(15 Hours)**

Training and Development: Meaning & definition –Nature – Needs of effective training –Training process – Methods of training.

Performance Appraisal – Meaning & definition - Objectives – Methods.

Unit V   **(15 Hours)**

Career Development: Meaning & definition – Roles for career development – Careerdevelopment initiatives – Challenges of career development –Career management process

Talent Management – Meaning – Imperatives for talent management – Talent management life cycle – Talent management initiatives.

*Self study and questions for examination may be taken from the self study portions also.Teaching Methods

Powerpoint presentation/Seminar/Quiz/Discussion/Assignment/Smart Class Room

Text Books

1.Aswathappa.K, (2013),Human Resources and Personnel Management Text and Cases, NewDelhi, Tata MC. Graw-Hill Publishing Ltd.

2.Dr.J.Jayashankar,(2014),Human Resources Management,1st Edition, Chennai, Margham Publications.

Reference Books

1.Tripathy . P.C,(2013.),Personnel Management and Industrial Relations,18th Edition, New Delhi,Sultan Chand Sons.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	H	S	M
CO2	S	M	H	S	H
CO3	S	M	M	S	M
CO4	S	S	M	M	S
CO5	S	M	M	S	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 25

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 7 - RDBMS & ORACLE				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	IV	4	60	4

Course Objectives

1. To develop and manage the relational database design.

2. To state the difference between DBMS & RDBMS.

3. To describe Embedded & dynamic SQL.

Course Outcomes (CO)

	CO1	Remembering the basic concepts of database Management system.
K1 – K5	CO2	Understanding the database from SQL statement.
	CO3	Applying various data models which describe the structure of database
	CO4	Analyzing the program through SQL commands.
	CO5	Evaluating the growth in the database system.

Syllabus

Unit I   **(12 Hours)**

Database Management System and RDBMS – Normalization – Oracle Terminology – Database Connection – Creating Tables – Definition **-** Types basics of SQL : SQL Grammar.

Unit II   **(12 Hours)**

Data manipulation language – **data types* -** Insertions, updation and deletion set operation – SELECT command – Where clause modifying structure – SQL & Plus set Commands.

Unit III   **(12 Hours)**

Manipulating Strings – Dealing with dates – handling Numbers – Defining Table, Primary key, foreign key and Column Constraints – Table Indexes.

Unit IV   **(12 Hours)**

Sophisticated queries – Built-in Group functions – the Join operation – Views, sequences,and synonyms

UBA 26

Unit V   **(12 Hours)**

Transactions – the basics of PL/SQL creating and using stored procedures, Function andPackages – Retrieving Data with Cursors. Enforcing Business Rules with Database Triggers.

***Self study and questions for examination may be taken from the self study portions also.Teaching Methods**

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room

Text Books

1. Ivan Bayross, The Complete Reference.

2. Leon, (2014), Oracle 7 Application Development Hand Book, New Delhi.

Reference Books

1.David Loctman, Developing Personal Oracle for Windows 95 Applicable

2.Bay Ross,(2000),Commercial Application Development using Oracle Developer, Chennai,BPB Publications.

3.Ivan Bay Ross, Oracle 7 The complete reference, Chennai, BPB Publications.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	H	H	S	H	M
CO3	M	M	S	M	H
CO4	M	L	S	L	M
CO5	H	H	S	H	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA4AM

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Allied Practical 4 - Programming Laboratory (RDBMS AND ORACLE)				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	IV	5	75	5

Course Objectives

1. To impart practical knowledge about SQL.

2. To create tables using commands in SQL.

3. To teach how the database is used in SQL.

Course Outcomes (CO)

	CO1	Remembering the data base concepts
K1 - K5	CO2	Understanding the overall concepts of RDBMS & ORACLE
	CO3	Applying the various SQL commands in table creation.
	CO4	Analyzing about the usage of different data constraints.
	CO5	Evaluating the program through SQL commands.

Syllabus

1. Designing a database for student information.

2. Insert records for student database tables.

3. Alter a field size in the student database table.

4. Delete a field in the student database table.

5. Select records with roll number, name, class, and subject with all mark details.

6. Prepare a list of all students who are having arrears.

7. Find the percentage of mark of a student.

8. Find the pass percentage of a student in student database.

9. Prepare semester mark sheet for a given student roll number.

10. Design a database for employee information.

11. Insert records for employee database tables.

12. Select records with employee, id, name, department, designation with

allsalary details.

13. Prepare a list of employees who getting net pay more than 10000.

14. List all employees with total allowances and total deductions.

15. List all employees with their net pay.

16. Design a database for bank information.

17. Insert records for bank database tables.

18. Create a view for an employee with their deposit information.

19. Write a stored function to find net balance of a customer.

20. Write a PL/SQL procedure to deposit amount to bank database.

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 29

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 8 – Research Methods for Management				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	V	6	90	5

Course Objectives

1. To impart the knowledge on research methods for management.

2. The students are understood about the concept of between survey and observation.

3. To get the idea about the processing and analyzing of data.

Course Outcomes (CO)

	CO1	Remembering the overall concept of research.
	CO2	Understanding the research problem and techniques.
K1 – K5	CO3	Applying the work plan of research.
	CO4	Analyzing the issues inherent in collecting, analyzing and reporting
	CO5	Evaluating the testable data in solving the research problem.

Syllabus

Unit I (Theory Only)   **(18 Hours)**

Research: Meaning & definition –Importance – **Advantages and limitations*** Types of Research – The Research Process – Difference Between Survey and observation – Criteria of good Research – Problems Encountered by Researchers in India – Ethics in Business Research.

Unit II (Theory Only)   **(18 Hours)**

Research Design: Defining Research Problem – Techniques involved - Need for Research Design - Features of a Good Research Design. Sampling Design – Steps in Sampling Design - Sampling process and selection – sample types.

Unit III (Theory Only)   **(18 Hours)**

Measurement & types of scaling- Attitude Measurement- Scaling – technique – Editing , Coding, Tabulation. Data collection - Meaning & definition - Methods of data – Tools – Questionnaire – Interview schedule.

UBA 30

Unit IV (Problems & Theory)   **(18 Hours)**

Processing and analyzing of data: Executive summary - Statistics in research – Hypothesis – Formulation and testing of Hypothesis - Chi square tests (Simple problems only) , ANOVA(OneWay) - Interpretation.

Unit V (Theory Only)   **(18 Hours)**

Report writing: Steps in writing report – Layout of report –Types of Report –Mechanism of Report Writing.

*Self study and questions for examinations may be taken from the self study portions also.Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room

Text Books

1. C.K. Kothari, (2018), Research Methodology, New Delhi, Wishwa Makasan.

2. Sharma DD, (2006), Marketing Research, New Delhi, Sultan Chand&Sons.

Reference Books

1. Mukul Gupta & Deepa Gupta, (2013), Research Methodology, 2nd Edition. &Asoke K Ghosh.

2. R. Panneerselvam, (2013), Research Methodology, 11th Edition & Asoke K Ghosh.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	M
CO2	S	S	M	S	H
CO3	S	S	M	H	S
CO4	S	M	M	M	M
CO5	S	S	M	H	S

S – Strong   **H** – High   **M** – Medium **L** – Low

UBA 31

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 9 - Cost and Management Accounting				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	V	6	90	5

Course Objectives

1. To impart the knowledge of aspects of Cost and Management Accounting.

2. To motivate the students to find the different types of Cost.

3. To understand the various tools apply in Management Accounting

Course Outcomes (CO)

	CO1	Remembering the basics of Cost and Management accounting.
K1 – K5	CO2	Understanding the flow of funds in the business.
	CO3	Applying the cost and management techniques in real business.
	CO4	Analyzing the principles used in process of cost & Management Accounting relevant for managerial decision making.
	CO5	Evaluating the cost accounting as a tool of managerial decision.

Syllabus

Unit I (Problems and Theory) (18 Hours)

Cost accounting: Meaning &definition – **scope - objectives** – **cost Accounting vs. Financial accounting – steps for installation* ,** difficulties faced by management for installing costing systems – different methods & Types of costing – cost sheet (simple problems only) – Tender – Quotations.

Unit II (Problems and Theory) (18 Hours)

Materials Issues & Labour Costing: Meaning &definition – Need and essential of material control – various stock levels EOQ – Issue of material – LIFO - FIFO- Average (simple and weighted) – Standard cost method. Labour costing – Time and piece Rate System (Hasley Plan and Rowan Plan).

Unit III (Problems Only) (18 Hours)

Fund flow statement – Cash flow statement.

UBA 32

Unit IV (Problems Only) (18 Hours)

Financial Statement Analysis: Preparation of Comparative and Common-size Statement – Analysis and Interpretation – Budgetary control – Preparation of various budget (Production, Sales,Fixed, Flexible and cash budget).

Unit V (Problems Only) (18 Hours)

Computation of different variances (Material, Labour). Ratio analysis – uses and significance – Liquidity Ratio, Profitability Ratio and Solvency Ratio.

Note: ☐Theory 20% and Problems 80%☐

***Self study and questions for examination may be taken from the self study portions also.Teaching Methods**

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

Text book

1. Jain S. P & Narang K. L, (2013) Cost and Management Accounting, Fourteenth Revised Edition, New Delhi & Kalyani Publishers.

Reference Books

1. Dr. Ramasamy T, (2008), Cost Accounting, First Edition, Gold Books Publishing House.
2. Shashi K. Gupta and Dr Sharma R. K, (2014), Management Accounting, Thirteenth Revised Edition. New Delhi & Kalyani Publishers.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	H	M
CO2	S	S	S	H	H
CO3	S	H	H	M	M
CO4	S	H	H	M	S
CO5	S	H	H	M	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 33

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 10 – R Programming				
Batch 2023-2024	Semester V	Hours/Week 5	Total Hours 75	Credits 4

Course Objectives

1. To introduction to resources for continuing to develop their R skill set.

2. To understand R programming and its applications.

3. To explore how basic graphs and statistics works in R.

Course Outcomes (CO)

	CO1	Remembering the fundamental syntax of R through readings, practice exercises, demonstration, and writing R code..
K1 – K5	CO2	Understanding the concepts of variables and objects in R programming.
	CO3	Applying the Acquire knowledge about reading and writing data in R programming.
	CO4	Analyzing the critical programming language concepts Operators of R programs through examples.
	CO5	Evaluating the critical programming language concepts Loops of R programs through examples.

Syllabus

Unit I (15 Hours)

R Introduction: History of R: What is R? What is S? The S Philosophy – Back to R – Basic Features of R – Free Software – Design of the R System – Limitation of R – R Resources Getting Started with R: Installation – Getting started with the R interface.

Unit II (15 Hours)

R Variables and Objects: R Nuts and Bolts: Entering Input – Evaluation – R Objects – Numbers – Attributes – Creating Vectors – Mixing Objects – Explicit Coercion – Matrices – Lists – Factors – Missing Values – Data Frames – Names.

Unit III (15 Hours)

R Reading and writing data : Getting Data In and Out of R: Reading and Writing Data - Reading Data Files with read.table() - Reading in Larger Datasets with read.table - Calculating Memory - Requirements for R Objects - Using the readr Package - Using Textual and Binary Formats for Storing Data - Using **dput()** and dump().

Sub.Code:23UBA510

Unit IV (15 Hours)

R Operators: R- Operator: Types of operators-Arithmetic operators-Relational operators-,Logical operators-Assignment operators-Miscellaneous operators. R-Decision Making: R-If statement-,R-If…Else statement-if...else if...else Statement R – Switch statement.

Unit V (15 Hours)

R Loops: R – Loops: R – Repeat Loop - R – While Loop- R – For Loop-Loop control statements- R –Break statement- R – Next statement.

* Self study and questions for examination may be taken from the self study portions also.Teaching Methods

PowerPoint presentation/Seminar/Quiz/Discussion/Assignment/Smart Class Room

Text Books

1. Roger D. Peng, "**R Programming for Data Science**", LeanPub, 2020. (e-Book)

2. Dr.V.Bhuvaneswari,"Data Analytics with R programming,Scitech publications ,2018

Reference Books

1. Tony Fischetti, "Data Analysis with R", Paperback, PACKT Publications, 2015

2. Grolemund, Garrett, "Hands on Programming with R", O' Reilly Inc., 2015

3. Joris Meys Andrie de Vries , "R Programming Dummies", Paperback Edition, 2016 (eBook)

MAPPING

PSO / CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	S	S	H
CO2	H	H	S	M	S
CO3	M	M	S	H	M
CO4	M	M	S	M	M
CO5	M	M	S	H	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA5CN

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Practical 3 – R Programming Lab				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	V	6	90	3

Course Objectives

1. To develop the application software using R.

2. To understand the fundamental design concepts of application using R.

3. To perform average using VB controls

Course Outcomes (CO)

	CO1	Remembering the applications of R
K1 – K5	CO2	Understanding the various forms of R
	CO3	Applying the integration of back end with front end tool using R.
	CO4	Analyzing the significance of R Programming.
	CO5	Evaluating the various control structures to create application software.

Syllabus

1. A simple program to display "Hello World!" on the screen using print() function

2. A program to add two vectors using R vectors and operator

3. Find a Sum, Mean and Product of Vector in R Programming

4. Write a R program to take input from a user using readline() function

5. Write a R program to print the Fibonacci sequence using a while loop

6. Create a simple calculator that can add, subtract, multiply and divide two numbers entered   by the user

7. Write an R program to check if a Number is Odd or Even

8. Write a R program to find the Factorial of a Number

9. Write a R program to Check for Leap Year

10. Write a R program to check if a Number is Positive, Negative or Zero

UBA 36

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 11 – Financial Management				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	VI	6	90	5

Course Objectives

1. To enlighten the student on the Financial Management.

2. To enable the students to develop awareness on the various sources of finance.

3. To understand the importance of finance, types of investment, and techniques used for capital budgeting.

Course Outcomes (CO)

	CO1	Remembering the concepts financial management.
K1 – K5	CO2	Understanding the overall role and importance of finance.
	CO3	Applying financial theory in corporate sector.
	CO4	Analyzing the role of a financial manager in taking financial decisions with the help of various techniques.
	CO5	Evaluating the financial needs of an enterprise and finding out suitable sources.

Syllabus

Unit I (Theory Only) **(18 Hours)**

Financial Management: Meaning & Definition - Scope of Finance Management – Objectives of Financial Management – Profit Maximization and Wealth Maximization. **Sources of Finance: Short term – Bank Sources – Long term (Shares, Debentures, Preferred Stock and Debt)*.**

Unit II (Problem & Theory Questions) **(18 Hours)**

Financing Decision: Cost of Capital – Cost of Specific Sources of Capital – Equity – Preferred Stock – Debt – Term loan - Reserve – Weighted Average Cost of Capital. Leverage – Types – Operating, Financial and Composite Leverage.

Unit III (Theory Only) **(18 Hours)**

Investment Decision: Capital Structure – Factors Influencing Capital Structure – Optimal Capital Structure. Dividend Policy Decision: Meaning, Classification – Sources available for Dividend – Determinants of Dividend Policy.

Unit IV (Theory Only) (18 Hours)

Liquidity Decision: Working Capital Management- Meaning & definition – Concepts – Importance – Determinants of Working Capital. Cash Management: Motives for Holding Cash – Objectives and Strategies of Cash Management.

Receivables Management: Objectives – Cost of Credit Extension – Benefits – Credit Policies – Credit Terms – Collection Policies.

Unit V (Problem and Theory Questions) (18 Hours)

Capital Budgeting: Meaning & definition – Objectives – Methods of Capital Budgeting – Non-Discounted Cash Flow Method (Pay Back Period and Accounting Rate of Returns) Discounted Cash Flow Method (Internal Rate of Return, Net Present Value and Profitability Index).**Note: ⬜Theory 60% and Problems 40%⬜**

***Self study and questions for examination may be taken from the self study portions also.Teaching Methods**

Powerpoint Presentation/Group Discussion/Seminar/Quiz/Smart Class Room

Text Books

1. Shashi K. Gupta and Sharma R.K., (2016), Financial Management, New Delhi & Kalyani Publishers.

2. Khan M.Y and Jain P.K, (2017), Financial Management, Text, Problems and Cases, TenthReprint, New Delhi & Tata Mc Graw Hill Education Pvt Ltd.

Reference Books

1. Kulkarni P.V, SatyaPrasad B.G, (2015), Financial Management, Twelfth Edition, Mumbai &Himalaya publishing House.

2. Pandey I.M., (2016), Financial Management, Delhi & Vikas Publication House Ltd.

MAPPING

PSO / CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	M
CO2	S	S	H	H	M
CO3	S	H	M	H	H
CO4	S	S	H	H	H
CO5	S	H	M	H	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA612

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Core Paper 12 – Visual Basic. Net Programming				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	VI	6	90	4

Course Objectives

1. To introduce the concepts of Visual Basic. Net Programming.

2. To design, create, build & debug VB.Net applications.

3. To explore Visual Basic Integrated Development Environment (IDE).

Course Outcomes (CO)

	CO1	Remembering the overall concept of Visual Basic. Net Programming.
K1 – K5	CO2	Understanding the various controls in VB.NET
	CO3	Applying the procedures and functions to create application software.
	CO4	Analyzing the structure of VB.NET in current business scenario.
	CO5	Evaluating the highly structured language in modern technology.

Syllabus

Unit I   **(18 Hours)**

GETTING STARTED: Introduction-Visual Basic and Visual Basic.Net- Installing Visual Basic-IDE- Tool box – Property Editor – VB Forms – Button – Events Properties in code – Solution Explorer – Saving Project.

Unit II   **(18 Hours)**

CONTROLS AND METHODS: Buttons – Labels – Text boxes – Picture boxes – Check boxes – Radio buttons – Group boxes – List boxes – Checked list boxes – Combo boxes – Open file dialog
– Timer – Tab control – Splitter – Toll bar and Rich Text box – Month calendar – Other controls – Anchor and Dock Properties.

Unit III   **(18 Hours)**

BASIC ESSENTIALS: Variables and scope – Data Types – If… Then…Else – For…next – Do…Loop – Case…Else – with…End with – Subroutines – Functions – Message Box and Input Box.

Unit IV **(18 Hours)**

OBJECT ESSENTIAL: Classes and Objects – New and finalize – Inheritance – Modules – Namespaces – Using Imports.

TOOLS: Creating a menu – Customising a menu – Creating a pop-up menu – Changing menus atrun time.

Unit V **(18 Hours)**

DATABASES: Introduction databases – Creating a database with Access – Designing a table – Dataform wizard – Database objects – Showing data in a grid – creating a report – showing a report.

* Self study and questions for examination may be taken from the self study portions also.Teaching Methods

PowerPoint presentation/Seminar/Quiz/Discussion/Assignment/Smart Class Room

Text Books

1. "Visualbasic.Net Programming In Easy Steps" – TIM ANDERSON-2008 – DREAMTECHPRESS.

2. Gary Cornell, (2017), Visual Basic 6 from the Ground Up, Tata McGraw Hill.

Reference Books

1.Gary Cornell ,(2009),Visual Basic for Windows, Tata McGraw Hill.

2.Mohammed Azam,(2006), Visual basic 6 Programming guide, New Delhi, Vikash publishing house pvt ltd.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	S	S	S	H
CO2	H	H	S	M	S
CO3	M	M	S	H	M
CO4	M	M	S	M	M
CO5	M	M	S	H	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 41

Programme Code : 17	Business Administration With Computer Applications		
Title of the Paper: Core Practical 4 – Programming Laboratory (Visual Basic. Net)			
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	VI	6	90	3

Course Objectives

4. To develop the application software using Visual Basic.

5. To understand the fundamental design concepts of application using VB.

6. To perform financial statements using VB controls

Course Outcomes (CO)

	CO1	Remembering the applications of VB
K1 – K5	CO2	Understanding the various forms of VB
	CO3	Applying the integration of back end with front end tool using DAO control.
	CO4	Analyzing the significance of Visual Basic Programming for software development.
	CO5	Evaluating the various control structures to create application software.

Syllabus

1. Create a program to perform arithmetic calculation

2. Calculate depreciation by using check box control

3. Create final accounts by using menu editor

4. Create a program in visual basic by converting numbers into words by using select casestatement

5. Manipulate string functions

6. Design a sample calculator using control arrays

7. Create s single document interface by using rich text box

8. Create a student database by using data control

9. Prepare capital budgeting by using option button

10. Create a program to add items into list box

11. Design a form to display Product Life Cycle using slider control

12. Design the form to display tree view and list of folders and files from a directory of anorganization.

UBA 42

Sub.Code:23UBA6CO

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	M	S	S	H
CO2	M	S	S	S	M
CO3	M	S	S	H	M
CO4	M	M	S	S	H
CO5	M	S	S	S	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA6Z1

Programme Code : 17	Business Administration With Computer Applications

Title of the Paper: Project Work				

Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	VI	4	60	5

Course Objectives

1. To enhance the Knowledge in Project work.
2. To develop the students with self-confidence to do Project work.
3. To enable the students develop their analytical skill, problem solving abilities.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the methodology of project work
	CO2	Understanding the chapter wise works of project
	CO3	Applying the theoretical knowledge in various functional areas.
	CO4	Analyzing the data which is related to the objectives of the study.
	CO5	Evaluating the results with the help of various tools.

Students have a project in the sixth and last semester of the course programme. The students choose the interested area of specialization namely marketing, finance, human resource etc and do their research in it. Students gain knowledge in their interested field and viva voce is conducted for the same at the end of the semester.

Components of Continuous Internal Assessment

Project/Case study		
Review	15	20

ESE Project Viva Voce:

Knowledge Level	Section	Marks	Total
K3	Project Report	60	
K4		20	80
K5	Viva voce		

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	S	S	H
CO2	S	S	S	M	M
CO3	S	S	S	H	M
CO4	S	M	S	S	H
CO5	S	S	S	M	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper 1 – Global Business Management			
Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To impart knowledge on Global Business Management.

2. The students should have able to acquire Globalization and MNCs in India.

3. To get the idea about the WTO and export procedures in GBM.

Course Outcomes (CO)

	CO1	Remembering the overall concept of Global Business Management.
K1 – K5	CO2	Understanding the various documentation procedures in the global trade.
	CO3	Applying the knowledge in the process of exports and import trade.
	CO4	Analyzing the recent trends and practices prevalent in the global trade.
	CO5	Evaluating the strategies in global business environment.

Syllabus

Unit I

International Trade: Meaning and Definition – Features – Limitation –Balance of Payment and its Components - Business Environment – Meaning and Definition – Features – Importance - Types of Business Environment. **Difference between International Trade and Domestic Trade***.

Unit II

Globalization – Modes of entry - Globalization of Indian business. Multinational corporation - Merits and Demerits of MNCs – MNCs in India.

Unit III

WTO - Tariff Barriers – GATTs – TRIMs – TRIPs – Anti-dumping measures – FEMA – Import procedures – documents in import procedures.

Unit IV

Quality Control – Pre-shipment inspection –documents for export – document for claiming exports assistants – developing exports through correspondences – process of export order- export procedures – export incentives.

Unit V

FDI – Advantages & Disadvantages – FII - Advantages & Disadvantages – Home country & Host country - Advantages & Disadvantages – Difference between Home country & Host country.

* **Self study and questions for examination may be taken from the self study portions also.Teaching Methods**

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room

Text Books

1. Balagopal.M, (2017), Export Management, Mumbai, Tata MC Grawhill.

2. Francis Cherunilam,(2023), Business Environment , Himalaya Publishing House.

Reference Books

1. P.Boominathan,(2020), Global Business Management,Thakur Publications.

2. Aswathapa, (2017), Business Environment, Himalaya Publishers.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	H
CO2	S	M	H	S	S
CO3	S	S	M	H	S
CO4	S	H	M	M	M
CO5	S	S	M	H	S

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper 2 – Entrepreneurial Development and Project Management			
Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To enhance the knowledge in entrepreneurial development and project management.

2. The students should have understood role of entrepreneurs in economic development.

3. To equip the students with project management and institutional finance to entrepreneurs.

Course Outcomes (CO)

	CO1	Remembering the overall concepts of EDP.
K1 –K5	CO2	Understand the Role of Entrepreneurs in Economic Development.
	CO3	Applying the knowledge in Project formulation.
	CO4	Analyzing the methods of project appraisal.
	CO5	Evaluating the retail structure

Syllabus

Unit I

Entrepreneurship: Meaning & definition– Characteristics, Functions and Types of Entrepreneurship – **An Entrepreneur and A Manager*** - Entrepreneurs – Role of Entrepreneurs in Economic Development.

Unit II

Factors affecting Entrepreneur growth – Economic – Non Economic. Entrepreneurship Development Programme – Need – Objectives – Course Contents – Phases – Evaluation.

Unit III

Institutional Finance to Entrepreneurs: IDBI. IFCI, ICICI, IRBI, LIC, UTI, SFC, SIDC, SIDBI, and EXIM BANK and Role of Commercial Banks in Financing Entrepreneurs – Institutional Support to Entrepreneurs: DICs, SISI, SIDO, NSIC, TCOs, TIIC.

Unit IV

Project Management: Meaning & definition of project – Concepts – Categories – Project Life Cycle Phases – Characteristics of a Project – Project Manager – Roles and Responsibilities of a Project Manager- Project Identification – Selection.

Unit V

     Project formulation : Meaning & definition - Contents of a Project Report – Planning Commission Guidelines for formulating a Project – Specimen of a Project Report – Errors in Project Formulation - Project Appraisal – Methods of Project Appraisal – Network Analysis – Financial Analysis.

* Self study and questions for examination may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room

Text Books

1.Khanka Schand,S.S,(2010), Entrepreneurial Development, 12th Edition & New Delhi.

2.Dr. Khanka, S.S. (2011), Project Management , New Delhi, Himalaya Publications.

Reference Books

1.C.B.Gupta & N.P.Srivasan,(2015), Entrepreneurial Development , 9th Edition & NewDelhi, MC.Graw Hill.

2.Dr.Jeyapal, S. (2013), Project Management , 10th Edition & Chennai, Denis Lock Publications.

3.E.Gardon, K.Natarajan, (2017), Entrepreneurship Development, 6th Revised Edition, Himalaya Publishing House.

4.S.Anil Kumar, S.C.Poornima, Mini.K.Abraham, K.Jayshree, (2006), Entrepreneurship Development, New Age International Publishers.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	M	L
CO2	M	M	L	S	S
CO3	S	S	M	L	S
CO4	H	L	M	M	M
CO5	M	L	S	M	M

     S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 48

Programme Code: 17		Business Administration With Computer Applications	
Title of the Paper: Elective Paper 3 – Banking and Insurance Law			
Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To enhance the Knowledge in Banking and Insurance law.

2. To make the students to understand the role banking and insurance sector.

3. To know the concepts of insurable risk.

Course Outcomes (CO)

	CO1	Remembering the overall concept of law relating to banking and Insurance
K1 – K5	CO2	Understanding the functions of bankers.
	CO3	Applying the concept of statutory protection for paying and collection banker.
	CO4	Analyzing the various principles of insurance and its classification.
	CO5	Evaluating the banking system in India

Syllabus

Unit I

Introduction of Banking: Meaning and Definition – Relationship between banker and customers –Functions of Commercial banks – Types of accounts.

Lending: Meaning and Definition – Principles of sound lending – Different types of Lending

Unit II

Negotiable Instruments: Meaning and Definition – Salient Features – Different types of customers – Individual and Institution – Lunatics – Minors – Married Women – Drunkard – Illiterate persons – Partnership Firms – Joint Stock Companies. Cheque – Material alteration – crossing – endorsement.

Unit III

Recent developments in Banking: Core Banking Solution – Electronic Banking – ATM Debit / Credit Card – RTGS (Real Time Gross Settlement) – NEFT (National Electronic Fund Transfer) –**Micro Finance – Role and Benefits** – Payment banker.

UBA 49

Unit IV

Insurance: Meaning and Definition – Functions – Natures – Principles – Classification – Impact of LPG on Insurance Industry – Types of Insurance (LIC, GIC, Marine) – Merits and demerits of Insurance.

Unit V

Risk: Meaning and Definition – Concept - Types – Risk Appraisal – Transfer and Pooling of Risks – Concept of Insurable Risk.

*Self study and questions for examinations may be taken from the self study portions also:Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

Text book

1. Gordon, E. and K. Natarajan (2014), Banking Theory, Law and Practice, Chennai, Himalaya Publishing House.

2. Bodla, B.S., M.C.Garg and K.P.Singh (2011), Insurance Fundamentals, New Delhi, Deepaand Deepa Publications Private Limited

Reference books

1. Jagroop Singh and Sarita (2012), Banking and Insurance Law, New Delhi, Sultan Sons andCompany Limited.

2. Sharma and Shash K Gupta (2013), Banking Theory, Law and Practice, New Delhi, Deepaand Deepa Publications Private Limited.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	H	H	M	H	S
CO2	H	H	M	S	S
CO3	S	M	M	H	S
CO4	S	H	H	S	S
CO5	H	H	M	S	S

S – Strong   **H** – High   **M** – Medium **L** – Low

UBA 50

Programme Code: 17	Business Administration With Computer Applications
Title of the Paper: Elective Paper 4 – Logistics Management	

Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To Enhance the Knowledge in Product Strategy and Management.

2. To understand the concept of market plan.

3. To know about target market, market segmentation, profitability analysis and pricing decision.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of logistic.
	CO2	Understanding the concept of transportation & warehousing.
	CO3	Applying knowledge in logistic information system.
	CO4	Analyzing future management of logistic.
	CO5	Evaluating the overall logistic system

Syllabus

Unit I

Logistics: Meaning & Definition – Business logistics – marketing logistics – objectives – importance – logistics and customer services – physical supply and distribution– elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

Unit II

Transportation: Meaning & Definition – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

Unit III

Warehousing: Meaning & Definition – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives –purposes – functions – design and costs.

Unit IV

   Logistics information system: Meaning & Definition – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

Unit V

   Future management of logistics: Logistics and outsourcing – Benefits – third partylogistics – value added services – reverse logistics.

*Self study and questions for examinations may be taken from the self study portions also:Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Smart Class Room

Text book

1. Vinod V. Sople, (2012), Logistics Management, Kindle Edition, Pearson Publisher.

2. K.K. Khanna, (2015), Physical Distribution - Himalaya Publishing House Pvt. Ltd.

Reference Book

1. Bowersox J. Donald,(1996) Logistical management. McGraw-Hill Higher Education.

2.Kapoor, (2003), Basics of Distribution Management, Prentice Hall India Learning Private Limited Publisher.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	H	M
CO2	S	H	H	M	H
CO3	S	H	M	H	H
CO4	S	M	S	M	H
CO5	S	H	M	H	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code: 17	Business Administration With Computer Applications
Title of the Paper: Elective Paper 5 – Goods and Services Tax	

Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To know about the basic concept of taxation.

2. To know about the important reform undertaken by the Government in the field of indirect

taxes.3.To understood the details and implications of GST on the business.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of Taxation.
	CO2	Understanding the role of GST on the business.
	CO3	Applying the Registration procedures under GST.
	CO4	Analyzing Input tax credit under GST Regime.
	CO5	Evaluating the valuation of GST

Syllabus

Unit I

Indirect Taxes: Meaning & definition - Importance – Objectives of Taxation – Canons of Taxation – **Classifications of taxes** – Constitutional basis of Taxation in India – GST in India.

Unit II

Goods and Service Tax: Meaning & definition – Importance - Features of GST – Stages of Evolution of GST - GST law – Taxes subsumed under Goods and Service Tax – Benefits of GST – Types of Supplies under GST in India – Difference between Indirect tax and GST.

Unit III

Levy & Valuation of GST : Levy of Collection under GST. Place of supply - Importance of place of supply. Time of Supply - Importance of Time of Supply in GST. Valuation of Supply of Goods and Services - Transaction value - Inclusion in value of supply - Exclusion in value of supply - Valuation rules.

Unit IV

Input Tax Credit under GST: Methods of Input Tax Credit – GST Input Tax Credit Mechanism – Documents required for claiming Input Tax Credit- Registration Procedures under GST – Cancellation of Registration – Filing of Returns.

Unit V

Integrated Goods and Services Tax Act 2017: Introduction - Scope of Integrated GST Act 2017 - Levy and collection - Power to Grant Exemption from tax - Determination of nature of supply - Interstate supply - Intra state supply.

* Self study and questions for examination may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Discussion/Assignment/Smart Class Room

Text books

1.Dr.R.Parameswaran & CA.P.Viswanathan,(2018), Indirect Taxes GST and Customs
Laws,Kavin Publications, First edition.

Reference Books

1. Datey v.s, (2017), GST, Taxman publications (pvt) ltd, New Delhi.

2. S.S.Gupta, (2017),GST Law and Practice, Taxman Publications Pvt. Ltd, New Delhi

MAPPING

PSO / CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	H	S	H
CO2	H	S	M	M	H
CO3	H	S	H	H	H
CO4	S	S	S	M	H
CO5	S	S	S	M	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper 6 – Production and Materials Management			
Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To enhance knowledge on basic principles of production and materials management.

2. To know the functions of Production Management.

3. To understand the effective Management of materials.

Course Outcomes (CO)

K1 – K5	CO1	Recollecting basic concepts of production and materials Management
	CO2	Understanding various principles and practices involved in production and materials management
	CO3	Applying the knowledge's about managing production process.
	CO4	Analyzing the quality of material.
	CO5	Evaluating the methods and techniques of production and material management.

Syllabus

Unit I

Production Management: Meaning and Definition - Functions – Scope – Plant Location – Plant Layout – Principles – Process Layout for Production Planning and Control – Principles – Information Flow – Routing – Scheduling (Grantt Chart Only) – Dispatching.

Unit II

Material Handling: Meaning and Definition - Importance – Principles – Criteria for Selection of Material Handling Equipment - Classification of Material Handling Equipment – Product Design – Factors – Time Study & Motion study – Meaning & Definition – Principles.

Unit III

Materials Management: Meaning and Definition - Organization of Materials Management – Fundamental Principles – Structure – Integrated Materials Management – **Purchasing – Procedure – Principles ***- Import Substitution – Vendor Rating – Vendor Development.

Unit IV

     Inventory Control: Meaning and Definition - Functions of Inventory – Importance – Tools – ABC, VED, FSN, - MRP, ERP Concepts. Store Keeping – Objectives – Functions – Duties & Responsibilities of Store Keeper – Location of Store – Store Ledger – Bin Card.

Unit V

     Total Quality Management: Meaning and Definition – Objectives – Tools & techniques of TQM - Bench Marking – Business process re-engineering – Six sigma - ISO.

*Self study and questions for examination may be taken from the self study portions also.

Teaching Methods

PowerPoint presentation/Seminar/Chalk & Talk/Assignment/Online link/Smart Class Room

Text Books

1. Kanna, P,(2019), Industrial Engineering & Management, Dhanpatraj Rai Publication, New Delhi.

2.M.M. Varma, (2020,) Materials Management, Sultan Chand & Sons, New Delhi.

Reference Books

1.Banga and Sharma,(2020),Industrial Engineering & Management. 1st Edition, Hanna Publishers, Delhi.

2. Dr.Sarojkumar,Rajkumarsingh(2019),Production and Materials Management, Thakur Publishers, Chennai.

3.Gopala Krishnana,(2018) Materials Management. 2nd Edition, Prentice Hall India Learning Private Limited,Delhi.

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	M	H	H	M
CO2	S	H	H	S	M
CO3	S	M	H	M	S
CO4	S	H	M	M	S
CO5	S	M	H	M	S

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code: 17	Business Administration With Computer Applications
Title of the Paper: Elective Paper 7 – Consumer Affairs	

Batch	Hours / Week	Total Hours	Credits
2023-2024	5/6	75/90	5

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer.
2. To understand the procedure of redress of consumer complaints.
3. To know more about decisions on Leading Cases by Consumer Protection Act.
4. To get more knowledge about Organizational set-up under the Consumer Protection Act
5. To impart awareness about the Role of Industry Regulators in Consumer Protection
6. To understand Contemporary Issues in Consumer Affairs

Course Outcomes (CO)

K1 to K5	CO1	Able to know the rights and responsibility of consumers.
	CO2	Understand the importance and benefits of Consumer Protection Act.
	CO3	Applying the role of different agencies in establishing product and service standards.
	CO4	Analyse to handle the business firms' interface with consumers.
	CO5	Assess Quality and Standardization of consumer affairs

SYLLABUS

UNIT I

Conceptual Framework - Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000suite

UNIT II

The Consumer Protection Law in India - Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services,service, deficiency in service, unfair trade practice, restrictive trade practice.

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

UNIT III

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

Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

UNIT IV

Role of Industry Regulators in Consumer Protection

- Banking: RBI and Banking Ombudsman
- Insurance: IRDA and Insurance Ombudsman
- Telecommunication: TRAI
- Food Products: FSSAI
- Electricity Supply: Electricity Regulatory Commission
- Real Estate Regulatory Authority

UNIT V

Contemporary Issues in Consumer Affairs - Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

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

Note: Unit 2 and 3 refers to the Consumer Protection Act, 2086. Any change in law would be added appropriately after the new law is notified.

Teaching Methods:

Smart Class rooms /Power Point Presentations / Seminars/Quiz /Discussion /Flipped

Classrooms

SUGGESTED READINGS:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, UniversitiesPress.

2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure,Deep and Deep Publications PvtLtd.

3. G. Ganesan and M. Sumathy. (2012). Globalisation and Consumerism: Issues and Challenges, RegalPublications

4. Suresh Misra and Sapna Chadah (2012). Consumer Protection in India: Issues and Concerns,IIPA, NewDelhi

5. Rajyalaxmi Rao (2012), Consumer is King, Universal Law Publishing Company

6. Girimaji, Pushpa (2002). Consumer Right for Everyone Penguin Books.

7. E-books :-www.consumereducation.in

8. Empowering Consumers e-book,www.consumeraffairs.nic.in

9. ebook,www.bis.org

10. The Consumer Protection Act, 2086 and its later versions.

Mapping

PSO CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	M	H	S
CO 2	M	H	S	S	S
CO 3	S	M	H	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	M	H

S-Strong   **H**-High   **M**-Medium   **L**-Low

UBA 59

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Skill Based Subject 1 – Cyber Security				
Batch 2023-2024	Semester III	Hours/Week 2	Total Hours 30	Credits 3

Course Objectives

1. The course introduces the basic concepts of Cyber Security

2. To develop an ability to understand about various modes of Cyber Crimes and Preventive measures

3. To understand about the Cyber Legal laws and Punishments

Course Outcomes (CO)

K1	CO1	To Understand the Concepts of Cybercrime and Cyber Frauds
K2	CO2	To Know about Cyber Terrorism and its preventive measures
K3	CO3	To Analyze about the Internet, Mobile Phone and E-commerce security issues
K4	CO4	To Understand about E-mail and Social Media Issues
K5	CO5	To Describe about various legal responses to Cybercrime

Syllabus

Unit I (6 Hours)

Introduction to Cyber Security: Definition of Cyber Security- Why is Cyber Security important? Layers of Cyber Security- Evolution of Cyber Security. Cyber hacking - Cyber fraud: Definition- Different modes of cyber fraud - Cyber fraud in India. Cyber pornography.

Unit II (6 Hours)

Cyber Terrorism: Modes of cyber terrorism. Cybercrime: What is Cybercrime? Cybercrime preventive methods - Preventive steps for individuals & organizations - Kinds of cybercrime - Malware and its types – Cyber attacks.

Unit III (5 Hours)

Internet Mobile Phone and E-commerce Security issues: Data theft - Punishment of data theft- Theft of internet hours - Internet safety tips for children & parents. Mobile phone privacy- E-Commerce security issues.

Unit IV (6 Hours)

Email and Social media issues: Aspects of Social Media - The Vicious Cycle of unhealthy social media use- Modifying social media use to improve mental health. Computer Virus - Antivirus – Firewalls.

Unit V (7 Hours)

Cyber Forensics and Digital Evidence: What does Digital Footprint Mean? - Web Browsing and Digital Footprints- Digital Footprint examples – How to Protect Your Digital Footprints? - How to erase your Footprints? - Browser Extensions and Search Engine Deletion - Cyber Crime and Cyber Laws –Common Cyber Crimes and Applicable Legal Provisions: A Snapshot - Cyber Law (IT Law) in India – The Information Technology Act of India 2000 - Cyber Law and Punishments in India - Cyber Crime Prevention guide to users – Regulatory Authorities.

Teaching Methods:

Chalk and Talk, Presentation, Seminar, Quiz, Discussion & Assignment

Text Book:

1. **"Cyber Security", Text Book** prepared by "Kongunadu Arts and Science College", Coimbatore -29, 2022.

Reference Books:

1. Mayank Bhushan, Rajkumar Singh Rathore, Aatif Jamshed, **"Fundamental of Cyber Security",** BPB Publications, 1st Edition, 2017.

2. Anand Shinde, "**Introduction to Cyber Security-Guide to the world of Cyber Security**",Notion Press,2021.

3. Paul Grishman, "**Cyber Terrorism- The use of the Internet for Terrorist Purpose**",Axis Publication,1st Edition 2010.

4. Shilpa Bhatnagar, **"Encyclopaedia of Cyber and Computer Hacking"**, Anmol Publications, 1st Edition 2009.

Web References:

1. http://deity.gov.in/ - Department of Electronics and Information Technology,

2. Govt. of India

3. http://cybercellmumbai.gov.in/ - Cybercrime investigation cell

4. http://ncrb.gov.in/ - National Crime Records Bureau

5. http://catindia.gov.in/Default.aspx - Cyber Appellate Tribunal

6. http://www.cert-in.org.in/ - Indian Computer Emergency Response Team

7.   http://cca.gov.in/rw/pages/index.en.do - Controller of Certifying Authorities

8.   www.safescrypt.com - Safescrypt

9.   www.nic.in – National Informatics Centre

10.   https://www.kaspersky.com/resource-center/definitions/what-is-a-digital-footprint

11.   https://geekflare.com/digital-footprint/

Mapping

PSO / CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	M	S	H
CO2	H	S	S	H	S
CO3	M	H	M	S	H
CO4	S	H	H	M	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

UBA 62

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Skill Based Subject 2-Common Aptitude Skills (Online) - I				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	IV	2	30	3

Course Objectives

1.To Enhance the practical knowledge in Verbal and Communication

Skills 2.To develop the quantitative aptitude skills.

3. To familiarize the students with general awareness.

Course Outcomes (CO)

	CO1	Remembering the concept of reasoning
K1 – K5	CO2	Understanding the values of quantitative aptitude
	CO3	Applying the verbal and communication skills in various competitive exams.
	CO4	Analyzing the table & interpretation of data.
	CO5	Evaluating the skills in various social issues.

Syllabus

Unit I (6 Hours)

Verbal and Communication Skills: Alphabet Test – Synonyms - Antonyms – Fill in the blanks.

Unit II (6 Hours)

Quantitative Aptitude: Number system – HCF - LCM – Simplifications..

Unit III (6 Hours)

Logical Reasoning: Clocks - Odd man out – Coding & Decoding – Blood relation.

Unit IV (6 Hours)

Data interpretation: Data interpretation based on text, table, Charts (column, bar, pie), Venn diagrams.

Unit V (6 Hours)

General Awareness: Famous awards and prizes – Books and authors – Countries & Currencies – Indian Economy.

UBA 63

Text book

1.Agarwal, R.S. (2018), Quantitative Apptitude, New Delhi & S.Chand & Company Ltd.

Reference books

1.Ramasamy, E.S.(2019), M.B.A –Entrance Exam, CAT, MAT and IIT etc., Sura College ofCompetition.

2.Gupta, R. (2009), Bank PO & Management Trainee, New Delhi & Ramesh publishing house.

MAPPING

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	H	S	S	H
CO2	S	H	S	S	M
CO3	S	M	S	S	H
CO4	S	H	S	S	H
CO5	S	H	S	S	M

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA6SL

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: Skill Based Subject 3 – Programming Laboratory (Digital Marketing)				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	VI	2	30	3

Course Objectives

1. To enrich students' practical knowledge in digital marketing.

2. To develop a plan for marketing a product of business online.

3. To get practical knowledge in integrate social media tools into a marketing communication strategy.

Course Outcomes (CO)

	CO1	Remembering the content of marketing
K1 – K5	CO2	Understanding the usage of digital marketing
	CO3	Applying the various marketing tools through internet
	CO4	Analyzing the brand building
	CO5	Evaluating the digital marketing strategy

Syllabus

1. Digital Marketing Certified Associate (DMCA)

2. Search Engine Optimization Practioner

3. Content Marketing

4. Social Media Practioner

5. Mobile Marketing Practioner

6. Pay Per click Practioner

7. Conversion Optimization Practioner

8. Web Analytics Practioner

Sub.Code:23UBA6SL

Teaching Methods

PowerPoint presentation/Seminar/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	M	H	S	S	H
CO2	H	H	S	S	H
CO3	M	M	S	H	H
CO4	M	H	S	S	H
CO5	H	H	S	S	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Sub.Code:23UBA5XL

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: EDC – Programming Laboratory (Tally ERP 9)				
Batch 2023-2024	Semester V	Hours/Week 2	Total Hours 30	Credits 3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.

2. To know about the application of accounts in various fields.

3. To get benefits and to enrich the knowledge of students in various disciplines.

Course Outcomes (CO)

	CO1	Remembering the basic keywords of Tally ERP 9
K1 – K5	CO2	Understanding the overall concepts of Tally EQP 9
	CO3	Applying the knowledge in main features of Tally ERP.9 software.
	CO4	Analyzing the concepts in preparing final accounts.
	CO5	Evaluating the accounting information using various tools.

Syllabus

1. Create a company with relevant details and display various ledger accounts.

2. Create groups and sub-groups.

3. Create various accounting vouchers and display various day book

4. Display a cash book

5. Prepare Subsidiary books

6. Prepare a Trial Balance

7. Prepare simple Final Accounts

8. Prepare Bank Reconciliation Statement (BRS)

UBA 67

Teaching Methods

PowerPoint Presentation/Group Discussion/Assignment/Smart Class Room

MAPPING

PSO CO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	H	S	S	S	H
CO3	M	S	S	H	M
CO4	S	S	S	S	S
CO5	H	S	S	S	H

S – Strong   **H** – High   **M** – Medium   **L** – Low

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: PART IV – Environmental Studies				
Batch 2023-2024	Semester I	Hours/Week 2	Total Hours 30	Credits 2

COURSE OBJECTIVES

● The course will provide students with an understanding and appreciation of the complex interactions of man, health and the environment. It will expose students to the multi-disciplinary nature of environmental health sciences

● To inculcate knowledge and create awareness about ecological and environmental concepts,issues and solutions to environmental problems.

● To shape students into good "Ecocitizens" thereby catering to global environmental needs.

● This course is designed to study about the types of pollutants including gases, chemicals petroleum, noise, light, global warming and radiation as well as pollutant flow and recycling and principles of environmental pollution such as air, water and soil

● The course will address environmental stress and pollution, their sources in natural and workplace environments, their modes of transport and transformation, their ecological and public health effects, and existing methods for environmental disease prevention and remediation.

COURSE OUTCOMES

On successful completion of the course, the students will be able to

K1	CO 1	Understand how interactions between organisms and their environments drive the dynamics of individuals, populations, communities and ecosystems
	CO2	Develop an in depth knowledge on the interdisciplinary relationship of cultural, ethical and social aspects of global environmental issues
	CO3	Acquiring values and attitudes towards complex environmental socio-economic challenges and providing participatory role in solving current environmental problems and preventing the future ones
	CO4	To gain inherent knowledge on basic concepts of biodiversity in an ecological context and about the current threats of biodiversity
K5	CO5	To appraise the major concepts and terminology in the field of environmental pollutants, its interconnections and direct damage to the wildlife, in addition to human communities and ecosystems

UNIT I MULTIDISCIPLINARY NATURE OF ENVIRONMENT   (6 HOURS)

Definition : scope and importance – Need for public awareness - Natural resources – Types of resources – Forest Resources – Water Resources – Mineral Resources – Food Resources – Energy Resources – Land Resources.

UNIT II ECOSYSTEMS   (6 HOURS)

Concept of an ecosystem – Structure and functions of an ecosystem – Procedures, consumers and decomposers – Energy flow in the ecosystem – Ecological succession – Food chains, food web and ecological pyramids – Structure and function of the following ecosystem – Forest Ecosystem – Grassland Ecosystem – Desert Ecosystem – Aquatic Ecosystem.

UNIT III BIODIVERSITY AND ITS CONSERVATION   (6HOURS)

Introduction – Definition – Genetic – Species and ecosystem diversity- Bio geographical classification of India – Value of biodiversity – Biodiversity at global, national and local levels – India as a mega - diversity Nation - Hot spot of biodiversity – Threats to biodiversity - Endangered and endemic species of India – Conservation of Biodiversity – *Insitu* Conservation of Biodiversity – *Exsitu* Conservation of Biodiversity

UNIT IV ENVIRONMENTAL POLLUTION   (6 HOURS)

Definition - Causes, effects and control measures of : Air Pollution – Water Pollution – Soil Pollution – Marine Pollution – Noise Pollution – Thermal Pollution – Nuclear Pollution – Solid Waste Management: Causes, effects, control measures of urban and industrial wastes – Role of individual in prevention of pollution – Pollution case studies – domestic waste water, effluent from paper mill and dyeing, cement pollution – Disaster Management – Food, Drought, Earthquake, Tsunami, Cyclone and Landslide.

UNIT V SOCIAL ISSUES AND THE ENVIRONMENT   (6 HOURS)

Sustainable Development – Smart City, Urban planning, Town Planning , Urban problems related to energy – Water Conservation: Rain Water Harvesting and Watershed Management – Resettlement and rehabilitation of people, its problems and concerns, case studies Narmatha Valley Project – Environmental ethics, issues and possible solutions – Climate change, global warming, ozone layer depletion, acid rain, nuclear accidents and holocaust, case studies – Hiroshima and Nagasaki, Chernobyl – Consumerism and waste products – Environmental Protection Act – Air Pollution Act (Prevention and Control) – Water Pollution Act (Prevention and control) – Wild Life Protection Act – Forest Conservation Act – Issues involved in

Sub.Code:23EVS101

enforcement of environmental legislation – Public awareness – Human Population and the environment – Population Growth and Distribution – Population Explosion – Family Welfare Programme – Environment and Human Health – Human Rights – Value Education – HIV/ AIDS – Women and Child Welfare – Role of Information Technology in Environment and Human Health.

Text Book

1.P.Arul, A Text Book of Environmental Studies, Environmental Agency, No 27, Nattar street,Velacherry main road, Velacheery, Chennai – 42, First Edition, Nov.2004.

References

1.Purohit Shammi Agarwal, A text Book of Environmental Sciences, Publisher

Mrs.SaraswatiProhit, Student Education , Behind Naswan Cinema Chopansi Road, Jodhpur.

2.Dr.Suresh and K.Dhameja, Environmental Sciences and Engineering , Publisher S.K.Kataria &Sons, 424/6, Guru Nanak Street, Vaisarak, Delhi -110 006.

3.J.Glynn Henry and Gary W Heinke, Environmental Science and Engineering, Prentice Hall ofIndia Private Ltd., New Delhi – 110 001

Question Paper Pattern for General papers
Environmental Studies

Question Paper Pattern

(External only)

Duration: 3 hours   Total Marks : 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: PART IV – Value Education-Moral and Ethics				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	II	2	30	2

Course Objectives

➢ To impart Value Education in every walk of life.

➢ To help the students to reach excellence and reap success.

➢ To impart the right attitude by practicing self introspection.

➢ To portray the life and messages of Great Leaders.

➢ To insist the need for universal brotherhood, patience and tolerance.

➢ To help the students to keep them fit.

➢ To educate the importance of Yoga and Meditation.

Course Outcomes (CO)

After completing the course the students:

K1 to K5	CO1	will be able to recognize Moral values, Ethics, contribution of leaders, Yoga and its practice
	CO2	will be able to differentiate and relate the day to day applications of Yoga and Ethics in real life situations
	CO3	can emulate the principled life of great warriors and take it forward as a message to self and the society
	CO4	will be able to Analyse the Practical outcome of practicing Moral values in real life situation
	CO5	could Evaluate and Rank the outcome of the pragmatic approach to further develop the skills

Syllabus

UNIT I: **4 Hours**

        Moral and Ethics: Introduction – Meaning of Moral and Ethics – Social Ethics – Ethics and Culture – Aim of Education.

UNIT II: **6 Hours**

        Life and Teachings of Swami Vivekananda: Birth and Childhood days of Swami Vivekananda – At the Parliament of Religions – Teachings of Swami Vivekananda

UNIT III: **4 Hours**

Warriors of our Nation: Subhas Chandra Bose – Sardhar Vallabhbhai Patel – Udham Singh – V. O. Chidambaram Pillai – Bhagat Singh – Tiruppur Kumaran – Dheeran Chinnamalai – Thillaiaadi Valliammai – Velu Nachiyar – Vanchinathan

UNIT IV: **8 Hours**

Physical Fitness and Mental Harmony: Simplified Physical Exercise – Hand Exercises – Leg Exercises – Neuro Muscular Breathing Exercises – Eye Exercises – Kabalabathi – Maharasana A & B – Massage - Acupressure – Relaxation – Kayakalpa Yogam - LifeForce – Aim & Objectives – Principle – Methods. Introspection – Analysis of Thoughts – Moralization of Desires
– Neutralization of Anger – Eradication of Worries

UNIT V: **8 Hours**

Yoga and Meditation – The Asset of India: Yogasanam – Rules & Regulations – Surya Namaskar – Asanas –Sitting – Stanging – Prone - Supine - Pranayama – Naadi Sudhi – Ujjayi – Seethali – Sithkari - Benefits. Meditation – Thanduvasudhi - Agna – Shanthi – Thuriyam – Benefits.

Text Books:

Value Based Education – Moral and Ethics – Published by Kongunadu Arts and Science College (Autonomous), First Edition (2020).

Reference Books:

1. Swami Vivekananda – A Biography, Swami Nikhilananda, Advaita Ashrama, India, 24thReprint Edition (2010).

2. Gandhi, Nehru, Tagore and other eminent personalities of Modern India, Kalpana Rajaram,Spectrum Books Pvt. Ltd., revised and enlarged edition(2004).

3. Freedom Fighters of India, Lion M.G. Agrawal, Isha Books Publisher, First Edition (2008).

4. Easy steps to Yoga by Swami Vivekananda, A Divine Life Society Publication(2000).

5. Yoga Practices - 1 – The World Community Service Centre – Vethathiri Publications, Sixth Edition (2017),Erode.

6. Yoga Practices - 2 – The World Community Service Centre – Vethathiri Publications –Eighth Edition (2017),Erode.

Question Paper Pattern for General papers

Moral and Ethics

Question Paper Pattern

(External only)

Duration: 3 hours   Total Marks : 50

Answer all Questions (5 x 10 = 50 Marks)

Essay type, either or type questions from each unit.

UBA 74

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: PART IV – Non Major Elective –I Human Rights				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	III	2	30	2

Course Objectives

1. To prepare for responsible citizenship with awareness of the relationship between HumanRights, democracy and development.

2. To impart education on national and international regime on Human Rights.

3. To sensitive students to human suffering and promotion of human life with dignity.

4. To develop skills on human rights advocacy

5. To appreciate the relationship between rights and duties

6. To foster respect for tolerance and compassion for all living creature.

Course Outcomes (CO)

K1 – K5	CO1	To understand the hidden truth of Human Rights by studying various theories.
	CO2	To acquire overall knowledge regarding Human Rights given by United Nation Commission. (UNO)
	CO3	To gain knowledge about various organs responsible for Human Rights such as National Human Rights Commission and state Human Right commission (UNHCR)
	CO4	To get habits of how to treat aged person, others and positive social Responsibilities
	CO5	To treat and confirm, child, refugees and minorities with positive social justice.

UNIT – I

Definition, Meaning, Concept ,Theories and Kinds of Human Rights- Evaluation and Protection of Human Rights in India- Development of Human Rights under the United Nations.

UNIT – II

United Nations Charter and Human Rights - U.N.Commission on Human Rights- Universal Declaration of Human Rights - International Covenant on

- Civil & Political Rights

- Economic, Social and Cultural Rights

UNIT – III

Human Rights and Fundamental Rights (Constitution) - Enactments regarding Human Rights Laws in India - National Human Rights Commission and State Human Rights Commission. **UNIT – IV**

Aged persons and their Human Rights - Human Rights of Persons with Disabilities - Tribal Human Rights in India - Three Generation Human Rights -Social Awareness and Responsibilities of Individuals.

UNIT – V

Rights of Women, Child, Refugees and Minorities –Social media and Human Rights - NGO's in protection of Human Rights - Right to Election

Books for Study:

1. Human Rights (2019)   Published by Kongunadu Arts and Science College, Coimbatore –29.

Book for Reference:

1.Human Rights, (2018)   Jaganathan,MA.,MBA.,MMM.,ML.,ML.,

2.Humanitarian Law and Law Series   J.P.Arjun Proprietor,Usha JaganathanRefugee 1st floor, Narmatha Nanthi Street, Magathma Gandhi N agar, Madurai – 625014.

Question Paper Pattern(External only)

Duration: 3 hrs   Max: 75 marks

Section A(5x5=25)

Short notes

Either – Or/ Type - Question from each unit

Section B(5X10=50)

Essay type

Either – Or/ Type - Question from each unit

Programme Code : 17	Business Administration With Computer Applications			
Title of the Paper: PART IV – Non Major Elective – II Women's Rights				
Batch	Semester	Hours/Week	Total Hours	Credits
2023-2024	IV	2	30	2

Course Objectives

1. To know about the laws enacted to protect Women against violence.

2. To impart awareness about the hurdles faced by Women.

3. To develop a knowledge about the status of all forms of Women to access to justice.

4. To create awareness about Women's rights.

5. To know about laws and norms pertaining to protection of Women.

6. To understand the articles which enables the Women's rights.

7. To understand the Special Women Welfare laws.

8. To realize how the violence against Women puts an undue burden on healthcare services.

Course Outcomes

(CO)After Completion of the Course the student will be

able to

	CO1	Appraise the importance of Women's Studies and incorporate Women's Studies with other fields.
	CO2	Analyze the realities of Women Empowerment, Portrayal of Women in Media, Development and Communication.
	CO3	Interpret the laws pertaining to violence against Women and legal consequences.
K1 to K5	CO4	Contribute to the study of the important elements in the Indian Constitution, Indian Laws for Protection of Women.
	CO5	Spell out and implement Government Developmental schemes for women and create awareness on modernization and impact of technology on Women.

Syllabus

Unit I   **(6 Hours)**

Women's Studies:

Basic concepts of Women's studies in Higher education, Women's studies perspectives- Socialization- Patriarchy- Women's studies as an academic discipline- Growth and development of Women's studies as a discipline internationally and in India.

Unit II   **(6 Hours)**

Socio-Economic Development of Women:

Family welfare measures, role of Women in economic development, representation of Women in media, status of Women land rights, Women Entrepreneurs, National policy for the empowerment of women.

Unit III   **(6 Hours)**

Women's Rights – Access to Justice:

Crime against Women, domestic violence – physical abuse- verbal abuse – emotional abuse - economic abuse – minorities, dowry- harassment and death, code of conduct for work place, abetment of suicide.

Unit IV   **(6 Hours)**

Women Protective acts:

Protective legislation for Women in the Indian constitution- Anti dowry, SITA, PNDT, and Prevention Sexual Harassment at Workplace (Visaka case), Domestic violence (Prevention) Act.

Unit V   **(6 Hours)**

Women and Child welfare:

Safety provisions - various forms of mass media, radio, visual, internet, cyber space, texting, SMS and smart phone usage. Healing measures for the affected Women and child society by private and public sector, NGO and society.

UBA 78

Teaching Methods:

Smart Class Room / Presentation / Seminar / Quiz / Discussion / Flipped Class

Text Book:

1. **Women's Rights** (2021), Published by Kongunadu Arts & Science College, Coimbatore –641 029.

Reference Books:

1. **"Rights of Indian Women"** by Vipul Srivatsava. Publisher: Corporate Law Advisor, 2014.
2. **"Women's security and Indian law"** by Harsharam Singh. Publisher: Aabha Publishers and Distributors, 2015.
3. **"Women's Property Rights in India"** by Kalpaz publications, 2016.

Question Paper Pattern

Duration :3 hrs   Max: 75 marks

Section A (5 X 5=25 Marks)

Short notes

Either – Or/ Type - Question from each unit.

Section B (5 X 10=50 Marks)

Essay type

Either – Or/ Type - Question from each unit.

UBA 79

Title of the Paper: JOC – 1 - Implementation of GST in Tally ERP 9 - PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of GST in Tally ERP 9.

2. To help for preparation of various reports.

3. To get idea about how to implementation of GST suitable for accounting.

Syllabus

1. Create a Company and enable GST features in Tally ERP 9

2. Create necessary ledger accounts

3. Inventory masters – Stock groups, Stock units and Stock items

4. Accounting vouchers

5. Prepare a day book

6. Prepare a Trial Balance

7. Prepare Cash book

8. Prepare GST reports

UBA 80

Title of the Paper: JOC – 2 – On-line Share Trading – PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of investments.

2. To help for select the top stock list.

3. To get idea about how to invest in capital market..

Syllabus

1. Open Demat account

2 .Decide your investment

3. Analysis of 10 stocks

4. Select top 3 stocks

5. Analysis price action of each stock

6. Decide buy price, stop loss and target for each stock

7. Buy stock at buy price if it hits stop loss then exit the stock

8. Make a report, either profit or loss for each stock

UBA 81

Title of the Paper: JOC – 3 – Practice Workshop in Foreign Trade Procedures and Documentation		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To enrich students' practical knowledge about the role of foreign trade.

2. To help for payments of import and export of goods

3. To get idea about procedures and documentations of foreign trade.

Syllabus

1. Master Document

2. Documents related to import of Goods

      a) Invoice

      b) Packing List

      c) Certificate of Origin

      d) Mate Receipt

      e) Bill of Lading

      f) Shipping Bill/ Airway Bill

      g) Export of Goods under claim for Duty drawback

3. Documents Related to payment

      h) Letter of Credit

      i) Bill of Exchange

      j) Bank Certificate of Payments

4. Documents Related to Foreign Exchange

      k) Exchange control Declaration (GR Form)

5. Documents Related to Insurance

      l) Marine Insurance Certificate

      m) Marine Insurance Declaration

      n) Shipment Advice

      o) Shipping Order

      p) Format of Registration-Membership Certificate

      q) Income Tax Return

Title of the Paper: JOC – 4 – Advanced Excel PRACTICALS		
Hours / Week	Total Hours	Credits
2	30	2

Course Objectives

1. To gain advanced level skills in Excel.

2. To update the knowledge of excel in various functions.

- 3. To Convert text and validate and consolidate data.

. **Syllabus**

1. Customizing Common Options In Excel

- Full Cell Reference (Absolute and Relative Cells)
- Protecting and Unprotecting Worksheets and Cells.

2. Using Lookup and Reference Functions

- (VLookup, H Lookup, MATCH, INDEX)

3. Working with Functions:

- Using Oral Expressions (IF)
- Using Logical Expressions(AND, OR, NOT)

4. Basics of Data Validation

- Dependent Drop Down List (Short Cut and Other Ways)

5. Working with Templates

- Create Templates

6. Sorting and Filtering Data

- Data Sorting- (Basic Level and Multi Level)
- Data Filtering- (Basic and Advanced)
- Data Table

7. Working With Reports

- Pivot Table
- Pivot Chart
- Slicers

8. Create a Table Using Data Consolidation In Excel