

Department of Business Administration

SYLLABUS

BATCH: 2020-2021 onwards

(Three Years)

B.B.A

1. SCOPE OF THE COURSE:

B.B.A. is a high profile undergraduate program aimed to create enhanced competence of career positioning tied up with opportunity to become a global business and management professional. The program expects a serious commitment of the student to take up challenging study schedules and assignments. The course involves a blend of theoretical education and practical training which run concurrently for a period of three years and equips a student with knowledge, ability, skills and other qualities required for professional executives.

The uniqueness of the program is its content and topic coverage, the teaching methodology and the faculty. The syllabus has been designed at a level equal to that of professional courses. The teaching methodologies include classroom lectures, industrial visits, orientation, internship, case study and research work. Focus is also on developing soft skills of the students. For Core subjects, Outsource Guest Lectures by Industrialists and Professional Men will be arranged to enable the students to get wider exposure. Students joining in this program can also enroll for any one of the professional courses offered like MBA, MIBA, etc.

2. SALIENT FEATURES:

- Course is specially designed for a higher level Career Placement and to get in-depth knowledge to meet the demand of the current management education scenario.
- Special Guest lectures from Industrialists, Bankers, and Business Executives will be arranged.
- Exclusively caters to students interested in pursuing professional courses like MBA, MIBA.
- Special Industry Orientations and Training are parts of the Degree Course.
- Project work is included in the syllabus to enhance conceptual, analytical & deductive skills.

3. OBJECTIVES OF THE COURSE:

1. To enable the students to acquire professional knowledge over Business and other related subjects.
2. To impart knowledge in advanced concepts and applications in various fields of Management.
3. To embed practical knowledge in the minds of students through industrial visits and various training programmes.
4. To enable the students to gain knowledge over the recent developments in the various areas of Management.
5. To orient the students in the applied aspects of different advanced business practices.
6. To equip the students to occupy important positions in Business, Industries and related organizations.
7. To inspire the students to apply their knowledge gained for the development of society in general.

4. ELIGIBILITY FOR ADMISSION:

Candidates seeking admission to the first year Degree course **B.B.A.** shall be required to have passed

- a) Higher Secondary Examination (Academic or Vocational Stream) conducted by the Government of Tamilnadu.

(or)

b) Any examination accepted as equivalent thereto by the syndicate of Bharathidasan University. Preference will be given to those who have taken commerce as a subject in the qualifying examination.

5. TRANSITORY PROVISIONS:

Candidates who have undergone the UG Course of study before 2019-20 shall be permitted to appear for the examinations under the same regulations for a period of three years i.e., upto and inclusive of the examination of April/May 2020-2023. Thereafter, they will be permitted to appear for the examination only under the regulations then in force. Supplementary examinations will be conducted within a month. In case of failure has to complete within 5 years.

6. CHOICE BASED CREDIT SYSTEM:

Choice Based Credit System is a flexible system of learning. It allows different weightage in different courses based on the utility in the overall structure of curriculum. It permits the students to

1. Choose electives from wide range of elective courses.
2. Undergo additional courses and acquire more than the required number of credits.
3. Adopt an inter – disciplinary approach in learning.

DURATION

The total period of study for each programme is as below U.G. Three years - 6 semesters academic year is divided into two semesters. The total number of working days is 90 days for each semester.

a) CURRICULUM

U.G. Programme

- | | |
|-------------------------------|---|
| Part – I | : Tamil |
| Part – II | : English |
| Part – III | : Core Subjects
Allied Subjects
Electives
Project – Individual / Group Project |
| Part – IV | : Skill Based Electives |
| Non – Major Electives: | Value Education
Environmental Studies
Soft Skills Development |
| Part – V | : Extension activities |

QUESTION PAPER PATTERN

The following question paper pattern is followed from the academic year 2017-18 onwards for End Semester Examination (**ESE**) of classes following the OBE PATTERN (To be passed in the board)

ESE and Model pattern

Bloom's Category	Section	Marks	Total
Remember (K1)	A – 10 x 2 Marks Each unit 2 Questions	20 1 or 2 sentences	75
Understand (K2)	B – 5 x 5 Marks Each unit 2 Questions Either or type	25 250 words	
Apply, Analyze (K3, K4)	C – (3 out of 5 x 10 Marks Each unit 1 Question	30 500 words	

Components of Internal Marks:

S. No	Components	Duration	Marks
1.	I CIA	2 Hours	5
2.	II CIA	3 Hours	10
3.	Attendance		5
4.	Assignment or Seminar or Participation in Class or Assessments and Class notes		5
	Total Marks		25

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
CBCS PATTERN OF SYLLABUS FROM 2020-2021 ONWARDS
TOTAL CREDIT OF B.B.A - SUBJECT WISE
(For candidates admitted from June 2020 onwards)

S. No	Part	Course	Inst. Hours/ Week	Credit	Exam Hours	Marks		Total
						Int.	Ext.	
		SEMESTER I						
1	I	Language Course (LC) - Part I - Tamil Paper I	6	3	3	25	75	100
2	II	English Language Course (ELC) - Part II - English Paper I	6	3	3	25	75	100
3	III	Core Course (CC) – I Principles of Management	6	5	3	25	75	100
4		Core Course (CC) – II Managerial Communication	6	5	3	25	75	100
5		Allied Course (AC) - I Business Organisation	4	3	3	25	75	100
6	IV	Value Education	2	2	3	25	75	100
		Total	30	21	-	-	-	600
		SEMESTER II						
7	I	Language Course (LC) - Part II Tamil Paper II	6	3	3	25	75	100
8	II	English Language Course (ELC) - Part II - English Paper II	6	3	3	25	75	100
9	III	Core Course (CC) – III - Organisational Behaviour	6	5	3	25	75	100
10		Core Course (CC) – IV - Managerial Economics	6	5	3	25	75	100
11		Allied Course (AC) – II - Business Statistics	4	3	3	25	75	100
12	IV	Environmental Studies	2	2	3	25	75	100
		Total	30	21	-	-	-	600
		SEMESTER III						
13	I	Language Course (LC) - Part III - Tamil Paper III	6	3	3	25	75	100
14	II	English Language Course (ELC) - Part II - English Paper III	6	3	3	25	75	100
15	III	Core Course (CC) – V - Accounting for Managers	6	5	3	25	75	100
16		Core Course (CC) – VI - Operations Research	6	5	3	25	75	100
17		Allied Course (AC) – III - Modern Banking System	4	3	3	25	75	100
18	IV	Non-Major Elective (NME) – I - Business Ethics And Corporate Values	2	2	3	25	75	100
		Total	30	21	-	-	-	600

		SEMESTER IV						
19	I	Language Course (LC) - Part IV - Tamil Paper IV	6	3	3	25	75	100
20	II	English Language Course (ELC) - Part IV - English Paper IV	6	3	3	25	75	100
21	III	Core Course (CC) – VII - Marketing Management	5	5	3	25	75	100
22		Core Course (CC) – VIII - Production and Materials Management	5	5	3	25	75	100
23		Allied Course (AC) - IV - Total Quality Management	4	3	3	25	75	100
24	IV	Non-Major Elective (NME) – II - Business Research Methods	2	2	3	25	75	100
25		Skill Based Elective (SBE) - I - Computer Application in Business - Practical	2	2	3	25	75	100
		Total	30	23	-	-	-	700
		SEMESTER V						
26	III	Core Course (CC) – IX - Business Law	5	5	3	25	75	100
27		Core Course (CC) – X - Human Resource Management	5	5	3	25	75	100
28		Core Course (CC) – XI - Financial Management	5	5	3	25	75	100
29		Core Course (CC) – XII - Project Work	5	5	3	25	75	100
30		Major Based Elective (MBE) – I - Advertising and Sales Promotion	4	3	3	25	75	100
31	IV	Skill Based Elective (SBE) – II - Personality Development	2	2	3	25	75	100
32		Skill Based Elective (SBE) – III - Entrepreneurship Development	2	2	3	25	75	100
33		Soft Skills Development	2	2	3	25	75	100
		Total	30	29	-	-	-	800
		SEMESTER VI						
34	III	Core Course (CC) – XIII - Business Policy and Strategic Management	6	5	3	25	75	100
35		Core Course (CC) – XIV - Principles of Insurance	6	5	3	25	75	100
36		Core Course (CC) – XV - Company Law	6	5	3	25	75	100
37		Major Based Elective (MBE) – II - Industrial Relations	5	4	3	25	75	100
38		Major Based Elective (MBE) – III - Marketing Research and Consumer Behaviour	6	4	3	25	75	100
39	IV	Gender Studies	1	1	3	25	75	100
		Extension Activities	-	1	-	-	-	-
		Total	30	25	-	-	-	600
		Grand Total	180	140	-	-	-	3900

GOVERNEMENT ARTS COLLEGE (AUTONOMOUS), KUMBAKONAM-612 001

(AFFILITATED TO BHARATHIDASAN UNIVERSITY, THIRUCHIRAPPALLI-24)

B.B.A COURSE PATTERN UNDER CBCS PATTERN

(For the candidates admitted from 2020 – 2021 onwards)

SEMESTER WISE DESCRIPTION OF PAPERS

Sem.	Part I	Part II	Part III					Part IV	Part V	Total
	Tamil	English	Core	Allied	NM	Elec.	Skill			
I	1	1	2	1	-	-	-	1	-	6
II	1	1	2	1	-	-	-	1	-	6
III	1	1	2	1	1	-	-	-	-	6
IV	1	1	2	1	1	-	1	-	-	7
V	-	-	4	-	1	2	1	-	-	8
VI	-	-	3	-	1	1	-	1	-	6
Total	4	4	15	4	4	3	2	3	-	39

PROGRAMME OUTCOME (PO):

PO No.	Programme Outcomes (PO)
	Upon completion of the BBA. Degree Programme, the graduate will be able to
PO1	Obtain quality education and be capable of making a positive contribution to business, trade and industry in the national and global context. Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
PO2	The programme enables the graduates to understand and apply leadership skills and Managerial skill at the individual and group levels to co-ordinate the team work. Acquire a solid foundation to pursue professional careers and take up higher learning courses such as MBS, MHRM, MFM, ACS, M.Phil, Ph.D.
PO3	Graduates with flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intra-preneurship for their employer organizations. Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate intra-preneurship for their employer organizations.
PO4	Graduates will acquire an in-depth knowledge in the field of Marketing from traditional rural to modern E-marketing. Acquire critical business skills and competencies required for effective management in modern business.
PO5	Enables to extend & widen their knowledge in all the industrial & production areas. Inculcate a positive attitude towards ethical business decisions and social dimensions.

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO NO.	Programme Educational Outcomes (PEOs)
PEO1	To prepare graduates for multi-dimension careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations.
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed decisions in profession and put into practice striking a balance between business and social dimensions.
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M. Phil, Ph.D as well as research.
PEO4	To identify, analyze and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change

PROGRAMME SPECIFIC OUTCOME (PSO):

PSO No.	Programme Specific Outcomes (PSO) Upon completion of these courses the student would
PSO1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams.
PSO2	Display competencies and knowledge in key business functional areas including accounting, marketing and management.
PSO3	Learn how to effectively manage people and build strong relationships.
PSO4	Enhance critical thinking and analytical skills in terms of decision making.
PSO5	Develop entrepreneurial skill to motivate towards start ups.

Bloom's Taxonomy

Bloom's Taxonomy provides an important framework for teachers to use to focus on higher order thinking. By providing a hierarchy of levels, this taxonomy can assist teachers in designing performance tasks, crafting questions for conferring with students, and providing feedback on student work.

This resource is divided into different levels each with **Keywords** that exemplify the level and questions that focus on that same critical thinking level. **Questions for Critical Thinking** can be used in the classroom to develop all levels of thinking within the cognitive domain. The results will be improved attention to detail, increased comprehension and expanded problem solving skills. Use the keywords as guides to structuring questions and tasks. Finish the Questions with content appropriate to the learner.

As per Bloom's Taxonomy:

- Base Level (Remembering (K1) and Understanding (K2))
- Application level (Applying (K3))
- Advanced Thinking Level (Analysing (K4), Evaluating (K5) and Creating (K6))

Assessment can be used to help guide culminating projects. The six levels are:

- **Knowledge Level I – Remembering Level (K1)**
- **Knowledge Level II – Understanding Level (K2)**
- **Knowledge Level III – Application Level (Applying) (K3)**
- **Knowledge Level IV – Analysis Level (K4)**
- **Knowledge Level V – Evaluation Level (K5)**
- **Knowledge Level VI – Creating Level (K6)**

I. Base Level (Remembering and Understanding)

Remembering Level (K1)

In this level the students to recall information from the course content and to identify information basically in the same form it was presented. Exhibits memory of previously learned material by recalling fundamental facts, terms, basic concepts and answers about the selection.

Keywords: who, what, why, when, omit, where, which, choose, find, how, define, label, show, spell, list, match, name, relate, tell, recall, select.

Understanding Level (K2)

In this level the students to understanding of facts and ideas by comprehending. Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptors and stating main ideas. **Keywords:** compare, contrast, demonstrate, interpret, explain, extend, illustrate, infer, outline, relate, rephrase, translate, summarize, show, classify.

II. Application Level (Applying) (K3)

In this level the students to solve problems by using/applying a concept learned in the classroom and to use their knowledge to determine a correct response. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different or new way. **Keywords:** apply, build, choose, construct, develop, interview, make use of, organize, experiment with, plan, select, solve, utilize, model, identify.

III. Advanced Thinking Level (Analysing, Evaluating and Creating)

Analysis Level (K4)

Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations. **Keywords:** analyze, categorize, classify, compare, contrast, discover, dissect, divide, examine, inspect, simplify, survey, test for, distinguish, list, distinction, theme, relationships, function, motive, inference, assumption, conclusion, take part in.

Evaluation Level (K5)

Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions. **Keywords:** build, choose, combine, compile, compose, construct, create, design, develop, estimate, formulate, imagine, invent, make up, originate, plan, predict, propose, solve, solution, suppose, discuss, modify, change, original, improve, adapt, minimize, maximize, theorize, elaborate, test, happen, delete.

Creating Level (K6)

Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria. **Keywords:** award, choose, conclude, criticize, decide, defend, determine, dispute, evaluate, judge, justify, measure, compare, mark, rate, recommend, rule on, select, agree, appraise, prioritize, opinion, interpret, explain, support importance, criteria, prove, disprove, assess, influence, perceive, value, estimate, deduct.

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO - 1	Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams.	PSO - 1,4	U
CO - 2	Display competencies and knowledge in key business functional areas including accounting, marketing and management.	PSO - 4	U
CO - 3	Learn how to effectively manage people and build strong relationships.	PSO - 3	E
CO - 4	Enhance critical thinking and analytical skills in terms of decision making.	PSO - 2	U
CO - 5	Develop entrepreneurial skill to motivate towards start ups.	PSO - 1,2	U

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – I PART-III CORE COURSE – I

Teaching Hours: 6
Credit: 5

PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVE (CO):

- To impart the students with the functions of management that is needed to manage the business effectively and to develop Managerial qualities to motivate the workers.
- To enable the students understand the principles of management and how to acquire the skills to become a good manager.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the functions of management and Management Skills.	K1 to K5
CO2	Understand clear picture about the Scientific management and Role of managers.	K1 to K5
CO3	Gain a clear idea about the importance of planning based on the goals of the organisation.	K1 to K5
CO4	Learn to follow importance of organisation structure.	K1 to K5
CO5	Acquire insight in adopting the control mechanism and effective coordination.	K1 to K5

Unit - I

Management – Meaning - Importance – Functions - Features – Management and Administration – Levels of management – Development Management thoughts - Contributions of F.W. Taylor – Henry Fayol – Peter Drucker and Elton Mayo.

Unit - II

Planning – Nature – Purpose - Types of planning – Steps – Limitations of planning- MBO process – Advantages and Disadvantages of MBO – Decision making.

Unit - III

Organising – Nature - Principles - Purpose - Types of organisation Structure – Use of staff units and committees – Power - Authority – Responsibility – Centralisation Vs Decentralisation. Directing – Elements and Principles - Characteristics – Functions of Leader – Leadership styles.

Unit - IV

Directing – Elements and Principles - Characteristics – Functions of Leader – Leadership styles – Characteristics of leaders – Motivation – Theories of Motivation (Maslow Theory, Herzberg theory).

Unit – V

Controlling – Meaning – Elements and Significance – Steps - Requirements of effective control – Controlling Techniques - Coordination – Need – Principles – Approaches to achieve effective coordination.

Books Recommended:

1. Principles and Practice of Management – L.M. Prasad - Sultan Chand & Sons-2019.
2. Principles and Practice of Management - V.S.P. Rao & P.S. Narayanan, Konark Publication, 2018.
3. Essentials of Management – Koontz and O'Donnell – McGraw Hill-2019.
4. Business Management - Dinkar Pagare – Sultan Chand & Sons-2018.
5. The Practice of Management - Peter Drucker - Harper Collins, 2009.
6. Principles of Management - T. Ramasamy, Sultan Chand Co Ltd, New Delhi, First Edition: 2012.

MAPPING WITH PROGRAMME OUTCOME: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the Contributions by Taylor, Henry Fayol, Peter F Drucker.	PSO-2	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning.	PSO-2	Ap
CO-3	Identify the organizations process, departmentation, organization structure and span of control	PSO-2	U
CO-4	Paraphrase of recruitment, selection and training in an organization	PSO-2	U
CO-5	Recognize the skills required to manage and control functions effectively	PSO-2	U

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – I PART-III CORE COURSE – II

Teaching Hours: 6
Credit: 5

MANAGERIAL COMMUNICATION

COURSE OBJECTIVE (CO):

- The purpose is to enable the students to learn effective business correspondence and to draft letters for various business transactions adopting the modern technological communication.
- To make students understand the significance and principles of communication. The purpose of this course is to teach students the principles of effective business communication.
- To apply the principles in analyzing business situations and determining and creating appropriate business communications. To learn the modern technological communication
- To enable students to write reports and speeches on topics related to business.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Review and refine communications skills.	K1 to K5
CO2	Learn and apply effective written communication techniques	K1 to K5
CO3	Complete employment communications	K1 to K5
CO4	Importance of Spoken English 1 .Collections of Envelope, Post cards. Inland cover, stamps as Assignment. 2. Writing of simple formal letters.	K1 to K5
CO5	Determine and use proper psychological approach in writing situations	K1 to K5

Unit - I

Communication – Meaning - Process - Objectives - Importance of Communication – Types of communication - Communication barriers - Overcoming communication barriers

Unit - II

Methods of Communication - Verbal – Non-verbal - Listening skills – Importance – Types – Barriers to effective listening – Guidelines for Effective Listening – Importance of silence in communication.

Unit - III

Group communication – Meaning – Problems of Group Communication – Meetings – Types – Conduct of Meetings - Speech Writing: Effective presentation – Composition of a speech.

Unit - IV

Interview – Meaning – Characteristics of Interview – Types of interview – Guidelines for effective interview -

Unit – V

Business letter - Need and functions - Layout of business letter – Enquiry Letter - Circular Letter - Complaint Letter – Report Writing.

MAPPING WITH PROGRAMME OUTCOME:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Importance of Communication and Types of communication	PSO-1	U
CO-2	Apply effective written communication techniques	PSO-2	Ap
CO-3	Complete employment communications	PSO-3	U
CO-4	Importance of Writing of simple formal letters Collections of Envelope, Post cards. Inland cover, stamps as Assignment.	PSO-2	U
CO-5	Determine proper E-Communications in Business.	PSO-5	U, C

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

TEXT BOOK:

1. Rajendrapal and Koralahalli J.S - Essentials of Business Correspondence, Sultan & Chand, Re-Print 2008, 3rd Edition.

REFERENCE BOOKS:

1. Ramesh M.S and Patten Shetty - Effective business English and Correspondence, R.C.Puplications, 2009 2nd Edition.
2. Balasubramanian - Business Communication, Vikas Publishing House Pvt., Ltd-2008, 2nd Edition.
3. RSN.Pillai & Bagavathi - Commercial Correspondence & Office Management, S.Chand Publication-2009, 3rd Edition.

Note:

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	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – I PART-III ALLIED COURSE – I

Teaching Hours: 4

Credit: 3

BUSINESS ORGANISATION

COURSE OBJECTIVE (CO):

- To enable the students to understand the forms of business and to manage the business effectively.
- To enable the students understand the Business organisation, Types of organisation and Classification of companies in business enterprises.
- To enable the Students to learn about the fundamentals of business.
- To enable the students to understand the forms of business and to manage the business effectively.
- Analyse how the aims of social enterprises differ from other business sector organisations.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the aims of a firm in business activities.	K1 to K5
CO2	Understand clear picture about the Sole proprietorship and Joint Company.	K1 to K5
CO3	Gain a clear idea about the importance and merits and demerits of partnership.	K1 to K5
CO4	Learn to follow importance of company structure.	K1 to K5
CO5	Acquire insight in adopting the cooperation and about PSE.	K1 to K5

Unit - I

Business – Meaning – Characteristics – Components - Business and Profession - Objectives of business – Perquisites of successful business – Qualities of a good business man.

Unit - II

Business organisation – Meaning – Forms of business organisation - Sole proprietorship – meaning – Characteristics – Merits and Demerits - The Joint Hindu Firm – Merits and Demerits.

Unit - III

Partnership – Meaning – Characteristics – Types of partnership – Kinds of partners – Partnership deed – Rights and Duties of partner – Dissolution of partnership firm – Merits and Demerits

Unit - IV

Company – Meaning – Features – Classification of companies - Difference between public and private companies – Merits and Demerits of company organisation.

Unit - V

Co-operation – Meaning – Characteristics – Merits and Demerits – Types - Public enterprises – Need – Forms of public enterprises – Business combination - Meaning – Causes – Types of combination.

Text Book:

1. C.D Balaji, Dr. G.Prasad - "Business organization", Margam Publication, 7th Edition.
2. Bhusan. K. – "Fundamental of Business Organization & Management", Sultan Chand, 6th Edition.
3. C.B.Gupta – "Management and Organisation", Sultan Chand, 2012, 5th Edition.
4. Louis A.Allen – "Management and Organisation", Sultan Chand, M.C Grawhill, 5th Edition, 2013.

REFERENCE BOOKS:

1. Pradash Jagadesh – "Business Organisation and Management", Sultan Chand & Sons, 5th Edition, 2009.
2. C.B.Gupta – "Business Organisation and Management", Sultan Chand & Sons, 5th Edition 2008.
3. Basu – "Business Organisation and Management", S.Chand, 4th Edition, 2009.

MAPPING WITH PROGRAMME OUTCOME:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Importance of Business and Profession and Objectives of business	PSO-1	U
CO-2	Apply effective and forms of Business organisation	PSO-2	Ap, R
CO-3	Partnership and its Characteristics	PSO-3	U
CO-4	Importance of Company and difference between public and private companies.	PSO-2	U, An
CO-5	Determine proper Co-operation and Public enterprises	PSO-5	U

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

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DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – I PART - IV GENERAL COURSE - I

Teaching Hours: 2
Credit: 2

VALUE EDUCATION

OBJECTIVE: To enable the students understand the Educational psychology, principles and value of education and how to acquire the skills to become a good learners.

Course Outcomes

1. To ensure creating awareness among the youth on human values.
2. To ensure educating the youth, the basic principles of value education.
3. To ensure the process of analyzing, appreciating and personalizing values as our own.
4. To ensure that students develop various dimensions of human personality.
5. To ensure the youth empowering the gender sensitization, gender differences and gender roles.
6. To ensure preparing the students for the smooth transfer from the stage of teenage to earlier adulthood.

Unit-I

Principles of Value Education - Introduction - Value Education- Characteristics of Values – Kinds of Values

Unit-II

Development of Human Personality - Personality traits - Theories of Personality - Discovering self- Defense mechanism - Power of positive thinking

Unit-III

Dimensions of Human Development - Physical development – Intellectual development - Emotional development - Social Development – Moral development - Spiritual development

Unit-IV

Responsible Parenthood - Human sexuality - Sex and love - Becoming a spouse - Responsible Parenthood.

Unit-V

Gender Equality and Empowerment - Historical perspective - Education & economic development -Crimes against Women-Women's rights.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – II PART-III CORE COURSE – III

Teaching Hours: 6
Credit: 5

ORGANISATIONAL BEHAVIOUR

COURSE OBJECTIVE (CO):

- To educate the students, about the ways to understand the employee behaviour within the organisation and pries to control, improve, develop it.
- To improve the ability of the students as to setup an organizational culture, hiring the best people and creative meaningful connections among them, developing complete qualities of the employees and establish a firm with clear leadership chain.

PROGRAMME (COURSE) OUTCOME (PO):

Course Objectives: The learner will be able to

CO No.	Course Objectives
CO-1	Analyze Individual and Organizational Behaviour
CO-2	Relate the Personality and Perception
CO-3	Appraise the motivation ,Interpersonal and Group Behaviour
CO-4	Interpret the Power and Authority
CO-5	Demonstrate the Organizational Change

Unit - I

Organisational Behaviour – Definition and nature - Organisational Behaviour Models – Disciplines contributing to Organisational Behaviour - Dimensions of organisational behaviour.

Unit - II

Perception – Meaning – Process - Personality – Meaning – Determinants - Attitudes – meaning – Factors influencing attitude formation – Different ways of changing attitudes.

Unit - III

. Group Dynamics – Stages in formation of groups Foundations of Group Behaviour -Group Decision making Techniques – Teams – Creation of effective team – Contemporary issues in managing team.

Unit - IV

Learning – Meaning, Theories of learning – Ability – Intellectual Abilities – Physical Abilities – The Ability – Job Fit - Power and Politics – Conflict and Negotiation – Work Design and Technology.

Unit - V

Organizational Change – Meaning - Major Forces of change - Types of change.
Organisational Development – Meaning – Techniques - Organisational culture – Meaning - Determinants of culture

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Discover the models of organizational behavior, Individual Behavior and Mintzberg managerial role	PSO-5	Ap, C
CO-2	Illustrate the theories of personality such as Type theory, Psychoanalytic theory, Trait, Freudian Stages, perception and learning.	PSO-5	Ap
CO-3	Examine the needs of group behavior and team building, Synergic effect and group decision making.	PSO-5	Ap, R
CO-4	Realize relate the theories of Learning , Ability Fit for the Job, Conflict handling methods.	PSO-5	An
CO-5	Outline the organisational change, resistance to change and organizational development	PSO-5	An, E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

Books Recommended:

1. Organisational Behaviour – Aswathappa - Himalaya Publishing House, 2017
2. Organisational Behaviour – Stephen Robbins - Pearson Education, 2016
3. Organisational Behaviour – Fred Luthans - The McGraw-Hill Companies, Inc., 2018
4. Organisational Behaviour – S.S Khanka – S.Chand & Co, 2018
5. Human Behaviour and Organisational Behaviour – Diwedi, Laxmi Publications, 2019

Note:

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	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – II PART-III CORE COURSE – IV

Teaching Hours: 6

Credit: 5

MANAGERIAL ECONOMICS

COURSE OBJECTIVE (CO):

- To provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.
- To develop a good understanding of economic concepts and tools that have direct managerial applications
- .The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.
- To acquire knowledge about price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the meaning of Managerial Economics and Role of managerial Economist in Business	K1 to K5
CO2	Understand clear picture about the Demand and Demand forecasting.	K1 to K5
CO3	Gain a clear idea about the production and cost of production	K1 to K5
CO4	Learn to understand the Concept of Market structure and Features of Monopoly, monopolistic, etc.,	K1 to K5
CO5	Understand the concepts of National income	K1 to K5

Unit - I

Managerial Economics – Meaning - Nature - Scope – Role of Managerial Economist in Business – Profit maximization - Economic profit.

Unit - II

Demand – Meaning - Determinants of Demand - Exceptions to the Law of Demand - Elasticity of Demand – Price Elasticity – Types – Income elasticity – Types – Demand Forecasting – Meaning - Methods

Unit - III

Production and Cost of production - Cobb Douglas production function - Law of Variable Proportion - Iso-quants - Economies of scale.

Unit - IV

Market structure – Meaning – Features – Types of Monopoly, Monopolistic, Perfect and Oligopoly - Pricing methods – Pricing for new products.

Unit - V

Business cycle – Meaning - Stages of business cycle – National income – computation of national income – problems in computation of national income.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic concepts in managerial economics.	PSO 1	U
CO-2	Compute the demand determinants and forecast demand with its methods.	PSO 2	R
CO-3	Analyze the decisions made in the firm using production analysis techniques.	PSO 2	U, E
CO-4	Explain the supply and cost analysis.	PSO 3	R, Ap
CO-5	Describe the price output determination under perfect competition.	PSO 4	U
CO-6	Differentiate among the various forms of market in the economy to improve decision making skills.	PSO 4	U, C

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

Books Recommended:

1. Ahuja, H.L. (1996), Principles of Micro Economics – A New Look at Economic Theory, S.Chand and Company LTD, New Delhi.
2. Bright Singh, D. (1984), Micro Economics, (4th Edition), Emerald Publishers, Madras.
3. Chopra, P.N. (1997), Pricing Distribution and Welfare, Kalyani Publishers, Delhi.
4. Jhingan M.L. (1986), Micro Economic Theory, Konark Publishers PVT, Ltd, New Delhi.
5. Joshi, J.M. and Rajendra Joshi (1997), Micro Economic Theory, Himalaya Publishing House, Delhi.
6. Koutsoyiannis, (1975), Modern Micro Economics, The Macmillan Press, London.
7. Sundharam, K.P.M. and E.N. Sundharam, (1996), Micro Economics, S.Chand and Sons, Educational Publishers, New Delhi.

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Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – II PART-III ALLIED COURSE – II

Teaching Hours: 4
Credit: 3

BUSINESS STATISTICS

General Objectives: To impart the knowledge on measures of central tendency, Measure of dispersion, Differentiation and Integration.

Course Objectives: The learner will be able to

CO No.	Course Objectives
CO-1	Appreciate the concepts of finance and methods in mathematics and investment decisions
CO-2	Recognize the differentiation and various methods of derivatives function
CO-3	Outline the statistics and the calculation of measures of central tendency.
CO-4	Identify the different methods in measures of Dispersion.
CO-5	Illustrate the correlation variables and test the variable using chi square test.

Unit - I

Statistics – Meaning – Scope – Limitations - Types of classification of data - Tabulation – Types of tables – Graphical representation of data – Histograms – Simple bar chart – Multiple bar chart – Pie diagram.

Unit - II

Measures of Central Tendency: Arithmetic mean, Median and Mode for grouped and ungrouped data.

Unit - III

Measure of dispersion – Range - coefficient of Range - Quartile Deviation, Coefficient of Quartile Deviation - Mean Deviation - Coefficient of Mean Deviation - Standard deviation - Coefficient of Variation.

Unit - IV

Concept of correlation – Types of correlation - Karl Pearson's Coefficient of Correlation – Spearman's Rank Correlation - Regression Analysis – Simple Regression Equations.

Unit - V

Index Numbers – Unweighted price index - Single price index – Aggregate Price Index – Weighted Price Index – Laspeyre method – Paasche's Method – Fisher's method – Marshall's method – Kelly's method – Cost of Living Index – Aggregate Method – Family Budget Method.

MAPPING WITH PROGRAMME OUTCOME:**COURSE OUTCOMES (CO):** The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Distinguish the concepts of simple interest, compound interest, true discount and annuities.	PSO-4	U
CO-2	Calculate the derivatives of function.	PSO-4	U, An
CO-3	Illustrate the concepts of statistics, mean , median and mode	PSO-4	R,U
CO-4	Breakdown the measures of Dispersion such as standard deviation and quartile deviation.	PSO-4	An
CO-5	Examine the goodness of fit and correlation.	PSO-4	U, An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

Books Recommended:

1. Fundamentals of Statistics - S.C. Gupta
2. Practical Statistics – R.S.N. Pillai & Bagavathi
3. Statistics for Management – Levin & Rubin
4. Business Statistics – J.K. Sharma
5. Statistical methods – C.B. Gupta & Vijay Gupta

Theory and Problems shall be in the ratio of 30:70 respectively.

Note:

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION I YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – II PART-IV GENERAL COURSE - II**

**Teaching Hours: 2
Credit: 2**

ENVIRONMENTAL STUDIES

OBJECTIVE: To enable the students understand the environment in Educational psychology, principles and how to acquire the skills to become a good learners.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – III PART-III CORE COURSE – V

Teaching Hours: 6

Credit: 5

ACCOUNTING FOR MANAGERS

OBJECTIVE: To enable learners understand the fundamental concepts of Accounting. To give them a basic knowledge of accounting principles. To facilitate them to prepare Final Accounts of business and non-trading concerns.

Course Objectives: The learner will be able to

CO No.	Course Objectives
CO-1	Students get expertise in understanding the basic concepts of accounting. Outline the accounting concepts and provision and reserves
CO-2	Gain a clear picture of preparing the single, double and triple cash book. State the depreciation and final accounts of sole traders.
CO-3	Understand to prepare the trading account, profit and loss account and balance sheet of the concern. Illustrate the final accounts of company accounts and sweat equity share.
CO-4	Acquire the importance of preparing the double entry system of accounting. Relate the final accounts of companies.
CO-5	Get in-depth knowledge on need of providing inventory, level of stock inventory techniques

Unit - I

Financial Accounting - Meaning – Objectives – Nature – Functions – Scope of Financial Accounting - Accounting Concepts and Principles - Journal – Ledger – Trail Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet **(Simple Problems)**.

Unit – II

Management Accounting – Meaning, Scope, Uses and Limitations – Differences between Management Accounting and Financial Accounting - Differences between Management Accounting Cost Accounting - Analysis and interpretation of Financial Statement – Ratio Analysis – Meaning, Types of ratios and Uses - Calculation of various ratios from Balance Sheet **(Simple Problems)**.

Unit - III

Fund Flow Analysis – Meaning and uses – Preparation of Fund Flow Statement. Cash Flow Analysis – Meaning and uses – Difference between Cash Flow Statement and Fund Flow Statement - Preparation of Cash Flow Statement **(Simple Problems)**.

Unit - IV

Cost Accounting – Meaning – Objectives – Importance – Advantages and Disadvantages of Cost Accounting – Principles and Classification of Costing – Methods of Costing – Elements of cost - Cost Sheet – Meaning – Simple Cost sheet - Cost sheet with overheads **(Simple Problems)**.

Unit – V

Inventory – Meaning – Objectives – Importance - Level of Stock Inventory Techniques – EOQ (Simple Problem without Shortage) – Meaning of FIFO, LIFO, HIFO (**Simple Problems**).

MAPPING WITH PROGRAMME OUTCOME: **Course Outcomes:** The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Preparation of Profit and Loss Accounts of a company. Realize the accounting concepts and conventions used in the business.	PSO -2	U
CO-2	Calculate the methods of Ratio Analysis.	PSO -4	An
CO-3	Describe the Rights issue, Bonus issue, Buy back of shares and Sweat equity shares	PSO -1	U
CO-4	Preparation of Profit and Loss Accounts of a company	PSO – 4	An, C
CO-5	Discuss the use of computer in accounting and the Indian Accounting Standards used in business and develop computer accounting skills	PSO – 1	U, E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

Text Book Recommended:

1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA, Sultan Chand & Sons.

Books for Reference:

1. Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY.
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN.
4. Management Accounting – Ramachandran T.R
5. Management Accounting – Sharma R.K. and Gupta
6. Cost Accounting – T.S. Reddy and Hari Prasad Reddy
7. Cost Accounting – S.P. Jain and Narang, Kalyani Publishers.

Theory and Problems shall be in the ratio of 30:70 respectively.

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Section C (Question No.)	16	17	18	19	20

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Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – III PART-III CORE COURSE – VI

Teaching Hours: 6
Credit: 3

OPERATIONS RESEARCH

GENERAL OBJECTIVES:

- To educate the students, about the knowledge in concepts and tools of Operations Research.
- To make the students to understand mathematical models used in Operations Research and to apply these techniques constructively to make effective business decisions.'
- To facilitate the students to understand the scientific methods available to take proper decisions in the Applications of operations research in business and learning simple problems like CPM, PERT and Transportation model.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To enable the students understand the various Applications of operations research in business and to educate the students for acquiring sufficient knowledge about various Operation Research Models.	K1 to K5
CO2	Students can get deeper knowledge about the formulation of Linear programming Model. Students can accumulate the awareness about the utilities of Graphical method and Simplex method.	K1 to K5
CO3	Students can gain a clarity overview of the Usage of transportation problems in solving business problems. Students can learn the main methods of transportation problems.	K1 to K5
CO4	Students can gain the knowledge about how Assignment problems can be solved. Students can have deeper insight about the maximisation problems and minimization problems.	K1 to K5
CO5	Students can become expertise in understanding the needs of Network Analysis.CPM and PERT enrich the knowledge level of the students to acquire maximum results in stipulated conditions.	K1 to K5

Unit - I

Operations Research – Meaning - Applications of operations research in business - Limitations - Models in Operations Research.

Unit – II

Linear Programming – Meaning, Assumptions and Limitations – Formulation of Linear Programming Problems (Simple problems only) - Graphical and Simplex method (**Maximisation problems with two variables and two constraints only**).

Unit - III

Transportation problem – Meaning – Northwest Corner Rule, Least Cost Method and Vogel's Approximation Method. Balanced and Unbalanced transportation problems. Optimal Solution using MODI method (**Simple problems without degeneracy**)

Unit - IV

Assignment Problem – Meaning – Maximisation and Minimisation Problems - Balanced and Unbalanced problems.

Unit – V

Network analysis – Arrow diagram – Critical path method (CPM) – Earliest start and finishing time – Latest start and finishing time – PERT – Differences between CPM and PERT (**simple problems only**).

MAPPING WITH PROGRAMME OUTCOME (COURSE OUTCOMES (CO)):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Calculate the LPP method, graphical method and simplex method	PSO-4	An
CO-2	Experiment the north-west corner rule, least cost method, VAM method and assignment problems	PSO-4	An
CO-3	Differentiate the levels of EOQ with shortages	PSO-4	An
CO-4	Outline the replacement decisions and policies	PSO-4	An
CO-5	Illustrate the CPM, PERT and queuing theory.	PSO-4	An

CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

Books Recommended:

1. Operations Research - Paneerselvam
2. Operations Research – J.K. Sharma
3. Operations Research – Kanti, Swaroop and Manmohan, Sultan Chand & Sons.
4. Operations Research – V.K. Kapoor
5. Operations Research – Hiller and Liebermann

Theory and Problems shall be in the ratio of 30:70 respectively.

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – III PART-III ALLIED COURSE – III

Teaching Hours: 4

Credit: 5

MODERN BANKING SYSTEM

COURSE OBJECTIVE (CO):

- To promote the ability to understand the basic concepts of Banking and Role of Banks in economic development.
- To give students the capacity to make relevance of banking system in India and NBFC.
- To help them be equipped with recent developments in banking system.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the meaning of Banking and Role of Banking Business	K1 to K5
CO2	Understand clear picture about the Central Banks and NBFC.	K1 to K5
CO3	Gain a clear idea about the Procedure of Opening a bank account.	K1 to K5
CO4	Learn to understand the Concept of Cheque operation.	K1 to K5
CO5	Understand the concepts of recent developments in banking system.	K1 to K5

Unit - I

Bank - Meaning – Banking System – Types of Banks – Nature of Banking Business - Role of Banks in economic development - Modern functions of Banks.

Unit – II

Banking system in India – Functions of Commercial Banks - Nationalisation of Commercial Banks in India - Non Banking Financial Companies – Meaning - Functions - problems.

Unit - III

Central Bank – Evolution - Functions – Differences between Central Banks and Commercial Banks - Functions of Reserve Bank of India - Credit Control – meaning and types.

Unit - IV

Procedure of Opening a bank account – Nature of relationships between banker and customer– Types of accounts – Rights and duties of banker – Pass Book – Cheque – Features – Crossing – Meaning and Types - Endorsements – Meaning and Types.

Unit – V

Recent developments in banking system – Credit card and Debit Card – Use of smart card – Benefits derived from credit card. ATM meaning – features and functions. E-banking – meaning - activities - Benefits - Problems in e-banking.

MAPPING WITH PROGRAMME OUTCOME:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Banking System, Types of Banks, Nature of Banking Business, Role of Banks in economic development, Modern functions of Banks	PSO-4	An
CO-2	Functions of Commercial Banks, Nationalisation of Commercial Banks in India and Non Banking Financial Companies.	PSO-4	An
CO-3	Differences between Central Banks and Commercial Banks, Functions of Reserve Bank of India and Credit Control.	PSO-4	An
CO-4	Outline the Procedure of Opening a bank account and Nature of relationships between banker and customer	PSO-4	An
CO-5	Recent developments in banking system.	PSO-4	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create.

Books Recommended:

1. Banking Theory Law and Practice – Kandasami, Natarajan & Parameswaran, S.Chand Publishers.
2. Banking in India - Natarajan and Gordon, Himalaya Publishing House.
3. Banking and Financial System – B. Santhanam
4. Banking Theory Law and Practice - Gurusamy
5. Banking Theory Law and Practice - Rajesh & Sivagnanasithi
6. Banking Theory Law and Practice – Nirmala Prasad and Chandradass

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – III PART-IV NON-MAJOR ELECTIVE – I

Teaching Hours: 2

Credit: 2

BUSINESS ETHICS AND CORPORATE VALUES

COURSE OBJECTIVE (CO):

- To enable the students understand the Business ethics and principles and Corporate Social Responsibility how to acquire skills to become a good manager in values.
- To understand ethical business standards and ethical corporate culture.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the Business ethics and its Importance.	K1 to K5
CO2	Understand clear picture about the Types of Ethical issues and social consequences of bribery.	K1 to K5
CO3	Gain a clear idea about the Discrimination.	K1 to K5
CO4	Learn to follow Concept of Values and Characteristics of value.	K1 to K5
CO5	To understand Corporate Social Responsibility and Responsibility of business towards Stakeholders	K1 to K5

Unit - I

Definition of Business Ethics and Values – Meaning - Importance of Business Ethics – Objectives of business Ethics – Scope of business ethics -3 Cs of business ethics

Unit - II

Types of Ethical issues – Corruption in Businesses - Meaning – Causes – Bribery – Meaning – Difference between bribe and gift – Social consequences of bribery.

Unit - III

Discrimination – Meaning – Types of discrimination – Sexual harassment at work place – Effects of sexual harassment – steps to overcome sexual harassment.

Unit - IV

Values – meaning – Characteristics of value – Importance of values – Types of values – Sources of value formulation.

Unit - V

Corporate Social Responsibility - Meaning – Need for CSR – Criteria for determining social responsibilities of business – Corporate Governance: Issues – Need.

MAPPING WITH PROGRAMME OUTCOME: (COURSE OUTCOMES)

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To outline the significance of ethics in business.	PSO-2	U
CO-2	To examine the best way to solve issues ethically.	PSO-2	An, E
CO-3	To appreciate the best ethical practices in every actions of organization	PSO-2	U
CO-4	To recognize the importance of Corporate Social Responsibility	PSO-2	An, U
CO-5	To analyze the appropriate method of managing any ethical conduct under Corporate Governance	PSO-2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create.

Books Recommended:

1. Business Ethics and Indian Value system – Dr. Anand singh
2. Business Ethics and the Indian Social System – C.S.V. Murthy
3. Business Ethics and Corporate Governance – Ria Rupani
4. Ethics in Management – S.A. Sherlekar
5. Perspectives in Business Ethics - Hartman

Course Text:

1. Fernando. A. C., Business Ethics – An Indian Perspective, Pearson Publication, 2010.
2. Dr.S.Sankaran..., Business Ethics & Values, Margham Publication , 2013
3. Sanjeev.R., Ethics & Values in Business Management, Ane Books, 2009.
4. U.C.Mathur, Corporate Governance & Business Ethics, Macmillan, 2005.
5. Velasquez, Business Ethics - Concepts and Cases, Prentice Hall, 5th Edition, 2000

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – IV PART-III CORE COURSE – VII

Teaching Hours: 5
Credit: 5

MARKETING MANAGEMENT

COURSE OBJECTIVE (CO):

- To expose students to marketing concepts and trends in the market.
- To promote the ability to relate consumer behaviour and market trends.
- To make students realize the relationship between marketing channels and corresponding strategies.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding Marketing and Marketing management process.	K1 to K5
CO2	Understand clear picture about the Buyer behaviour and Consumer decision making process.	K1 to K5
CO3	Gain a clear idea about the Product and Labelling.	K1 to K5
CO4	Learn to follow Concept of Price methods and Channels of Distribution.	K1 to K5
CO5	To understand Advertising and Objectives of Sales promotion.	K1 to K5

Unit – I

Marketing – Meaning – Evolution - Scope - Importance – Functions of Marketing - Marketing Mix - Marketing management process.

Unit – II

Buyer behaviour – Meaning - Consumer decision making process – Segmentation – meaning and bases – Selecting target markets – Positioning – Meaning and strategies.

Unit – III

Product – Meaning - Types of Product – Steps in New Product Development – Stages in Product Life Cycle – Brand – meaning and types – Packaging – Types and functions – Labelling – Meaning - Contents of a label.

Unit – IV

Price – Objectives - Pricing methods - Channels of Distribution - Meaning - Types of intermediaries – Functions of wholesalers and retailers.

Unit – V

Advertising – Meaning - Objectives - Classification – Types of media - Sales promotion – Meaning – Sales promotion tools for consumers and trade - Public Relations – Meaning and types.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes (CO):

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Marketing, marketing of agricultural, industrial and consumer goods and Consumer Behaviour.	PSO-2	U
CO-2	Infer the product mix, branding, packaging, Product Life Cycle and market Segmentation.	PSO-2	U
CO-3	Give examples of pricing, promotion mix and sales promotion.	PSO-2	U
CO-4	Appraise the advertising, personal selling techniques and role of Advertising Standards Council India.	PSO-2	An
CO-5	Contrast the services rendered by the channels of distribution and develop service marketing skills	PSO-2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create.

TEXT BOOK:

1. Rajan Nair : Marketing; Sultan Chand and Sons, New Delhi'2006

BOOKS FOR REFERENCE:

1. Kotler Philip : Marketing Management Englewood Cliffs; Prentice Hall, New Delhi,2006
2. R.S.N Pillai & Bhagavathi : Modern Marketing Principles & Practices, S.Chand & Co. Ltd, New Delhi, 2009
3. Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice-Hall of India, New Delhi,2006
4. William M. Pride: Marketing, Boston: Houghton-Mifflin. Ferrell.O.C.

Note:

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	Unit I	Unit II	Unit III	Unit IV	Unit V
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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER –IV PART - III CORE COURSE – VIII

Teaching Hours: 5

Credit: 5

PRODUCTION AND MATERIALS MANAGEMENT

COURSE OBJECTIVE (CO):

- To educate the students about the nature and importance of production and materials management.
- The main objective of this course is to give the knowledge about the production management and how to handle the materials.
- To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector.
- To provide theoretical and practical exposure for application of such Store Keeping.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the Production System and Plant location.	K1 to K5
CO2	Understand the concept of Production Planning and control. The effectiveness of planning and control in the production process	K1 to K5
CO3	Get the knowledge about the Purchase, Principles of purchase and Purchase procedure.	K1 to K5
CO4	Learn the techniques about Inventory Models. The efficient method of inventory control and system adopted to treat the waste from the production units.	K1 to K5
CO5	Understand the concept of Store Management and Importance of store layout.	K1 to K5

Unit - I

Production Management – Meaning – Objectives – Production System – Plant location - Factors of Plant location - Layout and Types of Layout.

Unit – II

Production Planning and control – Meaning – Function and PPC – Routing - Types of scheduling – dispatching & follow up.

Unit – III

Maintenance – Types of Maintenance – Purchase - Principles of purchase – Purchase procedure – Vendors – objectives – Vendor rating.

Unit – IV

Materials Management – Meaning – Importance – Scope - Problems – Inventory Models – ABC – VED – FSN – XYZ – Work Study & Time Study & Motion Study.

Unit - V

Store Keeping – Centralised & Decentralised store keeping – Problems in handling materials. Store Management – Store Design – Importance of store layout – Retail Store.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Express the concepts of Production Management. Identify the various types of production concepts	PSO-2	U
CO-2	Understand the importance of Production Planning and Control.	PSO-2	U
CO-3	Learn how to maintain qualities of Maintenance and Vendor Rating.	PSO-2	U
CO-4	Appraise and impart knowledge on inventory control.	PSO-2	An
CO-5	Contrast the students in the concepts of Store Keeping and Store Management.	PSO-2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create.

Books Recommended:

1. Production and Operations Management – Paneerselvam, Prentice Hall of India.
2. Production and Operations Management – K. Aswathappa, Himalaya Publishing House.
3. Production and Materials Management – K. Shridhara Bhat
4. Materials Management – M.M. Verma
5. Materials Management - Gopalakrishnan
6. C.B. Gupta; Operations management and control; Sulton Chand and Sons; New Delhi; Fourth Edition: 2012.
7. Martin T. Telsang; Production operations Management; S. Chand and Company LTD, First Edition; New Delhi; 2015.

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Section C (Question No.)	16	17	18	19	20

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – IV PART - III ALLIED COURSE – IV

Teaching Hours: 4
Credit: 3

TOTAL QUALITY MANAGEMENT

COURSE OBJECTIVE (CO):

- The student would be able to apply the tools and techniques of quality management to manufacturing and services processes.
- To understand the concepts of Total quality management.
- To define the quality concepts and criteria. To examine the contributions of quality.
- To verify the statistical process control and capability.
- To identify quality standards – ISO 9000 – 14000 Series.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the quality management and its dimensions.	K1 to K5
CO2	Understand clear picture about the Contributions of quality and quality circle.	K1 to K5
CO3	Gain a clear idea about the quality control and customer focus.	K1 to K5
CO4	Learn to follow Concept of control charts and Six Sigma concepts.	K1 to K5
CO5	To understand ISO quality system and other QS system.	K1 to K5

Unit - I

Introduction – Concept of Total Quality Management – Need for quality – Evolution of quality – Definitions of quality – Dimensions of product and service quality – Basic concepts of TQM – TQM Framework - Barriers to TQM - The quality hierarchy – The Three C's of TQM.

Unit - II

Contributions of quality of Gurus - Contributions of W.Edwards Deming - Contributions of Joseph M. Juran Concepts - Contributions of Philip B Crosby – Elements of JIT – Quality Circle.

Unit - III

Quality control – Concepts Quality objectives – Importance – Strategic quality planning – PDCA cycle, 5S, Kaizen - Customer focus in quality management - Customer orientation, Customer satisfaction, Customer complaints, Customer retention – Costs of quality.

Unit - IV

Control Charts – Process Capability – Concepts of Six Sigma – Quality Function Development (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures.

Unit - V

Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors – Revised ISO 9001 - 2015.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the role of quality in different systems	PSO 1	U
CO-2	Describe the scope and practices in TQM	PSO 2	U
CO-3	Explain the benefits resulted by studying various philosophies that result in analyzing skill	PSO 2,4	U
CO-4	Summarize the future organization of TQM by its approaches	PSO 4	An
CO-5	Recognize the significance of quality in service	PSO 2	An

CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK:

1. Dale H. Besterfield, et al., "Total quality Management", Third Edition, Pearson Education Asia, Indian Reprint, 2006.

REFERENCES:

1. Dr.D.D.Sharma, "Total quality Management ", Sultan Chand, 2019.
2. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
3. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
4. Janakiraman. B and Gopal .R.K., "Total Quality Management - Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – IV PART-IV NON - MAJOR ELECTIVE– II

Teaching Hours: 2

Credit: 2

BUSINESS RESEARCH METHODS

OBJECTIVE:

- To understand the basic theoretical ideas and logic of research.
- To enable the students to identify the overall process of designing a research study from its inception to its report.
- To be familiar with current uses of the terms reliability and validity in educational research.
- To get clear understanding on the criteria that can be used to select an appropriate statistical test to answer a research question or hypothesis.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students learn the General principles of Research and Types of research.	K1 to K5
CO2	Design a good quantitative purpose statement and good quantitative research questions and hypotheses.	K1 to K5
CO3	Understand the different sampling techniques adopted for the purpose of research	K1 to K5
CO4	Apply various advanced statistical tools required for the study.	K1 to K5
CO5	Understand and make the report preparation and report writing.	K1 to K5

Unit - I

Research – Meaning – Objectives – Characteristics of good research – Types of research.

Unit - II

Research process – Review of Literature - Sources – Need and Purpose of review literature. – Research design – meaning - components of Research Design.

Unit - III

Data – Meaning - Methods of Data Collection – Primary and Secondary. Questionnaire – meaning – Characteristics of good questionnaire – Interview Schedule – Preparation of Interview Schedule.

Unit - IV

Sampling – Meaning - Characteristics of good sampling – Methods of sampling – Probability and Non-probability sampling - Difficulties in sampling selection - Census – Meaning.

Unit - V

Report Writing – Meaning – Purpose of a Research Report – Types of Research Reports – Format of a Research Report – Bibliography.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Learned about the basic theoretical ideas and logic of research.	PSO 1	U
CO-2	Understand the different sampling techniques adopted for the purpose of research.	PSO 2	U
CO-3	Design a good quantitative purpose statement and good quantitative research questions and hypotheses.	PSO 2,4	U
CO-4	Apply and analysis of various statistical tools required for the study.	PSO 4	An
CO-5	Understand and make the report preparation and report writing.	PSO 2	An

CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

TEXT BOOK:

1. Research Methodology, C.R. Kothari, New Age International (P) Limited Publishers, 2009.

REFERENCE BOOKS:

1. Marketing Research and Consumer Behaviour, S.Sumathi, P.Saravanel. Vikas Publishing House Private Limited 2003.
2. Marketing Management, R.S.N. Pillai, Bagavathi, Sultan chand & Co, Ltd, New Delhi, 2010.

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – IV PART-IV SKILL BASED ELECTIVE– I

Teaching Hours: 2

Credit: 2

COMPUTER APPLICATIONS IN BUSINESS - PRACTICAL

OBJECTIVES:

- To enable students to understand the basic concepts in computer applications.
- To give in-depth knowledge of documentation through MS Office packages.
- To help them apply various accounting procedures through TALLY software.

Course Objectives: The student will be able to

CO 1	Apply the office packages to gain a better understanding of the computer.
CO 2	Understand the functions of smart devices and online transactions
CO 3	Analyse the purpose of social networking and cyber security in the e-world
CO 4	Extract trial balance with adjustments
CO 5	Create trial balance without adjustments

UNIT - I

Meaning of computer – Characteristics – Area of application cycle – components – Memory unit – Input and Output devices – Hardware and Software operation system – Introduction to Windows 2007 logging on Desk top and task Icons on desk top – Start menu options - Creations of files and folders - Windows explorer - Find options shortcuts – briefcase running applications and customization.

UNIT - II

Introduction to MS word - Short cut for MS word – Creating word documents – Business letters using wizards – Editing, inserting objects and formatting documents – Spelling and grammar check – Word count – Thesaurus - Auto correct - Working with tables – Saving, opening and closing documents – Mail merge.

UNIT - III

Introduction to MS Excel and its features – Programmes and applications - spread sheets – Building worksheets – Entering data, editing and formatting worksheets – Creating and formatting different types of charts – Application of financial and statistical function – Organising data using Automatic rule saving, opening and closing of work books.

UNIT - IV

Fundamentals of computerized accounting – computerized accounting Vs manual accounts. Architecture and customization of TALLY – Features of Tally- Configuration of Tally screens and menus – Creation of company and groups – Editing and deleting ledgers – Introduction to vouchers – Entry, payment, receipt, sales, purchase, contract and Journal vouchers- Editing and deleting vouchers.

UNIT - V

Introduction to inventories – Creation of stock categories – Stock groups – Stock items – Configuration and features of stock item – Editing and deleting stocks – Day books - Trial balance – Profit and loss account – Balance sheet.

MAPPING WITH PROGRAMME OUTCOME:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Create MS office with the use of its function	PSO 1	C
CO-2	Analyze the smart use of devices in secured way	PSO2,3	An
CO-3	Understand the prevention of cybercrime and its securities	PSO 2	U
CO-4	Prepare balance sheet with adjustments	PSO1,2	Ap
CO-5	Understand the preparation of final accounts	PSO1,2	U

CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create

REFERENCE:

1. Microsoft office for windows 2007
2. TIAL smart account book SMW deva publication, AVC Deva publication
3. Computerized accounting under Tally publication, Deva publication
4. Implementing Tally 5-4 Author K.K.Nadhani Publication BPB Publication

Computer Application in Business Accounting Exercises for Practical MS -Word (Unit - II)

1. Creating Business Letters
2. Creating an application for the job with Bio-data.
3. Creating circular letter with Mail Merge options.
4. Creating a table by using the split and merge options.

MS – Excel (Unit - III)

1. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
2. Creating charts
3. Creating a list for the enclosures
4. Filtering the data using Auto filter custom filters using comparison operations

Accounting Package (Unit IV & V)

1. Preparing vouchers for entries for the given transactions.
2. Preparing final accounts from the Trial Balance given with any five adjustments.

Practical exam question paper pattern & Mark allotment

Max.Marks:75

Time for practical Exam – 3 Hrs

There will be three questions carrying 10 marks each. Both are to be answered.

1. (a) One problem in MS word (or)
(b) One problem in MS word
2. (a) One problem in MS Excel (or)
(b) One problem in MS Excel
3. (a) One problem in TALLY/Accounting Package (or)
(b) One problem in TALLY/Accounting Package

Internal Mark: = 25

External Mark:

Maximum marks for any 3 questions from the above 3x10 = 30

Practical Note Book 30

Viva 15

Total 100

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART-III CORE COURSE – IX

Teaching Hours: 5

Credit: 5

BUSINESS LAW

COURSE OBJECTIVE (CO):

- To enable the enlighten students on the basic principles and legal aspects of business laws.
- To provide an exposure and understanding of important business laws in India to manage the business laws in India to manage the business efficiently and to contribute effectively to the industry in particular and to the society in general. It also seeks.
- To familiarize the students with the legal scenario of doing business in India.
- To promote the understanding of various legislations relating to business.
- To make them acquire knowledge on the legal aspects in the business environment.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To understand the basic elements of a contract, the sources of laws governing contracts, and the conditions for an offer to be valid.	K1 to K5
CO2	Understand clear picture about the Capacity to contract and Rules relating to Minor. Contrast ethics, values, morality, law, and the various ethical theories and explain the need and means for promoting corporate social responsibility in business.	K1 to K5
CO3	Gain a clear idea about the Rules relating to contingent contract and modes of discharge of contract.	K1 to K5
CO4	Learn to follow Concept of Sale and Agreement to sell.	K1 to K5
CO5	To understand Rights and Duties of Buyer and Procedure for auction sale.	K1 to K5

Unit - I

Introduction – Indian Contract Act 1872 – Meaning – Kinds of contract – Legal rules relating to valid contract - Offer – Meaning – legal rules - Acceptance – Meaning - Legal rules. Consideration – Meaning – legal rules – Exceptions.

Unit - II

Capacity to contract – Meaning – Rules relating to Minor, persons of unsound mind, disqualified persons - Free consent – Meaning – Coercion – Meaning - Undue influence - Meaning – Fraud - Meaning – Misrepresentations - Meaning – Mistakes – meaning - Unlawful object – Agreement opposed to public policy – Kinds of Quasi contract.

Unit - III

Rules relating to contingent contract – Modes of discharge of contract – Remedies of breach of contract.

Unit - IV

Sale of Goods Act 1930 – Meaning – Essentials of Contract of sale – Sale and Agreement to sell – Implied conditions and warranties – Caveat Emptor.

Unit - V

Sale by non-owners - Rules regarding delivery of goods – Rights of Buyer – Duties of Buyer – Rights of unpaid seller – Procedure for auction sale.

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the Companies Act 1956.	PSO-1,2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

Books Recommended:

1. Legal Aspects of Business – RSN.Pillai & Bagavathi, S.Chand
2. Business Law – N.D. Kapoor
3. Legal Aspects of Business – Akileswar Pathak
4. Business Law – Chawla and Garg
5. Business Law - Sreenivasan
6. Legal Aspects of Business – Ravinder Kumar
7. Kuchhal M.C. : Mercantile Law; Vikas Publishing House; New Delhi,1998
8. Desai T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata,1992.

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
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CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART-III CORE COURSE – X

Teaching Hours: 5

Credit: 5

HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES (CO):

- The students can become aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.
- The students can be able to design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour.'
- To develop the skills among students in such a way to understand how human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To facilitate the students to understand the basic concepts and functions of Human Resource Management, and to educate them for acquiring sufficient knowledge about various functions of Human Resource manager.	K1 to K5
CO2	Students can get deeper knowledge about the formulation of Human resource planning. Students can accumulate the awareness about the various recruitment policies and selection process.	K1 to K5
CO3	Students can gain a clarity overview of the Usage of training to develop the skill set of employees. Students can learn the steps involved in self development.	K1 to K5
CO4	Students can gain the knowledge about how reward system improves the performance. Students can have deeper insight about the career planning and socialization benefits.	K1 to K5
CO5	Students can acquire proficiency in the applications of various performance appraisal methods. By understanding various Grievances handling procedures, students can create better organisation culture.	K1 to K5

Unit - I

Human Resource Management – Meaning – Evolution – Objectives of Human Resource Management – Role of Human Resource Manager – Functions of HRM.

Unit - II

Human Resource Planning (HRP) – Meaning – Importance - Recruitment – Meaning - objectives, sources of recruitment – Factors affecting recruitment – Steps in scientific selection process.

Unit - III

Training – Meaning – Types of training - Differences between Training and Development - Self Development – Meaning and Practices.

Unit – IV

Reward – meaning – classification of rewards - Career planning – meaning – steps.
Socialisation benefits - process.

Unit - V

Performance Appraisal (PA) – meaning - Method of Performance Appraisal - Grievances – meaning - Causes – Grievances handling procedure.

MAPPING WITH PROGRAMME OUTCOME: COURSE OUTCOME: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the basic concepts of Human resource management	PSO-2	U
CO-2	Critically analyze the need for human recourse that will improve the planning skills	PSO-2	An
CO-3	Illustrate the importance of recruitment and selection procedure in an organization.	PSO-2	Ap
CO-4	Demonstrate the kinds of Training and development.	PSO-2	Ap, C
CO-5	Recognise performance appraisal system and the grievance handling	PSO-2	U, An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

Books Recommended:

1. Human Resource Management - Aswathappa
2. Human Resource Management - Subbarao
3. Human Resource Management - Bernadin
4. Human Resource Management – Decerzo and Robbins
5. Human Resource Management - Ivancevich

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART-III CORE COURSE – XI

Teaching Hours: 5
Credit: 5

FINANCIAL MANAGEMENT

COURSE OBJECTIVE (CO):

- To enable the students to understand the Finance Functions, Cost of capital, Capital structure, Capital Budgeting, Working capital management.
- To Plan the utilisation of finance effectively
- To learn about the impact of dividend policy on share prices of the company.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Measure risk and return and explain the trade-off between risk and return	K1 to K5
CO2	Calculate the value of various financial assets Estimate cash flows from a project, including operating, net working capital, and capital spending.	K1 to K5
CO3	Estimate the required return on projects of differing risk and how to use the required return in evaluating investment decisions.	K1 to K5
CO4	Calculate the value of Dividend.	K1 to K5
CO5	Calculate the value of various financial assets working capital and capital spending.	K1 to K5

Unit - I

Financial management - meaning – Objectives – Scope – Importance – Functions of Financial management – Wealth Maximisation and Profit Maximisation - Role and Functions of Finance manager. **(Theory Only)**

Unit - II

Capital Structure Theories: NI Approach – NOI Approach - MM approach - Factors determining capital structure. Cost of capital - meaning - Importance – Calculation of cost of debt, preference capital, equity capital and retained earnings. **(Simple Problems)**

Unit - III

Capital Budgeting – meaning - Factors influencing Capital Budgeting decisions - Methods- Net Present Value, internal rate of return, profitability index, payback period, accounting rate of return. **(Simple Problems)**

Unit - IV

Dividend - meaning - Types – factors influencing dividend decisions - computation of dividend models – Leverages – Meaning – types – computation of leverages. **(Theory & Simple Problems).**

Unit – V

Working capital – Meaning - Significance - Types – Factors determining working capital - Financing of working capital - Sources of working capital - Calculation of working capital. **(Simple Problems)**

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the basic aspects of contract and its attributes.	PSO- 1	U
CO-2	Solve the conflicts between parties with the discharge and remedies of breach in the contract.	PSO- 4	E
CO-3	Analyse the contract of agency and its types.	PSO-1, 2	An
CO-4	Outline the guidelines under Sale of goods Act to secure the parties involved in the contract.	PSO-4	U
CO-5	Examine the breach in the contract with regard to the guidelines in the Companies Act 1956.	PSO-1,2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

TEXT BOOK:

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Sharma & Sasi K. Gupta, Financial Management, Kalyani Publishers.

REFERENCE BOOKS

1. I.M. Pandey, Financial Management – Vikas Publishing.
2. Kulkarni & Sathya Prasad, Financial Management – Himalaya Publishing.

Theory and Problems shall be in the ratio of 30:70 respectively.

Note: The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART-III CORE COURSE – XII

Teaching Hours: 5

Credit: 5

PROJECT WORK

OBJECTIVE: To help the students understand the nature and importance of company and to acquaint them with the major aspects of production management.

Students will be given 10 Days during the close of the Fourth Semester to do the project and submit the project report based on the subjects taught during the Fifth semester. 10 Days will be given to do the project which will cover all the subjects taught in the entire programme and the student shall submit the report on the Fifth semester last day. The evaluation of project work will be done by a board consisting of HOD, concerned Faculty & Nominated External Examiners by the Controller of Examinations.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART - III MAJOR BASED ELECTIVE COURSE – I

Teaching Hours: 4
Credit: 3

ADVERTISING AND SALES PROMOTION

COURSE OBJECTIVE (CO):

- To enable the students to understand the concept of Advertising and to acquire sound knowledge in Sales promotions strategies for enhancing their convincing capabilities.
- To understand the indepth concept of the need of advertising.
- To gain knowledge on different advertising media.
- To get awareness on the role of salesmanship in promoting the market.

Unit - I

Advertising – Meaning – Objectives – Classification – Advertising Media – Classification - Difference between Advertising and Publicity - Sales promotion – Meaning – Nature – Objectives Methods..

Unit - II

Advertising Layout – Designing Layout – Campaign planning – Kinds of Advertising – Advertising Appeals.

Unit – III

Evaluation of Advertising effectiveness – Copy Testing – Pre Test – Post Test – Advertising Research

Unit - IV

Consumer Sales promotion schemes – Retail Store – Sales promotion Schemes – Sales promotion at Salesmen's level – Problems in Sales management.

Unit - V

Sales promotional Tools – Gift – Offers – Coupons – Online personalized Sales Promotion – Point of Purchase – After Sales Service.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the importance of advertising.	PSO- 1	U
CO-2	Evaluate and Select the media of advertisement to reach to the customer.	PSO- 4	E, C
CO-3	Analyse and Evaluation of Advertising effectiveness and Copy testing.	PSO-1, 2	An
CO-4	Learn and Understand the role of salesman in the inducing the customer to purchase the product.	PSO-4	U
CO-5	Analyse the Sales Promotion tools.	PSO-1,2	An, E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta & V.V. Ratna - 2007, 3rd Ed, New Delhi – 2.

REFERENCE BOOKS:

1. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition.
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013.

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	Unit I	Unit II	Unit III	Unit IV	Unit V
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Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART - IV SKILL BASED ELECTIVE COURSE (SBE) – II

Teaching Hours: 2
Credit: 2

PERSONALITY DEVELOPMENT

COURSE OBJECTIVE (CO):

- To develop the students and understand the personality development, Theories of personality, soft skills and to acquaint them time management of business environment.
- The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To educate the students to understand the various indicators of positive and negative self image and to improve the ability of the students for acquiring sufficient knowledge about psycho analytical theory.	K1 to K5
CO2	Students can develop proper body language appropriate to managerial posts. Students can accumulate the awareness about the proximity and various types of handshakes.	K1 to K5
CO3	Students can gain a clarity overview of the various techniques and steps involved in successful time management practices. Students can learn how to overcome various obstacles of effective time management practices.	K1 to K5
CO4	Students can gain the knowledge about how transactional analysis can be used for personality development. Students can have deeper insight about the needs of self awareness.	K1 to K5
CO5	Students can become expertise in creating an effective team. Students can acquire knowledge about the key requirements of a good team.	K1 to K5

Unit - I

Personality Development – Meaning – Stages - Indicators of positive self image and negative self image – trait theory - Psychoanalytical theory.

Unit - II

Body language – Meaning - Types of Body language – Dress code - Proximity – Meaning – Various Zones of Proximity – Methods of handshakes.

Unit - III

Time Management - Meaning – Techniques – Four quadrants of Time management – Steps to successful Time Management – Obstacles in Time management.

Unit - IV

Transactional Analysis (TA) – Meaning – Benefits of TA - Levels of Self awareness – Types of Ego states – Kinds of transactions between Superior and Subordinates.

Unit - V

Meaning of team – Team Vs Group - Aspects of team building – Skill needed for team work - Guidelines for developing a good team.

MAPPING WITH PROGRAMME OUTCOME: Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the Personality Development.	PSO- 1	U
CO-2	Evaluate the Body language, Various Zones of Proximity and Methods of handshakes.	PSO- 4	E
CO-3	Analyse and Evaluation of Time Management and its Techniques.	PSO-1, 2	An
CO-4	Learn and Understand the role of Transactional Analysis (TA).	PSO-4	U
CO-5	Analyse the Guidelines for developing a good team.	PSO-1,2	An

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

Books Recommended:

1. Soft Skills – Dr. K. Alex
2. Personality Development and soft skills – Barun K. Mitra
3. Organisational Behaviour – Stephen Robbins
4. Organisational Behaviour – Fred Luthans - Bhattu
5. Personality Development - Herlock
6. Personality Development and Communication skills – Puspa Ranganathan

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION II YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART-IV SKILL BASED (SBE) – III

Teaching Hours: 2
Credit: 2

ENTREPRENEURSHIP DEVELOPMENT

COURSE OBJECTIVE (CO):

- To enable the students understand the entrepreneurial environment.
- To acquaint them management of projects and business plan.
- To develop and strengthen entrepreneurial quality and motivation in students.
- To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project
- To impart information about the process, procedure and rules and regulations for setting up a new projects.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Ability to recognize a business opportunity that fits the individual student.	K1 to K5
CO2	Demonstrate the understanding of how to launch the individual's entrepreneurial Career	K1 to K5
CO3	Acquire the knowledge about Rural entrepreneurship, Role of NGOs in developing rural entrepreneurship	K1 to K5
CO4	Learn the concepts about EDP, Phases of EDP, Project appraisal and methods of project appraisal	K1 to K5
CO5	To inculcate the spirit of entrepreneurship in students and make them job creators instead of job seekers.	K1 to K5

Unit - I

Entrepreneur – meaning – Need - Characteristics of successful entrepreneur - functions of entrepreneur - Types of entrepreneur - Differences between entrepreneur and intrapreneur.

Unit - II

Entrepreneurship - meaning – Role of Entrepreneurship in economic development. Women entrepreneurship – Meaning – Functions - Problems of women entrepreneurs – Role of social entrepreneur.

Unit - III

Rural entrepreneurship – Meaning - Need – Problems – Strategies to develop rural entrepreneurship - NGOs – Meaning – Role of NGOs in developing rural entrepreneurship.

Unit - IV

EDP – Meaning – Objectives – Phases of EDP – Criteria for evaluating EDP - Project appraisal – Meaning - Methods of project appraisal

Unit - V

Business Plan – Meaning – Contents – Formulation of business plan - Need for institutional support - Types of support rendered by the institutions to entrepreneurs.

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand and describe business opportunities and an in-depth understanding of Entrepreneurship	PSO-5	U
CO-2	Recognize the knowledge about key process to bring new products and services to market	PSO-5	U, R
CO-3	Design new plan, organize and execute a project report for new venture	PSO-5	An
CO-4	Identify the government policies and incentives to the small enterprises	PSO-5	R
CO-5	Explore the new entrepreneurial opportunities for employability	PSO-5	E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C - Create

TEXT BOOKS:

1. Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2001.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.

REFERENCE BOOKS:

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
2. Prasanna Chandra, Projects –Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
3. P.Saravanel, Entrepreneurial Development, Ess Pee Kay Publishing House, Chennai - 1997.
4. Arya Kumar. Entrepreneurship. Pearson. 2012.

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – V PART-IV SOFT SKILL DEVELOPMENT

Teaching Hours: 2

Credit: 2

SOFT SKILLS DEVELOPMENT

COURSE OBJECTIVE (CO):

- To enable the students understand the entrepreneurial environment and to acquaint them developing soft skills in business plan.
- To boost the confidence of the students and provides them tools like goal setting, team work and stress management.
- To enhance the technical skills development including enhancing soft skills abilities of the students.
- To train the learners for smoother transition from their campus to corporate for employment.

LEARNING OUTCOME:

On completion of this course, the student will be able to:

- Meet the competition of the world and develop self confidence to meet the challenges in the society.
- Acquire employability skill by gaining competency - knowledge, skills and attitude .
- Learn Etiquette in the corporate and societal life.

Unit - I

Stress – Meaning – Causes of stress – Personal factors – Organisational factors – Consequences of stress – Problems of stress to organisation.

Unit - II

Burn out – Meaning – Differences between stress and burnout – approaches to burn out – implications of burnout.

Unit - III

Types of stress – Sources of stress – Symptoms of stress – Managing stress

Unit - IV

Conflict – Meaning – Reasons for conflict – Levels of conflict – Strategies for resolving conflict.

Unit - V

Counselling – Meaning – Characteristics of counselling – Importance of counselling – Functions of counselling – Types of counselling.

Books Recommended:

1. Stress Management – Dutta

2. Stress Management – Kaila, Ravishankar, Satish Pai and Kamat
3. Managing Stress - Cooper
4. Stress Management - Waltschafer,
5. Managing Stress - Jeff Davidson,

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER – VI PART-III CORE COURSE – XIII

Teaching Hours: 6
Credit: 5

BUSINESS POLICY AND STRATEGIC MANAGEMENT

COURSE OBJECTIVE (CO):

- To familiarize the concept of business policy, vision and mission statement.
- To understand the Structural strategies in the business organisation.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get the knowledge in Business policy and Strategy.	K1 to K5
CO2	Understand the Vision, SWOT analysis and Organisational capability factors.	K1 to K5
CO3	Get the knowledge about the Stability strategy and various methods of entry modes.	K1 to K5
CO4	Learn the techniques about BCG matrix, GE matrix and Porter's 5 forces model of competition.	K1 to K5
CO5	Understand the concept of corporate social Responsibility and Benefits of corporate social Responsibility.	K1 to K5

Unit - I

Business policy – Meaning – Importance – Objectives of Business Policy - Strategy – Levels of Strategy – Strategic management process.

Unit - II

Vision – meaning – Benefits of vision - Mission – meaning – Characteristics of Mission statement - SWOT analysis – Environmental scanning – Meaning - Approaches to Environmental scanning – Organisational capability factors.

Unit - III

Stability strategy – meaning - Types – Kinds of Diversification strategy – Types of mergers – various methods of entry modes - Reasons for Divestment strategy.

Unit - IV

Process of strategic choice – BCG matrix – GE matrix – Porter's 5 forces model of competition – Structural strategies: Entrepreneurial – Functional – Divisional – SBU – Matrix-Network structure

Unit - V

Importance of Strategic Evaluation – Process of evaluation – Difference between Operational control and Strategic control – Types of strategic control

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the role of strategic planning in management	PSO 1	U
CO-2	Categorize the internal and external environmental factors affecting the organization.	PSO 2,4	U
CO-3	Examine the decisions taken by the organization at the corporate level in restructuring the firm	PSO 3, 4	An
CO-4	Judge the strategic structure followed in every organization that enhances the decision making skills and employability	PSO 4,5	E
CO-5	Recommend the control process to be implemented in an organization	PSO 4	U

Books Recommended:

1. Business Policy – Azar Kazhmi
2. Business Policy and Strategic Management - Mamoria
3. Strategic Management - Gosh
4. Business Policy and Strategic Management – Subba Rao
5. Business Policy and Strategic Management – Text and Cases – Francis Cherunilam

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Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER –VI PART-III CORE COURSE – XIV

Teaching Hours: 6

Credit: 5

PRINCIPLES OF INSURANCE

COURSE OBJECTIVES (CO):

1. To provide students with the knowledge of general principles and practices of insurance.
2. To help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products.
3. To use insurance as a tool to manage personal and/or group assets.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Identify what insurance is, why insurance works and how to determine insurance needs.	K1 to K5
CO2	Understand the theories and regulatory framework of insurance	K1 to K5
CO3	To use insurance as a tool to manage personal and/or group assets.	K1 to K5
CO4	To understand the functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	K1 to K5
CO5	To familiarize with major insurance products, such as life insurance, health insurance, property and liability insurance.	K1 to K5

UNIT – I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance.

UNIT – II

LIC- Features of Life Insurance – Principles of Life Assurance – Assignment and Nominations – Lapses and Revivals – Surrender Values and Loans – Claims – Double Insurance.

UNIT – III

Fire Insurance - Principles of Fire Insurance – Nature – Uses - Types of Fire Policy: Specific Policy, Valued Policy, Average Policy, Floating Policy.

UNIT – IV

Marine Insurance – Meaning – Principles - Type of Policy : Fire Insurance : Valued Policy, Open Policy, Voyage Policy, Time Policy, Mixed Policy and Floating Policy - Marine Losses and Claims.

UNIT – V

Miscellaneous Forms of Insurance – Fidelity Guarantee Insurance, Crop Insurance, Third Party Insurance, Health Insurance, Personal accident Insurance and Motor Insurance.

CONTENT BEYOND THE SYLLABUS

1. Filling up of Insurance Forms
2. Playing the role of Insurance agent

3. Difference between LIC, Marine, Fire and General Insurance

MAPPING WITH PROGRAMME OUTCOME:

Course Outcomes: The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify what insurance is, why insurance works and how to determine insurance needs.	PSO-5	U
CO-2	Understand the theories and regulatory framework of insurance	PSO-5	U, R
CO-3	To use insurance as a tool to manage personal and/or group assets.	PSO-5	An
CO-4	To understand the functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk.	PSO-5	U
CO-5	To familiarize with major insurance products, such as life insurance, health insurance, property and liability insurance.	PSO-5	E

CO - Course Outcome; R - Remember; U - Understand; Ap - Apply; An - Analyze; E - Evaluate; C – Create

TEXT BOOK

1. Sharma R.S. - Insurance: Principles and Practices (1960 Vora, Bombay).
2. P.Periasamy - Practices of Insurance -, Himalaya Publications, 3rd Edition New Delhi, 2008.

REFERENCE BOOKS

1. Arifkhan M - Theory and Practice of Insurance (1976), Education Book House, Aligarh.
2. Srinivasan M.N. - Principles of Insurance Law (1977), Ramanuja Publishers, Bangalore.
3. Dr. B. Varadharajan - Insurance: Vols. I and II (1979), Tamil Nadu Text Book Society.
4. M.N.Mishra - Insurance Principles and Practices, S.Chand& Company Ltd., New Delhi, 2007 2nd Edition.
5. G.S.Panda - Principles and Practices of Insurance, Kalyani Publishers, Chennai, 2008, 2nd Edition.
6. A. Moorthy, Elements of Insurance, Margham Publication, Chennai, 2009, 2nd Edition.

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	Unit I	Unit II	Unit III	Unit IV	Unit V
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Section C (Question No.)	16	17	18	19	20

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER –VI PART-III CORE COURSE – XV

Teaching Hours: 6

Credit: 5

COMPANY LAW

COURSE OBJECTIVE (CO):

- To familiarize the concept of company law and secretarial practice concept, fundamentals, tools, techniques and its significance in the liberalized business environment.
- To understand creating flexibility and simplicity in the formation and maintenance of companies.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students get well experts in understanding the Company and Characteristics and Types.	K1 to K5
CO2	Understand clear picture about the Shares and debentures and Transfer and transmission of shares.	K1 to K5
CO3	Gain a clear idea about the Directors Appointment, Qualification and Disqualification.	K1 to K5
CO4	Learn to follow Concept of Meeting, requisites of valid meeting, Notice, Agenda and proxy.	K1 to K5
CO5	To understand Winding up Types and Rights and Duties of Official Liquidator	K1 to K5

MAPPING WITH PROGRAMME OUTCOME:

CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	√				
CO2		√	√	√	
CO3	√	√	√		√
CO4		√		√	√
CO5	√		√	√	

Unit - I

Company - Definition - Characteristics – Types - Promotion of a Company - Duties and Liabilities of Promoters. Memorandum of Association – Meaning – Contents - Articles of Association – Meaning – contents – Ultra virus.

Unit - II

Prospects – Meaning – contents - Types of Shares and debentures - Differences between Share warrant and share certificate — Rules relating to transfer of shares - Differences between Transfer and transmission of shares.

Unit - III

Directors - Appointment - Qualification and Disqualification of Directors - Removal of Directors - Power and the Duties of Directors.

Unit - IV

Types of Meeting – requisites of valid meeting – Notice – Agenda – proxy – Quorum – Types of resolution - Minutes – Poll.

Unit - V

Winding up – meaning - Types of winding Up - Appointment of official Liquidator – Rights and Duties of Official Liquidator

Books Recommended:

1. Company Law – N.D. Kapoor
2. Company Law - Jain
3. Company Law and Secretarial Practice - Sherlekar
4. Company Law and Secretarial Practice – Shukla and Sharma
5. Company Law and Secretarial Practice – Ramachandran and Allah Bakash

Note:

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GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER –VI PART-III MAJOR BASED ELECTIVE – III

Teaching Hours: 6

Credit: 4

MARKETING RESEARCH AND CONSUMER BEHAVIOUR

COURSE OBJECTIVE (CO):

- Students can acquire deeper knowledge about various consumer behaviour models and their usefulness to marketers in different market situation.
- To inculcate the students about effective research methods with respect to marketing by understanding traditional and concurrent application of marketing research.

PROGRAMME (COURSE) OUTCOME (PO):

COURSE NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Students can accumulate the knowledge about various individual determinate of consumer behaviour and various traditional and contemporary models.	K1 to K5
CO2	Students can attain a clarity overview about the social process elements involved in consumer buying behaviour and a deeper knowledge can be gathered regarding the major determinants of consumer satisfaction.	K1 to K5
CO3	To enable the students to understand current consumer behaviour methods deeper insight can be achieved by the students in marketing research process.	K1 to K5
CO4	Students can become more knowledgeable in data collection methods and various based to analysis the data.	K1 to K5
CO5	Students can become expertise in understanding major components of research process classical and concurrent applications of marketing research can be effectively learned by students.	K1 to K5

UNIT – I

Consumer behavior – Consumer modeling - Consumer perception – Consumer learning – personality and life style influence – Consumer attitude, behavior and motivation.

UNIT-II

Demographic, social class and culture – Reference groups influence – Opinion leadership – Consumer satisfaction – Relationship marketing.

UNIT-III

Consumerism – Organizational buying behavior – Online consumer behavior – Marketing research – Marketing decision support system – Marketing research process.

UNIT-IV

Sources of information – Sampling, Scaling and attitude measurement basic analysis of data – Hypothesis testing – Analyze differences – Multivariate analysis.

UNIT-V

The research process – Traditional applications of marketing research – Concurrent applications of marketing research.

MAPPING WITH PROGRAMME OUTCOME:

CO/PSO	PO1	PO2	PO3	PO4	PO5
CO1	√				
CO2		√	√	√	
CO3	√	√	√		√
CO4		√		√	√
CO5	√		√	√	

REFERENCE BOOKS:

1. Consumer behavior: Michael R. Solomon – Pearson education India.
2. Consumer behavior: Ramanuj Majumdar - PHI Learning private Ltd..
3. Consumer behavior and marketing research: S. Sumathi & P. Saravanavel, Vikas publication house private Ltd.
4. Consumer behavior and marketing research: Suja R Nair Himalaya publishing house.
5. Consumer behavior and marketing research: Nares K Malhotra person education Ltd.
6. Consumer behavior and marketing research: David Aaker.
7. Consumer behavior and marketing research: Mary Frances Luce.

Note:

The Question Paper Setter is kindly informed to strictly follow the following question paper pattern.

	Unit I	Unit II	Unit III	Unit IV	Unit V
Section A (Question No.)	1 & 2	3 & 4	5 & 6	7 & 8	9 & 10
Section B (Question No.)	11 (a & b)	12 (a & b)	13 (a & b)	14 (a & b)	15 (a & b)
Section C (Question No.)	16	17	18	19	20

Section A – 10 x 2 Marks = 20 Marks – All questions must be answered

Section B – 5 x 5 Marks = 25 Marks – Either (a) or (b)

Section C – 3 x 10 Marks = 30 Marks – Three out of five questions must be answered

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION III YEAR
CBCS PATTERN OF SYLLABUS FROM 2020-21 ONWARDS
SEMESTER –VI PART-IV GENERAL COURSE – III**

Teaching Hours: 1

Credit: 1

GENDER STUDIES

OBJECTIVE: To know the concept and understand of gender studies.

V SEMESTER

GUIDELINES FOR PROJECT WORK

PART-III CORE COURSE – XII

Credit: 5

OBJECTIVE: Project work is to develop among the students a feel about industrial environment and business practice. Also to develop a practical base in them as a supplement to the theoretical study of the management in general.

- a. Work & gain knowledge of real time business environment.
- b. Explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- c. Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
- d. Develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company.

INSTRUCTIONS:

1. Students shall make arrangement for permission from the Company for project work under the guidance of concern faculty (Guide).
2. If the students are doing Project as group. The limits of students only 2 per group.
3. All the students draft their report independently.
4. Project work report shall be prepare in three copies, First Copy submitted to College (Controller Office), Second copy submitted to department and third copy as his Personal Copy.
5. The report shall be assessed by the panel of examiners appointed by the College & Viva-voce by the same panel of examiners.

GUIDELINES FOR THE STUDENTS

Each student has to select a project in consultation with the guide at the beginning of the 5th Semester.

The report of the project work shall be submitted at the end of the 5th Semester 30 days prior to the commencement of the examinations.

The Report shall be prepared by the students under the supervision of a faculty member of the department. Each report shall be neatly typed, in not less than 70 pages. Each student submits 3 copies of the report, of which, one shall be forwarded to the college and the other has to be retained in the department.

Internal examiner and an External examiner shall conduct Project evaluation and viva-voice examinations. The examiners, from the panel of Examiners suggested by the board of studies from time to time, evaluate reports.

The results of the project work shall be forwarded to the college. The absentees i.e., those who have not successfully completed the project work and those who have not secured minimum marks of pass, shall redo the project work and submit a new project report, to the department, along with the regular students in the next year.

WHAT CAN BE STUDIED IN A PROJECT?

1. The project taken for study can be related to a organization. It can be comparison study of many organizations while on a project. A project should preferably be conducted in the organization where the student is employed.
2. Before proceeding on the Project report study, the student should identify the problem he/she intends to study and know the subject under study. He/she can facilitate this by reading material on the intended study.
3. Students should check the access to the materials, data, and references for the study? A review of the Literature i.e., the studies done so far, the topics studied, will give a comprehensive view to the student as to which area of study is found wanting or there is a lacuna.
4. This enables a student to select the area of study that is most recent and has most application value. This information can be acquired by reading periodicals and recent publications.
5. The student must take the necessary permission from the current employer if he/she intends to conduct the study in the organization he/she is working.
6. As a case study, the student can select his own organization in which he/she is employed or choose some other organization or could take up an industry vertical.

Project Report should contain the following in addition to the main report of their work done.

- | | | |
|--------------------------------|---|---------------------------|
| i. Cover Page | - | See Specimen – I |
| ii. Declaration by the student | - | See Specimen – II |
| iii. Certificate | - | See Specimen - III |
| iv. Chapterisation | - | See Specimen - IV |

Specimen - I

**A STUDY ON EFFECTIVENESS OF TRAINING AMONG 'E' LEVEL EMPLOYEES OF WATCH
DIVISION AT TITAN INDUSTRIES LIMITED, HOSUR.**

A Project report submitted to Government Arts College (Autonomous), Kumbakonam-2
In partial fulfilment of the requirements for the award of the Degree of

BACHELOR OF BUSINESS ADMINISTRATION

By

NAME

Reg. No.....

Under the guidance of

Name of the Guide

Designation

College emblem

Department of Business Administration

Government Arts College (Autonomous) Kumbakonam-612002.

Month and Year of Submission

Specimen – II

DECLARATION

I hereby declare that is project work titled **“A STUDY ON EFFECTIVENESS OF TRAINING AMONG ‘E’ LEVEL EMPLOYEES OF WATCH DIVISION IN TITAN INDUSTRIES LIMITED, HOSUR (TN)”** submitted to the **GOVERNMENT ARTS COLLEGE (AUTONOMOUS), Kumbakonam – 612002** in partial fulfillment of requirements for the Award of the Degree of BBA is an original one and has not been submitted earlier either to this Colleges or to any other Institution for the award of any degree/diploma.

Date:

Place:

Candidate Signature

Specimen – III

CERTIFICATE

This is to certify that the project entitled **“A Study on Effectiveness of Training among ‘E’ level Employees of Watch division in Titan Industries Limited, Hosur (TN)”** is bona fide work carried out by....., Register No.....under my Supervision and guidance duringin partial fulfillment of the requirements for the award of the Degree of Business Administration and the work is an original one and has not framed basis for the award of any degree, diploma, associateship, fellowship or any other similar title.

(Guide Signature)

(HOD Signature)

Project work evaluation viva-voice examination conducted on.....by

Internal Examiner

External Examiner

Specimen IV

Content	Page. No
Acknowledgement	-
Table of Content	-
List of Tables	-
List of Charts	-
Chapter – I Introduction	-
Chapter – II Research Methodology	-
Chapter – III Analysis and Interpretation	-
Chapter – IV Findings, Suggestions and Conclusion	-
Bibliography & References	-
Appendix – Questionnaire	-

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION

I – C.I.A QUESTION PAPER PATTERN

C.I.A – I = 2 HOURS

Max. Marks: 50

Section - A

Answer ALL the questions

(5x2=10marks)

- 1.
- 2.
- 3.
- 4.
- 5.

Section - B

Answer ALL the questions

(3x5=15marks)

1. a.
(or)
b.
2. a.
(or)
b.
3. a.
(or)
b.

Section - C

Answer any TWO questions

(2x12.5=25marks)

- 9.
- 10.
- 11.

GOVERNMENT ARTS COLLEGE (AUTONOMOUS) KUMBAKONAM
DEPARTMENT OF BUSINESS ADMINISTRATION
II – C.I.A QUESTION PAPER PATTERN

C.I.A – II = 3 HOURS

Max. Marks: 75

Section - A

Answer ALL the questions

(10x2=20marks)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

Answer ALL the questions

(5x5=25marks)

11 a.

(or)

b.

12 a.

(or)

b.

13 a.

(or)

b.

14 a.

(or)

b.

15 a.

(or)

b.

Section - C

Answer any THREE questions (3x10=30marks)

- 16.
- 17.
- 18.
- 19.
- 20.