Programme Project Report (PPR)

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மேலாண்மையியல்புலம்

School of Management Studies

இளங்கலைவணிகநிர்வாகம்-கணினிபயன்பாடு

BBA - Computer Applications
(From Calendar Year 2021 onwards)

பாடத்திட்டஅறிக்கை &விரிவானபாடத்திட்டம்

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TAMIL NADU OPEN UNIVERSITY

SCHOOL OF MANAGEMENT STUDIES

Bachelor of Business Administration (B.B.A)) - Computer Application

(Distance Mode – Non -Semester)

Programme Project Report (PPR)

(From Calendar Year 2021 onwards)

Programme's Mission and Objectives

BBA Computer Applications imparts knowledge both in Management and Computer Applications in different kind of organisation. The Programme has an evolving course content which has been updated to be in-tune with the emerging trends.

Programme Learning Objectives (PLO)

PLO1. To provide knowledge regarding the basic concepts, principles and functions of management.

PLO2. To develop business and entrepreneurial aptitude among the students.

PLO3. To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.

PLO4. To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.

PLO5. To develop IT skills in the areas of information search, word processing, office management softwares, and presentation software needed to excel in business.

PLO6. To acquire conceptual grounding in computer usage as well as its practice in business application using accounting software.

Programme Specific Objectives (PSO)

While studying B.B.A Computer Applications Programme, the learners will be able to;

PSO1. Comprehend the evolution of management theory, the key contributors, and their contributions to the development of management thought.

PSO2. Comprehend basics of business organization and its forms and importance and role of Business Combinations.

PSO3. Examine the determinants of working capital requirement of   the company and its tools for smooth functioning of business.

PSO4. Analyse the various traditional and modern methods of performance appraisal along with their implementation.

PSO5. Explain the core connect of operations, its strategic importance and how it can provide a competitive advantage in the workplace and techniques of location and facility planning.

PSO6. Design, deploy and evaluate challenges involved in implementing business strategy effectively.

PSO7. Evaluate and Contrast between Business and E-Business. Apply the advantage of gaining knowledge of e-business/e-commerce.

PSO8. Develop in-depth knowledge of working with accounting software and creating voucher entries including advance voucher entries, reconcile bank statement, make accrual adjustments, and also print financial statements.

Relevance of the Programme with HEI's Mission and Goals

A BBA Computer Applications degree Programme has been designed to enable the learners to

- Acquire knowledge and skills in the basic disciplines and functional areas ofManagement.
- Impart computer skills to the young students of management community.
- Provide hands on training experience in emerging areas like internet and webdesign and accounting packages like Tally.

Nature of Prospective Target Group of Learners

The candidates who are interested in taking career in the business analytics, working with accounting software and information system shall acquire BBA Computer Application degree.

Appropriateness of Programme to be conducted in ODL Mode to Acquire Specific Skills and Competence

The Programme aims at providing inputs to the students pertinent to the general management and Computer Applications in different kind of organisation such as industry, service and trade.

Instructional Design

The Curriculum and the Syllabus for Bachelor of Business Administration (B.B.A) - Computer ApplicationProgramme has designed covering all the aspects of Management Concepts, Computer Applications, Marketing, Human Resource and Financial. The duration of the Programme is Three Years and the medium of instruction is English.

TheBachelor of Business Administration (B.B.A) Computer Application Programme is offered through the Learner Support Centres established by TNOU in the affiliated Arts and Science College, where the same Programme is offered through Conventional Mode.

The Faculty Members available at School of Management Studies of Tamil Nadu Open University and the faculties approved as Academic Counselors of TNOU at Learner Support Centres will be used for delivering the Bachelor of Business Administration (B.B.A) Computer Application Programme.

The credits systems suggested as per UGC-ODL Regulations-2020 have been assigned to BBA Computer Applications. The total number of credit assigned for the Programme is 106. The Self Learning Materials in the form of print, e-content and audio/video materials wherever required has also been developed for the Programme.

Procedure for Admissions, Curriculum Transaction and Evaluation

The eligibility for Admission to the BBA Computer Applicationsis +2 pass or its equivalent. The Programme Fee is Rs.11,700/- for three years, plus Registration and other Charges. The admission are carried out by Tamil Nadu Open University and through its Regional Centres located within the State of Tamil Nadu. The Theory Counselling and the Practical Counselling (if any) will be conducted through the Learners Support Centres of Tamil Nadu Open University. Theevaluation will be carried by Tamil Nadu Open University consists of Continuous Internal Assessment through Assignment and External Assessment through Term End Examination.

Financial Assistance

Scholarship for SC/ST category available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.

Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Counselling schedule will be uploaded in the TNOU website and the same will be intimated to the students through SMS.

Evaluation System

Examination to B.B.A Computer Applicationsprogramme isdesigned to maintain quality of standard. Theory will be conducted by the University in the identified Examination Centres. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

Assignment: 30 Marks – Through Continuous Internal Assessment (CIA)

Theory Examination

Students shall normally be allowed to appear for theoryexamination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has three Sections: A, B & C for the duration of 3 hours.

QUESTION PAPER PATTERN

Time: 3 Hours   Maximum Marks: 70

PART – A (3x3=9 Marks)

Answer any three questions out of five questions in 100 words

All questions carry equal marks

Question Distribution Method:

1. From Block–I
2. From Block –II
3. From Block –III
4. From Block – IV
5. FromBlock–V

PART – B (3X7=21 Marks)

Answer any three questions out of five questions in 200 words

All questions carry equal marks

6. From Block -1
7. From Block -II
8. From Block – III
9. From Block –IV
10. From Block –V

PART – C (4X10=40 Marks)

Answer any four questions out of seven questions in 500 words

All questions carry equal marks

11. From Block -1
12. From Block -II
13. From Block – III
14. From Block –IV
15. From Block -V
16. From any Block.
17. From any Block.

Passing Minimum

Candidates who have secured 40 per cent of the marks in each course (Both Continuous Internal Assessment and Term End Examinations) shall be declared to have passed the examination in that course. All other candidates shall be declared to have failed in that course.

Classification of Successful Candidate

Candidates who pass all the Courses and whosecure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class.

Requirement of laboratory and Library Resources

The Programme will be offered through the LearnerSupport Centre (LSC) maintained by Tamil Nadu Open University. The LSC has the required infrastructural facilities to conduct

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the Counselling for the students who wish to clear their doubts. The courses pertaining to computer/ software application oriented are provided adequate computer lab facilities and training.

A well equipped Library is available in the University Headquarters and the Regional Centres with required books and research journals. The Learners Support Centre through which the Degree Programme is to be offered is also equipped with a full-fledged library having books and journals related to management disciplineforstudents reference

Cost Estimate of the Programme and the Provisions

The cost estimate for development, delivery and maintenance of the BBA Computer Applicationsis provided in the following Table.

S.No.	Details	Amount in (Rs.)
1.	Programme Development, Delivery and Maintenance (Expenditure)	25,48,496
2.	Programme Fee Charged for 3 Years (Income)	11,700
3.	Examination Fee Charged for 3 Years (Income)	2,375
4.	Examination Expenses Per Student for 3 Years (Expenditure)	1,000

Quality Assurance Mechanism and expected Programme Outcome

The Quality of the BBA Computer Applicationsismaintained by adopting the curriculum suggested by the UGC. As per UGC guidelines the Core courses, Elective courses, Subject specific elective courses, Skill enhancement courses are included in the Programme. The Curriculum of BBA Computer Applicationswas approved by the Board of Studies held on 19.06.2020.

The curriculum is developed with fifteen core courses and three practical courses. The curriculum of BBA Computer Applications has been designed with a help of academia and industry and approved by the Board of Studies which includes subject experts from various Universities, Colleges and Industries. To ensure the quality of the programme curriculum will be updated once in a three year for incorporating new requirements the subject demands. The well equipped system is evolved to obtain feedback from the learners and the academic counsellors who are the main stake holders of the BBA Computer Applications programme for appraising the effective delivery of course content of the programme.

As a part of Quality assurance the curriculum for the Programme will be updated once in three years. Necessary steps will be taken to obtain feedback from the students and the Academic Counsellors who are part of the Programme for effective delivery of the Programme.

After completion of theBachelor of Business Administration (B.B.A) Computer Application Programme, the Learners will acquire knowledge in Business, Information Technology in Business and Managerial Skills and this will in-turn help them to get employment or enabling entrepreneurial skill in the field Industry, Business Organization and Government.

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S No.	Course Code	Course title	No. of Credits	Exam Hrs	CIA	TEE	Max. Marks	Pass Marks
					Marks Distribution			
First Year								
1	BFTMN–11	தமிழ் -1 (Tamil Language-1)	6	3	30	70	100	40
2	BBAEGN - 11	Business English	6	3	30	70	100	40
3	*BBACN - 11	Principles of Management	6	3	30	70	100	40
4	**BBACN - 12	Managerial Economics	6	3	30	70	100	40
5	*BBACN – 13	Computer Applications in Business	6	3	30	70	100	40
6	*BBACN – P1	LAB 1 – Office Automation Package	4	3	100	-	100	40
Total			**34**		**250**	**350**	**600**	
Second Year								
S No.	Course Code	Course title	No. of Credits	Exam Hrs	CIA	TEE	Max. Marks	Pass Marks
					Marks Distribution			
7	*BBACN-21	Financial & Management Accounting	6	3	30	70	100	40
8	**BBACN-22	Business Statistics	6	3	30	70	100	40
9	*BBACN-	Marketing	6	3	30	70	100	40

S No.	Course Code	Course title	No. of Credits	Exam Hrs	CIA	TEE	Max. Marks	Pass Marks
		23 Management						
10	*BBACN-24	Human Resource Management	6	3	30	70	100	40
11	*BBACN-25	Internet & Web Designing	6	3	30	70	100	40
12	*BBACN – P2	LAB – 2 Internet & Web Designing	4	3	100	-	100	40
13	*CCEN	Environmental Studies	4	3	30	70	100	40
Total			**38**		**280**	**420**	**700**	

Third Year								
S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
14	*BBACN-31	Operation Management	6	3	30	70	100	40
15	*BBACN-32	E - Business	6	3	30	70	100	40
16	*BBACN-33	Financial Management	6	3	30	70	100	40
17	*BBACN-34	Management Information System	6	3	30	70	100	40
18	**BBACN-35	Business Accounting Software	6	3	30	70	100	40
19	*BBACN – P3	LAB – 3 – Business Accounting Software	4	3	100	-	100	40
Total			**34**		**250**	**350**	**600**	
Grand Total			**106**		**780**	**1120**	**1900**	

* - Core Course

** - Elective Course

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பாடப்பெயர்(Course Title)   : தமிழ் - 1 (மொழிப்பாடம்)

பாடக்குறியீடு   (Course Title)   : BFTMN -11

பாடகற்றல்அளவெண் (Course Credits) : 6

பாடநோக்கங்கள்

CO1. தமிழ்இலக்கியங்களைஅறிமுகநோக்கில்எடுத்துரைத்தல்.

CO2. மொழித்திறன்,   மொழியறிவு,
இலக்கியப்பொதுஅறிவுபெறும்வகையில்விவரித்தல்.

தொகுதி 1 சமயஇலக்கியம்

பிரிவு – 1 பன்னிருதிருமுறைகள்

தமிழில்சமயஇலக்கியங்கள் – சமயஇலக்கியத்தோற்றம், சமணமும்பௌத்தமும், சைவசமயவளர்ச்சி,   பன்னிருதிருமுறைப்பட்டியல்   - திருஞானசம்பந்தர்தேவாரம்பாடல்சிறப்புகள். - (திருநாவுக்கரசரின்மாசில்வீணையும், நம்கடம்பனைப்பெற்றவள், சுந்தரர் - பித்தாபிறைசூடி, பொன்னார்மேனியனே, மாணிக்கவாசகர்   -   வானாகிமண்ணாகி,   பால்நினைந்துஊட்டும், திருமூலரின்ஒன்றேகுலமும்ஒருவனேதேவனும்,   அன்பும்சிவமும்இரண்டென்பர், காரைக்காலம்மையார்   -   இன்றுநமக்கெளிதேமாலுக்கும், அறிவானும்தானேஅறிவிப்பான் .

பிரிவு – 2 நாலாயிரத்திவ்யப்பிரபந்தம்

முதல்மூன்றுஆழ்வார்கள் – பொய்கையாழ்வார்பாடல் - வையம்தகளியாவார்கடலே, பூத்தாழ்வார்பாடல்   -   அன்பேதகளியாஆர்வமே   -   பேயாழ்வார   – திருக்கண்டேன்பொன்மேனிகண்டேன்,   திருமழிசைஆழ்வார்பாடல்   – அன்பாய்ஆரமுதம்ஆவாய்,   நம்மாழ்வார்   -   இவையும்அவையும்உவையும், மதுரகவியாழ்வார்   –   நன்மையால்மிக்கநான்மறை,   குலசேகராழ்வார்   – செல்வத்துஅரம்பையர்கள், பெரியாழ்வார் – மாணிக்கம்கட்டிவயிரம்இடைகட்டி - ஆண்டாள்   –   மத்தளம்கொட்டவரிசங்கம்,   தொண்டரடிப்பொடியாழ்வார்   – பச்சைமாமலைபோல்மேனி,   திருப்பாணாழ்வார்   –

கொண்டல்வண்ணனைக்கோவலனாய், திருமங்கையாழ்வார் – குலம்தரும், செல்வம்தந்திடும், அடியார்.

பிரிவு – 3 சீறாப்புராணம்(கதீசாகனவுகண்டபடலம்)

சீறாப்புராணம் – காப்பியஅமைப்பு, கதீசாகனவுகண்டபடலம், காப்பியமுன்கதைச்சுருக்கம், படலக்கதைச்சுருக்கம் – கதீசாகனவுகண்டுஎழுதல் – கதீசாகண்டகனவு, கதீசாவின்ஏமாற்றம் – கதீசாவின்இயல்புநிலையில்மாற்றம் – ஒப்பனைதுறந்தவிரக்தி,பஞ்சணைபொருந்தாநிலை – கதீசாவின்புலம்பல் – விதிவசம்பொருந்துமோஎனல், மாதுலன்வசனம்சிதையுமோஎனல், கதீசாதேம்புதல். – மெசராவின்மடல்வருதல் – மைசராஎழுதியபத்திரம், சித்திரவரிதொறும்முத்தமிடுதல், கடலில்தவிப்பார்க்குக்கிடைத்தமரக்கலம்.

பிரிவு – 4 தேம்பாவணி (காட்சிப்படலம்)

தேம்பாவணி – காப்பியஅமைப்பு, காட்சிபடலம், காப்பியமுன்கதைச்சுருக்கம், படலக்கதைச்சுருக்கம், - கோவர்கூட்டம்வந்துகாணுதல் – குழந்தைஇயேசுவைத்தொழுதல், முல்லையார்தந்தமுல்லைமாலை, பேரின்பத்தால்உயிர்ஊஞ்சலாடல் - கோவலர்போற்றிவாழ்த்துதல் – நீவிப்போனஆட்டைமீட்கவோஉதித்தனைஎனல், பிணிக்குலத்தக்கதுஉதித்தபெற்றிபோற்றல், அன்னையையும்ஆண்டவரையும்வாழ்த்துதல் – கோவலர்செலுத்தியகாணிக்கை – இடைச்சியர்மாலைசாத்தல், இடையர்தந்தபால்காணிக்கை, குழந்தைஇயேசுவின்அருள்நோக்கு – ஓகனோடுஒங்குதாயும்வாழ்த்தினாள் – அன்பால்பீறிட்டஆனந்தக்கண்ணீர்மழை, வேந்தரைநீக்கிஆயரைத்தெரிந்தென்னல்.

தொகுதி 2 சிற்றிலக்கியமும்இக்காலக்கவிதைஇலக்கியமும்

பிரிவு – 5 முத்தொள்ளாயிரம்

(யானைமறம் - மருப்புஊசியாக, கொடிமதில்பாய்ந்துஇற்ற, அயிற்கதவம்பாய்ந்துழக்கி, கைக்கிளைப்பாடல்கள் – உழுதஉழுத்தஞ்சேய், நாண்ஒருபால்வாங்கநலன்ஒருபால், ஆய்மணிப்பைம்பூண்எனத்தொடங்கும்பாடல்கள்)

நந்திக்கலம்பகம் (ஊசல், மறம்உறுப்பில்அமைந்தபாடல்கள்)

தமிழில்சிற்றிலக்கியங்கள் – சிற்றிலக்கியத்தோற்றம், சிற்றிலக்கியவகைகள், கலம்பகம், பிள்ளைத்தமிழ் – முத்தொள்ளாயிரம் - நூல்பெயர்விளக்கம், அமைப்பு,

யானைமறம்விளக்கம், கைக்கிளைவிளக்கம், - முத்தொள்ளாயிரம் – யானைமறம்பாடல்கள் – பாண்டியன்யானைமறம் – ஒருபாடல், சோழன்யானைமறம் – ஒருபாடல், சேரன்யானைமறம் – ஒருபாடல் – முத்தொள்ளாயிரம் – கைக்கிளைப்பாடல்கள் – பாண்டியன்கைக்கிளை – ஒருபாடல், சோழன்கைக்கிளைஒருபாடல், சேரன்கைக்கிளைஒருபாடல், - நந்திக்கலம்பகம் – ஊசல், மறம் – கலம்பகஊறுப்புகள் 18 விளக்கம், ஊசல்உறுப்பில்அமைந்தபாடல், மறம்உறுப்பில்அமைந்தபாடல் – நந்திக்கலம்பகம், தலைவன்தலைவிகூற்று – தலைவன்கூற்றுப்பாடல், தலைவிகூற்றப்பாடல்.

பிரிவு – 6 மீனாட்சியம்மைபிள்ளைத்தமிழ் (அம்புலிபருவம்)

பிள்ளைத்தமிழ்விளக்கம் – பிள்ளைத்தமிழின்பத்துப்பருவங்கள், பிள்ளைத்தமிழுக்குஅம்புலி – விளக்கம், - சாமம்என்னும்வழிமுறை – சாமம்விளக்கம், சாமம்வழிமுறைப்பாடல் –தானம்என்னும்வழிமுறை – தானம்விளக்கம், தானம்வழிமுறைப்பாடல் – பேதம்என்னும்வழிமுறை – பேதம்விளக்கம், பேதம்வழிமுறைப்பாடல் – தண்டம்என்னும்வழிமுறை – தண்டம்விளக்கம், தண்டம்வழிமுறைப்பாடல்.

பிரிவு – 7 இக்காலமரபுக்கவிதைகளும்பாட்டுஇலக்கியமும்

மரபுக்கவிதைகளும்பாட்டுஇலக்கியமும் – மரபுக்கவிதைகள்விளக்கம், பாட்டுக்கள் – வள்ளலார், பாரதியார், பாரதிதாசன் – வள்ளலார்இராமலிங்கஅடிகள்பாடல் – ஒருமையுடன்நினதுதிருமலரடி... - பாரதியார் – யாமறிந்தமொழிகளிலே – பாரதிதாசன் – காலைஇளம்பரிதியிலே... நாமக்கல்கவிஞர், கவிமணி – நாமக்கல்கவிஞர்இராமலிங்கம்பிள்ளைபாடல் –தமிழனென்றுசொல்லடா... - கவிமணிதேசிகவிநாயகம்பிள்ளை - புலர்ந்துவிடியும்பொழுதினிலே...சுரதா, முடியரசன் – சுரதா – சுவரின்மேல்ஒட்டிக்கொண்டிருக்கும் – முடியரசன் – சாதியைத்தான்முன்வைத்துச்சான்றுகின்றார். கண்ணதாசன் – கேள்விபிறந்ததுஅன்று, மருதகாசி – சமரசம்உலாவும்இடமே, பட்டுக்கோட்டையார் – சின்னப்பயலேசின்னப்பயலே...

பிரிவு – 8 புதுக்கவிதைகளும்ஜக்கூக்கவிதைகளும்

புதுக்கவிதைகளும்ஜக்கூக்கவிதைகளும் – புதுக்கவிதைகள்விளக்கம், - நா. காமராசன் – பாற்கடல்அமுதத்தை..., அப்துல்ரகுமான்– நாற்காலியாய்இருந்தவன் ..., மீரா –

மூட்டைமூட்டையாய்…, சிற்பி – அகன்றஉலகுநான்…, இன்குலாப் – பதவியூர்போகும்…, மு. மேத்தா –என்னுடையசம்பளநாளில்…, அபி – பகல்வெளியில்எங்கோ…, ஈரோடுதமிழன்பன் –நீலச்சேற்றில்…, சேசாலம் – மண்ணின்வெடிப்பை…, வைரமுத்து – அவிழ்ந்தகூந்தலைஅள்ளிமுடிக்க…, ஐக்கூக்கவிதைகள் – அப்துல்ரகுமான் – இரவெல்லாம் …, அமுதபாரதி – எரியும்பிணங்கள், மித்ரா – பசித்தகுழந்தைகள், அறிவுமதி – மரம்வெட்டிய…, கழனியூரன் – அன்புடைமை…

தொகுதி –3 உரைநடைஇலக்கியம்

பிரிவு – 9 மு. வரதராசனாரின் "தமிழுக்குமுதல்இடம்"

தமிழில்உரைநடைவளர்ச்சி – உரைநடையின் தோற்றம், தமிழில்கட்டுரைகள், தமிழில்மணிப்பிரவாளநடை, தமிழில்தனித்தமிழ்நடை, - மு. வரதராசனார்உரைநடை,- மொழிப்பற்றுநூல்அறிமுகம், தமிழுக்குமுதல்இடம் – கட்டுரைட்பொருள் – தமிழுக்குமுதல்இடம் – தமிழ்நாட்டுக்கோயில்களில்வடமொழி, தமிழ்இசைகருநாடகஇசையாகமாறிப்போனது, தமிழ்இசைக்குமுதல்இடம், ஆட்சித்துறையில்தமிழுக்குமுதல்இடம், ஆட்சிமொழிஎவ்வழிபிறதுறைகள்அவ்வழி, இதழியல்துறையில்தமிழுக்குமுதல்இடம்,
ஆங்கிலப்பத்திரிகைகளும்அமாவாசைச்சாமியார்களும்.

பிரிவு – 10 பாரதிதாசனின் "அமைதி" நாடகம்

தமிழில்உரைநடைநாடகவளர்ச்சி, - தமிழில்நாடகங்களின் தோற்றம், 20 ஆம்நூற்றாண்டில்
தமிழ்நாடகங்களின்நிலை, முத்தமிழில்நாடகத்தமிழ்விளக்கம், மௌனமொழிஉலகப்பொதுமொழி. – பாரதிதாசன்என்னும்நாடகஆசிரியர் – புரட்சிக்கவிஞரின்நாடகப்புரட்சி, பிரெஞ்சுநாடகத்தாக்கம், அமைதியின்சிறப்பு – அமைதிநாடகக்கதைச்சுருக்கம் – அமைதிகளம்ஒன்று, களம் – இரண்டு, களம்மூன்று, களம்நான்கு, களம்ஐந்து, களம்ஆறு, களம்ஏழு, அமைதிநாடகத்திறனாய்வு.

பிரிவு – 11 ஜெயகாந்தனின் "நான்இருக்கிறேன்" – சிறுகதை

தமிழ்உரைநடையில்சிறுகதைவளர்ச்சி – தமிழில்கதைஇலக்கியத்தோற்றம், தமிழ்ச்சிறுகதைகளின்தோற்றமும்வளர்ச்சியும், சிறுகதைஇலக்கணம் – தமிழ்ச்சிறுகதைகளில்ஜெயகாந்தன் – ஜெயகாந்தன்சிறுகுறிப்பு –

கதைஅரங்கம்அறிமும், நான்இருக்கிறேன்கதைச்சுருக்கம் – நான்இருக்கிறேன்சிறுகதை – வியாதிக்காரன்அனுபவங்கள், சாகக்கற்றுக்கொடுத்தநொண்டி, வாழக்கற்றுக்கொடுத்தவியாதிக்காரன், நான்இருக்கிறேன்அம்மா, - நான்இருக்கிறேன் – சிறுகதைத்திறனாய்வு.

பிரிவு - 12 வா.செ.குழந்தைசாமியின்அறிவியல்தமிழ்ஆக்கம்இற்றைநிலை

அறிவியல்தமிழ் - இயற்றுதல்அறிந்தோம்புனைதல்இல்லை - தமிழில்அறிவியல்இலக்கியம்படைப்போம் - வா.செ. குழந்தைசாமி - அறிமுகம் - அறிவியல்தமிழ் - எந்தத்துறைகளைக்குறிக்கும் - அறிவியல்தமிழைஉள்ளடக்கியது - தோற்றம் - கலைச்சொல்லாக்கப்பணி–விடுதலைக்குமுன் - விடுதலைக்குப்பின் - பாடநூல்நிறுவனத்தின்பங்கு - பதிப்பகங்களின்பங்கு - பல்கலைக்கழகங்களின்பங்கு - இதழ்களின்பங்கு - இலங்கைத்தமிழரின்பங்கு - கருதவேண்டியவை.

தொகுதி 4 தமிழ்இலக்கியவரலாறு

பிரிவு - 13 சமயஇலக்கியக்காலம் (கி.பி.700 - கி.பி 1100)

தமிழில்சமயஇலக்கியங்கள் - சமணஇலக்கியத்தோற்றம் - இலக்கியத்தோற்றம் - தமிழில்பௌத்தஇலக்கியங்கள் - வைணவஇலக்கியங்கள் - சைவஇலக்கியத்தோற்றம் - தமிழில்சைவஇலக்கியங்கள் - வைணவஇலக்கியத்தோற்றம் - தமிழில்வைணவஇலக்கியங்கள் - தமிழில்இசுலாமியஇலக்கியங்கள் - தமிழில்கிறித்தவஇலக்கியங்கள்.

பிரிவு - 14 சிற்றிலக்கியக்காலம் (கி.பி. 700 - கி.பி. 1400)

சிற்றிலக்கியத் த தோற்றம் - சிற்றிலக்கியவகைகள் - இலக்கணநூல்கள் - உலா - கலம்பகம் - பரணி - பிள்ளைத்தமிழ் - கோவை – தூது.

பிரிவு - 15 உரையாசிரியர்கள்காலம் (கி.பி. 1200 கிபி. 1800)

உரைநூல்களின்தோற்றம் - பயன்கள் - உரைவகைகள் - நக்கீரர் - இளம்பூரணர் - பேராசிரியர் - சேனாவரையர் - நச்சினார்க்கினியர் - கல்லாடர் - தெய்வச்சிலையார்போன்றோர் - அடியார்க்குநல்லார் - பரிமேலழகர் - பிரபந்தஉரையாசிரியர்கள் - நன்னூல்உரையாசிரியர்கள்.

பிரிவு - 16 புத்திலக்கியக்காலம் (கி.பி. 1800 - கிபி 2000)

தமிழில்புதினம் - தமிழில்சிறுகதை - தமிழில்புதுக்கவிதைகள் - தமிழில்உரைநடைநாடகங்கள் - புதினங்கள் - சிறுகதைகள் - இலக்கியங்கள் -

மரபுக்கவிதைஇலக்கியங்கள் - புதுக்கவிதைஇலக்கியங்கள் - தமிழில்ஜக்கூக்கவிதைகள்.

தொகுதி 5 மொழித்திறன்கள்

பிரிவு - 17 கருத்துப்பரிமாற்றமொழித்திறன்

கருத்துவிளக்கக்கட்டுரைகள் - செய்திக்கட்டுரைகள் - சொற்பொழிவு - குழுவிவாதங்கள் - நண்பர்களுடன்உரையாடும்திறன் - கணினித்தமிழ் - கட்டுரை - பெண்ணியம் - தலைப்பு - தேர்ந்தெடுக்கும்முறை - தகவல்கள்சேகரிக்கும்முறை - தகவல்திரட்டல் - நகைச்சுவைத்திறன் - அவைஅறிதல் - உச்சரிப்புக்கவனம் - குழுவிவாதஅமைப்பும்குறிக்கோளும் - உரையாடலில் - சுயபுராணம்தவிர்த்தல் - உடன்படவைக்கும்நாகரிகஉத்தி .

பிரிவு - 18 அலுவலகத்தொடர்புமடல்கள்

நட்புறவுமடல்கள் - வேண்டுதல்மடல்கள் - குறைதெரிவிக்கும் / புகார்மடல்கள் - கருத்துமடல்கள் - விண்ணப்பமடல்கள் - அலுவலகத்தொடர்புமடல்கள் - விண்ணப்பமடலின்படிநிலைகள் - தன்குறிப்புவிவரங்கள் - விண்ணப்பமடலின்வடிவமைப்பு - விண்ணப்பமடல்எழுதும்முறை - குறிப்பு - வரைவு - கடிதம் - குறிப்புமடல் - அலுவலகஆணை - நேர்முகக்கடிதம்.

பிரிவு - 19 எழுத்து - சொல்பிழைகளும்திருத்தமும்

ஒலிமயக்கம்தரும்எழுத்துக்கள் - ர,றஒலிமயக்கம் - ந, ன,ணஒலிமயக்கம் - ல,ளு,ழ,ஒலிமயக்கம் - சொல்முதலில்வரும்எழுத்துமரபுகள் - சொல்இடையில்வரும்எழுத்துமரபுகள் - சொற்களின்சந்திப்புமரபுகள் - வேற்றுமைப்புணர்ச்சியும்அல்வழிப்புணர்ச்சியும் - உயிர்முன்உயிர்புணர்தல் - குற்றியலுகரப்புணர்ச்சி - வல்லினஒற்றுமிகும்இடங்களும்மிகாஇடங்களும்.

பிரிவு - 20 இலக்கியஅறிவுவினாவிடை

பாடப்பகுதிதொடர்பானவை - பொதுவானதமிழ்இலக்கியம்தொடர்பானவை.

பார்வைநூல்கள்:

1. மு. வரதராசன், தமிழ்இலக்கியவரலாறு, சாகித்யஅக்காதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.

3. தமிழண்ணல், புதியநோக்கில்தமிழ்இலக்கியவரலாறு, மீனாட்சிபுத்தகநிலையம், மதுரை.

4. தமிழண்ணல், இனியதமிழ்மொழியின்இயல்புகள் 1,2,3- பகுதிகள், மீனாட்சிபுத்தகநிலையம், மதுரை.

5. முத்து – கண்ணப்பன்,தி..தமிழில்தவறுகளைத்தவிர்ப்போம், பாரிநிலையம், 184, பிராட்வே, சென்னை.

6. கீ. இராமலிங்கனார், தமிழில்எழுதுவோம், கழகவெளியீடு, சென்னை.

7. செ. முத்துவீராசாமிநாயுடு, ஆவணங்களும்பதிவுமுறைகளும், கழகவெளியீடு, சென்னை.

8. டாக்டர்சு. பாலசுப்பிரமணியன், தகவல்தொடர்புக்கல்வி, மாநிலப்பள்ளிசாராக்கல்விக்கருவூலம், சென்னை.

9. எஸ். கலைவாணி, இதழியல்உத்திகள், பராசக்திவெளியீடு, குற்றாலம்.

10. டாக்டர் அ. சாந்தா, டாக்டர்வீ. மோகன், மக்கள்ஊடகத்தொடர்பியல்புதியபரிமாணங்கள், மீடியாபப்ளிகேஷன்ஸ், மதுரை.

11. பி.எஸ். ஆச்சார்யா, உயர்வுதரும்உரையாடல்கலை, நர்மதாபதிப்பகம், சென்னை.

12. மு. முத்துக்காளத்தி, பேசுவதுஉளப்படி, கண்ணம்மாள்பதிப்பகம், பாரிநிலையம், சென்னை.

இணையத்தளங்கள்/மின்னூலகங்கள்

1. www.tamilvu.org
2. www.tamildigitallibrary.in
3. https://www.tamiluniversity.ac.in/english/library2-/digital-library
4. https://www.tamilelibrary.org
5. www.projectmadurai.org

பாடத்தினைப்படிப்பதால்விளையும்பயன்கள்

CLO1.   தமிழிலுள்ளஇக்காலஇலக்கியவகைகளானமரபுக்கவிதை, புதுக் கவிதை, சிறுகதை, நாவல், கட்டுரை, நாடகஇலக்கியம்பற்றி மாணவர்கள்விரிவாகஎடுத்துரைப்பார்கள்.

CLO2.   புதுமைப்பித்தன், பிரபஞ்சன், மகாகவிபாரதியார், பாவேந்தர் பாரதிதாசன், கவிமணிதேசிகவிநாயகம்பிள்ளைஆகியோர் படைப்புகள்பற்றி எடுத்துரைப்பர்.

CLO3. மு.வ., திரு.வி.க. ஆகியோரின்தமிழ்நடையின்சிறப்புகள்பற்றி எடுத்துரைப்பர்.

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Course Title	: Business English
Course Code	: BBAEGN- 11
Course Credit	: 6

COURSE OBJECTIVE

CO1. Provide an overview of prerequisites to Business Communication and its importance in commerce and trade.

CO2. Plan and develop writing competency strategies: Letters-Parts, Structure, Types Statement of Purpose

CO3. Gain knowledge about the various types of business and bank and insurance correspondences.

CO4. Discuss the different types of reports and their purposes.

CO5. Explain the correct practices of the strategies of Effective business writing and E-Communication.

COURSE SYLLABUS

BLOCK I: Business Communication

Business Communication – Meaning – Objective and scope – Methods of communication – Types – Barriers – Principles of communication – communication process.

BLOCK II: Business Correspondence

Layout of a letter – Business Inquiries and Replies – Quotations – Order – Execution of orders – Cancellation of orders – Claims – Adjustments and settlement of accounts – Sales letters – Circular letters.

BLOCK III: Banking and Insurance Correspondence

Collection letters – Application letters – Import Export correspondence – Bank Correspondence – Insurance correspondence.

BLOCK IV: Report Writing

Report writing – Reports by Individual – Committees – Annual Report – Press report – Speeches – Preparation of Agenda – Quorum- Minutes.

BLOCK V: E-Communication

Strategic Importance of E-Communication - Email, Text Messaging, Slide or Visual Presentation - Internet - Video conferencing - Group Discussion – Social Networking.

REFERENCES:

1. Lesikar, R.V. & Flatley, M.E., (2002) Basic Business Communication Skills for Empowering Internet Generation, 9th Edition, Tata Mc Graw Hill Publishing Company Ltd, New Delhi.

2. Pattan Shetty C.S & Ramesh M.S., (1999), Effective Business English and correspondence,*R. Chand & Company* , New Delhi.

3. R S N Pillai,Vbagavathi,(2010), Modern Commercial Correspondence, S. Chand Publishing, New Delhi.

4. N.S.Raghunathan&B.Santhanam, (2013), Business Communication, Margham Publications, Chennai.

5. Rajendra Pal, J. S. Korlahalli, (2015), Essentials of Business Communication, 13[th]Edition,Sultan Chand & Sons, New Delhi.

6. R C Sharma Krishna Mohan,(2002), Business Correspondence and Report Writing, Tata McGraw-Hill Education, 3rd Edition, 7th west Patel Nagar, New Delhi.

7. Robert L.Shurter, (1948), Effective letters and Business, McGraw Hill Co, US

WEB RESOURCES:
1. http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf
2. https://dreamtopper.in/bba-business-communication-notes/
3. https://www.geektonight.com/business-communication-pdf-notes/
4. https://freebookcentre.net/business-books-download/Business-Communication.html
5. https://nptel.ac.in/courses/109104031

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1.   Provides basic knowledge and clarity about communication and overcome the communication barrier in the business world.

CLO2.   Identify the appropriate usage of informative business messages /letters and write an informative business message as per the layout of a letter

CLO3.   Design banking and insurance correspondence that would be required in their professional lives

CLO4.   Compose effective report writing and business proposals

CLO5.   Identify social media platforms andcommon types of tools for audio, video, and web sharing tools that are typically less frequently used by businesses

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Course Title   : **Principles of Management**

Course Code   : **BBACN 11**

Course Credit   : **6**

COURSE OBJECTIVES

CO1. Familiarize the students with the conceptual framework of Management and evolution of Management thoughts.

CO2. Get insight knowledge on the concept of planning and decision making.

CO3. Familiarize the students with principles of organization and its organization structure and applications of span of management

CO4. Outline the manpower planning (HRP) in which to assess the sources and methods of Recruitment and Selection process.

CO5. Provide an insight about coordination and controlling system /techniques of an organization for attaining the common goal.

COURSE SYLLABUS

BLOCK I: Overview of Management Concepts

Management – meaning- Features, functions – Management as an art, science, profession – Evolution of Management Thoughts

BLOCK II: Planning & Decision Making

Planning – introduction, Process, importance, nature and scope, types, steps in Planning – Types of Plan - Management By Objectives (MBO) - Decision making – Types of decisions - decision making process - difficulties in decision making.

BLOCK III: Organisation

Organising – Features, importance – Principles of organisations – types – Organisation structure – Delegation – Span of Management – Line and staff relationship – Use of staff units and committees

BLOCK IV: Staffing & Directing

Staffing – Manpower Planning – Sources and Methods of recruitment – Selection process – Training and Development - Directing – Nature and purpose – Communication process

BLOCK V: Controlling& Coordination

Controlling – Significance and limitations of Control – Control process –Types of Control - Requirements of a good Control System- Budgetary and non- budgetary control- Coordination- Needs and Importance - Types and techniques requisites for excellence of Coordination

REFERENCES:

1. DinkarPagare, (2015), Principles of Management**,** Sultan Chand & Sons, New Delhi.

2. Gupta, C.B., (2014), Management Theory and Practice, Fourteenth Edition, Sultan Chand & Sons, New Delhi.

3. Harold Koontz, Cyril O'Donnell and Heinz Weihrich, (2017),Essentials of Management, 5th Revised Edition, McGraw-Hill Inc., US, (ISE Editions)**.**

4. Prasad, L.M. (2015), Principles and Practice of Management, Sultan Chand & Sons, New Delhi.

5. Sherlekar, S.A.&Sherlekar V.S, (2014), Principles of Business Management, 3rd Edition, Himalaya Publishing House Pvt. Ltd, Mumbai.

6. Tripathi**,** P C and Reddy, P N (2012),Principles of Management, 5th Edition ,Tata McGraw Hill Education private limited, 7th west P atel Nagar, New Delhi.

7. TripathiP.C,(2017),Principles of Management, 6th Edition, Tata McGraw Hill Education private limited, 7th west Patel Nagar, New Delhi.

WEB RESOURCES:

1. https://open.lib.umn.edu/principlesmanagement/

2. https://nios.ac.in/media/documents/VocInsServices/m1-4f.pdf

3. https://www.cliffsnotes.com/study-guides/principles-of-management

4. http://www.freebookcentre.net/business-books-download/Introduction-to-Principles-of-Management.html

5. https://archive.nptel.ac.in/courses/110/107/110107150/

6. https://archive.nptel.ac.in/courses/110/105/110105146/

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Illustrate the basic concepts of management and practices.

CLO2. Gain insight about various management styles and apply them in real business conditions and understand their implications.

CLO3. Evaluate the HRP process, staffing, performance appraisal and training. Analyze and apply the best management practices in the organization.

CLO4. Enumerate the organisation structure and direct the people in way of effective leadership, motivation and communications.

CLO5. Assess the various controlling measures / techniques to make corrective decision to reduce the cost and time

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Course Title   : **Managerial Economics**

Course Code   : **BBACN 12**

Course Credit   : **6**

COURSE OBJECTIVE

CO1.   Gain knowledge on concept of managerial economics and its business applications and to describe about the law demand and how we can forecast the demand for appropriate business decisions

CO2.   Explain the concept of production laws in which we learn to combine the various factors of productions to attain desirable outputs

CO3.   Realise the supply law match with demand for fixing the price on a commodity and to explain the concept of cost analysis

CO4.   Discuss the market structure and to fix the price on commodity in various competitive markets

CO5.   Point out the various pricing strategies and pricing output decisions under market structure.

COURSE SYLLABUS

BLOCK I: Introduction & Demand Analysis

Definition and Scope of Managerial Economics – Relationship between Micro, Macro and Managerial Economics - Role and responsibility of Managerial Economist - Demand Analysis –Law of demand – Price, Income and Cross Elasticity of demand - Demand Forecasting - meaning and methods

BLOCK II: Production Function

Factors of Production – Law of Production Function - Law of increasing returns – Law of constant returns - Law of diminishing returns – Least combination – Economics of Scale

BLOCK III: Supply & Cost Analysis

Supply – Law of Supply - Supply determinants – Elasticity of supply – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms

BLOCK IV: Market Structure

Market Structure and it's classifications – Pricing under perfect competition – Pricing under monopoly – Comparison of perfect competition and monopoly – Features of Monopolistic Competition –Pricing under Monopolistic competition – Oligopoly

BLOCK V: Pricing &Profit Analysis

Pricing Policy and Methods — General consideration of pricing – methods of pricing – Dual pricing –Pricing in different stages of life cycle of a Product - Price discrimination - Profit - Nature of Profit -Profit Planning -Break Even Analysis- Concept of Profit Maximisation - Profit Forecasting

REFERENCES:

1. K KDewett& M H Navalur, (2006),Modern Economic Theory, S. Chand Publishing, New Delhi.

2. P L Mehta ,(2016), Managerial Economics .Analysis , Problems and Cases, Sultan Chand & Sons, New Delhi .

3. V Mote, Samuel Paul , G. Gupta,(2017),Managerial Economics : Concepts & Cases, Tata McGraw-Hill Publishing Company limited, New Delhi.

4. Dr.S.Sankaran, (2012), Business Economics, 3rd Edition, Margham Publications, Chennai.

5. R.L. Varshney , K.L. Maheshwari, (2014), Managerial Economics, 19th Edition Sultan Chand & Sons, New Delhi .

WEB RESOURCES:

1. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf

2. https://www.geektonight.com/business-economics-notes-pdf/

3. https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597

4. http://www.freebookcentre.net/business-books-download/Managerial-Economics.html

5. https://www.digimat.in/nptel/courses/video/110101005/L01.html

6. https://archive.nptel.ac.in/courses/110/101/110101149/

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Gain knowledge on the applications of managerial economics in terms of business decision and forwarded planning and to analysis the law demand and assess the demand forecast

CLO2. Apply the concept of production laws by which to identify marginal product and price so as to reach equilibrium

CLO3. Divulge the supply law and how the supply intersect with the demand so as to fix the price on a commodity.

CLO4. Explore the market structure and to assess the various competitive positions in the market structure.

CLO5. Find the pricing strategies which are adopted by the organisations in the different situations.

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Course Title : Computer Application in Business

Course Code : BBACN 13

Course Credit : 6

COURSE OBJECTIVES

CO1. Impart knowledge about the structure, elements and functions of a computer system.

CO2. Get insight knowledge in the basic concepts computer applications using MS-Office applications for the business transactions.

CO3. Get the knowledge application on effective power point presentation.

CO4. Gain knowledge in programs in ms-excel for business purpose

CO5. Discuss the internet, web design and database maintenance in every type of applications.

COURSE SYLLABUS

BLOCK I: Introduction to Computer Applications

Introduction of Computers – Computer Applications – Classification - Programming concepts – Assembly language – High level language - Operating system – Compilers – Assemblers - Software -Packages

BLOCK II: MS Word

MS Word – Introduction to Word – Creating Word Document - Formatting – Spell Check – Grammar Check – Working with Tables - Saving, Opening and Closing Document - Mail Merge

BLOCK III: MS Power Point

MS Power Point – Creation – Insert Picture - Animation – Creating Multimedia Presentations - Insert Tables and Graphs

BLOCK IV: MS Excel

MS Excel – Introduction – Spread Sheet - Entering data in working sheets – Editing and Formatting Work sheets - Charts – Functions like Saving, Opening and Closing Work book

BLOCK V: Introduction to Internet

Introduction to Internet – Browsers – Search Engine - WWW – Internet Protocols – FTP – TELNET – HTTP - E-mail – How to create E-mail – Internet Vs Intranet - Webpage – URL.

REFERENCES:

1. Gini Courter&Annette Marquis, (1999),Mastering Microsoft Office 2000 Professional Edition,Sybex, US.

2. Joan Lambert and Joyce Cox, (2013), Microsoft Word 2013Step by Step, Microsoft Press, Washington.

3. Dr.R. Parameswaran, (2010), Computer Application in Business, S Chand & Company Ltd, New Delhi.

4. Ravi Taxali, (2017),Pc Software for Windows 98 Made Simple, 2nd Edition, McGraw Hill Education, New Delhi.

5. Stephen L. Nelson, (1999), Office 2000: The Complete Reference, McGraw Hill Professional,US.

WEB RESOURCES:
1. http://www.freebookcentre.net/business-books-download/Computer-Applications-in-Business.html
2. https://drive.google.com/file/d/1NyIN-iGNtcHEdR0nfHIN0GsWX7kVvCPP/view
3. http://eazynotes.com/pages/ms-office/ms-word-notes.html
4. https://gacbe.ac.in/pdf/ematerial/18BCS5EL-U5.pdf

COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Acquire and apply the computer applications in different aspects of business

CLO2. Evaluate the database using MS-Word and its components

CLO3. Illustrate the effective presentation for the business meeting using power point presentation.

CLO4. Develop the programs in ms-excel for business transaction

CLO5. Explore the internet protocol, security and the web.

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Course Title   **: LAB 1 – OFFICE AUTOMATION PACKAGE**

Course Code   **: BBACN P1**

Course Credit   **: 3**

COURSE OBJECTIVES

CO1.   To be proficient in important Microsoft Office programs to be able to create documents for printing and sharing to be able to create and share presentation

CO2.   To crafting professional word documents, excel spread sheets, power point presentations using the Microsoft office.

CO3.   To familiarise the preparation of documents and presentations with office automation tools.

COURSE SYLLABUS

MS WORD

1.   Preparing a neat aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
2.   Preparing documents with special effects and adding new Symbols and frames.
3.   Preparing documents with inserts pictures objects and database.
4.   Preparing tables
5.   Preparing the document in newspaper column layout
6.   Perform mail merger operation and preparing labels.
7.   Type the text, change the font size at 20, Align the text to left, right and justify & centre and underline the text.
8.   Prepare a job application letter enclosing your bio-data
9.   Demonstrate OLE concept by linking an excel worksheet into a work document
10.   Type the text, check spelling and grammar, bullets and numbering list items.

MS EXCEL

1.   Entering and printing worksheet
2.   Worksheet Using formulas
3.   Worksheet Manipulation for electricity bill preparation
4.   Drawing graphs to illustrate class performance
5.   An excel worksheet contains monthly Sales Details of five companies.

MS ACCESS

1.   Simple commands perform sorting on name, place and pincode of learners database and Address printing using label format
2.   Pay roll processing
3.   Mark sheet Preparation
4.   Inventory control
5.   Screen designing for data entry
6.   Report reparation

MS POWER POINT

1. Prepare a power point presentation with at least three slides for department inaugural function.
2. Draw an organization chart with minimum three hierarchical levels.
3. Design an advertisement campaign with minimum three slides
4. Insert an excel chart into a power point slide.

REFERENCES:

1. Gini Courter&Annette Marquis, (1999),Mastering Microsoft Office 2000 Professional Edition,Sybex, US.

2. Joan Lambert and Joyce Cox, (2013), Microsoft Word 2013Step by Step, Microsoft Press, Washington.

3. Dr.R. Parameswaran, (2010), Computer Application in Business, S Chand & Company Ltd, New Delhi.

4. Ravi Taxali, (2017),Pc Software for Windows 98 Made Simple, 2nd Edition, McGraw Hill   Education, New Delhi.

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COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Independently create professional-looking documents and presentations.
CLO2. Apply theoretical knowledge with examples.
CLO3. Hands on knowledge on word, Excel, PowerPoint and access.

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BBA Computer Application -II Year Syllabus

Course Title   : **Financial & Management Accounting**

Course Code   : **BBACN 21**

Course Credit   : **6**

COURSE OBJECTIVE

CO1. Understand the basic concepts of financial accounting, cost accounting and management accounting.

CO2. Gain knowledge about the various tools from accounting and cost accounting which in-turn would facilitate the decision making.

CO3. Differentiate Management accounting and Cost accounting.

CO4. Understand the fund flow and cash flow of the working capital.

CO5. Develop analytical abilities to face the business situations.

COURSE SYLLABUS

BLOCK I: Fundamentals of Financial Accounting

Financial Accounting – meaning – objectives - scope of financial accounting. Basic Accounting concepts – Double Entry Book-Keeping -Journal - Ledger and Subsidiary books –Accounting equation- Meaning and role of debit and credit Differences between book-keeping and accounting.

BLOCK II: Trial Balance

Introduction , Meaning , Objectives of preparing a trial balance ,- Methods of preparing a trial balance - Rectification of errors – Trading account – Profit and loss account – Balance sheet – Preparation of final accounts.

BLOCK III: Fundamentals of Management Accounting

Management accounting – Meaning and scope - Distinction between Management Accounting and Financial Accounting - Ratio analysis – Nature of analysis – Classification of ratios- Steps in Ratio Analysis – Liquidity, Profitability, Turnover and Capital structure ratio – Interpretations.

BLOCK IV: Fund Flow and Cash Flow Analysis

Fund flow analysis – Concept of funds – Schedule of changes in working capital - Sources and Application of funds – Preparation of funds flow statements- Cash flow analysis- Cash from operations - Preparation of Cash Flow Statement - Format of Cash Flow Statement

BLOCK V: Marginal Cost and Budget

Introduction - Concept of Marginal Costing -Characteristics of Marginal Costing, Difference between Absorption Costing and Marginal Costing -Cost-volume-Profit (CVP) relationship – Break-even analysis. Budget and budgetary control – advantages and limitations – Essential features of Budgetary Control- Steps in budgetary Control -Classification and preparation of budgets

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1. Finney,H.A.; Miller, Herbert E., (1953), Principles of Accounting, Introductory, 5th Edition Prentice-Hall., New York.

2. S.P Jain & K.L. Narang ,(2016), Advanced Accountancy Principles of Accounting, Kalyani Publishers / Lyall Bk Depot, New Delhi.

3. Dr.S.N.Maheswari, (2016),Management Accounting and Financial Control, Sultan Chand & Sons Pvt. Ltd., New Delhi.

4. Shashi K. Gupta & R.K. Sharma, (2016), Management Accounting Principles & Practice, 13th Revised Edition, Kalyani Publishers / LyallBk Depot, New Delhi.

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COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1.   Identify the underlying principles, characteristics and objectives of a set of financial statements.

CLO2.   Understand the Assets & liabilities of the business firms.

CLO3.   Gain knowledge in the practical applications of financial and management accounting.

CLO4.   Elaborate the fund and cash flow analysis and preparation of statement.

CLO5.   Understand the marginal costing and budgetary controls.

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Course Title   **: Business Statistics**

Course Code   **: BBACN 22**

Course Credit   **: 6**

COURSE OBJECTIVE

- CO1.   Describe the fundamentals of Statistics and its application in the field of Business.
- CO2.   Explain and evaluate about measures of central tendency.
- CO3.   Discuss the basic concepts of Correlation and Regression.
- CO4.   Clarify the concepts and purpose of Index Numbers.
- CO5.   Study about averages & Measures of Dispersion and time series.

COURSE SYLLABUS

BLOCK I: Statistics on Overview

Statistics: meaning, nature and scope - Use of statistics in business – Primary data and secondary data – Frequency distribution – Histogram; Graphs and diagrams.

BLOCK II: Measures of Central Tendency

Measures of central tendency – Arithmetic mean, mode, median, geometric and harmonic mean - measures of dispersion – range, quartile deviation, mean deviation and standard deviation – coefficient of variation.

BLOCK III: Correlation & Regression

Correlation – Types of Correlation – Measures of Correlation - Karl Pearson's Co-efficient of Correlation – Spearman Rank Correlation Co-efficient.

Simple regression analysis – Regression equation, Fitting of Regression lines – Relationship between Regression Co-efficient and Correlation Co-efficient.

BLOCK IV: Index Numbers

Index Number - Definition of Index Numbers, Uses – Problems in the construction of index numbers - Simple and Weighted index numbers - Chain and Fixed base index – Cost of living index numbers.

BLOCK V: Time Series

Analysis of Time Series – Definition – Components of Time Series, Uses - Measures of Secular Trend - Measure of Seasonal Variation - Method of simple average only.

REFERENCES:

1. Gupta, B.N., (2015), Business Statistics, First Revised Edition, SBPD, New Delhi.

2. S. P. Gupta, (2012), Statistical Methods, 42nd Revised Edition Sultan Chand & Sons Pvt. Ltd., New Delhi.

3. Pillai, R.S.N. &Bagavathi, V., (2012), Statistics – Theory & Practice, 5th Revised Edition, S.Chand& Co., New Delhi.

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3. https://ddegjust.ac.in/studymaterial/mcom/mc-106.pdf
4. http://www.freebookcentre.net/business-books-download/Business-Statistics.html
5. https://www.digimat.in/nptel/courses/video/110107114/L01.html

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Get insight knowledge on basic concepts of business statistics and its applications.
CLO2. Apply the statistical tools in measuring the central tendency
CLO3. Gain knowledge in the application of Correlation and Regression for business decisions making
CLO4. Develop the concepts Index Numbers which is used for business taking making
CLO5. Illustrate the methods of statistical tools and apply various techniques of time series models.

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Course Title   : **Marketing Management**

Course Code   : **BBACN 23**

Course Credit   : **6**

COURSE OBJECTIVE

CO1.   Introduce the fundamental concept of Marketing Management and Marketing Mix as a framework for Marketing Decision making

CO2.   Explain the buying behaviour of consumer and the strategies followed by marketer in segmenting the market.

CO3.   Describe the stages of the product life cycle and identify an appropriate marketing mix for a particular product or service.

CO4.   Familiarize the different pricing policy and chosen the appropriate channels of distribution.

CO5.   Discuss the framework of promotional policy adopted by the organisation to popularise its product and services

COURSE SYLLABUS

BLOCK I: Introduction to Marketing management

Marketing: Meaning, Nature and Scope – Marketing Management – Functions of Marketing – Types of Markets - Difference between Marketing and Selling -Various Environmental Factors affecting Marketing Function

BLOCK II: Buying Behaviour & Market Segmentation

Buyer behaviour – Factors influencing buyer behaviour – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.

BLOCK III: The Product

Product – Definition – Classification – Consumer Goods – Industrial goods – Product Life Cycle – Product Mix – Product Planning – Branding – Packaging – Developing new Products

BLOCK IV: Pricing & Physical Distribution

Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing.

Physical distribution – Channels of distribution – Types of Channel – Channel Policy – Wholesalers, Retailers and Middle men and their functions.

BLOCK V: Promotion

Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.

REFERENCES:

1. Gupta C.B. Nair N. Rajan, (2020), *Marketing Management* - Text & Cases,*19th edition,* Sultan Chand & Sons, New Delhi .

2. Philip Kotler &Kevin Lane Keller, (2016), Marketing Management, 15th Edition, Pearson Education India, Noida

3. V S Ramaswamy & S Namakumari, (2010), Marketing Management, 4th Edition, Om Books International, New Delhi.

4. Rustom S. Davar, (1993), Modern Marketing Management,Ubs Publishers' Distributors Pvt.Ltd, New Delhi.

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4. http://www.freebookcentre.net/business-books-download/Marketing-Management.html
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COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Illustrate key marketing concepts, theories, and techniques for analysing a variety of marketing situations

CLO2. Identify the various steps towards the buying behaviour of a consumer and to explore the market segmentation.

CLO3. Demonstrate the product mix and to assess every stage of PLC and planning for introduce new product in the market.

CLO4. Assess and conclude the pricing policies of the business concern and how to distribute the commodities and find out the suitable channels.

CLO5. Explore a suitable promotion mix which is a key component of the business to reach the ultimate consumers

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Course Title : **Human Resource Management**

Course Code : **BBACN 24**

Course Credit : **6**

COURSE OBJECTIVE

CO1. Describe the fundamental concepts, functions and evolution of human resource management

CO2. Gain knowledge on HRP and procedures and practices used for recruiting and selecting suitable employees.

CO3. Study the training requirements and design a successful orientation and training progress

CO4. Discuss the appropriate policies and practices involved the performance discipline process

CO5. State the significance of employee benefits to both employers and employees

COURSE SYLLABUS

BLOCK I: Introduction to Human Resource Management

HRM Concept and Functions, Role, Status and competencies of HR Manager - HR Policies - Evolution of HRM - HRM vs HRD - Evolution of HRM - Emerging Challenges of Human Resource Management - Workforce diversity; Empowerment - Human Resource Information System.

BLOCK II: Acquisition of Human Resource

Human Resource Planning- Quantitative and Qualitative Dimensions - job analysis – job description and job specification - Recruitment and Selection – meaning – process of requirement – sources and techniques of Recruitment – Meaning and Process of Selection – Selection Tests and Interviews – placement, induction, socialisation and Retention.

BLOCK III: Training and Development

Concept and Importance -Training and development methods –Identifying Training and Development Needs - Designing Training Programmes - Role Specific and Competency Based Training - Evaluating Training Effectiveness - Training Process Outsourcing - Management Development - Career Development.

BLOCK IV: Performance Appraisal

Nature, objectives and importance - Modern Methods and techniques of performance appraisal - potential appraisal and employee counselling - job changes - transfers and promotions -Problems in Performance Appraisal – Essentials of Effective Appraisal System – Job Evaluation – Concepts, Process and Objectives – Advantages and Limitations – Methods.

BLOCK V: Compensation and Maintenance

Compensation - Concept and policies- wage and Salary administration -Methods of wage payments and incentive plans - Fringe benefits - Performance linked compensation - Employee health, welfare and safety social security - Employer-Employee relations- grievance handling and redressal.

REFERENCES:

1. K.Aswathappa, (2013), Human Resource Management: Text and Cases, 7th Edition, McGraw-Hill Education, New Delhi.
2. Gupta, C.B., (2013), Human Resource Management, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Khanka, S.S., (2007), Human Resource Management- Text and Cases, First Reprint Edition, S. Chand& Co., Ltd., New Delhi.
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3. https://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf
4. https://archive.nptel.ac.in/courses/122/105/122105020/

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Demonstrate the importance of human resources and their effective management in organizations.
CLO2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs and assess recruitment and selection process.
CLO3. Describe appropriate implementation, monitoring and assessment procedures of training and development
CLO4. Explain the importance of the performance management system in enhancing employee performance
CLO5. Interpret a market comparison as part of compensation analysis and maintainance

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Course Title   : Internet & Web Designing

Course Code   : BBACN 25

Course Credit   : 6

COURSE OBJECTIVES

CO1.   Gain comprehensive knowledge of Internet, its applications and the TCP/IP protocols widely deployed to provide Internet connective worldwideand Web Designing.

CO2.   Gain knowledge on creating e-mail.

CO3.   Comprehend the technologies for Hypertext Mark-up Language.

CO4.   Plan and develop graphics to HTML document.

CO5.   Learn the language of the web: DHTML.

COURSE SYLLABUS

BLOCK I: Basics of Internet and Web Designing

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 - Basic principles involved in developing a web site- Five Golden rules of web designing- Page design -Home Page Layout- Design Concept.

BLOCK II: E-Mail

Working with E-mail- Running on email program - Sending, reading, replying deleting and exiting mail - Sending files via email Attaching a signature - Managing an address book.

BLOCK III: HTML Introduction

Introduction to HTML - Information file creation - Web server Web client *I* browser –

HTML Commands - Title - Footer - Paragraph breaks - Line breaks - Heading style - Text style Spacing - Centering font size and color.

BLOCK IV: HTML Elements

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 - Cols pan attributes - Links - Internal and external document reference - Images as hyper links.

BLOCK V: DHTML

Introduction to DHTML - Cascading style - Color and background attributes - Text attributes - Border attributes - Marginal related attributes - List attributes – Class, External style sheet.

REFERENCES:

1. Ivan Bayross , (2009), Web enabled commercial application development using HTML, DHTML, Java script, Perl CGI, 4th Revised Edition, BPB Publications, Chennai.

2. Maureen Adams, Sherry Bonelli, (1998), Internet complete, BPB publications, Chennai.

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COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Apply knowledge of basic Internet, its applications and the TCP/IP protocols widely deployed to provide Internet connective worldwideand Web Designing

CLO2. Develop skills in analyzing the usability of Internet and E-Mail.

CLO3. Learn the language of the web: HTML and CSS.

CLO4. Use HTML and create documents using attractive tables and graphics.

CLO5. Use DHTML with various attributes and cascading.

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Course Title : LAB – 2 INTERNET & WEB DESIGNING

Course Code : BBACN P2

Course Credit : 3

COURSE OBJECTIVES

CO1. To analyse the requirements for and create and implement the principles of web page development.

CO2. To understand the importance of the web as an effective medium of communication.

CO3. To develop basic skills in analyzing the usability of a web site.

COURSE SYLLABUS

Internet & Web Designing

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

The following programs based on databases:

1. Develop a HTML page to input learner information.
2. Develop a HTML page to display learner results for a given roll number.
3. Develop a DHTML page to sale a product to users.
4. Develop a DHTML page to display product information for a given product id.

REFERENCES:

1. Ivan Bayross , (2009), Web enabled commercial application development using HTML, DHTML, Java script, Perl CGI, 4th Revised Edition, BPB Publications, Chennai.

2. Maureen Adams, Sherry Bonelli, (1998), Internet complete, BPB publications, Chennai.

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COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Develop HTML page with various specifications.

CLO2. Gain exposure to apply theoretical knowledge practically in using NET and HTML and DHTML.

CLO3. Access modem, use mail, send mail with attachment, signature.

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Course Title   : Environmental Studies

Course Code   : CCEN

Course Credit   : 4

COURSE OBJECTIVE

CO1.   Develop a comprehensive understanding of the concept, scope of environment studies and public awareness about environment collective response for its protection.

CO2.   Provide a dynamic window onto the changing natural and social environments that comprises our world.

CO3.   Describe and identify the organisms with similar needs that compete for resources.

CO4.   Engage directly with key contemporary issues - such as globalisation, climate change, environmental management and cultural transformation - whilst also developing valuable analytical and communication skills.

CO5.   Determine the flexibility to tailor your module choices to your academic interests.

COURSE SYLLABUS

Unit 1:Multidisciplinary nature of environmental studies: Definition, scope and importance - Need for public awareness

Unit 2:Natural Resources:

 • Renewable and non-renewable resources: Natural resources and associated problems.

a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.

- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem: - a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4: Biodiversity and its conservation:

- Introduction – Definition: genetic, species and ecosystem diversity.
- Bio- geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-sports of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 5 : Environmental Pollution:

- Definition
- Cause, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution
- Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment:

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust- Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit 7: Human Population and the Environment:

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.

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- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

Unit: 8 Field Work Visit:

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

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COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Acquiring wide knowledge on natural processes and resources that sustain life and govern economy.
CLO2. Appreciate the consequences of human actions on the web of life, global economy, and quality of human life.
CLO3. Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
CLO4. Inculcate values and attitudes towards understanding complex environmental economic- social challenges, and active participation in solving current environmental problems and preventing the future ones.
CLO5. Adopt sustainability as a practice in life, society, and industry.

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Course Title   : **Operations Management**

Course Code   : **BBACN 31**

Course Credit   : **4**

COURSE OBJECTIVE

CO1.   Discuss the role of operations management in achieving organizational competitiveness and the factors determining plant location and plant layout

CO2.   Enumerate a good plant layout and its types with material handling principal equipment's.

CO3.   Describe the master production schedule and inventory management in aggregate planning

CO4.   Impart the basic concepts related to the Work Study, Method Study and Work Measurement.

CO5.   Provide with the concepts and tools necessary to effectively manage field service operations.

COURSE SYLLABUS

BLOCK I: Introduction& Plant Location

Operations Management–Meaning, objectives, functions–Types of Production Systems – Plant Location – Factors affecting plant location – Selection of site - urban, rural, or sub-urban areas, industrial estates – advantages and disadvantages.

BLOCK II: Layout of manufacturing facilities

Plant layout–Introduction–features of a good plant layout–factors affecting the plant layout decisions – Material flow system – Types of plant layout – Material handling – Principles, importance, advantages of good material handling system - Types of material handling equipments.

BLOCK III: Production and Inventory Control

Basic types of production – Basic Inventory Models – Economic Order Quantity, Economic Batch Quantity – Reorder point – Safety stock – Classification and Codification of stock – ABC classification – Procedure for Stock Control, Materials Requirement Planning (MRP) - JIT.

BLOCK IV: Method Study & Work Measurement

Method Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

BLOCK V: Service Operations Management

Introduction – Types of Service – Service Encounter – Service Facility Location – Service Processes and Service Delivery.

REFERENCES:

1. Chary, S.N., (2012), Production and Operations Management, Fifth Edition, McGraw-Hill Education, New Delhi.

2. Chunawalla, S. A., (2012), Production and Operations Management, Fourth Edition, Himalaya Publishing House, New Delhi.

3. Elwood S. Buffa&Rakesh K. Sarin, (1994),Modern Production/Operations Management, 8th Revised Edition , John Wiley & Sons Inc; Hoboken.

4. B S Goel, (2011),Production Operations Management, Pragati Prakashan, Meerut.

5. P. Gopalakrishnan,(2017),Purchasing and Materials Management, Tata McGraw-Hill Education, New Delhi.

6. R. Panneerselvam, (2012), Production and Operations Management,3[rd]Edition , PHI Learning Pvt. Ltd.,New Delhi.

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2. https://agri-bm.kkwagh.edu.in/uploads/department_course/NOTES_OF_ABM-357.pdf
3. https://freebookcentre.net/business-books-download/Lectures-notes-On-Production-and-Operation-Management.html

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COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Demonstration the concept of operations management in production unit and to select right location of housing the plant.

CLO2. Illustrate the various factors affecting the plant layout decisions.

CLO3. Summarize the knowledge in production methods and importance of production planning.

CLO4. Apply the work measurement techniques in time and motion study.

CLO5. Demonstrate the concepts and tools necessary to effectively manage field service operations.

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Course Title : E-Business

Course Code : BBACN 32

Course Credit : 6

COURSE OBJECTIVE

CO1. Acquire the knowledge of recent trends in e-commerce / business.
CO2. Discuss how the business strategy works on e-commerce to maintain cordial relation with customers
CO3. Explain the concepts of Business to Business and latest development of M-Commerce
CO4. Discuss electronic mode of payment system for business augmentation
CO5. Study the e-business environment and the legal & ethical aspects of e-business

COURSE SYLLABUS

BLOCK I: Doing Business Online

Definition of E-Business - objectives of E-Business - Evolution of E-Business - History of the Internet- internet revolution and its implications in the business - E-Business Opportunities - E-Business vs the Traditional Business Mechanism - merits and demerits of E-Business

BLOCK II: Business Strategy in New Economy

Key features of Internet economy – Redefining the boarders of the firm – Building a successful e-business – Adopting the Internet in an established business – E-retailing – The elements of business to consumer (B2C) strategy – Marketing on the internet – Emerging trends in e-commerce.

BLOCK III: Business – to – Business

An introduction to Business – to – Business (B2B) e-commerce – Organisation of B2B marketplace – B2B marketing and the internet – Opportunities and challenges in B2B – Economics of online advertising: portals and search engine – Concept of M-Commerce.

BLOCK IV: Money on the Net

Overview of the electronic payment systems – Using credit cards on line – Smart cards, electronic cash and other payment systems – Implications of innovative online payment systems – Rights and obligations in the world of e-commerce – Third-Party Payment Processing - Electronic Payment Gateway–Security Standard for Electronic Payment System.

BLOCK V: Environment of E-Business

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business.

REFERENCES:

1. Alexi Leon and Mathews Leon, (2004), Introduction to Information Systems,McGraw-Hill Education (India) Pvt Limited, New Delhi.

2. Anup K. Ghosh, (2012), E-Commerce Security and Privacy, Kindle Edition

3. Peter G W Keen, (1994), Every Manager's Guide to Information Technology, 2^(nd) Edition, Harvard Business School Press, Boston.

4. Rajesh Chakrabarti and Vikas Kardile, (2002),The Asian Manager's Handbook of E-Commerce (paperback edition), Tata McGraw – Hill Publishing Company Limited, New Delhi.

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   1. http://www.freebookcentre.net/Business/E-Business-Books.html
   2. https://freebookcentre.net/business-books-download/E-Business-Lecture-Notes.html
   3. https://www.toppr.com/guides/business-studies/emerging-modes-of-business/e-business/
   4. https://archive.nptel.ac.in/courses/110/105/110105083/

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Develop an understanding of the global E-Business Concepts and the collaborations that are taking place.

CLO2. Analyze the impact of E-commerce on business and applying new strategies

CLO3. Develop the concepts of Business to Business and discover the economics of online advertising works.

CLO4. Assess the E-payment system in the existing business scenario

CLO5. Develop entrepreneurial approach and environment in current market scenario of e-commerce.

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Course Title : **Financial Management**

Course Code : **BBACN 33**

Course Credit : **6**

COURSE OBJECTIVE

- CO1. Observe the techniques of financial management and their applications for business decision making
- CO2. Analyze the importance of cost of capital and capital structure in financial decision making.
- CO3. Enumerate the significance of capital budgeting and process of capital budgeting and to Calibrate the various factors influencing dividend policy
- CO4. Examine various factors that determine the working capital and operating cycles.
- CO5. Analyse and plan for a receivable and inventory management.

COURSE SYLLABUS

BLOCK I: Overview of Financial Management

Financial management: Definition and scope – objectives of Financial Management – Profit Maximization Vs Wealth maximization - functions and role of finance manager.

BLOCK II: Cost of Capital & Capital Structure

Cost of capital – Cost of debt – Cost of preference share capital – Cost of Equity – Cost of retained earnings – Weighted average cost of capital - Capital structure – Meaning – Factors affecting capital structure – Optimal capital structure- Theories of capital structure: Net income approach -Net operating income approach - MM approach and Traditional approach

BLOCK III: Capital Budgeting & Dividend Policy

Capital Budgeting – Capital Budgeting process – Methods of Ranking investment proposals – Payback method – Internal Rate of Return method – Net present value method. Dividend and Dividend policy – Forms of dividends – Determinants of dividend policy.

BLOCK IV: Working Capital Management - I

Working capital Management–Concept of working capital–Kinds of working capital - Determinants of working capital – Estimation of Working Capital (Problem) - Cash Management - Motives for holding cash – Managing cash inflows and cash outflows – Monitoring collections & Disbursements.

BLOCK V: Working Capital Management - II

Receivables management – Objectives – Factors influencing size of receivables – Credit policy – Credit standard – Credit term – Collection policy – Incremental analysis - Inventory management – Meaning – Types of inventory – Purpose of holding inventory – Excess or inadequate inventory – EOQ – Levels of stock: reorder level, minimum level and maximum level – Techniques – ABC, VED, FSN and HML analysis.

REFERENCES:

1. James C. VanHorne, John M. Wachowicz, (2015), Fundamentals of Financial Management, 13th Edition, Pearson Education India, Noida .

2. M Y Khan, P. K Jain, (2014), Financial Management,7th Edition, Tata McGraw-Hill Publishing Company limited, New Delhi.

3. S. C. Kuchhal, (2016), Financial Management,15th Edition, Chaitanya Publishing House, Allahabad.

4. Maheswari, S. N. (2013), Financial Management: Principles and Practice, Sultan Chand and Sons, New Delhi.

5. I.M. Pandey, (2016), Financial Management,11th Edition, Vikas Publishing House, New Delhi.

6. Prasanna Chandra, (2017), Financial Management, 9th Edition, Tata McGraw-Hill Publishing Company limited, New Delhi.

7. G. Sudarsana Reddy, (2017), Financial Management Principles and Practice, Third Revised edition, Himalaya Publishing House, Mumbai.

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2. http://www.freebookcentre.net/business-books-download/Financial-Management.html
3. http://sim.edu.in/wp-content/uploads/2018/11/FM-BBA-IV-SEM.pdf
4. https://archive.nptel.ac.in/courses/110/107/110107144/

COURSE OUTCOME

On successful completion of the Course, the learners will be able to:

CLO1. Describe both theoretical and practical role of financial management in business corporations.

CLO2. Compute the cost of capital of specific sources of capital and the problems in capital structure

CLO3. Estimate the required return on projects of differing risk and evaluate different investment decision and explain the various types of policies in dividend.

CLO4. Evaluate the importance of working capital management and its role in meeting firm's strategic objectives and its impact in value creations.

CLO5. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory

****

Course Title : **Management Information Systems**

Course Code : **BBACN 34**

Course Credit : **6**

COURSE OBJECTIVES

CO1. Gain knowledge in MIS and it's supporting the decision making process of an organisation

CO2. apply the fundamental concepts of information systems

CO3. Describe the role of information technology and information systems in business.

CO4. Describe Decision Support Systems (DSS) and different categories of DSS

CO5. Apply sound managerial concepts and principles in the development and operation of information   systems

COURSE SYLLABUS

BLOCK I: Introduction to MIS

Definition of Management Information System (MIS) – Organization Structure - Evaluation of MIS through Information System - The Decision Making Process - MIS support for planning- Organizing and controlling - Structure of MIS – MIS Organization within the Company

BLOCK II: Information System

Concept of System – Characteristics of System – Systems Classification - Categories of Information Systems – Strategic Information System and Competitive - Advantage Decision Making and MIS - Decision Assisting Information System - Concepts of Balanced MIS Effectiveness and Efficiency Criteria

BLOCK III: Enterprise Resource Planning

Enterprise Resource Planning: Introduction - Basics of ERP - Evolution of ERP - Enterprise Systems in Large Organizations - System Analysis and design – SDLC - Role of System Analyst – Functional Information system – Personnel, production, material – marketing - Benefits and Challenges of Enterprise Systems – E-Enterprise System

BLOCK IV: Decision Support Systems (DSS)

Decision Support Systems – Definition. Group Decision Support Systems - Business Process Outsourcing – Definition and function

BLOCK V: MIS Development

Collaboration processes and information systems - Impact of Web 2.0 and social media on business process - Pitfalls in MIS Development: Fundamental Weakness, Soft Spots in Planning - Design Problems.

REFERENCES:

1. Murdic, Rose and Clagett- Information Systems for Modern Management, PHI, New Delhi.
2. Process, Systems, and Information, David M. Kroenke,
3. MIS Cases Decision Making with Application Software, 4th Edition, Lisa Miller
4. Laudon-Laudon- Management Information Systems, Pearson Education, New Delhi.

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2. https://www.academia.edu/33858287/LECTURE_NOTES_on_Management_Information_Systems
3. https://www.geektonight.com/management-information-system-pdf/
4. https://www.uotechnology.edu.iq/ce/Lectures/SarmadFuad-MIS/1st%20Tearm%20Lectures.pdf
5. https://archive.nptel.ac.in/courses/122/105/122105022/
6. https://archive.nptel.ac.in/courses/110/105/110105148/

COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Apply the concept of MIS to the business concern in practices

CLO2. Evaluate the role of information systems in today's competitive business environment.

CLO3. Analyze the strategic options for ERP identification and adoption.

CLO4. Identify information processing as the foundation of managerial work and Decision support content of different types of information system

CLO5. Apply collaboration processes and information systems for implementation of enterprise- wide information systems

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Course Title   **: Business Accounting Software**

Course Code   **: BBACN 35**

Course Credit   **: 6**

COURSE OBJECTIVES

CO1. Familiarize the learner with computerized accounting and related software viz. Tally ERP 9.

CO2. Get an insight knowledge on preparation of day books, stocks and vouchers

CO3. Prepare order processing of the business enterprises in the tally package.

CO4. Help migrates all the TDS nature of payments which are used in version of Tally ERP 9

CO5. Get the knowledge of Tally software which is updated with GST i.e. Tally ERP 9

COURSE SYLLABUS

BLOCK I: Introduction to Tally

Introduction to Tally ERP9 - Creating a Company - Altering and Deleting Company – Data Security: Security Control Setup - User Security Control, Multi Language – Export - Import - Backup and Restore: Export and Import Formats - Data Backup and Restore – Masters Ledgers: Understanding Ledgers - Creating Ledgers - Creating Multiple Ledgers - Altering and Deleting Ledgers

BLOCK II:Tally in Voucher and Stock Valuation

Payment Voucher - Receipt Voucher - Contra Voucher - Journal Voucher - Day Book: Day Book Reports - Altering and Deleting Transactions - Cheque Printing: CTS Cheque Printing System, Masters : Inventory: Understanding Inventory - Integrating Accounts and Inventory - Stock Group - Go down and Locations - Stock Category - Units of Measure - Stock Items - Manual Stock Valuation without Inventory

BLOCK III: Tally in Order Processing

Purchase Order Process - Purchase Order Voucher - Receipt Note (Inventory) - Rejection-Out Voucher, Sales Order Processing: Sales Order Process - Sales Order Voucher - Delivery Note (Inventory) - Rejection-IN Voucher - Debit and Credit Notes - Bank Reconciliation, Manufacturing Vouchers: Bills of Materials - Job Costing

BLOCK IV: Tally in TDS Masters

Tax Deducted at Source (TDS): Understanding TDS - Creating TDS Masters - TDS Payment - Tax Reports and Tax Forms - Payroll Accounting: Understanding Payroll - Pay Heads and Categories - Employee Details and Salary Details - Attendance Entries - Salary Payment – Pay sheet and Pay Slips

BLOCK V: Tally in GST

Activating Tally in GST - Setting Up GST (Company Level, Ledger Level or Inventory Level) - GST Taxes & Invoices - SGST, CGST & IGST - Creating GST Masters in Tally, Purchase Voucher with GST: Updating GST Number for Suppliers -Intra-State Purchase Entry in GST (SGST + CGST) - Inter-State Purchase Entry in GST (IGST) - Printing GST Sales Invoice from Tally ERP9 Software, GST Reports and Returns: GSTR 1 in Tally - GSTR 1 Return Filing

REFERENCES:
1. Nadhani A K, (2016), Implementing Tally, BPB Publications, New Delhi.
2. Asok K. Nadhani, (2018) Tally ERP 9 Training Guide, 4th Revise Edition, BPB Publications, New Delhi.
3. Dr. Namrata Agrawal, (2019), Comdex Tally.ERP 9 Course Kit, Dreamtech Press, New Delhi.
4. Rizwan Ahmed, (2016), Tally ERP 9, Margham Publications, Chennai.
5. Sridharan(2013) TALLY, Narmadha publications, Chennai.

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2. https://www.niesbud.nic.in/docs/Computer_accounting_with_tally.pdf
3. https://www.academia.edu/36997035/Notes_on_Tally
4. https://www.dynamictutorialsandservices.org/2021/04/computerised-accounting-and-tally.html
5. https://www.bing.com/videos/search?q=COMPUTERIZED+ACCOUNTING+WITH+TALLY+&FORM=HDRSC3

COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Prepare the accounts with accounting software using Tally ERP 9.

CLO2. Practice the vouchers and insert into the system and valuation of stock in Tally software

CLO3. Create different databases using access application for developing the order processing of the business enterprises in the tally package.

CLO4. Create the nature of payment and record the transactionin Tally software

CLO5. Explore about advanced features of Tally ERP 9.0 for better management and generation of advanced and MIS Reports.

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Course Title : LAB – 3 BUSINESS ACCOUNTING SOFTWARE

Course Code : BBACN P3

Course Credit : 3

COURSE OBJECTIVES

CO1. To introduce the learners to the basic of accounts and the usage of Tally for accounting purpose.

CO2. To create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally

COURSE SYLLABUS

Business Accounting Software

1. Create a group in Tally
2. How to create a primary group? Explain with your own example
3. Create Ledger with your own entries from the books already available
4. Explain how to create Voucher entries
5. Explain how to remove voucher entries
6. Print the Voucher you have created with all necessary entries
7. Explain how to create stock category.
8. Explain how to create groups with your own entries.
9. Explain – Multi Stock Item
10. Creation of Delivery Note – Explain with your entries.

REFERENCES:

6. Nadhani A K, (2016), Implementing Tally, BPB Publications, New Delhi.
7. Asok K. Nadhani, (2018) Tally ERP 9 Training Guide, 4th Revise Edition, BPB Publications, New Delhi.
8. Dr. Namrata Agrawal, (2019), Comdex Tally.ERP 9 Course Kit, Dreamtech Press, New Delhi.
9. Rizwan Ahmed, (2016), Tally ERP 9, Margham Publications, Chennai.
10. Sridharan(2013) TALLY, Narmadha publications, Chennai.

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1. https://www.bing.com/videos/search?q=Tally%209%20video&qs=n&form=QBVR&=%25eManage%20Your%20Search%20History%25E&sp=-1&ghc=1&pq=tally%209%20video&sc=10-13&sk=&cvid=31A2CB285B4C48C0BF9290CD8E82A8C7&ghsh=0&ghacc=0&ghpl=
2. https://www.youtube.com/results?search_query=tally+erp+9
3. https://tally-erp-9.en.softonic.com/download

COURSE OUTCOMES

On successful completion of the Course, the learners will be able to:

CLO1. Gain exposure to apply theoretical knowledge practically.

CLO2. Hands on experience in Bill preparation, TDS Report, Ledger, Inventory record.

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PROGRAMME OUTCOMES (POs)

After completion of the B.B.A Computers Applications Programme, learners will be able to:

POC1. Impart the evolution of management theory/thoughts and functions of management and the roles and responsibilities associated with managerial functions.

POC2. Apply accounting rules in determining financial results and preparation of financial statement.

POC3. Examine the applications of economic concepts and Review the concepts of business organisations and various combinations of business.

POC4. Interpret the results of statistical analysis for improved managerial decision making by acquainting adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

POC5. Demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management

POC6. Recognise strategy implementation alternatives for effective decision making and different alternative strategies for effective decision making.

POC7. Inculcate market information to assess the retailing environment and formulate effective retail strategies.

POC8. Ability to develop various real time applications using latest technologies and using accounting software (Tally)

POC9. Enumerate the e-business model and start a own e-business based on the acquired knowledge.

Programme Mapping

Course Code / Programme Learning Outcomes	BFTMN-11	BBAEGN-11	BBACN-11	BBACN-12	BBACN-13	BBACN-P1	BBACN-21	BBACN-22	BBACN-23	BBACN-24	BBACN-25	BBACN-P2	CCEN	BBACN-31	BBACN-32	BBACN-33	BBACN-34	BBACN-35	BBACN-P3
Knowledge		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communication		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Problem Solving		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Science and Society		✓		✓			✓						✓						
Life-Long Learning													✓						
Modern Tool Usage					✓		✓	✓		✓	✓	✓	✓		✓		✓	✓	✓
Project Management			✓	✓				✓		✓			✓	✓		✓			
Environment and Sustainability				✓					✓				✓						
Relevances																			
Local		✓	✓				✓		✓				✓						
Reginal		✓	✓		✓	✓	✓		✓		✓	✓	✓				✓	✓	✓
National		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
International		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓