

VELLALAR COLLEGE FOR WOMEN (Autonomous), ERODE



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER
APPLICATIONS**

UG Course: B.B.A. (C.A.)

**COURSE CONTENT, SCHEME OF EXAMINATIONS, CREDITS, SYLLABUS AND
QUESTION PAPER PATTERN
[CHOICE BASED CREDIT SYSTEM (CBCS) PATTERN]**

2016-2017 ONWARDS

❖ **ELIGIBILITY FOR ADMISSION TO THE COURSE**

Candidates for admission to the first year of the BBA (CA) degree course shall be required to have passed the Higher Secondary Examination (Academic or Vocational) which is conducted by the Government of Tamilnadu or any other examination accepted as equivalent thereto by the Syndicate.

❖ **DURATION OF THE COURSE**

The course shall extend over a period of 3 years comprising of six semesters (two semesters per year).

❖ **COURSE OF THE STUDY**

The course of study for the BBA (CA) degree shall consist of the following:

- a) Part I - Tamil or Hindi
- b) Part II - English

The subjects of Part I and Part II shall be offered during the first two semesters with one examination at the end of each semester.

- c) Part III - Core, Allied and Electives.
- d) Part IV - 1. Tamil/ Advanced Tamil/ Non-Major Elective Papers
 - 2. Environment Studies
 - 3. Skill Based Subjects:
 - I - Entrepreneurial Skill Development
 - II - Multi-skill Development Paper
 - III - Mental Aptitude Development
 - IV - Concepts in Retailing
 - 4. Value Education
- e) Part V - Extension activity

❖ **NON-MAJOR ELECTIVE PAPERS**

The students have to undergo two Non-Major Elective papers under Part IV offered by other departments. Only internal evaluation for Part IV (1) – Tamil.

❖ **SKILL-BASED SUBJECTS**

The Skill-based subjects I, III and IV are offered to all students under cafeteria system across majors and the Skill-based subject II is offered to the students of BBA(CA).

❖ **CERTIFICATE COURSE**

A Certificate course on “Personality Empowerment” is offered to all the final year BBA (CA) students. For this purpose, a MoU is signed with Pheonix Training Academy, Erode.

❖ **MEDIUM OF INSTRUCTION AND EXAMINATIONS**

The medium of instruction and examination for the papers of Part I and II shall be the language concerned. For Part III subjects the medium of instruction and examination shall be English. Examinations shall be conducted at the end of every semester for the respective subjects.

❖ **PASSING MINIMUM**

a) A candidate shall be declared to have passed in a paper, if she obtains not less than 40 per cent of marks in that paper (External-30). She shall be declared to have passed the whole examination, i.e., Part I, II, III, IV&V, if she passes in all the papers.

b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain not less than the minimum marks required for the passing of the paper.

❖ **MINIMUM ATTENDANCE**

A candidate with a minimum of 85 percent of attendance (77 days) is eligible to attend the examinations.

❖ **OTHER REQUIREMENTS**

Institutional training for a period of one month in various industrial establishments is to be completed within the three years of the course followed by submission of report and the award as good/ commended by the respective faculty.

❖ **SELF LEARNING PAPER - OPTIONAL**

- Business Ethics
- General Awareness(Optional)

❖ **TOTAL CREDITS**

A student will secure a total of 140 credits if she passes the whole examination. Besides, she can secure additional credits as follows:

- Self learning paper – 5 credits for each paper (One paper in each group can be opted every year, examination will be conducted during April/May every year)

- UGC-ADD-ON - 20 Credits
- University approved certificate courses-3 papers - 15 Credits
- Certificate courses with two papers - 10 Credits
- College offered certificate courses - 5 Credits

QUESTION PAPER PATTERN

Part III Papers (without Practicals)

Maximum Marks – 75 Marks

Section – A (10 x 1 =10 Marks)

Multiple Choice Pattern - Q.No. 1 to 10 (Two from each unit)

Section – B (5 x 5 = 25 Marks)

5 Questions – ‘Either’ or ‘Or’ Pattern

Q.No.11 (a & b) – Unit I

Q.No.12 (a & b) – Unit II

Q.No.13 (a & b) – Unit III

Q.No.14 (a & b) – Unit IV

Q.No.15 (a & b) – Unit V

Section – C (5 x 8 = 40 Marks)

Open Choice - 5 out of 8 questions – (One question from each unit
subject to a maximum of 2)

Part III Papers (without Practicals)

Maximum Marks – 40 Marks

Section – A (10 x 1/2 =5 Marks)

Multiple Choice Patterns - Q.No. 1 to 10 (Two from each unit)

Section – B (5 x 2 = 10 Marks)

5 Questions – ‘Either’ or ‘Or’ Pattern

Q.No.11 (a & b) – Unit I

Q.No.12 (a & b) – Unit II

Q.No.13 (a & b) – Unit III

Q.No.14 (a & b) – Unit IV

Q.No.15 (a & b) – Unit V

Section – C (5 x 5 = 25 Marks)

Open Choice - 5 out of 8 questions – (One question from each unit
subject to a maximum of 2)

Part III - Practical paper**Maximum Marks – 30 Marks**

Algorithm : 10 Marks (for two programs)

Output : 15 Marks

Record : 5 Marks

Part III - Practical paper**Maximum Marks – 60 Marks**

Algorithm : 20 Marks (for two programs)

Output : 30 Marks

Record : 10 Marks

Part IV Papers*** Non-Major Elective Papers** (5 * 20 = 100 Marks)

Open Choice - 5 out of 8 Questions; One Question from each unit subject to a maximum of 2.

*** Skill-Based Subject I** (Practicals) – 60 Marks

Procedure – 20, Record – 10 & Output and Presentation – 30

*** Skill-Based Subject II** (60 Marks)

Online Examination – 60 * 1 = 60 Marks

*** Skill-Based Subject III** (75 * 1 = 75 Marks)

Objective type pattern - Multiple choice questions.

*** Skill-Based Subject IV** (5 * 15 = 75 Marks)

Open Choice - 5 out of 8 Questions , One Question from each unit subject to a maximum of 2.

*** Foundation Course:** (5 * 20=100 Marks)

Environmental Studies and Value Education : Open choice- 5 out of 8 questions, One question from each unit subject to a maximum of 2.

For Project Work** (100 Marks) Internal: 40 Marks, External: 60 Marks.Self-Learning Paper** (5 * 20 = 100 Marks)

Open Choice - 5 out of 8 Questions, One Question from each unit subject to a maximum of 2 .

***Online Examination for General Awareness** (60 * 1=60 Marks) Duration : 1 Hour

CONTINUOUS INTERNAL ASSESSMENT (CIA)

Maximum 25 marks

Two tests (Avg.) :10 marks

Maximum 10 marks

Assignment : 5 marks

Model test : 10 marks

Maximum 40 marks (Practical)

Two tests (Avg.) : 10 marks

Observation : 10 marks

Model test : 20 marks

Two tests (Avg.) : 4 marks

Assignment : 2 marks

Model test : 4 marks

Maximum 20 marks (Practical)

Two tests (Avg.) : 5 marks

Observation : 5 marks

Model test :10 marks

Maximum 40 marks (SBS Practical)

Two tests (Avg.) : 10 marks

Assignment : 10 Marks

Model Test : 20 Marks

Maximum 40 marks (MSD)

Two tests (Avg.) : 10 marks

Assignment : 10 marks

Model test : 20 marks

Question Paper Pattern
CORE, ALLIED AND ELECTIVE PAPERS

Duration: 3.00 Hrs	Marks:75
Section - A	(10 *1 = 10)
Multiple Choice Questions - 10 (Two from each unit)	(Q.No 1-10)
Section - B	(5 * 5 = 25)
Answer all the questions (Either or pattern)	
One question from each unit	(Q.No 11-15)
Section - C	(5 * 8 = 40)
Answer Five out of Eight Questions	
Atleast One Question from each unit	(Q.No 16-18)

CORE PAPERS

Duration: 3.00 hrs	Marks: 40
Section - A	(10 * 1/2 = 5)
Multiple Choice Questions - 10 (Two from each unit)	(Q.No 1-10)
Section - B	(5 * 2 = 10)
Answer all the questions (Either or pattern)	
One question from each unit	(Q.No 11-15)
Section - C	(5 * 5 = 25)
Answer Five out of Eight Question	
Atleast One Question from each unit	(Q.No 1-18)

SKILL BASED SUBJECTS

Skill Based Subjects II - Online Examination - 60 Marks	(60 * 1 = 60)
Skill Based Subjects III - Multiple choice questions - 75 Marks	(75 * 1 = 75)
Skill Based Subjects IV - Five Questions out of Eight - 75 marks	(5 * 15 = 75)

SELF LEARNING PAPERS AND NON MAJOR ELECTIVE

Five questions out of Eight	(5 * 20 =100)
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VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS), ERODE – 12
BACHELOR OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS
2016 – 2017
COURSE CONTENT AND SCHEME OF EXAMINATIONS (CBCS PATTERN)

SEMESTER – I									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
I	Language I	15TAMU101/ 14HINU101	Tamil / Hindi	6	3	25	75	100	3
II	Language II	13ENHU101	English	6	3	25	75	100	3
III	Core	14BAUC101	Principles of Mgt. & Business Orgn.	6	3	25	75	100	4
		13BAUC102	Introduction to Information Technology	5	3	25	75	100	3
	Allied – I	11BAUA202/ 16BAUA101	Mathematics for Management *	5	3	25	75	100	5
IV	Foundation Course A	09FOCU1ES	Environmental Studies	2	3	-	100	100	2
Total								600	20
SEMESTER II									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./ WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CIA	ESE	TOTAL	
I	Language I	15TAMU202/ 14HINU202	Tamil / Hindi	6	3	25	75	100	3
II	Language II	13ENHU202	English	6	3	25	75	100	3
III	Core Practicals - I	16BAUCP01	PC Software (MS Office) - Practical	5	3	40	60	100	4
	Core	13BAUC204 / 16BAUC203	Financial Accounting*	5	3	25	75	100	3
	Allied - II	13BAUA101/ 16BAUA202	Managerial Economics*	6	3	25	75	100	5
IV	Foundation Course B	14VEDU2HR	Value Education and Human Rights	2	3	-	100	100	2
Total								600	20

* Only sub. code changed with change in credits/marks and No change in syllabus

SEMESTER – III									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CI A	ES E	TOTAL	
III	Core	13BAUC305 / 16BAUC304	Production and Materials Mgt.*	5	3	25	75	100	4
		13BAUC306 / 16BAUC305	Marketing Mgt.*	5	3	25	75	100	4
		13BAUC410 / 15BAUC307 / 16BAUC306	Organizational Behaviour *	5	3	25	75	100	4
	Core Practicals II	15BAUCP02	Tally 9.0 (ProgrammingLab)	5	3	40	60	100	4
	Allied III	13BAUA303	Taxation law & practice	5	3	25	75	100	5
IV	Skill-based Practical I	13BAUSP01	Entrepreneurial Skill Devt.	3	3	40	60	100	3
	Basic Tamil					100			
	Advanced Tamil			2	3	25	75	100	2
	Non-Major Elective I				3		100		
Total								700	26
SEMESTER – IV									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CI A	ES E	TOTAL	
III	Core	13BAUC408 / 16BAUC407	Human Resource Management*	5	3	25	75	100	4
		13BAUC409 / 16BAUC408	Financial Management*	5	3	25	75	100	4
		11BAUC411 / 16BAUC409	Internet & Web Designing(Theory) *	2	3	10	40	50	2
		15BAUC410	StrategicMgt.	5	3	25	75	100	4
	Core Practicals III	11BAUCP03	Internet & WebDesigning (ProgrammingLab)	3	3	20	30	50	2
	Allied IV	13BAUA404	Business Communication	5	3	25	75	100	5
IV	Skill based Subject II	13BAUS402	Multi-skill Development paper	3	1	40	60	100	3
	Basic Tamil					100			
	Advanced Tamil			2	3	25	75	100	2
	Non-Major Elective II				3		100		
Total								700	26

* Only sub. code changed with change in credits/marks and No change in syllabus

SEMESTER – V									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./WEEK	EXAM DUR. HRS.	MAX. MARKS			CREDITS
						CI A	ES E	TOTAL	
III	Core	15BAUC512/ 16BAUC511	Banking and Insurance Services	6	3	25	75	100	4
		13BAUC514 / 16BAUC512	Research Methods for Management *	5	3	25	75	100	4
		13BAUC513	Entrepreneurial Development & Project Mgt.	5	3	25	75	100	3
		12BAUC515 / 15BAUC515 / 16BAUC514	VisualBasic(Theory)*	3	3	10	40	50	2
	Core Practicals IV	11BAUCP04 / 15BAUCP04	VisualBasic (ProgrammingLab)*	3	3	20	30	50	2
	Elective I	13BAUE501	Quantitative Techniques for Management	5	3	25	75	100	5
IV	Skill based subject III	13BAUS503	Mental Aptitude Development	3	3	25	75	100	3
	Total Total							Total 600	23
SEMESTER – VI									
PART	STUDY COMPONENTS	SUB. CODE	TITLE OF THE PAPER	INST. HRS./WEEK	EXAM . DUR. HRS.	MAX. MARKS			CREDITS
						CI A	ES E	TOTAL	
III	Core	15BAUC617 / 16BAUC615	Promotion Management*	5	3	25	75	100	3
		11BAUC616	Cost and Mgt. Accounting	6	3	25	75	100	3
		15BAUC618 / 16BAUC617	Legal Aspects of Business	4	3	25	75	100	3
	Core Practicals V	15BAUCP05	Multimedia (ProgrammingLab)*	3	3	40	60	100	2
	Elective II	15BAUE602	Investment Management	5	3	25	75	100	5
	Elective Project	15BAUE6PV	Project Work & Viva Voce	5	-	40	60	100	5
IV	Skill based subject IV	15BAUS604	Concepts in Retailing	3	3	25	75	100	3
V	Extension Activity		NSS/NCC/ Physical Education /YRC/Green Society / Citizen Consumer Club /Entrepreneurship Development Programme					100	1
								Total 800	25

* Only sub. code changed with change in credits/marks and no change in syllabus

Total Marks –4000; Total Credits – 140

SKILL-BASED SUBJECTS

S.No	Subject Code	Title of the Paper
1	13BAUSP01	Entrepreneurial Skill Development(Cafeteria System)
2	13BAUS402	Multi-skill Development paper
3	13BAUS503	Mental Aptitude Development(Cafeteria System)
4	15BAUS604	Concepts in Retailing(Cafeteria System)
BASIC TAMIL/ADVANCED TAMIL/NON MAJOR ELECTIVE PAPERS		
1	14TMLU301	Basic Tamil*
	14TMLU402	
2	14ADTU301	Advanced Tamil**
	14ADTU402	
3	13BAUN301	Soft Skill Development
4	13BAUN402	Basic Promotional Techniques

*For students whose Part I in Secondary Education is not Tamil

**For students whose Part I in Higher Secondary Education is not Tamil

SELF-LEARNING PAPER(OPTIONAL)		
1	17BAUSL03	Business Ethics
2	13AUGSL05	General Awareness (Online Examination)

SEMESTER – I

Core Paper - I

Principles of Management and Business Organisation

Instructional Hours: 90

Sub. Code: 14BAUC101

Max. Marks: CIA - 25; ESE - 75

Credits: 4

Objective: To enable the students to learn the principles, concepts, functions of management and the various forms of business organization and to enhance the managerial skills.

UNIT – I

20 Hrs.

Business: Meaning – Business and Profession – *Requisites of a Successful Business.*

Business Organisation: Meaning – Importance – Forms - Sole Proprietorship – Partnership - Joint Hindu Family Firm – Joint Stock Companies – Cooperative Organisations.

UNIT – II

15 Hrs.

Business Combinations: Meaning – *Types* – Forms.

Public utilities and Public enterprises. Social Responsibilities of business.

UNIT – III

20 Hrs.

Management : Meaning – Definition – Importance – POSDCORB – General Principles – *Management : A Science or an Art?* – Major Contributors to Management – Levels of Management.

UNIT – IV

20 Hrs.

Planning : Meaning – Importance – Steps – Types of Plans – MBO – MBE – Decision Making – *Types of Decisions.*

Organisation Structure: Meaning – Definition – Characteristics – Importance – Types.

UNIT – V

15 Hrs.

Span of Supervision – Decentralization - Delegation of Authority.

Directing – Nature and Purpose.

Controlling : Meaning – Process – *Control Devices.*

Note : *Italics* denotes Self Study Topic

TEXT BOOK

1.Sharma.R.K., Shashi.K.Gupta, Business Organisation and Management, Kalyani Publishers, Chennai, 4th Revised Edition, 2005.

REFERENCE BOOKS

- 1. Bhusan.Y.K.,** *Fundamentals of Business Organisation and Management*, Sultan Chand & Sons, New Delhi, 17th revised Edition, 2005.
- 2. Dinkar Pagare,** *Principles of Management*, Sultan Chand & Sons, New Delhi, 5th Reprint, 2013.
- 3. Premavathy.N.,** *Principles of Management*, Sri Vishnu Publications, 1st Edition, 2006.
- 4. Reddy.P.N.,** *Principles of Business Organization and Management*, Eurasia Publishing House, New Delhi, 6th Edition, 2009.

SEMESTER – I

Core Paper - II

Introduction to Information Technology

Instructional Hrs: 75

Sub. Code:13BAUC102

Max. Marks: CIA - 25; ESE - 75

Credits: 3

Objective: To enable the students to acquire knowledge on the components of computer system, operating systems, networking technologies, MIS and its applications.

UNIT -I

15 Hrs.

Information Technology: Meaning and Concept – Importance of Computers in Business – Data and Information – Data Processing – Data Storage and Data Retrieval Capabilities – *Computer Applications in various areas of Business* .

UNIT – II

15 Hrs.

Operating system: DOS – Windows – UNIX - Windows NT – Windows 98 – Flow chart and programme flow charts, E- commerce – Models - Internet – Intranet – *Email its uses and importance* ,WWW and Net Working - LAN - WAN – Social Networking.

UNIT – III

15 Hrs.

MIS: Introduction - Definition – *Features* - MIS Structures - MIS as Competitive Advantage- MIS support for Planning - Organising - Controlling – MIS for specific Functions - DBMS - Models.

UNIT – IV

15 Hrs.

Types of Computer Systems: Micro, Mini, Main Frame and Super Computers – Analogue, Digital and Hybrid Computers – Business and Scientific Computer Systems – *Generation of Computers* – Laptop or Note Book Computers – Data Processing Systems – Types - Multi Programming and Multi Processing Systems.

UNIT – V

15 Hrs.

Hardware: *Components of Computer System* – Input, Output and Storage Devices.

Software: System Software and Application Software Programming Language Machine Language – Assembly Language – High Level Language.

Note : *Italics* denotes Self Study Topics

REFERENCE BOOKS

1. **Roger Hunt and Hohn Shellery**, *Computers and Commonsense*, Prentice Hall of India Publishers, New Delhi, 5th Edition , 2002.
2. **Brightman and Dimsdale**, *Using Micro Computers* , Galgotia Publications, New Delhi, 1st Edition, 2001.
3. **Alexis and Mathews Leon**, *Introduction to Computers*, , Leon Tech World ,Chennai, 1st Edition,2012.
4. **Amman Jindal**, *Management Information System* , Kalyani Publishers, Mumbai, 2nd Edition,2006, Reprint 2010.
5. **James O.Brien**, *Management Information System*, Tata Mc Grawhill, New Delhi, 6 th Edition , 2005.

SEMESTER – I
Allied Paper - I
Mathematics for Management

Instructional Hours: 75

Sub. Code: 11BAUA202/16BAUA101

Max. Marks: CIA - 25; ESE - 75

Credits : 5

Objective: To enable the students to acquire knowledge of Business Mathematics and Operations Research and their use in business decision making.

UNIT – I

15 Hrs.

Sets and Set Operation: Venn Diagrams.

Matrices - Fundamental Ideas about Matrices and their *Operational Rules* – Matrix Multiplication – Inversion of Square Matrices of Not More Than 3rd Order.

UNIT – II

15 Hrs.

Mathematics of Finance: Simple and Compound Interest – Discounts and *Present Values*.

UNIT – III

15 Hrs.

Operation Research: Meaning – Scope – Models – *Applications in Management Decision Making* - Limitations.

Linear Programming problems: Mathematical Formulation (Graphical and Simplex Methods Only).

Queuing Theory.

UNIT – IV

15 Hrs.

Transportation – *Assignment Problem*. Game Theory. (Simple Problems Only).

UNIT – V

15 Hrs.

Network Analysis: PERT - CPM – Construction of Network for Projects – Time Scale Analysis – Probability of *Completion of Project*.

Note: Theory carries 20% and Problems Carry 80% marks.

Note: *Italics denotes Self Study Topics*

TEXT BOOKS

1. **Dharani Venkatakrishnan.S.,***Operation Research*, Sultan Chand & Sons, New Delhi, 7th Edition, 2007.

2. **Navaneetham. P.A.,** *Business Mathematics and Statistics [for B.B.M./B.B.A]*, Jai Publications, Tiruchy, 5th Edition, 2009.

REFERENCE BOOKS

1. **Kanti Swarup, Gupta P.K.,Manmohan,** *Operational Research*, Sultan Chand & Sons, New Delhi, 14th Edition, 2008.

2. **Vittal.P.R.,** *Business Mathematics and Statistics*, Margham Publications, Chennai, 6th Edition, 2006.

Note: No Change in Syllabus

SEMESTER – I
Foundation Course - A
Environmental Studies

Instructional Hrs: 30

Sub. Code: 09FOCU1ES

Max. Marks: ESE - 100

Credits: 2

Objective: To enable the students to know about the Natural Resources, Pollution, Biodiversity and to create awareness on various environmental issues and to help students understand the fundamental environmental concepts .

UNIT – I

10 Hrs.

The Multidisciplinary Nature of Environmental Studies: , Scope and Importance - *Need for Public Awareness* - Natural Resources and associated problems – Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Role of an Individual in Conservation of Natural Resources, Equitable Use of Resources for Sustainable Lifestyles.

UNIT – II

5 Hrs.

Ecosystem: Concept of an Ecosystem, Structure and Function of an Ecosystem – *Producers, Consumers and Decomposers*. Energy Flow in the Ecosystem – Food Chain, Food Webs and Ecological Pyramids, Ecological Successions.

UNIT – III

5 Hrs.

Biodiversity and Its Conservation: Introduction – Definitions, Genetic, Species and Ecosystem Diversity. *Conservation of Biodiversity* – In – Situ and Ex – Situ Conservation of Biodiversity.

UNIT – IV

5 Hrs.

Pollution: Definition, Causes, Effects and Control Measures of Air Pollution, Water Pollution, Soil Pollution, *Noise Pollution* and Thermal Pollution. **Disaster Management:** Floods, Earthquake, Cyclone and Landslides.

UNIT – V

5 Hrs.

Social Issues: Global Warming, Ozone Layer Depletion, Acid Rain, Nuclear Accidents and Holocaust (Case Studies). *Consumerism and Waste Products*. **Environmental Protection Act:** Air, Water, Wildlife, Forest, Issues involved in Enforcement of Environmental Legislation and Public Awareness.

Field work

- Visit to a Local Area to Document Environmental Assets – River / Forest / Grass Land/ Hill/ Mountain.
- Visit to a Local Polluted Site – Urban / Rural / Industrial/Agricultural.
- Study of Common Plants, Insects, Birds.
- Study of Simple Ecosystems – Pond, River, Hill Slope, Etc.

Note: *Italics* denotes Self Study Topics

REFERENCE BOOKS

1. **Bharathiar University**, *Environmental studies*, Published by Bharathiar University, Coimbatore.
2. **Sharma.R.C, Gurbir Sangha**, *Environmental Studies*, Kalyani Publishers, Ludhiana, Reprint 2009.
3. **Mishra,D.D**, *Fundamental concepts in Environmental studies*, S.Chand & Company Ltd, New Delhi, Reprint 2010.
4. **Rajah.G.**, *Basis Environmental studies*, Maragatham Pathipagam, Chennai, 1st Edition, 2015.
5. **Benney Joseph**, *Environmental Studies*, Tata Mc.GRAW Hill, New Delhi, 1st Edition, 2006.

SEMESTER - II
Core Practicals - I
PC Software (MS Office) - Practical

Instructional Hours: 75

Sub. Code: 16BAUCP01

Max. Marks: CIA - 40; ESE - 60

Credits: 4

Broad areas for Practical

MS WORD

25 Hrs.

Introduction to MSWord — Shortcuts — Document types — Working with Documents — Opening Files – New & Existing — Saving Files — Formatting page and Setting Margins — Converting files to different formats - Importing - Exporting - Sending files to others Editing text documents — Inserting — Deleting — Cut, Copy, paste — Undo, Redo — Find, Search, Replace Formatting Documents — Setting Font Styles — Font selection – style, size, color etc., — Type face – Bold Italic, underline — Case settings — Highlighting — Special symbols Setting Paragraph style — Alignments — Indents — Line space — Margins — Bullets and Numbering Setting Page Style — Formatting — Border & Shading — Columns — Header & footer — Setting Footnotes Inserting Clip arts, pictures, and other files — Page Numbering, date & Time, Author etc., Creating Tables — Table settings — Borders — Alignments — Insertion, deletion — Merging — Splitting — Sorting Drawing Pictures — formatting & Editing pictures Tools — Word Completion — Spell Checks — Mail merge (Setting up the mail merge — Creating a main document — Building the data source — Placing the merge fields) Printing Documents

MS EXCEL

20 Hrs.

Introduction — Spreadsheet & its Applications — Opening spreadsheet — Shortcuts Working with Spreadsheets — Opening a File — Saving Files — Converting files to different formats — Importing, Exporting and Sending files to others Entering and Editing Data — Entering Data — Find, Search & Replace — Filling continuous rows, columns — Inserting - Data, cells, column, rows & sheets Computing data — Setting Formula — Finding total in a column or row — Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation) — Using other Formulas Formatting Spreadsheets — Formatting – Cell, row, column & Sheet — Alignment, Font, Border & shading — Highlighting values — Hiding/Locking Cells Worksheet — Sheet Name — Row & Column Headers — Row Height, Column Width Formatting – worksheet — Sheet Formatting & style - background, color, Borders & shading — Anchoring objects — Formatting layout for Graphics, Clipart etc., Creating Charts — Selecting charts — Formatting charts, label, scaling etc., and Printing worksheet

MS ACCESS

10 Hrs.

Introduction — Database concepts — Tables — Queries — Forms — Reports Opening and saving database files — Creating Tables — Table Design — Indexing — Entering data — Importing data Creating Queries — SQL statements — Setting relationship — Using wizards Creating Forms for data entry and printing reports

MS POWER POINT

20 Hrs.

Introduction — Opening new Presentation — Different presentation templates — Setting backgrounds — Selecting presentation layouts Creating a presentation — Setting presentation style — Adding Text to the presentation Formatting a presentation — Adding style — Color and gradient fills — Arranging objects — Adding Header & Footer — Slide Background — Slide layout Adding Graphics to the presentation — Inserting pictures, movies, tables, etc into the presentation — Drawing Pictures using Draw Adding effects to the presentation — Setting Animation & transition effects — Adding audio and video Printing Handouts and generating standalone presentation viewer

Note: Question paper for practical purposes need to be designed keeping three hours of practical duration and the broad areas as given hereunder. The composition of the question should be equitably loaded with at least one exercise in MS Word and the other one from any of the other three components MS Excel, PowerPoint and Access. The questions are to be exhaustive and trying to test the skill level acquired by the students. A few model questions are appended for guide lining purposes.

Model QP Questions

1) Set the paper size to A4, the Top, Bottom, Left, Right margins set to 2 cm — Set the line spacing to one and half — Insert a header that reads —Microsoft Word Test, and a footer that reads —PC Quotation —Set the font type of the entire document to Arial and the font size to 12 — Read the following passage and type the required letter: *Research laboratory head needs the following items to be purchased from M/S Raj InfoTech Ltd, a) Samsung make TFT 17" Monitor, qty 15, Rs 10000/- each as per quotation b) Hard Disk (SATA) 160 GB, qty 15, Rs 6000/- each c) Logitech Make Web Cam, qty 15, Rs 1000/- each. In this quotation M/S Raj InfoTech Ltd has ensured 5 % discount on total bill amount. The sales tax is 2%. Full payment is made at the time of placing the order. All the items should carry a warranty of three years from the date of purchase order.* — Prepare purchase order containing item details, condition mentioned.

2) Type the following matter and carry out the below-listed tasks on the same

The Fairy Tales we deserve: The Disney Stories that enchant us today are drawn from ancient, worldwide folk tradition. Some folklorists believe that "Cinderella" in its most basic form— neglected youngest child is tested, found worthy, rewarded with mate – dates back to the Old Stone Age. Cinderella: Folk versions of "Cinderella" were related in hundreds of societies. In these stories, the "test" for the unfortunate child is different. Our familiar Cinderella is beautiful and has tiny feet. By contrast, the Japanese Cinderella gets her Prince by writing a prize-winning poem. Other fairytales include: □ Little Red Riding Hood □ Three Little Pigs □ Beauty and the Beast

Split paragraph two into two columns Insert a border around paragraph one Change the alignment of the first paragraph to right align Indent the first line of paragraph three with tab spacing set at 1cm Change the font colour of the third paragraph to Red Change the font to Comic Sans Ms, outline bold, 16 point Use WordArt to place the heading —Word Processing at the top of the document Use the word count tool and type this number at the end of the document

3) Type the following matter and carry out the below-listed tasks on the same

The history of the concept of "engineering" stems from the earliest times when humans began to make clever inventions, such as the pulley, lever, or wheel, etc. The exact etymology of the word engineer, however, is a person occupationally connected with the study, design, and implementation of engines. The word "engine", derives from the Latin ingenium (c. 1250), meaning "innate quality, especially mental power, hence a clever invention." Hence, an engineer, essentially, is someone who makes useful or practical inventions. From another perspective, a now obsolete meaning of engineer, dating from 1325, is "a constructor of military engines". Engineering was originally divided into military engineering, which included construction of fortifications as well as military engines, and civil engineering, non-military construction of such as bridges. The first electrical engineer is considered to be William Gilbert, with his 1600 publication of De Magnete, who was the originator of the term "electricity". Tasks to be performed

Type the heading —Engineering at the top of the Document. Use *wordart* to do this. Justify all the text Format the last paragraph so that they have a hanging indent Place a border around the full page Format the document with 1.5 Line Spacing

Change the Heading to upper case Change the page layout to landscape Count the number of words and place it in a text box at the bottom of the page Insert an appropriate picture somewhere on this document Find all instances of the word —engineer and replace it with – designer

4) Perform the following calculations in MS-Excel.

Places	Target	Production	Achievement	Grade
Coimbatore	4800	6000	125%	??
Erode	5000	4500	??	??
Pollachi	5000	5000	??	??
Ooty	4933.33	5166.67	??	??

Note: No Change in Syllabus

SEMESTER – II
Core Paper - III
Financial Accounting

Instructional Hrs: 75

Sub. Code: 13BAUC204 / 16BAUC203

Max. Marks: CIA - 25; ESE - 75

Credits: 3

Objective: To develop among students, the conceptual understanding of financial accounting principles and practice.

UNIT – I

15 Hrs.

Book-keeping: Meaning – Systems of Book Keeping.

Accountancy: Meaning – Accounting Concepts and Conventions – Recording Business Transactions – Kinds of Accounts – Journalizing Rules – *Subsidiary Books* – Ledger Postings.

UNIT – II

14 Hrs.

Trial Balance: *Errors* – Verification of Errors.

Bank Reconciliation Statement.

UNIT – III

15 Hrs.

Final Accounts: Trading, Profit and Loss Account and Balance Sheet – *Manufacturing Account* – Adjusted Entries.

UNIT – IV

16 Hrs.

Accounting for Non – Trading Concerns: Depreciation with Adjusted Entries.

UNIT – V

15 Hrs.

Accounts from Incomplete Records: Defects – *Ascertainment of Profit* – Conversion into Double Entry.

Note: Theory and problems may be in the ratio of 20% and 80% respectively

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. Nagarajan. K.L, Vinayakam.N and Mani.P.L, *Principles of Accountancy*, Sultan Chand & Company Ltd., 3rd Edition, Reprint 2014.

REFERENCE BOOKS

1. Gupta .R.L. and Radhasamy.M, *Advanced Accountancy* Sultan Chand & Company Ltd., New Delhi, 16th Edition , 2006.

2. Jain S.P. & Narang.K.L, *Financial Accounting*, Kalyani Publishers, Ludhiana, 3rd Edition, 2008.

3. Reddy T.S & Murthy.A, *Financial Accounting*, Margham Publications, Chennai, 15th Edition, Reprint, 2016.

Note: No change in syllabus

SEMESTER – II
Allied Paper - II
Managerial Economics

Instructional Hrs: 75

Sub. Code: 13BAUA101/ 16BAUA202

Max. Marks: CIA - 25; ESE - 75

Credits: 5

Objective: To help students understand the fundamental economic principles and concepts of Business Economics

UNIT – I

10 Hrs.

Business Economics: Concept – Importance – Scope - Methods – Micro – Macro - Objectives of Business Firm.

Demand and Supply: Law of Demand – Elasticity of Demand.

UNIT – II

20 Hrs.

Market Structure: Perfect Competition – Monopoly – *Monopolistic Competition* – Oligopoly and Duopoly.

UNIT – III

15 Hrs.

Production Function: Factors of Production – Laws of Returns – Returns to Scale and Law of Variable Proportions – *Economies of Scale* – Mixed Economy.

UNIT – IV

15 Hrs.

Business Cycle: Characteristics – Phases – Control of Trade Cycle.

Inflation: Definition – Characteristics – Types – Effects – *Anti-Inflationary Measures*. **Deflation:** Effects – Control.

UNIT – V

15 Hrs.

National Income: GDP - GNP – NNP - Per Capita Income - Balance of Trade - *Balance of Payment*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Sankar.S**, *Managerial Economics*, Margham Publications, Chennai, 5th Reprint, 2015.

REFERENCE BOOKS

1. **Mankar.V.G.**, *Business Economics*, Macmillan, New Delhi, 1st Edition, Reprint 2009.

2. **Mithani.D.M.** *Essential of Managerial Economics*, Himalaya Publishing House, Mumbai, 1st Edition, 2004.

3. **Sundharam.K.P.M**, **Sundharam.E.N**, *Business Economics*, Sultan Chand and Sons, 5th Revised Edition, 2010.

Note : No change in syllabus

SEMESTER – II

Foundation Course - B

Value Education and Human Rights

Instructional Hours: 30

Sub. Code: 14VEDU2HR

Max. Marks: ESE - 100

Credits: 2

Objective: On successful completion of the course, the students should have understood the significance of human values and the rights.

UNIT – I

5 Hrs.

Aim of Value Education – Concept of human values – Types of values – Components of value education – Personal development: *Character formation towards Positive Personality* - National values.

UNIT – II

5 Hrs.

Concept and Theories of Human Rights – *Classification of human rights* – Universal declaration of human rights – International covenant on civil and political rights – International covenant on economics, social and cultural rights.

UNIT – III

5 Hrs.

Rights Guaranteed by Indian Constitution – Constitutional vision of freedom: Fundamental rights: *Fundamental duties*: Constitutional vision of justice – Directive principles of state policy.

UNIT – IV

10 Hrs.

Human Rights Issues: Gender discrimination – Women's rights issue – *Domestic violence* – Child labour – Bonded labour.

UNIT – V

5 Hrs.

Human Right Enforcements: National human rights commission – State right commission – Human right courts – Role of NGO's: Amnesty international, Asia watch – *People's Union for liberties* (PUCL), People's Union for Democratic Rights (PUDR).

Note: Italics denotes Self Study Topics

TEXT BOOK : Study materials provided by History Department.

REFERENCE BOOKS

1. **Mugammad Naqi**, *Modern Value Education*, Anmol Publications Pvt. Ltd., New Delhi, 1st Edition, 2007.
2. **Acharya. N.K**, *The Constitution of India*, Asia Law House, Hyderabad, 1st Edition, 2011.
3. **Misra R.**, *Human Rights*, Sumit Enterprises, New Delhi, First Edition, 2005.
4. **Mehartaj Begum, S.(EDI)** *Human Rights in India*, A.P.H. Publishing Corporation, New Delhi, 1st Edition 2010.
5. **Brij Kishore Sharma**, *Universal Declaration of Human Rights and Indian Law*, PHI Learning Pvt.Ltd., New Delhi, 1st Edition , 2010.

SEMESTER – III

Core Paper - IV

Production and Materials Management

Instructional Hours: 75

Sub. Code: 13BAUC305 / 16BAUC304

Max. Marks: CIA - 25; ESE - 75

Credits: 4

Objective: To enable the students to acquire knowledge of Production processes and Materials Management

UNIT – I

20 Hrs.

Production Management: Functions – Scope – Plant location – Factors – Site location – Plant layout-Principles – Types. Production planning & control: Meaning – Objectives - Elements: Routing – *Scheduling* – Dispatching – Control.

UNIT – II

15 Hrs.

Materials Handling : Importance – Principles – Criteria for selection of material handling equipments – Maintenance – Types – Breakdown – Preventive – Routine. Work study - Method study – Motion study – *Time study*.

UNIT – III

15 Hrs.

Organisation of Materials Management : Principles – Structure – *Integrated materials management* – Purchasing – Procedure – Principles – Just – in – time. Purchasing - Requirements - Import substitution and import purchase procedure – Vendor rating – Vendor development.

UNIT – IV

15 Hrs.

Inventory Control : Importance – Tools – ABC, VED, FSN analysis – EOQ – Reorder point – Safety stock – Lead time analysis – Store keeping – Functions – Store keeper – Duties – Responsibilities – *Location of store* – Stores ledger – Bin card.

UNIT – V

10 Hrs.

Quality Control: Types of inspection – *Centralized and decentralized*. **TQM** – Meaning – Objectives – Elements – Benefits - Six sigma.

Bench Marking: Meaning – Objectives – Advantages – ISO – Procedure – Advantages.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1.P.Saravanavel & S.Sumathi, *Production & Materials Management*, Margham Publications, Chennai, 3rd Edition 2014.

REFERENCE BOOKS

1.Jayakumar.V, *Total Quality Management*, Lakshmi Publications India, 3rd Edition 2006.

2.Aswathappa.K, *Essentials of Production Management*, Himalaya Publications, Mumbai, 1st Edition, Reprint 2011.

3.Badi R.V and Badi N.V, *Modern Production Management*, Vrinda Publications Pvt Ltd, Mumbai, Reprint 2009.

Note: *No change in syllabus*

SEMESTER – III

Core Paper - V

Marketing Management

Instructional Hours: 75

Sub. Code: 13BAUC306 / 16BAUC305

Max. Marks: CIA - 25; ESE -75

Credits: 4

Objective: To enable the students to acquire knowledge on the Marketing Concepts and Strategies, Branding etc.

UNIT – I

15 Hrs.

Definition of Marketing – **Marketing Management** : Marketing Concepts – Meaning – Importance – *Importance of Marketing in Developing Countries* – Functions of Marketing - **Marketing Environment** : Various Environmental factors affecting the marketing functions. Concept of social and Non-profit marketing.

UNIT – II

15 Hrs.

Buyer Behaviour: Buying Motives - Market Segmentation on Different Bases – Marketing Strategy – Market Structure.

Channel of Distribution – Definition and Types of Channel – Channel Selection and *Problems*.

UNIT – III

15 Hrs.

The Product: Marketing Characteristics – Consumer Goods – FMCG -Industrial Goods – Production Policy – Product Life Cycle (PLC) – Product Mix – Modification and Elimination – Developing New Products – *Strategies*. **Marketing Risks.**

UNIT – IV

15 Hrs.

Pricing: Meaning to Buyer & Seller – Policies – Objectives – Factors influencing Pricing Decisions – Types of Pricing - Multi Product Pricing – *Competitors reaction to Price Changes*.

Physical Distribution – Transportation – Warehousing – Logistics.

UNIT – V

15 Hrs.

Branding Decision: – Brand – Brand Image – Brand Loyalty – Brand Positioning – Brand Equity – Brand identity – Brand personality – *Packaging* – Case studies [only internal assessment].

Note: *Italics* denotes Self Study Topics

TEXT BOOK

- 1. Pillai, R.S.N. Bhagavati** - *Marketing Management* - Sultan Chand & Sons, New Delhi, 1st Reprint, 2014

REFERENCE BOOKS

- 1. Bansal.S.P**, *Marketing Management*, Kalyani Publishers, Mumbai, 1st Editon ,2004.
- 2. Rajan Nair& M.M.Varma** - *Marketing Management*, Sultan Chand & Sons, New Delhi, 2nd Edition, 2003.
- 3. Sontakki.C.N** - *Marketing Management*, Kalyani Publishers, Ludhiana, 1st Edition 2010.

Note: No change in syllabus

SEMESTER – III

Core Paper - VI

Organisational Behaviour

Instructional Hours: 75

Sub.Code: 13BAUC410/15BAUC307/16BAUC306

Max. Marks: CIA-25; ESE-75

Credits:4

Objective: To enable the students to understand the organizational behavior theories, the individual and teamwork behaviour and help them evaluate methods of motivating and rewarding individual and group.

UNIT – I

10 Hrs.

Organizational Behaviour: *Importance* and Scope of Organizational Behaviour – Hawthorne Experiment – Individual Differences – Learning – Perception – Personality tests – nature – types and uses.

UNIT – II

15 Hrs.

Motivation: Maslow's, Herzberg, Mc Gregor & ERG Theory – Financial and Non – Financial Motivation – *Techniques of Motivation*. Transactional analysis.

UNIT – III

20 Hrs.

Job Satisfaction: Meaning – Factors – Management of Job Satisfaction – Morale – *Importance* – Employee Attitude and Behaviour and their Significance to Employee Productivity – Job Enrichment – Job Enlargement.

UNIT – IV

10 Hrs.

Group Dynamics: Cohesiveness – Competition – Cooperation.

Conflict: Types of Conflict – Resolution of Conflict – Sociometry – *Group Norms* – Role – Status.

UNIT – V

20 Hrs.

Leadership: Types – Trait, Managerial Grid and Fielder's Contingency Theory activities. Organizational Climate – Organizational Effectiveness – Organizational Development.

Counselling and Guidance: Importance of Counsellor – Types of Counselling – *Merits of Counselling*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1.Prasad.L.M.,*Organisational Behaviour*, S.Chand and Company Ltd,New Delhi, 4th Revised Edition, 2010.

REFERENCE BOOKS

- 1. Ghosh.P.K., Ghorpade.M.B.,** *Industrial Psychology*, Himalaya Publishing House, Mumbai 4th Edition, Reprint 2010.
- 2. Keith Davis,** *Human behaviour at works; Organisational Behaviour*, Tata Mcgraw Hill, New Delhi, 6th Edition, 2005.
- 3. Khanka.S.S.,** *Organisational Behaviour*, S.Chand and Company Ltd, New Delhi, 4th Edition, 2010.

Note: No change in syllabus

SEMESTER - III
Core Practicals - II
Tally 9.0 - Programming Lab

Instructional Hours: 75

Sub. Code: 15BAUCP02

Max. Marks: CIA - 40; ESE - 60

Credit:4

Practical examination exercises

Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges. At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification of error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation report
15. Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

1) Create a Company as —Vasavi Industries Ltd. in Tally with inventory management. Pass the following Entries :-

- (i) Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.*
- (ii) He deposited Rs.1,00,000/- cash at ICICI bank.*
- (iii) He paid electricity bill for Rs.1,200/- by cash.*
- (iv) He withdrawn Rs.10,000/- cash for his personal use.*
- (v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate. (a) Computer - 10 Nos. - @20000/- each*

(vi) He sold the following item to Somnath Traders in cash with 4% Vat rate. (a) Computer - 5 Nos. - @27500/- each

(vii) He received Rs.6,000/- as commission from Rohit by cash.

(viii) He paid House Rent for Rs.5,000/- by cash.

(ix) He withdrawn Rs.25,000/- cash from ICICI Bank.

(x) He purchased furniture for Rs.25,000/- by cash for office use.

Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd. Show the Vat Computation report of the above company.

Show the Cash Book & Bank Book of the company.

Show the Day Book.

2) From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital 10, 00,000

Reserves 600,000

Creditors: Bismi Ltd. Bill no P/100, 28-12-10 – 30 days credit 2,00,000

Total 18, 00,000

Land and Building 5,00,000

Furniture and Equipments 2,00,000

Stock:- 10 Refrigerators @ Rs 8000 (LG) 80,000

Washing machine: 5 semi automatic (LG) @ 7000 35000

5 fully automatic (LG) @ 14000 70,000

10 T.V sets sony @ Rs 10,000 100,000

Debtors: (Both 45 days credit) KEEN Bill No. S/ 1001 dt. 30/12/10 50,000 Best Home Bill No.S/ 2010 dt. 22/12/10 60,000 Bank current account with SBT 600,000

Cash in hand 105,000

Total 18, 00,000

Create company with address - Cochin-5 Income Tax No. PNR/ 1234000 N VAT TIN no. K GST/ L50006 Inter state sales tax no. I/L1001

Provide other assumed details for the company 5/1/11 Purchased for cash :- 3 Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque

VAT paid-12.5% and carriages-Rs 750 for the above purchase. 10/1 /11Sales made on credit:- QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days credit. at 2% discount, VAT 12.5%.

Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

SEMESTER - III
Allied Paper - III
Taxation Law and Practice

Instructional Hours: 75

Sub.Code:13BAUA303

Max. Marks: CIA - 25; ESE - 75

Credits: 5

Objective: To acquaint the students with legal framework of taxation affecting business plans, profits and liabilities of business and tax on the individual's salary and house property and to gain the knowledge of basic principles underlying the substantial provisions of VAT Act and its applications.

UNIT - I (Theory only)

15 hrs.

General principles of taxation: Objectives, System distinction between direct and indirect taxes - Cannons of taxation - *Tax evasion*-avoidance-cause-remedies.

Direct taxes: Income tax Act 1961- Important definitions - Residential status - Gross Total Income [GTI] - *specimen* - **Heads of income.**

UNIT - II (Theory and Problems)

15 hrs.

Income from salary - Income from house property.

UNIT - III (Theory only)

15 hrs.

Profits and gains of business or profession: Definition - Expressly admissible deductions - General deductions - Expenses expressly disallowed - Computation of professional income.

Income from capital gains: Scope of charge – Types of capital gains - Tax on capital gains.

Income from other sources: General Income - Specific Income - Tax treatment - *Types of assessment procedures* - Powers of IT authorities

UNIT - IV (Theory only)

15 hrs.

Indirect taxes: Provisions relating to registration of dealers - Procedures & effects of registration - Mode of charging VAT - Exemptions from VAT – *Authorities & their powers* - Selected provisions of CST Act ,1956.

UNIT - V (Theory only)

15 hrs.

Central Excise Duty: Basis of charge-goods on which excise duty can be levied - Exemptions and concessions. **Customs duty:** Important definitions - Restrictions on import and export of goods - Levy of customs duty - *Exemptions.*

Note: *Italics* denotes Self Study Topics.

TEXT BOOKS

- 1. Dingare Pagare**, Revised by Balachandran, *Business Taxation,(Indirect taxes)*, Sultan Chand & Sons Educational Publishers, New Delhi,8th Edition, 2007.
- 2. Gaur V.P, Narang D.B, Puja Ghai& Rajeev Puri**, *Income tax Law & Practices*, Kalyani Publishers,Ludhiana, 45th Edition, 2016.

REFERENCE BOOKS

- 1. Parameshwaran.R**, *Principles of Taxation*, Prasanna publishers, Chennai, 1st Edition, 2003.
- 2. Radha and Parameshwaran**, *Indirect Taxation*, Prasanna publishers, Chennai, 1st Edition, 2007.
- 3. Senthil Kumar.D, Senthil Rajan.A**, *Business Taxation*, Himalaya Publishing House, Mumbai, 2nd Edition, 2006.

SEMESTER – III
Skill-Based Practical - I
Entrepreneurial Skill Development

Instructional Hours: 45

Sub.Code:13BAUSP01

Max. Marks: CIA - 40; ESE - 60

Credits: 3

Objective: To educate the students on different activities of small scale business and promote entrepreneurship.

UNIT - I

5 hrs.

MSME: Meaning of Micro, Small and Medium Enterprises – Associated Organisations. Formation of SHGs. Preparation of Business Plan – Simple Marketing Techniques.
(Only internal assessment)

UNIT - II

10 hrs.

Toy using Fur – Rugs using Fabric.

UNIT - III

10 hrs.

Fashion Jewelry: Using Beads - Using Terracotta.

UNIT - IV

10 hrs.

Jute products: Bags, purses and pouches.

UNIT - V

10 hrs.

Paper Products: Envelopes, Gift bags and Binding process.

Others: Pen-stands, Key-chains and Incense sticks

Text Book: Study materials provided by the Department.

SEMESTER - III
Non -Major Elective - I
Soft Skill Development

Instructional Hours: 30

Sub. Code: 13BAUN301

Max. Marks: ESE - 100

Credits: 2

Objective: To impart knowledge on various soft skills and enhance the students' skills and personalities.

Unit - I **5 hrs.**

Knowing Thyself: Significance - Process - Self Analysis through SWOT & Johari Window.

Goal Setting: Significance - Ten Commandments-Steps to achieve goals.

Unit - II **5 hrs.**

Creativity: Concepts - Characteristics of creative person - Process of creativity - Mental blocks and Block - busting techniques - Creative methods - Creative tools and techniques - Brainstorming.

Unit - III **5 hrs.**

Stress Management: Introduction - Classification -Teen stress - Causes of stress - Specific Stress factors - The negative stress cycle - Techniques to manage stress.

Unit - IV **5 hrs.**

Body language: Types of non-verbal communication - Positive body language to adopt - Negative body language to avoid - Body language tips for job interview

Unit - V **10 hrs.**

Team building: Meaning - Aspects- Skills - Process - Characteristics of an effective team - Simple Management games.

Interpersonal Skills: Meaning - Tips for improvement.

Text Book: Study materials provided by the Department.

Note: No Change in Syllabus

SEMESTER - IV

Core Paper - VII

Human Resource Management

Instructional Hours: 75

Sub.Code:13BAUC408 / 16BAUC407

Max. Marks: CIA - 25; ESE - 75

Credits: 4

Objective: To enable the students to acquire knowledge on various aspects of Human Resource Management.

UNIT - I

15hrs.

Human Resource Management : Meaning - Nature, Scope and Objectives – Functions of HR Department – *The Role of HR Manager* – Organisation of HR Department – HR Policies And Procedures. E-HRM – Concept – Scope.

UNIT - II

15hrs.

Man Power Planning : Job Description – *Job Analysis* – Job Design – Job Specification – Recruitment and Selection – Training and Development - Case Studies[only internal assessment].

UNIT - III

15hrs.

Performance Appraisal : Job Evaluation and Merit Rating – *Promotion* – Transfer and Separations – Human Relations – Approaches to Good Human Relations.

UNIT - IV

15hrs.

Wages and Salary Administration : Incentive System – Labour Welfare – *Retirement Benefits to Employees*

UNIT - V

15hrs.

Industrial Relations : Nature – Trade Union – Disputes and their Resolution – Nature of Disputes – Causes for Disputes – *Settlement of Disputes* – Collective bargaining.

TEXTBOOK

1. Mamoria C.B, *Personnel Management*, Himalaya Publishing House, Mumbai, 30th Edition, 2014.

REFERENCE BOOKS

1.Aswathappa .K, *Human Resource and Personnel Management*, Tata McGraw Hill, New Delhi 5thEdition,2008.

2.Bhasker Chatterjee, *Human Resource Management: A Contemporary Text*, Sterling Publications, New Delhi, 3rd Edition 2007.

3.Tripathi.C, *Personnel Management and Industrial Relations*, Sultan Chand and Sons, New Delhi, 1st Edition, 2003.

Note: No change in syllabus

SEMESTER – IV
Core Paper - VIII
Financial Management

Instructional Hours: 75

Sub. Code : 13BAUC409 / 16BAUC408

Max. Marks: CIA - 25; ESE - 75

Credits: 4

Objective : To enable the students to acquire knowledge of Financial Management

UNIT – I

15 Hrs.

Finance Functions : Meaning – Definition and *Scope of Finance Functions* – Objectives of Financial Management – Profit Maximization and Wealth Maximization.

Sources of Finance : Short Term – Long Term.

UNIT – II

15 Hrs.

Cost of Capital : Cost of Specific Sources of Capital – Equity – Preferred Stock – Debt – Reserves – Weighted Average Cost of Capital.

Capital Structure : Factors influencing Capital Structure – *Optimal Capital Structure*.

UNIT – III

15 Hrs.

Dividend : Meaning, Classification – Sources – Dividend Policy – *Factors influencing Dividend Policy*.

Working Capital Management : Concepts – Importance – Determinants of Working Capital.

UNIT – IV

15 Hrs.

Cash Management : Motives for Holding Cash – *Objectives* – Strategies of Cash Management,

Receivables Management : Objectives – Cost and Benefits of Credit Extension – Crucial Decisions in Credit Extension – Factoring services.

UNIT – V

15 Hrs.

Capital Budgeting : Meaning – *Importance* – Appraisal Methods.

Leverage: Operating and Financial Leverage.

Note : *Italics* denotes Self Study Topics

TEXT BOOK

1. Sharma.R.K., Shashi.K.Gupta, *Financial Management*, Kalyani Publishers, Ludhiana, 7th Revised Edition, 2013

REFERENCE BOOKS : 1. Khan.M.Y., Jain.P.K., *Basic Financial Management*, Tata McGraw Hill Publishing Company Ltd, New Delhi, 6th Edition, Reprint 2013.

2. Pandey.I.M, *Financial Management*, Vikas Publishing House Private Ltd., New Delhi, 11th Edition, 2015.

3. Periyasamy.P., *Financial Management*, Vijay Nicole Imprints, Chennai, 1st Edition, 2008.

Note: No change in syllabus

SEMESTER – IV

Core Paper - X

Internet and Web Designing (Theory)

Instructional Hours: 30

Sub.Code:11BAUC411 / 16BAUC409

Max. Marks: CIA - 10; ESE - 40

Credits: 2

Objective: To enable the students to acquire knowledge on Internet, HTML DHTML, and Hyperlink and raise employability.

UNIT – I

6 Hrs.

Internet basics : Internet Address – Domain Names – Browsers – Search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – *changing the default connection.*

UNIT – II

6 Hrs.

Working with E-Mail: Running an email program – sending, reading, replying deleting and exiting mail – *sending files via email* - attaching a signature – managing an address book.

UNIT – III

6 Hrs.

Introduction to HTML: Information file creation – *web server* – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – heading style – spacing – centering – Font size and color.

UNIT – IV

6 Hrs.

Adding graphics to HTML document : List – Types of list — Using width, height, alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cpl span attributes – Links – internal and external document reference – *Images as hyper links.*

UNIT – V

6 Hrs.

Introduction to DHTML: Cascading style sheets – color and background attributes – text attributes – border attributes – *marginal related attributes* – list attributes – class – external style sheet.

Note: *Italics* denotes Self Study Topics

TEXT BOOKS

1. **Maureen Adams**, *Internet Complete*, BPB Publications, New Delhi, 1st Edition, 2003.

2. **Ivan Bayeross** , *Web Enabled Commercial Application Development Using HTML, DHTML, Java Script , Perl CGI*, BPB Publications, New Delhi, 3rd Revised Edition, 2009.

Note: No change in syllabus

SEMESTER - IV
Core Paper - X
Strategic Management

Instructional Hours: 75

Sub. Code: 15BAUC410

Max. Marks: CIA - 25; ESE - 75

Credit:4

Objective: To enable the students to understand the significance of setting goals and objectives & strategy formulation, implementation and evaluation.

UNIT - I

15 Hrs.

Strategic Management: Concepts - Difference between strategy and tactics - Three levels of strategy, Strategic Management Process - Benefits, TQM and strategic management process, *Social responsibility*, Social audit.

UNIT - II

15 Hrs.

Strategic Formulation: Corporate Mission: Need – Formulation, Objectives: Classification - Guidelines, Goals: Features - Types, Environmental Scanning - Need - Approaches - *SWOT analysis* - ETOP - Value chain analysis.

UNIT - III

15 Hrs.

Choice of strategy: *BCG matrix* - The GE nine cell planning grid - Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

UNIT - IV

15 Hrs.

Strategic Implementation: *Role of top management*-Process - Approaches, Resource allocation - Factors - Approaches, Mckinsey's 7's framework, Strategic Positioning - Four routes to competitive advantage.

UNIT - V

15 Hrs.

Strategic Evaluation: Importance - Criteria - Quantitative and Qualitative factors, Strategic control: Process - Criteria - *Types*, Essential features of effective evaluation and control systems.

Note: Italics denotes self study topics

Text Books:

1. **Francis Cherunillam** - *Strategic Management* , Himalaya Publishing House, Mumbai, 4th Edition, Reprint, 2015.

Reference Books:

1. **Biswanth Ghosh**, *Strategic Management: An Assessment* , Streling Publishers, New Delhi, 1st Edition, 2004.
2. **V.S.Ramaswamy & S.Namakumai**, *Strategic Planning - Formulation of corporate strategy*, Macmillan Business Books, 4th Edition, 2001.

SEMESTER - IV

Core Practical - III

Internet and Web Designing (Programming Lab)

Instructional Hours: 45

Sub Code: 11BAUCP03

Max. Marks: CIA - 20; ESE - 30

Credits: 2

List of programs:-

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 mail ID using any available service providers.
5. Send an email 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 a college information.
15. Develop a HTML page to input information to create a mail ID.
16. Develop a HTML page to conduct auction.
17. Develop a HTML page to input student information.
18. Develop a HTML page to display students results for a given roll number.
19. Develop a DHTML page to sale a product to users.
20. Develop a DHTML page to display product information for a given product ID.

SEMESTER – IV
Allied Paper - IV
Business Communication

Instructional Hours: 75

Sub. Code: 13BAUA404

Max. Marks: CIA - 25; ESE - 75

Credits: 5

Objective: To enable the students to learn the nuances of good communication and to develop the oral and written communication skills for business situations.

UNIT – I

15 Hrs.

Introduction to Communication: Importance – *Elements* – Communication Process – Methods & Media of Communication – Barriers – Principles of Communication.

Devices in Communication: Intercom, Telephone, Fax, Internet, E-Mail – Video Conferencing – Tele-Conferencing – Data Conferencing

UNIT – II

15 Hrs.

Trade Correspondence : Inquires – Offers and Quotations Orders – Execution and *Cancellation* – Claims, Adjustment and Settlement of Accounts.

UNIT – III

15 Hrs.

Complaints Letter : Collection Letter – Letters relating to Agencies, *Credit and Status Enquiry* – Banking & Insurance Correspondence.

UNIT – IV

15 Hrs.

Communication Through Reports : Drafting Methods and Procedure – Importance, Types & Characteristics of Reports – Reports by Individual and Committees – Annual Report – *Press Report*. **Oral Communication:** Drafting of Speeches – *Methods and Procedures*.

UNIT – V

15 Hrs.

Secretarial Correspondence : (A) Internal Correspondence – Memo – Circulars – Notices – Explanations to Superiors. (B) Correspondence with Share Holders, Directors and Other Government Departments. *Agenda and Minutes Preparation*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. Rajendra Pal , *Essentials of Business Communication*, Sultan Chand & Sons, New Delhi, 13th Revised and Enlarged Edition, Reprint 2013.

REFERENCE BOOKS

1.Asha Kaul , *Effective Business Communication*, Prentice – Hall of India, New Delhi, 1st Edition, 2006.

2. Urmila Rai & Rai S.M , *Business Communication*, Himalaya Publishing House, New Delhi, 4th Edition, 2003.

3. Varinder Kumar & Bodh Raj, *Business Communication*, Kalyani Publishers, Ludhiana, 1st Edition, 2003.

SEMESTER - IV
Skill Based Subject - II
Multi - Skill Development Paper

Instructional Hours: 45

Sub.Code: 13BAUS402

Max. Marks: CIA – 40; ESE – 60

Credits: 3

Objective: To equip the students with knowledge on all topics as desirable from the point of view of brilliant success in the competitive examinations.

UNIT I

9 Hrs.

Communication: Question tag – Gerund and Infinitives – Spotting the errors – Vocabulary – Synonyms – Antonyms - Prepositions – Articles – One word substitution – Sentence completion.

UNIT II

9 Hrs.

Numerical Aptitude : Problems on numbers - Problems on Ages – Percentage - Profit and loss - Ratio & Proportion - Time & Work - Time & Distance - *Simple Interest* - Compound Interest.

UNIT III

9 Hrs.

Critical Reasoning: Logical Inference Questions and Syllogism.

Analytical Reasoning: Arrangement problems – Family / Blood Relation Qualms – Sense of Directions – Age Doubts.

Verbal Reasoning: Verbal Analogy (Letter series and number series only) – Coding and Decoding.

UNIT IV

9 Hrs.

Self Introduction: Preparation of curriculum vitae – Presentation skill. Exercises.

Group Discussion: Meaning- Elements-skills- Good Etiquette.

UNIT V

9 Hrs.

Interview Skill: Meaning- Purpose- Type-Personality traits-FAQ's- Do's and Don'ts

Interview Etiquettes – Tips for Success in Interview. Exercises.

Note: *Italics* denotes Self Study Topics

REFERENCE BOOKS

1. **Hari Mohan Prasad & Uma Rani Sinha**, *Objective English for Competitive Examinations*, Tata McGraw Hill Education Private Ltd., New Delhi, 7th Reprint, 2013(Unit – I).
2. **R.S. Aggarwal**, *Quantitative Aptitude*, S.Chand and Co. New Delhi, 7th Edition, Reprint, 2012 (Unit - II).
3. **Edgar Thorpe**, *Test of Reasoning for Competitive Examinations*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 4th Edition, 2nd Reprint, 2008 (Unit – III).

4. **R.S. Agarwal**, *A Modern Approach to Verbal Reasoning (Fully Solved)*, S.Chand Company Limited, New Delhi, 4th Revised Edition, 2012 (Unit – III) .
5. **M. S. Rao**, *Soft Skills Enhancing Employability-Connecting Campus with Corporate*, IK International Publishing House, NewDelhi, 1st Edition,2010. (Unit – IV)
6. **Alex.K**, *Soft Skills-Know Yourself and Know the World*, S.Chand Company Ltd.,New Delhi, 1st Edition, 2011. (Unit V)
7. *Group Discussions- Pass with Flying Colours*, G. K. Publications, NOIDA, 1st Edition, 2012.
8. **Jain T.S.Upkar's**, *SBI Clerical Cadre Recruitment Examination*. Agar Upkar Prakashan, New Delhi, 1st Edition ,2007.
9. **Mark Peterson**, *Group Discussion Sure Way to Success*, Lotus Press, New Delhi, 1st Edition, 2009.
10. **Edgar Thorpe, Showich Thorpe**, *Winning at Interviews*, Dorling Kindersley,New Delhi, 3rd Edition, 2009.
11. **L.Ron Hubbard**, *Self Analysis*, Pustak Mahal, New Delhi, 1st Edition, 2010.
12. **Jayant Neogy** , *Sure Success in Interview*, Pustak Mahal , New Delhi, 1st Edition , 2002.
13. **S.C.Mittal** , *Modern Interview*, Bright Career, New Delhi,18th Edition,2011.

SEMESTER –IV
Non Major Elective -II
Basic Promotional Techniques

Instructional Hrs: 30

Sub. Code: 13BAUN402

Max. Marks: ESE - 100

Credits: 2

Objective: To educate the students on various promotional tools and their suitability in business.

UNIT I

10 hrs.

Promotional Mix: Meaning – Importance – Push - Pull strategy.

Direct Marketing: Meaning – Characteristics – Channels – Benefits.

UNIT II

5 hrs.

Advertising: Meaning – Importance – Types – Parts – Creativity in Advertisements.

UNIT III

5 hrs.

Sales Promotion: Meaning – Types – Tools – Suitability.

UNIT IV

5 hrs.

Personal Selling: Meaning – Objectives – Steps.

Salesmanship: Meaning – Features – Types – Qualities of a good salesman.

UNIT V

5 hrs.

Publicity: Meaning – Advantages – Suitability.

Public Relations: Meaning – Characteristics – Publics – Tools.

Text Book: Study materials provided by the Department.

REFERENCE BOOKS

1. **Philip Kotler**, *Marketing Management*, Prentice Hall of India, New Delhi, 1st Edition, Reprint, 2009.
2. **Rajan Sexena**, *Marketing Management*, Tata Mc. Graw Hill, New Delhi, 2nd Edition, 2003.
3. **Pillai R.S.N., Bagavathi**, *Marketing Management*, S.Chand & Co.Ltd., New Delhi, 1st Edition, 2010.
4. **Adrian Palmer**, *Principles of Marketing*, Oxford University Press, New Delhi, 1st Edition, 2004.

SEMESTER – V
Core Paper – XI
Banking and Insurance Services

Instructional Hours: 90

Sub.code: 15BAUC512/16BAUC511

Max Marks: CIA - 25; ESE - 75

Credit: 4

Objective: To enlighten the students' knowledge on the concepts and the recent trends in banking and insurance services.

Unit – I

20 Hrs.

Banking: Meaning – Evolution of Banking Institutions – Functions of Banks – Types of Banking System – *Role of Banks in Economic Development* – RBI and their Functions – Rural Banking in India.

Unit – II

20 Hrs.

Commercial Banks – Types – Opening of an Account – Types of Deposit Account – *Know Your Customers*. **Forms of Securities** - lien - pledge – hypothecation – mortgage.

Unit – III

15 Hrs.

Negotiable Instruments – Features – Types – *Parties* – Cheque – Endorsements – Crossing.

E-Banking – Cashless Transactions.

Unit – IV

15 Hrs.

Insurance: Meaning – *Evolution* – Significance – Types.

Marine and fire insurance: Principles - policies - procedure for settlement of claims.

Unit – V

20 Hrs.

Insurance Organisation in India – organizational setup - *Distribution channels* - **IRDA,1999** – constitution - objectives - duties and powers – Ombudsmen - Privatisation of Insurance Industry.

TEXT BOOKS

- **S.N.Maheshwari, S.K. Maheshwari**, *Banking Theory, Law and Practice*, Kalyani Publishers, 1st Edition, 2005.
- **M.N.Mishra**, *Insurance principles and practices*, S.Chand & Co. Pvt. Ltd., 1st Revised Edition 2004.

REFERENCE BOOKS

- **Dr. K. Nirmala Prasad, J. Chandradass**, *Banking Theory, Law and Practice*, Himalaya Publishing House, First Edition, 2005.
- **Sundharam and Varshney**, *Banking Theory, Law and Practice*, Sultan Chand and Sons, New Delhi, 1st Edition, Reprint 2013.
- **Kaninika Mishra**, *Fundamentals of life insurance: Theories and Application*, PHI learning Pvt. Ltd., New Delhi, 1st Edition, 2010.
- **Dr.P.Periasamy**, *Principles and Practice of Insurance*, Himalaya Publishing House Pvt. Ltd., Second revised edition, 2009.

SEMESTER – V
Core Paper - XII
Research Methods for Management

Instructional Hours: 75

Sub.code: 13BAUC514 / 16BAUC512

Max Marks: CIA - 25, ESE - 75

Credits: 4

Objective: To enable the students to understand the basic concepts of research, its application in various areas and enable them to undertake research.

UNIT – I

15 Hrs.

Research: Definition – Importance – Advantages and Limitations. The Research Process – *Research Problem* – Formulation - Research Design - types.

UNIT – II

15 Hrs.

Data Collection: Primary Vs Secondary Data – Methods – Questionnaire – Pre-Testing – Sampling - Steps – Types – Size – Errors – *Pilot Surveys*.

UNIT – III

15 Hrs.

Scaling: Measurement Scales – Scaling Techniques – Hypothesis – Concepts – *Characteristics* – Types – Testing of Hypothesis.

UNIT – IV

15 Hrs.

Interpretation And Report Writing: Types of reports - Steps in Writing Reports – Layout of Report, Types, Principles of Report Writing – *Graphical Representation of Results*.

UNIT – V

15 Hrs.

Application of Research: Product Research – Price Research – Motivation Research – Promotion Research – Distribution Research – Sales Control Research – *Media Research*.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1.Kothari.C.R, *Research Methodology*, New Age International (P) Publishers, New Delhi, 2nd Revised Edition, 2013.

REFERENCE BOOKS

1. Gupta.S.P , *Statistical Methods*, Sultan Chand Publications, New Delhi, 44th Revised Edition, 2014.

2. Saravanavel.P, *Research Methodology*, Kitab Mahal Publications, Allahabad, 16th Reprint, 2012.

3. Sharma.S.P, *Marketing Research*, Sultan Chand Publication, New Delhi, 3rd Edition, 2002.

Note: No Change in Syllabus

SEMESTER – V

Core Paper – XIII

Entrepreneurial Development and Project Management

Instructional Hours: 75

Sub.Code: 13BAUC513

Max Marks: CIA - 25; ESE - 75

Credits :3

Objective: To enable the students to acquire knowledge on entrepreneurship and project management and help them to take up entrepreneurship.

UNIT – I

15 Hrs.

Entrepreneurship: Meaning - Characteristics – Functions and Types of Entrepreneurship – *Intrapreneurs* – Development of rural and women entrepreneurs – Recent trends: Edupreneurship & Ecopreneurship : Meaning – Features.

UNIT – II

15 Hrs.

Entrepreneurship development programmes: Need – Objectives – Course contents – Phases – Evaluation - *Role of entrepreneurship in economic development.*

UNIT – III

15 Hrs.

Small Scale Industries: Concept – *Importance* – Incentives and Subsidies for SSI – Steps in Starting SSI. Sources of Finance – Institutional Support to Entrepreneurs.

UNIT – IV

15 Hrs.

Project Management: Concept – Categories – *Project life cycle phases* – Characteristics of a Project – Project Appraisal – Preparation of Business plan – Contents.

UNIT – V

15 Hrs.

Project identification – Selection – *Project formulation* – Contents of a project report – Planning commission guidelines for formulating a project – Specimen of a project report.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Khanka.S.S.,** *Entrepreneurial Development*, S.Chand & Company Ltd., New Delhi, 1st Revised Edition, Reprint, 2014.

REFERENCE BOOKS

1. **Choudary,** *Project Management*, Tata Mc Graw Hill, Education(India) Pvt. Ltd, New Delhi, 38th Reprint 2014.

2. **Gupta C.B., & Srinivasan.N. P.,** *Entrepreneurial Development*, Sultan Chand & sons, New Delhi, 6th Edition, Reprint 2009.

3. **Prasanna Chandra,** *Projects, Planning analysis Selection Implementation & Review*, Tata McGraw Hill Publishing Company Ltd , New Delhi, 7th Edition, 2011.

4. **Prasanna Chandra,** *Projects- Preparation Appraisal, Budgets & Implementation*, Tata McGraw Hill Publishing Company Ltd, New Delhi, 3rd Edition, 2014.

5. **Renu Arora,** *Fundamentals of Entrepreneurship and small business*, Kalyani Publishers , Ludhiana, 1st Edition , 2003.

SEMESTER – V
Core Paper - XIV
Visual Basic – Theory

Instructional Hours: 45

Sub.Code:12BAUC515 /15BAUC515/ 16BAUC514

Max Marks: CIA - 10; ESE - 40

Credits: 2

Objective: To make the students acquire knowledge on Visual programming in Windows Environment

UNIT – I

10 Hrs.

Getting started: Visual Basic Environment - Initial VB screen-Single Document Interface - Tool bars and systems control and components - Use of file, edit, view, projects, format, Run and Debug, tools, Window menu, *Properties window*, Procedures, Image controls, Message boxes and grids.

UNIT – II

10 Hrs.

Steps in programming - The Code window- Editing tools - Statements in VB - Assignment and property setting - variable, strings, numbers, constants, display information - Controlling program flow- Repeating operation - Making decisions - GOTO - String function - RND functions - Date and Time functions - Financial functions.

UNIT – III

10 Hrs.

Control arrays- Lists: One Dimensional arrays - *Arrays with more than one dimension* - Using lists functions and procedures - Passing by reference/ Passing by values - Code module - Global procedures and global variable - Document for user defined types with statements - Common dialog box - MDI forms.

UNIT – IV

8 Hrs.

Fundamentals of Graphics and files: Screen - The Line and Shapes - Graphics via codes, Lines & Boxes, Circle, Ellipse, Pie charts, Curves, Paint picture method - Graphics control - File commands - File system controls - Sequential files - Random access files - Binary files.

UNIT – V

7 Hrs.

Clip board: DDE, OLE, Data control - Programming with data control - Monitoring Changes to the data bases - SQL basics - Data Base Objects.

Note: *Italics denotes Self Study Topics*

TEXT BOOK

1.Gary Cornell, *Visual Basic 6 from the Ground Up*, Tata McGraw Hill Publishing Company Ltd, New Delhi, 1st Edition, 2006,Reprint, 2013.

REFERENCE BOOKS:

1.Krishnan.N & Saravanan.N, *Visual Basic 6.0 in 30 days*, Scitech Publications (India) Pvt Ltd Chennai , Third Edition, June 2006

2. Steven Holzner, *Visual Basic Programming Black Book*, Dream tech press New Delhi, 1st Edition, 2008

Note: No change in syllabus

SEMESTER - V

Core Practical - IV

Visual Basic - Programming Lab

Instructional Hours: 45

Sub.Code:11BAUCP04 / 15BAUCP04

Max Marks: CIA - 20, ESE - 30

Credits: 2

List of Programming Lab

1. Develop a VB project to check user name and Password given by USER.
2. Develop a VB project to add and remove items from List Box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a give date.
8. Develop a VB project for mini calculator functions.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in our system.
11. Develop a VB project for note pad.
12. Develop a VB project for documents typing using MDI Form.

Use Employee Information for the following Projects.

13. Develop a VB project to search a record in MS-Access database using data control.
14. Develop a VB project to delete a record from MS-Access database using data control.
15. Develop a VB project to perform following operations in MS-Access data base using DAO.
 - a) Move First Record
 - b) Move Next Record.
16. Develop a VB project to perform following operations in MS-Access data Base using DAO.
 - a) Move Previous record
 - b) Move Last Record.

SEMESTER – V

Elective Paper - I

Quantitative Techniques for Management

Instructional Hours: 75

Sub.Code: 13BAUE501

Marks: CIA - 25; ESE - 75

Credits: 5

Objective: To equip the students with the practical knowledge of various statistical and analytical tools of research.

UNIT – I

12 Hrs.

Statistics: Concept – Scope – Limitations – Survey – Data Collection. Processing Operations: Editing – Coding – Classification – *Tabulation* - frequency distribution.

UNIT – II

18 Hrs.

Measures of Central Tendency: *Mean* – Median - Mode. Measures of Dispersion: Range – Quartile Deviation – Mean Deviation – Standard Deviation. Probability Distribution: Binomial – Poisson – Normal.

UNIT – III

18 Hrs.

Correlation Analysis: Scatter Diagrams – Karl Pearson’s Co-Efficient of Correlation – Spearman’s Rank Correlation. Regression: Regression Lines – Regression Equations – Regression Co-Efficient – Multiple Regressions - *Difference between Correlation and Regression.*

UNIT – IV

12 Hrs.

Hypothesis Testing of Means - Hypothesis Testing for Difference Between Means - Hypothesis Testing for Comparing a Variance to Other Population Variance - *Limitations.* **SPSS:** Basic Concepts – Applications - examples.

UNIT – V

15 Hrs.

Parametric Test: Likert Scaling method - Chi Square as a Parametric Test – *Conditions* – Steps - Z - Test – T-Test – F-Test - Weighted Average Score Ranking Method.

Note: Theory carry 20% of marks and problems carry 80% marks.

TEXT BOOKS

- 1.**Gupta.S.P**, *Statistical Methods*, Sultan Chand & Sons Educational Publishers, New Delhi, 44th Revised Edition, 2014.
- 2.**Kothari.C.R.**, *Research Methodology*, New Age International (P) Publishers, New Delhi, 2nd Revised Edition, 2013.

REFERENCE BOOKS:

1. **Saravanavel.P**, *Research Methodology*, Kitab Mahal Publication, Allahabad, 16th Reprint, 2012.
2. **Dr.Vittal.P.R**, *Business Mathematics & Statistics*, Margham Publications, Chennai, 3rd Edition, Reprint, 2015.

SEMESTER - V
Skill Based Subject - III
Mental Aptitude Development

Instructional Hours: 45

Sub.Code:13BAUS503

Max Marks: CIA – 25; ESE - 75

Credits: 3

Objective: To enable the students to enhance their mental aptitude skills with the aid of verbal and non-verbal tests and help them achieve success in competitive examinations.

UNIT - I **10 Hrs.**

Verbal Test: Statement & Conclusion – Statement & Arguments – Statement & Course of action – Exercises.

UNIT - II **10 Hrs.**

Puzzle Test - Time sequence test – Number test - Exercises.

UNIT - III **5 Hrs.**

Data Interpretation – Data sufficiency – Data comprehension - Exercises.

UNIT - IV **10 Hrs.**

Non Verbal Test: Series, Analogy, Classification, Assertions & Reasoning – Exercises.

UNIT - V **10 Hrs.**

Best Reason Test - Common sense test – Pattern completion – Series completion – Exercises.

Text Book: Study Material published by the Department

REFERENCE BOOKS:

1. **R.S.Agarwal**, *A modern approach to logical reasoning*, S.Chand Publishers, New Delhi , 5th Reprint , 2014. (Pg.no.1-185).
2. **Uma Kant Singh**, *Cracking the CSAT paper-2* , Arihant Publications(India) Limited, Bangalore, Reprint 2012, (Pg.no.449- 458).
3. *Topicwise Analysis and solutions*, G.K. Publishers, Noida (U.P.), 1st Edition, 2010.(Pg.no. 487-576).
4. **IMA – CMS**, G.K.Publishers, Noida , 1st Edition, 2010, Section A 9.1 – 9.04. (Pg.no.690 - 691) & Section B Part - III 4.1- 4.02, 13.1- 13.02, 1.1- 1.60
5. **P.K.Agarwal** , A Handbook of Test of Reasoning & Quantitative Aptitude, S.Chand Publishing Company , New Delhi, 1st Edition, Reprint 2009. (Pg.no 122-168, 365-432).
6. **Edgar Thorpe** ,Test of Reasoning for Competitive Examination , Tata MC Graw- Hill Publishing Company limited,New Delhi, 4th Edition,2011. (Pg.no. 512-524).
7. **Dr. Ravi Chopra**, Master key to MBA- Entrance exam, Galgotia Publications Pvt.Ltd, New Delhi, 9th Revised Edition, Reprint 2004.(Pg.no.C27 -C47).

SEMESTER – VI

Core Paper - XV

Promotion Management

Instructional Hours: 75

Sub.Code: 15BAUC617 / 16BAUC615

Max Marks: CIA - 25; ESE - 75

Credits: 3

Objective: To familiarize the students with the basic principles of various promotional tools and its application in practice.

UNIT – I

15 Hrs.

Promotion: Meaning – Methods – *Promotional Strategy* – Promotional Instruments. **Sales**

Promotion – Techniques of Sales Promotion.

Personal Selling: Objectives – Process - Publicity – Nature and management of publicity – Propaganda.

UNIT – II

15 Hrs.

Public Relations : Scope – Importance – Developing a public relations plan.

Packaging: Meaning – *Functions* – Kinds. After sales-service – Guarantee. Point of Purchase Display – Concept – Effectiveness.

UNIT – III

15 Hrs.

Advertising: Meaning – Importance – Objectives – Media – *Forms of Media* – Indoor

Advertising – Outdoor Advertising – Net advertising. Advertising Layout – Design of Layout – Functions. Advertising Campaign: Steps in Campaign Planning.

UNIT – IV

15 Hrs.

Advertising Agencies: Advertising Budget – Advertising Appeals – Social Effect of Advertising – Advertising Organization – Advertising Copy – Objectives – *Essentials* – Types – Elements of Copy Writing – Headlines - Body Copy – Illustration – Catch Phrases and Slogans – Identification Marks

UNIT – V

15 Hrs.

Sales Force Management : Importance – Types of Salesman - Sales Force Decision – Sales Force Size – Recruitment & Selection – Training – Methods – Motivating Salesman – Controlling – Compensation & Incentives – Fixing Sales Territories – Quota – Evaluation.

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Sontakki. C.N,** *Advertising* , Kalyani Publishers, Ludhiana, 3rd Revised Edition, 2006.

REFERENCE BOOKS

- 1. Chunnawalla, Kumar Sethia Subramanian Suchaki**, *Marketing , Salesmanship and Advertising*, Himalaya Publishing house, Mumbai, 5th Edition 2004 .
- 2. Philip Kotler**, *Principles of Marketing*, Prentice – Hall, New Delhi , 1st Edition, 2006.
- 3. Ramaswamy S.M** , *Marketing, Salesmanship And advertising* , Sterling Publications, New Delhi, 1st Edition, Reprint,2003.
- 4. Saravanavel .P and Sumathi.S.** , *Advertising and Salesmanship*, Margham Publications, Chennai, 1st Edition, 2004.

Note: No change in syllabus

SEMESTER – VI
Core Paper - XVI
Cost and Management Accounting

Instructional Hours: 90

Sub.code: 11BAUC616

Max Marks: CIA - 25, ESE - 75

Credits: 3

Objective: To enable the students to acquire knowledge of Accounting for managerial decisions.

UNIT – I (Theory)

15 Hrs.

Cost and Management Accounting: Meaning – Definition – Scope – Objectives – *Functions* – Merits and demerits of cost and management accounting – Distinction between cost, management and financial accounting – Elements of cost – Cost concepts and cost classification

UNIT – II

20 Hrs.

Preparation of Cost sheet & Stores control: EOQ – Stock level – Methods of Pricing materials issues – FIFO, LIFO, Average cost, Standard price – Labour cost, remuneration and incentives.

UNIT – III

20 Hrs.

Standard costing: Variance analysis – Material and *labour variances*. Cost Volume Profit analysis – Budgeting - Preparation of various budgets.

UNIT – IV

20 Hrs.

Financial statement analysis: Preparation of comparative and common size statements – Analysis and interpretation.

Ratio analysis: Classification of ratios – liquidity, *profitability*, solvency.

UNIT – V

15 Hrs.

Fund flow analysis. Cash flow analysis: Modern Method – *Traditional Method*.

NOTE: Theory 20% marks and problems 80% marks

Note: *Italics* denotes Self Study Topics

TEXT BOOK

1. **Shashi K.Gupta & Sharma .R.K,** *Cost and Management Accounting*, Kalyani Publishers, Ludhiana, 1st Edition, 2005.

REFERENCE BOOKS

1. **Jain and Narang,** *Cost accounting*, Kalyani Publishers, Ludhiana, 9th Edition, 2014.

2. **Maheswari.S.N,** *Management accounting*, Sultan Chand & Sons, New Delhi, 7th Edition, 2015.

3. **Pillai.R.S.N & Bagavathi,** *Management accounting*, Sultan Chand & Company Ltd, New Delhi, 1st Edition, 2009.

SEMESTER – VI
Core Paper - XVII

Legal Aspects of Business

Instructional Hours: 60

Sub. Code: 15BAUC618 / 16BAUC617

Max Marks: CIA - 25; ESE -75

Credits :3

Objective: To enable the students to acquire knowledge of Legal aspects of Business.

UNIT-1

12 Hrs.

Law of Contract : Contracts – Essentials and Classification – Agreement – Features and Kinds – *Difference between Agreement and Contract* - Offer – Characteristics and Types – Acceptance essentials and Legal Rules – Consideration – Essentials and Legal Rules – Consent and its factors – Coercion and its effects.

UNIT – II

12 Hrs.

Legality of object – Unlawful and Illegal agreements – *Effects of Illegality* – Discharge of Contract – Quasi contracts

UNIT – III

12 Hrs.

Special Contracts: Indemnity and Guarantee – Bailment and Pledge – Sale of Goods Act – Conditions and Warranties

UNIT – IV

12 Hrs.

Standing Orders Act, 1946 – Factories Act 1948 – Objects, Provisions relating to Health, Safety, Welfare - The Payment of Wages Act, 1936 – Rules for Payment of Wages – *Deductions from wages.*

UNIT – V

12 Hrs.

The Workmen’s Compensation Act, 1923 – Scope and Coverage of the Act – Rules regarding Workmen’s Compensation – **The Industrial Disputes Act, 1947** – Procedure for Settlement - *Authorities under the Act.*

Note: Italics denotes Self Study Topics

TEXT BOOK

1. Kapoor.N.D., *Elements of Business Law*, Sultan Chand & Sons, New Delhi, 25th Edition, 2008.

REFERENCE BOOKS

1. Gognal P.P.S, *A Text book of mercantile* , S.Chand & Company Ltd, New Delhi, 3rd Edition, 2005.
2. Sumathi.S, Saravanel.P *Legal Aspect of Business*, Emerald Publishers, Chennai, Revised Edition, 2003.
3. S.S. Gulshan, *Business law*, Excel books , New Delhi, 3rd Edition, 2006.

SEMESTER – VI
Core Practical - V
Multimedia (Programming Lab)

Instructional Hours: 45

Sub.code: 15BAUCP05

Max Marks: CIA - 40; ESE - 60

Credit: 2

Objective: To impart practical knowledge on multiple media and their technologies.

I. Photoshop

1. Create a glowing, backlit effect for text
2. Design a greeting card with various effects for text
3. Merge images using layer palette
4. Apply different filter and color option for an image
5. Create a pattern using pattern stamp tool and clone stamp tool
6. Create a digital drawing
7. Design a webpage layout
8. Convert black and white photo to color photo

II. Flash

9. Design a few shapes using line, circle and rectangle in different layers and create animation of these shapes using motion tween.
10. Create a scene like a sea with few fishes and animate the fishes.
11. Create an animation using Morphology.

III. 3D MAX

12. Perform ball jumping on steps using simple animation.
13. Animating objects using rendering effects.

IV. Sound Forge

14. Mixing of 2 Songs.
15. Create various effects for a sound file.

SEMESTER – VI
Elective - II
Investment Management

Instructional Hours: 75

Sub.Code: 15BAUE602

Max Marks: CIA - 25; ESE - 75

Credits: 5

Objective : To enable the students to acquire the knowledge of investment opportunities and Portfolio Decisions

UNIT – I

15 Hrs

Concept of Investment – Importance and Scope – *Speculation Vs Gambling* - Meaning – Alternate forms of investment : Insurance Scheme - LIC schemes – Bank deposit – government securities – Mutual fund schemes – Post office schemes – Provident fund – Company deposit – Real estate – Gold & Silver.

UNIT – II

15 Hrs

Primary market : *Role of NIM* – Mechanics of floating new issues – Secondary market – Functions – Mechanics of Security trading – OTCEI – NSE – Derivatives.

UNIT – III

15 Hrs

Risk – *Kinds* – Measures of risk and return. Valuation of securities : Valuation of bonds – Valuation of preference and equity shares.

UNIT – IV

15 Hrs

Security analysis – Fundamental – Economic – Industry and company analysis – Technical analysis – Dow theory – Types of chart – Important chart patterns.

UNIT – V

15 Hrs

Random walk theory – Efficient market theory – Weak form – Semi-strong form - Strong form – Portfolio analysis: Objectives – *Importance* – Markowitz theory – Optimum portfolio.

Note: *Italics* denotes self learning topics.

TEXT BOOK

1.Preeti Singh, *Investment Management*, Himalaya Publishing House, Mumbai, 18th Edition, 2013.

REFERENCE BOOKS

1.Gopalakrishnan.C, *Investment Management*, Kalyani Publishers, New Delhi, 1st Edition, Reprint, 2002.

2.Bhalla.V.K *Investment Management, Security analysis and Portfolio Management*, Sultan Chand & Company Ltd, New Delhi, 16th Edition 2010.

SEMESTER-VI
Elective Project
Project Work and Viva – Voce
with Internal and External Examiner.

Instructional Hours: 75

Max. Marks: CIA - 40 ; ESE - 60

Sub. Code: 15BAUE6PV

Credits : 5

SEMESTER – VI
Skill Based Subject - IV
Concepts in Retailing

Instructional Hours: 45

Sub.Code: 15BAUS604

Max. Marks: CIA- 25 ; ESE - 75

Credits: 3

Objective : To make the students to have knowledge on the concepts in retail management.

UNIT - I **9 Hrs.**

Retailing: Meaning – Evolution - Importance of retail - *Bottlenecks facing the retail industry* - Role of retail in Nation's economy – Retailing Environment

UNIT - II **9 Hrs.**

Retail Formats: Understanding the different formats - Features of modern retail - steps involved in choosing a retail location- *Role of logistics in retailing*

UNIT - III **9 Hrs.**

Store Layout and Design: Need and objectives- *Basic types of layout.*

Visual Merchandising: Store atmosphere - Web site design

UNIT - IV **9 Hrs.**

Retailing in India: Development of retailing in India - Growth factors of retailing in India - Key sectors in Indian retail - Current retail scenario in India

UNIT - V **9 Hrs.**

Retailing in rural India - Online retailing - FDI in Indian retail - *Global players in retailing*

Note: Italics denote Self Study Topics

REFERENCE BOOKS

- **KVS Madaan**, *Fundamental of Retailing*, TATA McGraw Hill Education Pvt Limited, New Delhi, 2nd Edition, 2012.
- **Kuldeep Singh**, *Retail Management in New Dimension*, Global Academic Publisher and Distributors, New Delhi, 2nd Edition, 2015.
- **Rosemary Varley and Mohammed Rafiq, Palgrave, Macmillan**, *Principles of Retail Management*, Palgrave Macmillan, London, 1st Edition, 2009.
- **Swapna Pradhan**, *Retailing Management*, McGraw Hill Education, New Delhi, 5th Reprint 2015.
- **Priyanka Azad, S.B Nangia**, *Retailing Management*, Indian School of business Management and administration, , A.P.H. Publishing Corporation, New Delhi, 2nd Edition, 2016.
- **Chetan bajaj, Rajnish Tuli, Nidhi Varma Srivastara**, *Retailing Management*, Oxford University Press, New Delhi, 2nd Edition, 2012.

PART-V
EXTENSION ACTIVITY
GREEN SOCIETY

Objectives

To educate the students in environment related issue and problems

- ❖ To involve themselves in environment and action based programmes and activities locally
- ❖ To enable them to appreciate the importance of tree plantation and green audit
- ❖ To provide opportunity for the students to observe and learn more about Nature, Immediate environment and Biodiversity

The activities of the Green Council are as follows

- ❖ Tree Plantation
- ❖ Importance of Rainwater harvesting
- ❖ Conservation of renewable energy
- ❖ Internal Green auditing
- ❖ Awareness on Disaster and Pollution mitigation, Ozone depletion, Global warming and importance of wetlands through the below mentioned programmes :
Ramp shows, debates, speeches, rallies (3 to 5 km walk) with banners and Placards, Competitions, presenting articles in Journals and distributing pamphlets and Celebrating Environmental days.

As per the CDC recommendations Green Council has been introduced in additions to NCC, NSS, Physical Education, YRC under part V Extension activity of Course content and scheme of examination for 2013 to 14 onwards .The Green Councils syllabus was approved by Botany Board of studies meeting held on 9.3.2013.

Self-Learning Paper - I

Business Ethics

Sub. Code: 15BAUSL03

Max. Marks: ESE - 100

Credits: 5

Objective: To enable the students to understand business ethics and the various ethical issues in Management.

Unit - I

Business Ethics: Meaning - Characteristics - Different Myths - Principles - Significance - Factors causing unethical conducts

Unit - II

Ethical issues in different functional areas of business: Ethical Issues in Marketing and Advertisement - Finance and Accounting - HRM - Production and Operations Management – IT - Ways to Stimulate Ethical Values in different functional areas of Business

UNIT - III

Ethical issues in Management: Ethical norms of managerial functions – Ethical decision making - Role of CEO – Ethical Communication – Leadership styles and Ethical Decisions

Unit - IV

Ethical issues: Corruption and Bribery – Deception – Theft – Unfair discrimination – Coercion

Unit - V

Corporate Governance: Meaning – Characteristics – Importance – Principles – Duties & Responsibilities of Board of Directors – Shareholder's rights & Protection – Issues in Corporate Governance

Reference Books:

- **R.V.Badi- N.V.Badi**, *Business Ethics*, Vrinda Publications (P) Ltd., New Delhi, 1st Edition, Reprint 2010.
- **Andrew Crane & Dirk Matteen**, *Business Ethics*, Oxford University Press, New Delhi, 3rd Edition, 2013.
- **O.C.Ferrell, John Fraedrich**, *Business Ethics – A Case Perspective*, Hinda Farrell, Cengage Learning Pvt Ltd, New Delhi, 1st Edition, Reprint, 2009.
- **P.S.Rathore**, *Business Ethics & Communication*, S.Chand & Company (P) Ltd., New Delhi, 1st Edition, 2014.
- **S.P.Mathur, Nishu Mathur**, *Business Ethics & Corporate Social Responsibility*, New Age International Publishers, New Delhi, 1st Edition, 2017
- **D.Senthilkumar, A.Senthil Rajan**, *Business Ethics and Values*, Himalaya Publishing House, Mumbai, 1st Edition, 2006
- **S.K.Mandal**, *Ethics in Business and Corporate Governance*, Mchraw Hill Education (India)Private Ltd., New Delhi, 5th Reprint, 2015
- **Dr.S.Sankaran**, *Business Ethics and Values*, Margham Publishers, Chennai, 1st Edition, Reprint, 2015.
- **B.N.Ghosh**, *Business Ethics and Corporate Governance*, Tata Mc Graw Hill Education (P) Ltd., New Delhi, 1st Edition, 2012

SELF - LEARNING PAPER - GROUP V (OPTIONAL)
Subject Title - General Awareness - (Online Examination)
Subject Code (13AUGSL05)

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*** Reference**

Book Title : GENERAL AWARENESS
Year of Publication : January 2010
Published by : Vellalar College for Women (Autonomous)
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