



BOARD OF MANAGEMENT

BOARD OF STUDIES - 2021

Regulation - 2021

Course: B.B.A (Regular - 3 Years)

Branch: BUSINESS ADMINISTRATION

Choice Based Credit System (CBCS)

CURRICULUM AND SYLLABUS – 2021

BUSINESS ADMINISTRATION - PROGRAM OUTCOMES

This course is focused to demonstrate the fundamental competency across business disciplines, specifically on the administration, management, decision making, entrepreneurship and leadership skill with problem solving capacity groomed with the business acumen necessary for the development of organizational effectiveness in a dynamic and evolving workplace.

B.B.A degree program is one of the most sought after career oriented professional programs offered at the graduate level. It intends to train the students to be competent enough for the entry level business management professionals. Its basic focus will aim towards attaining the fundamental theoretical and operational level knowledge of all functional areas of business administration. B.B.A degree program has diverse career options and opportunities to the aspiring business managers both at national and at international level. B.B.A degree program also provides an opportunity to start their own business as the capacity of an entrepreneur.

Upon completion of Bachelor' s in Business Administration - B.B.A degree program, students are able to:

- Understand the principles, functional, operational and technical aspects of effective administration of business enterprises.
- Understand and apply knowledge from the contribution made by business management thinkers towards the basic principles and functions of management.
- Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
- Critically analyses and interpret the management concepts and theories
- Understand and apply ethical principles at both at professional and community levels
- Understand and apply leadership skills at the individual and group levels
- Develop their entrepreneurial skills
- Develop the capacity of making decisions at personal and professional level.

- Evaluate various business problems using analytical and creative, and integrative abilities.
- Enhance the soft skill and maximize the industry interface through various initiatives
- Demonstrate effective and practical communication to business situation
- Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
- Create interest and knowledge on the global business practices.

This program could provide the job options in the following sectors:

- Advertising Agencies
- Aviation Companies
- Business Consultancy
- Banking Sector
- Event Management Companies
- Human resource management
- Insurance Companies
- Market research firms
- Manufacturing industries
- Logistics companies
- Warehousing etc.

Sem	Language Courses (Part - I & Part - II)	Compulsory Core Courses (CC)	Discipline Specific Elective (DSE) / Generic Elective / Interdisciplinary Courses	Ability Enhancement Compulsory Courses (AECC)	Skill Enhancement Course (SEC)	Total Credits
Sem I	Tamil - I/Hindi - I (3 Credits) & English - I (3 Credits)	CC - I (1 x 6 credits = 6 credits)	DSE - I (1 x 6 credits = 6 credits)	AEC - I (Environmental Science) 4 Credits	---	22
Sem II	Tamil - II/Hindi - II (3 Credits) & English - II (3 Credits)	CC - II (1 x 6 credits = 6 credits)	DSE - II (1 x 6 credits = 6 credits)	---	SEC - I (1 X 4 = 4 Credits)	22
Sem III	Tamil - III/Hindi - III (3 Credits) & English - III (3 Credits)	CC - III & CC - IV (2 x 6 credits = 12 credits)	DSE - III (1 x 6 credits = 6 credits)	---	---	24
Sem IV	Tamil - IV/Hindi - IV (3 Credits)	CC - V & CC - VI (2 x 6 credits = 12 credits)	DSE - IV (1 x 6 credits = 6 credits)	AEC - II (English for Communication) - 4 Credits	SEC - II (1 X 4 = 4 Credits)	29
Sem V	---	CC - VII, CC - VIII & CC - IX (3 x 6 credits = 18 credits)		---	SEC - III (1 X 4 = 4 Credits)	22
Sem VI	---	CC - X, CC - XI & CC - XII (3 x 6 credits = 18 credits)	DSE - V: Project Work (1 x 6 credits = 6 credits)	---	SEC - IV (1 X 4 = 4 Credits)	28
Total	21	72	30	8	16	147

S. No.	Nature of Course	No. of Courses	Credit / Each course	Total No. of Credits
I	LANGUAGE COURSES			
	Language - I: Tamil / Hindi	4	3	12
	Language - II: English	3	3	9
II	CC: CORE COURSES			
	CC: Core Courses	12	6	72
III	DSE: Discipline Specific Elective (DSE) / Generic Elective / Interdisciplinary Courses			
	DSE Discipline Specific Elective Courses (including Project Work)	5	6	30
IV	Ability Enhancement Compulsory Courses (AECC)			
	AEC: Ability Enhancement Compulsory courses	2	4	8
V	SEC: Skill Enhancement Course			
	SEC : Skill Enhancement courses	4	4	16
	Total Credits			147

List of Discipline Specific Elective (DSE) Course

S.No.	Name of the course	Nature of course
1	Financial Accounting	DSE
2	Financial Management	DSE
3	Business Economics	IN-D
4	Services Marketing	DSE
5	International Business Management	DSE
6	Total Quality Management	DSE
7	Entrepreneurial Development	DSE
8	Industrial Relations	DSE
9	Banking and financial services	DSE
10	Business Mathematics and statistics	IN-D
11	Advertising Management	DSE
12	Management Information System	IN-D
13	Project work	PROJECT



List of Value Added Courses

1. Women Studies
2. Indian Constitution – Configurable Structure.
3. Basic Life support and First Aid (Demonstration)
4. Fire Safety (Demonstration)
5. Industrial Safety
6. Gandhian thought
7. Life skills
8. Campus to Corporate
9. Yoga Meditation Lab

***VAC NON CREDIT CORSES.**

LIST OF SKILL ENHANCEMENT COURSES (SEC)

S.No.	Name of the course
1	Information Technology Practical – Lab
2	Business Communication Lab
3	Aptitude Enhancement – Lab
4	Entrepreneurship – Lab
5	Profession Skill Development Lab
6	Managerial Skill Development Lab
7	Yoga and Meditation – Lab
8	Commercial Practices Lab

LIST OF CORE COURSES (CC)

S. No.	Name of the course
CC – I	Principles of Management
CC – II	Organizational Behavior
CC – III	Production and Operations Management
CC – IV	Marketing Research
CC – V	Business Law
CC – VI	Principles of Marketing
CC – VII	Consumer Behavior
CC - VIII	Logistics and supply chain management
CC – IX	BANKING LAW & PRACTICES
CC – X	Human Resource Management
CC – XI	Business Environment
CC – XII	Business Ethics

CURRICULUM & SYLLABUS

Curriculum – B.B.A

Semester	ComponentCode	Semester wise course details	Credits	Total
First Semester	Language I	Tamil I/ Hindi I/ French I	3	22
	Language II	English I	3	
	CC – I	Principles of Management	6	
	DSE - I	Will be selected from the list of courses	6	
	AEC – I	Environmental science	4	

Second Semester	Language I	Tamil II/ Hindi II/ French II	3	22
	Language II	English II	3	
	CC – II	Organizational Behavior	6	
	DSE - II	Will be selected from the list of courses	6	
	SEC – I	Will be selected from the list of courses	4	
Third Semester	Language I	Tamil III/ Hindi III/ French III	3	24
	Language II	English III	3	
	CC – III	Production and Operations Management	6	
	CC – IV	Marketing Research	6	
	DSC – III	Will be selected from the list of courses	6	

Semester	ComponentCode	Semester wise course details	Credits	Total
Fourth Semester	Language I	Tamil IV/ Hindi IV/ French IV	3	29
	CC – V	Business Law	6	
	CC – VI	Principles of Marketing	6	
	DSE – IV	Will be selected from the list of courses	6	
	AEC – II	English for communication	4	
	SEC - II	Skill Enhancement Courses - II (will be selected from the list of courses)	4	
Fifth Semester	CC – VII	Consumer Behavior	6	22
	CC– VIII	Logistics and supply chain management	6	
	CC – IX	BANKING LAW & PRACTICES	6	

	SEC - III	Skill Enhancement Courses - III(will be selected from the list of courses)	4	
	CC – X	Human Resource Management	6	

Sixth Semester	CC – XI	Business Environment	6	28
	CC – XII	Business Ethics	6	
	DSE - V	Major Project In Management	6	
	SEC – IV	Will be selected from the list of courses	4	
TOTAL CREDITS				147

22 + 22 + 24 + 29 + 22 + 28 = 147

Total Credits: 147

BOS - 2021

B.B.A

DSC – 3 : Discipline Specific Core Courses – 3(Foundation Courses)

Component : LI	Subject Code :
Subject Title : Tamil - I	Pattern : Theory
No of Credits : 3	No of Hours : 45

இளங்கலை - முதற் பருவம்

SUB : Foundation Course - i

Credit:3

TITLE: (செய்யுள், உரைநடை, இலக்கியவரலாறு,

hours:45

இலக்கணம், பயன்பாட்டுக்கல்வி)

SUB CODE : UG20FC1T1

SUB PATTERN: (THEORY)

பாட நோக்கம் :

தமிழ் மரபுக்கவிதை, புதுக்கவிதை முதலானவற்றை அறிமுகப்படுத்துதல்.

சிறுகதை, நாவல், கட்டுரை முதலான இலக்கிய வடிவங்களைக் கற்பித்தல்.

இக்கால இலக்கியத்தின் மீதான கர்ப்பை மிகுவித்தல்.

கற்றல் பயன் :

தமிழ் இலக்கியத்தின் மீதான ஆர்வம் மிகும்.

புதிய இலக்கிய வடிவங்களை அறிவர்

கவிதை, சிறுகதை ஆகியவற்றை படைக்க முயல்வர்.

அலகு – 1 மரபுக்கவிதைகள் (hours:9)

1.பாரதியார் • புதுமைப்பெண்

2.பாரதிதாசன் • வான் (இயற்கை)

3.நாமக்கல் கவிஞர் • உலகம் வாழ்க

4.கண்ணதாசன் • காலக்கணிதம்

5.கவிஞர் சுரதா • கலப்பை

6.வல்லம் வேங்கடபதி • நெருப்பிலிடு

அலகு - 2 புதுக்கவிதைகள் (hours:9)

1.சிற்பி - ஒரு வீதையின் கதை

2.அறிவுமதி - நட்புக்காலம்

3.தாமரை • ஒரு கதவும் கொஞ்சம் கள்ளிப்பாஹம்

4.ஈரோடு தமிழன்பன் • ஹைக்கூ கவிதைகள் (10 கவிதைகள்)

5.அப்துல் ரகுமான் • ஒப்புதல் வாக்கு மூலம்

6.அபி • மாப்பிள்ளைகள்

7.குட்டி ரேவதி • குடுகுடுப்பைச் சிறுவன்

8.மாலதி மைத்ரி • அகதி

அலகு - 3 உரைநடை (hours:9)

1.கவிப்பேரரசு வைரமுத்து • சிற்பியே உன்னை செதுக்குகிறேன்

அலகு - 4 இலக்கிய வரலாறு - இலக்கணம் (hours:9)

1.புதுக்கவிதை, ஹைக்கூ கவிதை தோற்றமும் வளர்ச்சியும்

2.படிமம், குறியீடு பற்றிய விளக்கங்கள்

3.சிறுகதையின் தோற்றமும் வளர்ச்சியும்

4.உரைநடையின் தோற்றமும் வளர்ச்சியும்

5.இலக்கணக் குறிப்பெழுதி விளக்கம் அறிதல்

6.கலைச்சொல்லாக்கம், எழுத்துப்பிழை நீக்கம்

7.தமிழ் எண்கள்

அலகு - 5 பயன்பாட்டுக்கல்வி - மொழிபெயர்ப்பு (hours : 9)

- 1.கவிதை படைத்தல்
- 2.வினா விடை அமைத்தல்
- 3.கற்பனை சந்திப்பிற்கு உரையாடல் எழுதுதல்
- 4.சிறுகதைகள் குறித்த விமர்சனம்
- 5.பொதுப்பகுதி அலுவலகப்பகுதி ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்

6.தன்முனைப்பு படிப்பு - சிறுகதை

- 1.ஒரு காட்டில் ஒரு மான் • அம்பை
- 2.சுந்தரவனம் • தேவதேவன்
- 3.மவராசர்கள் • விந்தன்
- 4.ஒரு சிறு இசை • வண்ணதாசன்
- 5.மாத்திரை • நீலபத்மநாபன்

பார்வை நூல்கள்

- 1.இலக்கிய வரலாறு • முனைவர் பாக்யமேரி
- 2.இலக்கணமும் மொழிப்பயிற்சியும் • க.கோ.வேங்கடராமன்

BOS - 2021

B.B.A

DSC – 3 : Discipline Specific Core Courses – 3(Foundation Courses)

Component : LII	Subject Code
Subject Title : Tamil - II	Pattern : Theory
No of Credits : 3	No of Hours : 45

இரண்டாம் பருவம்

SUB : Foundation Course - ii

Credit : 3

TITLE : செய்யுள், உரைநடை, இலக்கியவரலாறு,

hours : 45

இலக்கணம், பயன்பாட்டுக்கல்வி

SUB CODE : UG20FC1T2

SUB PATTERN : (THEORY)

பாட நோக்கம் :

தமிழ் மரபுக்கவிதை, புதுக்கவிதை முதலானவற்றை அறிமுகப்படுத்துதல்.

சிறுகதை, நாவல், கட்டுரை முதலான இலக்கிய வடிவங்களைக் கற்பித்தல்.

இக்கால இலக்கியத்தின் மீதான ஈர்ப்பை மிதவித்தல்.

கற்றல் பயன் :

தமிழ் இலக்கியத்தின் மீதான ஆர்வம் மிதும்.

புதிய இலக்கிய வடிவங்களை அறிவர்

கவிதை, சிறுகதை ஆகியவற்றை படைக்க முயல்வர்.

அலகு - 1 - சங்க இலக்கியம் (hours:9)

1.குறுந்தொகை

- 1.குறிஞ்சி - கொங்குதேர் வாழ்க்கை (2)
- 2.முல்லை - கார் புறந்தந்த (162)
- 3.மருதம் - கழனி மா அத்து (8)
- 4.நெய்தல் - நள்ளென்றற்றே (6)
- 5.பாலை - ஏறும்பி அளையின் (12)

2. ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து (21)

3. புறநானூறு - பாடல் எண் : 91, 142,192,195,312.

அலகு - 2 நீதி இலக்கியம் (hours: 9)

1.திருக்குறள் - நட்பாராய்தல்

2.நாலடியார் - நட்பிற்பிழை பொறுத்தல்

3.இனியவை நாற்பது - 1,3,5,6,20

4.பழமொழி நானூறு - 5,27,46,73,114

5.முகூரை - 1,2,5,10,16,17,18,26,30

அலகு -3 - நாவல் (hours: 9)

1.வேரில் பழுத்த பலா - சு.சமுத்திரம்

அலகு - 4 - இலக்கிய வரலாறு (hours:9)

1.பதினெண் மேற்கணக்கு நூல்கள் அறிமுகம்

2.பதினெண் கீழ்க்கணக்கு நூல்கள் அறிமுகம்

3.நாவலின் தோற்றமும் வளர்ச்சியும்

அலகு – 5 - இலக்கணம் - படைப்பாற்றல் (hours:9)

- 1.வல்லினம் மீதும், மிகா இடங்கள்
- 2.வினா, விடை வகைகள் (அறுவகை வினா, எண்வகை விடை)
- 3.தொகை நிலைத்தொடர்
- 4.தொகா நிலைத்தொடர்
- 5.மரபுக்கவிதை புதுக்கவிதை படைத்தல்
- 6.தன்முனைப்பு படிப்பு – புதினம் • 1, புதினம் • 2
(புதினத்தேர்வு மாணவர் விருப்பத்திற்குரியது)

பார்வை நூல்கள்

- 1.இலக்கிய வரலாறு – முனைவர் பாக்கியமேரி
- 2.சங்க இலக்கியம் மூலமும் உரையும் - உரையாசிரியர் முனைவர் முனைவர் விநாகராசன்
- 3.பதினெண் கீழ்க்கணக்கு நூல்கள் - உரையாசிரியர் அமாணிக்கனார்.

BOS - 2021

B.B.A

DSC – 3 : Discipline Specific Core Courses – 3(Foundation Courses)

Component : LIII	Subject Code :
Subject Title : Tamil - III	Pattern : Theory
No of Credits : 3	No of Hours : 45

Part – III Tamil REGULAR

மூன்றாம் பருவம்

(B.A TAMIL, B.A ENGLISH, BSC PHY-CHE ,MATHS,C.S உரியது.)

SUB : Foundation Course - iii

Credit : 3

TITLE : (காப்பியம், நாடகம், பக்தி இலக்கியம்)

hours : 45

SUB CODE : UG20FC1T3

SUB PATTERN : (THEORY)

நோக்கம்:

தமிழ் இலக்கிய வரலாற்றில் ஐம்பெரும்காப்பியங்கள், நாடகங்கள், பக்தி இலக்கியம் பெறும் இடம் குறித்து விளக்குதல்.

காப்பியச் சுவையும் நாடக இன்பத்தையும் பக்தி பெருக்கையும் மாணவர்கள் அறியச் செய்தல்.

கற்றல் பயன்கள் :

மாணவர்கள் தமிழ் இலக்கிய வரலாற்றின் காப்பியம், நாடகம், பக்தி இலக்கியம் பக்தி இலக்கியம் பற்றி அறிதல்.

வாழ்வின் வழிபாட்டின் முக்கியத்துவம் உணர்ந்து கடைப்பிடிப்பர்.

அலகு – 1 (hours:9)

சிலப்பதிகாரம் - (கட்டுரை காதை)

மணிமேகலை - (சிறை விடு காதை)

அலகு – 2 (hours:9)

அ. தேவாரம் - திருநாவுக்கரசர்

ஆ. திருவாசகம் - மாணிக்கவாசகர் (திருவெம்பாவை முதல் 10 செய்யுட்கள்)

இ. நாலாயிரத் திவ்ய பிரபந்தம் - நாச்சியார் திருமொழி 10 செய்யுட்கள்

அலகு -3 (hours : 9)

அ. கம்ப இராமாயணம் - வாலி வதைப்படலம் (70 பாடல்கள்)

ஆ. பெரியபுராணம் - (காரைக்கால் அம்மையார் புராணம்)

அலகு -4 (hours : 9)

உடல்மொழி : (ஆளுமை வளர்ச்சி)

அ.அடிப்படைகளைப் புரிந்து கொள்வது

ஆ.தினமும் பார்க்கும் பிரபலமான சைகைகள்

நாடகம் :

நீதி தேவன் மயக்கம் - அறிஞர் அண்ணா

அலகு -5 (hours : 9)

1.அணிகள்

அ. உவமையணி

ஆ. எடுத்துக்காட்டு உவமையணி

இ. இரட்டுற மொழிதல் அணி

ஈ. வஞ்சப் புகழ்ச்சி அணி

2.பொதுக்கட்டுரை

அ. சுற்றுப்புறச்சூழல்

ஆ. பெண்ணியம்

இ. வேளாண்மை

ஈ. சமூகத் தலைவர்கள் குறித்த தலைப்புகளில் எழுதச் செய்தல்

3.நாடகத்தின் தோற்றமும் வளர்ச்சியும்

4. பக்தி இலக்கியங்கள்

5.இரட்டைக்காப்பியங்கள்

பார்வை நூல்கள்

1.உடல்மொழி - ஆலன் & பார்பராபீஸ்

2.நீதி தேவன் மயக்கம் - அறிஞர் அண்ணா

3.தமிழ் இலக்கிய வரலாறு - முனைவர் கபாக்ய மேரி

BOS - 2021

B.B.A

DSC – 3 : Discipline Specific Core Courses – 3(Foundation Courses)

Component : LIV	Subject Code :
Subject Title : Tamil - IV	Pattern : Theory
No of Credits : 3	No of Hours : 45

Part – IV Tamil REGULAR

நான்காம் பருவம்

(B.A TAMIL, B.A ENGLISH, BSC PHY-CHE ,MATHS,C.S உரியது.)

SUB : Foundation Course - ii

Credit : 3

TITLE : (பண்டைய இலக்கியம்)

hours : 45

SUB CODE : UG20FC1T4

SUB PATTERN : (THEORY)

நோக்கம்:

பண்டைய இலக்கியத்தின் முக்கியத்துவம் உணரச் செய்தல்.

நாட்டார் வாழ்வியல் கூறுகளை அறியச் செய்தல்.

கற்றல் பயன் :

பண்டைய இலக்கியத்தினை உணர்ந்து அதன் நெறியில் வாழ முற்படுதல்.

பழந்தமிழரின் மரபினை பின்பற்றி அதன் விழுமியங்களை நடைமுறைப்படுத்துதல்.

அலகு - 1 (hours : 9)

மெய்யியல்

1. (இராமலிங்க வள்ளலார் பாடல்கள்)

அ. பொன்னாகி மணியாகி

ஆ. பொங்கு பல சமயம்

இ. மெய்ஞ் ஞான

ஈ. பேராய அம்

2.தாயுமானவர் பாடல்கள்

அ. காயாத மரமீது கல்லேறு

ஆ. எல்லாம் அறிந்தவரும்

இ. புகழும் கல்வியும்

ஈ. ஐவர் என்ற பல வேடர்

3.திருமந்திர பாடல்கள்

அ. நாலும் இரு மூன்றும்

ஆ. இலங்கமுது

இ. தன்னையறிதல்

ஈ. இடனொறு மூங்கில்

அலகு - 2 (hours:9)

தனிப்பாடல் திரட்டு

அ. காளமேகம் • நீர்லுள்ள.....

ஆ. ஓளவையார் • தாயோடறு சுவை ...

இ. இரட்டைப்பூலவர் • மாதா பிதா...

ஈ. ஒப்பிலாமணிப்பூலவர் • ஆறு பெருக்காற்....

உ. ஒட்டக்கூத்தர் • கலைவாணி ...

அலகு -3 நாட்டார் வாழ்வியல் (hours:9)

அ. வாய்மொழி இலக்கியமும், நாட்டரிலக்கியமும்

ஆ. கைவினைக் கலைகள்

இ. மண்பாண்டக் கலைகள்

ஈ. பத்த மடைப்பாய்

உ. நாட்டார் உணவு

ஊ. நாட்டார் விளையாட்டு

எ. தெருக்கூத்து

ஏ. பாவைக்கூத்து

ஐ. வீடுகதைகள்

ஒ. மரபுத் தொடர்கள்

அலகு -4 கட்டுரைகள் (hours: 9)

- | | |
|----------------------|----------------------------------|
| அ. சுஜாதா | • மூளையின் சாப்பாடு |
| ஆ. அகிலன் | • எழுத்தாளர் கார்க்கி (கதைகள்) |
| இ. சுநேரந்திரன் | • தமிழ்நாட்டு அறிவியல் அறிஞர்கள் |
| ஈ. இளம்பிறை மணிமாறன் | • அன்பின் வண்ணம் கம்பனின் எண்ணம் |

அலகு -5 பயன்பாட்டுக் கல்வி / இலக்கணம் (hours:9)

- அ. இதழ் உருவாக்கம் (நாட்டுப்புறவியல்)
- ஆ. மரபுத் தொடர் வழி – கதை உருவாக்கம்
- இ. வட்டார வழக்குச் சொற்கள் (உதாரணம் : உசீர் • உயிர் ,
சீலவு – செலவு
- ஈ. அருஞ்சொற் பொருள் அறிக
- இ. உரை நடை தோற்றமும் வளர்ச்சியும்

பார்வை நூல்கள் :

- | | |
|------------------------------------|-----------------------|
| 1.இராமலிங்க வள்ளலாரின் மகா தேவமாலை | • இராம. இருசுப்பிள்ளை |
| 2.தாயுமான சுவாமிகள் பாடல்கள் | • வீ. சீவஞானம் |
| 3.தனிப்பாடல் திரட்டு | • கா.சுப்பிள்ளை |
| 4.திருமந்திரம் | • அடியன் மணிவாசகம் |
| 5.நாட்டார் வழக்காற்றியல் | • தே.ஹார்து |
| 6.தமிழ் இலக்கிய வரலாறு | • மது.ச.விமலானந்தம் |



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
DEEMED TO BE UNIVERSITY

BOS - 2021

B.B.A

School of Arts and Science

Board of Arts

Subject code:

Subject title: English I

Pattern: Theory

No. of Credits: 3

No. of hours: 45

Syllabus

Objective:

To understand the various literary writers and their portrayal of life and society.

To understand the use of language in expression.

To enable the students to read English and comprehend and interpret the text.

Course Outcome:

After completion of the course

The Students will be able to understand various literary writers and their portrayal of life and society.

The students will be able to understand the use of language in expression

The students will be able to read English and comprehend and interpret the text.

UNIT I

Hours: 9

Poetry Harmony, ED. K. TRIPATHY – PUB. OUP, CHENNAI.

1. Wordsworth : Solitary Reaper

2. Robert Frost : Stopping by Woods on a Snowy Evening

3. Shakespeare : All the World is a Stage

UNIT II

Hours:9

Short Stories: Popular Short Stories ED. Board OF EDITORS – PUB. OUP, CHENNAI.

1. Katherine Mansfield :A cup of tea
2. R.K.Narayan :The Gateman' s Gift
3. Leo Tolstoy : How Much Land Does a Man Need?

UNIT III

Hours: 9

Plays: Tales from Shakespeare, Published byMadhuban Educational Books, UBS Publishers & Distributors, New Delhi.

1. The Merchant of Venice
2. Macbeth
3. Twelfth Night

UNIT IV

Hours: 9

Grammar: Form And Function, By V.Sasikumar& V.Syamala, Emerald Publishers, Chennai-8.

1. Statements and Questions
2. Determiners including Articles
3. Conjunctions and other Devices

Composition: Communication Skills For Undergraduates, Dr. T.M.Farhathulah, RBA Publications, Chennai

UNIT V

Hours: 9

1. Letter Writing
2. Telegrams
3. Advertisements

Further Reading and Reference Book:

Shakespeare,William*The Merchant of Venice*.Harlow,Essex,England: Longma,1994.

Shakespeare,William, Mowat,Barbara A. Werstine,Paul. *The Tragedy of Macbeth*. New York: Washington, Square press,2004, c1992 print.

Shakespeare, William, *Twelfth Night*. Boston; New York: Houghton Mifflin,1928.

Sokkalingam,S.R.M, *The Art of Speaking English*. Versatile Publishing House: ChennaiPlatinum digital prints.2010.

Word Worth,William. *The Collected poems of William Words Worth*. Words Worth Editions, 1994.



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
DEEMED TO BE UNIVERSITY

BOS - 2021

B.B.A

School of Arts and Science

Board of Arts

Subject code:

Subject title: English II

Pattern: Theory

No. of Credits: 3

No. of hours: 45

Syllabus

Objective:

To understand the nuances of Poetry.

To learn the grammar, which in turn enhances reading of literature.

To train the students to write effectively

Course Outcome:

After the completion of the course

The Students will be able to understand the nuances of poetry

The students will be able to use basic grammatical structures in short conversations and discussions.

The students will be able to write effectively.

Unit-I. Poetry:

HarmonyEd. K.Tripathy– pub. OUP, Chennai.

Hours: 9

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|------------|---|--------------------------|
| 1. Milton | : | On His Blindness |
| 2. Shelley | : | Ozymandias |
| 3. Keats | : | La Belle Dame Sans Merci |

Unit-II.

Short Stories: Popular Short Stories. Board of editors – pub. OUP, Chennai.

- | | | | |
|---------------------------|---|-----------------------|-----------------|
| 1. Sir Arthur Conan Doyle | : | The Dying Detective | Hours: 9 |
| 2. Ernest Hemingway | : | Old Man at the Bridge | |
| 3. Guy de Maupassant | : | The Necklace | |

Unit- III

Plays: Tales from Shakespeare, published by Madhuban educational books, UBS Publishers & Distributors, New Delhi

1. A Midsummer Night's Dream **Hours: 9**
2. Much Ado About Nothing
3. Julius Caesar

Unit-IV.

Grammar: Form and Function, By V. Sasikumar & V. Syamala, Emerald Publishers, Chennai.

Hours: 9

1. The Active and Passive Voice
2. Reported Speech
3. Conditional Clauses

Unit-V.

Composition: Communication Skills for Undergraduates, Dr.T.M.Farhathulah, RBA Publications, Chennai.

Hours: 9

1. Notices
2. Designing a Resume
3. Writing a Report

Further Reading &Reference Book:

Doyle, Arthur Conan. *The Adventure of Dying Detective*. The Strand Magazine.1913.

Shakespeare, William. *A Midsummer Night's Dream*. New York: Signet Classic,1998.

Shakespeare, William. *Much Ado About Nothing*. London; New York: Penguin,2005.

Shakespeare, William. *Julius Caesar*. New York: Dover Publications, 1991.Print.

Sokkalingam,S.R.M, *The Art of Speaking English*. Versatile Publishing House:
ChennaiPlatinum digital prints.2010.



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
DEEMED TO BE UNIVERSITY

BOS - 2021
B.B.A
Common to all Branches

Subject: Foundation-II

Subject Code:

Subject title: English- III

Pattern: Theory

No: Credits: 03

No. of hours: 45

Syllabus

OBJECTIVE:

1. To enable the students to develop their communication skills in English
2. To empower the students with fluency and accuracy in the use of English language.
3. To transform into globally employable persons with placement skills

Course Outcomes:

After completion of the course students will be able to:

1. Learn or equipped with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.
2. Enhance language through a task-based & learner – centric syllabus
3. Develop their critical thinking capabilities focused through the course as an important need.

UNIT-I

Hours: 9 hours

Prose: Education

Poem: Sarojini Naidu- “ Harvest Hymn”

Letter writing: Formal and Information

Short story: O Henry-Robe of Peace (Extensive Reading)

Essential English Grammar: 1 - 6 units

UNIT- II

Hours: 9 hours

Prose: Application,

Poem: Ben Johnson – “ On Shakespeare” (Reading Comprehension)

Short Story: Rudyard Kipling – The Miracle of Puran Bhagat (Extensive Reading)

Essential English Grammar: 7 - 12 units

UNIT- III

Hours: 9 hours

Prose: Interview

Poem: Robert Herrick – ‘ Gather Ye Rosebuds’ (Note Making)

Short Story: H. G. Wells – The Truth About Pyecraft(Extensive Reading)

Essential English Grammar: 13 - 18 units

UNIT- IV

Hours: 9 hours

Prose: Review (Super Toys)

Poem: Oliver Gold Smith- ‘ The Village School Master’ (Developing story from hints)

Short Story: John Galsworthy – ‘ Quality’ (Extensive Reading)

Essential Grammar Reading 19- 24 units

UNIT – V **hours**

Hours: 9

Prose: Killers

Poem: William Blake – From Auguries of Innocence (Precise Writing)

Short Story: William Somerset Maugham-Mabel (Extensive Reading)

Essential Grammar Reading 25- 50 units

TEXT BOOKS:

- 1.Krishnaswamy.N.T.Current English for colleges. Hyderabad: MacMillan india Ltd,2006.
- 2.Dahiya SPS Ed.Vision in Verse,An Anthology of Poems. New Delhi: Oxford University Press, 2002.
- 3.Murphy, Raymond. Essential English Grammar. New Delhi:Cambridge University Press,2009.
- 4.Seshadri K G Ed. Stories for Colleges. Chennai:Macmillan India Ltd,2003.



BOS - 2021

B.B.A

DSC – 1 : Discipline Specific Core Courses - 1

Component : DSC 1	Subject Code : U19BBC2PM
Subject Title : Principles of Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To help the students gain understanding of the functions and responsibilities of managers.
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Outcome	:	To Enable Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
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UNIT I

18 Hours

Management – Concept – Nature – Management as a Science, an Art and Profession – Levels of management – Roles and Qualities of Managers

UNIT II

18 Hours

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

UNIT III**18 Hours**

Organizing – Concept – Organization as a process – Types of organization – Centralization – Decentralization..

UNIT IV**18 Hours**

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Principles & Techniques.

UNIT V**18 Hours**

Co-ordination – Types & Techniques - Controlling – importance – Types – Control areas and Process – Budgetary Control.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

BOOKS FOR TEXT & REFERENCE:

1. Principles of Management – SHERLEKAR & Sherlekar , Himalaya Publishing house
2. Principles of Management – C. B. Gupta, Sultan Chand & Sons, New Delhi
3. Principles & Practices of Management – L.M Prasad, Sultan Chand & Sons
4. Business Management – DINKAR PAGARE, Sultan Chand & Sons
5. Principles of Management – TRIPATHI AND REDDY, TataMcGrawHill
6. Essentials of Management – KOONTZ AND O’ DONNEL, McGraw Hill
7. Management Principles – T.RAMASAMY, Namakumari Publications.



BOS - 2021

B.B.A

DSC – 1 : Discipline Specific Core Courses - 1

Component : DSC 1	Subject Code : U19BBC3OB
Subject Title : Organizational Behavior	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain knowledge about the organization and behavior in organization
Outcome	:	To inculcate knowledge on Personality, Perception, Motivation, Job satisfaction, morale, Group dynamics, Leadership traits, Counseling and guidance, etc.

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6	0	0	6

UNIT I

18 Hours

Organizational Behavior – Concept – Nature - Organizational Behavior Models and other similar fields of study – Disciplines contributing to Organizational Behavior.

UNIT II

18 Hours

Individual Behavior – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

UNIT III**18 Hours**

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power - Definition of Power – Types of Power

UNIT IV**18 Hours**

Authority - Definition of Authority – Characteristics – Types of Authority. Morale – Concept – importance - Morale and Productivity – Steps to improve Morale in an organization.

UNIT V**18 Hours**

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow’ s need hierarchy theory – Mc Gregor’ s theory X and Theory Y – Herzberg Two Factor Theory.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Organization Theory and Behavior – V.S.P. RAO & D.S. Narayana, Konark Publishers Pvt Ltd
2. Organizational Behavior – FRED LUTHENS, McGraw Hill

REFERENCE BOOKS:

1. Organizational Behavior – L.M. PRASAD, Excel Books, New Delhi
2. Organizational Behavior – Dr. P.C. SEKAR



BOS - 2021

B.B.A

DSC – 1 : Discipline Specific Core Courses - 1

Component : DSC 1	Subject Code : U19BBC4MM
Subject Title : Production & Operations Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.
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Outcome	:	To keep the students conversant with the ever – enlarging frontiers of cost and management accounting knowledge.
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L	T	P	C
6	0	0	6

UNIT I

18 Hours

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

UNIT – II

18 Hours

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layout – Service Facilities.

UNIT – III

18 Hours

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

UNIT – IV

18 Hours

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

UNIT – V

18 Hours

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

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

Reference Books

1. Buffa, E.S. and Sarin, R., Modern Productions / Operations Management, 8th Edition, Wiley, 2007.
2. Chary, S.N., Production and Operations Management, 5th Edition, Tata McGraw-Hill, 2012.
3. B.Mahadevan, Operations Management, 2nd Edition, Pearson, 2010.
4. Lee Krajewski, Larry P Ritzman, Manoj K Malhotra & Samir K Srivastava, Operations Management, 9th Edition, Pearson, 2011.
5. Heizer, J., Render, B. and Rajashekhar, J., Operations Management, 9th Edition, Pearson, 2009.
6. Panneerselvam, R., Production and Operations Management, 3rd Edition, PHI Learning, 2012.
7. Srinivasan, G., Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt. Ltd



BOS - 2021

B.B.A

DSC – 2 : Discipline Specific Core Courses - 2

Component : DSC 1	Subject Code :
Subject Title : Research Methodology	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to understand the research methodology
Outcome	:	On successful completion of this course the students should have the practical knowledge and the tactics in research methodology

L T P C
6 0 0 6

UNIT - I

18 Hours

Research – An Introductory Approach: Meaning, Characteristics and Importance Types of Research: Fundamental and Applied Research The Basic Research Process: An Overview and Steps

UNIT II

18 Hours

Research Problems: Meaning, Components and Steps to be Followed While Formulating a Research Problem/ Criteria of a Good Research Problem

UNIT III

18 Hours

Research Design: Meaning, Characteristics of a Good Research Design, Components of a Research Design

UNIT IV

18 Hours

Sampling: Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings)

Methods of Collecting Data: Survey and Observation Methods, Sources of Collection of Data:

Primary Data (Method – questionnaire development), Secondary Data (Sources and Precautions in the Use of Secondary Data)

UNIT V

18 Hours

Editing: Meaning and Importance, Tabulation: Meaning and Rules for Tabulation and Parts of a Table Report Writing: Characteristics and Types and formats of Report

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Ghosh, B.N. Scientific Method and Social Research (Sterling: New Delhi)
2. Kothari, C.R. Research Methodology – Methods and Techniques (New Age: New Delhi)

REFERENCE BOOK:

1. Krishnaswami, O.R. Methodology of Research in Social Science (Himalaya Publishing House: Mumbai.)

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B.B.A

DSC – 2 : Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC5PM
Subject Title : Principles of Marketing	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to understand the basics in marketing.
Outcome	:	On successful completion of this course the students should have the practical knowledge and the tactics in marketing.

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UNIT - I

18 Hours

Marketing Management – Meaning of Market, Classification – Modern Marketing Concepts – Marketing Approaches – Marketing Functions – Market Mix.

UNIT - II

18 Hours

Market Environment – Market Segmentation – Buyer Behaviour – Determinants of Buyer Behavior.

UNIT - III

18 Hours

Product Planning – Product Mix – Product Life Cycle. - Price – Objectives – Factors influencing Pricing – Methods of Pricing.

UNIT IV

18 Hours

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels.

UNIT - V

18 Hours

Marketing Information System and Marketing Research – Steps in Marketing Research – Marketing of Services – Service Marketing Mix.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOK:

1. Marketing Management – Rajan Nair, Sultan Chand.
2. Modern Marketing – R.S.N. Pillai & Bagavathi, S. Chand. 2010.
3. Principles and Practices of Marketing – Mamoria & Joshi, kitab mahal, 2018.

BOOKS FOR REFERENCE:

1. Marketing Management – Philip T Kotler., Pearson Education, 2015.
2. Marketing Management – S A Sherlekar & T K Pany, Himalaya Publishing House, 2017.
3. Marketing management- Rajan Saxena, ata Mc Graw Hills, 2009.

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B.B.A

DSC – 2: Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC6BL
Subject Title : Business Law	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To gain a comprehensive knowledge on all aspects of law as applied to business.
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Outcome	:	To inculcate knowledge on various laws relating to business such as law of contract, law of sale of goods, law of agency, Negotiable Instruments Act etc.
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UNIT I

18 Hours

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

UNIT II

18 Hours

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract .

UNIT III

18 Hours

Law of Agency-Modes creation-Agency by Ratification-sub – Agent and Substituted Agency-Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

UNIT IV

18 Hours

Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT V

18 Hours

Partnership-Definition, essentials of partnership-Rights, duties and Liabilities of partners-Types of partnership - Dissolution of partnership.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOK RECOMMENDED:

1. Business law – J Jayasankar – Margham Publication. 2012
2. Legal systems in Business – Dr. T.S. Ravi – Margham Publication.
3. Business Laws – N. D. Kapoor – Sultan Chand & Sons. 2019.

BOOKS FOR REFERENCE:

1. Principles of Mercantile Law – Eastern book co, Avtar Singh, 2008.
2. Business Law – R. S. N. Pillai & Bagavathi, S. Chand. 2007
3. Business Law – V.Balachandran & S.Thothadri, Tata Mcgraw Hill Education. 2009.
4. Elements of Mercantile Law - N.D. Kapoor, Sultan Chand & Sons. 2018
5. Principles of Mercantile Law – Allahabad Law agency, Dr. R. k. Bangia, 2017.

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B.B.A

DSC – 2: Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC7HR
Subject Title : Human Resource Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.
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Outcome	:	To understand the nature of human resources and its significance to the organization.
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UNIT - I

18 Hours

Nature and scope of HRM - Difference between Personnel Management and HRM Functions of HRM - Environment of HRM - Strategic HRM.

UNIT - II

18 Hours

Human Resource Planning - Recruitment - Selection - Methods of Selection – Types of tests - Interview techniques in selection - Placement.

UNIT - III

18 Hours

Induction - Training Methods - Techniques - Identification of Training needs - Training and Development. Development Methods.

UNIT - IV**18 Hours**

Performance Appraisal - Methods - Job Evaluation – Compensation – Objectives - Process.

UNIT – V**18 Hours**

Transfer - Promotion – Separation - HRM Audit - Nature - Benefits - Scope – Approaches.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOK:

1. Resource Management: J.Jayashankar, Margham Publications
2. Mamoria & Mamoria CB - Personnel Management – Himalaya book house.
3. Human Resource Management (Text& Cases) – K.Aswathappa – Tata Mc Graw Hill, New Delhi, 2013

REFERENCE BOOKS:

1. Human Resource Management, Dr.Radha, Prasanna Publications, Chennai 2014
2. Human Resource Management – L.M.Prasad – Sultan Chand & sons – New Delhi, 2013
3. Human Resource Management(Text & Cases) – C.B.Gupta – Sultan Chand & Sons – New Delhi, 2013
4. Subba Rao P - Human Resource Management and Industrial Relations.

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DSC – 2: Discipline Specific Core Courses - 2

Component : DSC 2	Subject Code : U19BBC8BE
Subject Title : Business Environment & Ethics	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	: To enable the students to know the intricacies of Business Environment and ethics
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Outcome	: On successful completion of this subject the students should have Knowledge on the meaning conveyed by the word 'Business' , understand the various forms of business , types of business and impact of various aspects on business environment and ethics
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UNIT I

18 Hour

Business - scope - characteristics - Business Goals - criticisms - Business Environment - Objectives - types of environment.

UNIT II

18 Hours

Economic Environment-Nature-economic factors-Basic economic system economic planning-Privatization -Nature-Objectives- privatization Routes

UNIT III

18 Hours

Social and cultural environment-Nature-Impact of culture on Business Culture and Goods, services-People's attitude to Business and work-Social responsibility of Business-Business and Society

UNIT-IV

18 Hours

Ethics internal - Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation employees - Ethics External - Consumers - Fair Prices - False Claim Advertisements.

UNIT-V

18 Hours

Ethics External - Environment Protection - Natural - Physical - Society - Relationship Values and Ethics - Indian Ethos - Impact on the performance.

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOKS:

1. K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House
2. Dr.S. Shankaran - Business Ethics & values – Margam Publication

BOOKS FOR REFERENCE:

1. George. Steiner & JohnF . Steiner- Business, Government and Society- Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment – Himalaya publicshing House
4. Ishwar C.Dhingara.-Indian Economy-Sultan chand & company
5. Business Ethics – 5TH Edition – Joseph.W.Weiss – Thomson – South – Western

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II - ELECTIVE COURSE

Component : DSE – 1: Discipline Specific Elective Courses	Subject Code : U19BBE1MC
Subject Title : Marketing Research & Consumer Behaviour	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enhance the students understanding of the marketing research Industry.
Outcomes	:	understand the process of marketing research and its different processes

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UNIT I

18 Hours

Introduction to Marketing Research:

Marketing Research – Concept, Marketing research & market research – difference, scope and importance of Marketing Research, Marketing information system – concept, research process, Major techniques of Marketing research (quantitative and qualitative), research design.

UNIT II

18 Hours

Collection of Primary Data – Observation, Methods of Observation, Survey: Methods of Survey, Selection of Survey Methods, Questionnaire design, and Qualitative research: Depth interviews, Focus groups, Projective Techniques

Collection of Secondary Data – Meaning, evaluation, sources; Sampling, Sampling Designs: Census Vs Sample; Advantages & Disadvantages of Sampling.

UNIT III

18 Hours

Analytical Techniques:

Simple Numerical on Correlation; Regression; Testing of Hypothesis for application of Marketing Research. Probability Sampling & Non-Probability sampling techniques.

UNIT IV**18 Hours****Introduction to Consumer Behaviour :**

Concept, Definition- Consumer behavior; internal & external determinants of consumer behaviour , factors affecting consumer behavior (buyer' s black box & EKB Model); Consumer as an individual – Needs – wants, Perception – Marketers concern; perceptual risks; changing attitudes; how marketers influence attitudes.

UNIT V**18 Hours****Determinants of Consumer Behaviour :-**

(b) Consumers in their social & cultural settings – Reference Groups & Opinion Leader; Family (importance of family influences in consumer behavior); meaning of family & its importance in marketing decision; family life-cycle; role social class concept; characteristics and influence; concept, importance of cultures, sub-cultures, marketer' s concern. Cross cultural consumers behavior.

Lecture Hours : 90
Tutorial Hours : 00
Total Hours : 90

TEXT BOOKS:

1. Marketing Research : S.L. Gupta, Excel Books
2. Consumer Behaviour : S K Batra & S Kazmi, Excel Books

BOOKS FOR REFERENCE:

1. Marketing Research : Text & Cases by Loudon, Jaico Publication
2. Marketing Research : G.C.Beri, TMH



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B.B.A

DSC – 1: Discipline Specific Core Courses - 1

Component : DSE 1	Subject Code : U19BBC1FA
Subject Title : Financial Accounting	Pattern : Theory and Problem
No of Credits : 6	No of Hours : 90

Objective	:	To impart knowledge of accounting and cover the practical knowledge.
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Outcome	:	To provide basic knowledge about the accounting principles and procedures, concepts & conventions of accounting and accounting framework.
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UNIT I

18 Hours

Definition of Account – Accounting Principles – Nature of Accounting Concepts – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

UNIT II

18 Hours

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Cash Book:- Simple Cash Book and Bank Reconciliation statement (BRS)

UNIT III

18 Hours

Preparation of trading, profit and loss account and balance sheet of Sole Trading.

UNIT IV

18 Hours

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded)

UNIT V

18 Hours

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method. Departmental Accounts - Basis for allocation of expenses

NOTE: Question Paper shall cover 40% Theory and 60% Problems.

Lecture Hours	: 75
Tutorial Hours	: 15
Total Hours	: 90

TEXT BOOK RECOMMENDED:

1. Financial Accounting – A. Moorthy and T.S.Reddy – Margam Publications, VI revised edition 2011.
2. Advanced Accountancy – S.P.Jain & K.L.Narang, Kalyani Publishers. 2016

BOOKS FOR REFERENCE:

1. Advanced Accountancy – R.L.Gupta & Radhasamy. - Sultan Chand & Sons. 2013
2. Principles of Accountancy – Vinayakam, Mani & Nagarajan. – S. Chand. 2010
3. Advanced Accountancy – M.C.Shukla, T.S.Grewal & S.C.Gupta - S Chand & Sons. 2016.

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B.B.A

II - ELECTIVE COURSE

Component : DSE – 1: Discipline Specific Elective Courses	Subject Code : U19BBE2FM
Subject Title : Financial Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To help students achieve better financial outcomes for businesses with which they might be associated.
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Outcome	:	This course enables the students with the knowledge about the Capital budgeting, Working capital, cash management, and better financial management techniques.
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UNIT I

18 Hours

Financial Management – Meaning – Definition – Objectives – Importance – Functions – Organization – Structure of Financial Management – Role of a Financial Manager.

UNIT II

18 Hours

Capital Budgeting – Ranking of Projects – Methods of Evaluating a Project Investment Proposal – Importance of Capital Budgeting (Simple Problems Only). Leverages – Meaning - Types – Importance and Significance of Leverages (Simple Problems Only).

UNIT III

18 Hours

Capital Structure Theories – Net Income Approach – Net Operating Income Approach – Modigliani Miller Approach – Factors Determining Capital Structure (Theory Only).

UNIT IV

18 Hours

Cost of Capital – Concept of Cost Of Capital – Determinants of Cost of Capital – Simple and Weighted Average Cost of Capital (Simple Problems Only).

UNIT V

18 Hours

Working Capital Management – Meaning – Importance – Types – Factors Determining Working Capital - Estimation Of Working Capital (Simple Problems Only). Management of Cash – Inventory - Accounts Receivables and Accounts Payable (Theory Only).

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Dr. Murthy, Financial Management, Margham Publications. 2010
3. I.M. Pandey Financial Management – Vikas Publication.
4. Khan & Jain, Financial Management - Tata McGraw-Hill Education.2018

REFERENCE BOOKS:

1. M.C. Kuchal, Financial Management – Vikas Publication.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya Book House.
3. Dr. Srivastava - Financial Management, HPH.

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B.B.A

II - ELECTIVE COURSE

Component : DSE – 1: Discipline Specific Elective Courses	Subject Code : U19BBE3SM
Subject Title : Business Communication	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to acquire a deep knowledge in services marketing.
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Outcome	:	On successful completion of this course, the students should have understood the growing importance of services in every organization
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UNIT I

18 Hours

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letter – Layout.

UNIT II

18 Hours

Kinds of Business Letters: Interview – Appointment – Acknowledgement – Promotion – Enquiries – Replies – Orders – Sales – Circular – Complaints.

UNIT III

18 Hours

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV

18 Hours

Reports Writing – Agenda, Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V

18 Hours

Modern Forms of Communication: Fax – Email – Video Conferencing – Internet – Websites and their use in Business.

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication - Sultan Chand & Sons - New Delhi.
2. Shirley Taylor, Communication for Business - Pearson Publications - New Delhi.
3. Bovee, Thill, Schatzman, Business Communication Today - Pearson Education Private Ltd. - New Delhi.
4. Penrose, Rasbery, Myers, Advanced Business Communication - Bangalore.
5. Simon Collin, Doing Business on the Internet - Kogan Page Ltd.- London.
6. Mary Ellen Guffey, Business Communication – Process and Product - International Thomson Publishing - Ohio

REFERENCE BOOKS:

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.

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II - ELECTIVE COURSE

Component : DSE – 1: Discipline Specific Elective Courses	Subject Code : U19BBE4IB
Subject Title : International Business Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To acquaint the students with the basic knowledge of management trade relating to foreign
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Outcome	:	The students acquires the knowledge about the Foreign trade, Foreign exchange, etc.
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UNIT I

18 Hours

Introduction: The Globalization of the World Economy – Emergence of Global Institutions – Changing Nature of International Business – Managing in the Global Market Place

UNIT II

18 Hours

National Differences in Political Economy: Introduction – Political Systems – Economic Systems – Legal Systems – The Determinants of Economic Development – States in Transition Differences in Culture: Introduction – Social Structure – Religion – Language – Education – Culture and the Workplace – Cultural Change – Cross-cultural Literacy – Culture and Competitive Advantage.

UNIT III

18 Hours

International Trade Theory: Introduction – Mercantilism – Absolute Advantage – Comparative Advantage – Heckscher-Ohlin Theory – The New Trade Theory – National Competitive Advantage – Porter’ s Diamond – WTO & Development of World Trade – Regional Grouping of Countries and its Impact.

UNIT IV

18 Hours

Foreign Direct Investment: Introduction – FDI in the World Economy – Horizontal and Vertical Foreign Direct Investment – Advantages of Host and Home Countries.
The Global Monetary System: An Introduction to Foreign Exchange Market – Functions of Foreign Exchange Market.

UNIT V

18 Hours

International Business Strategy: Introduction – Strategy and the Firm – Profiting from Global Expansion – Pressures for Cost Reductions and Local Responsiveness – Strategic Choice. Mode of Entry and Strategic Alliances: Introduction – Entry Modes – Selecting an Entry Mode – Strategic Alliances – Making Alliances Work.

Lecture Hours : 90
Tutorial Hours : 00
Total Hours : 90

TEXT BOOK RECOMMENDED:

1. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, the Edition, Tata McGraw-Hill Education, 2008.

BOOKS FOR REFERENCE:

1. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
2. Paul, J., International Business, 5th Edition, PHI Learning, 2010.



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II - ELECTIVE COURSE

Component : DSE - 2 : Discipline Specific Elective Courses	Subject Code : U19BBE5TQ
Subject Title : Management Information System	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain basic knowledge of Total Quality Management.
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Outcome	:	Adaptability to changing or emerging market conditions and to environmental and other government regulations.
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UNIT I

18 Hours

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision - making.

UNIT II

18 Hours

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

UNIT III

18 Hours

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

UNIT IV

18 Hours

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

UNIT V

18 Hours

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

Lecture Hours	: 90
Tutorial Hours	: 00
Total Hours	: 90

TEXT BOOKS:

1. Mudrick & Ross , "Management Information Systems", Prentice - Hall of India .
2. Sadagopan , "Management Information Systems" - Prentice- Hall of India
3. CSV Murthy -"Management Information Systems" Himalaya publishing House .
4. Dr. S.P. Rajagopalan , "Management Information Systems and EDP " , Margham Publications , chennai .

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B.B.A

II - ELECTIVE COURSE

Component : DSE - 2 : Discipline Specific Elective Courses	Subject Code : U19BBE6BF
Subject Title : Managerial Economics	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain knowledge of business financial services and stock market dealings.
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Outcome	:	Gives understanding regarding the financial players and stock market operations.
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UNIT-I

UNIT I Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

UNIT II Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand – Determinants of demand – Elasticity of demand – Demand forecasting

UNIT III Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship – Short run and long

run – Revenue curves of firms – Supply analysis

UNIT IV Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT V Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly - Oligopoly

Lecture Hours : 90

Tutorial Hours : 00

Total Hours : 90

TEXT BOOKS:

1. Dr. S.Shankaran, Managerial Economics - Margram Publication - Chennai
2. P.L Metha, Managerial Economics - Sultan Chand Publications - New Delhi
3. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications - New Delhi.
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,- New Delhi.
5. Spencer M H, Contemporary Economics - Worth publishers - New York.
6. VI Mote Samuel Paul G.S Gupta, Managerial Economics – concepts and cases - Tata McGraw Hill - New Delhi.



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II - ELECTIVE COURSE

Component : DSE - 2 : Discipline Specific Elective Courses	Subject Code : U19BBE7IR
Subject Title : Strategic Management	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	: To sensitize the students to the tasks of industrial relations.
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Outcome	: To familiarize students with concepts of industrial relations, to facilitate current industrial relation scenario in India understanding industrial conflict and industrial democracy
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UNIT I

18 Hours

Strategic Management – Definition, Meaning and Role, Objectives of Strategic Management, Benefits of Strategic Management, Importance of Strategic Management, Causes for failure of Strategic Management

UNIT 2

18 Hours

Strategic Management Process: Introduction, Strategic Management Process, Strategic Vision and the role of a Strategist, Criteria for Effective strategy, Role of Strategic Management in Policy Making

UNIT 3:**18 Hours**

Strategic Analysis: Introduction, Strategic Analysis – definition, Need for Strategic Analysis & Environmental Scanning, Understanding environment of business for strategic analysis, Strategic thinkers & their contributions, Role of Strategic Analysis in Policy making

UNIT 4:**18 Hours**

Strategy Formulation: Introduction, Types of Strategies, Steps in Strategy Formulation, Core Competencies and their Importance in Strategy Formulation,

UNIT 5:**18 Hours**

Strategic Planning and Implementation: Introduction, Strategic Planning Process, Types of Strategies, Stability, Expansion or Growth, Mergers and Acquisitions, Activating Strategy, Issues in Strategy Implementation, Integrating the Functional Plan and Policies

Lecture Hours : 90
Tutorial Hours : 00
Total Hours : 90

TEXT BOOKS:

1. Azhar Kaxmi: Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2010
2. Bhattacharry, S.K. and N.Venkataraman: Managing Business Enterprises.
4. Strategies, structure and Systems, Vikas publishing house, New Delhi, 2011

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II - ELECTIVE COURSE

Component : DSE - 2 : Discipline Specific Elective Courses	Subject Code : U19BBE8ED
Subject Title : Entrepreneurial Development	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to gain knowledge about small business and its opportunities in the present scenario.
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Outcome	:	On successful completion of this course, the student should be well versed in Concept relating to entrepreneur, Knowledge in the finance institution, project report incentives and subsidies. .
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UNIT I

18 Hours

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs. Case Studies of Entrepreneurs

UNIT II

18 Hour

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

UNIT III

18 Hours

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal. Sample Projects of Entrepreneurs.

UNIT IV**18 Hours**

Entrepreneurial Development Programmes (EDP) – Role relevance, and achievements – Role of Government in organizing EDPs – Critical evaluation

UNIT V**18 Hours**

Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approach in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship

Lecture Hours : 90**Tutorial Hours : 00****Total Hours : 90****TEXT BOOKS:**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development

REFERENCE BOOK:

1. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business
2. P.C. Jain – Handbook for New Entrepreneurs

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B.B.A

II - ELECTIVE COURSE

Component : DSE - 2 : Discipline Specific Elective Courses	Subject Code :
Subject Title : Business Application Software	Pattern : Theory
No of Credits : 6	No of Hours : 90

Objective	:	To sensitize the students to the tasks of software application in Business
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Outcome	:	To familiarize students with concepts of Business application software, to facilitate current trends in software which are applicable in business practice
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UNIT I

18 Hours

Word Processing: Editing, formatting and printing documents, using tools such as spelling check, Thesaurus, Mail merge etc., Structure of spreadsheet and its applications, Formatting cells, Concept of absolute and relative cell reference, using built in functions, Goal seeking and solver tools, Strategies of creating error-free worksheet (MS Excel).

UNIT II

18 Hours

Database Development: Distributed database, Client Server database, Parallel Database, Multi dimensional database, Mobile database, Web database, KDD

UNIT-III

18 Hours

Electronic Data Interchange (EDI): Introduction to EDI, EDI standards; Financial EDI for international trade transaction; Application of EDI, Advantages of EDI.

UNIT-IV:

18 Hours

Internet: History, Development in India, Distributed computing, Client server computing, Internet protocol suite in the internet environment, Domain Name System (DNS).

UNIT-V:

18 Hours

Cryptography: Encryption, Decryption, Authentication, Digital Signature, Firewalls, Malicious codes.

Lecture Hours : 90
Tutorial Hours : 00
Total Hours : 90

TEXT BOOKS:

1. Ananthi Sheshasaayee, G.Sheshasaayee - Computer Application in Business - Margham Publications Chennai.
2. Kalakota & Whinston, Frontier of Electronic Commerce - Addison Wesley Longman Inc.
3. Principles of Computer Security CompTIA Security+ 3rd Edition (Official CompTIA Guide) by Wm. Arthur Conklin, Gregory White, Dwayne Williams, Roger Davis, Chuck Cothren.
4. Database System concepts, Abraham Silberschatz, Henry F. Korth, S. Sudarshan 2006, international edition McGraw-hill publications

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B.B.A

DSE - 3 : Discipline Specific Elective Courses

Component : DSE - 3 : Discipline Specific Elective	Subject Code : U19BBE9PW
Subject Title : Project Work - Dissertation – (Institutional Training) - Compulsory	Pattern : Project Report cum Viva-Voce
No of Credits : 6	No of Hours : 90

Objective	:	To give practical exposure regarding the Secretarial Functions relating to a Corporate Organization.
Outcome	:	Project-based learning is simply learning through projects. What is being learned and how that learning is being measured isn't strictly dictated by the project and any products or artifacts within that project.

Supervised Institutional Training shall be an integral part of B.B.A Degree Course. It is a sort of job testing programme designed to bridge the gap between theory & practice and create a natural interest in the practical aspects of the Business Administration / Managerial Skills so as to stimulate trainee's desire to face its challenges and problems.

The training should be given under the joint supervision and guidance of the Training Officer of the Institution and Faculty member of Business Administration of the college. The details of the training given and the assessment of each student in that regard should be fully documented. The duration of the training shall be for a period of 45 days during the third year. The training shall broadly relate to (a) Office Management (b) Secretarial Practice. (Including HR) The training relating to Office Management may be designed to acquaint the trainees with:

1. Company's activities, organization structure, departments and authority relationship.
2. Study of layout, working conditions, office maintenance, safety and sanitary conditions.
3. Study of the

Secretarial service, communication, equipments, postal and mailing services and equipments. 4. Acquaintance with office machines and equipments and accounting, machines. 5. Acquaintance with filing department, sales, purchases, sales accounts, salary, administration and personnel departments.

The following types of organizations may be selected for the training:

1. Public Limited Companies (Both Industrial and Commercial).
2. Statutory bodies, Public Enterprises and Public Utilities like L.I.C., Electricity Board, Housing Board and Chambers of Commerce, Cooperative Societies and banks.
3. Office Equipment Marketing Organizations.

The paper on Institutional Training shall carry hundred marks and Internal and External Viva - Voce based on a report submitted by the candidate, under the guidance of the faculty member of the respective colleges assisted by the training officers of the Institutions providing training.

The report shall be around 50 typed pages, excluding tables, figures, bibliographies and appendices. The department shall value the report. The marks shall be sent to the University after viva-voce university exam conducted at VI semester in the Third year. A candidate failing to secure the minimum for a pass (40%) shall be required to resubmit this report to the department and the marks after valuation shall be forwarded to the University after the commencement of the examination.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

BOS - 2021

B.B.A

Component : DSE - 3 : Discipline Specific Elective Courses (Inter- Disciplinary)	Subject Code :
Subject Title : Business Mathematics and Statistics	Pattern : Theory and Problem
No of Credits : 6	No of Hours : 90

Objective	:	To enable the students to learn the Statistical methods and their applications in commerce.
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Outcome	:	Students will have the versatility to work effectively in a broad range of analytic, scientific, government, health and other positions.
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UNIT - I

18 Hours

Statistics - Definition - Scope and Limitation - Presentation of Data - Diagrammatic and Graphical Representation of Data.

UNIT II

18 Hours

Measures of Central Tendency - Mean - Median and Mode - GM and HM - their Limitations.

UNIT III

18 Hours

Measures of Dispersion - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation - Lorenz Curve - Measures of Skewness - Karl Pearson and Bowley's methods.

UNIT IV

18 Hours

Mathematics for Finance - Simple and Compound Interest Annuities - Sinking Funds - Discounts and Present values.

UNIT V

18 Hours

Basic Calculus - Rules for Differentiation - Maxima and Minima and their Applications to Business.

NOTE: Question Paper shall cover 40% Theory and 60% Problems.

Lecture Hours : 75
Tutorial Hours : 15
Total Hours : 90

TEXT BOOKS:

1. P.R.Vital – “ Business Statistics and Mathematics” -Margam Publications
2. Mritunjay kumar ,” Business Mathematics” – Vikas Publishing House Pvt Ltd
3. J.K. Sharma - Business Statistics - Vikas Publishing House Pvt Ltd
4. P. Navaneetham - Business Statistics and Mathematics

BOS - 2021

B.B.A

II - ELECTIVE COURSE

Component : DSE - 3 : Discipline Specific Elective Courses (Inter- Disciplinary)	Subject Code : U19BBE11IL
Subject Title : Information Technology In Business - Lab	Pattern : Practical
No of Credits : 6	No of Hours : 90

Objective	:	Focuses on the practical application of computing to business problem-solving.
Outcome	:	The students know about the Application of computers and internet to store, retrieve, transmit, and manipulate data, or information.”

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UNIT – I

18 HOURS

- 1) Starting MS-word, creating saving, printing (with options) closing and exiting. b) Study of word Menu/Tool Bars.
- 2) Drawing a flow chart using drawing tool bar, inserting picture and setting.

UNIT – II

18 HOURS

- 3) Mark sheet preparation using table in MS word.
- 4) Mail Merging in MS-Word.

UNIT – III

18 HOURS

- 5) Slide show presentation for a seminar in frames using MS Power Point.
- 6) Slide show presentation for an invitation in MS Power Point.

UNIT – IV

18 HOURS

- 7) Creating an organization chart in Power point.

8) Drawing a graph (Bar, Pie, Line) using own data in MS-Excel.

UNIT – V

18 HOURS

9) Create a Worksheet, moving/copying/inserting/deleting rows and columns.

10) Maths functions in MS-Excel i. SUM, COUNT, and AVERAGE ii. MAX, MIN iii. MOD, ROUND, SQRT.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 60
Practical Hours	: 30
Total Hours	: 90

TEXT BOOKS AND REFERENCES

1. Computer application in Business: R. Parameswarar, S.Chand & Company Ltd., Fifth Edition 2006.
2. Sanjay Saxena: “ MS OFFICE 2000 for every one” Rikas Publishing house Pvt Ltd.
3. Computer application in Business - Dr. P. Rizwan Ahmed - Margham Publications.

BOS - 2021

B.B.A

1. AECC Ability Enhancement Compulsory Course

Component : Ability Enhancement Compulsory Course - I	Subject Code : U19AE1ES
Subject Title : Environmental Science	Pattern : Theory
No of Credits : 4	No of Hours : 60

INSTRUCTIONAL OBJECTIVES

- To expand awareness on the significance of natural resources and energy.
- To comprehend the structure and function of an ecosystem
- To understand an aesthetic value with respect to biodiversity, aware of the threats and its conservation and realize the concept of interdependence
- To identify with the source of kind of pollution and disaster management

Outcome: Students will understand key concepts in the life and physical sciences, and will apply them to environmental issues.

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Unit I

4 Hours

The multidisciplinary nature of environmental studies. Definition, scope and importance need for public awareness

Unit II Natural resources

8 Hours

Renewable and non-renewable resources: natural resources and associated problems.

- Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effect on forests and tribal people.
- Water resources: use and over utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems
- Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.

- d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification.
Role of individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles

Unit III: Ecosystems

8 Hours

Concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chains, food webs and ecological pyramids – introduction, types, characteristic features, structure and function of the following ecosystem:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

Unit IV: Bio-diversity and its conservation

8 Hours

Introduction – definition: genetic, species and ecosystem biodiversity – biogeographical classification of India – value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and optional values – biodiversity at global, national and local levels.

India as a mega diversity nation – hot-spots of biodiversity – threats to biodiversity: Habitat loss, poaching of wild life, man – wildlife conflicts – endangered and endemic species of India – conservation of biodiversity: in situ and Ex-situ conservation of biodiversity.

Unit V: Environmental pollution

8 Hours

Definition, causes, effects and control measures of;

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Thermal pollution
- g) Nuclear hazards

Solid waste management: causes, effects and control measures of urban and industrial wastes – role of an individual in prevention of pollution – pollution case studies – disaster management: floods, earthquake, cyclone and landslides.

Unit VI: Social issues and environment:**8 Hours**

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, watershed management – resettlement and rehabilitation of people: its problems and concerns – case studies – environmental ethics: issues and possible solutions - climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies.

Wasteland reclamation – consumerism and waste products - environmental protection act – Air (prevention and control of pollution) act – water (prevention and control of pollution) act- wildlife protection act- forest conservation act – issues involved in enforcement of environmental legislation -public awareness.

Unit VII: Human population and environment:**8 Hours**

Population growth, variation among nations – population explosion – family welfare programme – environmental and human health -human rights – value education HIV/AIDS - women and child welfare – role of information technology in environment and human health – case studies.

Unit VIII: Field Works:**8 Hours**

Visit to local area to document environmental assets – rivers/ forest/ grassland/ hill/ mountain – visit to local polluted site – urban/ rural/ industrial/ agricultural – study of common plants, insects, birds – study of simple ecosystems – pond, river, hill, slopes etc. (Field work equal to 5 lecture works)

Lecture Hours : 60**Tutorial Hours : 00****Total Hours : 60****Recommended Books.**

1. Text Book of Environmental Studies for under graduate courses By Erach Bharucha Reprinted in 2006, Orient Longman Private Limited /Universities Press India Pvt. Ltd.

BOS - 2021

B.B.A

1. AECC Ability Enhancement Compulsory Course – II

Component : Ability Enhancement Compulsory Course - II	Subject Code : U19AE2EC
Subject Title : English Communication - Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective:

To make the students comfortable in using English Language.

To help the students gain confidence in English.

To enhance the four skills of Language.

Outcome:

After completion of the course the students will be

1. Able to understand how to use English Language comfortably
2. Able to gain confidence in English
3. Able to learn the four skills of the language

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UNIT I- Introduction:

12 Hours

Theory of Communication, Types and modes of Communication

UNIT II- Language of Communication:

12 Hours

Verbal and Non-verbal
(Spoken and Written)

Personal, Social and Business

Barriers and Strategies

Intra-personal, Inter-personal and Group communication

UNIT III- Speaking Skills:**12 Hours**

Monologue
Dialogue
Group Discussion
Effective Communication/ Mis- Communication
Interview
Public Speech

UNIT IV- Reading and Understanding**12 Hours**

Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation(from Indian language to English and vice-versa) Literary/Knowledge
Texts

UNIT V- Writing Skills**12 Hours**

Documenting
Report Writing
Making notes
Letter writing

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours : 30
Practical Hours : 30
Total Hours : 60

Reference:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

BOS - 2021

B.B.A

1. AECC Ability Enhancement Compulsory Course

Component : Ability Enhancement Compulsory Course - II	Subject Code :U19AE2BT
Subject Title : Basic Tamil	Pattern : Theory
No of Credits : 4	No of Hours : 60

நோக்கம்:

மாணவர்களுக்கு அடிப்படை தமிழைப் பயிற்றுவித்து மொழி அறிவை வளர்த்தல்.

பிற மொழி மாணவர்கள் தமிழை படிக்க எழுத பயிற்றுவித்தல்.

கற்றல் பயன்கள் :

மாணவர்கள் அடிப்படைத்தமிழை அறிவர்.

மொழி வளம் உணர்ந்து பிற மொழி மாணவர்கள் கற்று தமிழ் மொழியை அறிவர்.

அலகு 1 hours:12

எழுத்துக்கள்

1.உயிர் எழுத்துக்கள்

2.மெய் எழுத்துக்கள்

3.உயிர்மெய் எழுத்துக்கள்

அலகு 2 hours:12

சொற்களை அமைத்தல்

அலகு 3 hours:12

பெயர்ச்சொற்கள்

அலகு 4 hours:12

வினைச்சொற்கள்

அலகு 5 hours:12

வாய்மொழிப்பயிற்சி : பாடல்கள்

பார்வை நூல்கள் :

1.அடிப்படை இலக்கணம் - குமரன் சந்தியா பதிப்பகம் சென்னை.

2.நற்றமிழ் இலக்கணம் - டாக்டர்.சொபரமசிவம்.

BOS - 2021

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE1YL
Subject Title : Yoga and Meditation – Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To know the practical yoga and meditation.
Outcomes	:	Incorporating it into your routine can help enhance your health, increase strength and flexibility and reduce symptoms of stress, depression and anxiety.

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UNIT – I

12 Hours

Surya Namaskar and Asanas: Surya namaskar, Padmasana, Vajrasana, Bhujangasana, Tadasana, Konasana, Uttakatasana, Nindra Eka Padhasana, Pirai Asana, Padha Hasthasana, Savasana.

UNIT – II

12 Hours

Pranayama: Surya pranayama, Chandra Pranayama, Anulom Vilom, Sheetal, Sheetkari.

UNIT – III

12 Hours

Mudra: Chin mudra, Rughi mudra, Yoga mudra, Maha mudra, Shanmukhi mudra.

UNIT – IV

12 Hours

Kriya: Kapalabathi, Bhastrika.

UNIT – V

12 Hours

Meditation: Simple, Vibrational, Mantra, Yoga Nitra.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours : 30
Practical Hours : 30
Total Hours : 60

REFERENCES:

1. Dr.V.Krishnamoorthy, Simple Yoga for Health, Sri Mathi Nilayam, 2012.
2. Dr.Ananda Balayogi Bhavanani, A Primer of Yoga Theory, Dhivyananda Creations, 2008.
3. Dr.S.Hema, Easy Yoga for Beginners, Tara yoga Publications, 2008.
4. Dr.Asana Andiappan, Ashtanga Yoga, Asana Publications, 2009.
5. Yogacharya Sundaram, Sundra Yoga Therapy, Asana Publications, 2009 Dr.John B.Nayagam, Mudumaikku Mutrupulli Vaikkum Muthiraigal, Saaru Prabha Publications, 2010.

BOS - 2021

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE2S1
Subject Title : Soft Skills Lab – I	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To enhance holistic development of students and improve their employability skills.
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Outcome	:	Students will develop their social and work-life skills, as well as their personal and emotional well-being, life learning skills., etc.,
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UNIT - I

12 Hours

SWOT Analysis - Who am I – Attributes - Importance of Self Confidence - Self Esteem.
Creativity - Out of box thinking - Lateral Thinking. Factors influencing Attitude - Challenges and lessons from Attitude - Etiquette.

UNIT - II

12 Hours

Factors of motivation - Self-talk - Intrinsic & Extrinsic Motivators. Skills for a good Leader - Assessment of Leadership Skills.

INTERPERSONAL SKILLS - Gratitude Understanding the relationship between Leadership Networking & Team work. Assessing Interpersonal Skills Situation description of Interpersonal Skill. Team Work.

UNIT - III**12 Hours**

Goal Setting - Wish List, SMART Goals - Blue print for success - Short Term, Long Term - Life Time Goals. Career and Life Planning. Time Management Value of time, Diagnosing Time Management, Weekly Planner to do list, Prioritizing work.

UNIT - IV**12 Hours**

International English Language Testing System (IELTS) – Test of English as a Foreign Language (TOEFL) – Graduate Record Examination (GRE) – Civil Service (Language related) – Verbal ability.

UNIT - V**12 Hours**

STRESS MANAGEMENT: Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Emotional Intelligence - What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales. Managing Emotions.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOK:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.

REFERENCE:

1. Thomas A Harris, I am ok, you are ok, New York-Harper and Row, 1972.
2. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006.
3. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
4. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
5. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie.
6. Robert M Sherfield and et al. “ Developing Soft Skills” 4th edition, New Delhi: Pearson Education, 2009.

WEB SOURCES:

1. <http://www.slideshare.net/rohitjsh/presentation-on-group-discussion> http://www.washington.edu/doit/TeamN/present_tips.html
2. <http://www.oxforddictionaries.com/words/writing-job-applications> <http://www.kent.ac.uk/careers/cv/coveringletters.htm>
3. http://www.mindtools.com/pages/article/newCDV_34.htm
Interactive Multimedia Programs on Managing Time and Stress.

BOS - 2021

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE3S2
Subject Title : Soft Skills Lab – II	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To enhance holistic development of students and improve their employability skills.
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Outcome	:	Students will develop their social and work-life skills, as well as their personal and emotional well-being, life learning skills., etc.,
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Unit-I

12 Hours

Team Building / Coordination Skills, Team Building Practices through group exercises, team task / role play, Ability to mixing & accommodation, Ability to work together.

Unit II

12 Hours

LISTENING AND SPEAKING SKILLS:

Conversational skills (formal and informal) – group discussion and interview skills – making presentations. Listening to lectures, discussions, talk shows, news programmes, dialogues from TV/radio/Ted talk/Podcast – Debate - watching videos on interesting events on You tube

Unit III

12 Hours

Personality - Definition – Elements – Determinants. Personal Grooming - Personal Hygiene - Social Effectiveness - Business Etiquettes (Power Dressing). Body Language - Non-Verbal Communication - Types of Body Language - Functions of Body Language - Role of Body Language – Proxemics.

Unit IV

12 Hours

Interpersonal Effectiveness Managing anxiety and fear – Breathing – an antidote to stress – progressive muscle relaxation – understanding your shyness – building one’ self-esteem – avoiding self-blame – taking risks, tolerating failure, persisting and celebrating success – self talk.

Unit V

12 Hours

Interview Preparation - Introduction – Group Discussion (GD) - Role Play - Writing job applications – Cover Letter – Resume – Emails - Resume Writing - Dress Code - Mock-Interview - How to be Successful in an Interview. Telephonic Interview and Video Conferencing.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOK:

1. Soft skills: Personality development for life success-Prashant Sharma,BPB Publications, 2018.

REFERENCE BOOKS:

1. The 16 personality types – Dr. A.J. Drenth, Andrew Drenth publishers, 2017.
2. Soft Skills training: A workbook to develop skills for employment – Frederick H. Wentz, create space independent publishing platform, 2012.
3. Robert M Sherfield and et al. “ Developing Soft Skills” 4th edition, New Delhi: Pearson Education, 2009.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie.

WEB SOURCES:

1. <http://www.slideshare.net/rohitjsh/presentation-on-group-discussion> http://www.washington.edu/doit/TeamN/present_tips.html
2. <http://www.oxforddictionaries.com/words/writing-job-applications> <http://www.kent.ac.uk/careers/cv/coveringletters.htm>
3. http://www.mindtools.com/pages/article/newCDV_34.htm
4. Interactive Multimedia Programs on Managing Time and Stress.

BOS - 2021

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE4AL
Subject Title : Aptitude Enhancement Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To develop the skills of students to prepare Aptitude test
Outcome	:	Students should able to score and select in interview and competitive exams

L T P C
2 0 2 4

Unit-I

12 Hours

Reasoning - Number series; letter series; codes; Relationships; classification.

UNIT-II

12 Hours

Communication - Communication: Nature, characteristics, types, barriers and effective communication.

UNIT-III

12 Hours

Logical Reasoning - Understanding the structure of arguments; Evaluating and distinguishing deductive and inductive reasoning; Verbal analogies: Word analogy —Applied analogy; Verbal classification.

UNIT-IV

12 Hours

Information and Communicating Technology (ICT) - ICT: meaning, advantages, disadvantages and uses; > General abbreviations and terminology; Basics of internet and e-mailing.

UNIT-V

12 Hours

Data Interpretation - Sources, acquisition and interpretation of data. Quantitative and qualitative data; Graphical representation and mapping of data.

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOKS RECOMMENDED

1. Quantitative Aptitude for Competitive Examinations R.S. Aggarwal– S.CHAND

BOS - 2021

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE5EL
Subject Title : Entrepreneurship Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To understand about planning and managing an event.
Outcome	:	Understood how to market an event, publicize it, generate interest and attract participants.

L	T	P	C
2	0	2	4

Unit-I Idea Creation: **12 Hours**

Written Assignments

UNIT-II Business Incubation **12 Hours**

Written Assignments

Invited Guest

UNIT-III Research and Development **12 Hours**

Written Assignments

Invited Guest

UNIT-IV **12 Hours**

Commercialization

Written Assignment

Invited Guest

Learning from Professionals
Written summaries
Learning from Professionals
Business Plan Development

UNIT-V

12 Hours

BUSINESS PLAN

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOKS AND REFERENCES

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development

BOS - 2021

B.B.A

2. SEC: SKILL ENHANCEMENT COURSE

Component : Skill Enhancement Course	Subject Code : U19SE6PL
Subject Title : Professional Skill Development Lab	Pattern : Practical
No of Credits : 4	No of Hours : 60

Objective	:	To develop an understanding of the students towards career.
Outcome	:	Understood of various skills need for the professional as an employee

L	T	P	C
2	0	2	4

UNIT - I

12 Hours

Developing Professional Skills for a Range of Careers – Networking - Outreach & Communication

UNIT – II

12 Hours

Expanding your Career Planning - CV Writing - CV Peer Review

UNIT - III

12 Hours

Managerial Skills- technical – human relations – conceptual- Personal SWOT analysis

UNIT - IV

12 Hours

Stress Management - Six strategies for dealing with stress – four skills.

UNIT -V

12 Hours

NOTE:

The Internal Examiner in consultation with External Examiner should conduct Viva-Voce and Evaluate the Report.

Lecture Hours	: 30
Practical Hours	: 30
Total Hours	: 60

TEXT BOOK:

1. Personality development for life success-Prashant Sharma,BPB Publications, 2018.

REFERENCE BOOKS:

1. The 16 personality types – Dr. A.J. Drenth, Andrew Drenth publishers, 2017.
2. Soft Skills training: A workbook to develop skills for employment – Frederick H. Wentz, create space independent publishing platform, 2012.
3. Robert M Sherfield and et al. “ Developing Soft Skills” 4th edition, New Delhi: Pearson Education, 2009.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz.
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie.

BOS - 2021

B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : U19VA1WS
Subject Title : Women Studies	Pattern : Theory
No of Credits : 2	No of Hours : 30

Objectives:

1. This paper aims to familiarize students with key concepts, issues, and debates in Women' s Studies
2. To make them aware of the Women' s exclusion from knowledge and need for Women' s Studies
3. As an academic discipline. It deliberates on the prevailing strategies of the growth of Women' s Studies in India and abroad

Course Outcomes:

Upon successful completion of this course, students should be able to:

1. Understand and engage with central debates in the field of Women's and Gender Studies.
2. Define and apply basic terms and concepts central to this field.
3. Apply a variety of methods of analyzing gender in society, drawing upon both primary and secondary sources.
4. Apply concepts and theories of Women's and Gender Studies to life experiences and historical events and processes.
5. Communicate effectively about gender issues in both writing and speech, drawing upon Women's and Gender Studies scholarship and addressing a public audience.

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2	0	0	2

Unit I – Introduction to Women’ s Studies

6 Hours

Key concepts in Gender studies.

Need, Scope and challenges of Women’ s Studies – Women’ s Studies as an academic discipline. Women’ s Studies to Gender Studies, Need for Gender Sensitization.

Women’ s Movements – global and local: Pre-independence, Post-independence and Contemporary Debates.

National Committees and Commissions for Women.

Unit II – Women and Health

6 Hours

Life Cycle Approach to Women’ s Health – Health status of women in India, factors influencing health and Nutritional status.

Maternal and Child Health (MCH) to Reproductive and Child health approaches.

Issues of declining Child Sex Ratio, Widowhood and old age.

Occupational and mental health.

Health, Hygiene and Sanitation.

National Health and Population Policies and Programmes.

Unit III – Women Empowerment and Development

6 Hours

Theories of Development, Alternative approaches – Women in Development (WID), Women and Development (WAD) and Gender and Development (GAD).

Empowerment- Concept and indices: Gender Development Index (GDI), Gender Inequality Index (GII), Global Gender Gap Index (GGGI).

Women Development approaches in Indian Five – Year Plans.

Women and leadership– Panchayati Raj and Role of NGOs and Women Development.

Unit IV – Women Law and Governance

6 Hours

Rights: Gender Equality, Gender Discrimination, Women’ s Rights as Human Rights.

Constitutional provisions for Women in India.

Personal laws, Labour Laws, Family Courts, Enforcement machinery – Police and Judiciary.

Crime against Women and Child: Child Abuse, Violence, Human Trafficking, Sexual Harassment at Workplace Act, 2013 – Legal protection

International Conventions and Legislations Related to Women’ s Rights.

Unit V – Gender and Media

6 Hours

Discourse on Women and Media Studies- Mainstream Media, Feminist Media.

Coverage of Women’ s issues and issues of women in Mass Media and Media Organizations (Audio-Visual and Print media).

Digital Media and legal protection.

Alternative Media – Folk Art, Street Play and Theatre.

Indecent Representation of Women (Prohibition) Act, 1986, Impact of media on women.

Lecture Hours : 30
Tutorial Hours : 00
Total Hours : 30

Text Books

1. Khullar, Mala. Writing the Women’ s Movement: A Reader ed. New Delhi: Zubaan, 2005.
2. Jain, Devaki and Pam Rajput. Narratives from the Women’ s Studies Family: Recreating knowledge. New Delhi: Sage, 1942.
3. Programme of Women’ s Studies. New Delhi: ICSSR, 1977. Desai, Neera and Maithrey Krishnaraj. Women and Society in India. Delhi: Ajantha, 1987.

Reference Books

1. Women in Contemporary India. Ed. Alfred De Souza Delhi: Ajanta, 1987.
2. Mies, Maria Indian Women and Patriarchy. Delhi: Concept, 1980. Nanda, B.R. Indian Women: From Purdah to Modernity. Delhi: Vikas, 1976.
3. Women's Studies in India: A Reader. Ed. Mary John. Penguin: New Delhi, 2008.

**BOS - 2021
B.B.A**

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : U19VA2IC
Subject Title : Indian Constitution – Configurable Structure	Pattern : Theory
No of Credits : 2	No of Hours : 30

Objective	:	To provide the basic knowledge of the development and of principles enshrined in the Constitution of India
Outcome	:	It frames fundamental political principles, procedures, practices, rights, powers, and duties of the government

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Unit – I

6 Hours

Introduction: Significance of the Constitution; Making of the Constitution- Role of the Constituent Assembly, Salient features, the preamble, Citizenship, procedure for amendment of the Constitution.

Unit – II

6 Hours

Fundamental Rights: Right to Equality, the Right to Freedom, the Right against Exploitation, the Right to Freedom of Religion, Cultural and Educational Rights and Right to Constitutional Remedies.

Unit – III

6 Hours

Nature of the Directive principles of State Policy: Difference between of Fundamental Rights and Directive Principles of State Policy – Implementation of Directive Principles of State Policy, Fundamental Duties.

Unit – IV**6 Hours**

Union Government – Powers and Functions of the President, the Prime Minister, Council of Ministers. Composition, Powers and functions of the Parliament, Organisation of Judiciary, The Supreme Court: Powers and Functions. Lok Sabha and Rajya Sabha - Powers and Functions.

Unit – V**6 Hours**

State Government – Powers and Functions of Governor, Chief Minister, Council of Minister. Composition, Powers and functions of state Legislature, Local Government and the Constitution, Relation between the Union and the States. The High Court: Powers and Functions.

Lecture Hours	: 30
Tutorial Hours	: 00
Total Hours	: 30

Text Books

1. M. V. Pylee – An Introduction to Constitution of India, Vikas Publications, New Delhi-2005.
2. Subhash C. Kashyap – Our Constitution: An Introduction to India' s Constitution & Constitutional Law, National Book Trust, New Delhi-2000.
3. Durga Das Basu – Introduction to the Constitution of India, PHI, New Delhi-2001.
4. D. C. Gupta – Indian Government & Politics, Vikas Publications, New Delhi-1994, VIII Edition.
5. J. C. Johari – Indian Government & Politics, Sterling Publishers, Delhi-2004.

Reference Books

1. V. D. Mahajan – Constitutional Development & National Movement in India, S. Chand & Company, New Delhi.
2. Constituent Assembly Debates, Lok-Sabha Secretariat, New Delhi-1989.
3. Granville Austin – Working of a Democratic Constitution: The Indian Experience, Oxford University Press, New Delhi-1999.
4. A. P. Avasthi – Indian Government & Politics, Naveen Agarwal, Agra-2004.
5. S. A. Palekar – Indian Constitution, Serials Publication, New Delhi-2003.

BOS - 2021

B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : *U19VA3BL
Subject Title : Basic Life Support and First Aid (Demonstration)	Pattern : (Demonstration)
No of Credits : 2	No of Hours : 30

Course Description

This course is designed to help students develop and understanding of community emergencies and be able to render first aid services as and when need arises.

General Objectives

Upon completion of this course, the students shall be able to:

1. Describe the rules of first aid.
2. Demonstrate skills in rendering first aid in case of emergencies.

Unit	Learning Objectives	Content	Hr.	Teaching learning activities	Assessment methods
I	Describe the importance and principle of first aid	Introduction a) Definition, Aims and Importance of first aid b) Rules/ General principles of First Aid c) Concept of emergency	2	Lecture cum discussions	Short answer Objective type
II	Demonstrate skill in first aid techniques	Procedures and Techniques in First Aid a) Preparation of First Aid kit. b) Dressing, bandaging and splinting(spiral, reverse spiral, figure of 8 spica, shoulder, hip, ankle, thumb, finger, stump, single and double eye, single and double ear, breast, jaw, capelin), triangle bandage uses, abdominal binder and bandage, breast binder, T and many tail bandage, knots reef, clove. c) Transportation of the injured d) CPR : Mouth to mouth, Sylvester, Schafer, External cardiac massage	8	Lecture cum discussions Demonstration Videos Simulation exercises.	Short answer Objective type Return demonstration
III	Describe first aid in common	First Aid in emergencies a) Asphyxia, drowning, shock	6	Lecture cum discussions.	Short answer

	emergencies	b) Wounds and Bleeding c) Injuries to the Bones, Joints and Muscle - fractures, sprains, strains, hanging, falls d) Burns and scalds e) Poisoning – ingestion, inhalation, bites and stings f) Foreign body in eye, ear, nose and throat.		Videos Demonstration	Objective type Return demonstration
IV	List various community emergencies and community resources.	Community Emergencies & Community Resources a) Fire, explosion, floods, earth-quakes, famines etc b) Role of nurses in disaster management c) Rehabilitation d) Community Resources - Police, Ambulance services - Voluntary agencies-local, state national and international	4	Lecture cum discussions. Videos Mock drill Simulation exercise Videos Field visit to voluntary agencies.	Short answer Objective type Essay type

BOS - 2021

B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : *U19VA4FS
Subject Title : Fire Safety (Demonstration)	Pattern : (Demonstration)
No of Credits : 2	No of Hours : 30

INSTRUCTIONAL OBJECTIVES

- To expand awareness on the fire accidents.
- To know the minimum requirement of the industrial establishment
- To identify the sources of fire accidents in various places

SUBJECT OUTCOMES

- Understand basic fire safety and what to do in the event of an emergency.
- Understand the values of fire risk control.
- Understand the generic necessities of a Fire Marshal
- Have the skills to initiate emergency processes and promote a positive answer from others
- Be able to detect fire safety hazards and risks in the workplace and public sector.
- Be able to ensure the availability and usage of fire safety equipment's.
- Know how to establish alternative evacuations and fire movements in the workplace and report on their effectiveness

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UNIT – I INTRODUCTION ABOUT FIRE SOURCES

6 HOURS

Fire reasons and sources in institutions, shopping mall, theatres, industries, electrical and forest, types of fuels, fire safety symbols

UNIT – II IMPACT OF FIRE ACCIDENTS

6 HOURS

Various impact of fire accidents in industries, petrol bunk and public sector places (Economic loss, resettlement, and reconstruction)

UNIT – III FIRE SAFETY RULES

6 HOURS

Fire safety rules for machinery industries, schools, vehicles, commercial places, and petrochemical industries.

UNIT – IV FIRE ACCIDENTS CONTROL METHODS

6 HOURS

First aid for Industrial fire accidents, petrol bunk accidents, vehicle fire accidents, school fire accidents, complex fire accidents, and forest fire accidents

UNIT – V FIRE SAFETY LAWS

6 HOURS

Various fire safety laws for establishing academic institutions, industries, and public sector places.

Lecture Hours: 15

Practical Hours: 15

Total Hours : 30

Text Book

1. Manual of Fire Safety, Sesha prakash, cbs publishers and distributors pvt ltd.
2. Fire Safety in Buildings 2nd Edition (English, Hardcover, Shri V. K. Jain), Publisher: New Age International, ISBN: 9788122430837, 812243083X, Edition: 2ndEdition, 2010, Pages: 652.
3. Fire Safety Management Handbook, 3rd Edition, Daniel E. Della-Giustina, CRC Press, Published February 7, 2014, Reference - 279 Pages - 40 B/W, Illustrations, ISBN 9781482221220.

Reference Books

1. Evaluation of Fire Safety, Author(s): D. Rasbash, G. Ramachandran, B. Kandola, J. Watts, M. Law Publisher: Wiley, Year: 2004, ISBN: 9780471493822, 0471493821.
2. Fire Risk: Fire Safety Law and Its Practical Application, Author(s): Allan Grice, Publisher: Thorogood Publishing, Year: 2009, ISBN: 1854186035, 9781854186034.
3. Introduction to Fire Safety Management: The handbook for students on NEBOSH and other fire safety courses, Author(s): Andrew Furness, Martin Muckett, Year: 2007, ISBN: 0750680687, 9780750680684, 9780080 551 791.

BOS - 2021

B.B.A

VALUE ADDED COURSE

Component : Value Added Course	Subject Code : U19VA5IS
Subject Title : Industrial Safety	Pattern : Theory
No of Credits : 2	No of Hours : 30

INSTRUCTIONAL OBJECTIVES

- To enable students to conduct safety audit reports effectively.
- To have awareness about sources of information for safety promotion and training.
- To train students with estimation of safety performance.
- To know about the different kinds of industries and their operations.
- To know the minimum requirement of the industry establishment
- To identify the sources of accidents in various places.
- To achieve and understand the principles of safety management.

SUBJECT OUTCOMES

- Design, Establish, and Implement the industrial system to improve safety.
- Manner of investigations on unwanted incidents or accidents using root cause analysis
- Achieve the comfort of industry, worker and machine safety.
- Develop communication system effectively on health and safety among the employees and with society at large.
- Demonstrate sensitivity of the safety, and legal issues regarding accidents.
- Understand the impact of Fire safety and environment safety while the productivity for society at large.

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UNIT – I CONCEPTS AND TECHNIQUES

6 HOURS

Types of industries (construction, machinery, chemical, petrochemical, textile, and cracker), Evolution of modern safety concept- Safety policy - Safety Organization - line and staff functions for safety- Safety Committee. Incident Recall Technique (IRT), safety survey, safety inspection, safety sampling, evaluation of performance of supervisors on safety.

UNIT – II INDUSTRIAL SAFETY EDUCATION AND TRAINING 6 HOURS

Safety training, needs of Training methods – programme, seminars, conferences, competitions – method of promoting safe practice - motivation – communication - role of government agencies and private consulting agencies in safety training – creating awareness, awards, celebrations, safety posters, safety displays, safety pledge, safety incentive

UNIT – III HAZARDOUS WASTE MANAGEMENT 6 HOURS

Hazardous waste management in India-waste identification, characterization and classification- technological options for collection, treatment and disposal of hazardous waste, Health hazards- toxic and radioactive wastes-incineration and verification.

UNIT – IV POLLUTION CONTROL IN PROCESS INDUSTRIES 6 HOURS

Pollution control in process industries like cement, paper, petroleum-petroleum products-textile-tanneries-thermal power plants – dying and pigment industries - eco-friendly energy

UNIT – V INDUSTRIAL FIRE PROTECTION SYSTEMS 6 HOURS

Sprinkler – hydrants - special fire suppression systems like deluge and emulsifier, selection criteria of the above installations and maintenance – alarm and detection systems. Other suppression systems – CO₂ system, foam system, Dry chemical powder (DCP) system, halon system – need for halon replacement – smoke venting.

Lecture Hours: 15

Practical Hours: 15

Total Hours : 30

Text Book

1. Dan Petersen, “ Techniques of Safety Management” , McGraw-Hill Company, Tokyo, 1981.
2. Relevant Indian Standards and Specifications, BIS, New Delhi.
3. “ Safety and Good House Keeping” , N.P.C., New Delhi, 1985.
4. T Miller, Environmental Science: Working with the Earth, 11th Edition, Wadsworth Publishing Co., Belmont, CA, 2006
5. M.J Hammer,, and M.J Hammer,, Jr., Water and Wastewater Technology, Pearson Prentice Hall, 2006
6. Rao, CS, “ Environmental pollution engineering” Wiley Eastern Limited, New Delhi, 1992.
7. S. P. Mahajan, “ Pollution control in process industries” , Tata McGraw Hill Publishing Company, New Delhi, 1993.
8. V., Subramanian. The Factories Act 1948 with Tamilnadu factories rules 1950, Madras, Book Agency, 21st ed., Chennai, 2000.
9. C.Ray Asfahl , Industrial Safety and Health management, Pearson Prentice Hall, 2003.
10. N.V Krishnan. Safety Management in Industry Jaico Publishing House, Bombay, 1997
11. R.S.Gupta., Hand Book of Fire Technology, Orient Blackswan, 2010

Reference Books

1. “ Accident Prevention Manual for Industrial Operations” , N.S.C.Chicago, 1982.
2. Blake R.B., “ Industrial Safety” Prentice Hall, Inc., New Jersey, 1973.
3. Heinrich H.W. “ Industrial Accident Prevention” McGraw-Hill Company, New York, 1980
4. John Ridley, “ Safety at Work” , Butterworth and Co., London, 1983



FACULTY OF ARTS AND SCIENCE

ARTS BOARD 2021

B.COM – GENERAL

Component : VALUE ADDED COURSE	Subject Code :
Subject Title : Gandhian Thoughts	Pattern : Theory
No of Credits : 4	No of Hours : 60

Objective	:	To collect, preserve and exhibit important relics of Mahatma Gandhi. Promotion of volunteerism for Gandhian work and betterment of the society. Focus on empowering the marginalized through different activities related to philosophy and ideals of Mahatma Gandhi
Outcome	:	This is an exhaustive article that analyzes the work of Gandhi and the relevance of Gandhian Principles in the present times and how some of the principles are eternal by virtue of being universal.

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MODULE I - Introduction to Gandhian Thought**4 Hours**

The early 20th century political scenario in India and World (with special reference to Great Britain, South Africa) - Non – Violent techniques (Conflict Resolution, Social Justice and Reform, Self Rule, Nation Building).

MODULE II- Influences on Gandhiji' s Thought**4 Hours**

Influence of the Oriental Culture - Impact of the Western thought - Influence of different religions.

MODULE III - Fundamental Concepts in Gandhian Thought**4 Hours**

Sadhya-sadhan Shuchita - Ahimsa - Satya

MODULE IV - Gandhiji' s Thoughts on Social Transformation**3 Hours**

Religious Harmony - Removal of Untouchability - Women' s Emancipation

MODULE V - Gandhiji's Thoughts on Education**4 Hours**

The Purpose and Meaning of Education - Functions of a Teacher - Basic Education and Knowledge (Nayi Talim)

MODULE VI - Political Thought of Gandhiji**3 Hours**

Nationalism - Democracy, Decentralisation of Power - Concept of Ramrajya

MODULE VII - Economic Thought of Gandhiji**4 Hours**

Value Based Approach - Critique of Modern Civilization - Swadeshi and Khadi – Self-sufficient Village System

MODULE VIII - Relevance of Gandhian Thought in the Indian and Global Context**4 Hours**

Suggested references:

1. Bhave, Vinoba. SwarajSastra. Akhil Bharat Sarva-Seva-Sangh Pub., 1955.
2. Dalton, Dennis. Mahatma Gandhi: Nonviolent power in action. Columbia University Press, 2012.
3. Fischer, Louis. The essential Gandhi: his life, work, and ideas: an anthology. Random House Inc, 1962.
4. Fox, Richard Gabriel. Gandhian utopia: Experiments with culture. Boston, MA: Beacon Press, 1989.