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Part I TAMIL 2009. Karpagam University, Coimbatore - 21, India
OBJECTIVES

- To enable the learners to acquire English language skills at a faster pace.
- To train the learners to reflect on the literary works and communicate flexibly.

UNIT I:

Prose: Google Guys (Extract) – Richard L Brandt
Poetry: The Blind Pedlar – Osbert Sitwell
Short Story: A Garden So Rich – Christie Craig
Vocabulary: Prefixes, Antonyms, Sentence Completion
Grammar: Articles, Adverbs, Pronouns
Composition: Proverb Expansion

UNIT II:

Prose: Happiness 101 – Geeta Padmanabhan
Poetry: An Old Woman – Arun Kolatkar
Vocabulary: Suffixes, Analogies
Grammar: Nouns, Adjectives
Composition: Dialogue Writing

UNIT III:

Prose: Structured Procrastination – John Perry
Short Story: The Umbrella Man – Roald Dahl
One-Act Play: The Boy Who Stopped Smiling – Ramu Ramanathan
Vocabulary: Synonyms, Euphemisms, Word Definitions
Grammar: Verbs, Conjunctions and Interjection, Indirect/Reported Speech

UNIT IV:

Poetry: No Sentence – Anjum Hassan
One-Act Play: While the Auto Waits- O’ Henry
Vocabulary: Words Often Confused, Anagrams
Grammar: Prepositions, Voice- Active and Passive
Composition: Letter Writing- Informal

UNIT V:

Short Story: The Bird – Amar Jalil
One-Act Play: The Cellphone Epidemic – Claudia I. Haas
Vocabulary: Portmanteau Words, One Word Substitute
Grammar: Questions, Pronunciation
Composition: Letter Writing- Formal

Prescribed Texts:


REFERENCES

SCOPE

Principles of Management represent the basic concepts in understanding the business organizations through the process of management. It gives a brief overview of the managerial functions of planning, organizing, staffing, directing and controlling (including decision making). This paper presents the functions of management.

OBJECTIVES

- To make the students understand the concepts of management.
- To enlighten the student to gain the knowledge in the functions of management.

UNIT I
Nature and Scope of Management: Meaning – Definition - Management is a Science or Art – Development of Management – Scientific Management – Functions - Social responsibilities and Ethics

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS

REFERENCES
4. Dr.Saxen,(2009), Business Administration and Management, Sahitya Bhavan Publications, New Delhi.
SCOPE

Financial Accounting represents the basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship. It also touches upon the various aspects of accounting related to Non-trading Concerns. This paper gives the principles of financial accounting and their applications in business organizations.

OBJECTIVES

- To make the students learn the concepts and conventions of accounting and basic accounting framework
- To expose the students to the fundamentals of accounting procedure

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


Note: Distribution of marks between problems and theory shall be 80% and 20%.

Bachelor of Business Administration (2015 Batch), Karpagam Academy of Higher Education, Coimbatore
TEXT BOOKS

REFERENCES
SCOPE

This course is emphasized to enhance the learners knowledge in Simple and compound interests, Annuities, optimal assignments and Network scheduling with various applications of Mathematics in business management.

OBJECTIVES

- To make the learner to acquire clear knowledge in the recent techniques of Operations Research and their applications

UNIT I


UNIT II

Linear Programming Problem Formulation – Solution by Graphical Method -Solution by Simplex Method (problems using slack variables only)

UNIT III


UNIT IV


UNIT V


TEXT BOOKS


REFERENCES

SCOPE

The students fit for the future time and to develop a sense of competitive spirit, cooperation, leadership, diligence, punctuality, and team-spirit as well as to provide a backdrop for the development of their creative talents

OBJECTIVES

- To improve the integral development of human begins
- To train the students towards sustainable lifestyle
- To create awareness about the values and their significance and role
- To imbibe the concept of discipline and freedom

UNIT – I
Concept of Self, self-esteem and self-confidence. Concept of personality, determinants and disorganisation of it. Personality development – meaning.

UNIT – II
Goal setting – meaning and importance; steps in goal setting Manners and Etiquette – meaning need and importance; means to improve. Positive thinking.

UNIT – III
Discipline – meaning. Concept of Roles and Responsibility Time Management – Meaning and steps for effective time management.

UNIT – IV
Interpersonal relationship – meaning and importance; means to improve it. Healthy friendship.

UNIT – V
Family Relationship importance of it; Means to improve. Spirituality – meaning. Its relationship with Altruism, sacrifice, self control, tolerance and truthfulness.

TEXT BOOKS

SCOPE
To achieve the analytical and reasoning competencies and to improve their communication and presentation skills

OBJECTIVES
➢ To impact knowledge on both Aptitude and Soft skills to the students
➢ To critically evaluate and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
➢ Reinforcing competencies in soft skills which are crucial in a social setting

UNIT - I
Introduction to Quantitative Aptitude, Speed Maths, Problems on Numbers, Averages, Ratios and Proportions, Problems on Ages

UNIT - II
Number Series, Blood Relation, Image Analysis, Direction Sense, Syllogism, Coding and Decoding

UNIT – III
Percentages, Data Interpretation, Profit and Loss, Simple Interest and Compound Interest

UNIT – IV
Parts of Speech, Tense, Subject Verb Agreement, Active and Passive Voice, Articles, Prepositions

UNIT - V
Conditional Clause, Degrees of Comparison, Goal Setting, Interpersonal Skills
15LAU201

PART I

அத்தில் முடிவு

1. மாணவகித்து
   வேளாடும், புரோட்டம், தத்துவால் முன் விளையாடும், வழக்கங்கள்
   போன்றவற்றில் முடிவு

2. சிற்றுறுப்புகள்
   காற்றக் குறிக்கும் (சான்றால் சமன்பாடு)
   இருந்துகள் (சொல்லியும் விளையாடு)

3. பாதுகாப்புக்கள்
   காற்றக்கழகுகள் தமழ்பாடு, தமிழகம், மாணவர்கள் தனிப்படையில்
   பரிசுகள் தேர்வு

அத்தில் II

எளிப்பு குறிக்கும்
   வழங்கி புரிதல்
   அகிலிய போர்ச்சுகள்
   கல்லறை
   பாதுகாப்பு
   உதவுதல்
   பெருமைகள்
   தேசியங்கள்

அத்தில் III

நூற்றாண்டு

அத்தில் IV

முன்னேற்கும்

அத்தில் V

முதல் பாடல்

1. எண்ணியல் குறிக்கும், போர்ச்சுகள் பின்னர்
   அறுவுகள்

2. மாணவர்கள் சிற்றுறுப்பு, எளிப்புகள் ஒழுங்குகளில்

3. மாணவர்கள் போர்ச்சுகள் குறிக்கும் வாய் விளையாட

4. சிற்றுறுப்புகள் முடிவு விளையாடும்

Part I TAMIL 2012 Karpagam University, Coimbatore - 21, India
ENGLISH-II
Semester II
15ENU201
LTPC 4 - 4

OBJECTIVES

- To train the students in acquiring proficiency in English by reading different kinds of genres in literature.
- To provide aesthetic pleasure through literature.

UNIT I:
- **Prose**: The Unexpected – Robert Lynd
- **Poetry**: The Village Schoolmaster – Oliver Goldsmith
- **Short Story**: The Lion’s Share – Arnold Bennett
- **Vocabulary**: Homonyms
- **Grammar**: Irregular Verbs

UNIT II:
- **Prose**: Travel by Train – J. B. Priestly
- **Poetry**: The Gift of India – Sarojini Naidu
- **Grammar**: Sentence patterns
- **Composition**: Reading Comprehension

UNIT III:
- **Prose**: Women’s Education is Almost More Important than the Education of Boys and Men – Indira Gandhi
- **Short Story**: The Necklace – Guy De Maupassant
- **One-Act Play**: The Referee – W.H. Andrews and Geoffrey Dearmer
- **Vocabulary**: Similes
- **Grammar**: Discourse Markers
- **Composition**: Report Writing

UNIT IV:
- **Poetry**: Ozymandias – P.B. Shelley
- **One-Act Play**: The Pot of Broth – W.B. Yeats
- **Vocabulary**: Collective Nouns
- **Grammar**: Correction of Sentences
- **Composition**: Picture Reading

UNIT V:
- **Short Story**: The Silver Butterfly – Pearl S. Buck
- **One-Act Play**: The Bear – Anton Chekov
- **Vocabulary**: Acronyms
- **Grammar**: Question Tags
- **Composition**: Drafting Advertisement

Prescribed Texts

REFERENCES
SCOPE

Principles of Marketing represent the marketing environment, consumer behaviour, marketing mix and product life cycle. It provides the results in developing best products in terms of goods and services that brings consumer satisfaction. This paper presents the marketing functions.

OBJECTIVES

- To make the students know about the concepts and functions of marketing
- To make the students understand the strategies of marketing
- To enlighten the students knowledge on promotional steps in marketing

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
REFERENCES
SCOPE
It provides insight into the basic knowledge on MS Office. This practical enable the students to know about the preparation of word documents, excel sheet and power point presentation.

OBJECTIVES
• To gain the practical knowledge about the computer package
• The students can gain the knowledge in Ms Office

MS WORD
1. Type Chairman’s speech/ Auditor’s report / Minutes/ Agenda and perform the following operations:
   Bold, Underline, Font Size, style, Background color, Text color, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations:
   Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.

MS EXCEL
1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations:
   Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer’s account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages:
   Introduction, Growth, Maturity, Saturation, Decline.

MS POWERPOINT
1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add
voice if possible to explain the features of the product. The presentation should work in manual mode.

2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.

3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.

4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.

5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using word art.

**MS ACCESS**

1. Prepare a payroll for employee database of an organization with the following Details: Employee id, Employee name, Date of Birth, Department and Designation, Date of appointment, Basic pay, Dearness Allowance, House Rent Allowance and other deductions if any. Perform queries for different categories.

2. Create mailing labels for student database which should include at least three Table must have at least two fields with the following details: Roll Number, Name, Course, Year, College Name, University, Address, Phone Number.

3. Gather price, quantity and other descriptions for five products and enter in the Access table and create an invoice in form design view.

4. Create forms for the simple table ASSETS.

5. Create report for the PRODUCT database.

**TEXT BOOKS**

SCOPE
On successful completion of this course the learner gains a clear knowledge about various aspects of Statistics, various measures and application of Statistics in Business.

OBJECTIVES
- To enable the students to understand the meaning, definition and functions of statistics through collection, representation, finding various measures such as mean, median, mode, correlation etc.

UNIT I

UNIT II

UNIT III
Probability – definitions – addition and multiplication rules (only statements) – simple business problems.
Probability distribution - Binomial, Poisson and Normal – simple problems applied to business.

UNIT IV
Correlation: Definition, Type of correlation, Method of correlation - scatter diagram – Karl Pearson’s coefficient of correlation – Spearman’s Rank correlation.
Regression: Definition, Regression equations – Methods of forming the regression equations - Problems.

UNIT V
Index numbers – meaning and definition – uses – methods of construction – Unweighted and weighted index number – Laspeyre’s, Paasche’s and Fischer’s method – Tests for an ideal index number – Wholesale and Cost of living index.

TEXT BOOKS

REFERENCES
SCOPE
The study creates awareness among the people to know about various renewable and nonrenewable resources of the region, enables environmentally literate citizens (by knowing the environmental acts, rights, rules, legislation, etc.) to make appropriate judgments and decisions for the protection and improvement of the earth.

OBJECTIVES
- Creating the awareness about environmental problems among people.
- Developing an attitude of concern for the environment.
- Motivating public to participate in environment protection and improvement.

Unit - I
Eco system and natural resources: Environment – Definition – components - Ecosystem - Definition, Concept, Scope, importance, structure and functions of ecosystem. Energy flow, Ecological succession. Food chains and food webs. Classification of ecosystem. Natural resources: Forest resources; water resources

Unit - II
Environmental pollution: Cause, effects and control measures of Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution and nuclear hazards pollution. Solid waste management.

Unit – III

Unit – IV

Unit – V
Environment ethics: Environmental Ethics - Gender equity, ethical basis of environment education and awareness, conservation ethic and traditional value systems of India. Valuing nature, cultures, social justice, Human heritage, equitable use of resources, preserving resources for future generation, common property resources, Ecology and its uses and its degradation, Introduction to Environmental Protection Act (EPA).

TEXT BOOKS
REFERENCES
SCOPE
To achieve the analytical and reasoning competencies and to improve their communication and presentation skills

OBJECTIVES
- To impact knowledge on both Aptitude and Soft skills to the students
- To critically evaluate and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Reinforcing competencies in soft skills which are crucial in a social setting

UNIT - I
Introduction to Quantitative Aptitude, Speed Maths, Problems on Numbers, Averages, Ratios and Proportions, Problems on Ages

UNIT - II
Number Series, Blood Relation, Image Analysis, Direction Sense, Syllogism, Coding and Decoding

UNIT – III
Percentages, Data Interpretation, Profit and Loss, Simple Interest and Compound Interest

UNIT – IV
Parts of Speech, Tense, Subject Verb Agreement, Active and Passive Voice, Articles, Prepositions

UNIT - V
Conditional Clause, Degrees of Comparison, Goal Setting, Interpersonal Skills
ENGLISH-III
Communicative English

15ENU301

OBJECTIVE

- To develop confidence to respond in English during situations where the use of English is imperative.
- To develop fluency in actual conversation in the English language.
- To develop speech skills necessary for confident and intelligent participations in Group.
- Discussions and develop skills related to teamwork in work places.

UNIT I
Listening: Listening comprehension – Listening for Specific Information – Note Taking – Interpreting Charts and Diagrams.

UNIT II

Telephone Skills – Understanding telephone conversation – handling calls – leaving messages – making requests - giving instructions and orders

(Completing dialogues)

UNIT III
Reading: Reading – Reading with a purpose – Skimming and Scanning – locating main points – reading critically – Sequencing of sentences – Reading comprehension.

UNIT IV

Translation- Translating short sentences and passages from English to Tamil and from Tamil to English.

UNIT V
Vocabulary: Improve English vocabulary: Synonyms – Antonyms – Prefixes – Suffixes – Idioms – Collocations – Different types of English – British and American (Choose the best answer type from a database of 50 words each for each topic)
**Functional Grammar:** Forming questions, getting answers – Articles – Parts of Speech – Punctuation – Common mistakes in English (Homophones)(Exercise based)

**REFERENCES**
SCOPE
Production and Material management represent the whole process of manufacturing a product or a service, focusing on the concept of optimum utilization of resources and minimization of cost. It gives a brief understanding of the materials management, concept of inventory and quality control.

OBJECTIVES
- To make the students know the concepts and functions of production
- To enhance the students knowledge in the concept of inventory
- To enlighten the students knowledge in purchase procedure and quality control

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS

REFERENCES
SCOPE
Direct tax represents the history of Income Tax Act, computation of gross total income and total income. Basis of charge explains the residential status of an individual, HUF and all other persons. An individual five heads of income namely income from salary, income from house property, profits and gains of business or profession, capital gain and income from other sources. This paper gives the assessment procedure of individuals and computation of tax liability.

OBJECTIVES
- To enlighten the students knowledge on direct tax
- To familiarize the students with the Income tax law
- To make the students understand the concepts of tax authorities

UNIT I

UNIT II
Computation of Income from Salaries – Allowances – Perquisites – Deductions out of gross salary - Income from House Property – Annual value – Net annual value.

UNIT III

UNIT IV
Computation of Income from other sources – Set-Off and Carry Forward of Losses - Deduction from Gross Total Income – Assessment of Individuals

UNIT V
Income Tax Authorities – Procedures for assessment – Collection of Tax

Note: Theory and problems shall be distributed at 40% & 60% respectively.

TEXT BOOKS

REFERENCES
SCOPE
Organizational Behaviour represents the basic concepts in understanding the human behaviour aspects in achieving the organization goal. It gives an insight to the students regarding individual and group behaviour in organization.

OBJECTIVES
- To make the students know the human behaviour concepts
- To enlighten the students knowledge with various factors involved in human behaviour
- To make the students understand about the organizational climate

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Leadership – Types – Theories – Traits, Managerial Grid - Fiedler’s Contingency - Organizational Climate – Organizational Effectiveness – Organizational Development – Counseling and guidance – Importance of counselor – Types of counseling – Merits of counseling.

TEXT BOOKS

REFERENCES
SCOPE
It provides insight into the basic knowledge on accounting package. This practical enable the students to know about the voucher preparation and various accounting statements.

OBJECTIVES
• To gain the practical knowledge about the accounting package
• The students can able to gain knowledge in computerization of accounts

Practical List
1. Create a new company in integrate accounts mode and account with inventory mode
2. Create a primary and sub groups using single or multiple ledger mode
3. Create minimum 10 ledgers using single or multiple ledger, and alter and delete any 2 ledger
4. Enter the following voucher
   ➢ Payment vouchers
   ➢ Receipt
   ➢ Purchase
   ➢ Sales
   ➢ Credit note
   ➢ Debit note
   ➢ Journals
   ➢ Memo
   ➢ Optional
5. Create stock, stock groups and enter the vouchers
6. Prepare inventory statements using (calculate inventory using all methods)
   • FIFO
   • Simple Average Method
   • LIFO
   • Weighted Average Method
7. Prepare the following ratio analysis
   ➢ Financial ratio
   ➢ Operating ratio
   ➢ Investment ratio
8. Prepare the following
   ➢ Cash flow statement
   ➢ Fund flow statement
9. Preparation of reports for the following
   ➢ Trial Balance
➢ Profit & loss a/c
➢ Balance sheet
➢ Bank reconciliation statement
➢ Back up and restore the company information

TEXT BOOKS
SCOPE

Business Economics represents the economic theory, the concept of demand, supply, market equilibrium, production functions and market structure. This paper provides the knowledge of economic concepts which is most important for management decisions.

OBJECTIVES

- Equip the students with the knowledge of pricing under different market conditions
- Develop the students skills in managing capital and profit
- Impart students knowledge in national income analysis

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


TEXT BOOKS

REFERENCES
SCOPES
Management Information System represents the knowledge and exposure to the concepts, theories and practices in the field of MIS. It explains the relationship among and between information systems and management, analyze how technology can be used to synthesize complex data to make sound business decisions. This paper presents the basic understanding of information systems and its operations.

OBJECTIVES:
- To enable the students to learn the management information system and their applications in Management.
- To create awareness among students in telecommunication revolution

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
REFERENCES

SCOPE
Introduction to Information Technology represents the hardware and software, types of computers, computer language and electronic data processing. This paper provides the familiarity with fundamentals of computers.

OBJECTIVES
- To make the students to understand the concepts of Information technology
- To understand the components of computer system
- To enlighten the students knowledge in operating system

UNIT I
Computer system: Introduction - Types of computer systems - micro, mini, mainframe and super computers - analog, digital and hybrid computers - business and scientific computer systems - first, second, third and fourth generation computers.

UNIT II

UNIT III
Hardware and software: computer systems - importance of computers in business - data and information - data processing - data processing systems batch-online and real time systems - time sharing-multi programming and multi processing systems.

UNIT IV

UNIT V
System analysis and design - computer based information systems – transaction processing – office automation – management information systems – decision support systems – expert system.

TEXTBOOKS

REFERENCES
SCOPE
To achieve the analytical and reasoning competencies and to improve their communication and presentation skills

OBJECTIVES
- To impact knowledge on both Aptitude and Soft skills to the students
- To critically evaluate and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Reinforcing competencies in soft skills which are crucial in a social setting

UNIT - I
Time, Speed and Distance, Time and Work, Pipes and Cisterns, Geometry, Data Arrangement

UNIT – II
Analogy, Logic based Venn diagram, Probability, Permutation and Combination, Logarithms

UNIT – III
Data Sufficiency, Clocks, Calendar, Reading Comprehension, Sentence Correction, Sentence Completion, Spotting the Errors, Jumbled Sentences

UNIT – IV
Synonyms, Antonyms, Verbal Analogy, Statements and Assumptions, Group Discussion

UNIT - V
Resume Writing, Introduction to HR rounds, Time Management, Attitude and Behaviour
OBJECTIVES

- To train the students in understanding the concepts of communication.
- To train the students in developing their written communication and presentation skills.

UNIT I – Concept of Communication – Barrier to Communication – Body language – Personality Development – Etiquette and Manners – Soft Skills – Emotional Intelligence

UNIT II – Listening Comprehension – Reading Comprehension – Paragraph writing – Precis Writing – Writing Resume and Covering Letter – Speaking – Welcome Address, Vote of Thanks, Compering, Debates, Role Play, Dialogues – Vocal Communication Techniques. Voice, Quality, Volume, Pitch

UNIT III – Dicto Composition – Letter Writing (Informal, Letters to the Editor etc) – Term paper – Book reviews


Prescribed Text:

REFERENCES
SCOPE

Financial Management represents how the finances are managed and their reflections on the fundamental decisions to be taken by the corporate and finance world. This paper presents the basics of Finance functions, cost of capital and working capital management.

OBJECTIVES

- To enable the students to acquire knowledge in financial management
- Impart the knowledge in finance functions, cost of capital, capital structure, capital budgeting, working capital management.

UNIT I

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

UNIT II

**Financing Decision:** Cost of Capital - Cost of Specific Sources of Capital - Equity - Preferred Stock - Debt – Retained Earnings - Weighted Average Cost of Capital. Leverage - Operating Leverage - Financial Leverage.

UNIT III

**Capital Structure:** Meaning - Definition - Factors Influencing Capital Structure – Optimal Capital Structure - Dividend and Dividend policy – Meaning - Classification - Sources Available for Dividends - Determinants of Dividend Policy.

UNIT IV


UNIT V


Note: Distribution of marks for theory and problems shall be 60% and 40% respectively.

TEXT BOOKS

REFERENCES
SCOPE
Business Law represents the essential elements of contract, formation of contract and discharge of contract. It also represents the concepts of creation of agency, sale of goods Act, common carriers and negotiable instruments Act.

OBJECTIVES
- To know the essential elements of contract
- To make the students understand about the creation of agency and sale of goods Act.
- To enhance knowledge in the Negotiable Instruments Act.

UNIT I

UNIT II

UNIT III
Creation of Agency- Classification of Agents - Relations of Principal and Agent - Delegation of Authority - Relation of Principal With Third Parties - Personal Liability of Agent - Termination of Agency.

UNIT IV

UNIT V

TEXT BOOKS
REFERENCES
SCOPE
Personnel management and industrial relations provide an in-depth overview in the field of personnel management, the roles and responsibilities of HR professionals, the primary functional aspect of the broader business strategy. This paper presents the functions of personnel manager, manpower planning, performance appraisal and industrial relations.

OBJECTIVES
- To make students understand the functions of personnel management
- To enlighten the students’ knowledge in wage and salary administration and trade union

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS

REFERENCES
Indian Financial System represents the role of financial institutions and money market. It also represents the functions of commercial banks, regulatory frame work of financial institutions and the importance of banking innovations.

OBJECTIVES

- To enhance the students knowledge about the structure and functioning of money market and capital market
- To enlighten the students knowledge about the growth and functioning of financial intuitions in India

UNIT I

UNIT II

UNIT III
Financial Institutions: IDBI, SFCS, SIDCS, LIC, SIDBI, ICICI, EXIM Bank – Constitution, objectives and functions.

UNIT IV

UNIT V
Banking Innovations: New technology in Banking – E-services – Debit and Credit cards. Internet Banking, ATM, Electronic fund transfer, MICR.

TEXT BOOKS

REFERENCES
E Commerce represents the concepts of E commerce, B2B model, advertisement in EC, applications of intranet and extranet and electronic marketing. This paper provides the fundamentals of electronic commerce.

**OBJECTIVES**
- To enrich the students knowledge on the fundamental concepts of E - Commerce
- To make the students learn the various concepts regarding Business-to-Business Model

**UNIT I**

**UNIT II**
Internet consumers and Market Research:- The consumer behavior model – personal characteristics and the Demographics of Internet surfers – Consumer purchasing Decision making – One-to-One Relationship marketing – Delivering customer service in cyberspace – market research of EC- intelligent agents for consumers – Organizational buyer behavior.

**UNIT III**

**UNIT IV**

**UNIT V**
Public policy: from Legal Issues to privacy:- Legal, Ethical and other public policy Issues – Protecting Privacy – Free Speech, Internet Indecency and censorship – taxation and Encryption policies – consumer and seller protection in EC.

**TEXT BOOKS**
REFERENCES
SCOPE
Insurance principles and practice represents the concept of general insurance, life insurance, and marine insurance. This paper represents the importance of deposits and credit insurance mechanism.

OBJECTIVES
- To enhance the students knowledge in insurance mechanism
- To enlighten the students knowledge towards the principles and practice of insurance

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
REFERENCES
SCOPE
To achieve the analytical and reasoning competencies and to improve their communication and presentation skills

OBJECTIVES
- To impact knowledge on both Aptitude and Soft skills to the students
- To critically evaluate and demonstrate various principles involved in solving mathematical problems and to adopt new and faster methods of calculations.
- Reinforcing competencies in soft skills which are crucial in a social setting

UNIT - I
Time, Speed and Distance, Time and Work, Pipes and Cisterns, Geometry, Data Arrangement

UNIT – II
Analogy, Logic based Venn diagram, Probability, Permutation and Combination, Logarithms

UNIT – III
Data Sufficiency, Clocks, Calendar, Reading Comprehension, Sentence Correction, Sentence Completion, Spotting the Errors, Jumbled Sentences

UNIT – IV
Synonyms, Antonyms, Verbal Analogy, Statements and Assumptions, Group Discussion

UNIT - V
Resume Writing, Introduction to HR rounds, Time Management, Attitude and Behaviour
SCOPE
Cost and Management Accounting represents the nature, difference between cost and management accounting and various elements of cost. This paper provides a brief overview in marginal costing, budgetary control, cash flow and fund flow statement.

OBJECTIVES
- To make the students understand the concepts of cost and management accounting
- To Impart the students knowledge in financial statement analysis and budget preparations

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

Note : Distribution of marks for theory and problems shall be 20% and 80% respectively.

TEXT BOOKS
REFERENCES
2. S.N. Maheswari, (2009), Management Accounting, Sultan Chand & Sons, New Delhi.
SCOPE
Research Methodology represents the concept of the research process, research design, sampling techniques, and testing of hypothesis by applying parametric and non-parametric test. This paper presents the various research tools and techniques in order to facilitate the research work.

OBJECTIVES
- To make the students understand the concept of research methodology.
- Enlighten the students knowledge in sampling techniques
- Impart students knowledge in writing a good research report.

UNIT I

UNIT II

UNIT III
Hypothesis: Meaning - Sources - Types - Formulation - Scaling Techniques - Meaning - Types of scales - Scale Construction Techniques.

UNIT IV

UNIT V

Note: Distribution of marks for theory and problems shall be 80% and 20% respectively.

TEXT BOOKS
REFERENCES
SCOPE
Advertising and Sales Promotion represents the importance of advertising media and role of advertising agency. This paper provides the overview of sales promotion, sales force management and advertising budget.

OBJECTIVES
- To create awareness among students about the advertisement functions.
- To enhance the students' knowledge in various types of advertisement
- To enlighten the students' knowledge in sales promotional strategy

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS
REFERENCES
SCOPE
Entrepreneurship and Project Management represents the concepts of entrepreneurship, various financial institutions, project management and project formulation. It gives a brief understanding of functions of entrepreneur and project formulation.

OBJECTIVES
- To create awareness among the students about the concepts of Entrepreneurship.
- To impart students knowledge about the financial Institutions.

UNIT I
Concept of Entrepreneurship – Definition, Characteristics and Functions of entrepreneur – Types of Entrepreneurs – Role of Entrepreneurship in Economic Development. Intrapreneur vs Entrepreneur - Factors affecting entrepreneur growth

UNIT II

UNIT III

UNIT IV

UNIT V

TEXT BOOKS

REFERENCES
SCOPE
Indirect Tax represents the concepts of central sales tax, VAT, customs duty, service tax this paper provides the basics about an understanding the existence of various indirect tax laws in India.

OBJECTIVES
- To enlighten the students knowledge in indirect tax
- To impart students knowledge on the fundamentals of indirect tax

UNIT –I

UNIT –II
Central Sales Tax Act, - Definitions of Dealer, Registered dealer, Turnover, Business,- Inter State Sales- Determination of taxable Turnover- Registration of Dealer under the CST Act.

UNIT – III

UNIT – IV

UNIT-V
Service Tax – Concepts and general principles. Charge of service tax and taxable services.

TEXT BOOKS

REFERENCES.
SCOPE

Company Law and Secretarial Practice represent the fundamental knowledge and exposure of creation of company, company meeting and rights and duties of company secretary. This paper presents the formation of companies, writing of minutes and agenda, appointment and removal of directors.

OBJECTIVES

- To enhance students knowledge on formation of company, Documents required and company meetings.
- To impart students knowledge in the area of secretarial practice

UNIT I


UNIT II


UNIT III

Company Meetings – Kinds - Board of Directors Meeting – Statutory Meeting – Annual General Meeting – Extra Ordinary General Meeting - Drafting of Correspondence – Relating to the Meetings – Notices – Agenda – Chairman’s Speech – Writing of Minutes.

UNIT IV

Company Secretary – Meaning - Definition – Types – Positions – Qualities – Qualifications – Appointment and Dismissal – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary

UNIT V


TEXT BOOKS

   New Delhi.

REFERENCES


Bachelor of Business Administration (2015 Batch), Karpagam Academy of Higher Education, Coimbatore
SCOPE
Modern Office Management represents the concepts of office environment and communication. This paper presents the office correspondence, record management, office personnel relations, office systems and procedures.

OBJECTIVES:
• To create awareness among the students about the office management
• To make the students understand about the office environment

UNIT I

UNIT II

UNIT III
Office Correspondence & Record Management: Centralized Vs Departmental Correspondence – Departmental Typing and Typing Pools – Classification of Records – Principles of Record Keeping – Filing – Methods.

UNIT IV

UNIT V

TEXT BOOKS

REFERENCES
1. S.P Arora, (2009), Office organization And Management, Vikas publishing

House Pvt Ltd., New Delhi.
2. Dr. I.M. SAHAI, (2006), Modern office management, Kitab Mahal, India.
SCOPE
Banking Law and Practice represents the Banking systems, Relationship between Banker and Customer and Credit control measures. This paper provides the essentials of valid Cheque, types of account, position of surety, Mortgage, Loan and advances.

OBJECTIVE
- To update the students with the knowledge of banking law.
- To create awareness among the students in commercial bank lending policies

UNIT I

UNIT II

UNIT III
Cheque – Features Essentials of Valid Cheque – Crossing – Making and Endorsement – Payment of Cheques Statutory Protection Duties to Paying Banker and Collective Banker - Refusal of Payment Cheques Duties Holder & Holder ID due course.

UNIT IV
Loan and Advances by Commercial Bank Lending Policies of Commercial Bank - Forms of Securities – Lien Pledge Hypothecation and Advance against the documents of title to goods – Mortgage.

UNIT V
Position of Surety – Letter of credit – Bills and Supply Bill. Purchase and Discounting Bill Traveling Cheque, Credit Card, Teller System.

TEXT BOOKS

REFERENCES
SCOPE

Principles of Management represent the basic concepts in understanding the business organizations through the process of management. It gives a brief overview of the managerial functions of planning, organizing, staffing, directing and controlling (including decision making). This paper presents the functions of management.

OBJECTIVES

- To make the students understand the concepts of management.
- To enlighten the student to gain the knowledge in the functions of management.

UNIT I

Nature and Scope of Management: Meaning – Definition - Management is a Science or Art – Development of Management – Scientific Management – Functions - Social responsibilities and Ethics

UNIT II


UNIT III


UNIT IV


UNIT V


TEXT BOOKS


REFERENCES

4. Dr.Saxena.(2009), Business Administration and Management, Sahitya Bhavan Publications. New Delhi.
15BAU521 INSTITUTIONAL TRAINING REPORT - - -
SCOPE

Investment management represents the investment process, risk and securities, company and portfolio analysis. This paper provides knowledge regarding the securities market, investment options, fundamentals of investment and securities, portfolio construction and portfolio management.

OBJECTIVES

- To expose the students about the various investment alternatives.
- To stress the need of portfolio management and its application.
- To impart students knowledge on the fundamentals of valuation of securities.

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V


TEXT BOOKS


REFERENCES

SCOPE
Retail management represents the concepts of retailing, types of retail outlet, merchandise and supply chain management. This paper provides the strategies, ethics in retailing and trends in international retailing.

OBJECTIVES
- To make the students understand the features of retailing
- To enhance the students knowledge in the theories of retail development
- To enlighten the students knowledge in global retail markets.

UNIT I
Retail - Meaning – Functions and Special Characteristics of Retailer - Types of Retailers – Franchising – The Evolution of retail in India – Retailing as a Career– Consumer Behaviour in Retail Context

UNIT II

UNIT III

UNIT IV

UNIT V
IT Applications in Retail – Data Base Marketing – Electronic Retailing – International Retailing Trends – Ethics in Retailing – Competition Commission of India.

TEXT BOOKS

REFERENCES

Bachelor of Business Administration (2015 Batch), Karpagam Academy of Higher Education, Coimbatore
SCOPE
International business represents the export and import procedure, international trading activity and export finance. This paper provides the basics of shipment, foreign trade and international agencies and agreement.

OBJECTIVES

- To make the students to understand the concepts of International business
- To know the export procedure for production and shipment
- To enhance the students knowledge in EXIM policy

UNIT I

UNIT II

UNIT III

UNIT IV
Export Finance- Payment terms, Pre & Post shipment credit, Institutional finance for exports, EXIM Bank, Letter of Credit and financing of foreign trade, ECGC.

UNIT V
International Agencies and agreements – IMF –IBRD – Functions and Features – WTO and its features, GATT, IFC, UNCTAD.

TEXT BOOKS

REFERENCES
SCOPE
Strategic management represents strategic planning, strategic decision frame work, value chain, core competencies and application of 9 cell matrix. It gives a brief understanding of the strategic principles and practice.

OBJECTIVES
- To enable the students to learn the strategic principles and practice
- To enhance the students knowledge in culture and strategic advantages

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Core Competencies – Building core competencies – Building Strategic Supportive Corporate Culture Strategic advantage – Managing Strategic Change – Strategic Change Process – Diagnosing change need.

TEXT BOOKS

REFERENCES
SCOPE

Human resources development provides an in depth overview of the field of human resources development, potential appraisal, career planning and development. This paper presents the basics of organizational culture, HRD and emerging trends and its perspectives.

OBJECTIVES

- To enlighten the students knowledge in the concepts and functions of HRD
- To impart students knowledge in principles and practices of developing human resources

UNIT I

HRD - Meaning, scope, importance, difference between traditional personnel management and HRD. Role Analysis and HRD-Key performance areas, Critical Attributes, Role Effectiveness, Role analysis methods.

UNIT II

Performance appraisals and performance development - objectives of performance appraisal - The past and the future; Basic considerations in performance appraisal; Development oriented appraisal system. Interpersonal Feedback and performance counseling

UNIT III

Potential Appraisal and Development. Career planning and Development.

UNIT IV

Training - conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria.

UNIT-V

Organization Effectiveness - Organisation Culture, HRD climate; Organization Development - characteristics, HRD - OD interface. HRD experiences in India - Emerging trends and perspectives.

TEXT BOOKS


REFERENCES

# ADDITIONAL PAPER
## SELF STUDY PAPER

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SCOPE
Brand management represents the concept of brand, brand elements, brand positioning, brand image and leveraging the brands. This paper provides the knowledge about varieties of brands and brand portfolio management.

OBJECTIVES
- To enlighten the students knowledge in the concepts and functions of brand management
- To impart the students knowledge in the methods of brand valuation.

UNIT-I
Concept of a Brand-Evolution-perspectives, anatomy, types of brand names, brand name associations, brands vs products, advantages of brands to consumers and firms, brand elements: components and choosing brand elements, branding challenges and opportunities.

UNIT-II
Brand positioning-basic concepts-alternatives-risks-brands and consumers-strategies for positioning the brand for competitive advantage-points of parity-points of difference buying decisions, perspectives on consumer behaviour, building a strong brand-method and implications

UNIT-III

UNIT-IV
Leveraging brands – brand extensions, extendibility, merits and demerits, line extensions, line trap-co branding and licensing brands. Reinforcing and revitalization of brands-need, methods, brand architecture-product, line, range, umbrella and source endorsed brands.Brand portfolio management.

UNIT-V
Brand valuation-methods of valuation, implications for buying and selling brands, applications-branding industrial products, services and retailers-building brands online. Indianisation of foreign brands and taking Indian brands global-issues and challenges.

TEXT BOOKS
REFERENCES

1. Kevin Lane Keller, (2013), Strategic Brand Management, PHI/Pearson, New Delhi
SCOPE
Service management represents the strategies, promoting and distribution of services, marketing of hospitality and nonprofit organization. It gives an insight regarding elements of service design and miscellaneous services.

OBJECTIVES
- To enhance the students knowledge in service management
- To enlighten the students knowledge in financial services and non profit organization.

UNIT I

UNIT II
Marketing Mix Decisions – Unique Features of Developing Pricing, Promoting and Distribution of Services - Positioning and Differentiation Strategy, Quality of Services Industry.

UNIT III
Marketing of Hospitality – Prospective of Tourism, Hotel and Travel Services – Airlines, Railway, Passenger and Goods Transport – Leisure Services - Information Technology.

UNIT IV

UNIT V

TEXT BOOKS
# BBA (Hons)

## SELF STUDY PAPER

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SCOPE
Marketing research represent the concepts, ethics in marketing research, marketing research techniques, marketing mix research and casual research. This paper provides the basic knowledge regarding the marketing research techniques and to develop the skills in research design.

OBJECTIVES
- To equip the students with the knowledge of marketing research techniques
- To develop the students knowledge in exploratory research design.

UNIT - I

UNIT - II
Marketing research techniques: Market development research: Cool hunting – socio cultural trends, Demand Estimation research, Test marketing, Segmentation Research - Cluster analysis, Discriminant analysis. Sales forecasting – objective and subjective methods

UNIT - III
Marketing Mix Research: Concept testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketing research. Marketing effectiveness and analytics research: Customer Satisfaction Measurement, mystery shopping, Market and Sales Analysis

UNIT - IV
Exploratory designs – Descriptive designs - Longitudinal and cross-sectional analysis ,Qualitative research techniques – a) Based on questioning: Focus groups. Depth interviews, Projective techniques. b) Based on observations: ethnography, grounded theory, participant observation

UNIT - V
TEXT BOOKS

REFERENCES
SCOPE
Financial services represent the concepts, financial innovation, and different kinds of markets, SEBI and its guidelines. This paper provides the basics about financial service sector and the concepts of capital and securities market.

OBJECTIVES
- To create awareness among the students about the financial services
- To make the students learn the concepts of capital market.

UNIT I
Financial Services – Meaning – Scope – Causes for Financial Innovation – New Financial Products and Services – Players in Financial Service Sector – Challenges facing the Financial Service Sector

UNIT II
Capital Market – Primary Market – Functions – Secondary Market – Functions – Listing of Securities – Advantages of Listing

UNIT III

UNIT IV

UNIT V

TEXT BOOKS

REFERENCES